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Svizzera Turismo.



# I numeri. The Figures.

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Relazione annuale Svizzera Turismo 2005. | Annual Report Switzerland Tourism 2005.





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# Il Management.

## La Direzione.



**Jürg Schmid**  
Direttore



**Urs Eberhard**  
Vicedirettore  
Responsabile Mercati & MICE



**Michel Ferla**  
Vicedirettore  
Manager Francia, Belgio, Spagna



**Eva Brechtbühl**  
Partenariati & Content Services  
Assistenza e acquisizione di partner settoriali, programmi qualità, ricerche ed elaborazione dell'informazione turistica, Enjoy Switzerland



**Notker Buchegger**  
Finanze, Controlling & Organizzazione  
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**Gabriela Buchmüller**  
Human Resources  
Gestione & sviluppo del personale, ricezione



**Urs Emch**  
Marketing  
(fino al 31.1.2006)  
Marketing prodotti leisure, supporto pubblicitario & produzione, fiere & manifestazioni



**Markus Rege**  
Marketing  
(dall'1.1.2006)  
Marketing prodotti leisure, supporto pubblicitario & produzione, fiere & manifestazioni



**Thomas Winkler**  
Portal Management, eMarketing & Informatica  
Sviluppo, esercizio e marketing di MySwitzerland.com, partner websites, mailing house e informatica

## Il team International Marketing Management (MMT).

Il team International Marketing Management (MMT) assicura l'integrazione dei mercati e dei settori più importanti nella pianificazione strategica del marketing turistico mondiale.

### **Daniela Bär**

Membro del Comitato direttivo  
Responsabile Corporate Communications, Media & Ricerche di mercato

### **Jörg Krebs**

Membro del Comitato direttivo  
Responsabile Collaborazioni strategiche/  
Sponsoring & Mercato svizzero

### **Martin Nydegger**

Responsabile Paesi Bassi

### **Roger Zbinden**

Responsabile Mercati chiave asiatici

### **Dino Dulio**

Responsabile Italia

### **Evelyn Lafone**

Responsabile Gran Bretagna & Irlanda

### **Federico Sommaruga**

Responsabile Federazione Russa, India, CCG, Mercati secondari & Market Services

### **Rafael Enzler**

Responsabile America del Nord

### **Christina Marzluff**

Responsabile Germania

### **Barbra Steuri-Albrecht**

Responsabile MICE (Meetings, Incentives, Conventions & Exhibitions)



# Il Comitato.

**Marty Dick F., dott.**

Presidente, Svizzera Turismo  
Consigliere agli Stati (TI)

**Schwitzguebel Pierre**

Vicepresidente, Svizzera Turismo  
Presidente di Lausanne Tourisme

**Sinzig Ulrich**

Vicepresidente, Svizzera Turismo  
Presidente, Schweizer Mittelland Tourismus

**Blumenthal Paul**

Direttore, Divisione Viaggiatori FFS

**Brändli Christoffel**

Consigliere agli Stati (GR)  
Presidente, Grigioni Vacanze

**Kurrus Paul**

Vicedirettore, Public Affairs & Environmental, Swiss International Air Lines

**Maitre Jean-Philippe**

Già Presidente del Consiglio nazionale  
Avvocato († 1. 2. 2006)

**Platzer Casimir**

Presidente, GastroBern  
Presidente, Società degli Albergatori  
Oberland bernese

**Rey Christian, dott.**

Presidente, hotelleriesuisse  
Presidente, Genève Tourisme

**Robyr Jérémie**

Presidente, Valais Tourisme

**Scheidegger Eric, dott. rer. pol.**

Ambasciatore  
Membro del comitato direttivo seco  
Direttore promozione della piazza economica  
Segretariato di Stato dell'economia seco

**Solari Marco**

Presidente, Festival internazionale del film  
Locarno

**Vollmer Peter, dott.**

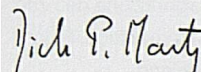
Consigliere nazionale (BE)  
Direttore, Unione dei trasporti pubblici  
e di Funivie svizzere

## In memoria.

All'inizio di febbraio del 2006 è deceduto Jean-Philippe Maitre, un uomo eccezionale che per cinque anni ha fatto parte del nostro Comitato. Ha partecipato alle riunioni fino all'ultimo, contribuendo ai dibattiti con pareri chiari e convincenti. Jean-Philippe Maitre si è impegnato attivamente a favore di Svizzera Turismo e del turismo svizzero in generale.

Non perdiamo solo un compagno di lotta lungimirante, ma anche una grande personalità.

Jean-Philippe Maitre rimarrà sempre nei nostri pensieri.



Dick F. Marty  
Presidente Svizzera Turismo

# L'Ufficio di revisione.

**Responsabile****Gerber Stefan**

Partner, esperto contabile diplomato,  
PricewaterhouseCoopers AG, Zurigo

**Membri****Anliker Daniel**

Partner, esperto contabile diplomato,  
PricewaterhouseCoopers AG, Zurigo

**Bantli Armin**

Partner, esperto contabile diplomato,  
PricewaterhouseCoopers AG, Zurigo

**Membri supplenti****Scharnagl Frank**

Partner, esperto contabile diplomato,  
PricewaterhouseCoopers AG, Zurigo

**Willborn Robert**

Partner, esperto contabile diplomato,  
PricewaterhouseCoopers AG, Zurigo



# Il Consiglio svizzero del turismo.

**Asshauer Jörg**

CEO, Mövenpick Dienstleistungs AG

**Bieger Thomas, prof. dott.**

Direttore, Istituto dei servizi pubblici e del turismo, Università di San Gallo (HSG)

**Blumenthal Paul**

Comitato Svizzera Turismo  
Direttore, Divisione Viaggiatori FFS

**Brändli Christoffel**

Comitato Svizzera Turismo  
Consigliere agli Stati (GR)  
Presidente, Graubünden Ferien

**Büchel Roland**

Direttore, Liechtenstein Tourismus

**Bussmann Jürg**

Direttore, Swiss wine communication SA

**Bütler Adelbert**

Presidente della Direzione, Bucherer AG

**Eberhard Urs W.**

Head Partnership Marketing  
Swiss International Air Lines

**Elsener Carl**

CEO, Victorinox

**Escher David, dott.**

CEO, Switzerland Cheese Marketing AG

**Felder Josef**

CEO, Unique (Flughafen Zürich AG)

**Gagliardi Tiziano**

Direttore, Ticino Turismo

**Hagmann Beat**

Responsabile Turismo  
beco Economia bernese  
Direzione dell'Economia Pubblica, Canton Berna

**Hew Florian, dott.**

Direttore, GastroSuisse

**Hofer Walter**

Direttore, Global Refund Schweiz AG

**Hürlimann Peter**

Membro della Direzione  
Museo Svizzero dei Trasporti

**Keller Peter, prof. dott.**

Direttore Turismo  
Segretariato di Stato dell'economia seco

**Kühne Ralph**

Segretario generale del Dipartimento presidenziale della Città di Zurigo

**Kurrus Paul**

Comitato Svizzera Turismo  
Vicedirettore, Public Affairs & Environmental, Swiss International Air Lines

**Landolf Daniel**

Membro della Direzione Aziendale  
Direttore della Divisione Viaggiatori  
La Posta Svizzera

**Maitre Jean-Philippe**

Comitato Svizzera Turismo  
Già Presidente del Consiglio nazionale  
Avvocato († 1. 2. 2006)

**Marty Dick F., dott.**

Presidente, Svizzera Turismo  
Consigliere agli Stati (TI)

**Müller Hansruedi, prof. dott.**

Direttore, Istituto di ricerche sul tempo libero e il turismo, Università di Berna

**Müller Hans-Ulrich**

Delegato comunità d'interesse delle grandi banche svizzere, Credit Suisse

**Niederhauser Peter**

Direttore, Hallwag Kümmerly + Frey SA

**Nünlist Stefan**

Responsabile della comunicazione aziendale di Swisscom SA

**Oegerli Klaus**

CEO, Switzerland Travel Centre SA

**Platzer Casimir**

Comitato Svizzera Turismo  
Presidente, GastroBern  
Presidente, Società degli Albergatori Oberland bernese

**Renner-Bach Judith**

Direttrice, Federazione svizzera del turismo

**Rey Christian, dott.**

Comitato Svizzera Turismo  
Presidente, hotelleriesuisse  
Presidente, Genève Tourisme

**Riedener Urs**

Membro della Direzione generale  
Federazione delle cooperative Migros

**Robyr Jérémie**

Comitato Svizzera Turismo  
Presidente, Valais Tourisme

**Rohrer Kurt**

Direttore, swissmint, Zecca ufficiale della Svizzera

**Rutishauser Erwin**

Direttore, Ferrovia retica

**Sardinha Carlos**

Direttore, Europcar AMAG Services AG

**Sauter Bruno**

Dipartimento dell'economia e del lavoro  
Canton Zurigo

**Scheidegger Eric, dott. rer. pol.**

Comitato Svizzera Turismo  
Ambasciatore  
Membro del comitato direttivo seco  
Direttore promozione della piazza economica  
Segretariato di Stato dell'economia seco

**Schwitzguebel Pierre**

Vicepresidente, Svizzera Turismo  
Presidente, Lausanne Tourisme

**Sinzig Ulrich**

Vicepresidente di Svizzera Turismo  
Presidente, Schweizer Mittelland Tourismus

**Solari Marco**

Comité Suisse Tourisme  
Presidente, Festival internazionale del film Locarno

**Suter Daniel**

Direttore, Museo Svizzero dei Trasporti

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Consigliere di Stato (GR)  
Dipartimento dell'interno e dell'economia pubblica, Canton Grigioni

**Tromp Mathias, dott.**

Direttore generale  
BLS Ferrovia del Lötschberg SA

**Vollmer Peter, dott.**

Comitato Svizzera Turismo  
Consigliere nazionale (BE)  
Direttore, Unione dei trasporti pubblici e di Funivie svizzere

**Weibel Benedikt, dott.**

Presidente della Direzione aziendale FFS

**Wilhelm Reto**

Membro della Direzione generale  
Direttore Europa e Asia  
Kuoni Reisen Holding AG



# Bilancio 2005. Il Consiglio svizzero del

1 Attivi	Bilancio al 31.12.2005 CHF	Bilancio al 31.12.2004 CHF
<b>Attivo circolante</b>		
<b>1.1 Liquidità</b>		
Cassa	45 865.53	40 175.07
Conti correnti postali	787 414.48	749 545.58
Banche	3 082 730.79	5 089 625.20
Investimenti finanziari a breve termine	85 717.50	0.00
<b>Totale liquidità</b>	<b>4 001 728.30</b>	<b>5 879 345.85</b>
<b>1.2 Crediti</b>		
<b>1.2.1 Crediti derivanti da vendite e prestazioni</b>		
Debitori	3 100 567.20	1 934 903.15
Quote dei membri da riscuotere	33 100.00	7 200.00
<b>1.2.2 Altri crediti a breve termine</b>		
Prestazioni di garanzia, anticipi, pagamenti preventivi	329 625.71	249 029.92
Enti pubblici	157 914.30	518 241.10
Altri	1 564 543.67	973 780.82
Delcredere	-105 000.00	-276 200.00
<b>Totale crediti</b>	<b>5 080 750.88</b>	<b>3 406 954.99</b>
<b>1.3 Stock e lavori in corso</b>		
Stock e lavori in corso	96 344.14	144 265.54
<b>Totale stock e lavori in corso</b>	<b>96 344.14</b>	<b>144 265.54</b>
<b>1.4 Ratei e risconti attivi</b>		
Ratei e risconti attivi	587 933.99	927 091.58
<b>Totale ratei e risconti attivi</b>	<b>587 933.99</b>	<b>927 091.58</b>
<b>1.5 Crediti estranei all'esercizio</b>		
Immobile Parigi	1 168 528.20	0.00
<b>Totale crediti estranei all'esercizio</b>	<b>1 168 528.20</b>	<b>0.00</b>
<b>Totale attivo circolante</b>	<b>10 935 285.51</b>	<b>10 357 657.96</b>
<b>Attivo fisso</b>		
<b>1.6 Investimenti finanziari</b>		
Partecipazioni	1 732 505.00	1 750 004.00
Crediti a lungo termine nei confronti di terzi	428 342.24	380 264.42
<b>Totale investimenti finanziari</b>	<b>2 160 847.24</b>	<b>2 130 268.42</b>
<b>1.7 Immobilizzazioni mobili</b>		
Mobilia, arredamenti, installazioni	232 549.76	274 321.35
Impianti informatici	488 384.47	627 639.05
Infrastruttura esposizioni	752 395.98	1 133 066.12
<b>Totale immobilizzazioni mobili</b>	<b>1 473 330.21</b>	<b>2 035 026.52</b>
<b>1.8 Immobilizzazioni immobili</b>		
Immobile d'esercizio	5 649 315.65	5 857 440.65
<b>Totale immobilizzazioni immobili</b>	<b>5 649 315.65</b>	<b>5 857 440.65</b>
<b>Totale attivo fisso</b>	<b>9 283 493.10</b>	<b>10 022 735.59</b>
<b>Totale attivi</b>	<b>20 218 778.61</b>	<b>20 380 393.55</b>



# Bilancio 2005.

2 Passivi		Bilancio al 31.12.2005	Bilancio al 31.12.2004
		CHF	CHF
<b>Capitale di terzi</b>			
2.1	Capitale di terzi a breve termine		
2.1.1	Passività finanziarie a breve termine		
	Banche	0.00	3 000 000.00
2.1.2	Passività a breve termine derivanti da forniture e prestazioni		
	Creditori	6 471 204.63	4 522 704.99
2.1.3	Altre passività a breve termine		
	Enti pubblici	457 115.96	300 276.62
	Terzi	141 467.60	244 377.46
	Istituti di previdenza professionale	165 147.90	157 199.45
	<b>Totale capitale di terzi a breve termine</b>	<b>7 234 936.09</b>	<b>8 224 558.52</b>
2.2	Ratei e risconti passivi/accantonamenti a breve termine		
	Ratei e risconti passivi	2 650 355.23	2 929 324.38
	Accantonamenti per il personale	1 115 348.26	1 018 928.26
	<b>Totale ratei e risconti passivi/accantonamenti a breve termine</b>	<b>3 765 703.49</b>	<b>3 948 252.64</b>
2.3	Capitale di terzi a lungo termine		
2.3.1	Passività finanziarie a lungo termine		
	Banche	2 000 000.00	0.00
	Terzi	18 845.84	36 464.94
2.3.2	Accantonamenti a lungo termine		
	Impianti informatici	262 100.00	264 300.00
	Riattamento immobile Parigi	170 000.00	170 000.00
	Trasformazione locali locati/mobilia	509 900.00	509 900.00
	Altri	2 280 500.00	2 171 000.00
	Eventi straordinari destinazione CH	2 508 000.00	2 931 900.00
	Indennità di uscita	274 458.26	231 147.50
2.3.3	Passività estranee all'esercizio		
	Immobile Parigi	0.00	668 458.78
	<b>Totale capitale di terzi a lungo termine</b>	<b>8 023 804.10</b>	<b>6 983 171.22</b>
	<b>Totale capitale di terzi</b>	<b>19 024 443.68</b>	<b>19 155 982.38</b>
<b>Fondi propri</b>			
2.4	Fondi propri all'1.1.05/04	1 224 411.17	1 375 482.53
	Maggiori costi	-30 076.24	-151 071.36
	<b>Totale fondi propri</b>	<b>1 194 334.93</b>	<b>1 224 411.17</b>
	<b>Totale passivi</b>	<b>20 218 778.61</b>	<b>20 380 393.55</b>



# Conto economico 2005.

3	Ricavi	Budget 2005 CHF	Consuntivo 2005 CHF	Consuntivo 2004 CHF
<b>Ricavi d'esercizio</b>				
3.1	Quote dei membri			
	Confederazione Svizzera	46 000 000.00	46 186 203.30	44 884 787.92
	Ferrovie federali svizzere FFS	200 000.00	200 000.00	200 000.00
	hotelleriesuisse (SSA)	100 000.00	100 000.00	100 000.00
	GastroSuisse	100 000.00	100 000.00	100 000.00
	Consiglio svizzero del turismo	796 000.00	833 550.00	795 500.00
	Altri membri (cantoni, comuni, organizzazioni turistiche, industrie interessate al turismo, società, organizzazioni)	1 328 000.00	1 132 110.00	1 117 910.00
	Contributi volontari	0.00	6 335.00	7 135.00
	<b>Totale quote dei membri</b>	<b>48 524 000.00</b>	<b>48 558 198.30</b>	<b>47 205 332.92</b>
3.2	Proventi diversi	10 000.00	46 975.55	86 782.65
3.3	Proventi finanziari	22 000.00	53 884.52	420 838.66
	<b>Totale ricavi d'esercizio</b>	<b>48 556 000.00</b>	<b>48 659 058.37</b>	<b>47 712 954.23</b>
<b>Proventi di marketing</b>				
3.4	Sponsorship marketing	3 637 000.00	3 129 561.09	3 754 124.41
3.5	Altri proventi di marketing			
	Promotion	12 840 000.00	10 739 560.14	18 885 404.03
	KAM (Key Account Management)	5 523 000.00	7 882 968.38	
	KMM (Key Media Management)	162 000.00	182 388.62	
	E-Marketing	2 156 000.00	1 925 484.00	
	<b>Totale altri proventi di marketing</b>	<b>20 681 000.00</b>	<b>20 730 401.14</b>	<b>18 885 404.03</b>
	<b>Totale proventi di marketing</b>	<b>24 318 000.00</b>	<b>23 859 962.23</b>	<b>22 639 528.44</b>
<b>Ricavi straordinari ed estranei all'esercizio</b>				
3.6	Ricavi estranei all'esercizio	48 000.00	53 630.24	43 477.40
3.7	Proventi investimenti finanziari	0.00	17 500.00	0.00
3.8	Proventi da immobili estranei all'esercizio	1 300 000.00	964 648.87	1 360 475.50
	<b>Totale ricavi straordinari ed estranei all'esercizio</b>	<b>1 348 000.00</b>	<b>1 035 779.11</b>	<b>1 403 952.90</b>
3.9	Maggiori costi	0.00	30 076.24	151 071.36
	<b>Totale ricavi</b>	<b>74 222 000.00</b>	<b>73 584 875.95</b>	<b>71 907 506.93</b>



# Conto economico 2005.

4	Spese	Budget 2005 CHF	Consuntivo 2005 CHF	Consuntivo 2004 CHF
<b>Spese di marketing</b>				
4.1	Spese di marketing			
	Promotion	26 698 000.00	25 832 283.06	45 202 574.65
	KAM (Key Account Management)	12 326 000.00	11 991 483.51	
	KMM (Key Media Management)	2 375 000.00	3 576 323.16	
	E-Marketing	6 500 000.00	6 783 198.36	
	<b>Totale spese di marketing</b>	<b>47 899 000.00</b>	<b>48 183 288.09</b>	<b>45 202 574.65</b>
<b>Spese d'esercizio</b>				
4.2	Spese per il personale			
	Salari	16 916 000.00	16 994 360.50	16 530 831.71
	Oneri sociali	3 249 000.00	2 673 963.32	2 690 261.54
	Spese per il personale marketing fatturate a terzi	-846 000.00	-935 960.89	-788 339.62
	<b>Totale spese per il personale</b>	<b>19 319 000.00</b>	<b>18 732 362.93</b>	<b>18 432 753.63</b>
4.3	Spese accessorie per il personale			
	Formazione e perfezionamento professionale	295 000.00	109 192.72	303 999.80
	Trasferimenti/reclutamento di personale	250 000.00	289 206.06	278 237.87
	Vacanze/ore supplementari non compensate (accantonamenti)	0.00	96 420.00	45 024.00
	Spese di viaggio e di rappresentanza	355 000.00	302 046.58	292 073.42
	Altre spese per il personale	334 000.00	243 691.49	299 752.95
	<b>Totale spese accessorie per il personale</b>	<b>1 234 000.00</b>	<b>1 040 556.85</b>	<b>1 219 088.04</b>
4.4	Altri costi d'esercizio			
	Spese per locali d'esercizio	2 374 000.00	2 329 746.35	2 177 910.81
	Spese di amministrazione	1 429 000.00	1 455 860.21	1 391 546.06
	Spese generali degli organi	175 000.00	193 358.15	217 442.97
	Altri costi d'esercizio	107 000.00	95 904.96	94 671.63
	Spese d'esercizio fatturate a terzi	-266 000.00	-235 728.33	-228 763.31
	<b>Totale altri costi d'esercizio</b>	<b>3 819 000.00</b>	<b>3 839 141.34</b>	<b>3 652 808.16</b>
4.5	Oneri diversi incl. perdite su debitori	5 000.00	-87 577.28	282 113.30
4.6	Oneri finanziari	205 000.00	83 078.62	862 705.38
4.7	Ammortamenti sulle immobilizzazioni			
	Hardware e software	441 000.00	463 250.26	610 764.80
	Immobili/installazioni e arredamenti per ufficio	300 000.00	265 217.23	298 753.48
	Infrastruttura mezzi Swissair straordinari (valore di acquisto)	0.00	2 200.00	2 426.42
	<b>Totale ammortamenti sulle immobilizzazioni</b>	<b>741 000.00</b>	<b>730 667.49</b>	<b>911 944.70</b>
	<b>Totale costi d'esercizio</b>	<b>25 323 000.00</b>	<b>24 338 229.95</b>	<b>25 361 413.21</b>
<b>Oneri straordinari ed estranei all'esercizio</b>				
4.8	Oneri da immobili estranei all'esercizio	1 000 000.00	1 063 357.91	1 343 519.07
	<b>Totale oneri straordinari ed estranei all'esercizio</b>	<b>1 000 000.00</b>	<b>1 063 357.91</b>	<b>1 343 519.07</b>
	<b>Totale spese</b>	<b>74 222 000.00</b>	<b>73 584 875.95</b>	<b>71 907 506.93</b>



# Allegato al conto annuale 2005.

## Criteria dell'allestimento dei conti

La contabilità e i conti di Svizzera Turismo, una corporazione di diritto pubblico, sono conformi alle prescrizioni dell'art. 957 segg. CO nonché alle prescrizioni applicabili del diritto delle società anonime (art. 662 a segg. CO). In conformità all'art. 21 del proprio statuto, Svizzera Turismo risponde delle proprie passività unicamente con il proprio patrimonio.

	2005 CHF	2004 CHF
<b>Impegni nei confronti di istituti di previdenza professionale</b>		
Impegni a breve termine nei confronti di istituti di previdenza professionale in Svizzera e all'estero	165 100	157 200
<b>Valori dell'assicurazione contro gli incendi per immobilizzazioni</b>		
Mobilia	2 200 000	2 200 000
Impianti informatici	1 498 400	1 521 000
Immobili (immobile Parigi) pro memoria		
<b>Attivi costituiti in pegno per debiti propri</b>		
Attivi costituiti in pegno:		
Liquidità	0	3 620 868
Costituite in pegno per:		
Prestito a termine ZKB (rimborsato nel 2005)	0	3 000 000
Prestito a termine UBS (nuove nel 2005 a lungo termine)	2 000 000	0
UBS – Limite di credito (conto corrente)	5 000 000	0
CS – Limite di credito (conto corrente)	500 000	500 000
ZKB – Limite di credito (conto corrente)	2 000 000	2 000 000
<b>Ammortamento immobilizzazioni</b>		
Gli ammortamenti per l'infrastruttura esposizioni (stand fiere), per server web e mailinghouse figurano sotto «Spese di marketing»	587 400	476 072
<b>Partecipazioni</b>		
STC Switzerland Travel Centre AG Zurigo/Londra, gestione centralizzata, commercializzazione e vendita di prodotti turistici CH, capitale azionario	5 250 000	5 250 000
Quota di partecipazione ST	33%	33,33%
<b>Crediti/debiti nei confronti di STC Switzerland Travel Centre AG</b>		
Nel bilancio sono comprese le seguenti voci di attivo/passivo:		
1.2.1 Debitori	4 087	9 538
2.1.2 Creditori	51 302	150 644
<b>Conto immobile Parigi</b>		
Proventi da immobile	964 649	1 360 475
Oneri da immobile	1 063 358	1 343 519
Risultato da immobile	-98 709	16 956
<b>Impegni di leasing</b>		
Importo totale degli impegni da leasing	6 394	29 382
<b>Fideiussioni</b>		
Garanzia locazione alloggio Parigi EUR 6 860	10 691	36 624
Fideiussione locazione alloggio collaboratori		
Los Angeles USD 30 000 / 30 000	39 477	33 960
New York USD 0 / 1 550	0	1 755
<b>Proventi e spese di marketing</b>		
Il piano del conto marketing è stato adeguato alle nuove esigenze. Tuttavia, i proventi e le spese dell'anno precedente non hanno potuto essere ripartiti sui nuovi conti e figurano pertanto quale importo unico.		
<b>Proventi di spese d'esercizio fatturate a terzi</b>		
L'anno precedente questa voce figurava in una voce sotto «Ricavi». D'ora in poi gli importi figurano sotto «Spese» alle voci «Spese per il personale fatturate a terzi» e «Spese d'esercizio fatturate a terzi».		
<b>Proventi finanziari/Oneri finanziari</b>		
Nell'anno in rassegna gli utili e le perdite di cambio sono stati per la prima volta contabilizzati e figurano ora in un importo unico sulla pagina corrispondente che presenta il saldo (Proventi finanziari).		



# Rapporto dell'Ufficio di revisione.

## Rapporto dell'Ufficio di revisione all'Assemblea dei membri di Svizzera Turismo, Zurigo.

In qualità di Ufficio di revisione abbiamo verificato la contabilità ed il conto annuale (bilancio, conto economico e allegato) di Svizzera Turismo per l'esercizio chiuso al 31 dicembre 2005.

Il Comitato è responsabile dell'allestimento del conto annuale, mentre il nostro compito consiste nella sua verifica e nell'espressione di un giudizio in merito. Confermiamo di adempiere i requisiti relativi all'abilitazione professionale e all'indipendenza.

La nostra verifica si basa sulla verifica completa effettuata da PricewaterhouseCoopers SA e sul loro rapporto di revisione, indirizzato all'Ufficio di revisione.

PricewaterhouseCoopers SA ha effettuato la sua verifica conformemente ai principi di revisione svizzeri, i quali richiedono che la stessa venga pianificata ed effettuata in maniera tale che anomalie significative nel conto annuale possano essere identificate con un grado di sicurezza accettabile. Ha verificato le posizioni e le informazioni del conto annuale mediante procedure analitiche e di verifica a campione. Ha inoltre giudicato l'applicazione dei principi contabili determinanti, le decisioni significative in materia di valutazione, nonché la presentazione del conto annuale nel suo complesso. E' dell'avviso che la sua verifica costituisca una base sufficiente per la sua opinione.

A nostro giudizio la contabilità e il conto annuale sono conformi alle disposizioni legali svizzere, e statutarie, nonché ai principi contabili riportati nell'allegato.

Raccomandiamo di approvare il conto annuale a Voi sottoposto.

### L'Ufficio di revisione

#### Stefan Gerber

Esperto contabile diplomato, responsabile

#### Armin Bantli

Esperto contabile diplomato, membro

#### Daniel Anliker


Esperto contabile diplomato, membro

Zurigo, il 20 marzo 2005

## Nuovi membri 2005.

Best of Switzerland Tours, Adliswil   
Braunwald-Klausenpass Tourismus AG,  
Braunwald   
Clinique La Prairie, Clarens/Montreux  
Dientigal Tourismus, Oey  
Ente Turistico del Mendrisiotto e Basso  
Ceresio, Mendrisio  
Exclusive Alternatives SA, Cologny  
Festival internazionale del film Locarno,  
Locarno, Top Events of Switzerland  
Fondation du Festival de Jazz de Montreux,  
Montreux, Top Events of Switzerland  
Gulf Service SA, Genève

Historische Reisepost AG, Andermatt   
Hochschule für Wirtschaft (HSW) Luzern,  
Luzern  
Hotel Castello del Sole, Ascona  
Inter-Translations SA, Bern  
Kreuzlingen Tourismus, Kreuzlingen  
N.M. Incorporè Sàrl, Genève  
Panoeuro International Cooperation Sàrl,  
Lausanne  
St. Moritz Polo Club, St. Moritz,  
Top Events of Switzerland  
Swiss Chalet SA / FlexChalet, Champéry  
Swiss Pass Ltd, Sion

Swissminiatur SA, Melide  
The Guide Company AG, Zürich  
Unterirdische Schiessanlage Walchi AG,  
Lungern  
Via Travel, Genève  
Villa Sassa Hotel & Residence – Tessal SA,  
Lugano  
Welcome Swiss Tours SA, Lausanne  
Widder Hotel, Zürich   
Wilken AG, Freidorf  
Zentrum Paul Klee, Bern  
Zürcher Festspiele, c/o Opernhaus Zürich,  
Zürich



# Membri 2005.

Situazione soci 2004: 648/2005: 649

## 1. Confederazione

Confederazione Svizzera, Berna

## 2. hotelleriesuisse, Berna

Q

## 3. GastroSuisse, Zurigo

Q

## 4. Partner strategici

Bucherer AG, Lucerna  
 Europcar AMAG Services AG, Kloten  
 Federazione delle cooperative Migros, Zurigo  
 Ferrovie Federali Svizzere FFS, Berna  
 La Posta Svizzera, Berna Q  
 Swiss International Air Lines, Zurigo Q  
 Swisscom AG, Berna  
 Switzerland Cheese Marketing AG, Berna  
 Unique (Flughafen Zürich AG), Zurigo Airport

## 5. Membri per Cantoni

### Appenzello Esterno

Kanton Appenzell AR, Departement Volks- und Landwirtschaft, Herisau  
 Säntis-Schwebbahn AG, Schwägalp  
 Schweizer Kurhäuser, Herisau

### Appenzello Interno

Appenzeller Kantonalbank, Appenzell  
 Appenzellerland Tourismus AG, Appenzell  
 Appenzellerland Tourismus AI, Appenzell Q

### Argovia

Aargau Services, Aarau  
 Aargau Tourismus, c/o Aargau Info Verkehrsbüro, Aarau  
 Aargauer Schlösser, Schloss Habsburg, Habsburg  
 Bad Zurzach Tourismus, Zurzach  
 Geriberz Reisen AG, Wettingen  
 Mammot Sports Group AG, Seon  
 Midena Hotel Guides (Edition Fona GmbH), Lenzburg  
 Ringier Print Zofingen AG, Zofingen  
 Schweizerischer Bauernverband SBV, Brugg  
 Stadt Baden, Standortmarketing, Baden Q  
 Stadt Lenzburg, Lenzburg  
 Tourismus Rheinfelden, Rheinfelden Q  
 unikathotels.ch, Muri  
 Verkehrsverein Laufenburg, Laufenburg

### Basilea Campagna

arvato logistics services ag, Pratteln  
 Baselland Tourismus, Liestal  
 Bed & Breakfast Switzerland, Arlesheim Q  
 CONTACT groups.ch, Hotels und Ferienhäuser für Gruppen, Liestal  
 Lüdin AG, Druckerei, Liestal  
 Rent a Bike AG (BRO AG), Therwil  
 Römerstadt Augusta Raurica, Augst Q  
 Schweizerischer Verein für Familienherbergen, Gelterkinden Q  
 Sunstar-Holding AG, Liestal

### Basilea Città

ART Basel, The International Art Fair, Basel, Top Events of Switzerland  
 Basel Tourismus, Basel Q  
 Club Grand Hôtel & Palace, Basel  
 Coop, Basel  
 Europ. Reiseversicherungs AG, Basel  
 Helvetia Patria Versicherungen, Basel  
 Manor SA, Basel  
 Messe Berlin / fairTeam, Basel  
 Radisson SAS Hotel, Basel Q  
 Sixt AG / Sixt SA, Basel  
 SQHI Hotel Münchnerhof Basel, Basel Q  
 Swissôtel Basel, Basel  
 TREFF HOTEL Verwaltungs AG, Ramada Schweiz, Basel  
 Werner Druck AG, Basel

### Berna


Aare Seeland mobil AG, Langenthal Q  
 Adelboden Tourismus, Adelboden Q  
 Allegro Grand Casino Kursaal Bern, Bern Q  
 Alpar Flug- und Flugplatzgesellschaft AG, Belp  
 alpenregion.ch, Meiringen Q  
 ASMAS, Verband Schweizer Sportfachhandel, Bern  
 Beatenberg Tourismus, Beatenberg Q  
 Beausite Park Hotel Wengen AG, Wengen Q  
 beco Berner Wirtschaft, Volkswirtschaftsdirektion Kanton Bern, Bern Q  
 BegaSoft AG, Bern  
 Benteli Hallwag Druck AG, Wabern  
 Bergbahnen Adelboden AG, Adelboden Q  
 Bern Tourismus, Bern Q  
 Berner Oberländer Helikopter AG, BOHAG, Gsteigwiler b. Interlaken Q  
 Berner Wanderwege, Bern Q  
 Best Western Swiss Hotels, Bern Q  
 BLS Lötschbergbahn AG, Bern  
 Brienz-Rothorn-Bahn AG, Brienz Q  
 Car Tourisme Suisse – Car Groupe ASTAG, Bern Q  
 Casino Kursaal Interlaken AG, Interlaken Q

Chemins de fer du Jura, Tavannes Q  
 Chocolats Camille Bloch SA, Courtelary  
 Chocosuisse, Verband Schweizerischer Schokoladefabrikanten, Bern  
 Cisalpino AG, Bern Q  
 Credit Suisse BC, Bern  
 Daniel Fischer & Partner, Niederwangen b. Bern  
 Destinationen Berner Oberland, c/o Interlaken Tourismus, Interlaken  
 Diemtigtal Tourismus, Oey  
 Ed. Jobin AG, Brienz  
 Einwohnergemeinde Spiez, Spiez  
 Einwohnergemeinde Thun, Thun  
 Fink Medien AG, Neueneegg  
 Forschungsinstitut für Freizeit und Tourismus (FIF), Universität Bern, Bern Q  
 Freilichtmuseum Ballenberg, Brienz Q  
 Gemeinde Interlaken, Interlaken  
 Gewerkschaft Unia, Bern  
 Gondelbahn Grindelwald-Männlichen AG, Grindelwald Q  
 Grand Hotel Park, Gstaad  
 Grindelwald Tourismus, Grindelwald Q  
 Gstaad Saanenland Tourismus, Gstaad Q  
 Hallwag Kümmerly + Frey AG, Schönbühl-Bern  
 Hauenstein Hotels, c/o Hotel Krone, Thun  
 Hotel Beau-Site, Adelboden Q  
 Hotel Bellevue-Palace, Bern  
 Hotel Bernerhof, Gstaad Q  
 Hotel Eiger, Grindelwald  
 Hotel Eigerblick AG, Grindelwald Q  
 Hotel Feriendorf Twannberg, Twann Q  
 Hotel Jungfrau&Haus Mönch AG, Mürren Q  
 Hotel Restaurant Schössli, Ipsach  
 Hotel Restaurant Weisses Kreuz, Brienz Q  
 Hotel Stadthaus AG, Burgdorf Q  
 Interlaken Tourismus, Interlaken Q  
 INTERSPORT Schweiz AG, Ostermundigen  
 Inter-Translations SA, Bern  
 Jungfrau Tours AG, Interlaken Q  
 Jungfraubahnen, Interlaken Q  
 Jura bernois Tourisme, Moutier Q  
 KWO, Kraftwerke Oberhasli AG, Innertkirchen  
 Lenk-Simmental Tourismus AG, Lenk i.S. Q  
 Lindner Grand Hotel Beau Rivage, Interlaken  
 Lötschberg Tourismus, Kandersteg Q  
 Marina Travel AG, Bern  
 Meiringen-Hasliberg-Bahnen AG, Meiringen Q  
 Museum für Kommunikation, Bern  
 Mystery Park AG, Interlaken  
 Niesenbahn AG, Mülenen Q  
 Open Up Swiss, Bern





Polyquest AG, Bern  
 Pro Emmental, Langnau i.E.  
 Railtour Suisse SA, Bern  
 Schilthornbahn AG, Interlaken   
 Schuh Interlaken AG, Interlaken  
 Schweizer Alpen-Club SAC, Bern   
 Schweizer Casinoverband, Bern  
 Schweizer Reisekasse reka, Bern   
 Schweizer Tourismus-Verband STV, Bern   
 Schweizer Wanderwege  
 SAW/FSTP/FSS/SHF, Bern  
 Seilbahnen Schweiz SBS, Bern   
 Simplex AG, Zollikofen  
 Sinnvoll Reisen GmbH, Meiringen  
 SMIT-Schweizer Mittelland Tourismus,  
 Bern   
 Sportbahnen Hasliberg-Käserstatt AG,  
 Hasliberg Wasserwendi  
 Staatssekretariat für Wirtschaft seco, Bern  
 Stadt Bern, Bern  
 Stockhornbahn AG, Erlenbach i.S.   
 Swiss Bankers Travelers Cheque Centre,  
 Grosshöchstetten  
 Swiss Cycling, Haus des Sportes, Bern  
 Swiss Historic Hotels, c/o Marke Team,  
 Herrenschwanden  
 Swiss Retail Federation, Bern  
 Swiss Snowsports, Belp  
 Swiss wine communication SA, Bern  
 swisscamps, Schönbühl  
 swissmint, Offizielle Münzstätte der  
 Schweizerischen Eidgenossenschaft, Bern  
 Swiss-Ski, Muri bei Bern  
 Thun Tourismus Organisation TTO, Thun  
 Thunersee Tourismus, Thun   
 Tourenguide.ch, Biel  
 Tourismus Biel Seeland / Tourisme Bienne  
 Seeland, Biel-Bienne   
 Verband öffentlicher Verkehr VöV, Bern   
 Verband Schweizerischer Privatschulen  
 VSP, Bern  
 Verein Swiss Backpackers, Interlaken   
 Victoria-Jungfrau Grand Hotel & Spa,  
 Interlaken   
 Volkswirtschaftskammer  
 Berner Oberland, Interlaken  
 W. Gassmann AG, Biel  
 Watch Valley coordination, Bévillard  
 Wengen Classic Hotels,  
 c/o Hotel Wengener Hof, Wengen  
 Wengen Mürren Lauterbrunnental  
 Tourismus, Lauterbrunnen   
 Wengernalpbahn, Interlaken  
 Wirtschaftsförderung Stadt Biel, Biel  
 Zentrum Paul Klee, Bern

### Friburgo


Association touristique Estavayer & région,  
 Estavayer-le-Lac   
 Canton de Fribourg, Direction de l'Economie,  
 des Transports et de l'Energie, Fribourg

Commune de Gruyères, Conseil communal,  
 Epagny   
 Fribourg Tourisme, Fribourg   
 Gliion Institut de Hautes Etudes, Bulle  
 Hôtel Le Vieux Manoir au Lac,  
 Relais & Châteaux, Morat-Meyriez  
 La Gruyère-Tourisme-Promotion, Bulle   
 NH Switzerland, Fribourg  
 Office du tourisme de Charmey, Charmey   
 Région Glâne-Veveyse, Romont  
 Région Lac de Morat, Morat  
 Transports publics fribourgeois TPF,  
 Fribourg   
 Union fribourgeoise du tourisme/Freiburger  
 Tourismusverband, Fribourg 


### Ginevra

Agence de Voyages Marina Meltseva,  
 Versoix  
 Autotourisme Léman SA, Alsa & Eggmann,  
 Genève  
 Centre International de Conférences  
 Genève, Genève  
 Commune de Meyrin, Meyrin  
 Dragon du Ciel S.A., Genève  
 Elance SA, Genève  
 Elite Rent-a-car, Genève  
 Eurasie Lexim SA, Genève  
 Eurasige SA, Genève  
 Exclusive Alternatives SA, Cologny  
 Fert Tours International, Genève  
 Genève Tourisme, Genève   
 Global Medical Consultants AG, Genève  
 GTA Donvand Ltd., Genève  
 Gulf Service SA, Genève  
 Hôtel Adriatica, Genève  
 Lakeside Marketing SARL, Genève  
 Magnafin SA, Genève  
 Manotel SA, Genève  
 MCI Suisse SA, Genève   
 Musée international de la Croix-Rouge et  
 du Croissant-Rouge, Genève  
 N.M. Incorpore Sàrl, Genève  
 Orgexpo, Grand-Saconnex  
 PCECSC – Promotion Culturelle & Economi-  
 que Suisse-Chine, Genève  
 République et Canton de Genève, Genève  
 SM Travel Ltd., Genève  
 Société des hôteliers de Genève, Genève  
 Société des Hôtels Concorde Suisse SA,  
 Hôtel de la Paix, Genève  
 Soleans (Switzerland) SA, Genève  
 Touring Club Schweiz, Vernier  
 Tryp Hôtel de Berne, Genève  
 Via Travel, Genève  
 Ville de Genève, Conseil administratif,  
 Genève  
 World Avenues SA, Genève  
 Worldguest Services, Genève

### Giura

Jura Tourisme, Saignelégier   
 République et Canton du Jura, Service de  
 l'économie, Delémont

### Glarona

Braunwald-Klausenpass Tourismus AG,  
 Braunwald   
 Kanton Glarus, Glarus  
 Sportbahnen Elm AG, Elm

### Grigioni

Alpenarena.ch, Flims   
 Arosa Bergbahnen AG, Arosa   
 Arosa Tourismus, Arosa   
 Badrutt's Palace Hotel AG, St. Moritz   
 Bär E. Familie, Arosa  
 Bergbahnen Disentis AG, Disentis/Mustér   
 Bergbahnen ENGADIN/St. Moritz,  
 St. Moritz  
 Bergbahnen Motta Naluns  
 Scuol-Ftan-Sent AG, Scuol   
 Celerina Tourismus, Celerina  
 Center Turistic, Ferienregion Brigels  
 Waltensburg Andiastr, Brigels   
 Cresta Hotels Davos, Davos Platz  
 Davos Klosters Bergbahnen, Davos Dorf  
 Davos Tourismus, Davos Platz   
 ENGADIN/Scuol Tourismus AG, Scuol   
 Feriensiedlung Solaria, Davos Dorf   
 Freizeit Graubünden AG, Malans   
 Gemeinde Arosa, Arosa  
 Gemeinde St. Moritz, St. Moritz  
 Graubünden Ferien, Chur   
 Graubündner Kantonalbank, Chur  
 HFT Graubünden Academia Engiadina,  
 Samedan  
 Hotel Bernina, Samedan  
 Hotel Saratz AG, Pontresina   
 Hotel Waldhaus am See, St. Moritz   
 HTW Chur – Hochschule für Technik  
 und Wirtschaft, Chur  
 Intersoc Bruxelles, St. Moritz  
 Kanton Graubünden, Chur  
 Kempinski Grand Hôtel des Bains,  
 St. Moritz  
 Klosters Tourismus, Klosters   
 Kur- und Verkehrsverein Pontresina,  
 Pontresina   
 Kur- und Verkehrsverein Silvaplana,  
 Silvaplana   
 Kur- und Verkehrsverein St. Moritz,  
 St. Moritz   
 Landschaft Davos Gemeinde, Davos Platz  
 MOROSANI HOTELS DAVOS AG,  
 Davos Platz   
 Park Hotel Waldhaus, Flims Waldhaus   
 Rhätische Bahn RhB, Chur   
 Rothornbahn und Scalottas AG, Lenzerheide  
 Samedan Tourismus, Samedan  
 Samnaun Tourismus, Samnaun 



Savognin Bergbahnen AG, Landquart [Q](#)  
 Savognin Tourismus, Savognin [Q](#)  
 Sedrun Disentis Tourismus, Sedrun  
 SSTH Swiss School of Tourism  
 and Hospitality, Chur [Q](#)  
 St. Moritz Polo Club, St. Moritz,  
 Top Events of Switzerland  
 Swiss Deluxe Hotels, Suvretta House,  
 St. Moritz  
 swissrent a sport, Davos Platz  
 Top Engadin, Tourismus Organisation  
 PLAIV, Zuoz  
 Tourismusverein Lenzerheide-Valbella,  
 Lenzerheide [Q](#)  
 Turissem Val Müstair, Müstair  
 Verkehrsverein Obersaxen, Obersaxen  
 Verkehrsverein Sils/Engadin, Sils Maria [Q](#)  
 Victor Zindel & Partner GmbH, SWISS  
 GOLF / swiss golf hotels, Maienfeld  
 Weisse Arena Gruppe, Bergbahnen AG,  
 Laax-Murtschetg

### Lucerna

Anker Travel Reisebüro, Vitznau  
 Arbeitsstelle für Bildung der Schweizer  
 Katholiken ABSK, Luzern  
 Art Deco Hotel Montana Luzern, Luzern [Q](#)  
 Bucher Reisen AG, Luzern [Q](#)  
 Galliker Ballwil Travel Co Ltd., Ballwil  
 Grand Casino Luzern, Luzern  
 Gübelin AG, Luzern  
 Hochschule für Wirtschaft (HSW) Luzern,  
 Luzern  
 Hotel Continental-Park Luzern, Luzern  
 Hotel Schweizerhof, Luzern [Q](#)  
 IMI International Management Institute  
 Switzerland AG, Kastanienbaum  
 Kanton Luzern, Wirtschaftsdepartement,  
 Luzern  
 Kappler Unternehmensberatung, Luzern  
 KKL Luzern Management AG, Luzern  
 LTI Tours Ltd., Kriens  
 Lucerne Festival, Luzern,  
 Top Events of Switzerland  
 Luzern Tourismus AG, Luzern [Q](#)  
 Palace Luzern, Luzern [Q](#)  
 Park Hotel Vitznau, Vitznau [Q](#)  
 Pilatus-Bahnen, Kriens [Q](#)  
 Private Selection Hotels, Luzern  
 RailAway AG, Luzern  
 Rigi-Bahnen AG, Vitznau [Q](#)  
 Schifffahrtsgesellschaft  
 Vierwaldstättersee (SGV), Luzern [Q](#)  
 Schiffsgastronomie AG auf dem  
 Vierwaldstättersee, Luzern [Q](#)  
 Seeburg Hotels AG, Luzern [Q](#)  
 Seminarhotel Sempachersee, Nottwil [Q](#)  
 Stadt Luzern, Finanzdirektion, Luzern  
 Swiss-Limousinen-Service, Malters  
 Tourismus UNESCO Biosphäre Entlebuch,  
 Schüpfheim [Q](#)

Transport-Unternehmungen  
 Zentralschweiz, Luzern  
 USP Touristik AG, Ebikon  
 Verkehrshaus der Schweiz, Luzern  
 Weggis Vitznau Rigi Tourismus, Weggis [Q](#)

### 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 [Q](#)  
 Ville de Neuchâtel, Conseil communal,  
 Neuchâtel

### Nidwaldo

Bergbahnen Beckenried-Emmetten AG,  
 Beckenried  
 Hotel Winkelried, Stansstad  
 Kanton Nidwalden,  
 Volkswirtschaftsdirektion, Stans  
 Outventure AG, Stansstad  
 Stanserhorn-Bahn-Gesellschaft, Stans [Q](#)  
 Vierwaldstättersee Tourismus, Stans [Q](#)  
 zb Zentralbahn AG, Stansstad [Q](#)

### Obwaldo

Engelberg-Titlis Tourismus AG, Engelberg  
 European Walking Tours GmbH, Engelberg  
 Hotel Edelweiss, Engelberg [Q](#)  
 Panoramawelt Lungern-Schönbüel, Lungern  
 Schlaf im Stroh, Lungern [Q](#)  
 Titlis Rotair Aerial Cableways, Engelberg [Q](#)  
 Unterirdische Schiessanlage Walchi AG,  
 Lungern  
 Volkswirtschaftsdepartement Obwalden,  
 Sarnen

### San Gallo

Amt für Wirtschaft Kanton St. Gallen,  
 St. Gallen  
 Bad Ragaz Tourismus, Bad Ragaz  
 Expo Norm AG, St. Gallen  
 Ferienregion Heidiland, Sargans [Q](#)  
 Gemeinde Bad Ragaz, Bad Ragaz  
 Grand Hotels Bad Ragaz AG, Bad Ragaz  
 Institut für öffentliche Dienstleistungen und  
 Tourismus an der Universität St. Gallen  
 (HSG), St. Gallen  
 Kapplerhof Hotel, Ebnat-Kappel  
 Maestrani AG, St. Gallen  
 Ostschweiz und St.Gallen-Bodensee  
 Tourismus, St. Gallen [Q](#)  
 Pizolbahnen AG, Bad Ragaz [Q](#)  
 Radisson SAS Hotel, St. Gallen [Q](#)  
 Rapperswil Zürichsee Tourismus,  
 Rapperswil [Q](#)  
 Schweizerische Südostbahn AG, St. Gallen

Silencehotels, Bad Ragaz  
 St. Gallen-Bodensee Tourismus, St. Gallen [Q](#)  
 Stadt St. Gallen, St. Gallen  
 Stadt Wil, Wil  
 Toggenburg Tourismus, Wildhaus [Q](#)  
 Touristikverein Flumserberg, Flumserberg [Q](#)

### Sciaffusa

Einwohnergemeinde Stein am Rhein,  
 Stein am Rhein  
 Kanton Schaffhausen, Wirtschaftsamt,  
 Schaffhausen  
 Schaffhausen Tourismus, Schaffhausen [Q](#)  
 Schaffhauser Kantonalbank, Schaffhausen  
 Stadt Schaffhausen, Schaffhausen  
 Unilever Schweiz GmbH, Thayngen

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 Baloise Bank SoBa, Solothurn  
 Einwohnergemeinde Olten, Stadtkanzlei,  
 Olten  
 Kanton Solothurn Tourismus, Solothurn  
 Region Solothurn Tourismus, Solothurn [Q](#)  
 Rothus Verlag / Revue Schweiz, Solothurn  
 Vogt-Schild/Habegger Medien AG, Solothurn

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 intermaps AG, Pfäffikon  
 Schwyz Tourismus, Goldau  
 Schwyzer Kantonalbank, Schwyz  
 Sport- und Seminarhotel Stoos, Stoos  
 Swiss Knife Valley AG, Ibach  
 Swissapartments, Gross [Q](#)  
 Tierpark Goldau und ZooSchweiz, Goldau  
 Verkehrsverein Oberiberg, Regionales  
 Verkehrsbüro, Oberiberg  
 Victorinox, Ibach  
 Volkswirtschaftsdepartement,  
 Kanton Schwyz, Schwyz

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Albergo Giardino SA, Ascona [Q](#)  
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 Bellinzona Turismo e Alto Ticino, Bellinzona  
 BSI S.A., Banca Svizzera Italiana S.A.,  
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 Corner Bank AG, Lugano  
 Ente Turistico del Mendrisiotto e Basso  
 Ceresio, Mendrisio  
 Ente Turistico Lago Maggiore, Locarno [Q](#)  
 Esplanade Hotel Resort & Spa,  
 Minusio/Locarno [Q](#)  
 Ferrovie Autolinee Regionali Ticinesi  
 (FART), Locarno [Q](#)



Festival internazionale del film Locarno, Locarno, Top Events of Switzerland		Bergbahnen Hohsaas AG, Saas-Grund <u>Q</u>	Swiss Chalet SA / FlexChalet, Champéry
Fondazione Monte Verità, Ascona <u>Q</u>		Bettmeralp Bahnen AG, Bettmeralp	Swiss Pass Ltd, Sion
Hotel Ascona, Ascona		Bettmeralp Tourismus, Bettmeralp <u>Q</u>	Téléverbier SA, Verbier <u>Q</u>
Hotel Cadro Panoramica, Cadro		Brig Belalp Tourismus, Brig <u>Q</u>	Thermalp les Bains d'Ovronnaz SA, Ovronnaz <u>Q</u>
Hotel Casa Berno und Arancio, Ascona <u>Q</u>		César Ritz Colleges, Le Bouveret	TMR S.A., Martigny <u>Q</u>
Hotel Castello del Sole, Ascona		Chablais Tourisme SA, Monthey <u>Q</u>	Valais Tourisme, Sion <u>Q</u>
Hôtel de la Paix, Lugano <u>Q</u>		Coeur du Valais, Sion Région Tourisme / Sierre Anniviers Tourisme, Sierre <u>Q</u>	Verband Bergsportschulen Schweiz VBS, Naters
Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona		Commune de Martigny, Martigny	Veyonnaz Tourisme, Veyonnaz <u>Q</u>
Lugano Turismo, Lugano <u>Q</u>		Crans-Montana Tourisme, Crans-Montana <u>Q</u>	VP Vex Promotion SA, Thyon-Les Collons
Municipalità della Città di Locarno, Locarno		den Hartogh Productions AG, Brig	Zermatt Bergbahnen AG, Zermatt <u>Q</u>
Municipalità della Città di Lugano, Lugano		Eggishorn Tourismus & Goms Tourismus, Fiesch <u>Q</u>	Zermatt Tourismus, Zermatt
Navigazione Lago Maggiore, Gest. gov. Italiana, Locarno <u>Q</u>		Evolène Région Tourisme, Evolène	Zerzuben Touristik AG, Visp <u>Q</u>
Ospizio San Gottardo, Airolo		Ferienart Resort & Spa, Saas-Fee <u>Q</u>	
Repubblica e Cantone del Ticino, Bellinzona		Gemeinde Zermatt, Zermatt	<b>Vaud</b>
Romantik Hotel Orselina, Orselina <u>Q</u>		GGB Gornergrat-Monte Rosa-Bahn, Brig <u>Q</u>	Association hôtelière vaudoise, Lausanne
Studio Silvio Tarchini, Manno		Grächen Tourismus, Grächen <u>Q</u>	Avenches Tourisme, Avenches <u>Q</u>
Swiss Diamond Hotel Olivella, Vico Morcote		Grand Hotel Zermatterhof, Zermatt	Balcon du Jura Vaudois Tourisme, Ste-Croix
Swissminiatur SA, Melide		HEVs – Ecole Suisse de Tourisme, Sierre <u>Q</u>	Banque Cantonale Vaudoise, Lausanne
Ticino Turismo, Bellinzona <u>Q</u>		Hôtel Crans-Ambassador, Crans-Montana <u>Q</u>	Biononus Clinique Bon Port, Montreux
Villa Principe Leopoldo & Residence, Lugano		Hôtels Le Sourire & Mont Rouge, Haute-Nendaz	Brillantmont International School, Lausanne
Villa Sassa Hotel & Residence, Tessel SA, Lugano		International Summer Camp Montana La Moubra, Crans-Montana	CDM Hôtels & Restaurants SA, Lausanne
		Kuvert-Druck Zurwerra AG, Naters	Château-d'Œx Tourisme, Château-d'Œx <u>Q</u>
		Les Elfes Verbier SA, International Summer and Winter Camps, Verbier	Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis
<b>Turgovia</b>		Les Roches, School of Hotel Management, Bluche/Randogne	Chemin de fer NStCM et transports publics de la région yonnaise, Nyon
Bodensee-Arena AG, Kreuzlingen <u>Q</u>		Leukerbad Tourismus, Leukerbad <u>Q</u>	Clinique La Prairie, Clarens/Montreux
Ferien auf dem Bauernhof, Altnau <u>Q</u>		Lindner Hotels und Alpentherme, Leukerbad <u>Q</u>	Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne <u>Q</u>
Incotrade AG, Frauenfeld		Luftseilbahnen Fiesch Eggishorn AG, Fiesch	Conventus of Switzerland, Lausanne
Kanton Thurgau, Öffentlicher Verkehr/Tourismus, Frauenfeld		Martigny Tourisme, Martigny <u>Q</u>	Diablerets Tourisme, Les Diablerets <u>Q</u>
Kartause Ittingen, Warth		Matterhorn Gotthard Bahn, Brig <u>Q</u>	Ecole hôtelière de Lausanne, Lausanne
Kreuzlingen Tourismus, Kreuzlingen		Nendaz Tourisme, Nendaz <u>Q</u>	Etat de Vaud, Département de l'économie, Lausanne
Stadt Frauenfeld, Stadtrat, Frauenfeld		Obergoms Tourismus, Oberwald	Euro Travel Incoming SA, Lausanne
Thurgau Tourismus, Amriswil <u>Q</u>		Office du tourisme de Thyon-Région, Thyon-Les Collons	Eurotel Riviera, Montreux
Wäger & Partner GmbH, Frauenfeld		Office du tourisme de Verbier / Val de Bagnes, Verbier	Fondation du Château de Chillon, Veytaux
Wilken AG, Freidorf		Office du tourisme Ovronnaz, Ovronnaz <u>Q</u>	Fondation du Festival de Jazz de Montreux, Montreux, Top Events of Switzerland
		Office du Tourisme, Anzère	Gestion Hôtelière Ming S.A., Hôtel Pavillon, Vevey <u>Q</u>
		Omega European Masters, Crans-Montana Golf Club, Crans-sur-Sierre, Top Events of Switzerland	Glacier 3000, Maison du Tourisme, Les Diablerets
		Provins, Sion	GoldenPass Services, MOB Montreux- Oberland Bernois et entreprises associées, Montreux <u>Q</u>
		Remontées Mécaniques de Crans-Montana- Aminona (CMA) SA, Crans-Montana	Grand Hotel des Bains, Yverdon-les-Bains <u>Q</u>
		Riederalp Mörel Tourismus, Riederalp <u>Q</u>	Grand Hôtel Suisse et Majestic, Montreux
		Riffelalp Resort 2222m, Zermatt	Hôtel Beau-Rivage Palace, Lausanne
		Rund um Visp Tourismus, Visp <u>Q</u>	Hôtel La Barcarolle – Bays Hotels SA, Prangins <u>Q</u>
		Saas-Fee Bergbahnen AG, Saas-Fee <u>Q</u>	Hôtel le Bristol, Villars-sur-Ollon
		Saas-Fee Tourismus, Saas-Fee <u>Q</u>	Hôtel Préalpina, Chexbres <u>Q</u>
		Seiler Hotels Zermatt AG, Hotel Monte Rosa, Zermatt <u>Q</u>	Hôtel Résidence Bristol, Montreux-Territet
		Sion Tourisme, Sion <u>Q</u>	Hôtel Royal Plaza, Montreux
		Sport- und Feriencenter Fiesch, Fiesch <u>Q</u>	Lausanne Palace & Spa, Lausanne
		STODR – Service du tourisme et du développement régional, Sion	Lausanne Tourisme, Lausanne <u>Q</u>
			Leysin Tourisme, Leysin <u>Q</u>



McDonald's Suisse Restaurant Sàrl,  
Crissier  
Minotel, Lausanne  
Montreux-Vevey Tourisme, Montreux Q  
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Municipalité de Bussigny,  
Bussigny-près-Lausanne  
Municipalité de la Commune de Montreux,  
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Municipalité de Morges, Morges  
Municipalité de Vevey, Vevey  
Musée Olympique Lausanne, Lausanne  
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Office du tourisme de Vallorbe, Vallorbe Q  
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Lausanne Q  
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Yverdon-les-Bains Q  
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Rougemont Q  
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REAT S.A., Relais Exploitations et Activités  
Touristiques SA, Leysin  
Riviera Voyages, Vevey  
Rosebud Héritage SA, Vich  
Schweizer Heilbäder, Yverdon-les-Bains  
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Bex  
Sources Minérales Henniez SA, Henniez  
Survial Mont-Fleuri, Montreux  
Swiss Budget Hotels, Villars-sur-Ollon Q  
Swiss Cities / Association Suisse des villes  
touristiques, Montreux  
Transports Publics du Chablais, Aigle  
Vallée de Joux Tourisme, Le Sentier  
VIDI Exploitation, Les Diablerets  
Village Camps SA, Nyon  
Villars Tourisme, Villars-sur-Ollon Q  
Welcome Swiss Tours SA, Lausanne

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DuetHotel AG, freedreams Hotelscheck,  
Baar  
feratel Schweiz AG, Rotkreuz  
Hapimag Verwaltungs- und Vertriebs-  
gesellschaft Havag AG, Baar  
Kanton Zug, Volkswirtschaftsdirektion,  
Amt für öffentlichen Verkehr, Zug  
Salomon (SCHWEIZ) AG, Cham  
Speck Print AG, Zug  
Stadt Zug, Finanzdepartement, Zug  
VCH – Verband Christlicher Hotels,  
Oberägeri Q  
Zug Tourismus, Zug Q

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A. Türlér Uhren- und Schmuckgeschäft,  
Zürich  
Accor Hotels Switzerland, Zürich  
Amt für Wirtschaft und Arbeit Kanton  
Zürich, Zürich  
AVIS Autovermietung AG, Glattbrugg  
Belvoir Rüschrlikon Hotel, Rüschrlikon Q  
Best of Switzerland Tours, Adliswil Q  
Central Plaza Hotel, Zürich  
City Night Line CNL AG, Zürich  
CityGuideTV/YourStoryAG, Herrliberg  
Confiserie Sprüngli, Zürich  
Dataquest AG, Dietikon  
Digital Print AG, Zürich  
Druckerei a/d Sihl AG, Zürich  
Dubler Rechtsanwälte, Zollikon-Zürich  
effect AG für Kommunikation, Zürich  
Elektro-Surber, Zürich  
FBM Gastro Management AG, Zürich  
Global Refund Schweiz AG, Brüttisellen  
Hans Meier Tourist AG, Zürich  
Helvetic Airways AG, Zürich Flughafen  
Hertz AG – Switzerland, Schlieren  
Hiestand Schweiz AG, Schlieren  
Hotel Engimatt, Zürich  
Hotel Senator, Zürich  
Hotel-Restaurant UTO KULM, Uetliberg Q  
Hotels with a Bookmark, c/o Turicum Hotel  
Management Group, Zürich  
Howeg, transGourmet Schweiz AG,  
Dietikon  
InterContinental Zurich, Zürich Q  
Interhome AG, Glattbrugg  
Internationale Schule für Touristik AG,  
Höhere Fachschule für Tourismus,  
Zürich Q  
Kuoni Reisen Holding AG, Zürich  
Lindt & Sprüngli (Schweiz) AG, Schoko-  
ladenfabriken, Kilchberg  
Linkgroup, Zürich  
Manz Privacy Hotels Switzerland, Zürich  
Mauell Reklame AG, Buchs  
Mosse Media AG, Zürich  
Mövenpick Dienstleistungs AG, Adliswil  
Offsetdruck Goetz AG, Geroldswil  
Osec Business Network Switzerland, Zürich  
Photoglob AG, Zürich  
Präsidialdepartement der Stadt Zürich,  
Zürich  
Rentenanstalt / Swiss Life, Zürich  
Rito AG, Zürich  
Romantik Seehotel Sonne, Küsnacht Q  
SAP (Schweiz) AG, Regensdorf  
Schweizer Bergführerverband, Zürich  
Schweizer Jugendherbergen, Zürich Q  
Schweizerische Gesellschaft für Hotelkredit  
SGH, Zürich  
Schweizerischer Reisebüro-Verband,  
Zürich Q  
Schweizerisches Landesmuseum, Zürich

SHV Schweizerischer Hängegleiter-  
Verband, Zürich  
Sihldruck Stulz AG, Zürich  
Skycruise Switzerland LTD, Lindau  
Sorell Hotels / ZFV-Unternehmungen,  
Zürich Q  
Spectrum Events AG, Zürich  
Stand-up-Switzerland AG, Zürich  
Starwood & ArabellaSheraton Hotels,  
Zürich  
Steigenberger Hotels AG, Zürich  
Swiss International Hotels, Zürich Q  
Swiss Partner Service GmbH, Adliswil  
Swiss Production Services GmbH,  
Fehrltorf  
Swiss Quality Hotels, Stäfa Q  
Swiss Re, Schweiz. Rückversicherungs-  
Gesellschaft, Zürich  
Swiss Sales HSMS, Hotel Sales & Marke-  
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Swiss Trails GmbH, Oberweningen  
Swissôtel Zürich, Zürich  
Switzerland Convention & Incentive Bureau,  
Zürich Q  
Switzerland Travel Centre AG (STC),  
Zürich Q  
Technorama, Winterthur Q  
The Guide Company AG, Zürich  
Tiscover AG, Männedorf  
Tourdata AG, Zürich  
Tourmedia AG, Zürich  
Transunix AG, Personentransporte,  
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VSTM, Zürich  
Widder Hotel, Zürich Q  
Winterthur Tourismus, Winterthur Q  
Zürcher Festspiele, c/o Opernhaus Zürich,  
Zürich  
Zürcher Hoteliers, Zürich  
Zürcher Kantonalbank, Zürich  
Zürich Tourismus, Zürich Q  
Zürich Versicherungs-Gesellschaft, Zürich  
Zürichsee Druckereien AG, Stäfa  
Züri-Unterland Tourismus, Bülach

## 6. Liechtenstein

Liechtenstein Tourismus, Vaduz Q  
Visiorama AG, Vaduz

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# Management.

## Executive Board.



**Jürg Schmid**  
Director



**Urs Eberhard**  
Vice Director  
Executive Vice President  
Markets & MICE



**Michel Ferla**  
Vice Director  
Manager France,  
Belgium, Spain



**Eva Brechtbühl**  
Partnerships & Content  
Services  
Management and acquisition of sector partners, quality programmes, research and processing of content, Enjoy Switzerland



**Notker Buchegger**  
Finance, Controlling &  
Organization  
Accounting & controlling, organization, mail/building maintenance



**Gabriela Buchmüller**  
Human Resources  
Personnel administration and development, telephone/reception



**Urs Emch**  
Marketing  
(until 31. 1. 2006)  
Product marketing  
leisure, advertising  
design & production,  
exhibitions & events



**Markus Rege**  
Marketing  
(as from 1. 1. 2006)  
Product marketing  
leisure, advertising  
design & production,  
exhibitions & events



**Thomas Winkler**  
Portal Management,  
eMarketing &  
Information Technology  
Development, operation and marketing of MySwitzerland.com, partner websites, mailinghouse and information technology

## International Marketing Management Team (MMT).

The MMT guarantees the integration of the markets and of relevant departments for the strategic planning of the worldwide tourism marketing.

**Daniela Bär**

Member of Executive Staff Unit  
Head Corporate Communications,  
Media & Market Research

**Dino Dulio**

Manager Italy

**Rafael Enzler**

Manager North America

**Jörg Krebs**

Member of Executive Staff Unit  
Head Strategic Partnership/Sponsoring &  
Market Switzerland

**Evelyn Lafone**

Manager United Kingdom & Ireland

**Christina Marzluff**

Manager Germany

**Martin Nydegger**

Manager Netherlands

**Federico Sommaruga**

Manager Russian Federation,  
India, GCC, Secondary Markets  
& Market Services

**Barbra Steuri-Albrecht**

Head MICE (Meetings, Incentives,  
Conventions & Exhibitions)

**Roger Zbinden**

Manager Asian Key Markets



# Board of Directors.

**Marty Dick F., Dr.**

President, Switzerland Tourism  
Member of the Council of States (TI)

**Schwitzguebel Pierre**

Vice President, Switzerland Tourism  
President, Lausanne Tourisme

**Sinzig Ulrich**

Vice President, Switzerland Tourism  
President, Schweizer Mittelland Tourismus

**Blumenthal Paul**

Head of the Passenger Transport Division  
Swiss Federal Railways

**Brändli Christoffel**

Member of the Council of States (GR)  
President, Graubünden Vacation

**Kurrus Paul**

Vice Director, Public Affairs  
and Environment  
Swiss International Air Lines

**Maitre Jean-Philippe**

Former President of the National Council  
Attorney († 1.2.2006)

**Platzer Casimir**

President, GastroBern  
President, Hotel Association Bernese  
Oberland

**Rey Christian, Dr.**

President, hotelleriesuisse  
President, Genève Tourisme

**Robyr Jérémie**

President, Valais Tourisme

**Scheidegger Eric, Dr. rer. pol.**

Ambassador  
Member of the Board Committee, seco  
Head of the Promotion Activities Directorate,  
State Secretariat for Economic Affairs, seco

**Solari Marco**

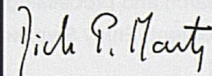
President, Locarno International Film  
Festival

**Vollmer Peter, Dr.**

Member of the National Council (BE)  
Director, Public Transport Association and  
Swiss Cableways

## Tribute.

Jean-Philippe Maitre passed away at the beginning of February 2006. He was an imposing personality who served on our board for five years. Jean-Philippe Maitre attended the meetings to the last always impressing his colleagues with his clear and convincing analysis. He took his duties seriously and worked actively putting the interests of Switzerland Tourism and Swiss tourism always in the foreground. We have lost not only a clear-sighted campaigner, but also an extraordinary personality. We will never forget him.



Dick F. Marty  
President of Switzerland Tourism

# Auditors.

**Chairman****Gerber Stefan**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Members****Anliker Daniel**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Bantli Armin**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Alternate members****Scharnagl Frank**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Willborn Robert**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich



# Switzerland Tourism Council.

**Asshauer Jörg**

CEO, Mövenpick Dienstleistungs AG

**Bieger Thomas, Prof. Dr.**

Chairman of the Board, Institute for Public Services and Tourism, University of St. Gall

**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 Vacation

**Büchel Roland**

Managing Director, Liechtenstein Tourism

**Bussmann Jürg**

Director, Swiss wine communication SA

**Bütler Adelbert**

Chairman of the Board of Directors  
Bucherer AG

**Eberhard Urs W.**

Head Partnership Marketing  
Swiss International Air Lines

**Elsener Carl**

CEO, Victorinox

**Escher David, Dr.**

CEO, Switzerland Cheese Marketing AG

**Felder Josef**

CEO, Unique (Flughafen Zürich AG)

**Gagliardi Tiziano**

Director, Ticino Turismo

**Hagmann Beat**

Head Tourism Department  
beco Bernese Economy  
Department of Economy, Canton Berne

**Hew Florian, Dr.**

Director, GastroSuisse

**Hofer Walter**

General Manager  
Global Refund Switzerland AG

**Hürlimann Peter**

Member of the Management  
Swiss Transport Museum

**Keller Peter, Prof. Dr.**

Head of Tourism, State Secretariat for  
Economic Affairs, seco

**Kühne Ralph**

Secretary General of the Mayor's Office  
City of Zurich

**Kurrus Paul**

Board of Directors, Switzerland Tourism  
Vice Director, Public Affairs and  
Environment, Swiss International Air Lines

**Landolf Daniel**

Member of the Board  
Head of the Passenger Transport Division  
Swiss Post

**Maitre Jean-Philippe**

Board of Directors, Switzerland Tourism  
Former President of the National Council  
Attorney († 1.2.2006)

**Marty Dick F., Dr.**

President, Switzerland Tourism  
Member of the Council of States (TI)

**Müller Hansruedi, Prof. Dr.**

Director, Research Institute for Leisure and  
Tourism, University of Berne

**Müller Hans-Ulrich**

Delegate of the Syndicate of Swiss  
Universal Banks, Credit Suisse

**Niederhauser Peter**

Director, Hallwag Kümmerly + Frey AG

**Nünlist Stefan**

Chief Communications Officer Swisscom AG

**Oegerli Klaus**

CEO, Switzerland Travel Centre AG

**Platzer Casimir**

Board of Directors, Switzerland Tourism  
President, GastroBern  
President, Hotel Association Bernese  
Oberland

**Renner-Bach Judith**

Managing Director, Swiss Federation  
of Tourism

**Rey Christian, Dr.**

Board of Directors, Switzerland Tourism  
President, hotelleriesuisse  
President, Genève Tourisme

**Riedener Urs**

Member of the Executive Board  
Federation of Migros Cooperatives

**Robyr Jérémi**

Board of Directors, Switzerland Tourism  
President, Valais Tourisme

**Rohrer Kurt**

General Manager  
swissmint, Official Mint of the Swiss  
Confederation

**Rutishauser Erwin**

Director, Rhaetian Railway RhB

**Sardinha Carlos**

Director, Europcar AMAG Services AG

**Sauter Bruno**

Office for Economics and Labour  
Canton of Zurich

**Scheidegger Eric, Dr. rer. pol.**

Board of Directors, Switzerland Tourism  
Ambassador  
Member of the Board Committee, seco  
Head of the Promotion Activities Directorate  
State Secretariat for Economic Affairs, seco

**Schwitzguebel Pierre**

Vice President, Switzerland Tourism  
President, Lausanne Tourisme

**Sinzig Ulrich**

Vice President, Switzerland Tourism  
President, Schweizer Mittelland Tourismus

**Solari Marco**

Board of Directors, Switzerland Tourism  
President, Locarno International Film  
Festival

**Suter Daniel**

Director, Swiss Transport Museum

**Trachsel Hansjörg**

Member of the Government Council (GR)  
Department of the Interior and Economy  
Canton of Graubünden

**Tromp Mathias, Dr.**

CEO, BLS Lötschberg Rail Ltd.

**Vollmer Peter, Dr.**

Board of Directors, Switzerland Tourism  
Member of the National Council (BE)  
Director, Public Transport Association and  
Swiss Cableways

**Weibel Benedikt, Dr.**

Chief Executive Officer  
Swiss Federal Railways

**Wilhelm Reto**

Member of the Board  
General Manager Europe and Asia  
Kuoni Reisen Holding AG



# Balance Sheet 2005.

1 Assets	Balance sheet 31.12.2005 CHF	Balance sheet 31.12.2004 CHF
<b>Current assets</b>		
1.1 Liquid assets		
Cash on hand	45 865.53	40 175.07
Postal accounts	787 414.48	749 545.58
Bank accounts	3 082 730.79	5 089 625.20
Short-term receivables	85 717.50	0.00
<b>Total liquid assets</b>	<b>4 001 728.30</b>	<b>5 879 345.85</b>
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services		
Receivables	3 100 567.20	1 934 903.15
Membership contributions not yet received	33 100.00	7 200.00
1.2.2 Other short-term accounts receivable		
Guarantee obligations, advances, prepayments	329 625.71	249 029.92
Social security	157 914.30	518 241.10
Others	1 564 543.67	973 780.82
Bad debt provision	-105 000.00	-276 200.00
<b>Total accounts receivable</b>	<b>5 080 750.88</b>	<b>3 406 954.99</b>
1.3 Stock and work in progress		
Stock and work in progress	96 344.14	144 265.54
<b>Total stock and work in progress</b>	<b>96 344.14</b>	<b>144 265.54</b>
1.4 Prepaid assets		
Prepaid assets	587 933.99	927 091.58
<b>Total prepaid assets</b>	<b>587 933.99</b>	<b>927 091.58</b>
1.5 Non-operating receivables		
Real estate Paris	1 168 528.20	0.00
<b>Total non-operating receivables</b>	<b>1 168 528.20</b>	<b>0.00</b>
<b>Total current assets</b>	<b>10 935 285.51</b>	<b>10 357 657.96</b>
<b>Fixed assets</b>		
1.6 Financial assets		
Participations	1 732 505.00	1 750 004.00
in respect of third parties	428 342.24	380 264.42
<b>Total financial assets</b>	<b>2 160 847.24</b>	<b>2 130 268.42</b>
1.7 Tangible assets		
Office equipment/office machinery	232 549.76	274 321.35
IT equipment	488 384.47	627 639.05
Infrastructure for presentations	752 395.98	1 133 066.12
<b>Total tangible assets</b>	<b>1 473 330.21</b>	<b>2 035 026.52</b>
1.8 Fixed assets		
Real estate	5 649 315.65	5 857 440.65
<b>Total fixed assets</b>	<b>5 649 315.65</b>	<b>5 857 440.65</b>
<b>Total fixed assets</b>	<b>9 283 493.10</b>	<b>10 022 735.59</b>
<b>Total assets</b>	<b>20 218 778.61</b>	<b>20 380 393.55</b>



# Balance Sheet 2005.

2 **Liabilities and owners' equity** Balance sheet 31.12.2005 Balance sheet 31.12.2004  
CHF CHF

## Liabilities

2.1	Short-term liabilities		
2.1.1	Short-term financial debt		
	Bank loans	0.00	3 000 000.00
2.1.2	Accounts payable for sales and services		
	Creditors	6 471 204.63	4 522 704.99
2.1.3	Other short-term liabilities		
	Social security	457 115.96	300 276.62
	Third parties	141 467.60	244 377.46
	Pension funds	165 147.90	157 199.45
	<b>Total short-term liabilities</b>	<b>7 234 936.09</b>	<b>8 224 558.52</b>

2.2	Deferred credits to income/short-term provisions		
	Deferred credits to income	2 650 355.23	2 929 324.38
	Personnel provisions	1 115 348.26	1 018 928.26
	<b>Total deferred credits to income/ short-term provisions</b>	<b>3 765 703.49</b>	<b>3 948 252.64</b>

2.3	Long-term liabilities		
2.3.1	Long-term financial liabilities		
	Bank loans	2 000 000.00	0.00
	Third parties	18 845.84	36 464.94
2.3.2	Long-term provisions		
	IT equipment	262 100.00	264 300.00
	Renovation of real estate Paris	170 000.00	170 000.00
	Conversion of rented premises/furniture	509 900.00	509 900.00
	Others	2 280 500.00	2 171 000.00
	Extraordinary events destination Switzerland	2 508 000.00	2 931 900.00
	Reserve for staff terminations	274 458.26	231 147.50
2.3.3	Unrelated liabilities real estate Paris	0.00	668 458.78
	<b>Total long-term liabilities</b>	<b>8 023 804.10</b>	<b>6 983 171.22</b>

<b>Total liabilities</b>	<b>19 024 443.68</b>	<b>19 155 982.38</b>
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## Owners' equity

2.4	Balance 1.1.05/04	1 224 411.17	1 375 482.53
	Excess of expenditure	-30 076.24	-151 071.36
	<b>Total equity</b>	<b>1 194 334.93</b>	<b>1 224 411.17</b>

<b>Total liabilities and owners' equity</b>	<b>20 218 778.61</b>	<b>20 380 393.55</b>
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# Profit and Loss Account 2005.

3 Income	Budget 2005 CHF	Account 2005 CHF	Account 2004 CHF
<b>Operating income</b>			
<b>3.1 Members' contributions</b>			
Swiss Confederation	46 000 000.00	46 186 203.30	44 884 787.92
Swiss Federal Railways	200 000.00	200 000.00	200 000.00
hotelleriesuisse (SHA)	100 000.00	100 000.00	100 000.00
GastroSuisse	100 000.00	100 000.00	100 000.00
Switzerland Tourism Council	796 000.00	833 550.00	795 500.00
Swiss associations (cantons, communities, other tourism contributors, commerce interests, firms, organizations)	1 328 000.00	1 132 110.00	1 117 910.00
Voluntary contributions	0.00	6 335.00	7 135.00
<b>Total members' contributions</b>	<b>48 524 000.00</b>	<b>48 558 198.30</b>	<b>47 205 332.92</b>
<b>3.2 Miscellaneous income</b>	<b>10 000.00</b>	<b>46 975.55</b>	<b>86 782.65</b>
<b>3.3 Financial income</b>	<b>22 000.00</b>	<b>53 884.52</b>	<b>420 838.66</b>
<b>Total operating income</b>	<b>48 556 000.00</b>	<b>48 659 058.37</b>	<b>47 712 954.23</b>
<b>Income from marketing</b>			
<b>3.4 Sponsorship marketing</b>	<b>3 637 000.00</b>	<b>3 129 561.09</b>	<b>3 754 124.41</b>
<b>3.5 Other income from marketing</b>			
Promotion	12 840 000.00	10 739 560.14	18 885 404.03
KAM (Key Account Management)	5 523 000.00	7 882 968.38	
KMM (Key Media Management)	162 000.00	182 388.62	
E-Marketing	2 156 000.00	1 925 484.00	
<b>Total other income from marketing</b>	<b>20 681 000.00</b>	<b>20 730 401.14</b>	<b>18 885 404.03</b>
<b>Total marketing income</b>	<b>24 318 000.00</b>	<b>23 859 962.23</b>	<b>22 639 528.44</b>
<b>Extraordinary and third party income</b>			
<b>3.6 Third party income</b>	<b>48 000.00</b>	<b>53 630.24</b>	<b>43 477.40</b>
<b>3.7 Income financial investments</b>	<b>0.00</b>	<b>17 500.00</b>	<b>0.00</b>
<b>3.8 Third party income real estate</b>	<b>1 300 000.00</b>	<b>964 648.87</b>	<b>1 360 475.50</b>
<b>Total extraordinary and third party income</b>	<b>1 348 000.00</b>	<b>1 035 779.11</b>	<b>1 403 952.90</b>
<b>3.9 Excess of expenditure</b>	<b>0.00</b>	<b>30 076.24</b>	<b>151 071.36</b>
<b>Total income</b>	<b>74 222 000.00</b>	<b>73 584 875.95</b>	<b>71 907 506.93</b>



# Profit and Loss Account 2005.

4 Expenses	Budget 2005 CHF	Account 2005 CHF	Account 2004 CHF
<b>Marketing expenses</b>			
4.1 Expenses from marketing			
Promotion	26 698 000.00	25 832 283.06	45 202 574.65
KAM (Key Account Management)	12 326 000.00	11 991 483.51	
KMM (Key Media Management)	2 375 000.00	3 576 323.16	
E-Marketing	6 500 000.00	6 783 198.36	
<b>Total marketing expenses</b>	<b>47 899 000.00</b>	<b>48 183 288.09</b>	<b>45 202 574.65</b>
<b>Operating expenses</b>			
4.2 Personnel expenses			
Salaries	16 916 000.00	16 994 360.50	16 530 831.71
Social security	3 249 000.00	2 673 963.32	2 690 261.54
Personnel expenses charged to third parties	-846 000.00	-935 960.89	-788 339.62
<b>Total personnel expenses</b>	<b>19 319 000.00</b>	<b>18 732 362.93</b>	<b>18 432 753.63</b>
4.3 Secondary personnel costs			
Staff training and continuing education	295 000.00	109 192.72	303 999.80
Transfers and staff recruiting	250 000.00	289 206.06	278 237.87
Vacation/overtime not yet compensated (provisions)	0.00	96 420.00	45 024.00
Travel and representation expenses	355 000.00	302 046.58	292 073.42
Other personnel expenses	334 000.00	243 691.49	299 752.95
<b>Total secondary personnel costs</b>	<b>1 234 000.00</b>	<b>1 040 556.85</b>	<b>1 219 088.04</b>
4.4 Other operating expenditure			
Premises	2 374 000.00	2 329 746.35	2 177 910.81
Administration	1 429 000.00	1 455 860.21	1 391 546.06
Public bodies	175 000.00	193 358.15	217 442.97
Other operating expenditure	107 000.00	95 904.96	94 671.63
Operating expenses charged to third parties	-266 000.00	-235 728.33	-228 763.31
<b>Total other operating expenditure</b>	<b>3 819 000.00</b>	<b>3 839 141.34</b>	<b>3 652 808.16</b>
4.5 Miscellaneous expenses incl. bad debt	5 000.00	-87 577.28	282 113.30
4.6 Financial expenses	205 000.00	83 078.62	862 705.38
4.7 Depreciation on tangible assets			
Hardware and software	441 000.00	463 250.26	610 764.80
Real estate/office equipment	300 000.00	265 217.23	298 753.48
Infrastructure Swissair additional appropriations (acquisition value)	0.00	2 200.00	2 426.42
<b>Total depreciation on tangible assets</b>	<b>741 000.00</b>	<b>730 667.49</b>	<b>911 944.70</b>
<b>Total operating expenses</b>	<b>25 323 000.00</b>	<b>24 338 229.95</b>	<b>25 361 413.21</b>
<b>Extraordinary and non-operating expenses</b>			
4.8 Expenses third party real estate	1 000 000.00	1 063 357.91	1 343 519.07
<b>Total extraordinary and non-operating expenses</b>	<b>1 000 000.00</b>	<b>1 063 357.91</b>	<b>1 343 519.07</b>
<b>Total expenses</b>	<b>74 222 000.00</b>	<b>73 584 875.95</b>	<b>71 907 506.93</b>



# Notes to 2005 Financial Statements.

## Accounting principles

As a public corporation Switzerland Tourism maintains and presents its accounts in accordance with §957 ff. of the Swiss Code of Obligations (OR) and the applicable provisions of Swiss stock corporation law (§662 a ff. OR). Switzerland Tourism is liable for its liabilities to the extent of its assets in accordance with §21 of the organizational charter.

	2005 CHF	2004 CHF
<b>Pension fund liabilities</b>		
Short-term liabilities towards domestic and foreign pension funds	165 100	157 200

## Fire insurance, tangible property

Furniture	2 200 000	2 200 000
IT equipment	1 498 400	1 521 000
Property (Paris property) pro Memoria		

## Assets pledged for own liabilities

Pledged assets:

Liquid funds	0	3 620 868
pawned for:		
Fixed-term loan ZKB (2005 repaid)	0	3 000 000
Fixed-term loan UBS (new 2005 long-term)	2 000 000	0
UBS – Credit line (current account)	5 000 000	0
CS – Credit line (current account)	500 000	500 000
ZKB – Credit line (current account)	2 000 000	2 000 000

## Depreciation on tangible assets

Depreciation for infrastructure appearances (trade show stand), web and mailing-house servers is included under “Expenses arising from marketing”	587 400	476 072
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## Investments

STC Switzerland Travel Centre AG Zurich/London, central management, distribution and sale of CH tourism products, share capital	5 250 000	5 250 000
ST holding	33%	33,33%

## Accounts receivable/payable vis-à-vis STC Switzerland Travel Centre AG

The balance sheet contains the following credit/liability items:

1.2.1 Debtors	4 087	9 538
2.1.2 Creditors	51 302	150 644

## Paris property account

Income	964 649	1 360 475
Expenditure	1 063 358	1 343 519
Profit	-98 709	16 956

## Leasing liabilities

Total leasing liabilities	6 394	29 382
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## Guarantees

Paris apartment rental guarantee EUR 6 860	10 691	36 624
House rental guarantee staff		
Los Angeles USD 30 000 / 30 000	39 477	33 960
New York USD 0 / 1 550	0	1 755

## Income and expenditure arising from marketing

The marketing account plan has been adapted to the new requirements. The income and expenditure from the previous year, however, could not be allocated to the new accounts and is therefore shown as a single amount.

## Income arising from operating costs charged to third parties

This was shown as a separate item under “Income” last year. The amounts are now listed in “Expenses” as a reduction in expenses under “Personnel expenses charged to third parties” and “Operating expenses charged to third parties”.

## Financial income/expenses

Exchange rate gains and losses were netted against each other for the first time this year and shown as a single amount under income or expenses accordingly.



# Report of the Statutory Auditors.

## Report of the statutory auditors to the Members' Meeting of Switzerland Tourism, Zurich.

As auditors, we have audited the accounting records and the financial statements (balance sheet, income statement and notes) of Switzerland Tourism for the year ended 31 December 2005.

These financial statements are the responsibility of the Board of Directors. Our responsibility is to express an opinion on these financial statements based on our audit. We confirm that we meet the legal requirements concerning professional qualification and independence.

Our assessment is based on the comprehensive audit carried out by PricewaterhouseCoopers AG and their report as delivered to the auditors.

Their audit was conducted in accordance with Swiss Auditing Standards, which require that an audit be planned and performed to obtain reasonable assurance about whether the financial statements are free from material misstatement. They have examined on a test basis evidence supporting the amounts and disclosures in the financial statements. They have 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, the statutes and the accounting principles described in the notes.

We recommend that the financial statements submitted to you be approved.

### The auditors

#### Stefan Gerber

Swiss Certified Public Accountant,  
Chief Auditor

#### Armin Bantli

Swiss Certified Public Accountant,  
Member

#### Daniel Anliker

Swiss Certified Public Accountant,  
Member

Zurich, 20 March 2005

## New Members 2005.

Best of Switzerland Tours, Adliswil   
Braunwald-Klausenpass Tourismus AG,  
Braunwald   
Clinique La Prairie, Clarens/Montreux  
Diemtital Tourismus, Oey  
Ente Turistico del Mendrisiotto e Basso  
Ceresio, Mendrisio  
Exclusive Alternatives SA, Cologne  
Festival internazionale del film Locarno,  
Locarno, Top Events of Switzerland  
Fondation du Festival de Jazz de Montreux,  
Montreux, Top Events of Switzerland  
Gulf Service SA, Genève

Historische Reisepost AG, Andermatt   
Hochschule für Wirtschaft (HSW) Luzern,  
Luzern  
Hotel Castello del Sole, Ascona  
Inter-Translations SA, Bern  
Kreuzlingen Tourismus, Kreuzlingen  
N.M. Incorpore Sàrl, Genève  
Panoeuro International Cooperation Sàrl,  
Lausanne  
St. Moritz Polo Club, St. Moritz,  
Top Events of Switzerland  
Swiss Chalet SA / FlexChalet, Champéry  
Swiss Pass Ltd, Sion

Swissminiatur SA, Melide  
The Guide Company AG, Zürich  
Unterirdische Schiessanlage Walchi AG,  
Lungern  
Via Travel, Genève  
Villa Sassa Hotel & Residence – Tessal SA,  
Lugano  
Welcome Swiss Tours SA, Lausanne  
Widder Hotel, Zürich   
Wilken AG, Freidorf  
Zentrum Paul Klee, Bern  
Zürcher Festspiele, c/o Opernhaus Zürich,  
Zürich



# Members 2005.

Members 2004: 648/2005: 649

## 1. Swiss Confederation

Swiss Confederation, Berne

## 2. hotelleriesuisse, Berne

[Q](#)

## 3. GastroSuisse, Zurich

[Q](#)

## 4. Strategic Partners

Bucherer AG, Lucerne  
 Europcar AMAG Services AG, Kloten  
 Federation of Migros Cooperatives, Zurich  
 Swiss Federal Railways SBB, Berne  
 Swiss International Air Lines, Zurich [Q](#)  
 Swiss Post, Berne [Q](#)  
 Swisscom AG, Berne  
 Switzerland Cheese Marketing AG, Berne  
 Unique (Flughafen Zürich AG), Zurich Airport

## 5. Members by Canton

### Aargau

Aargau Services, Aarau  
 Aargau Tourismus, c/o Aargau Info Verkehrsbüro, Aarau  
 Aargauer Schlösser, Schloss Habsburg, Habsburg  
 Bad Zurzach Tourismus, Zurzach  
 Geriberz Reisen AG, Wettingen  
 Mammut Sports Group AG, Seon  
 Midena Hotel Guides (Edition Fona GmbH), Lenzburg  
 Ringier Print Zofingen AG, Zofingen  
 Schweizerischer Bauernverband SBV, Brugg  
 Stadt Baden, Standortmarketing, Baden [Q](#)  
 Stadt Lenzburg, Lenzburg  
 Tourismus Rheinfelden, Rheinfelden [Q](#)  
 unikathotels.ch, Muri  
 Verkehrsverein Laufenburg, Laufenburg

### Appenzell AI

Appenzeller Kantonalbank, Appenzell  
 Appenzellerland Tourismus AG, Appenzell  
 Appenzellerland Tourismus AI, Appenzell [Q](#)

### Appenzell AR

Kanton Appenzell AR, Departement Volk- und Landwirtschaft, Herisau  
 Säntis-Schwebbahn AG, Schwägalp  
 Schweizer Kurhäuser, Herisau

### Basel-City

ART Basel, The International Art Fair, Basel, Top Events of Switzerland  
 Basel Tourismus, Basel [Q](#)  
 Club Grand Hôtel & Palace, Basel  
 Coop, Basel  
 Europ. Reiseversicherungs AG, Basel  
 Helvetia Patria Versicherungen, Basel  
 Manor SA, Basel  
 Messe Berlin / fairTeam, Basel  
 Radisson SAS Hotel, Basel [Q](#)  
 Sixt AG / Sixt SA, Basel  
 SQHI Hotel Münchnerhof Basel, Basel [Q](#)  
 Swissôtel Basel, Basel  
 TREFF HOTEL Verwaltungs AG, Ramada Schweiz, Basel  
 Werner Druck AG, Basel

### Basel-Country

arvato logistics services ag, Pratteln  
 Baselland Tourismus, Liestal  
 Bed & Breakfast Switzerland, Arlesheim [Q](#)  
 CONTACT groups.ch, Hotels und Ferienhäuser für Gruppen, Liestal  
 Lüdin AG, Druckerei, Liestal  
 Rent a Bike AG (BRO AG), Therwil  
 Römerstadt Augusta Raurica, Augst [Q](#)  
 Schweizerischer Verein für Familienherbergen, Gelterkinden [Q](#)  
 Sunstar-Holding AG, Liestal

### Berne

Aare Seeland mobil AG, Langenthal [Q](#)  
 Adelboden Tourismus, Adelboden [Q](#)  
 Allegro Grand Casino Kursaal Bern, Bern [Q](#)  
 Alpar Flug- und Flugplatzgesellschaft AG, Belp  
 alpenregion.ch, Meiringen [Q](#)  
 ASMAS, Verband Schweizer Sportfachhandel, Bern  
 Beatenberg Tourismus, Beatenberg [Q](#)  
 Beausite Park Hotel Wengen AG, Wengen [Q](#)  
 beco Berner Wirtschaft, Volkswirtschaftsdirektion Kanton Bern, Bern [Q](#)  
 BegaSoft AG, Bern  
 Benteli Hallwag Druck AG, Wabern  
 Bergbahnen Adelboden AG, Adelboden [Q](#)  
 Bern Tourismus, Bern [Q](#)  
 Berner Oberländer Helikopter AG, BOHAG, Gsteigwiler b. Interlaken [Q](#)  
 Berner Wanderwege, Bern [Q](#)  
 Best Western Swiss Hotels, Bern [Q](#)  
 BLS Lötschbergbahn AG, Bern  
 Brienz-Rothorn-Bahn AG, Brienz [Q](#)  
 Car Tourisme Suisse – Car Groupe ASTAG, Bern [Q](#)  
 Casino Kursaal Interlaken AG, Interlaken [Q](#)

Chemins de fer du Jura, Tavannes [Q](#)  
 Chocolats Camille Bloch SA, Courtelary  
 Chocosuisse, Verband Schweizerischer Schokoladefabrikanten, Bern  
 Cisalpino AG, Bern [Q](#)  
 Credit Suisse BC, Bern  
 Daniel Fischer & Partner, Niederwangen b. Bern  
 Destinationen Berner Oberland, c/o Interlaken Tourismus, Interlaken  
 Diemtigtal Tourismus, Oey  
 Ed. Jobin AG, Brienz  
 Einwohnergemeinde Spiez, Spiez  
 Einwohnergemeinde Thun, Thun  
 Fink Medien AG, Neuenegg  
 Forschungsinstitut für Freizeit und Tourismus (FIF), Universität Bern, Bern [Q](#)  
 Freilichtmuseum Ballenberg, Brienz [Q](#)  
 Gemeinde Interlaken, Interlaken  
 Gewerkschaft Unia, Bern  
 Gondelbahn Grindelwald-Männlichen AG, Grindelwald [Q](#)  
 Grand Hotel Park, Gstaad  
 Grindelwald Tourismus, Grindelwald [Q](#)  
 Gstaad Saanenland Tourismus, Gstaad [Q](#)  
 Hallwag Kümmerly + Frey AG, Schönbühl-Bern  
 Hauenstein Hotels, c/o Hotel Krone, Thun  
 Hotel Beau-Site, Adelboden [Q](#)  
 Hotel Bellevue-Palace, Bern  
 Hotel Bernerhof, Gstaad [Q](#)  
 Hotel Eiger, Grindelwald  
 Hotel Eigerblick AG, Grindelwald [Q](#)  
 Hotel Feriendorf Twannberg, Twann [Q](#)  
 Hotel Jungfrau&Haus Mönch AG, Mürren [Q](#)  
 Hotel Restaurant Schlössli, Ipsach  
 Hotel Restaurant Weisses Kreuz, Brienz [Q](#)  
 Hotel Stadthaus AG, Burgdorf [Q](#)  
 Interlaken Tourismus, Interlaken [Q](#)  
 INTERSPORT Schweiz AG, Ostermundigen  
 Inter-Translations SA, Bern  
 Jungfrau Tours AG, Interlaken [Q](#)  
 Jungfrauabahn, Interlaken [Q](#)  
 Jura bernois Tourisme, Moutier [Q](#)  
 KWO, Kraftwerke Oberhasli AG, Innertkirchen  
 Lenk-Simmental Tourismus AG, Lenk i.S. [Q](#)  
 Lindner Grand Hotel Beau Rivage, Interlaken  
 Lötschberg Tourismus, Kandersteg [Q](#)  
 Marina Travel AG, Bern  
 Meiringen-Hasliberg-Bahnen AG, Meiringen [Q](#)  
 Museum für Kommunikation, Bern  
 Mystery Park AG, Interlaken  
 Niesenbahn AG, Mülenen [Q](#)  
 Open Up Swiss, Bern



Polyquest AG, Bern  
 Pro Emmental, Langnau i.E.  
 Railtour Suisse SA, Bern  
 Schilthornbahn AG, Interlaken [Q](#)  
 Schuh Interlaken AG, Interlaken  
 Schweizer Alpen-Club SAC, Bern [Q](#)  
 Schweizer Casinoverband, Bern  
 Schweizer Reisekasse reka, Bern [Q](#)  
 Schweizer Tourismus-Verband STV, Bern [Q](#)  
 Schweizer Wanderwege  
 SAW/FSTP/FSS/SHF, Bern  
 Seilbahnen Schweiz SBS, Bern [Q](#)  
 Simplex AG, Zollikofen  
 Sinnvoll Reisen GmbH, Meiringen  
 SMIT-Schweizer Mittelland Tourismus,  
 Bern [Q](#)  
 Sportbahnen Hasliberg-Käserstatt AG,  
 Hasliberg Wasserwendi  
 Staatssekretariat für Wirtschaft seco, Bern  
 Stadt Bern, Bern  
 Stockhornbahn AG, Erlenbach i.S. [Q](#)  
 Swiss Bankers Travelers Cheque Centre,  
 Grosshöchstetten  
 Swiss Cycling, Haus des Sportes, Bern  
 Swiss Historic Hotels, c/o Marke Team,  
 Herrenschwanden  
 Swiss Retail Federation, Bern  
 Swiss Snowsports, Belp  
 Swiss wine communication SA, Bern  
 swisscamps, Schönbühl  
 swissmint, Offizielle Münzstätte der  
 Schweizerischen Eidgenossenschaft, Bern  
 Swiss-Ski, Muri bei Bern  
 Thun Tourismus Organisation TTO, Thun  
 Thunersee Tourismus, Thun [Q](#)  
 Tourenguide.ch, Biel  
 Tourismus Biel Seeland / Tourisme Bienne  
 Seeland, Biel-Bienne [Q](#)  
 Verband öffentlicher Verkehr VöV, Bern [Q](#)  
 Verband Schweizerischer Privatschulen  
 VSP, Bern  
 Verein Swiss Backpackers, Interlaken [Q](#)  
 Victoria-Jungfrau Grand Hotel & Spa,  
 Interlaken [Q](#)  
 Volkswirtschaftskammer  
 Berner Oberland, Interlaken  
 W. Gassmann AG, Biel  
 Watch Valley coordination, Bévillard  
 Wengen Classic Hotels,  
 c/o Hotel Wengener Hof, Wengen  
 Wengen Mürren Lauterbrunnental  
 Tourismus, Lauterbrunnen [Q](#)  
 Wengernalpbahn, Interlaken  
 Wirtschaftsförderung Stadt Biel, Biel  
 Zentrum Paul Klee, Bern

## Fribourg

Association touristique Estavayer & région,  
 Estavayer-le-Lac [Q](#)  
 Canton de Fribourg, Direction de l'Economie,  
 des Transports et de l'Energie, Fribourg

Commune de Gruyères, Conseil communal,  
 Epagny  
 Fribourg Tourisme, Fribourg [Q](#)  
 Glion Institut de Hautes Etudes, Bulle  
 Hôtel Le Vieux Manoir au Lac,  
 Relais & Châteaux, Morat-Meyriez  
 La Gruyère-Tourisme-Promotion, Bulle [Q](#)  
 NH Switzerland, Fribourg  
 Office du tourisme de Charmey, Charmey [Q](#)  
 Région Glâne-Veveyse, Romont  
 Région Lac de Morat, Morat  
 Transports publics fribourgeois TPF,  
 Fribourg [Q](#)  
 Union fribourgeoise du tourisme/Freiburger  
 Tourismusverband, Fribourg [Q](#)

## Geneva

Agence de Voyages Marina Meltseva,  
 Versoix  
 Autotourisme Léman SA, Alsa & Eggmann,  
 Genève  
 Centre International de Conférences  
 Genève, Genève  
 Commune de Meyrin, Meyrin  
 Dragon du Ciel S.A., Genève  
 Elance SA, Genève  
 Elite Rent-a-car, Genève  
 Eurasie Lexim SA, Genève  
 Eurasige SA, Genève  
 Exclusive Alternatives SA, Cologny  
 Fert Tours International, Genève  
 Genève Tourisme, Genève [Q](#)  
 Global Medical Consultants AG, Genève  
 GTA Donvand Ltd., Genève  
 Gulf Service SA, Genève  
 Hôtel Adriatica, Genève  
 Lakeside Marketing SARL, Genève  
 Magnafin SA, Genève  
 Manotel SA, Genève  
 MCI Suisse SA, Genève [Q](#)  
 Musée international de la Croix-Rouge et  
 du Croissant-Rouge, Genève  
 N.M. Incorporé Sàrl, Genève  
 Orgexpo, Grand-Saconnex  
 PCECSC – Promotion Culturelle & Economi-  
 que Suisse-Chine, Genève  
 République et Canton de Genève, Genève  
 SM Travel Ltd., Genève  
 Société des hôteliers de Genève, Genève  
 Société des Hôtels Concorde Suisse SA,  
 Hôtel de la Paix, Genève  
 Soleans (Switzerland) SA, Genève  
 Touring Club Schweiz, Vernier  
 Tryp Hôtel de Berne, Genève  
 Via Travel, Genève  
 Ville de Genève, Conseil administratif,  
 Genève  
 World Avenues SA, Genève  
 Worldguest Services, Genève

## Glarus

Braunwald-Klausenpass Tourismus AG,  
 Braunwald [Q](#)  
 Kanton Glarus, Glarus  
 Sportbahnen Elm AG, Elm

## Graubünden


Alpenarena.ch, Flims [Q](#)  
 Arosa Bergbahnen AG, Arosa [Q](#)  
 Arosa Tourismus, Arosa [Q](#)  
 Badrutt's Palace Hotel AG, St. Moritz [Q](#)  
 Bär E. Familie, Arosa  
 Bergbahnen Disentis AG, Disentis/Mustér [Q](#)  
 Bergbahnen ENGADIN/St. Moritz,  
 St. Moritz  
 Bergbahnen Motta Naluns  
 Scuol-Ftan-Sent AG, Scuol [Q](#)  
 Celerina Tourismus, Celerina  
 Center Turistic, Ferienregion Brigels  
 Waltensburg Andiastr, Brigels [Q](#)  
 Cresta Hotels Davos, Davos Platz  
 Davos Klosters Bergbahnen, Davos Dorf  
 Davos Tourismus, Davos Platz [Q](#)  
 ENGADIN/Scuol Tourismus AG, Scuol [Q](#)  
 Feriensiedlung Solaria, Davos Dorf [Q](#)  
 Freizeit Graubünden AG, Malans [Q](#)  
 Gemeinde Arosa, Arosa  
 Gemeinde St. Moritz, St. Moritz  
 Graubünden Ferien, Chur [Q](#)  
 Graubündner Kantonalbank, Chur  
 HFT Graubünden Academia Engiadina,  
 Samedan  
 Hotel Bernina, Samedan  
 Hotel Saratz AG, Pontresina [Q](#)  
 Hotel Waldhaus am See, St. Moritz [Q](#)  
 HTW Chur – Hochschule für Technik  
 und Wirtschaft, Chur  
 Intersoc Bruxelles, St. Moritz  
 Kanton Graubünden, Chur  
 Kempinski Grand Hôtel des Bains,  
 St. Moritz  
 Klosters Tourismus, Klosters [Q](#)  
 Kur- und Verkehrsverein Pontresina,  
 Pontresina [Q](#)  
 Kur- und Verkehrsverein Silvaplana,  
 Silvaplana [Q](#)  
 Kur- und Verkehrsverein St. Moritz,  
 St. Moritz [Q](#)  
 Landschaft Davos Gemeinde, Davos Platz  
 MOROSANI HOTELS DAVOS AG,  
 Davos Platz [Q](#)  
 Park Hotel Waldhaus, Flims Waldhaus [Q](#)  
 Rhätische Bahn RhB, Chur [Q](#)  
 Rothornbahn und Scalottas AG, Lenzerheide  
 Samedan Tourismus, Samedan  
 Samnaun Tourismus, Samnaun [Q](#)  
 Savognin Bergbahnen AG, Landquart [Q](#)  
 Savognin Tourismus, Savognin [Q](#)  
 Sedrun Disentis Tourismus, Sedrun  
 SSTH Swiss School of Tourism  
 and Hospitality, Chur [Q](#)



St. Moritz Polo Club, St. Moritz,  
Top Events of Switzerland  
Swiss Deluxe Hotels, Suvretta House,  
St. Moritz  
swissrent a sport, Davos Platz  
Top Engadin, Tourismus Organisation  
PLAIV, Zuoz


Tourismusverein Lenzerheide-Valbella,  
Lenzerheide   
Turissem Val Müstair, Müstair  
Verkehrsverein Obersaxen, Obersaxen  
Verkehrsverein Sils/Engadin, Sils Maria   
Victor Zindel & Partner GmbH, SWISS  
GOLF / swiss golf hotels, Maienfeld  
Weisse Arena Gruppe, Bergbahnen AG,  
Laax-Murtschetg

### Jura


Jura Tourisme, Saignelégier   
République et Canton du Jura, Service de  
l'économie, Delémont

### Lucerne

Anker Travel Reisebüro, Vitznau  
Arbeitsstelle für Bildung der Schweizer  
Katholiken ABSK, Luzern  
Art Deco Hotel Montana Luzern, Luzern   
Bucher Reisen AG, Luzern   
Galliker Ballwil Travel Co Ltd., Ballwil  
Grand Casino Luzern, Luzern  
Gübelin AG, Luzern  
Hochschule für Wirtschaft (HSW) Luzern,  
Luzern  
Hotel Continental-Park Luzern, Luzern  
Hotel Schweizerhof, Luzern   
IMI International Management Institute  
Switzerland AG, Kastanienbaum  
Kanton Luzern, Wirtschaftsdepartement,  
Luzern  
Kappler Unternehmensberatung, Luzern  
KKL Luzern Management AG, Luzern  
LTI Tours Ltd., Kriens  
Lucerne Festival, Luzern,  
Top Events of Switzerland  
Luzern Tourismus AG, Luzern   
Palace Luzern, Luzern   
Park Hotel Vitznau, Vitznau   
Pilatus-Bahnen, Kriens   
Private Selection Hotels, Luzern  
RailAway AG, Luzern  
Rigi-Bahnen AG, Vitznau   
Schiffahrtsgesellschaft  
Vierwaldstättersee (SGV), Luzern   
Schiffsgastronomie AG auf dem  
Vierwaldstättersee, Luzern   
Seeburg Hotels AG, Luzern   
Seminarhotel Sempachersee, Nottwil   
Stadt Luzern, Finanzdirektion, Luzern  
Swiss-Limousinen-Service, Malters  
Tourismus UNESCO Biosphäre Entlebuch,  
Schüpfheim 

Transport-Unternehmungen  
Zentralschweiz, Luzern  
USP Touristik AG, Ebikon  
Verkehrshaus der Schweiz, Luzern  
Weggis Vitznau Rigi 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, Conseil communal,  
Neuchâtel


### Nidwalden

Bergbahnen Beckenried-Emmetten AG,  
Beckenried  
Hotel Winkelried, Stansstad  
Kanton Nidwalden,  
Volkswirtschaftsdirektion, Stans  
Outventure AG, Stansstad  
Stanserhorn-Bahn-Gesellschaft, Stans   
Vierwaldstättersee Tourismus, Stans   
zb Zentralbahn AG, Stansstad 

### Obwalden


Engelberg-Titlis Tourismus AG, Engelberg  
European Walking Tours GmbH, Engelberg  
Hotel Edelweiss, Engelberg   
Panoramawelt Lungern-Schönbüel, Lungern  
Schlaf im Stroh, Lungern   
Titlis Rotair Aerial Cableways, Engelberg   
Unterirdische Schiessanlage Walchi AG,  
Lungern  
Volkswirtschaftsdepartement Obwalden,  
Sarnen

### Schaffhausen

Einwohnergemeinde Stein am Rhein,  
Stein am Rhein  
Kanton Schaffhausen, Wirtschaftsamt,  
Schaffhausen  
Schaffhausen Tourismus, Schaffhausen   
Schaffhauser Kantonalbank, Schaffhausen  
Stadt Schaffhausen, Schaffhausen  
Unilever Schweiz GmbH, Thayngen

### Schwyz

Bezirksrat Einsiedeln, Einsiedeln  
Einsiedeln Tourismus, Einsiedeln  
Gemeinde Brunnen-Ingenbohl, Brunnen  
Hotel Seedamm Plaza, Pfäffikon   
intermaps AG, Pfäffikon  
Schwyz Tourismus, Goldau  
Schwyzer Kantonalbank, Schwyz  
Sport- und Seminarhotel Stoos, Stoos  
Swiss Knife Valley AG, Ibach

Swissapartments, Gross   
Tierpark Goldau und ZooSchweiz, Goldau  
Verkehrsverein Oberiberg, Regionales  
Verkehrsbüro, Oberiberg  
Victorinox, Ibach  
Volkswirtschaftsdepartement,  
Kanton Schwyz, Schwyz



### Solothurn

Autogrill Schweiz AG, Olten  
Baloise Bank SoBa, Solothurn  
Einwohnergemeinde Olten, Stadtkanzlei,  
Olten  
Kanton Solothurn Tourismus, Solothurn  
Region Solothurn Tourismus, Solothurn   
Rothus Verlag / Revue Schweiz, Solothurn  
Vogt-Schild/Habegger Medien AG, Solothurn

### St. Gall

Amt für Wirtschaft Kanton St. Gallen,  
St. Gallen  
Bad Ragaz Tourismus, Bad Ragaz  
Expo Norm AG, St. Gallen  
Ferienregion Heidiland, Sargans   
Gemeinde Bad Ragaz, Bad Ragaz  
Grand Hotels Bad Ragaz AG, Bad Ragaz  
Institut für öffentliche Dienstleistungen und  
Tourismus an der Universität St. Gallen  
(HSG), St. Gallen  
Kapplerhof Hotel, Ebnat-Kappel  
Maestrani AG, St. Gallen  
Ostschweiz und St.Gallen-Bodensee  
Tourismus, St. Gallen   
Pizolbahnen AG, Bad Ragaz   
Radisson SAS Hotel, St. Gallen   
Rapperswil Zürichsee Tourismus,  
Rapperswil   
Schweizerische Südostbahn AG, St. Gallen  
Silencehotels, Bad Ragaz  
St. Gallen-Bodensee Tourismus, St. Gallen   
Stadt St. Gallen, St. Gallen  
Stadt Wil, Wil  
Toggenburg Tourismus, Wildhaus   
Touristikverein Flumserberg, Flumserberg 

### Thurgau

Bodensee-Arena AG, Kreuzlingen   
Ferien auf dem Bauernhof, Altnau   
Incotrade AG, Frauenfeld  
Kanton Thurgau, Öffentlicher  
Verkehr/Tourismus, Frauenfeld  
Kartause Ittingen, Warth  
Kreuzlingen Tourismus, Kreuzlingen  
Stadt Frauenfeld, Stadtrat, Frauenfeld  
Thurgau Tourismus, Amriswil   
Wäger & Partner GmbH, Frauenfeld  
Wilken AG, Freidorf



**Ticino**

Albergo Giardino SA, Ascona	<u>Q</u>
Banca dello Stato del Cantone Ticino, Bellinzona	
Bellinzona Turismo e Alto Ticino, Bellinzona	
BSI S.A., Banca Svizzera Italiana S.A., Lugano	
Corner Bank AG, Lugano	
Ente Turistico del Mendrisiotto e Basso Ceresio, Mendrisio	
Ente Turistico Lago Maggiore, Locarno	<u>Q</u>
Esplanade Hotel Resort & Spa, Minusio/Locarno	<u>Q</u>
Ferrovie Autolinee Regionali Ticinese (FART), Locarno	<u>Q</u>
Festival internazionale del film Locarno, Locarno, Top Events of Switzerland	
Fondazione Monte Verità, Ascona	<u>Q</u>
Hotel Ascona, Ascona	
Hotel Cadro Panoramica, Cadro	
Hotel Casa Berno und Arancio, Ascona	<u>Q</u>
Hotel Castello del Sole, Ascona	
Hôtel de la Paix, Lugano	<u>Q</u>
Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona	
Lugano Turismo, Lugano	<u>Q</u>
Municipalità della Città di Locarno, Locarno	
Municipalità della Città di Lugano, Lugano	
Navigazione Lago Maggiore, Gest. gov. Italiana, Locarno	<u>Q</u>
Ospizio San Gottardo, Airolo	
Repubblica e Cantone del Ticino, Bellinzona	
Romantik Hotel Orselina, Orselina	<u>Q</u>
Studio Silvio Tarchini, Manno	
Swiss Diamond Hotel Olivella, Vico Morcote	
Swissminiatur SA, Melide	
Ticino Turismo, Bellinzona	<u>Q</u>
Villa Principe Leopoldo & Residence, Lugano	
Villa Sassa Hotel & Residence, Tessel SA, Lugano	

**Uri**

Andermatt Gotthard Sportbahnen AG, Andermatt	
Historische Reisepost AG, Andermatt	<u>Q</u>
Kanton Uri, Volkswirtschaftsdirektion, 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 Marketing, Brig	
Aletsch Riederalp Bahnen AG, Mörel	<u>Q</u>
Alpen Resort Hotel, Zermatt	
Association hôtelière du Valais, Sion	

Bains de Saillon SA, Saillon	<u>Q</u>
Banque Cantonale du Valais, Sion	
Bergbahnen Hohsaas AG, Saas-Grund	<u>Q</u>
Bettmeralp Bahnen AG, Bettmeralp	
Bettmeralp Tourismus, Bettmeralp	<u>Q</u>
Brig Belalp Tourismus, Brig	<u>Q</u>
César Ritz Colleges, Le Bouveret	
Chablais Tourisme SA, Monthey	<u>Q</u>
Coeur du Valais, Sion Région Tourisme / Sierre Anniviers Tourisme, Sierre	<u>Q</u>
Commune de Martigny, Martigny	
Crans-Montana Tourisme, Crans-Montana	<u>Q</u>
den Hartogh Productions AG, Brig	
Eggishorn Tourismus & Goms Tourismus, Fiesch	<u>Q</u>
Evolène Région Tourisme, Evolène	
Ferienart Resort & Spa, Saas-Fee	<u>Q</u>
Gemeinde Zermatt, Zermatt	
GGB Gornergrat-Monte Rosa-Bahn, Brig	<u>Q</u>
Grächen Tourismus, Grächen	<u>Q</u>
Grand Hotel Zermatterhof, Zermatt	
HEVs – Ecole Suisse de Tourisme, Sierre	<u>Q</u>
Hôtel Crans-Ambassador, Crans-Montana	<u>Q</u>
Hôtels Le Sourire & Mont Rouge, Haute-Nendaz	
International Summer Camp Montana La Moubra, Crans-Montana	
Kuvert-Druck Zurwerra AG, Naters	
Les Elfes Verbier SA, International Summer and Winter Camps, Verbier	
Les Roches, School of Hotel Management, Bluche/Randogne	
Leukerbad Tourismus, Leukerbad	<u>Q</u>
Lindner Hotels und Alpentherme, Leukerbad	<u>Q</u>
Luftseilbahnen Fiesch Eggishorn AG, Fiesch	
Martigny Tourisme, Martigny	<u>Q</u>
Matterhorn Gotthard Bahn, Brig	<u>Q</u>
Nendaz Tourisme, Nendaz	<u>Q</u>
Obergoms Tourismus, Oberwald	
Office du tourisme de Thyon-Région, Thyon-Les Collons	
Office du tourisme de Verbier / Val de Bagnes, Verbier	
Office du tourisme Ovronnaz, Ovronnaz	<u>Q</u>
Office du Tourisme, Anzère	
Omega European Masters, Crans-Montana Golf Club, Crans-sur-Sierre, Top Events of Switzerland	
Provins, Sion	
Remontées Mécaniques de Crans-Montana-Aminona (CMA) SA, Crans-Montana	
Riederalp Mörel Tourismus, Riederalp	<u>Q</u>
Riffelalp Resort 2222m, Zermatt	
Rund um Visp Tourismus, Visp	<u>Q</u>
Saas-Fee Bergbahnen AG, Saas-Fee	<u>Q</u>
Saas-Fee Tourismus, Saas-Fee	<u>Q</u>
Seiler Hotels Zermatt AG, Hotel Monte Rosa, Zermatt	<u>Q</u>
Sion Tourisme, Sion	<u>Q</u>
Sport- und Feriencenter Fiesch, Fiesch	<u>Q</u>

STODR – Service du tourisme et du développement régional, Sion	
Swiss Chalet SA / FlexChalet, Champéry	
Swiss Pass Ltd, Sion	
Téléverbier SA, Verbier	<u>Q</u>
Thermalp les Bains d'Ovronnaz SA, Ovronnaz	<u>Q</u>
TMR S.A., Martigny	<u>Q</u>
Valais Tourisme, Sion	<u>Q</u>
Verband Bergsportschulen Schweiz VBS, Naters	
Veysonnaz Tourisme, Veysonnaz	<u>Q</u>
VP Vex Promotion SA, Thyon-Les Collons	
Zermatt Bergbahnen AG, Zermatt	<u>Q</u>
Zermatt Tourismus, Zermatt	
Zerzuben Touristik AG, Visp	<u>Q</u>

**Vaud**

Association hôtelière vaudoise, Lausanne	
Avenches Tourisme, Avenches	<u>Q</u>
Balcon du Jura Vaudois Tourisme, Ste-Croix	
Banque Cantonale Vaudoise, Lausanne	
Biotonus Clinique Bon Port, Montreux	
Brillantmont International School, Lausanne	
CDM Hôtels & Restaurants SA, Lausanne	
Château-d'Œx Tourisme, Château-d'Œx	<u>Q</u>
Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis	
Chemin de fer NStCM et transports publics de la région nyonnaise, Nyon	
Clinique La Prairie, Clarens/Montreux	
Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne	<u>Q</u>
Conventus of Switzerland, Lausanne	
Diablerets Tourisme, Les Diablerets	<u>Q</u>
Ecole hôtelière de Lausanne, Lausanne	
Etat de Vaud, Département de l'économie, Lausanne	
Euro Travel Incoming SA, Lausanne	
Eurotel Riviera, Montreux	
Fondation du Château de Chillon, Veytaux	
Fondation du Festival de Jazz de Montreux, Montreux, Top Events of Switzerland	
Gestion Hôtelière Ming S.A., Hôtel Pavillon, Vevey	<u>Q</u>
Glacier 3000, Maison du Tourisme, Les Diablerets	
GoldenPass Services, MOB Montreux-Oberland Bernois et entreprises associées, Montreux	<u>Q</u>
Grand Hotel des Bains, Yverdon-les-Bains	<u>Q</u>
Grand Hôtel Suisse et Majestic, Montreux	
Hôtel Beau-Rivage Palace, Lausanne	
Hôtel La Barcarolle - Bays Hotels SA, Prangins	<u>Q</u>
Hôtel le Bristol, Villars-sur-Ollon	
Hôtel Préalpina, Chexbres	<u>Q</u>
Hôtel Résidence Bristol, Montreux-Territet	
Hôtel Royal Plaza, Montreux	
Lausanne Palace & Spa, Lausanne	
Lausanne Tourisme, Lausanne	<u>Q</u>



Leysin Tourisme, Leysin [Q](#)  
 McDonald's Suisse Restaurant Sàrl, Crissier  
 Minotel, Lausanne  
 Montreux-Vevey Tourisme, Montreux [Q](#)  
 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 [Q](#)  
 Office du Tourisme de Gryon, Gryon [Q](#)  
 Office du tourisme de Payerne, Payerne  
 Office du tourisme de Vallorbe, Vallorbe [Q](#)  
 Office du tourisme du canton de Vaud,  
 Lausanne [Q](#)  
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 d'Yverdon-les-Bains et environs,  
 Yverdon-les-Bains [Q](#)  
 Office du Tourisme Rougemont,  
 Rougemont [Q](#)  
 Panoeuro International Cooperation Sàrl,  
 Lausanne  
 Raffles Le Montreux Palace, Montreux  
 REAT S.A., Relais Exploitations et Activités  
 Touristiques SA, Leysin  
 Riviera Voyages, Vevey  
 Rosebud Héritage SA, Vich  
 Schweizer Heilbäder, Yverdon-les-Bains  
 Site touristique des Mines de Sel de Bex,  
 Bex  
 Sources Minérales Henniez SA, Henniez  
 Surval Mont-Fleuri, Montreux  
 Swiss Budget Hotels, Villars-sur-Ollon [Q](#)  
 Swiss Cities / Association Suisse des villes  
 touristiques, Montreux  
 Transports Publics du Chablais, Aigle  
 Vallée de Joux Tourisme, Le Sentier  
 VIDl Exploitation, Les Diablerets  
 Village Camps SA, Nyon  
 Villars Tourisme, Villars-sur-Ollon [Q](#)  
 Welcome Swiss Tours SA, Lausanne

## Zug

DuetHotel AG, freedreams Hotelscheck, Baar  
 feratel Schweiz AG, Rotkreuz  
 Hapimag Verwaltungs- und Vertriebs-  
 gesellschaft Havag AG, Baar  
 Kanton Zug, Volkswirtschaftsdirektion,  
 Amt für öffentlichen Verkehr, Zug  
 Salomon (SCHWEIZ) AG, Cham  
 Speck Print AG, Zug  
 Stadt Zug, Finanzdepartement, Zug  
 VCH – Verband Christlicher Hotels,  
 Oberägeri [Q](#)  
 Zug Tourismus, Zug [Q](#)

## Zürich

A. Türlér Uhren- und Schmuckgeschäft,  
 Zürich  
 Accor Hotels Switzerland, Zürich  
 Amt für Wirtschaft und Arbeit Kanton  
 Zürich, Zürich  
 AVIS Autovermietung AG, Glattbrugg  
 Belvoir Rüschnikon Hotel, Rüschnikon [Q](#)  
 Best of Switzerland Tours, Adliswil [Q](#)  
 Central Plaza Hotel, Zürich  
 City Night Line CNL AG, Zürich  
 CityGuideTV/YourStoryAG, Herrliberg  
 Confiserie Sprüngli, Zürich  
 Dataquest AG, Dietikon  
 Digital Print AG, Zürich  
 Druckerei a/d Sihl AG, Zürich  
 Dubler Rechtsanwälte, Zollikon-Zürich  
 effect AG für Kommunikation, Zürich  
 Elektro-Surber, Zürich  
 FBM Gastro Management AG, Zürich  
 Global Refund Schweiz AG, Brüttisellen  
 Hans Meier Tourist AG, Zürich  
 Helvetic Airways AG, Zürich Flughafen  
 Hertz AG - Switzerland, Schlieren  
 Hiestand Schweiz AG, Schlieren  
 Hotel Engimatt, Zürich  
 Hotel Senator, Zürich  
 Hotel-Restaurant UTO KULM, Uetliberg [Q](#)  
 Hotels with a Bookmark, c/o Turicum Hotel  
 Management Group, Zürich  
 Howeg, transGourmet Schweiz AG,  
 Dietikon  
 InterContinental Zurich, Zürich [Q](#)  
 Interhome AG, Glattbrugg  
 Internationale Schule für Touristik AG,  
 Höhere Fachschule für Tourismus,  
 Zürich [Q](#)  
 Kuoni Reisen Holding AG, Zürich  
 Lindt & Sprüngli (Schweiz) AG, Schoko-  
 ladenfabriken, Kilchberg  
 Linkgroup, Zürich  
 Manz Privacy Hotels Switzerland, Zürich  
 Mauell Reklame AG, Buchs  
 Mosse Media AG, Zürich  
 Mövenpick Dienstleistungs AG, Adliswil  
 Offsetdruck Goetz AG, Geroldswil  
 Osec Business Network Switzerland, Zürich  
 Photoglob AG, Zürich  
 Präsidialdepartement der Stadt Zürich,  
 Zürich  
 Rentenanstalt / Swiss Life, Zürich  
 Rito AG, Zürich  
 Romantik Seehotel Sonne, Küsnacht [Q](#)  
 SAP (Schweiz) AG, Regensdorf  
 Schweizer Bergführerverband, Zürich  
 Schweizer Jugendherbergen, Zürich [Q](#)  
 Schweizerische Gesellschaft für Hotelkredit  
 SGH, Zürich  
 Schweizerischer Reisebüro-Verband,  
 Zürich [Q](#)  
 Schweizerisches Landesmuseum, Zürich

SHV Schweizerischer Hängegleiter-  
 Verband, Zürich  
 Sihldruck Stulz AG, Zürich  
 Skycruise Switzerland LTD, Lindau  
 Sorell Hotels / ZFV-Unternehmungen,  
 Zürich [Q](#)  
 Spectrum Events AG, Zürich  
 Stand-up-Switzerland AG, Zürich  
 Starwood & ArabellaSheraton Hotels,  
 Zürich  
 Steigenberger Hotels AG, Zürich  
 Swiss International Hotels, Zürich [Q](#)  
 Swiss Partner Service GmbH, Adliswil  
 Swiss Production Services GmbH,  
 Fehrltorf  
 Swiss Quality Hotels, Stäfa [Q](#)  
 Swiss Re, Schweiz. Rückversicherungs-  
 Gesellschaft, Zürich  
 Swiss Sales HSMS, Hotel Sales & Marke-  
 ting Services GmbH, Horgen  
 Swiss Trails GmbH, Oberweningen  
 Swissôtel Zürich, Zürich  
 Switzerland Convention & Incentive Bureau,  
 Zürich [Q](#)  
 Switzerland Travel Centre AG (STC),  
 Zürich [Q](#)  
 Technorama, Winterthur [Q](#)  
 The Guide Company AG, Zürich  
 Tiscover AG, Männedorf  
 Tourdata AG, Zürich  
 Tourmedia AG, Zürich  
 Transunix AG, Personentransporte,  
 Regensdorf  
 TV Productioncenter Zürich AG, Zürich  
 UBS AG Zürich, Zürich  
 Verband Schweiz. Schifffahrts-  
 unternehmungen, Zürich  
 Verband Schweizer Tourismusmanager  
 VSTM, Zürich  
 Widder Hotel, Zürich [Q](#)  
 Winterthur Tourismus, Winterthur [Q](#)  
 Zürcher Festspiele, c/o Opernhaus Zürich,  
 Zürich  
 Zürcher Hoteliers, Zürich  
 Zürcher Kantonalbank, Zürich  
 Zürich Tourismus, Zürich [Q](#)  
 Zürich Versicherungs-Gesellschaft, Zürich  
 Zürichsee Druckereien AG, Stäfa  
 Züri-Unterland Tourismus, Bülach

## 6. Liechtenstein

Liechtenstein Tourismus, Vaduz [Q](#)  
 Visiorama AG, Vaduz

## 7. Germany

Mainau GmbH, Insel Mainau



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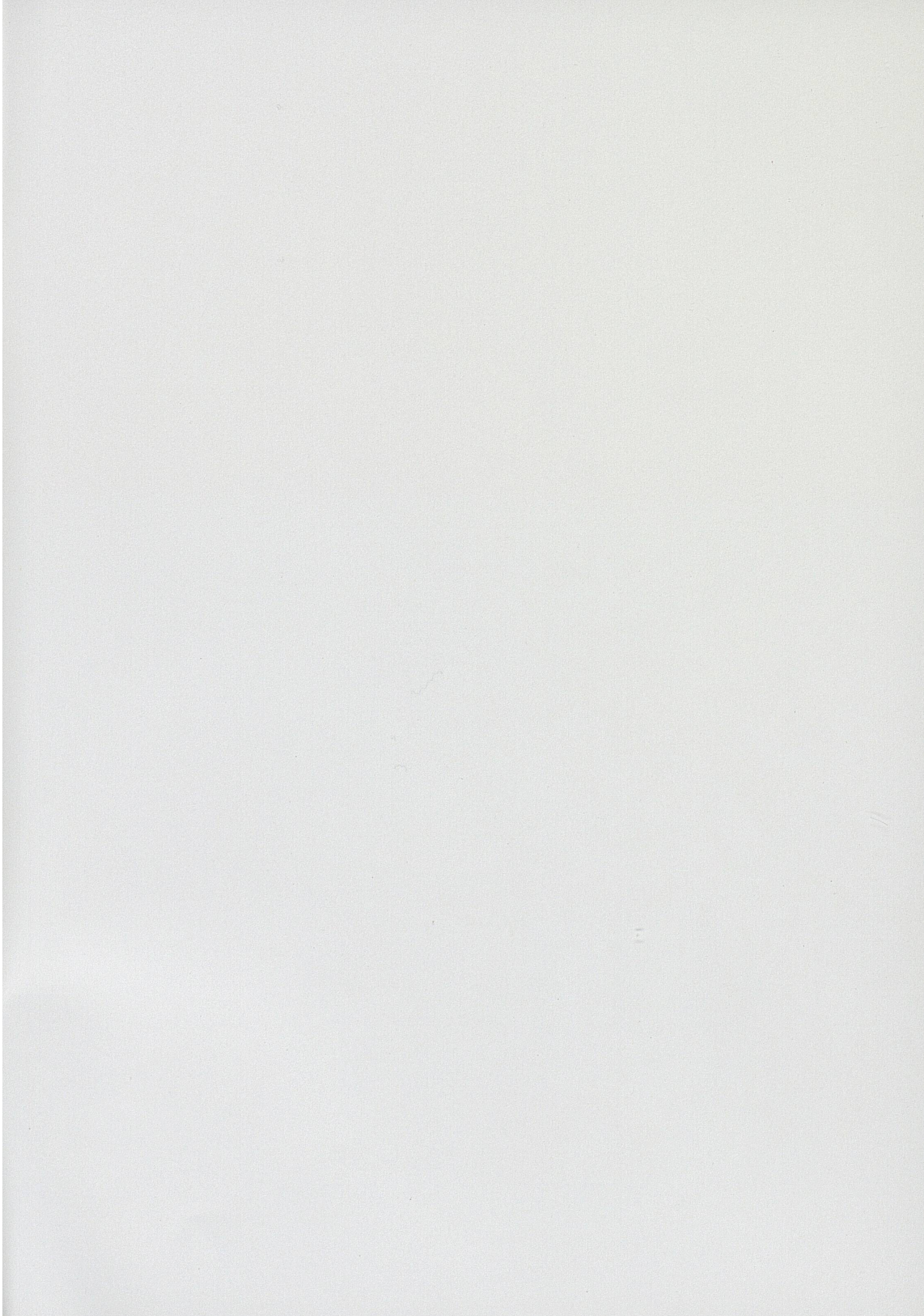
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