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Highlights 2013.

Difference compared to prior year



Social media contacts +511,904

Facebook, Twitter, Pinterest: these new means of communication are rapidly gaining popularity and have more and more users.

[Read more on page 24](#)



685,215

Newsletter subscribers +81,327

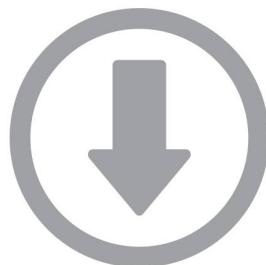
Many visitors enjoy Switzerland so much that they want to keep up to date – by subscribing to our newsletter.

4.1 m

Impulse programmes

Number of additional overnights influenced by ST's impulse programmes during the last three years.

[Read more on page 13](#)



1.91 m

Mobile app downloads +380,000

Our mobile apps have really caught on.

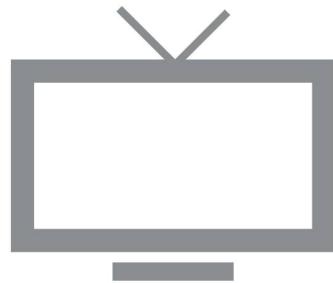


1,388

Business meetings +197

Switzerland Convention & Incentive Bureau transferred 1,388 enquiries about business meetings to its partners.

[Read more on page 30](#)



5.9 bn

Advertising & marketing contacts +970 m

In 2013, ST reached 5.9 billion consumers worldwide through its advertising.

[Read more on page 24](#)

+199,191

Switzerland +1.3%

+104,363

Gulf states +20.1%

+158,847

China +19.0%



Markets

The three markets with the greatest increase in overnights in 2013 were Switzerland, China and the Gulf states.

[Read more on page 16](#)



Where time stops: carved wooden utensils for the traditional dairy industry in La Gruyère, Fribourg Region.