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2014 highlights.

Change from previous year



Top media results

Switzerland proudly showed off its most beautiful side in 1,638 media reports.

[More detail on page 25](#)



743,601

Newsletter subscribers +58,386

Many visitors liked Switzerland so much that they want to be kept up to date via newsletter.

[More detail on page 24](#)

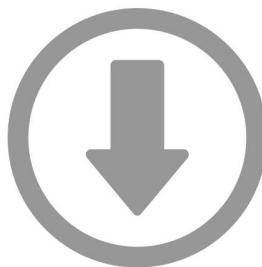


4.42 m

KAM overnights -190,000

ST was able to additionally generate this many overnights in Key Account Management (KAM).

[More detail on page 25](#)



2.23 m

Mobile app downloads +320,000

Mobile phone apps were also increasingly well received.

[More detail on page 24](#)



759

Business meetings +45

The Switzerland Conventions & Incentive Bureau acquired 759 meetings, events and conferences.

More detail on page 30



2.01 m

Social media contacts + 1.06 m

Twitter, Facebook, Pinterest – ST's social media channels enjoyed a rapidly growing following.

More detail on page 24

+136,909
-179,039 Switzerland +0.9%

+147,892
China +14.9%



Markets

The developments in hotel overnight stays differ significantly between Switzerland, Germany and China.

More detail on page 10



On the Aare and threshold to the Bernese Oberland:
the city of Thun.