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Highlights 2016.



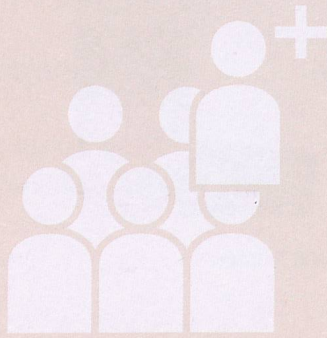
797

+ 13 compared with 2015

Meetings

The Switzerland Convention & Incentive Bureau successfully brought many meetings, events and conferences to Switzerland.

[More details on page 18](#)



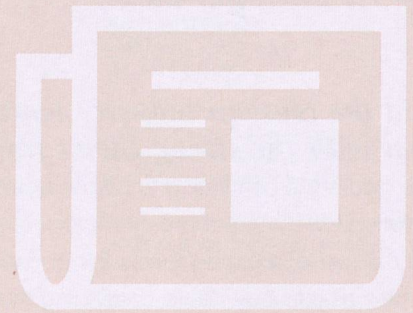
6.34_m

+ 850,000 compared with 2015

High-value customer contacts

Customer contacts via E-newsletter, call centre, MySwitzerland.com and tour operators continue to grow steadily.

[More details on page 10](#)



2,196

+ 296 compared with 2015

Top media results

2196 reports about Switzerland were prominently placed and presented in the media.

[More details on page 11](#)



2.66_m

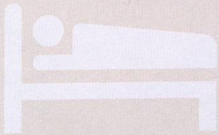
+ 410,000 compared with 2015

Social media contacts

The number of followers on Switzerland Tourism social media channels continues to grow (Facebook 1,858,326, Twitter 171,018, YouTube 9,429, Pinterest 18,515, Instagram 141,673, Tumblr 2,057, LinkedIn 11,788, Vine 909, Google+ 4,955, Weibo 276,043, Ren Ren 162,056, WeChat 5,510).

The hashtag **#INLOVEWITHSWITZERLAND** was used 102,000 times.

[More details on page 10](#)



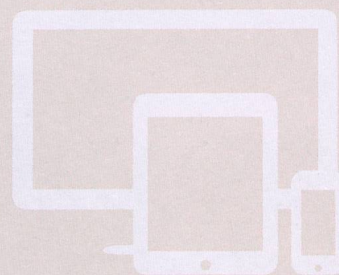
4.70_m

– 0.12 m compared with 2015

KAM overnights

Switzerland Tourism generated an additional 4.7 million overnights in Key Account Management (KAM).

[More details on page 11](#)



30.17_m

+ 3.34 m compared with 2015

Web visits

In 2016, MySwitzerland.com recorded over 30 million visits – a new record.

[More details on page 10](#)

Projects with partners.

344,369



Swiss Travel Passes

In 2016, more Swiss Travel Passes were issued than ever before. This all-in-one ticket is the key to Switzerland's public transport network for individuals travelling from abroad.

Grand Tour

290,000

Additional overnights thanks to the Grand Tour

After just two seasons, the Grand Tour of Switzerland has reached a brand awareness of 43 %.

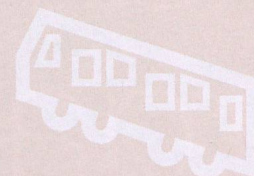
According to estimations, it attracted between 45,000 and 55,000 visitors in 2016.



40,320

Additional overnights through the Coop weekly newspaper

In collaboration with ST, the Coop weekly newspaper inspired Swiss people to explore their own country, with special hotel offers and great tips for excursions.



367,500

Return tickets UBS alpine campaign

In the summer up to the end of October 2016, UBS customers could discover 35 of Switzerland's most beautiful summits with a ten-franc mountain railway offer.