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Switzerland Tourism.



The Figures.

MySwitzerland.com

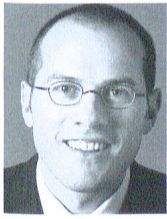
Annual Report Switzerland Tourism 2002.



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Management.



Jürg Schmid
Chief Executive Officer



Urs Emch
Marketing Services & Brand Management
Member of Management
Marketing & Promotional Products, Fairs and Events, Market Research, Mailing House, STM (Switzerland Travel Mart), Brand Management



Michel Ferla
Overseas Markets, Mandates, MICE Marketing
Vice Director
Overseas Markets, Mandates & Cooperation with Embassy Networks, Convention, Seminar & Incentive Marketing (SCIB), as well as International Markets Support Desk



Markus Graf
Finance & Corporate Services
Member of Management
Accounting & Control, Information Management, Infrastructure, Telephone/Reception



Daniela Bär
Corporate Communications/Media
Member of Extended Management
International and National Media Work, Product and Corporate Communication



Jörg P. Krebs
Marketing Leisure
Member of Management
Product Marketing (Mountain Summer, Families, Autumn, Public Transport, Active Switzerland, Swiss Cities, Theme Routes, Wellbeing, Winter, Coordination with activities of Swiss Market)



Eva Brechtbühl
Partnerships & Content Services
Member of Management
Management and Acquisition of Sector and Business Partners, Quality Programme, Content & Project Services



Klaus Oegerli
Europe
Member of Management
Europe (Benelux countries, Germany/Austria, France, United Kingdom & Ireland, Italy)



Gabriella Buchmüller
Human Resources
Member of Management
Personnel Administration and Development



Federico Sommaruga
Southeast Asia & Mandates
Member of Extended Management
Australia, China, Hong Kong, Malaysia, Russian Federation, Singapore, Spain, Taiwan, Thailand



Urs Eberhard
North America
Member of Extended Management
USA, Canada, Mexico



Thomas Winkler
Portal Management & Internet Marketing
Member of Management
Development, Operation & Management of MySwitzerland.com website, Worldwide Internet Marketing, Content Management & Data Organisation

Board of Directors.

Marty Dr. Dick F.

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

Schwitzguebel Pierre

Vice President of Switzerland Tourism
President, Lausanne Tourism

Sinzig Ulrich

Vice President of Switzerland Tourism
President, Swiss Mittelland Tourism

Bernasconi Claudio

Delegate of GastroSuisse, Hotelier

Blumenthal Paul

Head of the Passenger Transport Division,
Swiss Federal Railways

Brändli Christoffel

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

Casanova Claudio

Member of the Association Board of
hotelleriesuisse, Hotelier

Kurrus Paul

Member of the National Council (BL)
Vice President for Public Affairs
and Environment,
Swiss International Air Lines

Maitre Jean-Philippe

Member of the National Council (GE)
Attorney

Robyr Jérémie

President, Valais Tourism

Schawalder-Briguet Esther

Member of the Management
Touring Club of Switzerland TCS

Scheidegger Dr. Eric

Economic Advisor GS-EVD
seco

Vollmer Dr. Peter

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

Auditors.

Chairman**Kamber Urs**

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Members**Bantli Armin**

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Marbacher Lukas

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Alternate members**Gerber Stefan**

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Willborn Robert

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

The Switzerland Tourism Council.

Bernasconi Claudio

Board of Directors, Switzerland Tourism
Delegate of GastroSuisse, Hotelier

Bieger Prof. Dr. Thomas

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

Blumenthal Paul

Board of Directors, Switzerland Tourism
Head of the Passenger Transport Division
Swiss Federal Railways

Brändli Christoffel

Board of Directors, Switzerland Tourism
Member of the Council of States (GR)
President, Graubünden Holidays

Büchel Roland

Managing Director
Liechtenstein Tourism

Burkhard Dr. jur. Hans-Peter

Office for Economics and Labour
Canton of Zürich

Bütler Adalbert

Management Chairman, Bucherer AG

Cachot Maurice

General Manager, Wenger S.A.

Casanova Claudio

Board of Directors, Switzerland Tourism
Member of the Association Board of
hotelleriesuisse, Hotelier

Crettaz Ulrich

Vice Director Corporate Affairs
Philip Morris SA

Dosé André

President & CEO, Swiss International Air Lines

Eggmann Christoph

General Manager, Mercuri Urval AG

Fasciati Silvio

Director, Rhaetian Railways RhB

Gygi Ulrich

Managing Director, Swiss Post

Hagmann Beat

Chairman, Tourism Department, Cantonal
Office for Economic Development, Bern

Hew Dr. Florian

Director, GastroSuisse

Hofer Walter

General Manager
Global Refund Switzerland AG

Huber Klaus

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

Hürlimann Peter

Marketing Director
Swiss Transport Museum

Keller Prof. Dr. Peter

Head of Tourism
State Secretariat for Economic
Affairs, seco

Kühne Ralph

Departmental Secretary
for the Presidential Department
City of Zürich

Kurrus Paul

Board of Directors, Switzerland Tourism
Member of the National Council (BL)
Vice President for Public Affairs and
Environment, Swiss International Air Lines

Lamparter Jürg

Delegate of the Syndicate of Swiss
Universal Banks

Lerch Hans

Chief Executive Officer
Kuoni Travel Holding AG

Maitre Jean-Philippe

Board of Directors, Switzerland Tourism
Member of the National Council (GE)
Attorney

Marty Dr. Dick F.

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

Müller Prof. Dr. Hansruedi

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

Nünlist Stefan

Head of Group Communications
Swisscom AG

Nuvall Waldemar

Chairman & Chief Executive Officer
McDonald's Switzerland Holding SA

Renner-Bach Judith

Director, Swiss Tourism Federation STF

Rey Dr. Christian

President, hotelleriesuisse

Riedener Urs

Executive Marketing Director
Member of the Executive Board
Federation of Migros Cooperatives

Robyr Jérémie

Board of Directors, Switzerland Tourism
President, Valais Tourism

Sardinha Carlos

Director, Europcar AMAG Services AG

Schwalder-Briguet Esther

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

Scheidegger Dr. Eric

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

Schwitzguebel Pierre

Vice President of Switzerland Tourism
President, Lausanne Tourism

Sinzig Ulrich

Vice President of Switzerland Tourism
President, Swiss Mittelland Tourism

Stinca Giuseppe

Director, Ticino Tourism

Suter Daniel

Director, Swiss Transport Museum

Tromp Dr. Mathias

Director, BLS Lötschberg Railway AG

Vollmer Dr. Peter

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

Weibel Dr. Benedikt

Chief Executive Officer
Swiss Federal Railways

Balance Sheet 2002.

1 Assets	Balance sheet 31.12.2002 CHF	Balance sheet 31.12.2001 CHF
Current assets		
1.1 Liquid assets		
Cash on hand	42 505.94	38 098.20
Postal accounts	549 091.73	691 536.29
Bank accounts	3 579 542.19	947 599.30
Short-term receivables	6 285 493.00	3 014 596.66
Total liquid assets	10 456 632.86	4 691 830.45
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services		
Receivables	2 130 280.55	4 285 930.36
Membership contributions not yet received	237 100.00	1 400.00
1.2.2 Other short-term accounts receivable		
Guarantee obligations	131 569.16	106 589.80
Social security	290 023.14	297 912.36
Other receivables	643 990.87	515 823.57
Bad debt provision	- 210 000.00	- 50 000.00
Total accounts receivable	3 222 963.72	5 157 656.09
1.3 Stock and work in progress		
Stock and work in progress	125 448.01	128 775.13
Total stock and work in progress	125 448.01	128 775.13
1.4 Prepaid assets		
Prepaid asset	850 436.58	966 172.62
Total prepaid assets	850 436.58	966 172.62
Total current assets	14 655 481,17	10 944 434,29
Fixed assets		
1.5 Financial assets		
Participations	1 750 003,00	1 750 003,00
Other financial assets	3 000 000,00	14 238 869,34
Long-term receivables in respect of third parties	802 112,79	1 343 721,22
Total financial assets	5 552 115,79	17 332 593,56
1.6 Tangible assets		
Office equipment/office machinery	728 651.97	932 269.94
IT equipment	381 563.90	434 935.50
Infrastructure for presentations	1 858 274.45	1 341 359.60
Total tangible assets	2 968 490.32	2 708 565.04
1.7 Fixed assets		
Real estate	6 273 690.65	6 481 815.65
Total fixed assets	6 273 690.65	6 481 815.65
Total fixed assets	14 794 296.76	26 522 974.25
Total assets	29 449 777.93	37 467 408.54

Balance Sheet 2002.

2 Liabilities and owners' equity	Balance sheet 31.12.2002 CHF	Balance sheet 31.12.2001 CHF
Liabilities		
2.1 Short-term liabilities		
2.1.1 Short-term financial debt		
Bank loans	0.00	3 317 884.35
2.1.2 Accounts payable for sales and services		
Creditors	3 129 005.69	9 031 153.99
2.1.3 Other short-term liabilities		
Social security	501 489.48	426 439.81
Third parties	305 020.47	994 263.44
Pension funds	126 260.72	119 134.39
Total short-term loan capital	4 061 776.36	13 888 875.98
2.2 Deferred credits to income/ short-term provisions		
Deferred credits to income	8 039 922.84	1 162 590.61
Personnel provisions	988 112.50	966 656.50
Other provisions	0.00	47 839.06
Total deferred credits to income/ short-term provisions	9 028 035.34	2 177 086.17
2.3 Long-term liabilities		
2.3.1 Long-term financial liabilities		
Bank loans	8 000 000.00	5 000 000.00
Third parties	78 430.70	78 430.70
Pension funds	0.00	6 432 500.00
2.3.2 Long-term provisions		
IT equipment	265 700.00	175 500.00
Renovation of real estate Paris	170 000.00	170 000.00
Conversion of rented premises	554 600.00	500 000.00
Others	2 015 501.71	2 065 501.71
Extraordinary events: Destination Switzerland	3 413 000.00	5 333 000.00
Reserve for staff terminations	173 908.29	131 446.44
2.3.3 Unrelated Liabilities		
Real estate, Paris	306 217.32	143 757.91
Total long-term loan capital	14 977 358.02	20 030 136.76
Total liabilities	28 067 169.72	36 096 098.91
Owners' equity		
2.4 Balance 1.1.02/01	1 371 309.63	1 369 391.00
Excess of revenue	11 298.58	1 918.63
Total equity	1 382 608.21	1 371 309.63
Total liabilities and owners' equity	29 449 777.93	37 467 408.54

Profit and Loss Account 2002.

3 Income	Budget 2002 CHF	Account 2002 CHF	Account 2001 CHF
Operating income			
3.1 Members' contributions			
Swiss Confederation	42 330 000.00	41 579 401.34	35 000 000.00
Swiss Federal Railways	200 000.00	200 000.00	200 000.00
Swisscom	250 000.00	250 000.00	250 000.00
GastroSuisse	80 000.00	100 000.00	80 000.00
hotelleriesuisse/Swiss Hoteliers Association	200 000.00	100 000.00	200 000.00
Swiss Road Transport Association	200 000.00	200 000.00	200 000.00
SWISS (Swissair)	250 000.00	250 000.00	250 000.00
Swiss Dairy Food	200 000.00	200 000.00	200 000.00
Swiss associations, cantons, communities, other tourism contributors	2 273 000.00	1 968 806.19	1 622 810.00
Voluntary contributions	9 000.00	9 335.00	9 535.00
Total members' contributions	45 992 000.00	44 857 542.53	38 012 345.00
3.2 Income arising from marketing	20 848 000.00	21 474 967.20	21 044 020.85
3.3 Miscellaneous income	57 000.00	46 074.16	176 174.11
3.4 Income arising from operating costs charged to third parties	498 000.00	625 670.88	534 935.81
3.5 Financial income	26 000.00	495 748.07	878 253.12
Total operating income	67 421 000.00	67 500 002.84	60 645 728.89
Extraordinary and third party income			
3.6 Third party income	45 000.00	58 030.83	1 217 780.02
3.7 Third party income from financial assets	400 000.00	86 911.65	436 463.55
3.8 Third party income from real estate	1 200 000.00	1 129 099.36	1 124 343.64
Total extraordinary and third party income	1 645 000.00	1 274 041.84	2 778 587.21
Total income	69 066 000.00	68 774 044.68	63 424 316.10

Profit and Loss Account 2002.

4	Expenses	Budget 2002 CHF	Account 2002 CHF	Account 2001 CHF
Operating expenses				
4.1	Expenses arising from marketing	42 098 500.00	40 510 511.64	36 595 077.33
4.2	Miscellaneous expenses incl. bad debt	5 000.00	192 399.74	10 532.86
4.3	Personnel expenses			
	Salaries	16 549 000.00	15 257 136.84	14 805 640.25
	Social security	2 437 000.00	2 322 322.86	2 281 971.64
	Staff training and continuing education	270 000.00	113 682.22	94 308.42
	Transfers and staff recruiting	300 000.00	309 208.11	346 418.69
	Vacation/overtime not yet compensated (provisions)	70 000.00	53 500.00	31 610.00
	Travel and representation expenses	296 000.00	400 253.20	351 453.71
	Other personnel expenses	143 000.00	175 600.71	87 720.07
	Total personnel expenses	20 065 000.00	18 631 703.94	17 999 122.78
4.4	Other operating expenditure			
	Premises	2 430 000.00	2 205 237.42	2 224 354.77
	Administration	1 561 000.00	1 486 378.73	1 249 498.93
	Public bodies	175 000.00	181 693.11	175 758.11
	Other operating expenditure	157 500.00	100 405.37	95 554.51
	Total operating expenditure	4 323 500.00	3 973 714.63	3 745 166.32
4.5	Financial expenses	303 000.00	1 072 562.88	869 651.65
4.6	Depreciation of tangible assets			
	Hardware and software	300 000.00	395 895.71	509 582.72
	Real estate/office equipment	388 000.00	510 503.74	654 694.29
	Infrastructure for presentations	300 000.00	322 120.84	0.00
	Infrastructure Swissair additional appropriations (acquisition value)	83 000.00	191 909.15	0.00
	Total depreciation on tangible assets	1 071 000.00	1 420 429.44	1 164 277.01
Total operating expenses		67 866 000.00	65 801 322.27	60 383 827.95
Extraordinary and non-operating expenses				
4.7	Extraordinary expenses	0.00	0.00	0.00
4.8	Non-operating expenses	0.00	3 501.99	7 024.76
4.9	Expenses third party financial assets	200 000.00	1 942 644.12	2 123 110.62
4.10	Expenses third party real estate	1 000 000.00	1 015 277.72	908 434.14
Total extraordinary and non-operating expenses		1 200 000.00	2 961 423.83	3 038 569.52
4.11	Excess of revenue	0.00	11 298.58	1 918.63
Total expenses		69 066 000.00	68 774 044.68	63 424 316.10

Notes to 2002 Financial Statements.

Accounting principles

As a public institution, Switzerland Tourism orients its accounting and the establishment of its financial statements in accordance with Article 957 ff. of the Code of Obligations, as well as the applicable regulations set out in the sections governing share companies (Art. 662 ff. of the Code of Obligations). In accordance with Art. 21 of the organisational articles of incorporation, Switzerland Tourism's liability is limited to the amount of its assets.

	2002 CHF	2001 CHF
Liabilities to pension funds		
Short-term liabilities to domestic and foreign pension funds	126 260	119 134
Liabilities arising from deficit in covering funds of the Federal Pension Fund	0	6 432 500
Fire insurance value of fixed assets		
Furnishings	2 200 000	2 200 000
IT equipment	1 334 000	1 334 000
Real estate (Paris apartment) p.m.		
Net retransfer of undisclosed reserves		
Through the retransfer of unneeded provisions, undisclosed reserves were applied toward the financing of extraordinary marketing and operating expenses.	1 832 000	8 620 000
Guarantees		
Rent guarantee for apartment in Paris	37 000	0
Participations		
Switzerland Destination Management AG, Zürich, central operations, distribution and sale of swiss tourism products, share capital	10 500 000	10 500 000
Switzerland Tourism participation	33.33 %	33.33 %
Earnings generated by apartment in Paris		
Revenues from apartment	1 129 099	1 124 344
Expenses associated with apartment	1 015 277	908 434
Profit from apartment	113 822	215 910
Leasing liabilities		
Total amount of leasing liabilities	93 843	114 149
Assets pledged for own liabilities		
UBS		
– Financial assets (pledged)	0	2 865 672
– Authorised overdrafts	5 000 000	5 000 000
– Of which claimed	0	1 654 000
ZKB		
Other financial assets pledged for:	3 000 000	3 280 400
– fixed advance for apartment in Paris (included in long-term financial liabilities – bank loans)	5 000 000	5 000 000

Auditors' Report.

Report of the statutory auditors to the Members Assembly of Switzerland Tourism, Zürich.

As statutory auditors, we have audited the accounting records and the financial statements (balance sheet, income statement and appendix) of Switzerland Tourism for the fiscal year ended on December 31, 2002.

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

Our judgment is based on the comprehensive audit conducted by Pricewaterhouse-

Coopers AG and the report they made to the audit team.

This audit was conducted in accordance with auditing standards promulgated by the Swiss profession, which require that an audit be planned and performed to obtain reasonable assurance about whether the financial statements are free from material misstatement. The auditors examined on a test basis evidence supporting the amounts and disclosures in the financial statements. They also assessed the accounting principles used, significant estimates made and the overall financial statement presentation. They believe that their audit provides a reasonable basis for their opinion.

In our opinion, the accounting records and financial statements comply with Swiss law

and the company's articles of incorporation, as well as the accounting principles set out in the notes to the financial statements.

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

The auditors

Kamber Urs

Chartered Accountant in charge of the audit

Gerber Stefan




Chartered Accountant, alternate member








Bantli Armin

Chartered Accountant, member

Zurich, 20 March 2003

New Members in 2002.

Agence de Voyages Marina Meltseva, Versoix
Appenzellerland Tourismus AG, Appenzell 
Association hôtelière du Valais, Sion
Baselland Tourismus, Liestal
BegaSoft AG Internet Solutions, Bern
Bergbahnen Motta Naluns Scuol-Ftan-Sent AG, Scuol
Best Western Hotel Beau-Site, Adelboden 
Casino Kursaal Interlaken AG, Interlaken
Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis 
Citytours.org AG, Luzern
Club Grand Hôtel & Palace, Basel
Commune de Gruyères, Epagny
Cresta Hotels Davos, Davos Platz
Druckerei Stulz AG, Zürich
DuetHotel AG, Zug
Ed. Jobin AG, Brienz
Expo Norm AG, St. Gallen
Fink Medien AG, Neuenegg
Glarnerland Tourismus, Glarus
Hapimag Verwaltungs- und Vertriebsgesellschaft Havag AG, Baar
Hotel Bernerhof, Gstaad
Hôtel de Champéry/Promotion suisse des Portes du Soleil, Champéry

Hotel Edelweiss, Engelberg
Hotel Eiger, Grindelwald 
Hotel Engimatt, Zürich
Hotel Jungfrau & Haus Mönch AG, Mürren
Hôtel La Barcarolle - Bays Hotels SA, Prangins
Hôtel le Bristol, Villars-sur-Ollon
Hotel Pavillon, Vevey
Hotel Résidence Bristol, Montreux-Territet
Hotel Restaurant Weisses Kreuz, Brienz 
Hotel Schweizerhof, Bern
Hotel Senator, Zürich
Hotel Tobler, Ascona 
Hotel und Aertzehaus Cristal, Bad Ragaz 
Hotel Waldhaus am See, St. Moritz 
Hotel Wengener Hof, Wengen 
Hotel Winkelried, Stansstad
Hôtels Le Sourire & Mont Rouge, Haute-Nendaz
Lindner Hotels & Resorts Schweiz, St. Moritz
Manz Privacy Hotels Switzerland, Zürich
Meiringen-Hasliberg-Bahnen AG, Meiringen 
Messe Berlin, Basel
Office du tourisme de Gryon, Gryon
Office du tourisme Ovronnaz, Ovronnaz
Office du tourisme Rougemont, Rougemont

Panoramawelt Lungern-Schönbühl, Lungern
Park Hotels Waldhaus, Flims Waldhaus 
Prestige Travel Services, Genève
Provins Valais, Sion
REAT S.A. Relais Exploitations et Activités Touristiques SA, Leysin
Richemond Héritage S.A., Vich
Riederalp-Bahnen AG (LMR), Mörel 
Riffelalp Resort 2222 m, Zermatt
Saastal Tourismus, Saas Grund
Schiffsgastronomie AG auf dem Vierwaldstättersee, Luzern
Schweizer Alpen-Club SAC, Bern
Schweizerisches Landesmuseum, Zürich
Simplex AG, Zollikofen
Sörenberg Flühli Tourismus, Sörenberg 
Swissapartments, Sedrun
Thermalp les Bains d'Ovronnaz SA, Ovronnaz
Turicum Hotel Management Group, Zürich
Unique Flughafen Zürich AG, Zürich
Veysonnaz Tourisme, Veysonnaz 
Volkswirtschaftskammer Berner Oberland, Interlaken
Wenger S.A., Delémont
W4 Communications AG Cross Media Group, Wettingen
ZunftHaus zur Rosen Weinstube & Amadeus, Stein am Rhein

Members in 2002.

1. Confederation

Swiss Confederation, Bern

2. hotelleriesuisse, Bern

3. Swiss Road Transport Association, Bern

4. GastroSuisse, Zürich

5. Strategic partnerships

Swiss Federal Railways SBB, Bern

Swiss International Air Lines, Zürich

Swisscom AG, Bern

Die Post, Bern

Bucherer AG, Luzern

Europcar AMAG Services AG, Kloten

Migros Genossenschaftsbund, Zürich

Swiss Convenience Food Association (SCFA), Bern

Switzerland Cheese Marketing AG, Bern

Wenger S.A., Delémont

6. Members by Canton

Aargau

Aargau Tourismus, Zofingen

Bad Zurzach Tourismus, Zurzach

Baden Tourismus, Baden

Baudepartement des Kantons Aargau, Aarau

ELAN Florian Weber AG, Menziken

Geriberz Reisen AG, Wettingen

Schweizerischer Bauernverband, Brugg

Stadt Baden, Baden

Stadt Lenzburg, Lenzburg

Tourismus Rheinfelden, Rheinfelden

W4 Communications AG Cross Media Group, Wettingen

Appenzell AR

Appenzellerland Tourismus AR, Heiden

Kanton Appenzell AR, Volkswirtschaftsdepartement, Herisau

Säntis-Schwebelbahn AG, Schwägälp

Schweizer Kurhäuser, Herisau

Appenzell AI

Appenzeller Kantonalbank, Appenzell

Appenzellerland Tourismus AG, Appenzell

Appenzellerland Tourismus AI, Appenzell

Volkswirtschaftsdepartement des Kantons Appenzell Innerrhoden, Appenzell

Basel City

Basel Tourismus, Basel

Basler Druck + Verlag AG, Basel

Basler Zeitung, Basel

Club Grand Hôtel & Palace, Basel

Coop, Basel

Europäische Reiseversicherungs AG, Basel

Helvetia Patria Versicherungen, Basel

Manor SA, Basel

Messe Berlin, Basel

Schweizer Wanderwege, Riehen

Top Events of Switzerland, Basel

Werner Druck AG, Basel

Basel Country

Baselland Tourismus, Liestal

Bed & Breakfast Switzerland, Arlesheim

BRO AG (Rent a Bike), Therwil

CONTACT groups.ch, Liestal

Lüdin AG, Druckerei, Liestal

Sunstar-Holding AG, Liestal

Berne

Aare Seeland mobil AG, Langenthal

Adelboden Tourismus, Adelboden

Alpenregion Brienz-Meiringen-Hasliberg, Hasliberg Wasserwendi

Amt für wirtschaftliche Entwicklung des Kantons Bern, Abteilung Tourismus, Bern

ASMAS, Verband Schweizer Sportfachhandel, Bern

Beatenberg Tourismus, Beatenberg

BegaSoft AG Internet Solutions, Bern

Benteli Hallwag Druck AG, Wabern-Bern

Bern Tourismus, Bern

Berner Wanderwege, Bern

Best Western Hotel Beau-Site, Adelboden

Best Western Swiss Hotels, Bern

BLS Lötschbergbahn AG, Bern

Brienz-Rothorn-Bahn AG, Brienz

Casino Kursaal Interlaken AG, Interlaken

Chocolats Camille Bloch SA, Courtelary

Chocosuisse, Verband Schweizerischer Schokoladefabrikanten, Bern

Destination Berner Oberland, Gstaad

Druckerei Schüler AG, Biel

Ed. Jobin AG, Brienz

Einwohnergemeinde Spiez, Spiez

Einwohnergemeinde Thun, Thun

Ernst & Young AG, Bern

Fink Medien AG, Neuenegg

Firstbahnen, Grindelwald

Forschungsinstitut für Freizeit & Tourismus an der Universität Bern FIF, Bern

Gemeinde Interlaken, Interlaken

Gemeinde Saanen, Saanen

Gewerkschaft SMUV, Bern

Gondelbahn Grindelwald-Männlichen, Grindelwald

Grand Hotel Park, Gstaad

Grindelwald Tourismus, Grindelwald

Gstaad Saanenland Tourismus, Gstaad

Hallwag Kümmerly + Frey AG, Schönbühl-Bern

Hauenstein Hotels, Thun

Holiday Consulting and Travel AG, Bern

Hotel Allegro-Kursaal Bern, Bern

Hotel Bellevue-Palace, Bern

Hotel Bernerhof, Gstaad

Hotel Eiger, Grindelwald

Hotel Eigerblick AG, Grindelwald

Hotel Jungfrau & Haus Mönch AG, Mürren

Hotel Restaurant Weisses Kreuz, Brienz

Hotel Schweizerhof Bern, Bern

Hotel Wengener Hof, Wengen

Imboden Tourismus GmbH, Bern

Interlaken Tourismus, Interlaken

INTERSPORT Schweiz AG, Ostermundigen

Joaquim Verges - Tourist Organisationen, Meiringen

Jungfrau Tours AG, Interlaken

Jungfraubahnen, Interlaken

Jura bernois Tourisme, Moutier

Kandersteg Tourismus/Ferienregion

Lötschberg, Kandersteg

Kirchhofer AG, Interlaken

Lenk Tourismus, Lenk i.S.

Maluco AG, Faulensee

Meiringen-Hasliberg-Bahnen AG, Meiringen

MITROPA Suisse SA, Bern

Mystery Park AG, Interlaken-Unterseen

Niesenbahn AG, Mülenen

Polyquest AG, Bern

Pro Emmental, Langnau i.E.

Railtour Suisse SA, Bern

SC Sarner Cristal AG Schauglashütte, Uetendorf/Thun

Schilthornbahn AG, Interlaken

Schweizer Alpen-Club SAC, Bern

Schweizer Mittelland Tourismus, Bern

Schweizer Reisekasse reka, Bern

Schweizer Tourismus-Verband STV, Bern

Schweizerischer Eisenbahn- und Verkehrspersonal-Verband SEV, Bern

Schweizerischer Ski- und Snowboardschulenverband, Belp

Schweizerisches Freilichtmuseum
Ballenberg, Brienz

Seilbahnen Schweiz SBS, Bern

Simplex AG, Zollikofen

Staatssekretariat für Wirtschaft seco, Bern

Stadt Bern Wirtschaftsamt, Bern

Stämpfli AG Grafisches Unternehmen, Bern

Swiss Bankers Travellers Cheque Centre,
Grosshöchstetten

Swiss Cycling Haus des Sportes, Bern

Swiss Retail Federation, Bern

Swiss-Ski, Muri bei Bern

Thun Tourismus, Thun

Thunersee Tourismus, Thun

Tourismus Biel Seeland/Tourisme Bienne
Seeland, Biel/Bienne

Verband öffentlicher Verkehr VÖV, Bern

Verband Schweizerischer Campings
VSC/ASC, Schönbühl

Verband Schweizerischer Kartenverleger
und -grossisten, Bern

Verband Schweizerischer Privatschulen
VSP, Bern

Volkswirtschaftskammer Berner Oberland,
Interlaken

W. Gassmann AG, Biel

Wengen Mürren Lauterbrunnental
Tourismus AG, Lauterbrunnen

Wengernalpbahn, Interlaken

Wirtschaftsförderung Stadt Biel, Biel

Fribourg

Association Région Lac de Morat, Morat

Association touristique de la Glâne-Veveyse,
Châtel-Saint-Denis

Canton de Fribourg, Direction de l'Economie,
des Transports et de l'Energie, Fribourg

Communauté de l'Industrie Suisse de la
Cigarette, Fribourg

Commune de Gruyères, Epagny

Fribourg Tourisme, Fribourg

La Gruyère-Tourisme-Promotion, Bulle

NH-Golden Tulip Hotels, Fribourg

Office du tourisme d'Estavayer et sa région
(ATER), Estavayer-le-Lac

Office du tourisme de Charmey,
Charmey

Pays de Fribourg, Fribourg

Transports publics fribourgeois TPF, Fribourg

Geneva

Agence de Voyages Marina Meltseva,
Versoix

Commune de Meyrin, Meyrin

Fert Tours International, Genève

Genève Tourisme, Genève

Hôtel de Berne, Genève

Lakeside Marketing SARL, Genève

Magnafin SA, Genève

Manotel SA, Genève

MCI Group SA, Genève

Mila Hotels International SA, Genève

Orgexpo, Grand-Saconnex

Prestige Travel Services, Genève

République et Canton de Genève, Genève

Sixt S.A., Genève

Société des hôteliers de Genève, Genève

Soleans Genève SARL, Genève

Ville de Genève, Conseil administratif,
Genève

Glarus

Glarnerland Tourismus, Glarus

Kanton Glarus, Glarus

Sportbahnen Elm AG, Elm

Graubünden

AG Hotels Schweizerhof & Post,
Davos Platz

Alpenarena.ch, Flims

Arosa Bergbahnen AG, Arosa

Arosa Tourismus, Arosa

Badrutt's Palace Hotel AG, St. Moritz

Bergbahnen Davos/Klosters, Davos Dorf

Bergbahnen Motta Naluns Scuol-Ftan-Sent
AG, Scuol

Celerina Tourismus, Celerina

Cresta Hotels Davos, Davos Platz

Davos Tourismus, Davos Platz

Departement des Innern und der Volkswirt-
schaft des Kantons Graubünden, Chur

Engadin Ferien, Oberengadiner Berg-
bahnen, St. Moritz

Feriensiedlung Solaria, Davos Dorf

Freizeit Graubünden AG, Malans

Gemeinde Arosa, Arosa

Gemeinde Davos, Davos Platz

Gemeinde St. Moritz, St. Moritz

Graubünden Ferien, Chur

Graubündner Kantonalbank, Chur

Hotel Saratz, Pontresina

Hotel Waldhaus am See, St. Moritz

Hotel- und Touristikfachschiule, Chur

Intersoc vzw - asbl, Valbella

Klosters Tourismus, Klosters

Kur- und Verkehrsverein Pontresina,
Pontresina

Kur- und Verkehrsverein Silvaplana,
Silvaplana

Kur- und Verkehrsverein St. Moritz,
St. Moritz

Lindner Hotels & Resorts Schweiz,
St. Moritz

Park Hotels Waldhaus, Flims Waldhaus

Rentaski AG, Davos Platz

Rhätische Bahn RhB, Chur

Samedan Tourismus, Samedan

Samnaun Tourismus, Samnaun-Dorf

Savognin Tourismus im Surses, Savognin

Scuol Tourismus AG, Scuol

Sedrun Disentis Tourismus, Disentis

Südostschweiz Print AG, Chur

swiss golf hotels group Victor Zindel &
Partner GmbH, Maienfeld

Swissapartments, Sedrun

Top Engadin Tourismus Organisation PLAIV,
Zuoz

Tourismusverein Lenzerheide-Valbella,
Lenzerheide

Tourismusverein Zuoz, Zuoz

Trimarca AG, Chur

Verkehrsverein Obersaxen, Obersaxen

Verkehrsverein Sils, Sils Maria

Jura

Chemins de fer du Jura, Tavannes

Jura Tourisme, Saignelégier

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

Lucerne

Alpine Classic Hotels Service AG, Luzern

Anker Travel Reisebüro, Vitznau

Arbeitsstelle für Bildung der Schweizer
Katholiken ABSK, Luzern

Bucher Reisen AG, Luzern

Casino Luzern, Luzern

Citytours.org AG, Luzern

Gsell & Partner GmbH, Luzern

Gübelin AG, Luzern

Hotel Continental-Park Luzern, Luzern

Hotel Schweizerhof, Luzern

IMI International Management Institute
Switzerland AG, Kastanienbaum

ITIS International Tourism Institute
Switzerland AG, Kastanienbaum

Kanton Luzern Wirtschaftsdepartement,
Luzern

Kultur- und Kongresszentrum Luzern
Management AG, Luzern

LTI Tours Ltd., Kriens

Lucerne Festival, Luzern

Luzern Tourismus AG, Luzern

Pilatus-Bahnen, Kriens

Rigi-Bahnen AG, Vitznau

Schiffahrtsgesellschaft Vierwaldstättersee,
Luzern

Schiffsgastronomie AG auf dem Vierwald-
stättersee, Luzern

Sörenberg Flühli Tourismus,
Sörenberg


Stadt Luzern Finanzdirektion, Luzern

Swiss Post Data Services AG, Luzern


Swiss-Limousinen-Service, Malters

Transport-Unternehmungen
Zentralschweiz, Luzern

USP Touristik AG, Horw

Verband Schweizerischer Schifffahrtsunternehmungen, Horw
Verkehrshaus der Schweiz, Luzern
Weggis Tourismus, Weggis 


Neuchâtel

Banque Cantonale Neuchâteloise,
Neuchâtel
République et Canton de Neuchâtel,
Département de l'économie publique,
Neuchâtel
Société de Navigation sur les lacs de
Neuchâtel & Morat LNM, Neuchâtel
Tourisme neuchâtelois, Neuchâtel 
Ville de Neuchâtel, Neuchâtel


Nidwalden

Beckenried-Klewenalp-Bahn AG, Beckenried
Hotel Winkelried, Stansstad
Kanton Nidwalden, Volkswirtschafts-
departement, Stans
Luzern-Stans-Engelberg- Bahn,
Stansstad 
Stanserhorn-Bahn-Gesellschaft, Stans 
Tourismus Vierwaldstättersee, Stans 



Obwalden

Engelberg-Titlis Tourismus AG,
Engelberg 
Hotel Edelweiss, Engelberg
Panoramawelt Lungern-Schönbühl, Lungern
Titlis Rotair Aerial Cableways, Engelberg
Volkswirtschaftsdepartement Obwalden,
Sarnen

Schaffhausen

Einwohnergemeinde Stein am Rhein,
Stein am Rhein
Kanton Schaffhausen, Wirtschaftsamt,
Schaffhausen
Meier Schaffhausen Grafisches
Unternehmen, Schaffhausen
Schaffhausen Tourismus, Schaffhausen 
Schaffhauser Kantonalbank, Schaffhausen
Stadt Schaffhausen, Schaffhausen
Zunft Haus zur Rosen Weinstube &
Amadeus, Stein am Rhein

Schwyz






Gemeinde Brunnen-Ingenbohl, Brunnen
Bezirksrat Einsiedeln, Einsiedeln
Schwyzer Kantonalbank, Schwyz
SEEDAMM PLAZA Tourischwyz AG,
Pfäffikon SZ 
Sport- und Seminarhotel Stoos, Stoos 
Swiss Holiday Park, Morschach

Verkehrsverein Einsiedeln, Einsiedeln
Verkehrsverein Oberiberg, Oberiberg
Victorinox Messerfabrik, Ibach-Schwyz
Volkswirtschaftsdepartement Kanton
Schwyz, Schwyz
ZooSchweiz Tierpark Goldau, Goldau

Solothurn

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









St. Gallen

Bad Ragaz Tourismus, Bad Ragaz 
Expo Norm AG, St. Gallen
Ferienregion Heidiland, Sargans 
Gemeinde Bad Ragaz, Bad Ragaz
Hotel Kapplerhof, Ebnat-Kappel
Hotel und Aerztehaus Cristal,
Bad Ragaz 
Institut für öffentliche Dienstleistungen und
Tourismus an der Universität St.Gallen
(HSG), St. Gallen
Kanton St. Gallen, Volkswirtschafts-
departement, St. Gallen
Maestrani AG, St. Gallen
Ostschweiz Tourismus, St. Gallen
Pizolbahnen AG, Wangs
Rapperswil Zürichsee Tourismus,
Rapperswil
Schweizerische Südostbahn AG, St. Gallen
St. Galler Kantonalbank, St. Gallen
St.Gallen-Bodensee Tourismus,
St. Gallen 
Stadt Rorschach, Rorschach
Stadt St. Gallen, St. Gallen
Stadt Wil, Wil
Thermalbäder und Grand Hotels
Bad Ragaz, Bad Ragaz
Toggenburg Tourismus, Wildhaus
Touristikverein Flumserberg,
Flumserberg 

Thurgau

Huber & Co. AG Graphische Unter-
nehmung, Frauenfeld
Kanton Thurgau Öffentlicher Verkehr/
Tourismus, Frauenfeld
Schweizerische Bodensee Schifffahrts-
gesellschaft AG, Romanshorn
Stadt Frauenfeld, Frauenfeld
Thurgau Tourismus, Amriswil
Verein «Ferien auf dem Bauernhof», Altnau
Wäger & Partner GmbH, Frauenfeld






Ticino



















B S I, S.A. Banca Svizzera Italiana SA,
Lugano
Banca dello Stato del Cantone Ticino,
Bellinzona
Corner Bank AG Bank Card Center, Lugano
Ente Turistico Lago Maggiore, Locarno 
Esplanade Hotel Resort & Spa, Minusio/
Locarno 
Ferrovie Autolinee Regionali Ticinese
(FART), Locarno 
Hotel Casa Berno und Arancio, Ascona 
Hotel de la Paix, Lugano 
Hotel Eden Roc Ascona, AG Grand Hotel
Tschuggen, Ascona 
Hotel Orselina, Orselina
Hotel Tobler, Ascona 
Kreuziger SA Hotel Muralto, Muralto
Lugano Turismo, Lugano 
Municipalità della Città di Locarno, Locarno
Municipalità della Città, di Lugano, Lugano
Navigazione Lago Maggiore Gest. gov.
Italiana, Locarno 
Repubblica e Cantone del Ticino, Bellinzona
Schweizer Casino Verband, Lugano
Schweizerischer Verband Christlicher
Hotels, Orselina
Studio Silvio Tarchini, Manno
Ticino Turismo, Bellinzona 
Villa Principe Leopoldo, Lugano







Uri

Andermatt Gotthard Sportbahnen AG,
Andermatt
Volkswirtschaftsdirektion Uri, Altdorf

Valais








Administration Communale de Monthey,
Monthey
Administration Communale de Randogne,
Randogne
AG für Verkehrsbetriebe Leuk-Leukerbad-
Umgebung LLB, Susten
Agence immobilière Barras, Crans-sur-
Sierre
Aletsch Ferien, Breiten ob Mörel
Alpen Resort Hotel, Zermatt
Anzère Tourisme, Anzère 
Association hôtelière du Valais, Sion
Association suisse des directeurs du
tourisme, Sion
Banque Cantonale du Valais, Sion
Belalp Tourismus, Blatten bei Naters 
Bettmeralp Tourismus, Bettmeralp 
Brig Tourismus, Brig 
Chablais Tourisme SA, Monthey
Champéry Tourisme, Champéry 
Commune de Martigny, Martigny
Crans-Montana Tourisme,

Crans-Montana 
 Den Hartogh Productions AG, Brig
 Ecole suisse de tourisme EST et Centre de
 Recherche, Sierre
 Ferienart Walliserhof, Saas Fee 
 Fiesch-Fieschertal Tourismus & Goms
 Tourismus, Fiesch 
 Furka-Oberalp-Bahn, Brig
 Gemeinde Leukerbad, Leukerbad
 Gemeinde Zermatt, Zermatt
 Golf-Club, Crans-sur-Sierre
 Grächen Tourismus, Grächen 
 Grand Hotel Zermatterhof, Zermatt
 Hôtel de Champéry/Promotion suisse des
 Portes du Soleil, Champéry
 Hotelconsult SHCC Colleges Switzerland,
 Le Bouveret
 Hôtels Le Sourire & Mont Rouge,
 Haute-Nendaz
 International Summer Camp La Moubra,
 Montana
 Les Elfes Verbier SA International Summer
 and Winter Camps, Verbier
 Leukerbad Tourismus, Leukerbad 
 Lötschental Tourismus, Wiler 
 Luftseilbahnen Fiesch-Eggishorn AG,
 Fiesch
 Martigny, Tourisme, Martigny
 Nendaz Tourisme, Haute-Nendaz 
 Office du tourisme de Sierre, Salgesch et
 environs, Sierre
 Office du tourisme de Verbier/Val de
 Bagnes, Verbier 
 Office du tourisme Ovronnaz, Ovronnaz
 Office du tourisme pour Bains de Saillon
 SA, Centre Thermal, Saillon 
 Protec, Sion
 Provins Valais, Sion
 Relais du Silence/Silencehotels Schweiz,
 Les Marécottes
 Remontées Mécaniques de Crans-Montana-
 Aminona (CMA) SA, Crans-Montana
 Remontées Mécaniques Suisse, Verbier
 Riederalp Tourismus, Riederalp 
 Riederalp-Bahnen AG, Mörel 
 Riffelalp Resort 2222 m, Zermatt
 «Rund um Visp» Tourismus, Visp 
 Saas-Fee Bergbahnen AG, Saas Fee 
 Saas-Fee Tourismus, Saas Fee 
 Saastal Tourismus, Saas Grund
 Seiler Hotels Zermatt AG, Hotel Monte
 Rosa, Zermatt
 Sierre Anniviers Tourisme, Sierre 
 Sion Tourisme, Sion 
 Sport- und Feriencenter Fiesch, Fiesch 
 Swiss Cities, Association Suisse des villes
 touristiques, Sion
 Swiss Hotel Association Hotel Management
 School, Bluche (Crans-Montana)
 Téléverbier SA, Verbier 
 Thermalp les Bains d'Ovronnaz SA,


Ovronnaz
 TMR SA, Martigny 
 Tourismus Obergoms, Oberwald 
 Valais Tourisme, Sion 
 Verband Bergsportschulen Schweiz VBS,
 Leuk Stadt
 Verkehrsbetriebe Betten-Bettmeralp AG,
 Bettmeralp
 Veysonnaz Tourisme, Veysonnaz 
 Zermatt Bergbahnen, Zermatt
 Zermatt Tourismus, Zermatt 
 Zermatt-Bahn GGB Gornergrat-Monte
 Rosa-Bahnen, Brig 
 Zerzuben Touristik AG, Visp

Vaud

Association hôtelière vaudoise, Lausanne
 Association vaudoise des écoles privées,
 Lausanne
 Banque Cantonale Vaudoise, Lausanne
 Biotonus Clinique Bon Port, Montreux
 CDM hôtels & restaurants SA, Lausanne
 Château d'CEX Tourisme,
 Château-d'CEX 
 Chavannes-de-Bogis Best Western Swiss
 Hotels, Chavannes-de-Bogis 
 Chemin de fer NStCM et transports publics
 de la région nyonnaise, Nyon
 Collège International Brillantmont,
 Lausanne
 Compagnie générale de Navigation sur le
 Lac Léman CGN, Lausanne
 Conventus of Switzerland, Lausanne
 Diablerets Tourisme, Les Diablerets 
 Etat de Vaud, Département de l'économie,
 Lausanne
 Glion Hotel School, Glion sur Montreux
 Grand Hôtel Suisse et Majestic, Montreux
 Hôtel Beau-Rivage Palace, Lausanne
 Hôtel La Barcarolle – Bays Hotels SA,
 Prangins
 Hôtel le Bristol, Villars-sur-Ollon
 Hôtel Le Montreux Palace, Montreux
 Hôtel Pavillon, Vevey
 Hôtel Préalpina, Chexbres
 Hotel Résidence Bristol, Montreux-Territet
 Lausanne Tourisme, Lausanne 
 Leysin Tourisme, Leysin 
 McDonald's Suisse Holding SA, Crissier
 Minotel Europe, Lausanne
 Minotel Suisse, Lausanne
 MOB Montreux-Oberland Bernois et
 entreprises associées, Montreux 
 Montreux-Vevey Tourisme, Montreux 
 Municipalité d'Avenches, Avenches
 Municipalité de Bex, Bex
 Municipalité de Bussigny, Bussigny-près-
 Lausanne
 Municipalité de la Commune de Montreux,
 Montreux

Municipalité de Lausanne, Lausanne
 Municipalité de Lutry, Lutry
 Municipalité de Morges, Morges
 Municipalité de Vevey, Vevey
 Musée Olympique Lausanne, Lausanne
 Nyon Région Tourisme, Nyon 
 Office du tourisme de Gryon, Gryon
 Office du tourisme de la Région d'Avenches
 et du Vully vaudois, Avenches 
 Office du tourisme de Payerne, Payerne
 Office du tourisme de Ste-Croix/Les Rasses
 et environs, Ste-Croix 
 Office du tourisme de Villars et environs,
 Villars-sur-Ollon
 Office du tourisme du Canton de Vaud,
 Lausanne 
 Office du tourisme et du Thermalisme
 d'Yverdon-les-Bains et environs,
 Yverdon-les-Bains 
 Office du tourisme Rougemont,
 Rougemont 
 Philip Morris SA, Lausanne
 REAT S.A. Relais Exploitations et Activités
 Touristiques SA, Leysin
 Richmond Héritage S.A., Vich
 Riviera Voyages, Vevey
 Schlaf im Stroh, Orges
 Schweizer Heilbäder, Yverdon-les-Bains
 Sources Minérales Henniez SA, Henniez
 Surval Mont-Fleuri, Montreux
 SWEA Sté des Exportateurs de vins
 suisses, Lausanne
 Swiss Budget Hotels, Villars-sur-Ollon 
 Vallée de Joux Tourisme, Le Sentier
 VIDJ Exploitation, Les Diablerets
 Village Camps SA, Nyon

Zug

DuetHotel AG, Zug
 Hapimag Verwaltungs- und Vertriebsgesell-
 schaft Havag AG, Baar
 Kanton Zug, Volkswirtschaftsdepartement,
 Zug
 RID Internet AG, Internationaler
 Reiseinformationsdienst, Baar
 Speck Print AG, Zug
 Stadt Zug, Zug
 Unilever (Schweiz) AG, Zug
 Zug Tourismus, Zug 


Zürich

A. Hiestand AG Bäckerei, Schlieren
A. Türlér Uhren- und Schmuckgeschäft,
Zürich
Amt für Wirtschaft und Arbeit Kanton
Zürich, Zürich
Arabella Sheraton Atlantis Hotel Zürich,
Zürich 
AVIS Autovermietung AG, Glattbrugg
Buchbinderei Donnerstag, Zürich
Chardon Communications, Wädenswil
Christinger Partner AG, Schlieren
City Night Line CNL AG, Zürich
Confiserie Sprüngli, Zürich
Credit Suisse Group, Zürich
Dataquest AG, Dietikon
Digital Print AG, Zürich
Dolder Grand Hotel, Zürich
Druckerei a/d Sihl AG, Zürich
Druckerei Stulz AG, Zürich
effect AG für Kommunikation/ASW, Zürich
Elektro-Surber, Zürich
Eurobus Welti-Furrer AG, Zürich
EUROTREK AG, Zürich
Global Refund Schweiz AG, Brüttsellen
Hans Meier Tourist AG, Zürich
Hertz AG - Switzerland, Schlieren
Hotel Central Plaza, Zürich
Hotel Engimatt, Zürich
Hotel Inter-Continental Zurich, Zürich
Hotel Senator, Zürich
Interhome AG, Zürich
Internationale Schule für Touristik AG,
Zürich
Jean Frey AG BMG Medienhaus, Zürich

Kuoni Reisen Holding AG, Zürich
Lindt & Sprüngli (Schweiz) AG
Schokoladenfabriken, Kilchberg
Linkgroup, Zürich
Manz Privacy Hotels Switzerland, Zürich
Mauell Reklame AG, Buchs
Mercuri Urval AG Management Consultant,
Zollikon
Mosse Media AG, Zürich
Mövenpick Holding, Adliswil
Neue Zürcher Zeitung AG, Zürich
Offsetdruck Goetz AG, Geroldswil
Osec Business Network Switzerland, Zürich
Passaggio Restaurants AG, Zürich
Präsidialdepartement der Stadt Zürich,
Zürich
PunktKommaStrich AG, Zürich
Rentenanstalt / Swiss Life, Zürich
Ringier AG, Zürich
Schweizer Bergführerverband, Zürich
Schweizer Jugendherbergen, Zürich
Schweizerische Gesellschaft für Hotelkredit
SGH, Zürich
Schweizerischer Reisebüro-Verband, Zürich
Schweizerisches Landesmuseum, Zürich
SLI Systemhaus AG, Regensdorf
SM Travel, Zürich
SPECTRUM EVENTS AG, Zürich
Steigenberger Hotels AG, Thalwil
Swiss Deluxe Hotels, Zürich
Swiss International Hotels, Zürich
Swiss Partner für den Gruppentourismus,
Adliswil
Swiss Re, Schweizerische Rückversiche-
rungs-Gesellschaft, Zürich

Swiss Sales HSMS Hotel Sales & Marketing
Services GmbH, Horgen
Swissôtel, Zürich
Switzerland Convention & Incentive Bureau,
Zürich
TA Media AG Druckzentrum, Zürich
The Swiss Leading Hospitals, Zürich
TOP International Hotels, Stäfa
Tourmedia AG, Zürich
Transunix AG Personentransporte, Zürich
Turicum Hotel Management Group, Zürich
UBS AG, Zürich
Unique Flughafen Zürich AG, Zürich
Verband Schweizerischer Werbegesell-
schaften VSW, Zürich
Winterthur Tourismus, Winterthur 
Winterthur Versicherungen (Schweiz),
Winterthur
Wolfensberger J.E. AG Graphik,
Kunstverlag, Zürich
Zürcher Hoteliers, Zürich
Zürcher Kantonalbank, Zürich
Zürich Tourismus, Zürich 
Zürich Versicherungs-Gesellschaft, Zürich
Zürichsee Druckereien AG, Stäfa

7. Liechtenstein

Liechtenstein Tourismus, Vaduz 

8. Germany

Mainau GmbH, Insel Mainau

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Phone: +41 1 288 13 42
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E-mail: klaus.oegerli@switzerland.com
Schweiz Tourismus
Tödistr. 7
CH-8027 Zürich
Switzerland

Germany

Frankfurt a.M.

Contact: Christina Marzluff
Position: Country Manager
Germany (ad interim)
Phone: +49 69 25 60 01 37
Fax: +49 69 25 60 01 38
E-mail: christina.marzluff@switzerland.com
Schweiz Tourismus
Rossmarkt 23
DE-60311 Frankfurt a.M.

Munich

Contact: Angelo Brazerol
Position: District Manager München/Bayern
Phone: +49 89 286 599 03
Fax: +49 89 286 599 04
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