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Svizzera Turismo.



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Presidente, Radiotele-  
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Vicepresidente,  
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Direttore, Unione dei  
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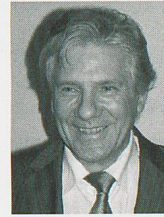
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Sostituto del Direttore  
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Segretariato di Stato  
dell'economia SECO



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Ticino Turismo  
Presidente, Festival  
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del film Locarno



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(dal 1.1.2008)  
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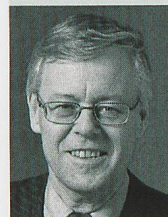
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Dipartimento dell'econo-  
mia pubblica e socialità,  
Canton Grigioni



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Svizzera Turismo  
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(fino al 31.12.2007)  
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**Sinzig Ulrich**  
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Consigliere agli Stati  
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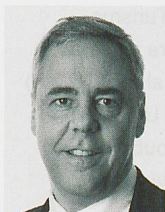
## Dimissioni del comitato 2007

# Il Management.

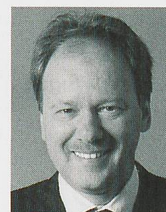
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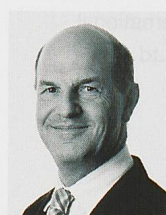
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## Il team International Marketing Management (MMT).

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

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**Bütler Adelbert**

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**Sinzig Ulrich**

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Presidente, Ticino Turismo  
Presidente, Festival internazionale del film Locarno

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Direttore generale, BLS SA

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(dal 1.1.2008)  
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Membro della Direzione generale  
Direttore Europa e Asia  
Kuoni Reisen Holding AG

**Witschi Beat**

Direttore, swissinfo/SRI

# Bilancio 2007.

1	Attivi	Bilancio al 31.12.2007 CHF	Bilancio al 31.12.2006 CHF
<b>Attivo circolante</b>			
1.1	Liquidità		
	Cassa	44 225.09	52 930.02
	Conti correnti postali	623 106.79	389 636.37
	Banche	4 691 001.14	4 680 185.60
	<b>Totale liquidità</b>	<b>5 358 333.02</b>	<b>5 122 751.99</b>
1.2	Crediti		
1.2.1	Crediti derivanti da vendite e prestazioni		
	Debitori	3 758 825.03	3 455 063.21
	Quote dei membri da riscuotere	32 300.00	36 300.00
1.2.2	Altri crediti a breve termine		
	Prestazioni di garanzia, anticipi, pagamenti preventivi	127 582.26	111 732.60
	Enti pubblici	602 977.88	394 222.25
	Altri	958 667.28	700 457.32
	Delcredere	-224 000.00	-209 000.00
	<b>Totale crediti</b>	<b>5 256 352.45</b>	<b>4 488 775.38</b>
1.3	Stock e lavori in corso		
	Stock e lavori in corso	191 965.20	193 732.15
	<b>Totale stock e lavori in corso</b>	<b>191 965.20</b>	<b>193 732.15</b>
1.4	Ratei e risconti attivi		
	Ratei e risconti attivi	1 100 924.47	382 600.11
	<b>Totale ratei e risconti attivi</b>	<b>1 100 924.47</b>	<b>382 600.11</b>
1.5	Crediti estranei all'esercizio		
	Immobile Parigi	0.00	1 836 699.68
	<b>Totale crediti estranei all'esercizio</b>	<b>0.00</b>	<b>1 836 699.68</b>
<b>Totale attivo circolante</b>		<b>11 907 575.14</b>	<b>12 024 559.31</b>
<b>Attivo fisso</b>			
1.6	Investimenti finanziari		
	Partecipazioni	1 732 504.00	1 732 504.00
	Crediti a lungo termine nei confronti di terzi	368 025.25	411 006.52
	<b>Totale investimenti finanziari</b>	<b>2 100 529.25</b>	<b>2 143 510.52</b>
1.7	Immobilizzazioni mobili		
	Mobilia, arredamenti, installazioni	259 739.25	276 971.80
	Impianti informatici	488 242.80	455 561.93
	Infrastruttura esposizioni	0.00	367 986.17
	<b>Totale immobilizzazioni mobili</b>	<b>747 982.05</b>	<b>1 100 519.90</b>
1.8	Immobilizzazioni immobili		
	Immobile d'esercizio	8 381 659.11	5 441 190.65
	<b>Totale immobilizzazioni immobili</b>	<b>8 381 659.11</b>	<b>5 441 190.65</b>
<b>Totale attivo fisso</b>		<b>11 230 170.41</b>	<b>8 685 221.07</b>
<b>Totale attivi</b>		<b>23 137 745.55</b>	<b>20 709 780.38</b>

# Bilancio 2007.

2 Passivi		Bilancio al 31.12.2007	Bilancio al 31.12.2006
		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	2 000 000.00
2.1.2	Passività a breve termine derivanti da forniture e prestazioni		
	Creditori	6 199 034.14	5 598 270.43
2.1.3	Altre passività a breve termine		
	Enti pubblici	678 701.97	530 959.74
	Terzi	1 436 962.32	1 426 847.68
	Istituti di previdenza professionale	184 946.25	164 992.45
	<b>Totale capitale di terzi a breve termine</b>	<b>8 499 644.68</b>	<b>9 721 070.30</b>
2.2	Ratei e risconti passivi/accantonamenti a breve termine		
	Ratei e risconti passivi	2 446 982.46	2 464 924.92
	Accantonamenti per il personale	1 053 438.26	1 109 898.26
	<b>Totale ratei e risconti passivi/accantonamenti a breve termine</b>	<b>3 500 420.72</b>	<b>3 574 823.18</b>
2.3	Capitale di terzi a lungo termine		
2.3.1	Passività finanziarie a lungo termine		
	Terzi	18 845.84	18 845.84
2.3.2	Accantonamenti a lungo termine		
	Impianti informatici	262 100.00	262 100.00
	Riattamento immobile Parigi	170 000.00	170 000.00
	Trasformazione locali locati/mobilia	509 900.00	509 900.00
	Altri	1 855 606.25	2 280 500.00
	Eventi straordinari destinazione CH	5 130 500.00	2 508 000.00
	Indennità di uscita	473 065.20	404 231.31
2.3.3	Passività estranee all'esercizio		
	Immobile Parigi	1 413 764.58	0.00
	<b>Totale capitale di terzi a lungo termine</b>	<b>9 833 781.87</b>	<b>6 153 577.15</b>
	<b>Totale capitale di terzi</b>	<b>21 833 847.27</b>	<b>19 449 470.63</b>
<b>Fondi propri</b>			
2.4	Fondi propri al 1.1.2007/2006	1 259 869.33	1 194 334.93
	Costi inferiori	44 028.95	65 974.82
	<b>Totale fondi propri</b>	<b>1 303 898.28</b>	<b>1 260 309.75</b>
	<b>Totale passivi</b>	<b>23 137 745.55</b>	<b>20 709 780.38</b>



# Conto economico 2007.

3	Ricavi	Budget 2007 CHF	Consuntivo 2007 CHF	Consuntivo 2006 CHF
<b>Ricavi d'esercizio</b>				
3.1	Quote dei membri			
	Confederazione Svizzera*	45 500 000.00	45 500 000.00	46 000 000.00
	Ferrovie federali svizzere FFS	27 000.00	27 500.00	27 500.00
	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	768 000.00	809 250.00	809 250.00
	Altri membri (cantoni, comuni, organizzazioni turistiche, industrie interessate al turismo, società, organizzazioni)	1 137 000.00	1 187 410.00	1 141 110.00
	Contributi volontari	2 000.00	4 610.00	5 960.00
	<b>Totale quote dei membri</b>	<b>47 634 000.00</b>	<b>47 728 770.00</b>	<b>48 183 820.00</b>
3.2	Proventi diversi	6 000.00	486 248.17	54 119.34
3.3	Proventi finanziari	42 000.00	137 732.69	31 480.75
	<b>Totale ricavi d'esercizio</b>	<b>47 682 000.00</b>	<b>48 352 750.86</b>	<b>48 269 420.09</b>
<b>Proventi di marketing</b>				
3.4	Sponsorship marketing	4 087 000.00	4 322 879.68	3 515 896.69
3.5	EURO 2008 – Contributo di marketing della Confederazione	1 800 000.00	3 250 996.90	128 612.55
3.6	Altri proventi di marketing	21 133 000.00	22 299 248.24	20 400 493.11
	<b>Totale proventi di marketing</b>	<b>27 020 000.00</b>	<b>29 873 124.82</b>	<b>24 045 002.35</b>
<b>Ricavi straordinari ed estranei all'esercizio</b>				
3.7	Ricavi estranei all'esercizio	55 000.00	51 408.20	54 354.27
3.8	Proventi da immobili estranei all'esercizio	1 457 000.00	1 405 887.82	966 359.36
	<b>Totale ricavi straordinari ed estranei all'esercizio</b>	<b>1 512 000.00</b>	<b>1 457 296.02</b>	<b>1 020 713.63</b>
3.9	Costi superiori	750 000.00	0.00	0.00
	<b>Totale ricavi</b>	<b>76 964 000.00</b>	<b>79 683 171.70</b>	<b>73 335 136.07</b>

\* Contributo della Confederazione 2007: CHF 46 000 000.00 ./ CHF 500 000.00 per l'esposizione mondiale a Shanghai nel 2010.

# Conto economico 2007.

4	Spese	Budget 2007 CHF	Consuntivo 2007 CHF	Consuntivo 2006 CHF
<b>Spese di marketing</b>				
4.1	Spese di marketing	47 313 000.00	49 208 871.48	46 320 992.31
4.2	Spese di marketing EURO 2008, quota confed. (quota ST esclusa)	1 800 000.00	3 250 996.90	128 612.55
	<b>Totale spese di marketing</b>	<b>49 113 000.00</b>	<b>52 459 868.38</b>	<b>46 449 604.86</b>
4.3	Spese per il personale di marketing			
	Salari	16 693 000.00	16 662 845.38	16 270 714.52
	Oneri sociali	3 093 000.00	2 633 741.46	2 399 093.39
	Spese per il personale di marketing fatturate a terzi	-1 020 000.00	-1 112 163.42	-1 022 754.85
	Spese per il personale di marketing EURO 2008, contributo della Confederazione	0.00	-196 370.00	0.00
	<b>Totale spese per il personale di marketing</b>	<b>18 766 000.00</b>	<b>17 988 053.42</b>	<b>17 647 053.06</b>
	<b>Totale spese di marketing</b>	<b>67 879 000.00</b>	<b>70 447 921.80</b>	<b>64 096 657.92</b>
<b>Spese d'esercizio</b>				
4.4	Spese per il personale d'esercizio			
	Salari	1 721 000.00	1 780 913.00	1 736 753.00
	Oneri sociali	283 000.00	326 209.00	284 135.00
	<b>Totale spese per il personale d'esercizio</b>	<b>2 004 000.00</b>	<b>2 107 122.00</b>	<b>2 020 888.00</b>
4.5	Spese accessorie per il personale			
	Formazione e perfezionamento professionale	290 000.00	157 392.86	87 427.61
	Trasferimenti/reclutamento di personale	250 000.00	333 208.06	533 139.61
	Vacanze/ore supplementari non compensate (accantonamenti)	0.00	-56 460.00	-5 450.00
	Spese di viaggio e di rappresentanza	340 000.00	291 619.18	307 370.87
	Altre spese per il personale	434 000.00	166 607.70	458 511.85
	<b>Totale spese accessorie per il personale</b>	<b>1 314 000.00</b>	<b>892 367.80</b>	<b>1 380 999.94</b>
4.6	Altri costi d'esercizio			
	Spese per locali d'esercizio	2 565 000.00	2 520 093.11	2 439 965.11
	Spese di amministrazione	1 502 000.00	1 282 460.24	1 326 371.82
	Spese generali degli organi	208 000.00	199 357.30	227 859.09
	Altri costi d'esercizio	107 000.00	94 515.21	100 475.03
	Spese d'esercizio fatturate a terzi	-180 000.00	-226 294.84	-217 322.03
	<b>Totale altri costi d'esercizio</b>	<b>4 202 000.00</b>	<b>3 870 131.02</b>	<b>3 877 349.02</b>
4.7	Oneri diversi incl. perdite su debitori	10 000.00	33 888.69	127 008.31
4.8	Oneri finanziari	174 000.00	501 988.26	95 785.56
4.9	Ammortamenti sulle immobilizzazioni			
	Hardware e software	389 000.00	384 444.54	420 330.50
	Arredamenti per ufficio e installazioni fissi	232 000.00	239 506.24	238 772.14
	<b>Totale ammortamenti sulle immobilizzazioni</b>	<b>621 000.00</b>	<b>623 950.78</b>	<b>659 102.64</b>
	<b>Totale costi d'esercizio</b>	<b>8 325 000.00</b>	<b>8 029 448.55</b>	<b>8 161 133.47</b>
<b>Oneri straordinari ed estranei all'esercizio</b>				
4.10	Oneri da immobili estranei all'esercizio	760 000.00	1 161 772.40	1 011 369.86
	<b>Totale oneri straordinari ed estranei all'esercizio</b>	<b>760 000.00</b>	<b>1 161 772.40</b>	<b>1 011 369.86</b>
4.11	Costi inferiori	0.00	44 028.95	65 974.82
	<b>Totale spese</b>	<b>76 964 000.00</b>	<b>79 683 171.70</b>	<b>73 335 136.07</b>

# Allegato al conto annuale 2007.

## 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.

	2007 CHF	2006 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	185 000	165 000
<b>Valori dell'assicurazione contro gli incendi per immobilizzazioni</b>		
Mobilia	2 200 000	2 200 000
Impianti informatici	1 012 000	1 012 000
Immobili (immobile Parigi) pro memoria	p.m.	p.m.
<b>Attivi costituiti in pegno per debiti propri</b>		
Prestito a termine UBS (a breve termine)	0	2 000 000
UBS - Limite di credito (conto corrente)	5 000 000	5 000 000
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 mailing house figurano sotto «Spese di marketing».	463 500	756 400
<b>Partecipazioni</b>		
STC Switzerland Travel Centre AG Zürich/Londra, gestione centralizzata, commercializzazione e vendita di prodotti turistici CH, capitale azionario	5 250 000	5 250 000
Quota di partecipazione ST	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	2 667	2 700
2.1.2 Creditori	64 285	60 199
<b>Conto immobile Parigi</b>		
Proventi da immobile	1 405 887	1 001 754
Oneri da immobile	1 161 772	1 046 764
Risultato da immobile	244 115	-45 010
<b>Impegni di leasing</b>		
Importo totale degli impegni da leasing	35 257	22 003
<b>Fideiussioni</b>		
Fideiussione locazione alloggio collaboratori		
Los Angeles: USD 0 / 17 500	0	21 346
New York: USD 4 550 / 31 850	5 152	38 850
<b>Salari e oneri sociali</b>		
Le spese salari e oneri sociali direttamente correlabili alle attività di marketing sono esposte sotto la relativa rubrica «Marketing».		
Il totale delle voci «Salari» e «Oneri sociali» ammonta a:		
Salari	18 443 758	18 007 467
Oneri sociali	2 959 950	2 683 228

# Rapporto dell'Ufficio di revisione.

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

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 2007.

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. È 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

Zürich, 19 marzo 2008

## Nuovi membri 2007.

alpavia lüthi+stähli, Spiez  
Arosa Kulm Hotel & Alpin Spa, Arosa  
Bernensis Hotel AG, Carlton-Europe Hotel, Interlaken  
CGS Customer Ground Service AG, Zürich  
Chardon Communications AG, Au ZH  
Chur Tourismus, Chur   
E-Factor inc, Ilanz  
Eidenbenz Kalender, Zollikofer AG, St. Gallen  
Einstein Hotel, St. Gallen  
Grand Hotel Kronenhof, Pontresina  
Group Worldspan, Glattbrugg  
Gstaad 3000 AG, Gstaad  
Hotel Kurhaus Weissenstein GmbH, Weissenstein  
Hotel Meisser, Guarda   
Hotel Metropol, Arbon   
Imagine Suisse – Imagina Suiza, Emmenbrücke  
Infocentro Gottardo Sud, Pollegio  
Institut auf dem Rosenberg, St. Gallen  
John F. Kennedy International School, Saanen  
Lemania College – Lausanne, Lausanne

Luftseilbahn Kies-Mettmen AG, Schwanden  
Mehrwert Services GmbH, Rüschlikon  
Neue Disentiserhof AG, Disentis/Mustér  
Orell Füssli Kartographie AG, Zürich  
PlanSol AG, Regensdorf  
Pré Fleuri – Ecole Alpine Internationale, Chesières / Villars  
SIMS – Swiss International Modern School, Montreux  
Swiss TS Technical Services AG, Wallisellen   
Swisscard AECS AG, Horgen  
swissinfo/SRI, Bern  
Swissinfo Sàrl, Genève  
Swissmade.com by Subwave Internet, Zürich  
Swisstours India, Zürich  
Ticketcorner AG, Rümlang  
Tour 168 of Switzerland GmbH, Thuisis  
Tourismorganisation Engadin St. Moritz, St. Moritz  
Uri Tourismus, Altdorf  
ViaStoria – Zentrum für Verkehrsgeschichte, Bern

# Membri 2007.

Situazione soci 2006: 660 / 2007: 670

## 1. Confederazione

Confederazione Svizzera, Berna

## 2. hotelleriesuisse, Berna



## 3. GastroSuisse, Zürich



## 4. Partner strategici

Europcar, AMAG Services AG, Kloten  
 Ferrovie Federali Svizzere FFS, Berna  
 La Posta Svizzera, Berna  
 Swiss International Air Lines Ltd, Zürich  
 Swisscard AECS AG, Horgen  
 Swisscom AG, Berna  
 Switzerland Cheese Marketing AG, Berna  
 Switzerland Travel Centre AG (STC),  
 Zürich  
 Unique (Flughafen Zürich AG),  
 Zurich Airport

## 5. Membri per Cantoni

### Appenzello Esterno

Kanton Appenzell AR, Herisau  
 Säntis-Schwebebahn AG, Schwägalp

### Appenzello Interno

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

### Argovia

Aargau Tourismus, Aarau  
 Aargauer Schlösser, Schloss Habsburg,  
 Habsburg  
 Bad Zurzach Tourismus, Zurzach  
 Fona Verlag AG, Lenzburg  
 Mammut Sports Group AG, Seon  
 Ringier Print Zofingen AG, Zofingen  
 Samona Treuhand AG, Baden-Dättwil  
 Schweizerischer Bauernverband SBV, Brugg  
 Stabsstelle für Standortmarketing /  
 Aargau Services, Aarau  
 Stadt Baden, Standortmarketing, Baden  
 Stadt Lenzburg, Lenzburg  
 Tourismus Rheinfelden, Rheinfelden  
 unikathotels.ch, Muri  
 Verkehrsverein Laufenburg, Laufenburg

### Basilea Campagna

arvato logistics services ag, Pratteln  
 Baselland Tourismus, Liestal  
 Bed & Breakfast Switzerland, Arlesheim

CONTACT groups.ch, Hotels und Ferien-  
 häuser für Gruppen, Liestal  
 Römerstadt Augusta Raurica, Augst  
 Sunstar-Holding AG, Liestal

### Basilea Città

Art Basel, Top Events of Switzerland, Basel  
 Basel Tourismus, Basel  
 Club Grand Hôtel & Palace, Basel  
 Coop, Basel  
 Europ. Reiseversicherungs AG, Basel  
 Fondation Beyeler, Riehen  
 Helvetia Versicherungen, Basel  
 Hotel Münchenerhof AG, Basel  
 Manor SA, Basel  
 Messe Berlin / fairTeam, Basel  
 Öffentliche Kunstsammlung Basel  
 mit Kunstmuseum und  
 Museum für Gegenwartskunst, Basel  
 Radisson SAS Hotel Basel, Basel  
 Sixt rent-a-car AG, Basel  
 Swissôtel Basel, Basel  
 TREFF HOTEL Verwaltungs AG,  
 Ramada Schweiz, Basel  
 VISIT BASEL AG, Basel  
 Werner Druck AG, Basel

### Berna

24 Swiss Touristic Services, Bolligen  
 Aare Seeland mobil AG, Langenthal  
 Adelboden Tourismus, Adelboden  
 Alpar Flug- und Flugplatzgesellschaft AG,  
 Belp  
 alpavia lüthi+stähli, Spiez  
 ASMAS, Verband Schweizer Sportfach-  
 handel, Bern  
 Beatenberg Tourismus, Beatenberg  
 Beausite Park Hotel Wengen AG, Wengen  
 beco Berner Wirtschaft, Volkswirt-  
 schaftsdirektion Kanton Bern, Bern  
 BegaSoft AG, Bern  
 Benteli Hallwag Druck AG, Wabern  
 Bergbahnen Adelboden AG, Adelboden  
 Bern Tourismus, Bern  
 Bernensis Hotel AG, Carlton-Europe Hotel,  
 Interlaken  
 Berner Oberländer Helikopter AG,  
 Gsteigwiler b. Interlaken  
 Berner Wanderwege, Bern  
 Best Western Swiss Hotels, Bern  
 BLS AG, Bern  
 Brienz Rothorn Bahn AG, Brienz  
 Car Tourisme Suisse – Car Groupe  
 ASTAG, Bern  
 Casino Kursaal Interlaken AG, Interlaken  
 Chemins de fer du Jura (novicar),  
 Tramelan  
 Chocolats Camille Bloch SA, Courtelary

Chocosuisse, Verband Schweizerischer  
 Schokoladefabrikanten, Bern  
 Cisalpino AG, Bern  
 Credit Suisse BC, Bern  
 Daniel Fischer & Partner,  
 Niederwangen b. Bern  
 Destinationen Berner Oberland, Interlaken  
 Diemtigtal Tourismus, Oey  
 Ed. Jobin AG, Brienz  
 Einwohnergemeinde Spiez, Spiez  
 Einwohnergemeinde Thun, Thun  
 Forschungsinstitut für Freizeit und  
 Tourismus (FIF), Universität Bern, Bern  
 Freilichtmuseum Ballenberg, Brienz  
 Genossenschaft Sunrise Reisen,  
 Niederwangen  
 Gewerkschaft Unia, Bern  
 Gondelbahn Grindelwald-Männlichen AG,  
 Grindelwald  
 Grand Hotel Park, Gstaad  
 Grindelwald Tourismus, Grindelwald  
 Gstaad 3000 AG, Gstaad  
 Gstaad Palace, Gstaad  
 Gstaad Saanenland Tourismus, Berg-  
 bahnen Destination Gstaad AG, Gstaad  
 Hallwag Kümmerly + Frey AG,  
 Schönbühl-Bern  
 Haslital Tourismus, Meiringen  
 Hotel Allegro Bern AG, Bern  
 Hotel Bellevue-Palace, Bern  
 Hotel Bernerhof, Gstaad  
 Hotel Eden Spiez AG, Single Hotel Eden,  
 Spiez  
 Hotel Eiger, Grindelwald  
 Hotel Eigerblick-Silberhorn AG,  
 Grindelwald  
 Hotel Feriendorf Twannberg, Twann  
 Hotel Jungfrau & Haus Mönch AG, Mürren  
 Hotel Restaurant Schlössli, Ipsach  
 Hotel Restaurant Weisses Kreuz, Brienz  
 Interlaken Tourismus, Interlaken  
 INTERSPORT Schweiz AG, Ostermundigen  
 Inter-Translations SA (itsa), Bern  
 John F. Kennedy International School,  
 Saanen  
 Jungfrau Tours AG, Interlaken  
 Jungfraubahnen, Interlaken  
 Jura bernois Tourisme, Moutier  
 KWO, Kraftwerke Oberhasli AG,  
 Innertkirchen  
 Lenk-Simmental Tourismus AG, Lenk i.S.  
 Lindner Grand Hotel Beau Rivage, Interlaken  
 Lötschberg Tourismus, Kandersteg  
 Marina Travel AG, Bern  
 Maxomedia, Bern  
 Meiringen-Hasliberg-Bahnen AG,  
 Meiringen  
 Niesenbahn AG, Mülenen

Polyquest AG, Bern  
 Pro Emmental, Langnau i.E.  
 Railtour Suisse SA, Zollikofen  
 Reisebüro Open Up, Bern  
 Reka Schweizer Reisekasse, Bern  
 Schilthornbahn AG, Interlaken  
 Schuh Interlaken AG, Interlaken  
 Schweizer Alpen-Club SAC, 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  
 Stadt Bern, Bern  
 Stockhornbahn AG, Erlenbach i/S.  
 Swiss Cycling, Bern  
 Swiss Historic Hotels, Muri b. Bern  
 Swiss Retail Federation, Bern  
 Swiss Snowsports, Belp  
 swisscamps, Schönbühl  
 swissinfo/SRI, Bern  
 Swiss-Ski, Muri b. 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 Schweizer Tourismusmanager  
 VSTM, Bern  
 Verband Schweizerischer Privatschulen  
 VSP, Bern  
 Verein Swiss Backpackers, Interlaken  
 ViaStoria – Zentrum für Verkehrs-  
 geschichte, Bern  
 Victoria-Jungfrau Grand Hotel & Spa,  
 Interlaken  
 W. Hauenstein Immobilien AG, Hünibach  
 Watch Valley coordination, Bévillard  
 Wengen Classic Hotels, Wengen  
 Wengen Müren Lauterbrunnental  
 Tourismus, Lauterbrunnen  
 Wengernalpbahn, Interlaken  
 Wirtschaftsförderung Stadt Biel, Biel  
 Zentrum Paul Klee, Bern

## Friburgo

Association touristique Estavayer & région,  
 Estavayer-le-Lac  
 Canton de Fribourg, Fribourg  
 Commune de Gruyères, Epagny  
 Fribourg Tourisme, Fribourg  
 Glion Institut de Hautes Etudes, Bulle  
 La Gruyère-Tourisme-Promotion, Bulle  
 Le Vieux Manoir au Lac, Relais &  
 Châteaux, Morat-Meyriez  
 NH Switzerland, Fribourg

Office du tourisme de Charmey, Charmey  
 Région Glâne-Veveyse, Romont  
 Région Lac de Morat, Morat  
 Schwarzsee Tourismus, Schwarzsee  
 Transports publics fribourgeois TPF,  
 Fribourg  
 Union fribourgeoise du tourisme /  
 Freiburger Tourismusverband, Fribourg

## Ginevra

Agence de Voyages Marina Meltseva,  
 Versoix  
 Centre International de Conférences  
 Genève (CICG), Genève  
 Commune de Meyrin, Meyrin  
 DGAE – Direction générale des affaires  
 économiques, Genève  
 Dragon du Ciel S.A., Genève  
 Elite Rent-a-car, Genève  
 Eurasie Lexim SA, Genève  
 Exclusive Alternatives SA, Cologny  
 Fert Tours International, Genève  
 Genève Tourisme, Genève  
 GTA Donvand Ltd., Genève  
 Gulf Service SA, Genève  
 Hôtel Adriatica, Genève  
 Hotel Nash Ville (Tryp Berne Hotel), 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  
 Nanjing Merchants International Tourism  
 Ltd., Genève  
 Orgexpo, Grand-Saconnex  
 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  
 SUNlight ACT S.A., Genève  
 Swissinfo Sàrl, Genève  
 Touring Club Schweiz, Vernier  
 Via Travel, Genève  
 Ville de Genève, Genève  
 World Avenues SA, Genève  
 Worldquest Services, Genève

## Giura

Jura Tourisme, Saignelégier  
 République et Canton du Jura, Delémont

## Glarona

Braunwald – Klausenpass Tourismus AG,  
 Braunwald  
 Kanton Glarus, Glarus  
 Luftseilbahn Kies-Mettmen AG, Schwanden  
 Sportbahnen Elm AG, Elm

## Grigioni

Arosa Bergbahnen AG, Arosa  
 Arosa Kulm Hotel & Alpin Spa  
 Arosa Tourismus, Arosa  
 Badrutt's Palace Hotel AG, St. Moritz  
 Bergbahnen Disentis AG,  
 Disentis/Mustér  
 Bergbahnen Motta Naluns  
 Scuol-Ftan-Sent AG, Scuol  
 Chur Tourismus, Chur  
 Cresta Hotels Davos, Davos Platz  
 Davos Klosters Bergbahnen AG, Davos Dorf  
 Davos Tourismus, Davos Platz  
 E-Factor inc, Ilanz  
 ENGADIN/Scuol Tourismus AG, Scuol  
 ENGADIN St. Moritz Mountain Pool,  
 St. Moritz  
 Ferienregion Brigels Waltensburg  
 Andiastr, Brigels  
 Feriensiedlung Solaria, Davos Dorf  
 Flims Laax Falera Tourismus AG, Flims  
 Gemeinde Arosa, Arosa  
 Gemeinde St. Moritz, St. Moritz  
 Grand Hotel Kronenhof, Pontresina  
 Graubünden Ferien, Chur  
 Graubündner Kantonalbank, Chur  
 HFT Graubünden Academia Engiadina,  
 Samedan  
 Hotel Allegra, Pontresina  
 Hotel Bernina, Samedan  
 Hotel Meisser, Guarda  
 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  
 Kulm Hotel St. Moritz, St. Moritz  
 Kur- und Verkehrsverein St. Moritz,  
 St. Moritz  
 Lenzerheide Bergbahnen AG, Lenzerheide  
 LOGA Immobilien AG Engiadina, Silvaplana  
 MOROSANI HOTELS DAVOS AG,  
 Davos Platz  
 Neue Disentiserhof AG, Disentis  
 Park Hotel Waldhaus, Flims Waldhaus  
 Rhätische Bahn RhB, Chur  
 Samnaun Tourismus, Samnaun  
 Savognin Bergbahnen AG, Landquart  
 Savognin Tourismus, Savognin  
 Sedrun Disentis Tourismus, Sedrun  
 SSTH Swiss School of Tourism and  
 Hospitality, Chur  
 St. Moritz Polo AG,  
 Top Events of Switzerland, St. Moritz  
 swissrent a sport, Davos Platz  
 Tour 168 of Switzerland GmbH, Thusis

Tourismusorganisation Engadin St. Moritz,  
St. Moritz  
Tourismusverein Lenzerheide-Valbella,  
Lenzerheide  
Turissem Val Müstair, Tschiers  
Verkehrsverein Obersaxen, Obersaxen  
Weisse Arena AG, Laax  
Zindel Golf GmbH, SWISS GOLF,  
Maienfeld

### Lucerna

Anker Travel, Vitznau  
Arbeitsstelle für Bildung der Schweizer  
Katholiken ABSK, Luzern  
Art Deco Hotel Montana Luzern, Luzern  
Bucherer AG, Luzern  
Bucher Reisen AG, Luzern  
Dampfbahn Furka-Bergstrecke AG, Luzern  
e-holidayhome ag, Luzern  
Galliker Ballwil Travel Co Ltd., Ballwil  
GanderEvent GmbH, Root  
Grand Casino Luzern, Luzern  
Gübelin AG, Luzern  
Hotel Schweizerhof, Luzern  
Imagine Suisse – Imagina Suiza,  
Emmenbrücke  
IMI International Management Institute  
Switzerland AG, Kastanienbaum  
I.T.S. Euroswiss, International  
Travel & Trade Service GmbH, Ebikon  
ITW Institut für Tourismuswirtschaft,  
Hochschule für Wirtschaft HSW Luzern,  
Luzern  
Kanton Luzern, Luzern  
Kappler Unternehmensberatung, Luzern  
KKL Luzern Management AG, Luzern  
LTI Tours Ltd., Kriens  
Lucerne Festival,  
Top Events of Switzerland, Luzern  
Luzern Tourismus AG, Luzern  
Palace Luzern, Luzern  
Park Hotel Vitznau, Vitznau  
Park Hotel Weggis, Weggis  
Pilatus-Bahnen, Kriens  
Private Selection Hotels, Luzern  
Rent a Bike AG, Sursee  
Rigi-Bahnen AG, Vitznau  
Schiffahrtsgesellschaft  
Vierwaldstättersee (SGV), Luzern  
Seeburg Hotels AG, Luzern  
Seminarhotel Sempachersee, Nottwil  
Stadt Luzern, 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,  
Neuchâtel  
Tourisme neuchâtelois, Neuchâtel  
Ville de Neuchâtel, Neuchâtel

### Nidwaldo

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

### Obwaldo

Brünig Indoor, Schiess-Sport-Zentrum,  
Lungern  
Engelberg-Titlis Tourismus AG,  
Engelberg  
European Walking Tours GmbH, Engelberg  
Hotel Edelweiss, Engelberg  
Panoramawelt Lungern-Schönbüel,  
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Titlis Rotair Aerial Cableways, Engelberg  
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Abenteuerland Walter Zoo AG Gossau,  
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Einstein Hotel, St. Gallen  
Expo Norm AG, St. Gallen  
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Gemeinde Bad Ragaz, Bad Ragaz  
Grand Hotels Bad Ragaz AG, Bad Ragaz  
Hotel Säntispark, Abtwil  
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Tourismus, St. Gallen  
Pizolbahnen AG, Bad Ragaz  
Radisson SAS Hotel, St. Gallen  
Rapperswil Zürichsee Tourismus,  
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Schweizerische Südostbahn AG, St. Gallen  
St. Gallen-Bodensee Tourismus,  
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Swisshotelportal, Thal  
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Hotel Kurhaus Weissenstein GmbH,  
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swissApartments, Gross  
Tierpark Goldau und ZooSchweiz, Goldau  
Verkehrsverein Oberiberg, Oberiberg  
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Festival internazionale del film Locarno,  
Top Events of Switzerland, Locarno  
Fondazione Monte Verità, Ascona  
Hotel Ascona, Ascona

Hotel Cadro Panoramica, Cadro  
 Hotel Casa Berno und Arancio, Ascona  
 Hotel Castello del Sole, Ascona  
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 Studio Silvio Tarchini, Manno  
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 Thurgau Tourismus, Amriswil  
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 Wäger & Partner GmbH, Frauenfeld  
 Wilken AG, Freidorf

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 Historische Reisepost AG, Andermatt  
 Kanton Uri, Altdorf  
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 Administration communale de Randogne,  
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 Agence immobilière Barras,  
 Crans-sur-Sierre  
 Aletsch Riederalp Bahnen AG, Mörel  
 Alpen Resort Hotel, Zermatt  
 Art Furrer Hotels, Riederalp  
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 Bains de Saillon SA, Saillon  
 Banque Cantonale du Valais, Sion  
 Bergbahnen Hohsaas AG, Saas-Grund


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 Bettmeralp Tourismus, Bettmeralp  
 Brig Belalp Tourismus, Brig  
 César Ritz Colleges, Le Bouveret  
 Chablais Tourisme SA, Monthey  
 Citi – Coopérative Informatique Tourisme  
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 Crans-Montana Tourisme, Crans-Montana  
 den Hartogh Productions AG, Brig  
 FerienArt Resort & Spa, Saas-Fee  
 Gemeinde Zermatt, Zermatt  
 GGB Gornergrat-Monte Rosa-Bahn, Brig  
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 Grächen Tourismus, Grächen  
 Grand Hotel Zermatterhof, Zermatt  
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 La Moubra, Crans-Montana  
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 Matterhorn Gotthard Bahn, Brig  
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 Aminona (CMA) SA, Crans-Montana  
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 Riffelalp Resort AG, Zermatt  
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 Saas-Fee Tourismus, Saas-Fee  
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 Sport- und Feriencenter Fiesch, Fiesch  
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 Swiss Chalet SA / FlexChalet, Champéry  
 Swiss Pass Ltd, Sion  
 Téléverbier SA, Verbier  
 TMR S.A., Martigny  
 Valais Tourisme, Sion  
 Verband Bergsportschulen Schweiz VBS,  
 Visp

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 VP Vex Promotion SA, Thyon-Les Collons  
 Zermatt Bergbahnen AG, Zermatt  
 Zermatt Tourismus, Zermatt  
 Zerkuben Touristik AG, Visp

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 Balcon du Jura Vaudois Tourisme,  
 Ste-Croix  
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 Biononus Clinique Bon Port, Montreux  
 Brillantmont International School, Lausanne  
 Casino Barrière de Montreux, Montreux  
 CDM Hôtels & Restaurants SA, Lausanne  
 Centre de Congrès Montreux SA, Montreux  
 Château d'Œx Tourisme, Château-d'Œx  
 Chavannes-de-Bogis, Best Western  
 Swiss Hotels, Chavannes-de-Bogis  
 Chemin de fer NStCM et transports publics  
 de la région yvernoise, Nyon  
 CH-Travels and Trades Sàrl, Nyon  
 Clinique La Prairie, Clarens/Montreux  
 Compagnie générale de Navigation  
 sur le Lac Léman CGN, Lausanne  
 Conventus of Switzerland SA, Nyon  
 Diablerets Tourisme, Les Diablerets  
 Ecole Chantemerle, Blonay  
 Ecole hôtelière de Lausanne, Lausanne  
 Etat de Vaud, Lausanne  
 European University, Montreux  
 Eurotel Riviera, Montreux  
 Fondation du Château de Chillon,  
 Veytaux  
 Fondation du Festival de Jazz de  
 Montreux, Top Events of Switzerland,  
 Montreux-Territet  
 GoldenPass Services, MOB Montreux-  
 Oberland Bernois et entreprises  
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 Grand Hotel des Bains, Yverdon-les-Bains  
 Grand Hôtel Suisse et Majestic, Montreux  
 Helvia Trading & Travel SA, Montreux  
 Hôtel Beau-Rivage Palace, Lausanne  
 Hôtel La Barcarolle – Bays Hotels SA,  
 Prangins  
 Hôtel le Bristol, Villars-sur-Ollon  
 Hôtel Préalpina, Chexbres  
 Hotel Résidence Bristôl, Montreux-Territet  
 Hôtel Royal Plaza, Montreux  
 Hôtellerie Vaudoise, Association Cantonale  
 Vaudoise des Hôtelières, Lausanne  
 Institut Monte Rosa, Montreux  
 Institut Villa Pierrefeu SA, Gilon  
 Lausanne Palace & Spa, Lausanne  
 Lausanne Tourisme, Lausanne  
 Lemanica College, Lausanne  
 Leysin Tourisme, Leysin  
 McDonald's Suisse Restaurant Sàrl, Crissier  
 MINOTEL, Lausanne



Montreux-Vevey Tourisme, Montreux 

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 Payerne, Payerne 

Office du tourisme de Vallorbe, Vallorbe 

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 


Panoeuro International Cooperation Sàrl, Lausanne

Pré Fleuri – Ecole Alpine Internationale, Chesières / Villars

Raffles Le Montreux Palace, Montreux

REAT S.A., Relais Exploitations et Activités Touristiques SA, Leysin

Rosebud Héritage SA, Vich


Schweizer Heilbäder, Yverdon-les-Bains 

SIMS – Swiss International Modern School, Montreux

Site touristique des Mines de Sel de Bex, Bex


Sources Minérales Henniez SA, Henniez

Survial Mont-Fleuri, Montreux

Swiss Budget Hotels, Villars-sur-Ollon 


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 

Welcome Swiss Tours SA, Lausanne

## Zugo

DuetHotel AG, freedreams Hotelscheck, Baar

Executive Events GmbH, Zug

feratel Schweiz AG, Rotkreuz

Hapimag Verwaltungs- und Vertriebsgesellschaft Havag AG, Baar

Kanton Zug, Zug

Mövenpick Holding, Cham

Stadt Zug, Zug

VCH – Verband Christlicher Hotels, Oberägeri 

Zug Tourismus, Zug 

## Zürich

A. Türlér Uhren- und Schmuckgeschäft, Zürich

Accor Hotels Switzerland, Zürich

Amt für Wirtschaft und Arbeit Kanton Zürich, Zürich

AS Verlag & Buchkonzept AG, Zürich

AVIS Autovermietung AG, Glattbrugg

Best of Switzerland Tours, Adliswil 

Central Plaza Hotel, Zürich

CGS Customer Ground Service AG, Zürich

Chardon Communications AG, Au

City Night Line CNL AG, Zürich

CITYGUIDE (Schweiz) AG, Zollikon 

CityGuideTV/YourStoryAG, Herrliberg

Confiserie Sprüngli, Zürich

Crowne Plaza Zurich, Zürich 

Data Quest AG, Dietikon

Digital Print AG, Zürich

Dubler Rechtsanwälte, Zollikon-Zürich

e-domizil AG, Zürich

Elektro-Surber, Zürich

FBM Gastro Management AG, Zürich

Global Refund Schweiz AG, Brüttsellen

Group Worldspan, Glattbrugg

Habegger AG, Regensdorf 

Hans Meier Tourist AG, Zürich 

Hertz AG – Switzerland, Schlieren

Hiestand Schweiz AG, Schlieren

Hotel Senator, Zürich

Hotel-Restaurant UTO KULM, Uetliberg 

Hotels with a Bookmark, Zürich

Howeg transGourmet Schweiz AG, Dietikon

Interhome AG, Glattbrugg

Internationale Schule für Touristik AG IST, Zürich 

Kuoni Reisen Holding AG, Zürich

Lindt & Sprüngli (Schweiz) AG Schokoladenfabriken, Kilchberg ZH

Linkgroup, Zürich

Manz Privacy Hotels Switzerland, Zürich

Mauell Reklame AG, Buchs

Mehrwert Services GmbH, Rüslikon 

Mosse Media AG, Zürich 

Offsetdruck Goetz AG, Geroldswil

Orell Füssli Kartographie AG, Zürich

Osec Business Network Switzerland, Zürich

Photoglob AG, Zürich

PlanSol AG, Regensdorf

Präsidialdepartement der Stadt Zürich, Zürich

Rentenanstalt / Swiss Life, Zürich

Rito AG, Zürich

Robert Lötscher AG, Fällanden

Romantik Seehotel Sonne, Küsnacht 

SAP (Schweiz) AG, Regensdorf

Schweizer Bergführerverband, Zürich

Schweizer Jugendherbergen, Zürich 

Schweizerische Gesellschaft für Hotelkredit SGH, Zürich

Schweizerischer Reisebüro-Verband, Zürich

Schweizerisches Landesmuseum, Zürich

SHV Schweizerischer Hängegleiter-Verband, Zürich

Sihldruck Stulz AG, Zürich

Sorell Hotels / ZFV-Unternehmungen, Zürich 

Spectrum Events AG, Zürich

Spillmann/Felser/Leo Burnett, Zürich

Stand-up-Switzerland AG, Zürich

Starwood & ArabellaSheraton Hotels, Zürich

Steigenberger Hotels AG, Zürich

Swiss Deluxe Hotels, Zürich

Swiss International Hotels, Zürich 

Swiss Partner Service GmbH, Adliswil

Swiss Quality Hotels, Stäfa 

Swiss Re, Schweiz. Rückversicherungs-Gesellschaft, Zürich

Swiss Trails GmbH, Oberweningen

Swiss TS Technical Services AG, Wallisellen 

Swisscard AECS AG, Horgen

Swissmade.com by Subwave Internet, Zürich

Swissôtel Zürich, Zürich

Swisstours India, Zürich

Switzerland Convention & Incentive Bureau, Zürich

The Guide Company AG, Zürich

The Swiss Holidays AG, Zürich

Ticketcorner AG, Rümlang

Tiscover AG, Männedorf

Tourdata AG, Zürich

Tourmedia AG, Zürich

Transunix AG, Regensdorf

TV Productioncenter Zürich AG, Zürich

UBS AG Zürich, Zürich

Verband Schweiz. Schifffahrtsunternehmungen, Zürich

VSW / ASSP, Verband Schweizerischer Werbebesellschaften, Zürich 

Widder Hotel, Zürich 

Winterthur Tourismus, Winterthur 

Zürcher Festspiele, Zürich

Zürcher Hoteliers, Zürich

Zürcher Kantonalbank, Zürich 


Zürich Tourismus, Zürich 

Zürich Versicherungs-Gesellschaft, Zürich

Zürichsee Druckereien AG, Stäfa

Züri-Unterland Tourismus, Bülach

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# Auditors.

## Chairman

### Gerber Stefan

Partner, Certified Public Accountant  
PricewaterhouseCoopers AG, Zürich

## Members

### Anliker Daniel

Partner, Certified Public Accountant  
PricewaterhouseCoopers AG, Zürich

### Bantli Armin

Partner, Certified Public Accountant  
PricewaterhouseCoopers AG, Zürich

## Alternate members

### Scharnagl Frank

Partner, Certified Public Accountant  
PricewaterhouseCoopers AG, Zürich

### Willborn Robert

Partner, Certified Public Accountant  
PricewaterhouseCoopers AG, Zürich

# Board of Directors.



**Roth Jean-François**  
(from 1.12.2007)  
President,  
Switzerland Tourism  
President, Switzerland's  
French-speaking Radio  
and TV (RTSR)



**Vollmer Peter, Dr.**  
(from 1.1.2008)  
Vice President,  
Switzerland Tourism  
Member of the National  
Council (BE)  
(until 30.11.2007)  
Director, Public Transport  
Association and Swiss  
Cableways



**Aubert Isabelle**  
(from 1.1.2008)  
Director,  
Centre International de  
Conférences Genève  
(CICG)



**Blumenthal Paul**  
Head of the Passenger  
Transport Division,  
Swiss Federal Railways



**Brentel Guglielmo L.**  
President, hotelleriesuisse



**Keller Peter, Prof. Dr.**  
(from 1.1.2008)  
Director,  
Institute for Tourism,  
Faculty of Business and  
Economics (HEC),  
University of Lausanne



**Kurrus Paul**  
Vice President Public  
Affairs and Environment,  
Swiss International  
Air Lines Ltd



**Platzer Casimir**  
President, GastroBern  
President, Hotel Associa-  
tion Bernese Oberland



**Robyr Jérémie**  
President,  
Valais Tourism



**Scheidegger Eric,  
Dr. rer. pol.**  
Ambassador,  
Deputy Director SECO  
Head of Promotion  
Activities Directorate,  
State Secretariat for  
Economic Affairs SECO



**Solari Marco**  
President, Ticino Turismo  
President, Locarno  
International Film Festival



**Studer Urs W.**  
(from 1.1.2008)  
Mayor of Lucerne



**Trachsel Hansjörg**  
(from 1.7.2007)  
Member of the Govern-  
ment Council (GR),  
Department of Economy  
and Social Services,  
Canton of Graubünden



**Marty Dick F., Dr.**  
(until 30.11.2007)  
President,  
Switzerland Tourism  
Member of the Council  
of States (TI)



**Schwitzguebel Pierre**  
(until 31.12.2007)  
Vice-President,  
Switzerland Tourism



**Sinzig Ulrich**  
(until 31.12.2007)  
Vice President,  
Switzerland Tourism



**Brändli Christoffel**  
(until 30.6.2007)  
Member of the Council  
of States (GR)

## Resignations Board of Directors 2007

# Management.

## Executive Board.



**Jürg Schmid**  
Director



**Urs Eberhard**  
Vice Director  
Manager, Swiss Market &  
International Markets,  
MICE



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



**Daniela Bär Bruderer**  
Head Corporate Com-  
munications,  
Media &  
Market Research  
(from 1.4.2008)



**Eva Brechtbühl**  
Partnerships & Content  
Management  
Management and acquisi-  
tion of sector partners,  
quality programmes,  
Content Management  
(until 31.5.2008)



**Rafael Enzler**  
Finance, Controlling,  
Strategic Partnerships &  
Human Resources  
Personnel administration  
and development,  
accounting, controlling,  
organization



**Martin Nydegger**  
Business Development,  
Partnerships & Content  
Management  
(from 1.8.2008)



**Markus Rege**  
Marketing  
Product marketing  
leisure, advertising  
design & production,  
fairs, events and creation



**Thomas Winkler**  
Portal Management,  
e-Marketing &  
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 Bruderer**

Member of Executive Staff Unit  
(until 31.3.2008)

Head Corporate Communications,  
Media & Market Research

**Dino Dulio**

Manager Italy (until 31.5.2008)  
Tiziano Pelli (from 1.6.2008)

**Alex Herrmann**

Manager North America

**Jörg Krebs**

Member of Executive Staff Unit  
Head Location Marketing  
EURO 2008

**Evelyn Lafone**

Manager United Kingdom & Ireland

**Christina Marzluff**

Manager Germany & Austria

**Martin Nydegger**

Manager Netherlands  
(until 31.7.2008)

**Federico Sommaruga**

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

**Roger Zbinden**

Manager Asian Key Markets

# Switzerland Tourism Council.

**Aubert Isabelle**

Board of Directors, Switzerland Tourism  
(from 1.1.2008)  
Director, Centre International  
de Conférences Genève (CICG)

**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  
(until 30.6.2007)  
Member of the Council of States (GR)

**Brentel Guglielmo L.**

Board of Directors, Switzerland Tourism  
President, hotelleriesuisse

**Büchel Roland**

Managing Director, Liechtenstein Tourism

**Bütler Adelbert**

Chairman of the Board of Directors  
Bucherer AG

**Christen Hans-Ruedi**

CEO, Chocolat Frey AG  
(from 1.1.2008)

**Deillon Robert**

Director, Geneva International Airport  
(from 1.2.2008)

**Eberhard Urs W.**

General Manager Loyalty Management  
Swiss International Air Lines Ltd

**Egli Guido**

CEO, Mövenpick Dienstleistungs AG

**Elsener Carl**

CEO, Victorinox

**Escher David, Dr.**

CEO, Switzerland Cheese Marketing AG

**Felder Josef**

CEO, Unique (Flughafen Zürich AG)  
(until 31.12.2007)

**Gagliardi Tiziano**

Director, Ticino Turismo

**Halder Daniel**

Head of Merchant Business Management  
Swisscard AECS AG

**Hew Florian, Dr.**

Director, GastroSuisse

**Hofer Walter**

Director, Global Refund Schweiz AG

**Juen Christoph, Dr.**

CEO, hotelleriesuisse

**Kämpf Richard**

Head of Tourism, State Secretariat  
for Economic Affairs SECO  
(from 1.5.2008)

**Keller Peter, Prof. Dr.**

Board of Directors, Switzerland Tourism  
(from 1.1.2008)  
Head of Tourism, State Secretariat for  
Economic Affairs SECO  
(until 31.12.2007)

**Kern Thomas**

CEO, Unique (Flughafen Zürich AG)  
(from 15.1.2008)

**Kühne Ralph**

Delegate of the Mayor's Office  
City of Zürich

**Kurrus Paul**

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

**Landolf Daniel**

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

**Lütolf Mario**

Managing Director  
Swiss Federation of Tourism

**Marty Dick F., Dr.**

President, Switzerland Tourism  
(until 30.11.2007)  
Member of the Council of States (TI)

**Meyer Andreas**

Chief Executive Officer  
Swiss Federal Railways

**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

**Probst Emanuel**

General Manager, Jura Elektroapparate AG

**Robyr Jérémie**

Board of Directors, Switzerland Tourism  
President, Valais Tourism

**Roth Jean-François**

President, Switzerland Tourism  
(from 1.12.2007)

**Rutishauser Erwin**

Director, Rhaetian Railway RhB

**Sardinha Carlos**

Director, Europcar AMAG Services AG

**Sauter Bruno**

Manager, Office for Economics and Labour  
Canton of Zurich

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

Board of Directors, Switzerland Tourism  
Ambassador  
Deputy Director SECO  
Head of Promotion Activities Directorate,  
State Secretariat for Economic Affairs  
SECO

**Schwitzguebel Pierre**

Vice President, Switzerland Tourism  
(until 31.12.2007)

**Sinzig Ulrich**

Vice President, Switzerland Tourism  
(until 31.12.2007)

**Solari Marco**

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

**Steiner Thomas**

Director, Schweizerische Tourismusfach-  
schule / HES-SO Valais  
(from 1.1.2008)

**Studer Urs W.**

Board of Directors, Switzerland Tourism  
(from 1.1.2008)  
Mayor of Lucerne

**Suter Daniel**

Director, Swiss Transport Museum

**Trachsel Hansjörg**

Board of Directors, Switzerland Tourism  
(from 1.7.2007)  
Member of the Government Council (GR)  
Department of Economy and Social  
Services, Canton of Graubünden

**Tritten Martin**

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

**Tromp Mathias, Dr.**

CEO, BLS Ltd.

**Vollmer Peter, Dr.**

Vice President, Switzerland Tourism  
(from 1.1.2008)  
Member of the National Council (BE)  
(until 30.11.2007)  
Director, Public Transport Association and  
Swiss Cableways

**Wilhelm Reto**

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

**Witschi Beat**

Director, swissinfo/SRI



# Balance Sheet 2007.

1 Assets	Balance sheet 31.12. 2007 CHF	Balance sheet 31.12. 2006 CHF
<b>Current assets</b>		
1.1 Liquid assets		
Cash on hand	44 225.09	52 930.02
Postal accounts	623 106.79	389 636.37
Bank accounts	4 691 001.14	4 680 185.60
<b>Total liquid assets</b>	<b>5 358 333.02</b>	<b>5 122 751.99</b>
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services		
Receivables	3 758 825.03	3 455 063.21
Membership contributions not yet received	32 300.00	36 300.00
1.2.2 Other short-term accounts receivable		
Guarantee obligations, advances, prepayments	127 582.26	111 732.60
Social security	602 977.88	394 222.25
Others	958 667.28	700 457.32
Bad debt provision	-224 000.00	-209 000.00
<b>Total accounts receivable</b>	<b>5 256 352.45</b>	<b>4 488 775.38</b>
1.3 Stock and work in progress		
Stock and work in progress	191 965.20	193 732.15
<b>Total stock and work in progress</b>	<b>191 965.20</b>	<b>193 732.15</b>
1.4 Prepaid expenses		
Prepaid expenses	1 100 924.47	382 600.11
<b>Total prepaid expenses</b>	<b>1 100 924.47</b>	<b>382 600.11</b>
1.5 Non-operating receivables		
Real estate Paris	0.00	1 836 699.68
<b>Total non-operating receivables</b>	<b>0.00</b>	<b>1 836 699.68</b>
<b>Total current assets</b>	<b>11 907 575.14</b>	<b>12 024 559.31</b>
<b>Fixed assets</b>		
1.6 Financial assets		
Participations	1 732 504.00	1 732 504.00
Long-term receivables	368 025.25	411 006.52
<b>Total financial assets</b>	<b>2 100 529.25</b>	<b>2 143 510.52</b>
1.7 Tangible assets		
Office equipment/office machinery	259 739.25	276 971.80
IT equipment	488 242.80	455 561.93
Infrastructure for presentations	0.00	367 986.17
<b>Total tangible assets</b>	<b>747 982.05</b>	<b>1 100 519.90</b>
1.8 Fixed assets		
Real estate	8 381 659.11	5 441 190.65
<b>Total fixed assets</b>	<b>8 381 659.11</b>	<b>5 441 190.65</b>
<b>Total fixed assets</b>	<b>11 230 170.41</b>	<b>8 685 221.07</b>
<b>Total assets</b>	<b>23 137 745.55</b>	<b>20 709 780.38</b>

# Balance Sheet 2007.

2 Liabilities and owners' equity		Balance sheet 31.12. 2007	Balance sheet 31.12. 2006
		CHF	CHF
<b>Liabilities</b>			
2.1	Short-term liabilities		
2.1.1	Short-term financial debt		
	Bank loans	0.00	2 000 000.00
2.1.2	Accounts payable for sales and services		
	Creditors	6 199 034.14	5 598 270.43
2.1.3	Other short-term liabilities		
	Social security	678 701.97	530 959.74
	Third parties	1 436 962.32	1 426 847.68
	Pension funds	184 946.25	164 992.45
	<b>Total short-term liabilities</b>	<b>8 499 644.68</b>	<b>9 721 070.30</b>
2.2	Deferred credits to income/short-term provisions		
	Deferred credits to income	2 446 982.46	2 464 924.92
	Personnel provisions	1 053 438.26	1 109 898.26
	<b>Total deferred credits to income/ short-term provisions</b>	<b>3 500 420.72</b>	<b>3 574 823.18</b>
2.3	Long-term liabilities		
2.3.1	Long-term financial liabilities		
	Third parties	18 845.84	18 845.84
2.3.2	Long-term provisions		
	IT equipment	262 100.00	262 100.00
	Renovation of real estate Paris	170 000.00	170 000.00
	Conversion of rented premises/chattles	509 900.00	509 900.00
	Others	1 855 606.25	2 280 500.00
	Extraordinary events destination Switzerland	5 130 500.00	2 508 000.00
	Reserve for staff terminations	473 065.20	404 231.31
2.3.3	Unrelated liabilities Real estate Paris	1 413 764.58	0.00
	<b>Total long-term liabilities</b>	<b>9 833 781.87</b>	<b>6 153 577.15</b>
<b>Total liabilities</b>		<b>21 833 847.27</b>	<b>19 449 470.63</b>
<b>Owners' equity</b>			
2.4	Equity capital 1.1. 2007/2006	1 259 869.33	1 194 334.93
	Reduced expenditure	44 028.95	65 974.82
<b>Total owners' equity</b>		<b>1 303 898.28</b>	<b>1 260 309.75</b>
<b>Total liabilities and owners' equity</b>		<b>23 137 745.55</b>	<b>20 709 780.38</b>

# Profit and Loss Account 2007.

3	Income	Budget 2007 CHF	Account 2007 CHF	Account 2006 CHF
<b>Operating income</b>				
3.1	Members' contributions			
	Swiss Confederation*	45 500 000.00	45 500 000.00	46 000 000.00
	Swiss Federal Railways SBB	27 000.00	27 500.00	27 500.00
	hotelleriesuisse (SHA)	100 000.00	100 000.00	100 000.00
	GastroSuisse	100 000.00	100 000.00	100 000.00
	Switzerland Tourism Council	768 000.00	809 250.00	809 250.00
	Swiss associations (cantons, communities, other tourism contributors, commerce interests, firms, organizations)	1 137 000.00	1 187 410.00	1 141 110.00
	Voluntary contributions	2 000.00	4 610.00	5 960.00
	<b>Total members' contributions</b>	<b>47 634 000.00</b>	<b>47 728 770.00</b>	<b>48 183 820.00</b>
3.2	Miscellaneous income	6 000.00	486 248.17	54 119.34
3.3	Financial income	42 000.00	137 732.69	31 480.75
	<b>Total operating income</b>	<b>47 682 000.00</b>	<b>48 352 750.86</b>	<b>48 269 420.09</b>
<b>Marketing income</b>				
3.4	Sponsorship marketing	4 087 000.00	4 322 879.68	3 515 896.69
3.5	EURO 2008 – marketing contribution of the Confederation	1 800 000.00	3 250 996.90	128 612.55
3.6	Other income from marketing	21 133 000.00	22 299 248.24	20 400 493.11
	<b>Total marketing income</b>	<b>27 020 000.00</b>	<b>29 873 124.82</b>	<b>24 045 002.35</b>
<b>Extraordinary and third party income</b>				
3.7	Third party income	55 000.00	51 408.20	54 354.27
3.8	Third party income real estate	1 457 000.00	1 405 887.82	966 359.36
	<b>Total extraordinary and third party income</b>	<b>1 512 000.00</b>	<b>1 457 296.02</b>	<b>1 020 713.63</b>
3.9	Additional expenditure	750 000.00	0.00	0.00
	<b>Total income</b>	<b>76 964 000.00</b>	<b>79 683 171.70</b>	<b>73 335 136.07</b>

\* Contribution of the Confederation 2007: CHF 46 000 000.00 ./ CHF 500 000.00 for the World Expo Shanghai 2010.

# Profit and Loss Account 2007.

4	Expenses	Budget 2007 CHF	Account 2007 CHF	Account 2006 CHF
<b>Marketing expenses</b>				
4.1	Marketing expenses	47 313 000.00	49 208 871.48	46 320 992.31
4.2	Expenses marketing EURO 2008, Confed. share (excl. ST share)	1 800 000.00	3 250 996.90	128 612.55
	<b>Total marketing expenses</b>	<b>49 113 000.00</b>	<b>52 459 868.38</b>	<b>46 449 604.86</b>
4.3	Personnel expenses for marketing			
	Salaries	16 693 000.00	16 662 845.38	16 270 714.52
	Social security	3 093 000.00	2 633 741.46	2 399 093.39
	Personnel expenses charged to third parties – marketing	-1 020 000.00	-1 112 163.42	-1 022 754.85
	Personnel expenses charged to third parties EURO 2008, contribution of the Confederation	0.00	-196 370.00	0.00
	<b>Total personnel expenses for marketing</b>	<b>18 766 000.00</b>	<b>17 988 053.42</b>	<b>17 647 053.06</b>
	<b>Total marketing expenses</b>	<b>67 879 000.00</b>	<b>70 447 921.80</b>	<b>64 096 657.92</b>
<b>Operating expenses</b>				
4.4	Personnel expenses – operational			
	Salaries	1 721 000.00	1 780 913.00	1 736 753.00
	Social security	283 000.00	326 209.00	284 135.00
	<b>Total personnel expenses – operational</b>	<b>2 004 000.00</b>	<b>2 107 122.00</b>	<b>2 020 888.00</b>
4.5	Secondary personnel costs			
	Staff training and continuing education	290 000.00	157 392.86	87 427.61
	Transfers and staff recruiting	250 000.00	333 208.06	533 139.61
	Vacation/overtime not yet compensated (provisions)	0.00	-56 460.00	-5 450.00
	Travel and representation expenses	340 000.00	291 619.18	307 370.87
	Other personnel expenses	434 000.00	166 607.70	458 511.85
	<b>Total secondary personnel costs</b>	<b>1 314 000.00</b>	<b>892 367.80</b>	<b>1 380 999.94</b>
4.6	Other operating expenditure			
	Premises	2 565 000.00	2 520 093.11	2 439 965.11
	Administration	1 502 000.00	1 282 460.24	1 326 371.82
	Public bodies	208 000.00	199 357.30	227 859.09
	Other operating expenditure	107 000.00	94 515.21	100 475.03
	Operating expenses charged to third parties	-180 000.00	-226 294.84	-217 322.03
	<b>Total other operating expenditure</b>	<b>4 202 000.00</b>	<b>3 870 131.02</b>	<b>3 877 349.02</b>
4.7	Miscellaneous expenses incl. bad debt	10 000.00	33 888.69	127 008.31
4.8	Financial expenses	174 000.00	501 988.26	95 785.56
4.9	Depreciation on tangible assets			
	Hardware and software	389 000.00	384 444.54	420 330.50
	Office equipment and fix installations	232 000.00	239 506.24	238 772.14
	<b>Total depreciation on tangible assets</b>	<b>621 000.00</b>	<b>623 950.78</b>	<b>659 102.64</b>
	<b>Total operating expenses</b>	<b>8 325 000.00</b>	<b>8 029 448.55</b>	<b>8 161 133.47</b>
<b>Extraordinary and non-operating expenses</b>				
4.10	Expenses third party real estate	760 000.00	1 161 772.40	1 011 369.86
	<b>Total extraordinary and non-operating expenses</b>	<b>760 000.00</b>	<b>1 161 772.40</b>	<b>1 011 369.86</b>
4.11	Reduced expenditure	0.00	44 028.95	65 974.82
	<b>Total expenses</b>	<b>76 964 000.00</b>	<b>79 683 171.70</b>	<b>73 335 136.07</b>

# Notes to 2007 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.

	2007 CHF	2006 CHF
<b>Pension fund liabilities</b>		
Short-term liabilities towards domestic and foreign pension funds	185 000	165 000
<b>Fire insurance, tangible property</b>		
Chattles	2 200 000	2 200 000
IT equipment	1 012 000	1 012 000
Property (Paris property)	p. m.	p. m.
<b>Assets pledged for own liabilities</b>		
Fixed-term loan UBS (short-term)	0	2 000 000
UBS – Credit line (current account)	5 000 000	5 000 000
CS – Credit line (current account)	500 000	500 000
ZKB – Credit line (current account)	2 000 000	2 000 000
<b>Depreciation on tangible assets</b>		
Depreciation for infrastructure appearances (trade show stand), web and mailing-house servers is included under «Expenses arising from marketing».	463 500	756 400
<b>Investments</b>		
STC Switzerland Travel Centre AG Zurich/London, central management, distribution and sale of Swiss tourism products, share capital	5 250 000	5 250 000
ST holding	33 %	33 %
<b>Accounts receivable/payable vis-à-vis STC Switzerland Travel Centre AG</b>		
The balance sheet contains the following credit/liability items:		
1.2.1 Debtors	2 667	2 700
2.1.2 Creditors	64 285	60 199
<b>Paris property account</b>		
Income	1 405 887	1 001 754
Expenditure	1 161 772	1 046 764
Profit	244 115	-45 010
<b>Leasing liabilities</b>		
Total leasing liabilities	35 257	22 003
<b>Guarantees</b>		
House rental guarantee staff		
Los Angeles: USD 0 / 17 500	0	21 346
New York: USD 4 550 / 31 850	5 152	38 850
<b>Salaries and social expenses</b>		
Expenditures for salaries and social expenses directly attributable to marketing are reported in the corresponding «Marketing» category. The total of the positions «Salaries» and «Social expenses» amounts to:		
Salaries	18 443 758	18 007 467
Social expenses	2 959 950	2 683 228

# Report of the Statutory Auditors.

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

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 2007.

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

Certified Public Accountant,  
Chief Auditor

#### Armin Bantli

Certified Public Accountant,  
Member


#### Daniel Anliker

Certified Public Accountant,  
Member

Zürich, 19 March 2008

## New Members 2007.

alpavia lüthi+stähli, Spiez  
Arosa Kulm Hotel & Alpin Spa, Arosa  
Bernensis Hotel AG, Carlton-Europe Hotel,  
Interlaken  
CGS Customer Ground Service AG, Zürich  
Chardon Communications AG, Au ZH  
Chur Tourismus, Chur   
E-Factor inc, Ilanz  
Eidenbenz Kalender, Zollikofer AG,  
St. Gallen  
Einstein Hotel, St. Gallen  
Grand Hotel Kronenhof, Pontresina  
Group Worldspan, Glattbrugg  
Gstaad 3000 AG, Gstaad  
Hotel Kurhaus Weissenstein GmbH,  
Weissenstein  
Hotel Meisser, Guarda   
Hotel Metropol, Arbon   
Imagine Suisse – Imagina Suiza,  
Emmenbrücke  
Infocentro Gottardo Sud, Pollegio  
Institut auf dem Rosenberg, St. Gallen  
John F. Kennedy International School,  
Saanen  
Lemania College – Lausanne, Lausanne

Luftseilbahn Kies-Mettmen AG, Schwanden  
Mehrwert Services GmbH, Rüslikon  
Neue Disentiserhof AG, Disentis/Mustér  
Orell Füssli Kartographie AG, Zürich  
PlanSol AG, Regensdorf  
Pré Fleuri – Ecole Alpine Internationale,  
Chesières / Villars  
SIMS – Swiss International Modern School,  
Montreux  
Swiss TS Technical Services AG,  
Wallisellen   
Swisscard AECS AG, Horgen  
swissinfo/SRI, Bern  
Swissinfo Sàrl, Genève  
Swissmade.com by Subwave Internet,  
Zürich  
Swisstours India, Zürich  
Ticketcorner AG, Rümlang  
Tour 168 of Switzerland GmbH, Thusis  
Tourismusorganisation Engadin St. Moritz,  
St. Moritz  
Uri Tourismus, Altdorf  
ViaStoria – Zentrum für Verkehrsgeschichte,  
Bern

# Members 2007.

Members 2006: 660 / 2007: 670

## 1. Swiss Confederation

Swiss Confederation, Berne

## 2. hotelleriesuisse, Berne



## 3. GastroSuisse, Zürich



## 4. Strategic Partners

Europcar, AMAG Services AG, Kloten  
 Swiss Federal Railways SBB, Berne  
 Swiss International Air Lines Ltd, Zürich  
 Swiss Post, Berne  
 Swisscard AECS AG, Horgen  
 Swisscom AG, Berne  
 Switzerland Cheese Marketing AG, Berne  
 Switzerland Travel Centre AG (STC),  
 Zürich  
 Unique (Flughafen Zürich AG),  
 Zurich Airport

## 5. Members by Canton

### Aargau

Aargau Tourismus, Aarau  
 Aargauer Schlösser, Schloss Habsburg,  
 Habsburg  
 Bad Zurzach Tourismus, Zurzach  
 Fona Verlag AG, Lenzburg  
 Mammut Sports Group AG, Seon  
 Ringier Print Zofingen AG, Zofingen  
 Samona Treuhand AG, Baden-Dättwil  
 Schweizerischer Bauernverband SBV, Brugg  
 Stabsstelle für Standortmarketing /  
 Aargau Services, Aarau  
 Stadt Baden, Standortmarketing, Baden  
 Stadt Lenzburg, Lenzburg  
 Tourismus Rheinfelden, Rheinfelden  
 unikathotels.ch, Muri  
 Verkehrsverein Laufenburg, Laufenburg

### Appenzell AI

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

### Appenzell AR

Kanton Appenzell AR, Herisau  
 Säntis-Schwebbahn AG, Schwägalp

### Basel-City

Art Basel, Top Events of Switzerland, Basel  
 Basel Tourismus, Basel  
 Club Grand Hôtel & Palace, Basel  
 Coop, Basel  
 Europ. Reiseversicherungs AG, Basel

Fondation Beyeler, Riehen  
 Helvetia Versicherungen, Basel  
 Hotel Münchnerhof AG, Basel  
 Manor SA, Basel  
 Messe Berlin / fairTeam, Basel  
 Öffentliche Kunstsammlung Basel  
 mit Kunstmuseum und  
 Museum für Gegenwartskunst, Basel  
 Radisson SAS Hotel Basel, Basel  
 Sixt rent-a-car AG, Basel  
 Swissôtel Basel, Basel  
 TREFF HOTEL Verwaltungs AG,  
 Ramada Schweiz, Basel  
 VISIT BASEL AG, Basel  
 Werner Druck AG, Basel

### Basel-Country

arvato logistics services ag, Pratteln  
 Baselland Tourismus, Liestal  
 Bed & Breakfast Switzerland, Arlesheim  
 CONTACT groups.ch, Hotels und Ferien-  
 häuser für Gruppen, Liestal  
 Römerstadt Augusta Raurica, Augst  
 Sunstar-Holding AG, Liestal

### Berne


24 Swiss Touristic Services, Bolligen  
 Aare Seeland mobil AG, Langenthal  
 Adelboden Tourismus, Adelboden  
 Alpar Flug- und Flugplatzgesellschaft AG,  
 Belp  
 alpavia lüthi+stähli, Spiez  
 ASMAS, Verband Schweizer Sportfach-  
 handel, Bern  
 Beatenberg Tourismus, Beatenberg  
 Beausite Park Hotel Wengen AG, Wengen  
 beco Berner Wirtschaft, Volkswirt-  
 schaftsdirektion Kanton Bern, Bern  
 BegaSoft AG, Bern  
 Benteli Hallwag Druck AG, Wabern  
 Bergbahnen Adelboden AG, Adelboden  
 Bern Tourismus, Bern  
 Bernensis Hotel AG, Carlton-Europe Hotel,  
 Interlaken  
 Berner Oberländer Helikopter AG,  
 Gsteigwiler b. Interlaken  
 Berner Wanderwege, Bern  
 Best Western Swiss Hotels, Bern  
 BLS AG, Bern  
 Brienz Rothorn Bahn AG, Brienz  
 Car Tourisme Suisse – Car Groupe  
 ASTAG, Bern  
 Casino Kursaal Interlaken AG, Interlaken  
 Chemins de fer du Jura (novicar),  
 Tramelan  
 Chocolats Camille Bloch SA, Courtelary  
 Chocosuisse, Verband Schweizerischer  
 Schokoladefabrikanten, Bern

Cisalpino AG, Bern  
 Credit Suisse BC, Bern  
 Daniel Fischer & Partner,  
 Niederwangen b. Bern  
 Destinationen Berner Oberland, Interlaken  
 Diemtigtal Tourismus, Oey  
 Ed. Jobin AG, Brienz  
 Einwohnergemeinde Spiez, Spiez  
 Einwohnergemeinde Thun, Thun  
 Forschungsinstitut für Freizeit und  
 Tourismus (FIF), Universität Bern, Bern  
 Freilichtmuseum Ballenberg, Brienz  
 Genossenschaft Sunrise Reisen,  
 Niederwangen  
 Gewerkschaft Unia, Bern  
 Gondelbahn Grindelwald-Männlichen AG,  
 Grindelwald  
 Grand Hotel Park, Gstaad  
 Grindelwald Tourismus, Grindelwald  
 Gstaad 3000 AG, Gstaad  
 Gstaad Palace, Gstaad  
 Gstaad Saanenland Tourismus, Berg-  
 bahnen Destination Gstaad AG, Gstaad  
 Hallwag Kümmerly + Frey AG,  
 Schönbühl-Bern  
 Haslital Tourismus, Meiringen  
 Hotel Allegro Bern AG, Bern  
 Hotel Bellevue-Palace, Bern  
 Hotel Bernerhof, Gstaad  
 Hotel Eden Spiez AG, Single Hotel Eden,  
 Spiez  
 Hotel Eiger, Grindelwald  
 Hotel Eigerblick-Silberhorn AG,  
 Grindelwald  
 Hotel Feriendorf Twannberg, Twann  
 Hotel Jungfrau & Haus Mönch AG, Mürren  
 Hotel Restaurant Schössli, Ipsach  
 Hotel Restaurant Weisses Kreuz, Brienz  
 Interlaken Tourismus, Interlaken  
 INTERSPORT Schweiz AG, Ostermundigen  
 Inter-Translations SA (itsa), Bern  
 John F. Kennedy International School,  
 Saanen  
 Jungfrau Tours AG, Interlaken  
 Jungfrauabahn, Interlaken  
 Jura bernois Tourisme, Moutier  
 KWO, Kraftwerke Oberhasli AG,  
 Innertkirchen  
 Lenk-Simmental Tourismus AG, Lenk i.S.  
 Lindner Grand Hotel Beau Rivage, Interlaken  
 Lötschberg Tourismus, Kandersteg  
 Marina Travel AG, Bern  
 Maxomedia, Bern  
 Meiringen-Hasliberg-Bahnen AG,  
 Meiringen  
 Niesenbahn AG, Mülmenen  
 Polyquest AG, Bern  
 Pro Emmental, Langnau i.E.





















Railtour Suisse SA, Zollikofen		Région Lac de Morat, Morat		Bergbahnen Motta Naluns	
Reisebüro Open Up, Bern		Schwarzsee Tourismus, Schwarzsee		Scuol-Ftan-Sent AG, Scuol	
Reka Schweizer Reisekasse, Bern		Transports publics fribourgeois TPF,		Chur Tourismus, Chur	
Schilthornbahn AG, Interlaken		Fribourg		Cresta Hotels Davos, Davos Platz	
Schuh Interlaken AG, Interlaken		Union fribourgeoise du tourisme /		Davos Klosters Bergbahnen AG, Davos Dorf	
Schweizer Alpen-Club SAC, Bern		Freiburger Tourismusverband, Fribourg		Davos Tourismus, Davos Platz	
Schweizer Tourismus-Verband STV, Bern				E-Factor inc, Ilanz	
Schweizer Wanderwege				ENGADIN/Scuol Tourismus AG, Scuol	
SAW/FSTP/FSS/SHF, Bern				ENGADIN St. Moritz Mountain Pool,	
Seilbahnen Schweiz SBS, Bern				St. Moritz	
Simplex AG, Zollikofen				Ferienregion Brigels Waltensburg	
Sinnvoll Reisen GmbH, Meiringen				Andiast, Brigels	
SMIT – Schweizer Mittelland Tourismus,				Feriensiedlung Solaria, Davos Dorf	
Bern				Flims Laax Falera Tourismus AG, Flims	
Sportbahnen Hasliberg-Käserstatt AG,				Gemeinde Arosa, Arosa	
Hasliberg Wasserwendi				Gemeinde St. Moritz, St. Moritz	
Stadt Bern, Bern				Grand Hotel Kronenhof, Pontresina	
Stockhornbahn AG, Erlenbach i/S.				Graubünden Ferien, Chur	
Swiss Cycling, Bern				Graubündner Kantonalbank, Chur	
Swiss Historic Hotels, Muri b. Bern				HFT Graubünden Academia Engiadina,	
Swiss Retail Federation, Bern				Samedan	
Swiss Snowsports, Belp				Hotel Allegra, Pontresina	
swisscamps, Schönbühl				Hotel Bernina, Samedan	
swissinfo/SRI, Bern				Hotel Meisser, Guarda	
Swiss-Ski, Muri b. Bern				Hotel Saratz AG, Pontresina	
Thun Tourismus Organisation TTO, Thun				Hotel Waldhaus am See, St. Moritz	
Thunersee Tourismus, Thun				HTW Chur – Hochschule für Technik	
Tourenguide.ch, Biel				und Wirtschaft, Chur	
Tourismus Biel Seeland /				Intersoc Bruxelles, St. Moritz	
Tourisme Bienne Seeland, Biel-Bienne				Kanton Graubünden, Chur	
Verband öffentlicher Verkehr VöV, Bern				Kempinski Grand Hôtel des Bains,	
Verband Schweizer Tourismusmanager				St. Moritz	
VSTM, Bern				Klosters Tourismus, Klosters	
Verband Schweizerischer Privatschulen				Kulm Hotel St. Moritz, St. Moritz	
VSP, Bern				Kur- und Verkehrsverein St. Moritz,	
Verein Swiss Backpackers, Interlaken				St. Moritz	
ViaStoria – Zentrum für Verkehrs-				Lenzerheide Bergbahnen AG, Lenzerheide	
geschichte, Bern				LOGA Immobilien AG Engiadina, Silvaplana	
Victoria-Jungfrau Grand Hotel & Spa,				MOROSANI HOTELS DAVOS AG,	
Interlaken				Davos Platz	
W. Hauenstein Immobilien AG, Hünibach				Neue Disentiserhof AG, Disentis	
Watch Valley coordination, Bévillard				Park Hotel Waldhaus, Flims Waldhaus	
Wengen Classic Hotels, Wengen				Rhätische Bahn RhB, Chur	
Wengen Mürren Lauterbrunnental				Samnaun Tourismus, Samnaun	
Tourismus, Lauterbrunnen				Savognin Bergbahnen AG, Landquart	
Wengernalpbahn, Interlaken				Savognin Tourismus, Savognin	
Wirtschaftsförderung Stadt Biel, Biel				Sedrun Disentis Tourismus, Sedrun	
Zentrum Paul Klee, Bern				SSTH Swiss School of Tourism and	
				Hospitality, Chur	
				St. Moritz Polo AG,	
				Top Events of Switzerland, St. Moritz	
				swissrent a sport, Davos Platz	
				Tour 168 of Switzerland GmbH, Thisis	
				Tourismusorganisation Engadin St. Moritz,	
				St. Moritz	
				Tourismusverein Lenzerheide-Valbella,	
				Lenzerheide	
				Turissem Val Müstair, Tschierv	
				Verkehrsverein Obersaxen, Obersaxen	
				Weisse Arena AG, Laax	
				Zindel Golf GmbH, SWISS GOLF,	
				Maienfeld	




## Jura

Jura Tourisme, Saignelégier   
République et Canton du Jura, Delémont

## Lucerne

Anker Travel, Vitznau  
Arbeitsstelle für Bildung der Schweizer  
Katholiken ABSK, Luzern   
Art Deco Hotel Montana Luzern, Luzern   
Bucherer AG, Luzern   
Bucher Reisen AG, Luzern   
Dampfbahn Furka-Bergstrecke AG, Luzern  
e-holidayhome ag, Luzern  
Galliker Ballwil Travel Co Ltd., Ballwil  
GanderEvent GmbH, Root  
Grand Casino Luzern, Luzern  
Gübelin AG, Luzern   
Hotel Schweizerhof, Luzern   
Imagine Suisse – Imagina Suiza,  
Emmenbrücke  
IMI International Management Institute  
Switzerland AG, Kastanienbaum   
I.T.S. Euroswiss, International  
Travel & Trade Service GmbH, Ebikon  
ITW Institut für Tourismuswirtschaft,  
Hochschule für Wirtschaft HSW Luzern,  
Luzern   
Kanton Luzern, Luzern  
Kappler Unternehmungsberatung, Luzern  
KKL Luzern Management AG, Luzern  
LTI Tours Ltd., Kriens  
Lucerne Festival,  
Top Events of Switzerland, Luzern  
Luzern Tourismus AG, Luzern   
Palace Luzern, Luzern   
Park Hotel Vitznau, Vitznau   
Park Hotel Weggis, Weggis   
Pilatus-Bahnen, Kriens   
Private Selection Hotels, Luzern  
Rent a Bike AG, Sursee  
Rigi-Bahnen AG, Vitznau   
Schiffahrtsgesellschaft  
Vierwaldstättersee (SGV), Luzern   
Seeburg Hotels AG, Luzern   
Seminarhotel Sempachersee, Nottwil   
Stadt Luzern, Luzern  
Swiss-Limousinen-Service, Malters  
Tourismus UNESCO Biosphäre  
Entlebuch, Schüpflheim   
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,  
Neuchâtel  
Tourisme neuchâtelois, Neuchâtel 

Ville de Neuchâtel, Neuchâtel



## Nidwalden

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

## Obwalden

Brünig Indoor, Schiess-Sport-Zentrum,  
Lungern  
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   
Volkswirtschaftsdepartement Obwalden,  
Sarnen


## Schaffhausen

Kanton Schaffhausen, Schaffhausen  
Schaffhausen Tourismus, Schaffhausen   
Stadt Schaffhausen, Schaffhausen  
Tourist-Service Stein am Rhein,  
Stein am Rhein   
Unilever Schweiz GmbH, Thayngen

## Schwyz

Bezirksrat Einsiedeln, Einsiedeln  
Einsiedeln Tourismus, Einsiedeln   
intermaps AG, Pfäffikon SZ  
Kanton Schwyz, Schwyz  
RFG / Residenza Muzzano SA, Pfäffikon SZ  
Schwyz Tourismus, Goldau  
Schwyzer Kantonalbank, Schwyz  
Seedamm Plaza (Hotel Seedamm AG),  
Pfäffikon SZ   
Seminar- und Wellnesshotel Stoos,  
Stoos   
Swiss Knife Valley AG, Ibach  
swissApartments, Gross   
Tierpark Goldau und ZooSchweiz, Goldau  
Verkehrsverein Oberiberg, Oberiberg  
Victorinox, Ibach





## Solothurn

Autogrill Schweiz AG, Olten  
Einwohnergemeinde Olten, Olten  
Hotel Kurhaus Weissenstein GmbH,  
Weissenstein  
Jura Elektroapparate AG, Niederbuchsiten  
Kanton Solothurn Tourismus, Solothurn  
Region Solothurn Tourismus, Solothurn   
Vogt-Schild Druck AG, Derendingen




## St. Gall

Abenteuerland Walter Zoo AG Gossau,  
Gossau SG  
Amt für Wirtschaft Kanton St. Gallen,  
St. Gallen  
Bad Ragaz Tourismus, Bad Ragaz  
Eidenbenz Kalender, Zollikofer AG,  
St. Gallen  
Einstein Hotel, St. Gallen  
Expo Norm AG, St. Gallen  
Ferienregion Heidiland, Sargans   
Gemeinde Bad Ragaz, Bad Ragaz  
Grand Hotels Bad Ragaz AG, Bad Ragaz  
Hotel Säntispark, Abtwil   
Institut auf dem Rosenberg, St. Gallen  
Institut für öffentliche Dienstleistungen  
und Tourismus an der Universität  
St. Gallen (HSG), St. Gallen  
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  
St. Gallen-Bodensee Tourismus,  
St. Gallen   
Stadt Wil, Wil  
Swisshotelportal, Thal  
Toggenburg Tourismus, Wildhaus   
Touristikverein Flumserberg, Flumserberg   
Wohlbefinden Schweiz, Geschäftsstelle  
Schweizer Kurhäuser, Gossau 

## Thurgau

Bodensee-Arena AG, Kreuzlingen   
Hotel Metropol, Arbon   
Incotrade AG, Frauenfeld  
Kanton Thurgau, Frauenfeld  
Kreuzlingen Tourismus, Kreuzlingen  
Stadt Frauenfeld, Frauenfeld  
Stiftung Kartause Ittingen, Warth  
Thurgau Tourismus, Amriswil   
Verein Ferien auf dem Bauernhof, Altnau   
Wäger & Partner GmbH, Frauenfeld  
Wilken AG, Freidorf

## Ticino

Albergo Giardino SA, Ascona  
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 (Aduno SA), Lugano  
Ente Turistico del Mendrisiotto e Basso  
Ceresio, Mendrisio  
Ente Turistico Lago Maggiore, Locarno   
Esplanade Hotel Resort & Spa,  
Minusio/Locarno 

Ferrovie Autolinee Regionali Ticinese (FART), Locarno   
 Festival internazionale del film Locarno, Top Events of Switzerland, Locarno  
 Fondazione Monte Verità, Ascona   
 Hotel Ascona, Ascona  
 Hotel Cadro Panoramica, Cadro  
 Hotel Casa Berno und Arancio, Ascona   
 Hotel Castello del Sole, Ascona  
 Hôtel de la Paix, Lugano  
 Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona  
 Infocentro Gottardo Sud, Pollegio  
 Institute of Tourism Management IMAT, Scuola Superiore Alberghiera e del Turismo, Bellinzona   
 Lugano Turismo, Lugano   
 Municipalità della Città di Locarno, Locarno  
 Municipalità della Città di Lugano, Lugano  
 Ospizio San Gottardo, Airolo  
 Repubblica e Cantone del Ticino, Bellinzona  
 Romantik Hotel Orselina, Orselina  
 SDH MANAGEMENT SA, Hotel Olivella, Vico Morcote  
 Studio Silvio Tarchini, Manno  
 Swissminiatur SA, Melide  
 Ticino Turismo, Bellinzona   
 Villa Principe Leopoldo & Residence, Lugano  
 Villa Sassa Hotel & Residence – Tessal SA, Lugano 

## Uri

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 Historische Reisepost AG, Andermatt  
 Kanton Uri, Altdorf  
 Uri Tourismus, Altdorf

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 Administration communale de Randogne, Randogne  
 AG für Verkehrsbetriebe Leuk-Leukerbad-Umgebung LLB, Susten   
 Agence immobilière Barras, Crans-sur-Sierre  
 Aletsch Riederalp Bahnen AG, Mörel   
 Alpen Resort Hotel, Zermatt  
 Art Furrer Hotels, Riederalp  
 Association hôtelière du Valais, Sion  
 Bains de Saillon SA, Saillon  
 Banque Cantonale du Valais, Sion  
 Bergbahnen Hohsaas AG, Saas-Grund   
 Bettmeralp Bahnen AG, Bettmeralp  
 Bettmeralp Tourismus, Bettmeralp   
 Brig Belalp Tourismus, Brig   
 César Ritz Colleges, Le Bouveret  
 Chablais Tourisme SA, Monthey  
 Citi – Coopérative Informatique Tourisme Immobilier, Martigny

Cœur du Valais, Sierre Anniviers Tourisme & Sion Région Tourisme, Sierre   
 Commune de Martigny, Martigny  
 Crans-Montana Tourisme, Crans-Montana   
 den Hartogh Productions AG, Brig  
 FerienArt Resort & Spa, Saas-Fee   
 Gemeinde Zermatt, Zermatt  
 GGB Gornergrat-Monte Rosa-Bahn, Brig   
 Goms Tourismus, Fiesch  
 Gourmet & Wellnesshotel Schweizerhof, Saas-Fee   
 Grächen Tourismus, Grächen   
 Grand Hotel Zermatterhof, Zermatt  
 International Summer Camp Montana La Moubra, Crans-Montana  
 Les Elfes Verbier SA, International Summer and Winter Camps, Verbier  
 Les Roches, School of Hotel Management, Bluche/Randogne  
 Leukerbad Tourismus, Leukerbad   
 Lindner Hotels und Alpenherme, Leukerbad   
 Luftseilbahnen Fiesch Eggishorn AG, Fiesch   
 Martigny Tourisme, Martigny   
 Matterhorn Gotthard Bahn, Brig   
 Nendaz Tourisme, Nendaz   
 Office du tourisme de Verbier / Val de Bagnes, Verbier   
 Office du tourisme Ovronnaz, Ovronnaz   
 Office du tourisme Anzère, Anzère  
 Omega European Masters, Crans-Montana Golf Club, Top Events of Switzerland, Crans-sur-Sierre  
 Provins, Sion  
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 Riffelalp Resort AG, Zermatt  
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 Saas-Fee Bergbahnen AG, Saas-Fee   
 Saas-Fee Tourismus, Saas-Fee   
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 Seiler Hotels Zermatt AG, Zermatt   
 Sport- und Feriencenter Fiesch, Fiesch  
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 Swiss Pass Ltd, Sion  
 Téléverbier SA, Verbier  
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 Verband Bergsportschulen Schweiz VBS, Visp  
 Veysonnaz Tourisme, Veysonnaz   
 VP Vex Promotion SA, Thyon-Les Collons   
 Zermatt Bergbahnen AG, Zermatt   
 Zermatt Tourismus, Zermatt  
 Zerzuben Touristik AG, Visp 

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 Balcon du Jura Vaudois Tourisme, Ste-Croix   
 Banque Cantonale Vaudoise, Lausanne  
 Biononus Clinique Bon Port, Montreux  
 Brillantmont International School, Lausanne  
 Casino Barrière de Montreux, Montreux  
 CDM Hôtels & Restaurants SA, Lausanne  
 Centre de Congrès Montreux SA, Montreux  
 Château d'Œx Tourisme, Château-d'Œx   
 Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis  
 Chemin de fer NStCM et transports publics de la région yonnaise, Nyon  
 CH-Travels and Trades Sàrl, Nyon  
 Clinique La Prairie, Clarens/Montreux  
 Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne  
 Conventus of Switzerland SA, Nyon  
 Diablerets Tourisme, Les Diablerets   
 Ecole Chantemerle, Blonay  
 Ecole hôtelière de Lausanne, Lausanne  
 Etat de Vaud, Lausanne  
 European University, Montreux  
 Eurotel Riviera, Montreux  
 Fondation du Château de Chillon, Veytaux   
 Fondation du Festival de Jazz de Montreux, Top Events of Switzerland, Montreux-Territet  
 GoldenPass Services, MOB Montreux-Oberland Bernois et entreprises associées, Montreux   
 Grand Hotel des Bains, Yverdon-les-Bains   
 Grand Hôtel Suisse et Majestic, Montreux  
 Helvia Trading & Travel SA, Montreux  
 Hôtel Beau-Rivage Palace, Lausanne  
 Hôtel La Barcarolle – Bays Hotels SA, Prangins   
 Hôtel le Bristol, Villars-sur-Ollon   
 Hôtel Préalpina, Chexbres   
 Hotel Résidence Bristôl, Montreux-Territet  
 Hôtel Royal Plaza, Montreux   
 Hôtellerie Vaudoise, Association Cantonale Vaudoise des Hôtelières, Lausanne  
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 Institut Villa Pierrefeu SA, Glion  
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 McDonald's Suisse Restaurant Sàrl, Crissier  
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 Municipalité de Bussigny, Bussigny-près-Lausanne  
 Municipalité de la Commune de Montreux, Montreux

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 Municipalité de Lutry, Lutry  
 Municipalité de Morges, Morges  
 Municipalité de Vevey, Vevey  
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 Rosebud Héritage SA, Vich  
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 Site touristique des Mines de Sel de Bex, Bex  
 Sources Minérales Henniez SA, Henniez  
 Surval Mont-Fleuri, Montreux  
 Swiss Budget Hotels, Villars-sur-Ollon   
 Swiss Cities / Association Suisse des villes touristiques, Montreux  
 Transports Publics du Chablais, Aigle  
 Vallée de Joux Tourisme, Le Sentier   
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 Village Camps SA, Nyon  
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 Executive Events GmbH, Zug  
 feratel Schweiz AG, Rotkreuz  
 Hapimag Verwaltungs- und Vertriebsgesellschaft Havag AG, Baar  
 Kanton Zug, Zug  
 Mövenpick Holding, Cham  
 Stadt Zug, Zug  
 VCH – Verband Christlicher Hotels, Oberägeri   
 Zug Tourismus, Zug 


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 Amt für Wirtschaft und Arbeit Kanton Zürich, Zürich  
 AS Verlag & Buchkonzept AG, Zürich

AVIS Autovermietung AG, Glattbrugg  
 Best of Switzerland Tours, Adliswil   
 Central Plaza Hotel, Zürich  
 CGS Customer Ground Service AG, Zürich  
 Chardon Communications AG, Au  
 City Night Line CNL AG, Zürich  
 CITYGUIDE (Schweiz) AG, Zollikon   
 CityGuideTV/YourStoryAG, Herrliberg  
 Confiserie Sprüngli, Zürich  
 Crowne Plaza Zurich, Zürich   
 Data Quest AG, Dietikon  
 Digital Print AG, Zürich  
 Dubler Rechtsanwälte, Zollikon-Zürich  
 e-domizil AG, Zürich  
 Elektro-Surber, Zürich  
 FBM Gastro Management AG, Zürich  
 Global Refund Schweiz AG, Brüttsellen  
 Group Worldspan, Glattbrugg  
 Habegger AG, Regensdorf  
 Hans Meier Tourist AG, Zürich   
 Hertz AG – Switzerland, Schlieren  
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 Hotel Senator, Zürich  
 Hotel-Restaurant UTO KULM, Uetliberg   
 Hotels with a Bookmark, Zürich  
 Howeg transGourmet Schweiz AG, Dietikon  
 Interhome AG, Glattbrugg  
 Internationale Schule für Touristik AG IST, Zürich   
 Kuoni Reisen Holding AG, Zürich  
 Lindt & Sprüngli (Schweiz) AG Schokoladenfabriken, Kilchberg ZH  
 Linkgroup, Zürich  
 Manz Privacy Hotels Switzerland, Zürich  
 Mauell Reklame AG, Buchs  
 Mehrwert Services GmbH, Rüslikon  
 Mosse Media AG, Zürich   
 Offsetdruck Goetz AG, Geroldswil  
 Orell Füssli Kartographie AG, Zürich  
 Osec Business Network Switzerland, Zürich  
 Photoglob AG, Zürich  
 PlanSol AG, Regensdorf  
 Präsidialdepartement der Stadt Zürich, Zürich  
 Rentenanstalt / Swiss Life, Zürich  
 Rito AG, Zürich  
 Robert Löttscher AG, Fällanden  
 Romantik Seehotel Sonne, Küsnacht   
 SAP (Schweiz) AG, Regensdorf  
 Schweizer Bergführerverband, Zürich  
 Schweizer Jugendherbergen, Zürich   
 Schweizerische Gesellschaft für Hotelkredit SGH, Zürich  
 Schweizerischer Reisebüro-Verband, Zürich  
 Schweizerisches Landesmuseum, Zürich  
 SHV Schweizerischer Hängegleiter-Verband, Zürich  
 Sihldruck Stulz AG, Zürich  
 Sorell Hotels / ZFV-Unternehmungen, Zürich 

Spectrum Events AG, Zürich  
 Spillmann/Felser/Leo Burnett, Zürich  
 Stand-up-Switzerland AG, Zürich  
 Starwood & ArabellaSheraton Hotels, Zürich  
 Steigenberger Hotels AG, Zürich  
 Swiss Deluxe Hotels, Zürich  
 Swiss International Hotels, Zürich   
 Swiss Partner Service GmbH, Adliswil  
 Swiss Quality Hotels, Stäfa   
 Swiss Re, Schweiz. Rückversicherungs-Gesellschaft, Zürich  
 Swiss Trails GmbH, Oberweningen  
 Swiss TS Technical Services AG, Wallisellen   
 Swisscard AECS AG, Horgen  
 Swissmade.com by Subwave Internet, Zürich  
 Swissôtel Zürich, Zürich  
 Swisstours India, Zürich  
 Switzerland Convention & Incentive Bureau, Zürich  
 The Guide Company AG, Zürich  
 The Swiss Holidays AG, Zürich  
 Ticketcorner AG, Rümlang  
 Tiscover AG, Männedorf  
 Tourdata AG, Zürich  
 Tourmedia AG, Zürich  
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 VSW / ASSP, Verband Schweizerischer Werbegesellschaften, Zürich  
 Widder Hotel, Zürich   
 Winterthur Tourismus, Winterthur   
 Zürcher Festspiele, Zürich  
 Zürcher Hoteliers, Zürich  
 Zürcher Kantonalbank, Zürich  
 Zürich Tourismus, Zürich   
 Zürich Versicherungs-Gesellschaft, Zürich  
 Zürichsee Druckereien AG, Stäfa  
 Züri-Unterland Tourismus, Bülach

## 6. Liechtenstein

Liechtenstein Tourismus, Vaduz   
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Adelboden in the Bernese Oberland

