



The national marketing organization Switzerland Tourism

Switzerland Tourism is a federal corporation under public law tasked with promoting domestic and international tourism demand for Switzerland as a holiday, travel and convention destination.

ST works in close collaboration with the tourism sector, which contributes around half of the budget. The other half consists of federal funds. The organization is oriented towards customers and markets and is managed in accordance with commercial criteria.

ST is present in 22 markets worldwide, employing around 240 people. Its Board of Directors comprises 13 representatives from the tourism sector, business and industry associations. Brigitta M. Gadiant chairs the organization since 2020, while Martin Nydegger is responsible for operational management.

Influencer management is a key element of Switzerland Tourism's marketing mix. With a clear strategy and the right guidelines, influencers are an effective marketing tool. In recent years, Switzerland Tourism ST has gained significant know-how in influencer management. ST is also the first national tourism organization to regularly hold the Influencer Summit since 2018. In 2020, the first Winter Influencer Summit took place, with Andermatt as host city.

The social media teams at the headquarters in Zurich and the 32 offices, spread across all five continents, maintain close contacts with the most relevant influencers. Every year (before the pandemic), around 700 influencers were invited to Switzerland to produce content on behalf of ST, which they distribute themselves via their own platforms, for their communities.

As a marketing organization, ST uses its own accounts to cover 41 country-specific social media channels. ST is represented in China on the platforms Weibo, WeChat and RenRen. In the rest of the world, in addition to Facebook and Instagram, ST has accounts on Twitter, Pinterest, LinkedIn, TripAdvisor, TikTok and Clubhouse.

Main accounts Switzerland Tourism

Facebook: @MySwitzerland

Instagram: @myswitzerland

Twitter: @MySwitzerland_e

WeChat: @瑞士国家旅游局 /switzerlandtourism

Weibo: @瑞士国家旅游局

TikTok: @switzerlandtourism

More information on report.stnet.ch