

U.S. Department of Justice  
Washington, DC 20530

**Supplemental Statement**  
**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

For Six Month Period Ending 6/30/11  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.  
  
Switzerland Tourism 55  
(c) Business Address(es) of Registrant  
608 Fifth Avenue  
New York, NY 10020

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:
  - (1) Residence address(es) Yes  No
  - (2) Citizenship Yes  No
  - (3) Occupation Yes  No
- (b) If an organization:
  - (1) Name Yes  No
  - (2) Ownership or control Yes  No
  - (3) Branch offices Yes  No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
------	------------------------	-----------------

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes  No

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No
- If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes  No
- If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Zurich Switzerland, Toedistrasse 7, 8002 Zurich, Switzerland

Swiss Federal Railways, Berne Switzerland, Wylstrasse 123/125 Berne, Switzerland

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes  No Exhibit B<sup>4</sup> Yes  No 

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No 

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

- 
11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

If yes, identify each foreign principal and describe in full detail your activities and services:

Providing free information on travel, education, hotel accommodation and transportation. Distribution of travel literature and posters to travel agencies, tour operators and individuals who ask for it. Furnishing of articles and images on Switzerland's attractions, her life and culture to newspapers and magazines. Lending video or DVD images to lecturers, travel agencies and TV stations as per request. Arranging for free transportation within Switzerland for writers, reporters, editors, travel agencies and decision makers.

See attached list for free transportation and promotional activities.

- 
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

- 
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes  No

If yes, describe fully.

---

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION**

**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
please see separate sheet			

\_\_\_\_\_  
Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

If yes, have you filed an Exhibit D to your registration? Yes  No

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes  No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).  
8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.  
9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

(2) transmitted monies to any such foreign principal? Yes  No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
Please see separate listing			

-----  
Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>  
 Yes  No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?  
 Yes  No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Switzerland Tourism, Zurich Switzerland

Swiss Federal Railways, Berne Switzerland

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.  
 Switzerland Tourism, Zurich Switzerland (head office), marketing activities \$ 499,122.5

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts       Magazine or newspaper       Motion picture films       Letters or telegrams  
 Advertising campaigns       Press releases       Pamphlets or other publications       Lectures or speeches  
 Other (specify) \_\_\_\_\_

**Electronic Communications**

- Email  
 Website URL(s): www.myswitzerland.com  
 Social media websites URL(s): www.facebook.com / www.twitter.com / www.howdyheidi.com  
 Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials       Newspapers       Libraries  
 Legislators       Editors       Educational institutions  
 Government agencies       Civic groups or associations       Nationality groups  
 Other (specify) general public

21. What language was used in the informational materials:

- English       Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes  No

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

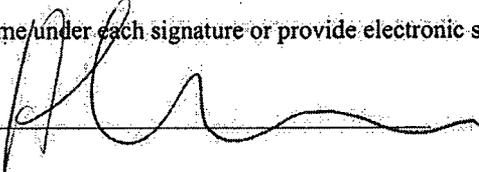
**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

07/25/11  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

  
\_\_\_\_\_  
ALEXANDER HERRMANN  
DIRECTOR AMERICAS  
\_\_\_\_\_  
\_\_\_\_\_

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



**Item 11 of Supplemental Statement: Period January - June 2011**  
**Promotional activities: New York**

Travel Trade Shows:

January, 9 - 12, 2011	PCMA Annual Meeting, SCIB, Las Vegas NV
January 21, 2011	Virtuoso Regional Meeting, New York, NY
Jan 23 - Feb 3, 2011	Filming of Travel Show "Travel Café" in Switzerland
March 9 - 13, 2011	Travel Media Association of Canada Annual Conference, Ottawa
March, 20 - 22, 2011	Successful Meetings University, SCIB and Zurich Tourismus, New York NY
April 4 - 9, 2011	Mountain Travel Symposium, Beaver Creek, CO.
April 6 - 13, 2011	Filming of Travel Show "Travelscope" in Switzerland
April 11, 2011	Best of Switzerland Media Luncheon in Montreal
April 12, 2011	Best of Switzerland Media Luncheon in Ottawa / Boston
April 13, 2011	Best of Switzerland Media Calls/ Evening Reception New York
April 13, 2011	Summer launch in collaboration with National Geographic Traveler, NY
April 14, 2011	Best of Switzerland Media Luncheon in Washington
April 15, 2011	Best of Switzerland Media Luncheon in Chicago
April 27 - 30, 2011	Switzerland Travel Mart with Pre tour in Geneva, Switzerland
April 28 - 30, 2011	Swiss Travel Mart with US & Canadian Trade Media, Geneva
May 13- 21, 2011	Blogger Group Media Trip, Switzerland
May 24 -26, 2011	IMEX Frankfurt, Germany
May 31 - June 4, 2011	Meeting & Incentive Forum, The Breakers, West Palm Beach FL
May 26 - June 17, 2011	Filming of Travel Show "Adventure with Purpose" in Switzerland
June 6 - 8, 2011	Public Relations Society of America Annual Conference, San Antonio
June 11- 13, 2011	Travel Blogger Media Exchange Annual Conference, Vancouver
June 11 -18, 2011	Francophone Group Media Trip, Switzerland
June 21 - 23, 2011	AIBTM, Baltimore MD

Receptions and Presentations:

February 1, 2011	Switzerland presentation and lunch with Travel Bound, New York, NY
March 18, 2011	Switzerland presentation: Rail Europe Inc., Rosemont, IL
April, 4 - 8, 2011	SCIB Sales Calls with Hotels of Switzerland and Flims Laax Falera Meetings in UT/CA
April 6, 2011	Joint event with Passages of Distinction and Swiss Hotels, New York, NY
April 11 - 15, 2011	Sales Calls with Jungfrau Region, Ticino, Engadin St.Moritz in NY, NJ, CT
April, 13, 2011	National Geographic Summer Launch SCIB reception, New York NY
April 18 - 19, 2011	Joint event with Elite International and Swiss Hotels, New York, NY
May 23, 2011	Global Cynergies reception in Frankfurt, Germany (IMEX Frankfurt)
May 24, 2011	Association evening in Frankfurt, Germany (IMEX Frankfurt)
June 13 - 15, 2011	Sales Calls with Ticino, Jungfrau Railways, Basel in DC, Richmond (VA), Raleigh (NC)

July 22, 2011/NT



***Item 11 of Supplemental Statement: Period January -June 2011  
Promotional activities: Los Angeles***

Receptions and Presentations:

April 12, 2011	Passages of Distinction event, Newport Beach, CA
April 13, 2011	Passages of Distinction event, Beverly Hills, CA
April 21, 2011	Elite Showcase, Beverly Hills, CA

July 22, 2011/NT



***Item 11 of Supplemental Statement: Period January - June 2011  
New York***

Familiarization Trips:

March 10 - 23, 2011

Familiarization trip Alpine Adventures, Gstaad, Engadin, Zermatt, Grindelwald

***Item 11 of Supplemental Statement: Period January - June 2011  
Los Angeles***

Familiarization Trips:

No fam trips

July 22, 2011/NT

Logout

Find

Form View

Previous

Next

Switzerland Tourism:



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	19.2.2011	5.3.2011	Media	Ski Channel	2	15 Days	Graubünden Bernese_Oberland Valais_Region
North America	23.1.2011	30.1.2011	Media	Travel Came shoot, Engadin / St. Moritz in winter	5	15 Days	Graubünden
North America	28.1.2011	8.2.2011	Media	Winter Wonderland Bernese Oberland	1	STT	Bernese_Oberland
North America	8.1.2011	15.1.2011	Media	Int. Media Trip "Family"	6	8 Days	Valais_Region
North America	22.1.2011	28.1.2011	Trade	SWISS ski trip Zermatt	2	Flexi4	Valais_Region
North America	30.3.2011			Sweepstake Ricola 2010	2	8 Days	
North America	19.1.2011	25.1.2011	Media	Inferno Race and Jungfrau Region	1	8 Days	Jungfrauregion
North America	10.3.2011	20.3.2011	Media	Alan Behr - Skitrip Kronenhof Pontresina	3	15 Days	Graubünden
North America	31.1.2011	16.2.2011	Media	Chase Winter in Switzerland	3	15 Days	
North America	8.1.2011	13.1.2011	Media	Reopening of Park Hotel Gstaad	5	Flexi4	Bernese_Oberland
North America	6.4.2011	13.4.2011	Media	Travelscope TV Shoot, Zurich Sechselauten	5	8 Days	Zurich_Region

Logout

Find

Form View

Previous

Next

Switzerland Tourism



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	25.1.2011	5.2.2011		Site Inspection Neuchatel & Zermatt	4	STT	NE_JU_JB Valais_Region
North America	21.1.2011	29.1.2011	Media	Jennifer Murphy - Zermatt	1	STT	Valais_Region
North America	17.3.2011	24.3.2011	Media	Powder Magazine Feature (St. Moritz, Diavolezza)	2	8 Days	
North America	13.1.2011		Trade	Fam Trip	1	15 Days	
North America	6.2.2011	3.3.2011	Media	Ski along the Glacier Express Track	6	15 Days	
North America	26.1.2011	5.2.2011	Media		1	15 Days	
North America	12.2.2011	27.2.2011	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	21.2.2011	27.2.2011	Trade	Yearly Swiss Pass Switzerland Specialist	2	8 Days	
North America	18.4.2011	29.4.2011	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	12.3.2011	22.3.2011	Media	Peter Brennan for Bloomberg News	1	15 Days	Central_Switzerland Zurich_Region
North America	26.4.2011	3.5.2011		STM 2011	27	Flexi3	Genève

Logout

Find

Form View

Previous

Next

Switzerland Tourism.



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	12.2.2011	21.2.2011	Media	Pursult of Passion, TV Show for PBS White Turf St. Moritz	3	15 Days	
North America	11.6.2011	18.6.2011	Media	Francophone Quebec Trip	10	8 Days	Fribourg Jungfrauregion Zurich_Region
North America	7.4.2011	17.4.2011	Media	Ski & Winter Life Style Verbier, Zermatt & Jungfrau Region	1	15 Days	
North America	7.2.2011	14.2.2011	Media	Ted Heck Trip	1	Flexi4	Bernese_Oberland
North America	27.4.2011	30.4.2011	Media	Grandma wears Hiking Boots	2	8 Days	Basel_Region Zurich_Region
North America	10.3.2011	15.3.2011	Media	Winter Adventure Switzerland	2	Flexi4	Valais_Region
North America	6.3.2011	16.3.2011	Trade	Yearly Swiss Pass Switzerland Speicalist	1	8 Days	
North America	16.3.2011	8.4.2011	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	19.3.2011		Trade	SnowTours-Fam Trip to Switzerland	14	Flexi3	Valais_Region Zurich_Region Central_Switzerland
North America	13.2.2011	21.2.2011	Media	Swiss Int. Air Lines Fam	2	8 Days	
North America_Canada	03.03.2011	06.03.2011		LX Study Trip from Montreal	13	4 Days	Zurich_Region Central_Switzerland



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	5.5.2011	12.5.2011	Media	Travelguy discovers Switzerland	3	8 Days	
North America	23.2.2011	24.2.2011	Media	Zug Gastronomy in Swiss First/Business Class	1	Flexi3	Zurich_Region
North America	3.5.2011	8.5.2011	Media	Discover Ticino	2	8 Days	Ticino
North America	9.3.2011	23.3.2011	Trade	Alpine Adventures Fam	10	15 Days	
North America	15.3.2011	25.3.2011	Media	Skiing Magazine Feature, Ski Touring Andermatt to Engelberg	2	15 Days	Valais_Region Central_Switzerland
North America	20.4.2011			Sweepstake Glaad Media Awards 2010	2	8 Days	
North America	18.3.2011	26.3.2011	Media	Jungfrau Region & Hasliberg	4	8 Days	Haslital Jungfrauregion
North America	4.4.2011	11.4.2011	Media	Winter Family Trip	3	8 Days	Jungfrauregion Valais_Region
North America	12.3.2011	19.2.2011	Trade	Trip to Davos with Lindenmeyer Travel	1	STT	Graubünden
North America	14.5.2011	20.5.2011	Media	Blogger Trip 2011	8	15 Days	Basel_Region Bernese_Oberland Zurich_Region
North America	19.3.2011	26.3.2011	Media	SNOW Magazine Feature	1	15 Days	

Logout

Find

Form View

Previous

Next

Switzerland Tourism



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	24.3.2011	2.4.2011	Media	Watch and Jewellery Fair with stops in Lausanne and Bern	1	8 Days	
North America	29.3.2011		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	19.3.2011		Trade	Snowtours Fam Trip	1	Flexi3	
North America_Canada	08.04.2011	10.04.2011		LX Study Trip from Montreal	14	4 Days	Zurich_Region
North America	6.6.2011			Sweepstake Heidi Contest 2010	2	4 Days	
North America	22.3.2011			Sweepstake Food Network South Beach	2	8 Days	
North America	16.3.2011			Sweepstake Northwood Foundation Halifax	2	8 Days	
North America	18.3.2011			Sweepstakes Swiss Diamond 2009	2	8 Days	
North America	17.3.2011	21.3.2011	Media	Easier Customs Research	1	4 Days	Alpenregion Lake_Geneva_Region Swiss_Mittelland Valais_Region Fribourg Bernese_Oberland
North America_Canada	20.5.2011		Trade		1	15 Days	
North America	21.5.2011	29.5.2011	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	

Logout

Find

Form View

Previous

Next

Switzerland Tourism.



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	30.3.2011			Sweepstake: Quebec Travel Agent trainings by Tours Chanteclerc	2	8 Days	
North America	15.6.2011	24.6.2011	Media	Epoch Times, Creators Syndicate Beverly Mann	1	15 Days	Genève Jungfrauregion
North America	11.5.2011	18.11.2011	Media	CNN iReporting in Switzerland	2	8 Days	Bernese_Oberland Graubünden Jungfrauregion Jura_Region Lake_Geneva_Region
North America_Canada	06.05.2011	08.05.2011		LX Study Trip from Montreal	13	4 Days	Zurich_Region
North America	9.5.2011	14.5.2011	Media	Lucerne and Zurich for all senses	2	4 Days	
North America	20.4.2011			Jeffrey Fasion Cares Event 2011 Sweepstakes	2	8 Days	
North America	20.4.2011			Travel Rewards Program 2010 Sweepstake	2	8 Days	
North America	25.4.2011			Sweepstake Academy of Friends	2	4 Days	
North America	16.6.2011	19.6.2011	Media	In search of Wagner and Joyce	2	4 Days	Zurich_Region
North America_Canada	28.4.2011			Sweepstakes Bloomingdales Victronix Promotion 2010	2	8 Days	
North America	24.5.2011	8.6.2011	Media	RailTrip column Wanderlust Travel	2	15 Days	Eastern_Switzerland Graubünden Lake_Geneva_Region Ticino Zurich_Region

Logout

Find

Form View

Previous

Next

Switzerland Tourism.



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America_Canada	29.4.2011			Sweepstakes 2010 NFTC World Trade Dinner	2	8 Days	
North America	1.7.2011	20.7.2011	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	21.6.2011	23.7.2011	Trade	Swiss Pass Site Inspection Beale Travel	1	8 Days	
North America	10.5.2011			Sweepstakes Aiglon Benefit 2010	2	8 Days	
North America	11.5.2011			Sweepstakes UBS 1st of August Celebration 2010	2	8 Days	
North America	13.5.2011			Sweepstakes SCCC Golf Tournament 2010	2	8 Days	
North America	21.5.2011		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	13.5.2011			Sweepstakes Jeffrey Fashion Cares Event	2	8 Days	
North America	22.6.2011	27.6.2011	Media	Discover Liechtenstein	2	8 Days	Liechtenstein
North America	16.5.2011				2	8 Days	
North America	15.5.2011		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	

Logout

Find

Form View

Previous

Next

Switzerland Tourism.



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	20.6.2011		Trade	Switzerland Trip Travel Unlimited	1	15 Days	
North America	2.6.2011	16.6.2011	Media	Discover the Lake Geneva Region	1	15 Days	
North America	24.6.2011	3.7.2011	Media	Swiss Mountain Huts	1	15 Days	Valais_Region
North America	26.5.2011	27.5.2011		Site Inspection First Incentive Travel	1	4 Days	Central_Switzerland
North America	1.7.2011		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	29.6.2011	13.7.2011	Media	In search of the Roots of Roger Federer	1	15 Days	Berne_Region Zurich_Region Basel_Region
North America	3.6.2011			Sweepstakes Swiss Ball 2011	2	15 Days	
North America	20.6.2011	26.8.2011	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	8.6.2011			Sweepstakes American Songbook Projects Auction	2	8 Days	
North America	9.6.2011			Sweepstake SCIB Luncheon with Columbus April 2011	2	8 Days	
North America	10.6.2011			Sweepstakes Lithning of the Lindt factory	2	8 Days	

Logout

Find

Form View

Previous

Next

Switzerland Tourism



# Trip Reports. (all)

Found records: 91

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	30.6.2011		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	24.6.2011				1	4 Days	
North America	30.6.2011			Sweepstake Consulate General of Atlanta	2	15 Days	

**Item 14 (a) RECEIPTS OF MONIES US - HEADQUARTERS NEW YORK**

Date: 2011	From Whom:	Purpose:	Amount in US-\$:
January	ST Zurich	Current Expenses	430.000.00
February	ST Zurich	do.	340.000.00
March	ST Zurich	do.	0
April	ST Zurich	do.	450.000.00
May	ST Zurich	do.	430.000.00
June	ST Zurich	do.	100.000.00
			<b>\$ 1.750.000.00</b>
January – June 2011	Swiss Partners	Design & Lifestyle marketing program	82.347.00
January – June 2011	Swiss Partners	Participation at G & L marketing program	8.163.00
January – June 2011	Swiss Partners	Participation at summer marketing program	67.097.00
January – June 2011	Swiss, Austrian and Dutch Partners	CoolCapitals joint promotion Zurich, Vienna, Amsterdam	120.048.00
January – June 2011	Swiss Partners	Participation at winter Marketing program	47.959.00
January – June 2011	Swiss Partners	Participation Switzerland Incentive and Congress IT&ME Travel Show	210.424.00
January – June 2011	Swiss Partners	Switzerland joint campaign with Key Accounts	625.705.00
January – June 2011	Swiss Partners	Web promotions	119.665.00
January – June 2011	Swiss Partners Travel Agents	Participation at Switzerland Network Program	80.238.00
<b>Total receipts</b>			<b>\$ 3.111.646.00</b>

July, 2011 / PG



**Item 15 (a) DISBURSEMENTS - MONIES FOR US-HEADQUARTERS  
NEW YORK**

Date payment was made	To whom payment was made	Purpose for which payment was made	Amount of payment in US \$
January – June 2011	Employees ST NYC	Salaries	667,727.00
		Rent/Cleaning/Heating etc.	84,584.00
		Office Supplies, Communications, Insurances, Hardware/Software etc.	45,635.00
		Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways	294,461.00
		Key account management trade shows, receptions for the travel industry, seminars, give-aways	189,318.00
		Key media management Public relations, promotional articles, press releases and clippings, newsletters	335,677.00
		Internet Web promotion including Call Center	372,958.00
		Postage, customs duties and brokerage fees / Mailing House	53,623.00
		Traveling and moving expenses of staff	75,554.00
		<b>Total New York</b>	<b>\$ 2,119,537.00</b>

July, 2011 / PG

**Item 15 (a) DISBURSEMENTS-MONIES FOR WESTERN REPRESENTATION  
LOS ANGELES**

<u>Date payment was made</u>	<u>Name of person to whom payment was made</u>	<u>Purpose for which payment was made</u>	<u>Amount of payment in US\$</u>
January – June 2011	Employees ST LAX	Salaries	108,473.00
	Rent/Cleaning/Heating etc.		20,415.00
	Office Supplies, Communications, Insurances		5,767.00
Total Los Angeles			<u>\$ 134,655.00</u>
<b>Total Disbursements New York/Los Angeles</b>			<b><u>\$ 2,254,192.00</u></b>

July, 2011 / PG