

The Swiss Tourism Guide

“La Guida Turistica Svizzera” or the Swiss Tourism Guide, is the unique read travel magazine of our territory able, with two editions per year, to provide precious advices for tourists about the most appealing tourist places. Covering all destinations worldwide with a focus on Italy’s regions, the Guide is able to reach frequent travellers who are passionate about experiencing new places and adventures. The Autumn Edition of the Guide was born as the official catalogue of the [Swiss International Holiday Exhibition of Lugano](#), the tourism fair that in few years has become one of the most important events in Switzerland, arousing great interest at European level. During the four days of opening, the thousands of exhibitors from all over the world will have the opportunity of promoting their territory to the florid Swiss and Italian market, traditionally prone to quality travels.

The Product

The Guide that counts between 260 and 300 pages with a format of 21 x 26cm, is published in Italian Language for two different editions:

- ✓The Spring Edition
- ✓The Autumn Edition (Catalogue of the Swiss International Holiday Exhibition)

Distribution

The Guide is distributed in the Italian part of Switzerland and in the near Italian provinces: a rich territory that can boast more than 6 millions inhabitants, 4 airports and thousands of specialized tourism operators.

It a widespread distribution with 50.000 copies delivered to:

- ✓8.000 Swiss and Italian inhabitants
- ✓400 Travel Agencies
- ✓Tour Operators
- ✓Bus Operators
- ✓Municipalities
- ✓80.000 Visitors of the Swiss International Holiday Exhibitions (Autumn Edition)
- ✓Swiss Post Offices and Train railway stations



Advertising Spaces

The Swiss Tourism Guide can provide advertiser with effective advertising spaces. The different typologies are the following:

Editorial: descriptive advertising spaces composed by text and picture, in order to promote the attractions of a region or of a city in particular. The format possible are the 1 Page or the ½ Page. In our experience, the readers seem to appreciate this kind of journalistic-editorial text.

Traditional advertising Spaces: this advertising could be personalized fro what concerns the graphic style and contents, in order to create an effective communication stressing the advertiser name or logo.

Special Spaces: advertising displaced in the editorial context, characterized by a huge visibility and available in vary formats.

Payment

The payment of the advertising space selected will be request with an anticipated single payment before the publication of the Swiss Tourism Guide, as it is explained in the "Terms of conditions" in the application form.

Why promoting in Switzerland?

Switzerland is considered:

- ✓a secure and growing market
- ✓the richest Country in the World considering the GDP per capita (World Bank)
- ✓The GDP per capita is 60% higher than the European Average

The Swiss population is traditional prone to travels: 77% travel frequently during the year. They have an high purchasing power and so they are very pretending and willing to be informed about the destinations of their future vacations.

The Swiss Tourism guide is the perfect tool to face with these needs, since it offers high quality in hospitality structures and contents proposed.