

For Six Month Period Ending 12/31/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
Switzerland Tourism 55

(c) Business Address(es) of Registrant
608 Fifth Ave
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.

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

3. If you have previously filed Exhibit C¹, 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.

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 his service.

(b) 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

(c) During this 6 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

If yes, furnish the following information:

Name Residence address Citizenship Position Date assumed

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) 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:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Zurich Switzerland
Swiss Federal Railways, Bern Switzerland

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
Exhibit B⁴ 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 the 6 month period? Yes No

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

If no, please attach the required amendment.

² 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.)

³ 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.

⁴ 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, and 9 of this statement? Yes No

If yes, identify each such 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 activity⁵ 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 and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" 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 the 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 monies⁶.

Date	From whom	Purpose	Amount
Please see seperate sheet			

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, 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 D⁸ 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 value⁹ 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:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising 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 fund raising 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			

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Total

(b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ 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 disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(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 value¹¹ 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	Name of political organization	Name of candidate
------	--------------------------	--------------------------------	-------------------

^{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. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Switzerland Tourism, Zurich Switzerland
Swiss Federal Railways, Bern 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)
Total netbudget for 2010 marketing activities: 1,265 Mio

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 articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- 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

¹² 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.

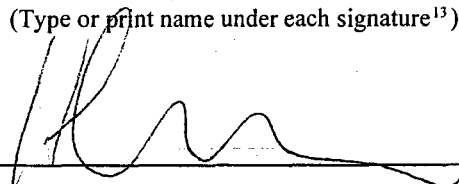
VI - EXECUTION

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 the 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)

(Type or print name under each signature¹³)

January 12, 2011



Alexander Herrmann
Director North America

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¹³ 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.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

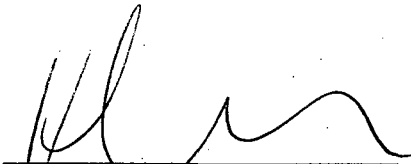
YES yes or NO _____

(If your answer to question 1 is “yes” do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____

(If your answer to question 2 is “yes” please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)



Signature

1/12/2011

Date

Alexander Herrmann

Please type or print name of
Signatory on the line above

Director North America

Title



U.S. Department of Justice
National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: Switzerland Tourism

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Herrmann	Alexander	06/18/2007	still in the same capacity	

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National Security Division

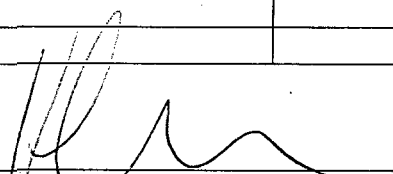
Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
none		

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Signature:  Date: 1/12/11

Title: Director North America



Item 11 of Supplemental Statement: Period July – December 2010
Promotional activities: New York

Travel Trade Shows:

July 1, 2010	WRTA Travel ministry, Philadelphia, PA
July 24-27, 2010	MPI WEC 2010 with SCIB booth in Vancouver, BC, Canada
September 19-22, 2010	M&I Forum with SCIB/Zurich Tourism table in West Palm Beach, FL
November 14-16, 2010	SMU International West Coast with SCIB/Zurich Tourism table in Santa Monica, CA
Nov 30 – Dec 2, 2010	EIBTM with SCIB booth, Barcelona, Spain
December 10-12, 2010	USTOA conference, New Orleans, LA



Receptions and Presentations:

July 8-11, 2010	Switzerland Meeting Trophy educational trip through Switzerland (Zurich – Bad Ragaz – Arosa – Weggis – Lucerne – Montreux)
July 11, 2010	Switzerland Information booth at Bastille Day celebration, NYC
July 12-16, 2010	Sales calls with Hotels of Switzerland, Midwest, IL/WI/MI
July 31, 2010	Switzerland Information booth at Swiss National Day celebration, Central Park Zoo, NYC
August 13-16, 2010	Trailblazers with pre, post and post-post tours in Geneva, Lausanne, Zurich, Lucerne, Switzerland
September 22, 2010	Best of the Alps media event in Boston, 30 journalists
September 23, 2010	Best of the Alps media event in New York, 35 journalists
September 26, 2010	Switzerland Information booth at 92 street Y fair, NYC
Sep 27 – Oct 1, 2010	Sales calls with Hotels of Switzerland, Badrutt's Palace & Geneva in Toronto, Mississauga, ON, Canada
October 14-21, 2010	Switzerland Network seminar for US Travel Agents (Switzerland Specialists), in cooperation with Swiss International Air Lines & Swiss Partners in Lucerne, Interlaken, Basel, Switzerland
November 17-20, 2010	FICP Annual Conference in Miami Beach, FL
October 25-29, 2010	Best of Switzerland media tour in Vancouver, San Francisco, Denver/Boulder, greater LA area; 150 journalists
Nov 1, 3, 5, 2010	Visit Europe Media Exchange in Miami, New York and November, 300 journalists
December 2, 2010	Annual Holiday media event in New York, 60 journalists
December 7, 2010	Annual Holiday media event in Toronto, 33 journalists
December 7, 2010	Holiday Season dinner reception with top clients of the NY/NJ area at the Swizz 1291 restaurant in Manhattan, New York, NY
December 9, 2010	Annual Holiday media event in Toronto, 35 journalists

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Item 11 of Supplemental Statement: Period January -June 2010
Promotional activities: Los Angeles

Travel Trade Shows:

June 2-3, 2010	SWISS INT Airlines Inaugural Flight SFO – ZRH Launch Events, San Francisco, CA
June 4, 2010	Tourism Cares Volunteer Day, Angel Island SF, CA
June 17, 2010	Inauguration New Office European Tours, Burbank, CA
June 21, 2010	ATC VIP Tour Operator Dinner
July 5-16, 2010	TV Shoot with Travelscope PBS, Shoot Engadin and Jungfrau Region
August 16-18, 2010	Virtuoso Travel Mart Las Vegas, NV
October 6, 2010	Heidi Look-a-like contest SWISS INT Airlines, San Francisco, CA
October 25-29, 2010	Sales Calls Seattle, Portland, Denver, Los Angeles
October 25-29, 2010	Best of Media Events Vancouver, BC, San Francisco, Boulder, Los Angeles
November 3, 2010	TravCorp Breakfast with 100 agents, Costa Mesa, CA
November 3, 2010	Dinner event with TraveCorp Group and 100 agents, Woodland Hills, CA
November 5, 2010	Switzerland booth at Tribute to Christian Frei, West Hollywood (together with Consulate General of Switzerland)
November 18-19, 2010	Signature Travel Network Conference, MGM, Las Vegas, NV
November 30, 2010	Swiss Airline Industry Event Swissnex, San Francisco
December 1, 2010	TravCorp Training and Raclette Event with SWISS, Anaheim, CA
December 9, 2010	Xtravaganza, Media Event at the Grove, Los Angeles, CA
December 10-13, 2010	USTOA conference, New Orleans, LA

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Receptions and Presentations:

August 16-18, 2010	Swiss Event @ Virtuoso Travel Mart Las Vegas, NV
September 13-17, 2010	Best of Switzerland Sales Calls week. Presentations and visits at US Tour Operators and Travel Agencies together with representatives of Swiss destinations in NYC, NY area, NJ, Washington D.C.
October 25-29, 2010	Sales Calls Seattle, Portland, Denver, Los Angeles
October 25-29, 2010	Best of Media Events Vancouver, BC, San Francisco, Boulder, Los Angeles
November 3, 2010	TravCorp Breakfast with 100 agents, Costa Mesa, CA
November 3, 2010	Dinner event with TravCorp Group and 100 agents, Woodland Hills, CA
November 5, 2010	Switzerland booth at Tribute to Christian Frei, West Hollywood (together with Consulate General of Switzerland)
December 1, 2010	TravCorp Training and Raclette Event with SWISS, Anaheim, CA
December 6-10, 2010	Best of Switzerland Sales Calls week. Presentations and visits at US Tour Operators and Travel Agencies together with representatives of Swiss destinations in Boston, Miami, Fort Lauderdale, Palm Beach
December 9, 2010	Xtravaganza, Media Event at the Grove, Los Angeles, CA
December 13-16	Sales Calls week together with Swiss representatives. Presentations and visits at US Tour Operators and Travel Agencies together with Swiss suppliers in Texas, Chicago, NY area, NYC

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	18.9.2010	26.9.2010	Media	Agro Tourism - Behind the Scenery	11	15 Days	Swiss_Mittelland Valais_Region
North America	1.8.2010	31.8.2010		Trailblazer USA / Geneva	67	8 Days	Lake_Geneva_Re gion Genève
North America	12.7.2010	18.7.2010		Swiss Deluxe Hotels Trip	4	8 Days	Bernese_Oberland
North America	29.7.2010	8.8.2010	Media	El Paso Times	2	15 Days	Graubünden Lake_Geneva_Re gion Valais_Region
North America	11.8.2010	16.8.2010		Sweepstake: Swiss Army 125th Anniversary Roadshow	2	8 Days	
North America	23.8.2010	27.8.2010		International Media Event Lakes & Mountains	10	8 Days	
North America	26.7.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	7.7.2010	12.7.2010		6th Switzerland Meeting Trophy	12	8 Days	Lake_Geneva_Re gion Central_Switzerlan p Graubünden Zurich_Region
North America	20.8.2010	27.8.2010		Switzerland Rewards Swiss passes winner	2	8 Days	

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	23.08.2010	30.08.2010		Sweepstake: Federation des Societes Suisses 2009	2	8 Days	
North America	5.7.2010	18.7.2010	Media	Travelscope Engadin, Jungfrau Region TV Shoot	5	15 Days	
North America	2.7.2010	7.7.2010	Media	Family experience in the Lake Geneva area	2	8 Days	Lake_Geneva_Region
North America	10.7.2010	15.7.2010	Media	Cycling and more in Basel, St. Moritz. Lugano	2	8 Days	Basel_Region Ticino Graubünden
North America	4.7.2010			Yearly Swiss Pass Switzerland Specialist	1	Flexi4	
North America	24.7.2010			Sweepstake: 25th Anniversary Roadshow Swiss Army	2	8 Days	
North America	16.9.2010			Sweepstake: AIDS Nihtline Raffle	2	8 Days	
North America	31.7.2010			Sweepstake: 25th Anniversary Roadshow Swiss Army	2	8 Days	
North America	18.7.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	7.9.2010	14.9.2010	Media	Food&Wine, Hiking	2	8 Days	Lake_Geneva_Region Valais_Region Ticino
North America	11.9.2010	18.9.2010	Media	IFWTWA Food Trip	12	15 Days	Lake_Geneva_Region Central_Switzerland
North America	1.9.2010			Sweepstake: NY Times Great Getaway 2009	2	8 Days	
North America	1.8.2010			Sweepstake: Swiss Ball 2010	2	15 Days	
North America	31.7.2010	7.8.2010		Sweepstake: Ricola 2010	2	8 Days	
North America	10.9.2010	17.9.2010	Media	International LGBT Group Press Trip	3	15 Days	Zurich_Region Lake_Geneva_Region Central_Switzerland Valais_Region
North America	15.7.2010	23.7.2010	Media	Victorinox - Experience the Swissness	10	8 Days	Zurich_Region Genève Central_Switzerland
North America	19.7.2010	7.8.2010	Media		1	15 Days	Valais_Region Jungfrauregion
North America	18.11.2010	26.11.2010	Media	Bobbie Leigh	2	8 Days	Zurich_Region Central_Switzerland Bernese_Oberland

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	31.7.2010			Sweepstake: Arts + Business Council Gala 2009	2	4 Days	
North America	2.10.2010	7.10.2010	Media	Blaine Harrington	1	8 Days	Bernese_Oberland
North America	12.10.2010	19.10.2010	Media	Roy Barnes	1	8 Days	Zurich_Region Central_Switzerland
North America	8.8.2010	27.8.2010		Sweepstake: 25th Anniversary Roadshow	2	8 Days	
North America	8.9.2010	16.9.2010	Media	Ted Libbey - Lucerne Festival	1	8 Days	Central_Switzerland
North America	24.7.2010	24.8.2010	Media	Update Fodor's Guide on Switzerland	2	Flexi4	Bernese_Oberland
North America	15.10.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	15.10.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	12.8.2010	20.9.2010	Media	Festival Summer	1	Flexi4	Basel_Region Zurich_Region Central_Switzerland

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	1.10.2010			Sweepstake: Ricola 2010	2	8 Days	
North America	23.8.2010	29.8.2010		EMEX Attendance and site inspection	1	8 Days	
North America	30.7.2010			Sweepstake: Lindt Chocolate Masters 2009	2	15 Days	
North America	3.12.2010	11.12.2010	Media	Travelscope Christmas Show	5	8 Days	Lake_Geneva_Region Basel_Region
North America	12.8.2010	15.8.2010		Pleasure Trip	2	4 Days	Lake_Geneva_Region Bernese_Oberland
North America	10.9.2010			Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	7.12.2010			Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	18.9.2010	24.9.2010	Trade	Solbec fam trip / Gilbert	1	8 Days	
North America	27.10.2010	3.11.2010	Trade	Red Eye Ski Club	1	8 Days	Lake_Geneva_Region Bernese_Oberland Graubünden Zurich_Region

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	21.10.2010			Sweepstake: Charity Event Montgomery Hospice Foundation	2	8 Days	
North America	13.9.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	19.9.2010	30.9.2010		Sweepstake: Switzerland Travel Rewards, Grand Prize 2009	2	8 Days	
North America	3.9.2010		Trade	Yearly Swiss Pass Switzerland Specialist	2	8 Days	
North America	18.9.2010		Trade	Yearly Swiss Pass for Switzerland Specialist	2	8 Days	
North America	14.9.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	13.10.2010	23.10.2010	Media	Scenic Trains and Unusal Museums	2	8 Days	Basel_Region Bernese_Oberland Central_Switzerland Graubünden Lake_Geneva_Region
North America	8.9.2010	15.9.2010	Media	Lisa Futterman - restaurant updates /cheese	1	8 Days	Central_Switzerland
North America	16.9.2010	5.10.2010	Media		2	15 Days	Valais_Region Graubünden

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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	31.8.2010			Sweepstake: Live Auction at the Swiss Consul General's Residence	2	8 Days	
North America	19.9.2010			Sweepstakes Glaad Media Award 2009 New York	2	4 Days	
North America	8.10.2010	11.10.2010	Media		1	4 Days	
North America	6.10.2010			Sweepstake 25th Anniversary Roadshow Swiss Army	2	8 Days	
North America	23.10.2010			Sweepstakes 25 Anniversary Roadshow	2	8 Days	
North America	29.9.2010			Sweepstake: Ricola 2010	2	8 Days	
North America	27.9.2010			Sweepstakes: YCA Young Concert Artists 2009	2	8 Days	
North America	14.10.2010	21.10.2010	Trade	OSE, October 2010	17	8 Days	Bernese Oberland Central_Switzerland Jungfrauregion Valais_Region Lake_Geneva_Region
North America	14.10.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	










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Switzerland Tourism.



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
 North America	14.10.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
 North America	6.10.2010	15.10.2010	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
 North America	27.12.2010		Trade	Yearly Swiss Pass Switzerland Specialist	2	8 Days	
 North America	1.10.2010	17.10.2010	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
 North America	24.09.2010	30.09.2010	Media	Study Trip "Bill Weber"	1	4 Days	Zurich_Region
 North America	24.10.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
 North America	22.10.2010	6.11.2010		Yearly Swiss Pass Switzerland Specialist	2	8 Days	
 North America	21.10.2010		Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	Graubünden
 North America	20.10.2010	24.10.2010	Media	The Wines of the Valais	1	8 Days	Valais_Region

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Switzerland Tourism



Trip Reports. (all)

Found records: 84

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	13.10.2010		Trade	JB International Fam Trip	10	Flexi3	Jungfrauregion Central_Switzerland
North America	19.10.2010			Swiss Pass request for Consulate General of Switzerland	5	8 Days	
North America	10.11.2010			Sweepstake: Lithning of the Lindt Factory	2	8 Days	
North America	1.11.2010	6.11.2010	Media	Behind the Scenes of Swiss Luxury Press Trip	8	8 Days	Lake_Geneva_Region
North America	12.12.2010	19.12.2010	Media	Scenic Trains Switzerland	1	8 Days	Graubünden Lake_Geneva_Region Genève Valais_Region
North America	9.12.2010	15.12.2010	Media	Victoria Magazine - Christmas markets in Basel	2	Flexi4	Basel_Region
North America	14.12.2010	18.12.2010	Media	Les Marchés de Philippe Mollé	3	STT	Basel_Region
North America	7.12.2010	4.1.2011	Media	Zurich + spa Grand Hotel Park, Gstaad	1	Flexi4	Zurich_Region Bernese_Oberland
North America	23.12.2010	2.1.2011		Homeleave 2010 N Turnell	1	15 Days	

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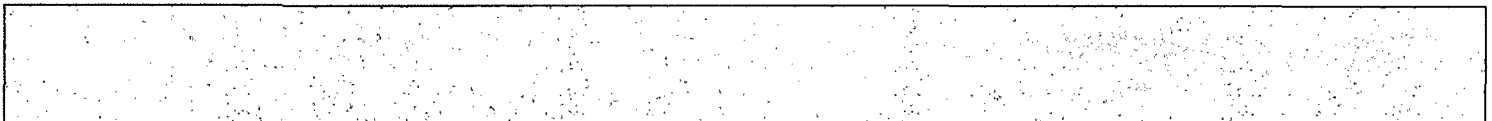
Switzerland Tourism.

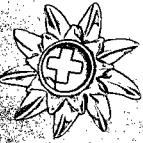


Trip Reports. (all)

Found records: 84

	Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
	North America	22.12.2010		Trade	Switzerland Specialist Yearly Swiss Pass	2	8 Days	
	North America	5.8.2010	18.8.2010		Site Inspection trip for Mrs Schramm (Young Leaders Conference 2010)	2	15 Days	
	North America	10.9.2010	18.9.2010		Cheeses from Switzerland	2	8 Days	





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

Date: 2010	From Whom:	Purpose:	Amount in US-\$:
July	ST Zurich	Current Expenses	350.000
August	ST Zurich	do.	0
September	ST Zurich	do.	380.000
October	ST Zurich	do.	595.000
November	ST Zurich	do.	0
December	ST Zurich	do.	0
			\$ 1.325.000.00
July – December 2010	Swiss Partners	Historic & Gourmet Travel marketing program	0
July – December 2010	Swiss Partners	Participation at G & L marketing program	15280.00
July – December 2010	Swiss Partners	Participation at summer marketing program	198807.00
July – December 2010	Swiss, Austrian and Dutch Partners	CoolCapitals joint promotion Zurich, Vienna, Amsterdam	10509.00
July – December 2010	Swiss Partners	Participation at winter Marketing program	17474.00
July – December 2010	Swiss Partners	Participation Switzerland Incentive and Congress IT&ME Travel Show	9816.00
July – December 2010	Swiss Partners	Switzerland joint campaign with Key Accounts	646041.00
July – December 2010	Swiss Partners	Web promotions	65910.00
July – December 2010	Swiss Partners Travel Agents	Participation at Switzerland Network Program	75459.00
Total receipts			\$ 1'039'296.00

January, 2011 /EB



**Item15 (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 \$
July – December 2010	Employees ST NYC	Salaries	727350.00
	Rent/Cleaning/Heating etc.		74417.00
	Office Supplies, Communications, Insurances, Hardware/Software etc.		27618.00
	Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways .		249154.83
	Key account management trade shows, receptions for the travel industry, seminars, give-aways		190620.83
	Key media management Public relations, promotional articles, press releases and clippings, newsletters		135155.83
	Internet Web promotion including Call Center		248828.72
	Postage, customs duties and brokerage fees / Mailing House		67172.77
	Traveling and moving expenses of staff		71960.20
	Total New York		<u>1.792.278.00\$</u>

January, 2011 /EB



**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>
July – December 2010	Employees ST LAX	Salaries	119931.00
	Rent/Cleaning/Heating etc.		15317.00
	Office Supplies, Communications, Insurances		6697.00
	Total Los Angeles		<u>\$ 141945.00</u>
Total Disbursements New York/Los Angeles			<u><u>\$ 1'934'223</u></u>



***Item 15 (b) of Supplemental Statement: Period July- December 2010
New York***

Familiarization Trips:

August 16-18, 2010

SCIB Post-Tour Trailblazers to Lausanne and Zurich

January, 2011 /NT



***Item 15 (b) of Supplemental Statement: Period July- December 2010
Los Angeles***

Familiarization Trips:

No Familiarization Trips

January, 2011 /NT