

swi+zerland



Grape Escapes

swi+zerland

19.06.2024

Swiss Wine Day, Lausanne

A man and a woman are sitting on a balcony, clinking wine glasses. The man is wearing a brown jacket and glasses, and the woman is wearing a light-colored jacket. They are both smiling. On the table in front of them is a bottle of wine and a glass of snacks. The balcony has a decorative metal railing and a stone urn. In the background, there are green mountains and a body of water.

swi+zerland

I need enjoyable moments.
I need Switzerland.

Agenda



Product Development @ST



Wine tourism

Swiss Wine Promotion –
latest Wine Facts & Figures




Grape Escapes – Reason Why,
Product



Grape Escapes – Campaign



The journey from idea to
product... 

Product Development @Switzerland Tourism

switzerland

PD Team

swi+zerland

Our PD Team

Rahel Ammon



Anouk Bütikofer



Anja Roggo



Anina Sonderegger



What Product Development @ ST is all about

swi+zerland



«The imagination is wonderful, but the experience is even more wonderful»

Oscar Wilde



Development of innovative offers for unforgettable guest experiences

Product Development @ST. Why and how

Piz Nair, Million Stars Hotel

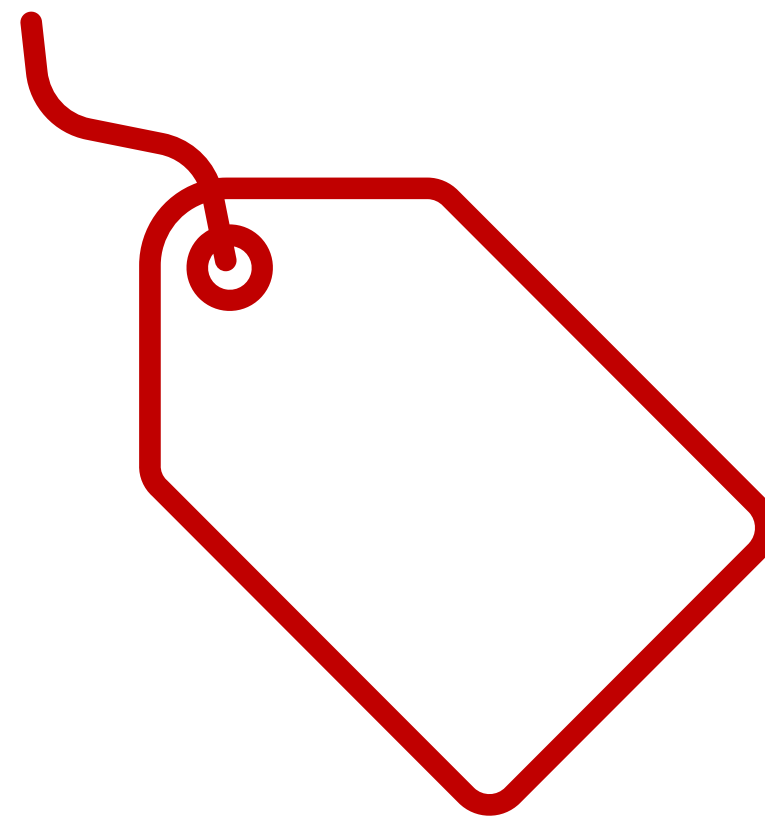
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Why Product Development?



New perspective



Acquisition



Earned media

A closer look

Swisstainable



Shine

Or
Sell



Longterm
Product
Ownership



No PD without a
marketing
concept.



Think BIG
Only Switzerland-wide
PD with international
appeal and relevant
economies of scale.



A scenic landscape photograph of two mountain bikers on a grassy ridge. The bikers are in the foreground, riding away from the viewer. The background features a vast range of rugged, forested mountains under a clear blue sky. The text 'swi+zerland' is in the top right, and a large text overlay is in the bottom left.

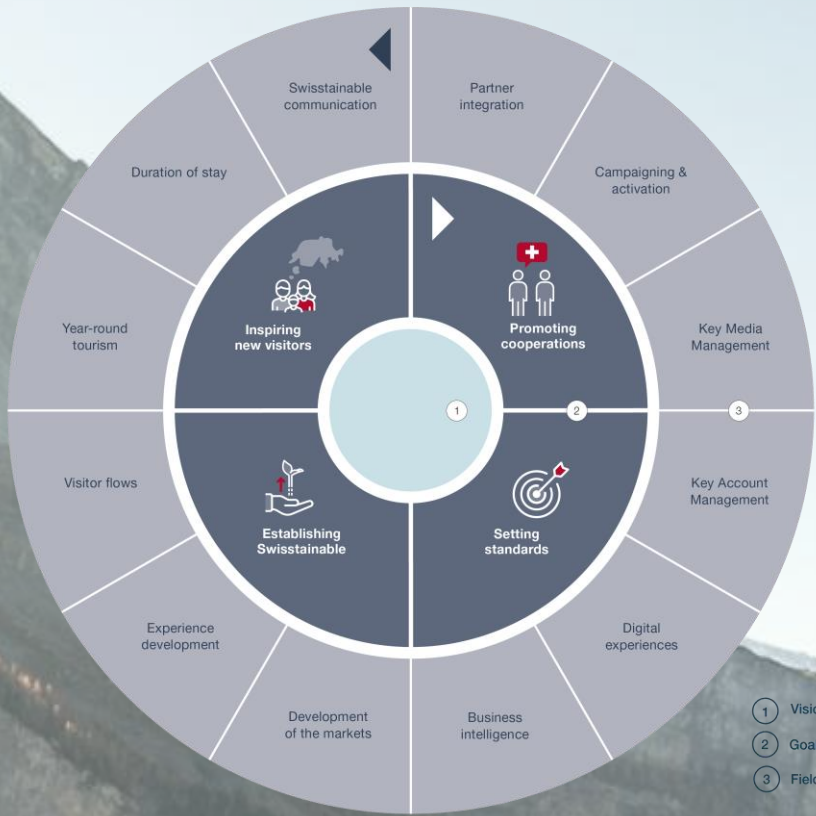
swi+zerland

Switzerland is our
playground....
...within some frameworks

PRIORITIES



PRIORITIES
2024-2026



TARGET GROUP

| | | | | | |
|--------------------------|--------------------------------|-------------------------------|-----------------------------------|---------------------------------|--------------------------------|
| LOU Down Pacer | JO Active Adventurer | KRIS Local Explorer | MAX Highlight Traveller | QUINN Pleasure Seeker | PAT Bonding Educator |
| | | | | | |

STRATEGIC FIT

1 Partnership
ST facilitates success

2 Trust
ST is committed to reliability

3 Innovation
ST is becoming even more productive and creative

4 Sustainability
ST is committed to Swisustainable

5 Steering
ST evolves from promoting to steering

6 Year-round tourism
ST spreads activities throughout the year

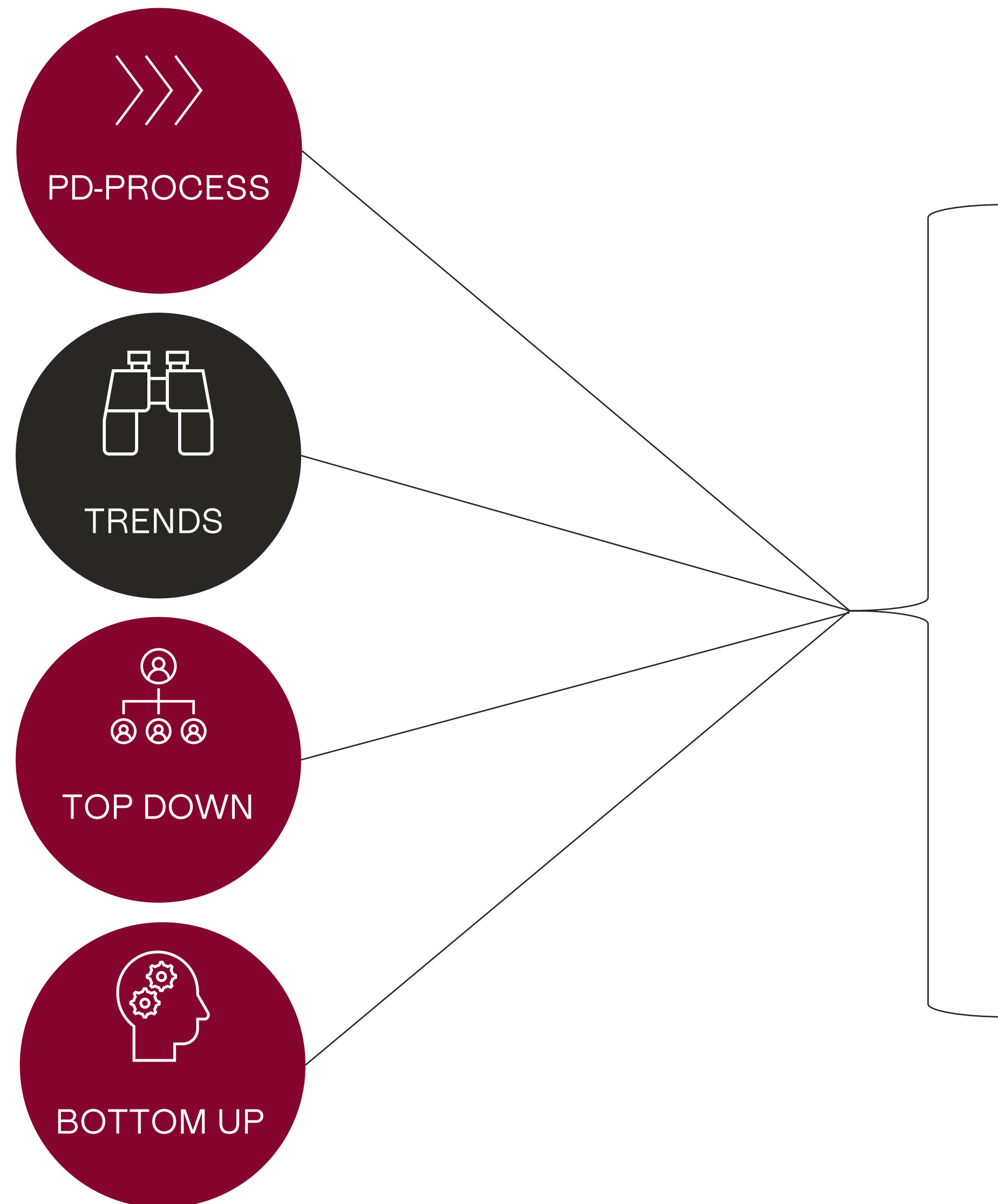
7 Traveltech
ST aims to shape the future in Web 3.0

TOURISM
OBJECTIVES



BRAND HOUSE

Where do new PD ideas come from?



And what about the wine
tourism trend? 



Wine tourism is on trend

And Switzerland Tourism is responding to this trend:

With unique accommodation in the vineyard - that's
Grape Escapes





Facts & Figures Wine Tourism Switzerland



Swiss wine is a well-kept secret

Fact & Figures

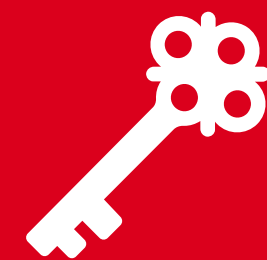


In 2022, around 99 million 7.5 dl bottles of Swiss wine were produced

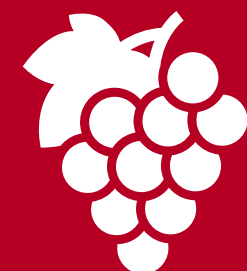
23



We Swiss drink 36 bottles per capita, totalling 7.5 dl per year. Of these, 13 bottles come from Switzerland



Swiss wine is a rarity. Only around 1 % is exported. Conclusion: Swiss wine can (almost) only be discovered in Switzerland



Around 1500 winegrowers across the six Swiss wine regions produce their own wine



There are vines in every single one of Switzerland's 26 cantons



Grape Escapes - Reason Why

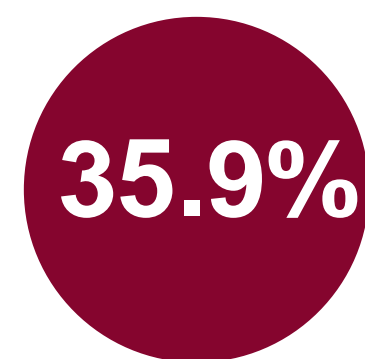
A guest need



Why

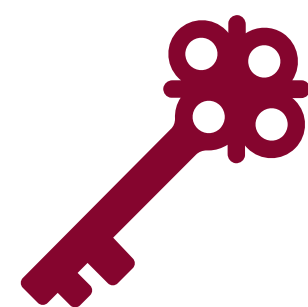


#WineTourism is in vogue and an ideal autumn connection.



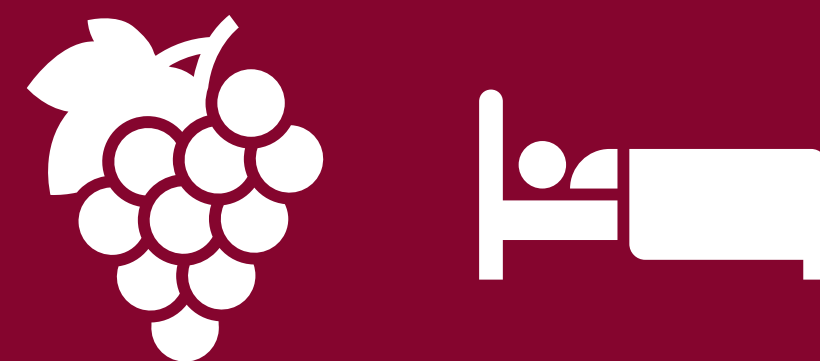
A guest need: 35.9%** of those guests interested in wine experiences are interested in staying overnight at a winery.

** Önologie-Produktanalyse (TMS 2017 – Nachbefragung.pdf)



A well-kept secret. Less than 2%* of Swiss wines are exported.

* <https://www.forbes.com/sites/tmullen/2017/09/07/this-is-the-secret-attraction-of-swiss-wine/?sh=68bc3b42532d>



Grape Escapes - Product



Unique accommodation in the vineyards

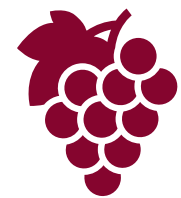


switzerland

Switzerland Tourism and Swiss Wine Promotion
present authentic accommodations in the middle
of Swiss vineyards.

Grape Escapes – Participation criteria

Sleeping on a vineyard



- Directly **located on a vineyard or surrounded by vines**
OR a **unique wine-related accommodation within a wine region**

2+

- Authentic and charming **accommodation for min. 2 people** (bed/mattress, duvet/sleeping bag), **incl. breakfast with regional products**



- Close to nature with **respect for nature, the environment, and natural resources**
 - List of sustainable services and products within accommodation & vineyard (Swisstainable certification is recommended but not a requirement)
 - Toilet within max. 150m walking distance (minimum www.kompotoi.ch)
 - Shower optional
 - Attractive alternative indoor overnight accommodation in case of bad weather (if unprotected / not waterproof) or money-back guarantee if no indoor accommodation option exists



- Open continuously from **May until the end of October 2024**



- **Convenient and easy check-in and check-out process** (has to include a 24hr. emergency number for guests)



- Voluntary **add-ons: wine tasting, a tour of the vineyard/wine cellar**



Sleeping amidst the vines



Authentic experiences

Grape Escapes Highlights



Special Locations

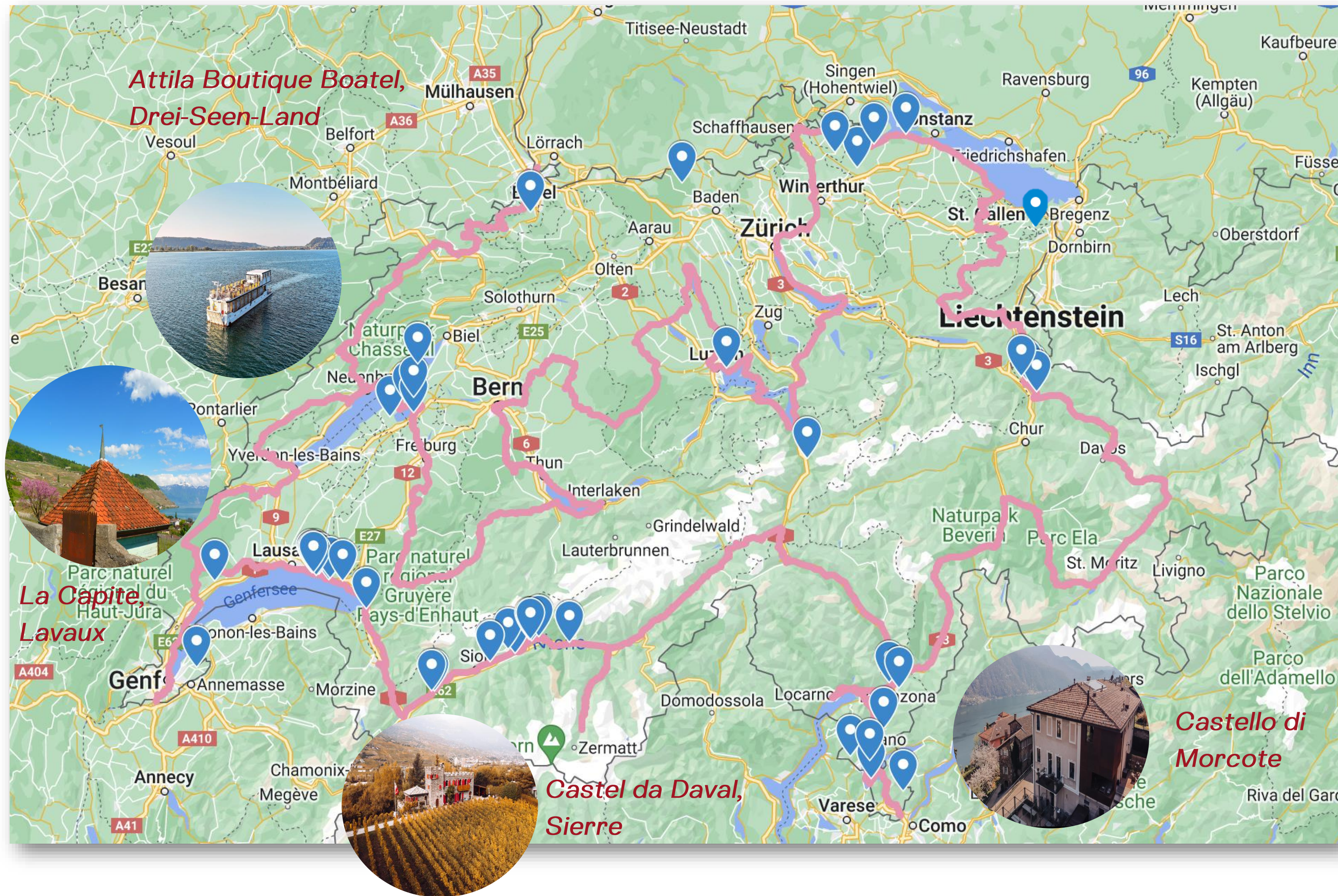


Memorable moments



Local food and wine

We have 60 unique and diverse accommodations in all 6 wine regions



Grand Tour of Switzerland Route





4 camping &
Outdoor spots



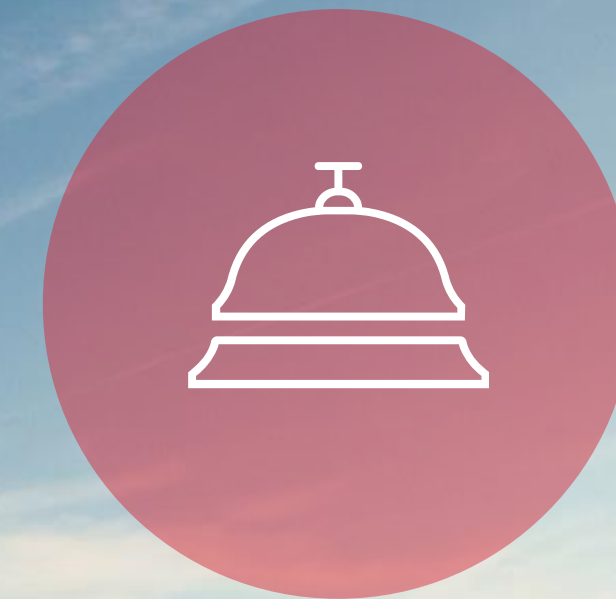
2 Bubbles & Cubes



5 Castles



14 B&B's &
guest houses



14 hotels



2 on the water / on the bike



9 holiday homes



10 Wine barrel hotels &
Vine houses

8 types of accommodation

with 60 accommodations

Highlights



Birdbox Curzutt, TI



La Capite Le Vigny Cully, VD



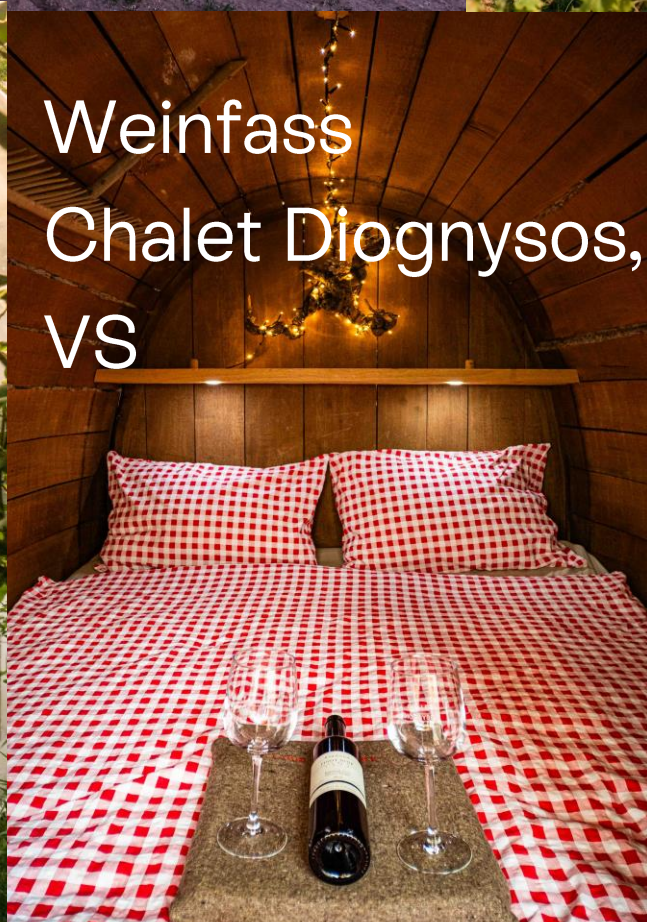
Räbhüsli, SH



Strandkorb in den Reben, TG



Himmelbett
Kartause Ittingen, TG



Weinfass
Chalet Diognysos,
VS



Rebhüüsli Hottwil, AG



Velosafari, SH



Castello di Morcote, TI



Weinzimmer Hotel Arkanum, VS



Castel da Daval, VS



Schlaffasse Maienfeld, GR



Boatell Attila, Drei-Seen-Land

5 facts that perfectly sum up Grape Escapes



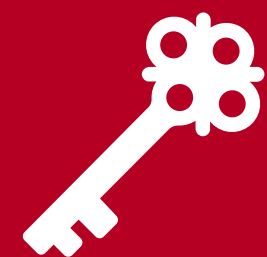
A unique overnight experience in the midst³⁵
of the vines and an insight into Swiss wine
culture



In all six wine regions of Switzerland
and can be discovered on the Grand
Tour of Switzerland



Unique and varied, whether on the water
with the "Boatel" or on land on the bike
safari, in a castle in the middle of the vines
or in a wine barrel or Räbhüsli



Guests can discover new, lesser-
known regions throughout
Switzerland



Authentic, close to nature and regional
and contribution to the topic
sustainability



Grape Escapes - Campaign



Campaign message: Sleep among the vines.
Immerse yourself in Switzerland's wine culture!

Facts & Figures

Launch



14 may 2024

Duration campaign



May - October

Accommodation



60 Grape Escapes

Focus Market



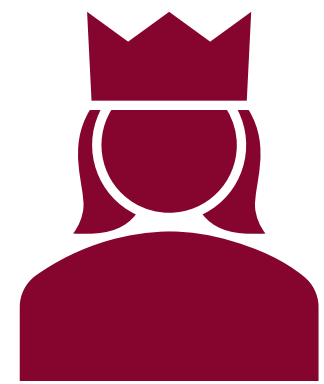
Switzerland

Landingpage



/grape-escapes

The most important in a nutshell



Wine lovers
Kris



Prio 1: Switzerland
Prio 2: BeNeLux, South-Germany
Prio 3: all other markets



Landingpage on
MySwitzerland



National & international
media coverage and
social media attention

At least **50
accommodations** in all 6
wine regions

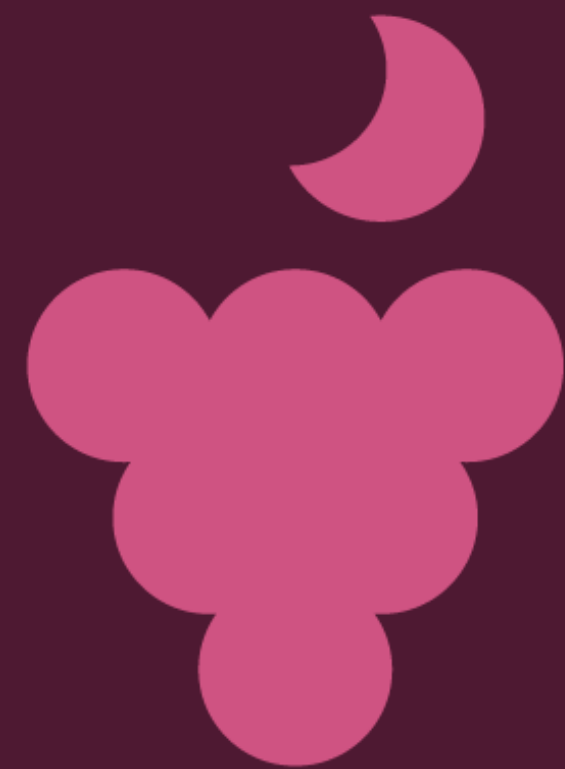
Unknown side of
Switzerland



Social Media
Media co-operations
PR activities
Partner platforms
Additional social media
activity & media trip

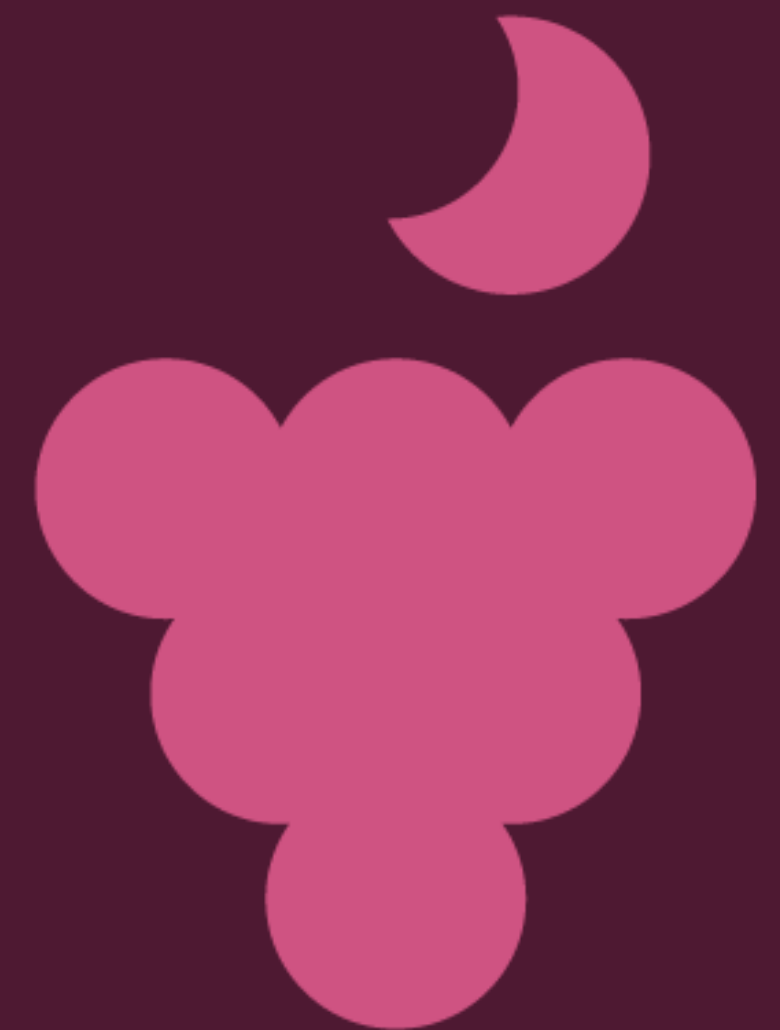
Travel
Motive

Grape Escapes



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Grape Escapes







Times Square NYC



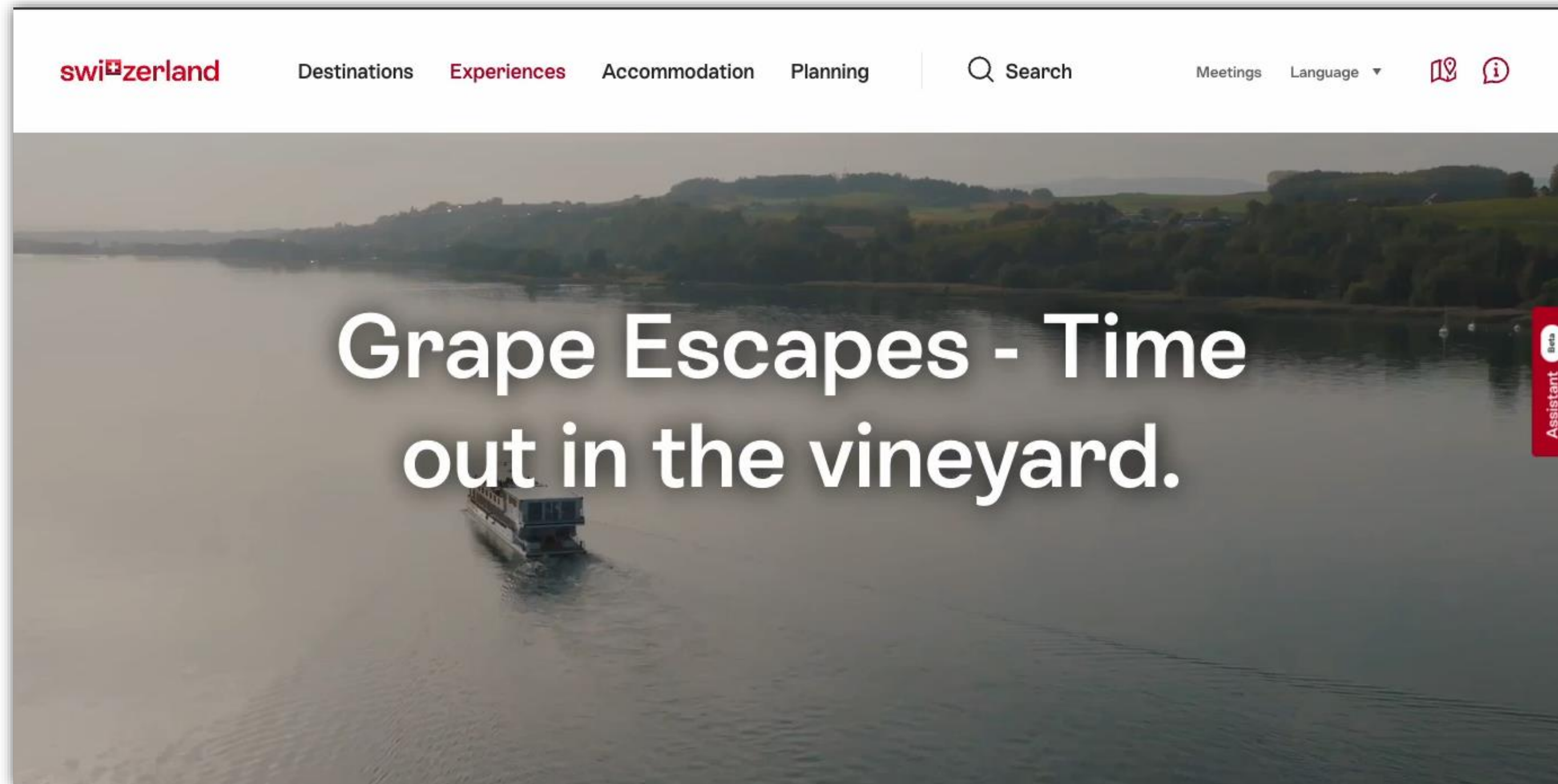
Landing page

Listing of all
partners

Integration
SWP & SBB

Connection
to the GToS
with Google
maps

6 languages

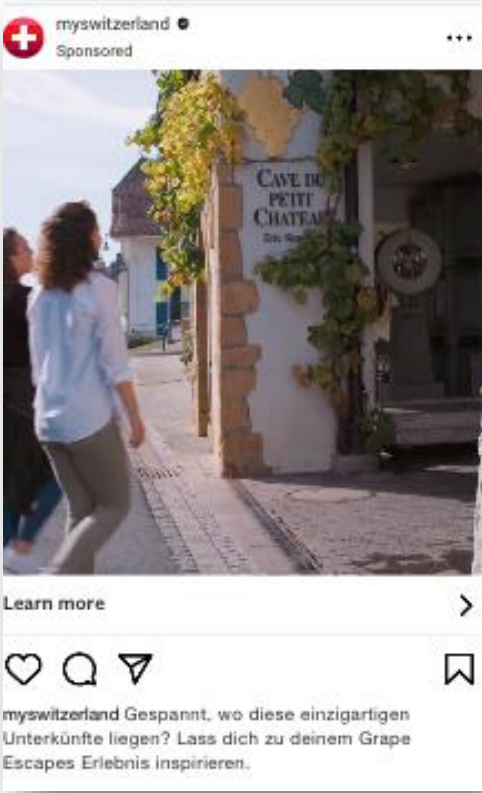
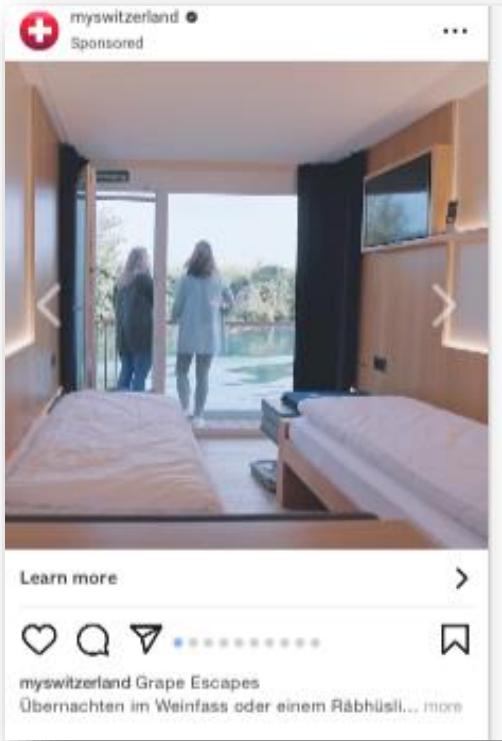
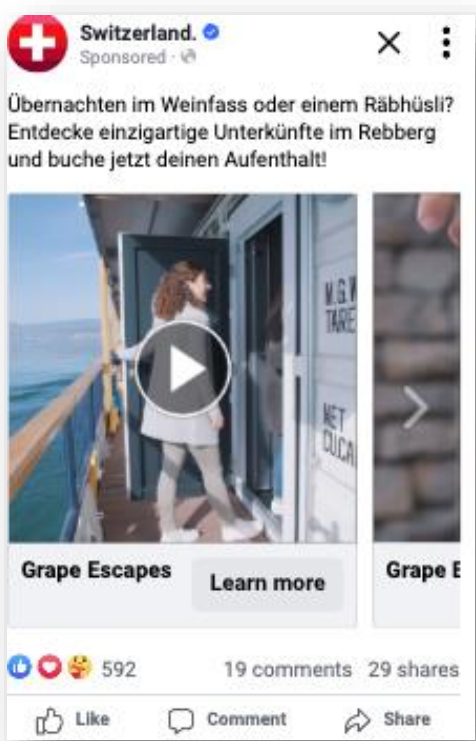


Social Media

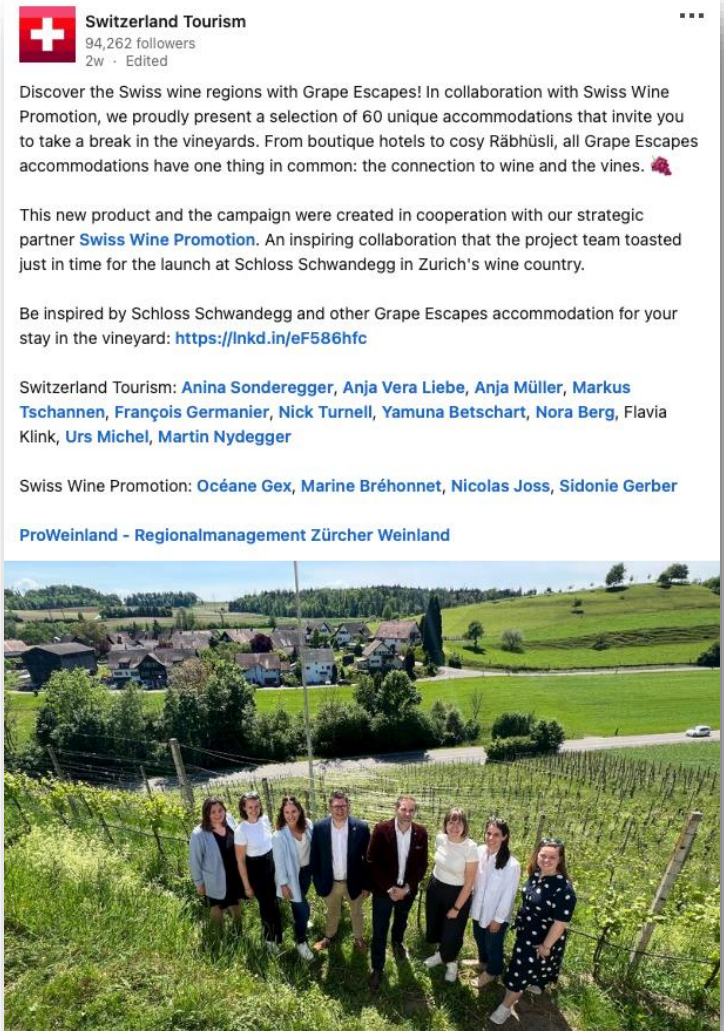
1st wave Paid: May

2nd wave Paid: September

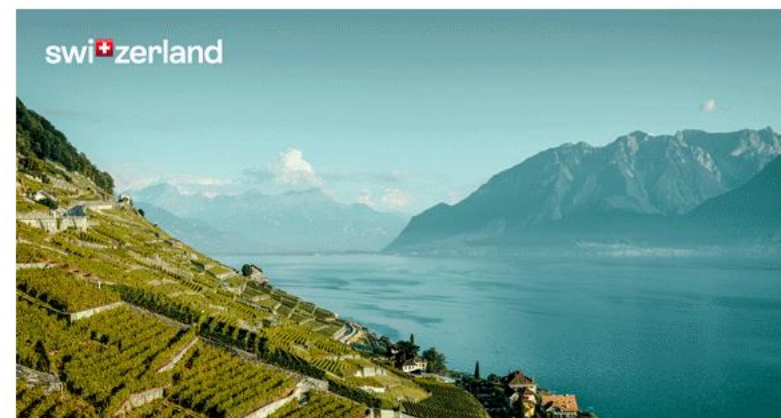
Paid focus
markets:
CH, DE,
BeNeLux



Organic Content



Newsletter



Dear Elvira

Easy hikes, long walks, the peace and quiet of nature – Switzerland's outdoor paradise offers everything your heart desires, and not just for active sports enthusiasts. Those who would like to shift down a gear will also find what they are looking for here. Gentle-themed trails around Rheinfelden, time out in the vineyards or farm visits including overnight stays await you. Do you want to use the time out from everyday life to tackle challenging issues? Then go to Scuol. Here, mental coach and former snowboarding world champion Cla Mosca will accompany you on your journey into nature and back to yourself.

Shift down now



Grape Escapes – time out in the vineyard

Want to experience moments of pleasure in Switzerland's wine regions? Dive deeper into Switzerland's wine culture and discover the 60 Grape Escapes accommodations: Whether it's a Rebhüsli or a Tiny House, a wide range of accommodation promises unique experiences in all six wine regions.

Accommodation magic

Grape Escapes – Auszeit im Rebberg



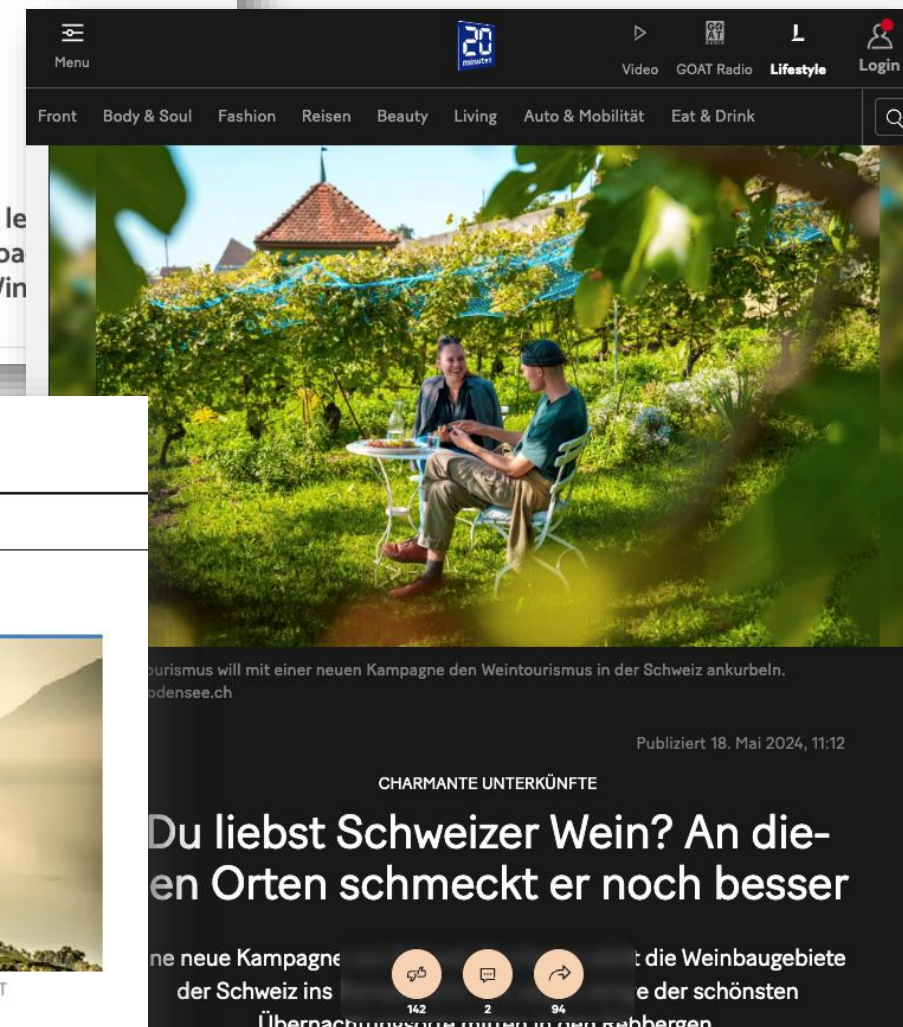
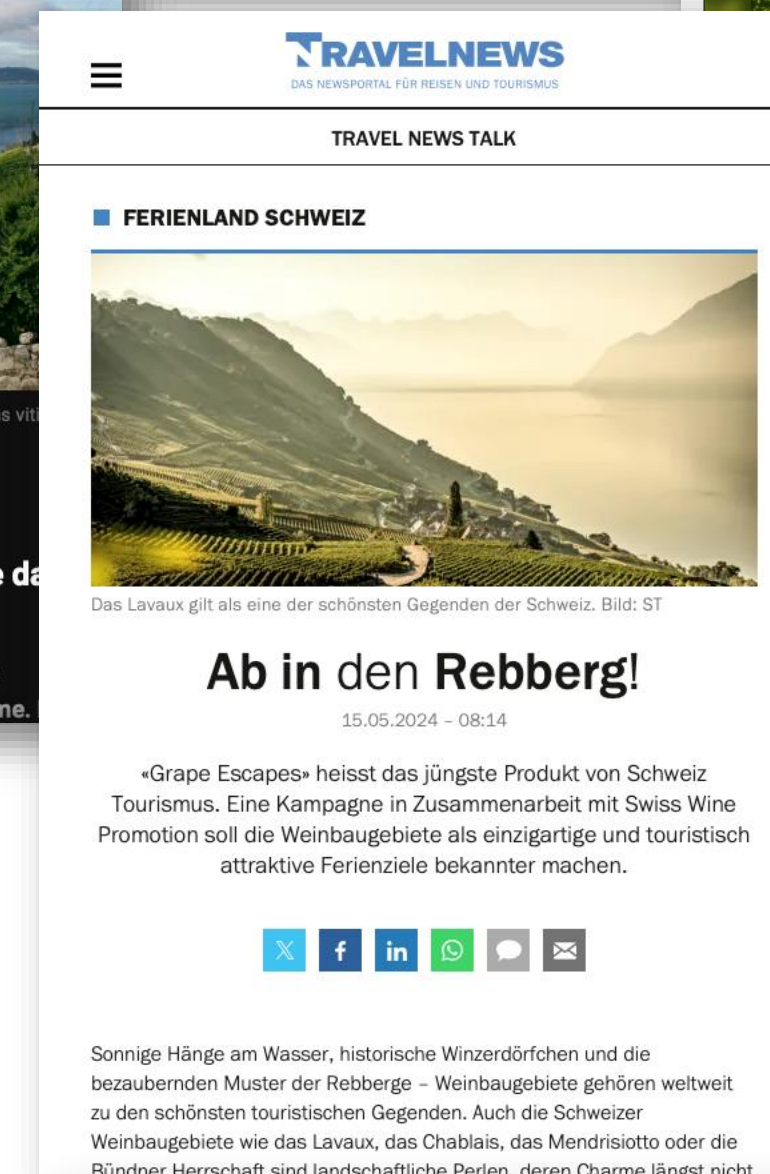
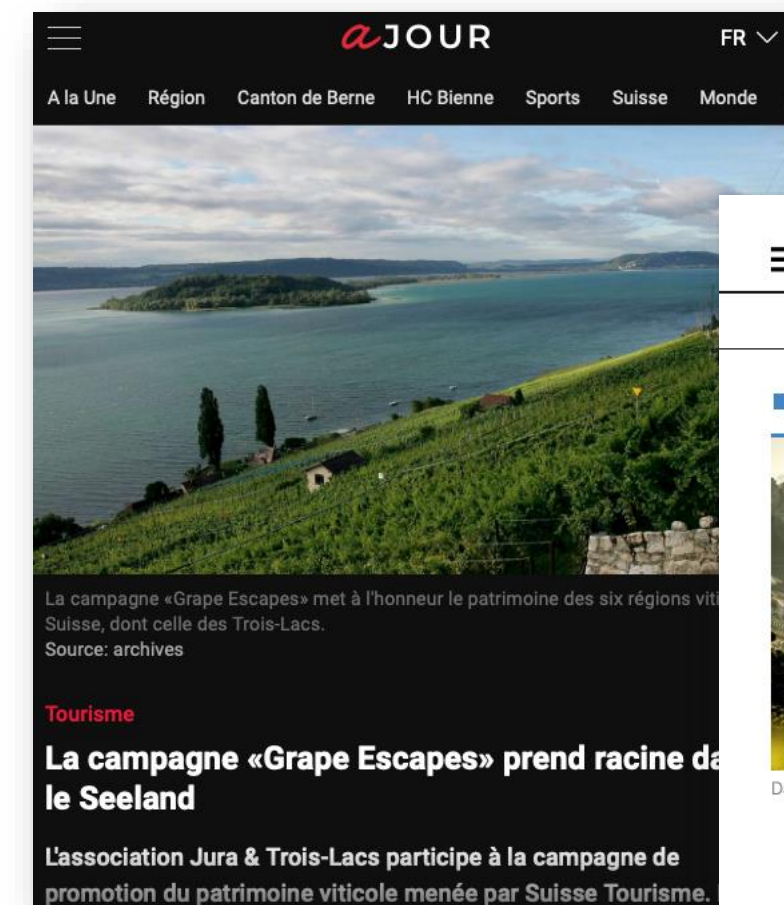
Am 14. Mai 2024 haben wir in Zusammenarbeit mit Swiss Wine Promotion das Produkt Grape Escapes lanciert. 60 einzigartige Unterkünfte laden zum Schlafen und Geniessen in allen sechs Schweizer Weinregionen ein. Ein Toolkit für die Kommunikation sowie weitere Informationen zum Produkt finden Sie auf STnet, Inspiration auf [switzerland.com](https://www.switzerland.com).

Weitere Infos ↗



PR activities

- Media kit for markets consisting of
 - Q&A
 - Template for media release
 - Facts & Figures on the topic of wine tourism
- Media release
- Invitations to national and international media representatives to test offers



Media trip

When: 29 September - 4 October 2024

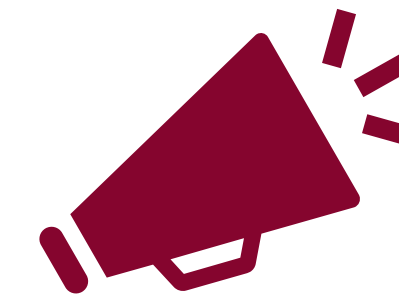
Who: Media professionals, journalists

Where: Ticino and Lavaux

Content: Information & inspiration,
travelling with a group

Markets

1. Czech Republic
2. Brazil
3. Austria
4. Australia
5. Singapore
6. France
7. Portugal
8. India
9. Sweden
10. Spain



media trip

Market Activities

Market Switzerland Activities

Focus market

- Multimedia collaboration with Swiss media partners
- Organic and paid
- Competition integration

Schweizer Illustrierte/L'illustré

Coop

Time Out Magazine

AudieNZZ

Sonntagszeitung /

Le Matin Dimanche

Betty Bossy

etc.



Media co-operations

Schweizer Illustrierte

GRAPE ESCAPES 2024

Übernachten im Rebberg

Die faszinierende Welt des Weins entdecken und einen guten Tropfen in geselliger Runde geniessen: Schweiz Tourismus präsentiert in Zusammenarbeit mit Swiss Wine Promotion **60 Übernachtungsmöglichkeiten** in den schönsten Weinbaugebieten der Schweiz.

Rot, rosé oder weiss? Anstossen mit einem edlen Tropfen und danach in den Reben übernachten: Was für ein unvergessliches Erlebnis! «Grape Escapes» bietet eine Auswahl an authentischen Übernachtungsmöglichkeiten inmitten traumhafter Weinregionen an.

Vom umgebauten Weinkeller, dem urchigen Weinfass bis hin zum Rebarbeiter-Hüsl: Das Weinland Schweiz wartet darauf, entdeckt zu werden! Sogar ein ehemaliger Wasserturm ist dabei. Im Castel de Daval in Sierre VS wurde die Bewässerungsanlage in ein charmantes Hotel umfunktioniert. Und in der Klosteranlage Kartause Ittingen in Warth TG träumt man im Bubble-Bett unter dem Sternenzelt.

In und um die Unterkünfte dreht sich alles um den feinen Rebensaft, der in 26 Kantonen oft noch mit Handarbeit und viel Liebe hergestellt wird. Die Gastgeber legen Wert auf Nachhaltigkeit, respektieren die Umwelt und die natür-

lichen Ressourcen. Jede Übernachtung trägt dazu bei, die lokale und regionale Wertschöpfung zu unterstützen.

«Grape Escapes» bietet die einmalige Möglichkeit, sich mit der Natur zu verbinden. Denn Weintourismus boomt (Hashtag #WineTourism). 2022 wurden rund 99 Millionen Flaschen Schweizer Wein produziert. Pro Kopf sind das 36 Flaschen. Davon stammen 13 Weinproduzenten aus der Schweiz! (Quelle: OFAG 2022 <https://2022.agrarbericht.ch/>)

FASZINIERENDE VIelfALT

Seit der Römerzeit wird in der Schweiz der Weinbau kultiviert. Wein gehört zu unserem Kulturgut wie Raclette und das Schweizerkreuz. 252 Rebsorten gedeihen hierzulande. In allen sechs Weinregionen stellen rund 2500 Winzerinnen und Winzer ihren eigenen Wein her. Die Vielfalt verleiht unserem Land im Herzen Europas einen ganz



SWISS WINE

ENTDECKEN SIE DAS WEINLAND SCHWEIZ!

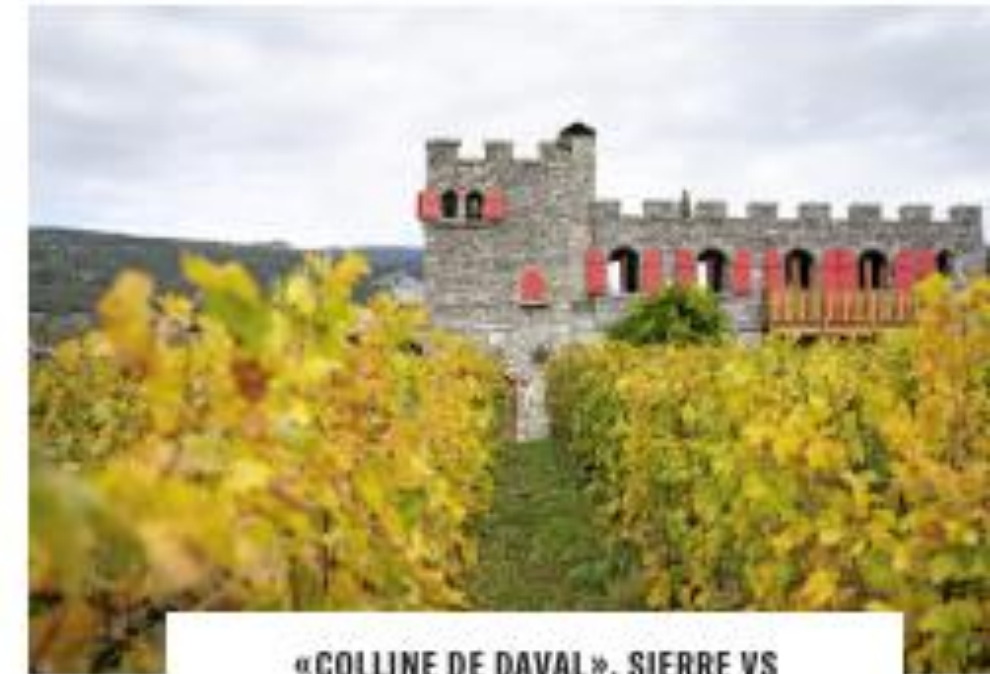
Schweiz Tourismus bietet in Zusammenarbeit mit Swiss Wine Promotion einzigartige Übernachtungsmöglichkeiten inmitten der Schweizer Weinberge an. Mit «Grape Escapes» haben die Gäste die einmalige Gelegenheit, die Schweiz als Weinland zu entdecken, sich mit der regionalen Natur zu verbinden, tiefer in die Materie des Weinbaus einzutauchen und Teil eines unvergesslichen Erlebnisses zu werden.

Foto: André Meier, Schweiz Tourismus



«RELAIS & TENUTA CASTELLO DI MORCOTE», MORCOTE TI

Das Bauernhaus gehört zum Landgut Castello di Morcote und liegt auf den Weiden der Viciania-Alp. Man schläft im «Relais Castello di Morcote» und geniesst Weine aus eigener Produktion wie den wunderbaren Tenuta Castello di Morcote. relaiscastellodimorcote.ch



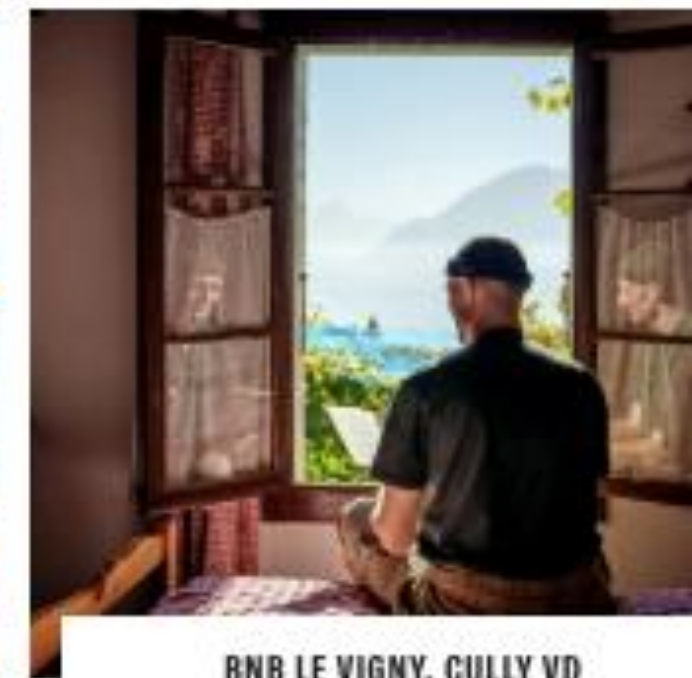
«COLLINE DE DAVAL», SIERRE VS

Der ehemalige Wasserturm Le Castel de Daval wurde 1949 erbaut. Er diente als Wasserreservoir, um die Weinberge zu bewässern. Familie Caloz-Evéquoz führt das Weingut in der fünften Generation. Wer im historischen Gebäude in den charmanten Winzerzimmern übernachtet, taucht ein in das Herz der Domäne. collinededaval.ch



BOUTIQUE-BOATEL, DREI-SEEN-LAND

Die «Attila» ist ein Kreuzfahrt-Hotel mit neun Doppelzimmern. Das erste Boutique-Boatel der Schweiz gehört zu den besten Erlebnislokalitäten der Schweiz. Man cruist auf dem Neuenburger-, dem Bieler- und dem Murtensee durch Weingebieten und wird mit Köstlichkeiten aus der Drei-Seen-Region verwöhnt. attila.swiss



BNB LE VIGNY, CULLY VD

Das Bed & Breakfast liegt in den Rebbergen des Lavaux, die seit 2007 Unesco-Welterbe sind. Übernachtet wird im Familienhaus oder im Räbhüsl La Capite, das den Winzern früher zum Ausruhen diente. Angestossen wird natürlich mit einem Chasselas – der vorherrschenden Rebsorte der Region. levigny.ch

besonderen Charme. Denn der Schweizer Wein ist eigentlich eine Rarität. Nur ungefähr ein Prozent wird exportiert. Die Schweizerinnen und Schweizer trinken den Rebensaft also am liebsten selbst. Hätten Sie gewusst, dass sich im Dorf Saillon im Wallis der kleinste Rebberg der Welt befindet? Er besteht aus nur drei Rebstöcken. Seit

1999 ist er im Besitz des Dalai Lama, des Oberhauptes der Tibeter. Unterhalb des Dorfs Visperterminen VS liegt Europas höchster Weinberg: Die Reben wachsen bis auf 1150 Meter. Wenn dann noch ein spezielles Übernachtungserlebnis den Aufenthalt abrundet, wünscht man sich nur noch eines: Santé und Prost!



switzerland

switzerland.com/
grape-escapes



Image: André Meier

6 sublime wine accommodations plucked from around Switzerland

Spend the night in the vines at one of these unique stays available through the deliciously clever Grape Escapes product

Written by Time Out. Paid for in partnership with Switzerland Tourism. Monday 15 April 2024



It's no secret that escaping to the Swiss countryside for a night or two is a blissfully restorative experience. But for a new take, why not go deeper into Swiss rural living and spend the night in the middle a vineyard?

This is what Grape Escapes offer, providing the chance to immerse yourself in Swiss wine culture through 60 accommodations scattered around wine-producing hotspots. Bed down for the night in a retired wine barrel, ancient castles, former monasteries and even out in the middle of those luscious vines – all transformed into indulgent, cosy lodgings.

Ad

Slow Down and Chill Your Soul

Book now one of our last places. Dreamsea Cantabria, Surf & Nature

Open

As well as offering a great night's sleep, these venues are a chance to fully discover Switzerland's incredible and no-longer-secret wine riches, as well as to connect with nature in a variety of beautiful locations.

Here are six of our favourite wine-related Grape Escapes accommodations from across the country. Take a look and then start planning where you'll spend the night at www.switzerland.com/grape-escapes.

FREE BREAKFAST!

Enjoy a free breakfast for stays until 14:00

SEE CONDITIONS

Slow Down and Chill Your Soul

Dreamsea

>

Popular on Time Out

-
- 40 fun things to do in Switzerland
-
- The best Zurich shopping
-
- The best things to do in Switzerland this spring
-
- 5 beautiful spots to enjoy the great outdoors around Switzerland

FREE BREAKFAST!

Enjoy a free breakfast for stays until 14:00

SEE CONDITIONS

42

TURISMO
GRAPE ESCAPES

N. 24 dell'11 giugno 2024

Cooperazione

Gita nel vigneto

Vacanze e vino sono un buon abbinamento. È per questo che Svizzera Turismo è andata alla ricerca degli alloggi più straordinari nelle regioni vinicole svizzere. E li ha trovati.

TESTO THOMAS COMPAGNO

Il Velocamper a tre ruote di Sciaffusa è uno dei camper più cool ed ecologici attualmente in circolazione sulle strade svizzere. Un modello simile circola anche nel canton Turgovia. Per far funzionare questo veicolo particolare, ci vuole la forza dei muscoli, supportata dall'assistenza elettrica. Il comfort è ovviamente limitato: non ci sono né wc né doccia, ma nemmeno tutti i convenzionali camper a quattro ruote ne sono sempre equipaggiati. Il Velocamper dispone di un letto (130 x 190 cm), un tavolo, due sedie pieghevoli e un tendalino che protegge anche dalla pioggia. C'è anche molto spazio per i bagagli, in modo da poter portare con sé abiti eleganti per una cena al ristorante. Per il viaggio invece è consigliata una tenuta sportiva. I primi metri si rivelano un po' complicati. Chi è già abituato a muoversi su due ruote, dovrà innanzitutto adattarsi alle curve. Infatti non si guida inclinandosi leggermente verso l'interno della curva, ma si resta in posizione eretta, ed

è più facile a dirsi che a farsi. Ma ci si abitua velocemente. Stiamo pedalando da Gächlingen verso Oberhallau e Hallau, passando per il più grande vigneto continuo della Svizzera tedesca. Questa zona è anche chiamata Paese del Pinot Nero, perché due vigne su tre producono questa varietà d'uva. **Un tetto resistente** Il percorso passa da Trasadingen e Wilchingen – altri due pittoreschi villaggi vicini di Sciaffusa – e conduce a Osterfingen, dove trascorreremo la notte. Questo itinerario consigliato di poco meno di 15 chilometri (per un totale di circa 35 chilometri su due giorni), può essere modulato a piacere. L'unica tappa fissa è la destinazione, la Bergtrotte di Osterfingen, perché ci stanno aspettando. La struttura è il "campo base", qui sono disponibili i servizi igienici e viene preparata la colazione. Sistemiamo il nostro Velocamper in un luogo tranquillo accanto alla Bergtrotte con vista sulle vigne. Dispieghiamo il letto, in modo che dopo cena

non si debba far altro che scivolare sotto le coperte. Durante la notte è scesa la pioggia. È stato romantico, certo, ma è un vero e proprio acquazzone quello che si è rovesciato sul tettuccio, che, per fortuna, è perfettamente impermeabile: nessun rivolo lungo le pareti interne ha disturbato il nostro sonno, nessuna goccia d'acqua sul viso ci ha svegliati nel cuore della notte. La verità è che eravamo anche abbastanza stanchi. Infatti, anche se il Velocamper è dotato di un motore elettrico piuttosto potente alimentato da due batterie, il peso a vuoto di oltre 100 kg si fa sentire: pedalare è molto più faticoso rispetto a quello cui si è abituati con una normale e-bike. Come ho dormito? Profondamente e pesantemente, come una marmotta.

Il Velosafari costa 255 franchi (noleggio del Velocamper e dell'e-bike per la seconda persona, piazzola, colazione, una bottiglia di vino della regione). L'intera lista degli alloggi nelle più belle regioni vinicole della Svizzera su www.switzerland.com/grape-escapes

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In viaggio con il Velocamper tra i vigneti di Hallau (foto a sinistra). Una volta aperto, avrete un letto accogliente e stabile, con un tetto a prova di pioggia, e potrete godervi un meritato bicchiere di Pinot Nero di Sciaffusa.

Continua a pag. 45 →

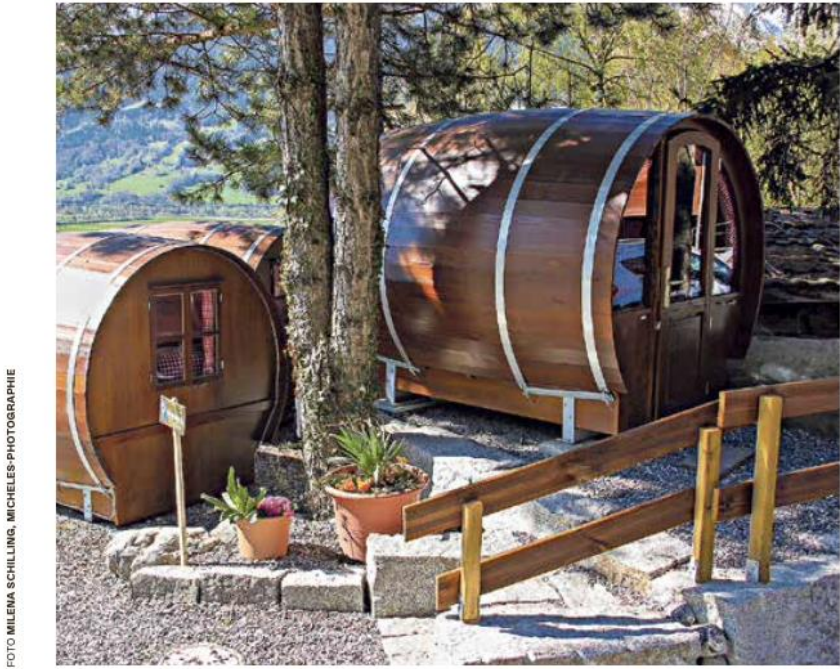


FOTO MELINA SCHLINA, MICHELE PHOTOGRAPHIE

BOTTE Malenfeld (GR)

Le botti di Malenfeld (GR) aspettano di accogliervi: infatti, sono dei piccoli alloggi. Sono allestite per una o due coppie e garantiscono una serata romantica a lume di candela con una cena a base di fondue. «Se una coppia prenota una botte, l'altra rimane chiusa per garantire la privacy», promette Andy Hartmann, che ha realizzato l'idea dieci anni fa. Il forfait di 350 franchi include un pernottamento nella botte, una cena a base di fondue, vino e colazione. Un wc si trova nelle vicinanze. «Ci teniamo che tutto sia gestito all'insegna della semplicità e della regionalità» afferma Andy Hartmann. Il concetto è un successo: nelle prossime settimane è atteso il diciannovesimo ospite.

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BOATEL
Jura & Tre Laghi

Anche in Svizzera le crociere sono possibili. Infatti, dal 2021, l'«Attila» naviga sui laghi e i canali di Neuchâtel, Bienne e Morat, nel cuore di questa incantevole regione vinicola. La nave-albergo è lunga 40 metri, larga 8 e pesante 230 tonnellate, e dispone di nove cabine e 48 posti letto. Si può scegliere tra un tour nei giorni feriali e uno nel fine settimana, con tre e due notti rispettivamente, e le cabine costano 2.500 o 3.500 franchi. Nell'offerta all-inclusive sono comprese la degustazione di vini, cene in ristoranti selezionati a terra, e colazione a bordo. Le cabine da 13,5 m² dispongono di tutto il necessario: a scelta due letti singoli o un letto matrimoniale, poltrone, un piccolo balcone, tavolo, tv, doccia e wc.

BIRDBOX
Curzùtt

Curzùtt è un ottimo esempio di come lavori di restauro e architettura contemporanea possano valorizzare un antico insediamento. In questa linea si inserisce la Birdbox. «È un alloggio esclusivo che invita a svegliarsi con il canto degli uccellini o a rilassarsi con il suono della pioggia» spiega il suo ideatore, Jacopo Dandrea. I 245 franchi del forfait includono: un pernottamento, la colazione e il biglietto della funivia per due persone.

CASTELLO SCHWANDEGG
Waltalingen (ZH)

Dormire in un castello, sentirsi come un cavaliere e cenare come un re: è quello che propone il castello di Schwandegg, nella regione vinicola di Zurigo. «Qui c'è un'atmosfera speciale, oggi parte di Stammheim, le cui pendici sono coltivate a vigneto.

CONDIZIONI DI PARTECIPAZIONE: vedi impressum.
Termine di partecipazione: lunedì 17 giugno alle 16:00.
Partecipazione gratuita su www.cooperazione.ch/win

CONCORSO

Tentate la fortuna e partecipate all'estrazione a premi di Grape Escapes. Potreste vincere uno dei due accattivanti premi in palio.
1° premio: una Time-Out-Cruise (3 notti) dal valore di 3.500 franchi per 2 persone sul primo Boutique-Boat della Svizzera, l'«Attila». Vi godrete una crociera esclusiva sui laghi di Morat, Neuchâtel e Bienne.
2° premio: una notte per due persone con colazione al «Relais Castello di Morcote & Wine Estate» dal valore di 490 franchi. L'albergo è un intimo ed elegante hotel di charme con dodici camere. È il risultato della ristrutturazione di una casa patrizia del XVII secolo.
Condizioni di partecipazione: vedi impressum.
Termine di partecipazione: lunedì 17 giugno alle 16:00.
Partecipazione gratuita su www.cooperazione.ch/win

Canada

- CAA Magazine Lavaux Wine Region

Benelux

- "Le Fooding" Event together with Swiss Wine Promotion in Brussels in autumn 2024
- Integration in Social Media

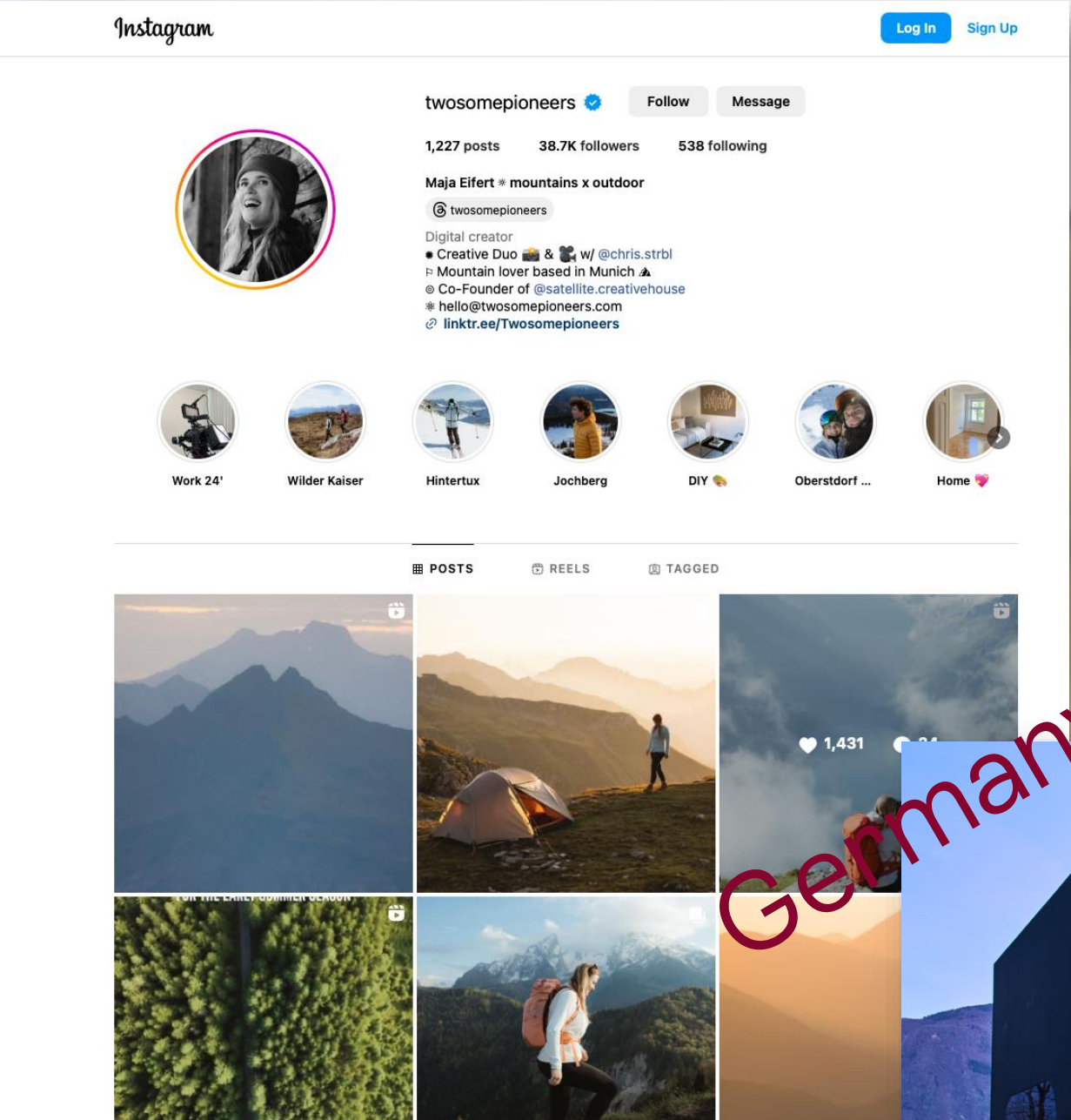
Germany

- Content Creator Couple visit Birdbox in Ticino
- Media Events including Grape Escapes

Brazil

- Integration in Sales Manual
- Advertorial with Unquiet Magazine

Examples Market Activities



Brazil

Momento de pausa nos vinhedos

De hotéis boutique chiques a simples Râbhûsli, tudo está incluído. O que todos têm em comum é uma conexão com o vinho e as vinhas.

5 fatos principais sobre as acomodações Grape Escapes

- 1 Oferecem uma experiência incomparável de hospedagem no meio das vinhas e uma visão da cultura do vinho suíço.
- 2 As acomodações selecionadas abrangem todas as seis regiões vinícolas da Suíça e podem ser descobertas no Grande Tour da Suíça.
- 3 As acomodações são únicas e variadas, seja na água em um boatel, em terra em um safari de bicicleta, em um castelo em meio às vinhas, em um barril de vinho, seja em um Râbhûsli.
- 4 Uma maneira de descobrir novas regiões menos conhecidas em toda a Suíça.
- 5 As acomodações são autênticas, próximas à natureza e regionais, contribuindo assim para a sustentabilidade.

Você sabia?

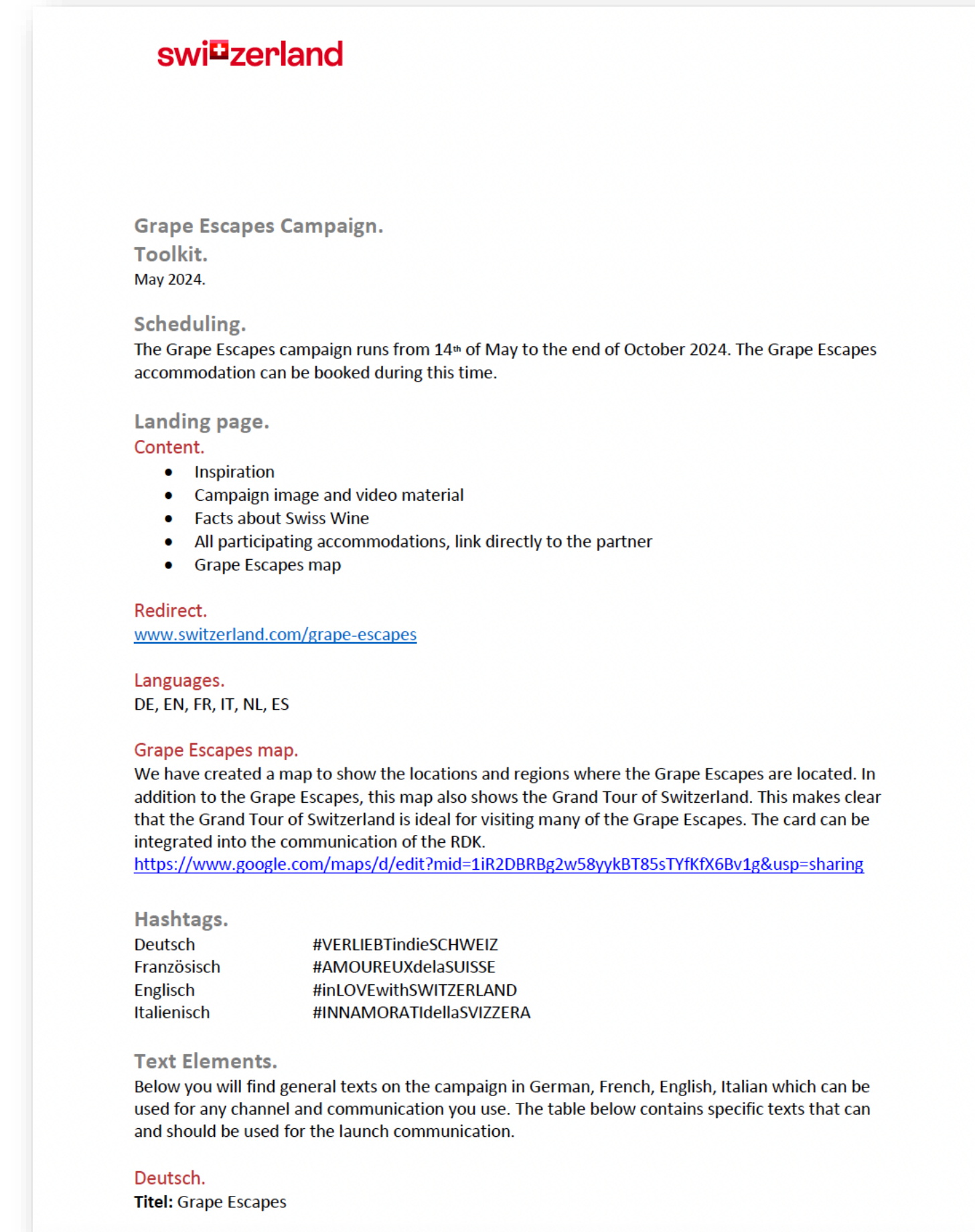
- Cerca de 1.500 viticultores, em todas as seis regiões vinícolas suíças, produzem seu próprio vinho.
- Em Sallion, cantão de Valais, tem o menor vinhedo do mundo com apenas três videiras. Ele mede 1,5 m² e é propriedade do Dâli Lami desde 1999.
- Abaixo da vila de Visperterminen fica o vinhedo contíguo mais alto da Europa, a uma altitude entre 850 e 1.150 m acima do nível do mar.
- Há videiras em cada um dos 26 cantões suíços.
- As uvas são cultivadas para vinho na Suíça desde o Império Romano.

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B2B: Toolkit for tourism industry

- General information about the campaign
- Facts & Figures about Grape Escapes and wine in general
- Text elements for your communication channels
- A selection of pictures and videos to download
- Our new Grape Escapes logo for download
- The toolkit is translated into F, IT and E

The toolkit is also linked on our Grape Escapes STnet page:
stnet.ch/grapeescapes



Best Practice examples landing page

Vous êtes dans la région de



REGION
MURTENSEE
LAC DE MORAT

Recherche 

Nos incontournables ▾ Que faire ▾ Où dormir ▾ Boire & manger ▾ Infos pratiques ▾ Destinations ▾

|  |  | 



Grape Escapes

FRIBOURG > Morat > Grape Escapes

Un moment de détente dans les vignes

En collaboration avec [Swiss Wine Promotion](#), [Suisse Tourisme](#) propose des possibilités d'hébergement uniques au cœur de nos vignobles suisses. Grape Escapes offre aux hôtes la opportunité de découvrir la Suisse en tant que pays viticole, de se connecter avec la nature, de s'immerger plus profondément et de vivre une expérience inoubliable et intense.

À cette occasion, La Région du Lac de Morat se joint à cette action et vous propose 5 hébergements uniques en leur genre tout autour du lac de Morat, et à proximité direct de la plus petite région des grandes régions viticoles de Suisse: [le Vully](#)

Sur l'eau ou au coeur d'un château, vous trouverez forcément l'hébergement qui conviendra pour découvrir les crus uniques produits dans la Région du Lac de Morat.

Découvrez nos 5 hébergements

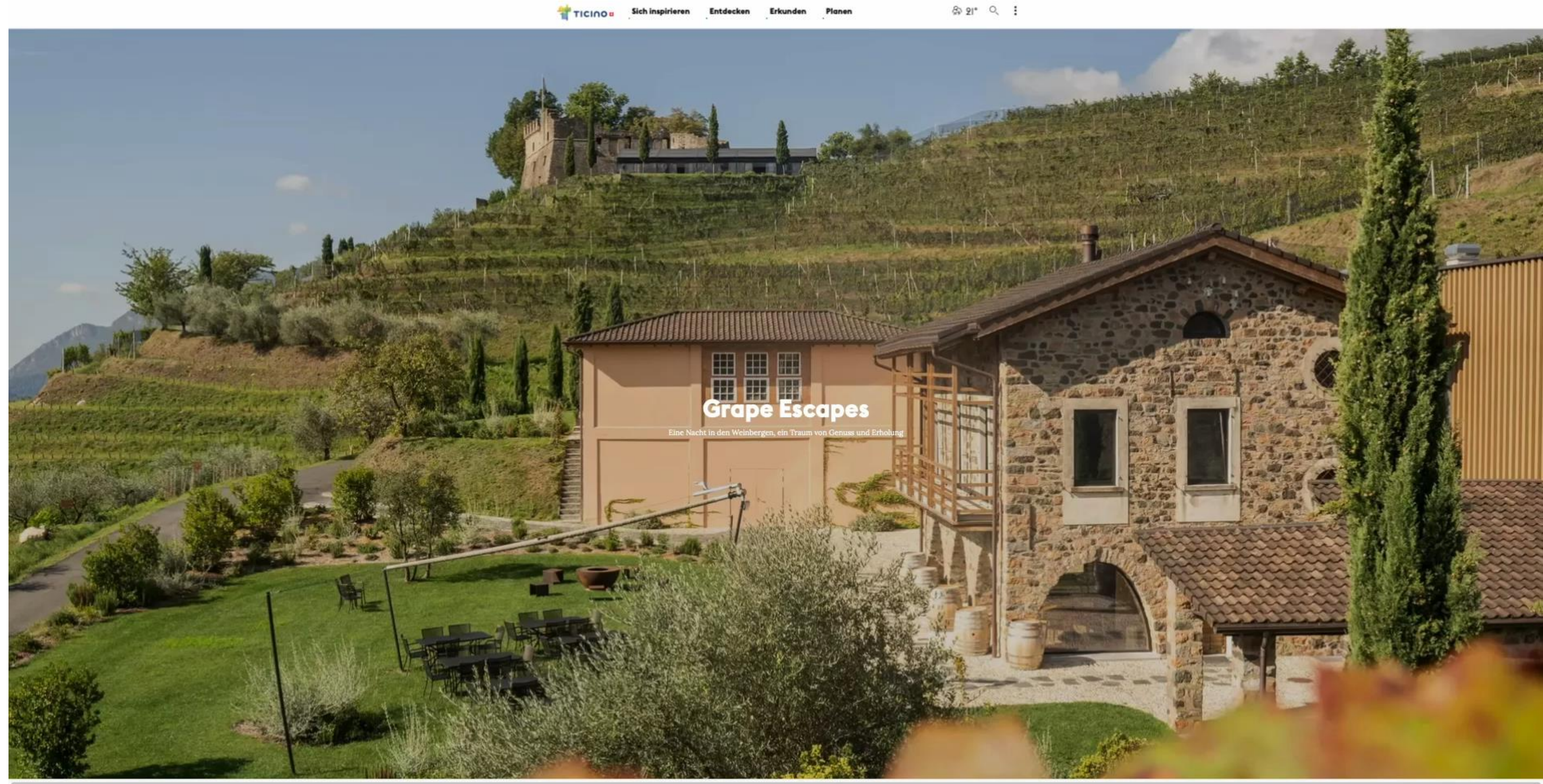



Salavaux
Hôtel-Restaurant Château Salavaux




Murten
Hôtel Murtenhof & Krone

Best Practice examples landing page





Ideas for
accommodation not
yet included in Grape
Escapes? Then get in
touch with us!



grapeescapes@swiwtzerland.com



Questions?

Thank you.

swi+zerland