

# SWITZERLAND

GOAL:

To create tourism traffic during the “off-season” (October-March) in Switzerland.

AUDIENCE:

The target audience is young couples going on their honeymoon.

OBJECTIVE:

Utilize young travel couples to bring their winter destination to Switzerland. They may be bloggers, influencers, Tiktokers, or YouTubers and they will appeal to the younger couple audience.

HOW?

The week-long trip is exchanged for social media engagement from the couple. It will include featured posts, reel/Tiktok videos, Youtube videos, or written blogs and articles.

WHY?

I chose Switzerland because it seems to be an untapped market for winter destinations. I have been there once before in the summer and it was easily the best place I have ever traveled to. I know that with the snow, skiing, and great food, the winter can also be great.

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## Invitations



VINTAGE RED SUITCASE



LOCAL SWISS CHEESE AND CHOCOLATE



MATCHING HIS & HERS ROBES



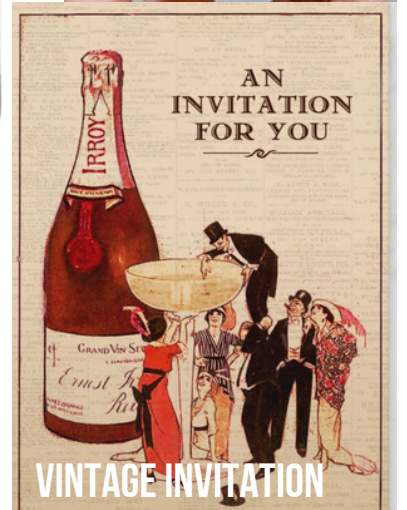
FONDUE KIT



LOCAL WINE AND BAKERY ITEMS



VINTAGE POSTCARDS



VINTAGE INVITATION

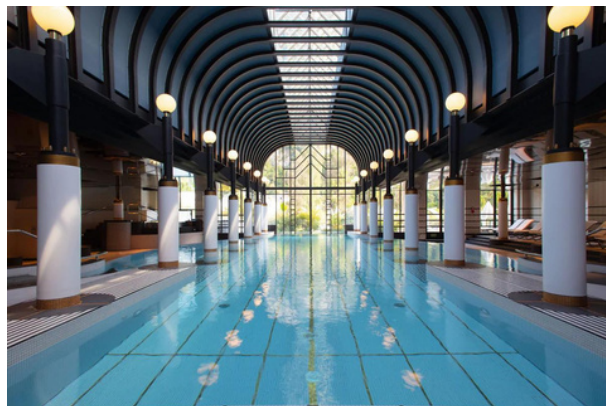
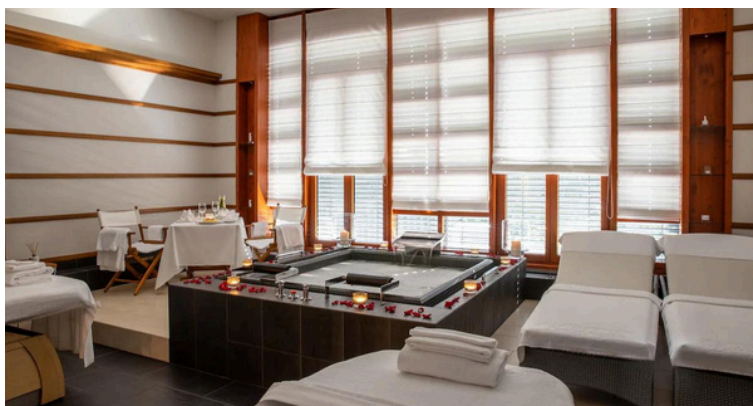
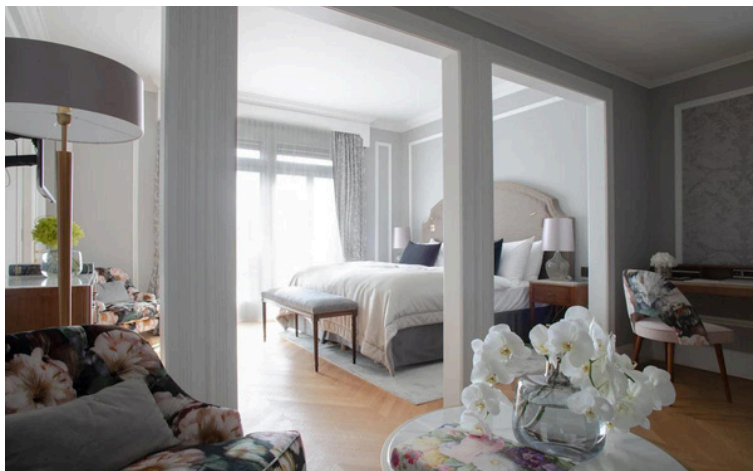


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## *Accommodations*

### VICTORIA JUNGFRAU GRAND HOTEL & SPA

This hotel is a 5-star hotel in the heart of Interlaken, Switzerland. It has many accommodations and activities in the city and outside of it. There is a spa with couple features and a luxurious indoor pool. The couples will be able to stay in a nice suite with accommodations and great service.



# SWITZERLAND

## *Itinerary*

### DAY 1



4:00PM

Couples arrive and check in to the hotel after flying into Bern airport and driven to Interlaken. The flight was paid for and they were driven by a hotel driver.



6:00PM

Dinner reservations at the hotel restaurant for couples. They can enjoy great food and drinks without having to leave the hotel after a long day of traveling.



Dinner is prepared by the hotel chef, Stefan Beer. The restaurant has 17 Gaultmillau points, a Michelin Star and a Green Star.



8:00PM

Couples are invited to the Victoria Bar at the hotel to mingle and have a few drinks. Both dinner and drinks were complementary.



# SWITZERLAND

## *Itinerary*

### DAY 2

10:00AM

Couples wake up and attend brunch at the hotel. Any food they eat at the hotel is paid for because of partnership with the hotel and the couples posting about their experience.

11:30AM

Couples take a boat cruise on Lake Brienz. It departs out of Interlaken and cruises through the mountain sights with views of cliffs, waterfalls, and villages. They are able to get off in a village and explore the markets for a few hours.

3:00PM

The rest of the day couples are given complimentary spa time in the hotels spa. They are able to choose from many services. At the end of the spa day, the women are given blowouts and can get ready for their dinner plans. Dinner is not planned this night, but couples are given many recommendations to try around Interlaken.

Spa menu:

Facials

Sauna

Massages

Steam bath

Body treatments

Dinner Recommendations:

Goldener Anker

Restaurant the Verandah

The 3 Irish Tells

Pizzeria Horn

Top o' Met

# SWITZERLAND

## *Itinerary*

### DAYS 3 & 4

10:00AM

Couples wake up and attend brunch at the hotel. Any food they eat at the hotel is paid for because of partnership with the hotel and the couples posting about their experience.



11:30AM

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Grindelwald Ski Resort:  
10 lifts  
Snowpark  
Winter hiking  
Sledding  
Cliff walk

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Couples take the free shuttle to the Grindelwald ski resort. It is smaller resort near Interlaken and they organized a partnership with the influencers. They get promotion on social media and the couples get free rentals and lift passes.



6:00PM

Couples arrive back at the hotel after ski days. They can chose to eat free at the hotel or go back out to try another local restaurant.



# SWITZERLAND

## *Itinerary*

### DAY 5

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Skydive Switzerland:  
13000 feet  
15 minute flight time  
45 second free fall  
6 minute canopy time

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9:00AM

Couples wake up and attend brunch at the hotel. Any food they eat at the hotel is paid for because of partnership with the hotel and the couples posting about their experience.



10:00AM

Couples take hotel car service to Skydive Switzerland. They go through instruction and safety protocols before their jump time at 12:00pm



12:00PM

Couples get to experience one of the most thrilling things ever. They skydive through Skydive Switzerland and are able to do it for free because of partnership and posting.



2:00PM

The car brings guests back to the hotel in Interlaken. Couples get the day to walk around Interlaken, grab lunch, souvenir shop, etc.



7:00PM

There is a final dinner/cocktail time for the couples. They can hangout at the hotel restaurant and recap their trips with free food and drinks.



# SWITZERLAND

## *Itinerary*

### DAY 6

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10:00AM

Couples wake up and attend brunch at the hotel. Any food they eat at the hotel is paid for because of partnership with the hotel and the couples posting about their experience.



11:00AM

Check out is by 11:00am. Couples are shuttled to the hotel for their flights after a great trip.





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## *Sources*

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