

Grape Escapes Campaign.

Toolkit.

May 2024.

Scheduling.

The Grape Escapes campaign runs from 14th of May to the end of October 2024. The Grape Escapes accommodation can be booked during this time.

Landing page.

Content.

- Inspiration
- Campaign image and video material
- Facts about Swiss Wine
- All participating accommodations, link directly to the partner
- Grape Escapes map

Redirect.

www.switzerland.com/grape-escapes

Languages.

DE, EN, FR, IT, NL, ES

Grape Escapes map.

We have created a map to show the locations and regions where the Grape Escapes are located. In addition to the Grape Escapes, this map also shows the Grand Tour of Switzerland. This makes clear that the Grand Tour of Switzerland is ideal for visiting many of the Grape Escapes. The card can be integrated into the communication of the RDK.

<https://www.google.com/maps/d/edit?mid=1iR2DBRBg2w58yykBT85sTYfkfX6Bv1g&usp=sharing>

Hashtags.

Deutsch	#VERLIEBTindieSCHWEIZ
Französisch	#AMOUREUXdelaSUISSE
Englisch	#inLOVEwithSWITZERLAND
Italienisch	#INNAMORATIdellaSVIZZERA

Text Elements.

Below you will find general texts on the campaign in German, French, English, Italian which can be used for any channel and communication you use. The table below contains specific texts that can and should be used for the launch communication.

Deutsch.

Titel: Grape Escapes

Zusatz: Auszeit im Rebberg.

Textvariante 1: Schweiz Tourismus bietet in Zusammenarbeit mit Swiss Wine Promotion einzigartige Übernachtungsmöglichkeiten inmitten unserer Schweizer Weinberge an. Grape Escapes bietet den Gästen die Gelegenheit, die Schweiz als Weinland zu entdecken, sich mit der Natur zu verbinden, tiefer einzutauchen und ein unvergessliches und intimes Erlebnis zu haben.

Textvariante 2: Auf der Suche nach Erholung und Genuss mitten in den schönsten Weinregionen der Schweiz? Bei Grape Escapes laden rund 60 Unterkünfte zum Übernachten in den Reben oder mit Blick darauf ein. Vom chicen Boutique-Hotel bis zum einfachen Rähüsli ist alles dabei. Allen gemein: Der Bezug zum Wein und zu den Reben.

Der Newsletter Text und der Social Media Text sind in der Du-Form, dürfen aber selbstverständlich auch in der Sie-Form geschrieben bzw. angepasst werden. Die Texte dürfen ergänzt werden bzw. der Bezug zur eigenen Unterkunft/Region darf hergestellt werden.

Newsletter Text: Übernachte in einzigartigen Unterkünften inmitten der Rebberge und tauche in die Schweizer Weinkultur ein. In Zusammenarbeit mit Swiss Wine Promotion präsentiert Schweiz Tourismus 60 Unterkünfte in allen Schweizer Weinregionen. Auch wir sind Teil davon. Lasse dich inspirieren und buche jetzt deine Auszeit im Rebberg!

Social Media Text: Buche jetzt deine Auszeit im Rebberg und tauche in die Schweizer Weinkultur ein. Mit Grape Escapes entdeckst du einzigartige Unterkünfte in allen Weinregionen der Schweiz.

5 Fakten über Grape Escapes

- Die Grape Escapes Unterkünfte bieten ein einzigartiges Übernachtungserlebnis inmitten der Reben und einen Einblick in die Schweizer Weinkultur.
- Die Grape Escapes Unterkünfte erstrecken sich über alle sechs Weinregionen der Schweiz und lassen sich auf der Grand Tour of Switzerland entdecken.
- Die Grape Escapes Unterkünfte sind einzigartig und vielfältig, ob unterwegs auf dem Wasser mit dem «Boatel» oder an Land auf der Velosafari, in einem Schloss mitten in den Reben oder in einem Weinfass oder Rähüsli
- Dank Grape Escapes können neue, weniger bekannte Regionen in der ganzen Schweiz entdeckt werden.
- Die Grape Escapes Unterkünfte sind authentisch, naturnah und regional und tragen somit zur Nachhaltigkeit bei.

8 Fakten über Wein in der Schweiz

- Im Jahr 2022 wurden rund 99 Millionen 7,5 dl Flaschen Schweizer Wein produziert.
- Pro Kopf trinken wir Schweizer 36 Flaschen mit 7,5 dl pro Jahr. Davon stammen 13 Flaschen aus der Schweiz.
- Der Schweizer Wein ist eine Rarität. Nur ca. 1 % wird exportiert. Denn wir Schweizer trinken den Wein am liebsten selbst. Respektive die Inlandnachfrage ist so gross, dass für den Export fast kein Volumen mehr bleibt. Fazit: Schweizer Wein kann man (fast) nur in der Schweiz entdecken.
- Über die sechs Schweizer Weinregionen verteilt produzieren rund 1500 Winzer ihren eigenen Wein.
- Saillon - der kleinste Rebberg der Welt, besteht aus nur drei Rebstöcken. Er befindet sich im Wallis, misst 1.6 Quadratmeter und ist seit 1999 im Besitz des Dalai Lama.
- Unterhalb des Dorfes Visperterminen liegt Europas höchster, zusammenhängender Weinberg, auf einer Höhe zwischen 650 und 1150 Meter über Meer.
- In jedem einzelnen der 26 Schweizer Kantone gibt es Reben.
- In der Schweiz werden seit dem Römischen Reich Trauben für den Weinbau angebaut.

Quelle: OFAG 2022

Français.

Titre: Grape Escapes

Complémentaire: Détante dans les vignes.

Variante de texte 1 : 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.

Variante de texte 2 : En quête de détente et de plaisir au cœur des plus belles régions viticoles de Suisse ? Chez Grape Escapes, une soixantaine d'hébergements vous invitent à passer la nuit dans les vignes ou avec vue sur celles-ci. Du boutique-hôtel chic à la simple "Räbhüsli", tout y est. Tous ont en commun le lien avec le vin et les vignes.

Le texte de la newsletter et celui des médias sociaux sont rédigés à la forme "tu", mais peuvent bien sûr aussi être rédigés ou adaptés à la forme "vous". Il est possible de compléter les textes ou d'établir un lien avec son propre hébergement/sa propre région.

Texte de la newsletter : Passe la nuit dans des hébergements uniques au milieu des vignobles et plonge dans la culture du vin suisse. En collaboration avec Swiss Wine Promotion, Suisse Tourisme présente 60 hébergements dans toutes les régions viticoles suisses. Nous en faisons également partie. Laisse-toi inspirer et réserve dès maintenant ton séjour dans les vignes !

Texte sur les médias sociaux : Réserve dès maintenant ton escapade dans les vignes et plonge-toi dans la culture du vin suisse. Avec Grape Escapes, tu découvres des hébergements uniques dans toutes les régions viticoles de Suisse.

5 Faits sur Grape Escapes

- Les hébergements Grape Escapes offrent une expérience d'hébergement unique au milieu des vignes et un aperçu de la culture viticole suisse.
- Les hébergements Grape Escapes s'étendent sur les six régions viticoles de Suisse et peuvent être découverts lors du Grand Tour of Switzerland.
- Les hébergements Grape Escapes sont uniques et variés, que ce soit sur l'eau avec le "Boatel" ou sur terre avec le safari à vélo, dans un château au milieu des vignes ou dans un tonneau de vin ou un "Räbhüsli".
- Grâce à Grape Escapes, de nouvelles régions moins connues peuvent être découvertes dans toute la Suisse.
- Les hébergements Grape Escapes sont authentiques, proches de la nature et de la région et contribuent ainsi au développement durable.

8 faits sur le vin en Suisse

- En 2022, environ 99 millions de bouteilles de vin suisse de 7,5 dl ont été produites.
- Par habitant, nous, les Suisses, buvons 36 bouteilles de 7,5 dl par an. Sur ce total, 13 bouteilles proviennent de Suisse.
- Le vin suisse est une denrée rare. Seul environ 1 % est exporté. Car nous, les Suisses, préférons boire le vin nous-mêmes. La demande intérieure est si importante qu'il ne reste presque plus de volume pour l'exportation. Conclusion : on ne peut (presque) découvrir le vin suisse qu'en Suisse.

- Environ 1500 viticulteurs répartis dans les six régions viticoles suisses produisent leur propre vin.
- Saillon - le plus petit vignoble du monde, composé de seulement trois pieds de vigne. Il se trouve en Valais, mesure 1,6 mètre carré et est la propriété du Dalaï Lama depuis 1999.
- En dessous du village de Visperterminen se trouve le plus haut vignoble d'Europe d'un seul tenant, à une altitude comprise entre 650 et 1150 mètres.
- On trouve des vignes dans chacun des 26 cantons suisses.
- En Suisse, le raisin est cultivé pour la viticulture depuis l'Empire romain.

Source: OFAG 2022

English.

Title: Grape Escapes

Addition: Time out in the vineyard.

Text variant 1: In collaboration with Swiss Wine Promotion, Switzerland Tourism offers unique overnight accommodation in the midst of our Swiss vineyards. Grape Escapes offers guests the opportunity to discover Switzerland as a wine country, to connect with nature, to immerse themselves more deeply and to have an unforgettable and intimate experience.

Text version 2: Looking for relaxation and enjoyment in the heart of Switzerland's most beautiful wine regions? At Grape Escapes, around 60 accommodations invite you to spend the night in the vineyards or with a view of them. From chic boutique hotels to simple Rābhüsli, everything is included. What they all have in common is a connection to wine and the vines.

The newsletter and the social media text may be supplemented or a reference to your own accommodation/region may be made.

Newsletter text: Spend the night in unique accommodation surrounded by vineyards and immerse yourself in Swiss wine culture. In collaboration with Swiss Wine Promotion, Switzerland Tourism presents 60 accommodation options in all Swiss wine regions. We are also part of it. Be inspired and book your time out in the vineyard now!

Social media text: Book your time out in the vineyard now and immerse yourself in Swiss wine culture. With Grape Escapes, you can discover unique accommodation in all of Switzerland's wine regions.

5 facts about Grape Escapes

- The Grape Escapes accommodation offers a unique overnight experience in the midst of the vines and an insight into Swiss wine culture.
- The Grape Escapes accommodations cover all six wine regions of Switzerland and can be discovered on the Grand Tour of Switzerland.
- The Grape Escapes accommodations are 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 Rābhüsli
- Thanks to Grape Escapes, you can discover new, lesser-known regions throughout Switzerland.
- Grape Escapes accommodation is authentic, close to nature and regional, thus contributing to sustainability.

8 facts about wine in Switzerland

- In 2022, around 99 million 7.5 dl bottles of Swiss wine were produced.
- We Swiss drink 36 bottles of 7.5 dl per capita per year. Of these, 13 bottles come from Switzerland.
- Swiss wine is a rarity. Only around 1 % is exported. This is because we Swiss prefer to drink the wine ourselves. Domestic demand is so high that there is almost no volume left for export. Conclusion: Swiss wine can (almost) only be discovered in Switzerland.
- Around 1500 winegrowers across the six Swiss wine regions produce their own wine.
- Saillon - the smallest vineyard in the world, consists of just three vines. It is located in Valais, measures 1.6 square metres and has been owned by the Dalai Lama since 1999.
- Below the village of Visperterminen lies Europe's highest contiguous vineyard, at an altitude of between 650 and 1150 metres above sea level.
- There are vines in every single one of the 26 Swiss cantons.
- Grapes have been grown for wine in Switzerland since the Roman Empire.

Source: OFAG 2022

Italiano.

Titolo: Grape Escapes.

Aggiunta: Gita nel vigneto.

Variante di testo 1: Svizzera Turismo, in collaborazione con Swiss Wine Promotion, offre alloggi unici nel cuore dei vigneti svizzeri. Grape Escapes offre agli ospiti l'opportunità di scoprire la Svizzera come paese del vino, di entrare in contatto con la natura, di immergersi più profondamente e di vivere un'esperienza unica e indimenticabile.

Versione testo 2: Siete alla ricerca di relax e divertimento nel cuore delle più belle regioni vinicole della Svizzera? A Grape Escapes, circa 60 strutture ricettive vi invitano a trascorrere la notte tra i vigneti o con vista su di essi. Dai boutique hotel più chic ai semplici Räbhüsli, tutto è incluso. Tutti hanno in comune il legame con il vino e le vigne.

Il testo della newsletter e quello dei social media sono nella forma "tu", ma possono naturalmente essere scritti o adattati anche nella forma "Lei". I testi possono essere integrati o fare riferimento alla propria struttura/regione.

Testo della newsletter: Pernotta in alloggi unici circondati da vigneti e immergetevi nella cultura vinicola svizzera. In collaborazione con Swiss Wine Promotion, Svizzera Turismo presenta 60 opzioni di alloggio in tutte le regioni vinicole svizzere. Anche noi ne facciamo parte. Lasciati ispirare e prenota subito il tuo soggiorno in vigna!

Testo dei social media: Prenota subito il tuo soggiorno in vigna e immergeti nella cultura vinicola svizzera. Con Grape Escapes, puoi scoprire alloggi unici in tutte le regioni vinicole della Svizzera.

5 fatti su Grape Escapes

- Gli alloggi Grape Escapes offrono un'esperienza unica di pernottamento tra le vigne e una visione della cultura vinicola svizzera.
- Gli alloggi Grape Escapes coprono tutte le sei regioni vinicole della Svizzera e possono essere scoperti durante il Grand Tour della Svizzera.
- Le sistemazioni di Grape Escapes sono uniche e varie, sia sull'acqua con il "Boatel" che sulla terraferma con il bike safari, in un castello in mezzo alle vigne o in una botte di vino o in un Räbhüsli.
- Grazie a Grape Escapes, potrete scoprire nuove regioni meno conosciute in tutta la Svizzera.

- Gli alloggi di Grape Escapes sono autentici, vicini alla natura e regionali, contribuendo così alla sostenibilità.

8 fatti sul vino in Svizzera

- Nel 2022 sono state prodotte circa 99 milioni di bottiglie da 7,5 dl di vino svizzero.
- Noi svizzeri beviamo 36 bottiglie da 7,5 dl pro capite all'anno. Di queste, 13 bottiglie provengono dalla Svizzera.
- Il vino svizzero è una vera rarità; infatti, solamente circa l'1% di esso viene esportato. Questo accade perché noi svizzeri lo amiamo molto; di fatto, la domanda domestica è così elevata che ne rimane ben poco da esportare. Di conseguenza, il vino svizzero può essere scoperto (quasi) solamente in Svizzera.
- Circa 1500 viticoltori nelle sei regioni vinicole svizzere producono il loro vino.
- Saillon - il vigneto più piccolo del mondo - è composto da sole tre viti. Si trova nel Vallese, misura 1,6 metri quadrati ed è di proprietà del Dalai Lama dal 1999.
- Sotto il villaggio di Visperterminen si trova il vigneto contiguo più alto d'Europa, a un'altitudine compresa tra 650 e 1150 metri sul livello del mare.
- Ci sono viti in ognuno dei 26 cantoni svizzeri.
- In Svizzera si coltiva uva da vino fin dai tempi dell'Impero Romano.

Fonte: OFAG 2022

Pictures.

We carried out shoots at four Grape Escapes for the campaign at the following places:

- Vico Morcote: Hotel Relais Castello di Morcote
- Siere: Castel de Daval
- Cully: Râbhüsli La Capite
- Mont-Vully: Boutique Boatel "Attila"



Many beautiful pictures were taken. Some of the best can be downloaded under the following link:

<https://sam.myswitzerland.com/pinaccess/showpin.do?pinCode=hWtK7nJI7vPL> (valid until 02.06.2024)

The metadata is stored with the pictures. The images can be used. The copyright must be correctly indicated (André Meier, Switzerland Tourism).

Videos.

As part of the campaign, several videos are being produced for Grape Escapes to inspire guests and inform them about the product. Some of the videos in format 16:9 can be downloaded under the following link:

https://transfer.switzerlandtourism.ch/_AcdNt39dFh4MUR

Copyright: André Meier, Switzerland Tourism

If other formats are required, these will be made available on request.

The official campaign launch on **May 14th 2024** and the blocking period until then must be taken into account.

Travel Motive/Label.

As part of the rebranding, a Travel Motive, i.e. a label, is created for Grape Escapes. This label serves as recognition for the campaign and the product and is used for the videos as well as for key visuals and other communication measures. The travel motive can also be used by you.

You can download find the Travel Motive here:

<https://transfer.switzerlandtourism.ch/5Ue9VOJFghtM1R>

We offer two versions for the Travel Motive. One for print and one for digital.

As the new Switzerland Tourism "Swi+zerland" logo is integrated in the Travel Motive, the "Swi+zerland" logo does not need to be integrated additionally.

Best Practice RDK.

Grape Escapes is similar in structure to the Million Stars Hotel offer. RDK was also involved in communication as part of the Million Stars Hotel campaign. Here are some positive examples from Million Stars Hotel that can serve as orientation for the communication around Grape Escapes.

- Ticino: <https://www.ticino.ch/en/campaigns/million-stars-hotel.html>
- Graubünden: <https://www.graubuenden.ch/de/buchen/unterkuenfte/million-stars-hotel>
- Luzern: <https://www.luzern.com/de/informieren/unterkuenfte/traeumen-mal-anders/aussergewoehnliche-uebernachtungen-unter-freiem-himmel>

And we already have some best practice examples from Grape Escapes.

- Ticino: <https://www.ticino.ch/it/campaigns/grape-escapes.html>
- Fribourg: <https://fribourg.ch/de/regionmurtensee/grape-escapes/>

Contact.

If you have any further questions about the campaign or the product or need any more information, do not not hesitate to contact us.

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