

DEPTOUR
SUISSE

KUONI
specialists

+
helvetic
tours



**TRUSTED
TRAVEL
TEAM**

CONTRIBUTION MANUAL 2025

**Inspiration for contribution marketing and promotions
Be our partner for developing the Swiss market**

BE OUR PARTNER

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INTRODUCTION

DERTOUR Suisse AG is a market-leading Swiss tourism company and covers the entire spectrum of the travel world with its tour operators Kuoni, Helvetic Tours as well as 11 specialist tour operators. As part of the DERTOUR Group, it is a member of one of the largest travel groups in Europe.

The DERTOUR Suisse sales network includes approximately 70 Kuoni and rewi travel agencies throughout Switzerland. There and at the headquarters in Zurich Altstetten, almost 1000 motivated staff members work to create dream holiday experiences for their customers.

The Kuoni Business Travel Centres are responsible for organising corporate travel for SMEs and major customers. A separate department for MICE (Meetings, Incentives, Congress, Events) rounds off the travel services provided by DERTOUR Suisse AG.

OUR BRANDS

Kuoni

Kuoni has developed an unmistakable brand personality over the past 111 years. The brand is characterised by its exceptional combination of tradition and modernity. Founded in 1906 by Alfred Kuoni, the company offers a diverse range of packages and individual holidays in high-quality hotels worldwide – particularly in North America, the Caribbean, Arabia, Asia and Australia/Oceania.

www.kuoni.ch



Helvetic Tours

Helvetic Tours is the affordable package tour brand of DERTOUR Suisse. The wide range of short-, medium- and long-haul beach holidays allows guests to travel in style without sacrificing comfort. The hotels, however, not only impress with their quality, but also with their reasonable prices.

www.helvetictours.ch



ACS Reisen AG

ACS Reisen AG is an experienced specialist for cultural and adventure tours with excellent contacts throughout the world. Travelling in style has been a tradition at ACS Reisen since 1958. The cultural tours combine classical music with art, culture and enjoyment. Guests experience musical highlights in famous opera houses and concert halls as well as at festivals. The tours are accompanied by experienced tour guides.

www.acs-travel.ch



asia365

Destinations such as Japan, China, Bhutan, Nepal, India, Myanmar, Laos, Cambodia, Vietnam, Thailand, Malaysia, Singapore, Indonesia, Timor-Leste, Hong Kong and the Philippines feature in asia365's offering. The select world of travel offers exciting itineraries and activities in the categories of round trips, active holidays and river cruises, put together by Asia experts.

www.asia365.ch



Cotravel

Over nearly three decades, Cotravel has been one of the leading Swiss providers of high-quality study trips and special group tours. In cooperation with media partners, Cotravel creates reader tours with top-class expert lecturers for newspapers and magazines. In addition, the specialist offers a variety of other exclusive tours worldwide and to every continent.

www.cotravel.ch



Dorado Latin Tours

Dorado Latin Tours is the Swiss specialist for travel to Central and South America. The travel experts at Dorado Latin Tours have either visited the countries intensively or lived there themselves and are passionate about organising tailor-made trips to South America and Central America. From trekking in Peru to beach holidays in Brazil to expedition cruises around the Galapagos Islands – the offer includes a wide variety of travel types in order to do justice to the diversity of the continent.

www.dorado-latintours.ch



Frantour

Frantour is the market leader in Switzerland for trips to France. The focus of the offer is on city breaks to Paris as well as holidays in the South of France and Corsica. Frantour also specialises in trips to Center Parcs and theme parks. Thanks to long-standing cooperation with railway companies and local service providers, Frantour customers benefit from an attractive price-performance ratio.

www.frantour.ch



Kontiki

Kontiki Reisen is the leading Swiss tour operator for Scandinavia, including Hurtigruten, Iceland, Scotland, Russia, the Baltic States as well as for polar travel. The specialist offers authentic travel experiences: Encounters with locals, retreats into untouched nature and insight into traditions. In snowy Lapland or on a rental car tour through the wilderness, Kontiki transforms Nordic travel dreams into reality.

www.kontiki.ch



Kuoni Cruises

Kuoni Cruises' portfolio ranges from luxury yachts to classic cruises and sea voyages to holiday resorts at sea and expeditions. The cruise specialists are familiar with the latest ships and trends and provide advice with competence and passion. Whether it's the Mediterranean, the Caribbean or the Atlantic – customers will find the perfect cruise with Kuoni Cruises.

www.kuoni-cruises.ch



Kuoni Sports Travel

Kuoni Sports Travel offers attractive sports and fan trips covering cycling, running, fitness and winter sports with active or former Swiss Olympians, World or European champions as well as national and international sports stars.

www.kuonisports.ch



Manta Reisen (Manta Travel)

Worldwide diving holidays and the islands in the Indian Ocean are Manta Reisen's speciality and the reason why the company is the Swiss market leader in this field. Not only exotic destinations such as the Maldives, Sri Lanka, Mauritius, the Seychelles, beautiful diving spots in the world, from the Caribbean to the South Seas and the Red Sea ensure perfect travel experiences, but also the carefully selected offers. Manta also provides Ayurveda and honeymoon trips.

www.manta.ch



MICExperts

MICExperts comprises group business, MICE (Meeting, Incentive, Conferences, Events) and special groups as part of DERTOUR Suisse AG. In addition, the cotravel brand, which specialises in reader travel, is an integral part of MICExperts. The challenge of fulfilling the most diverse travel wishes of our customers is the passion of our teams – they look forward to supporting you in national and international projects – no matter where in the world.

www.micexperts.ch



Pink Cloud

At Pink Cloud, gay men and lesbian women are offered a travel world tailored to their needs. The hotel portfolio consists mostly of hotels that are gay-friendly. Specific offers stand for a tolerant, open lifestyle and only occur with like-minded people. The programme is wide-ranging and offers everything from gay & lesbian cruises on the world's oceans to trekking tours in the Andes and round trips in South Africa.

www.pinkcloud.ch



Private Safaris

Private Safaris has been organising round trips, beach holidays and safaris in eastern and southern Africa since 1971. During this time, the operator has been named best Swiss tour operator for Africa fourteen times. The team of experts is regularly on the move on the continent and optimises the select offer – consisting of camping, off-road tours, gorilla trekking and beach holidays.

www.privatesafaris.ch



railtour

As a long-established tour operator, railtour maintains its market leadership for touristic rail travel and city breaks in Europe. The travel professionals create individual travel packages with rail arrivals: be it for a city trip to Paris, an excursion to Milan or even for holidays at the North Sea. The wide range of products is complemented by rail adventure tours as well as group tours.

www.railtour.ch



Golf and Travel

The experts at Golf and Travel have personally tested and approved all the courses and hotels featured in their programme, ensuring that your golf trip is in the best of hands. From guided tournament weeks and course weeks to short breaks or personalised golf holidays – here, no wish remains unfulfilled.

www.golfandtravel.ch



Individual tour operator brands such as **ACS Reisen AG, Frantour, Kontiki, MICExperts, Pink Cloud, Railtour** and **Kuoni Cruises** are not covered in this manual and must be approached directly for any contributions/cooperation.

OFFLINE MARKETING ACTIVITIES

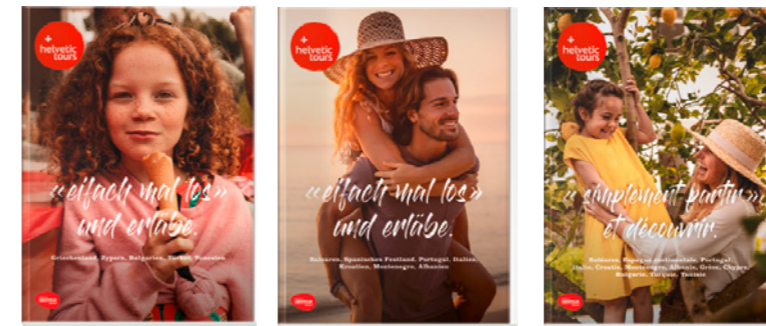
Print Advertisement

DERTOUR Suisse Brand Brochures

Publication date	1x per year or every 2 years, depending on the issue	
Number of copies	Depending on the issue	
Distribution	Approx. 680 booking agencies across Switzerland	
Language	2/3 German, 1/3 French	
Price	1/1 page	CHF 5000.–

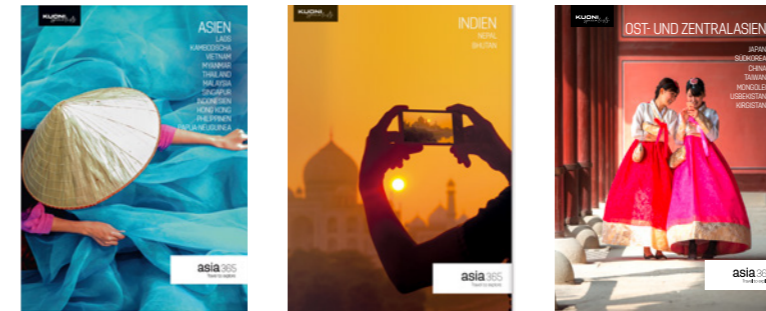


KUONI
validity 1 – 2 years, depending on the issue
8 destinations, various topics, 5x German, 4x French



HELVETIC TOURS

validity 1 – 2 years, depending on the issue, 8 destinations, various topics, 5x German, 4x French



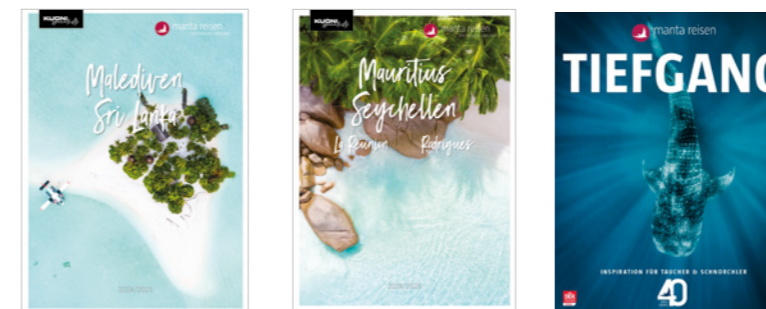
ASIA365

validity 1 – 2 years, depending on the issue
Asian destinations, 3x German



DORADO LATIN TOURS

validity 1 year, Central and South American destinations, 1x German, 1x French



MANTA REISEN

validity 1 – 2 years, depending on the issue
Indian Ocean, 3x German, 3x French



PRIVATE SAFARIS

validity 1 – 2 years, depending on the issue
African destinations, 2x German, 2x French

OFFLINE MARKETING ACTIVITIES

DERTOUR Suisse Client Magazines

Kuoni «elsewhere»

Publication date	December 2025, 1x per year
Content	Articles all over the world, offers, personal stories
Copies	29'000
Distribution	Mailing to Kuoni clients and presence in medical practices, hairdressing salons, cafés (etc.)
Language	German

Price	1/1 page	CHF 6000.–
	1/2 page	CHF 3500.–



Wedding magazine «Honey»

Publication date	Every 2 years, next issue will be produced in fall 2026
Content	articles, travel advertorials, advertisements, Hotel presentations and offers
Copies	12'500 German, 2500 French
Distribution	Customers, travel branch offices, mailings, fairs
Language	German, French

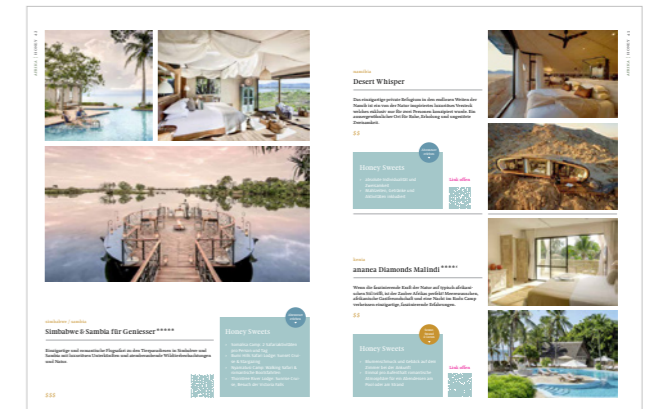
Price	Advertorial 2nd cover page	CHF 6000.–
	3rd cover page	CHF 6000.–
	1/1 page	CHF 5000.–
	1/2 page	CHF 2800.–
	Travel report 1/1 page	CHF 7000.–
	Hotel tip 1/1 page	CHF 4500.–
	1/2 page	CHF 2300.–



Magazine Advertorial

Content	to be discussed
Format	2 – 4 pages
Price	Starting from CHF 8000.–

Travel report also available online on kuoni.ch/elsewhere-magazin
Price starting from **CHF 2500.–**



OFFLINE MARKETING ACTIVITIES

External Print Advertisements

Travel Magazin

Publication date	March, May, September, December
Content	TravelMagazin reports on trending topics, new discoveries, trips away from the crowds, must-sees and touching encounters with people
Copies	11'000
Readers incl. E-Paper	182'000
Distribution	Subscribers of Zurich regional newspapers, Airport Zurich and Basel plus distribution at own booth at the holiday fairs
Language	German
<hr/>	
Price	1/1 page CHF 11'000.–



traveltip

Publication date	January, May, September 2025
Content	The Magazine for Holiday The most popular consumer magazine for 29 years published by Primus Publishing, the leading publishing house in Switzerland for travel and tourism publications: Experienced journalists contribute to traveltip with specialist advice and information on travel, trends and holiday destinations.
Copies	105'000
Distribution	Consumers German-speaking Switzerland, Kiosk, Subscribers, Airport Zurich & Basel Lounges, Holiday fairs
Language	German
<hr/>	
Price	1/1 page CHF 7900.–



Ferienwelt

Publication date	1x per year
Content	Brochure with approx 25 offers from tour operators
Copies	300'000
Distribution	Subscribers, scatter distribution or at events such as fairs and exhibitions
Language	German (French only digitally)
<hr/>	
Price	1/1 page CHF 4400.–



travel INSIDE

Publication date	monthly
Content	a trade magazine tailored to the information needs of management and staff in Switzerland high quality, informative, useful for day-to-day business, up-to-date, entertaining
Copies	4500
Distribution	B2B, Swiss travel trade at various readership levels – executive management, junior management, decision-makers, staff, tour operators, travel agents
Language	German
<hr/>	
Price	1/1 page CHF 7700.–



Prestige Travel Magazin

Publication date	March, June, September, December 2025
Content	Special interest magazine about travelling
Copies	30'000
Distribution	Subscribers, airports, restaurants, hotels, medical practice
Language	German
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Price	1/1 page CHF 4500.–



Internal Channels

POS (Kuoni Travel Agencies & Kuoni Retailers)

Instore TV-Screens (only Kuoni Travel Agencies)

Placement	Screen is placed in a prominent position in the shop window of all our approx. 75 travel agencies		
Format	Still Image: 1920 x 1080 pixel, jpg-file or Video: mp4-File, without sound, max. 30 seconds, max. 18 MB Partner delivers the file/video		
Distribution	Approx. 70 TV's		
Duration	For a period of one week, appears every 3 minutes, 7am to 10pm		
Price	Throughout Switzerland	CHF	2000.-
	German part	CHF	1000.-
	French part	CHF	800.-
	Italian part	CHF	500.-



POS Lightbox Posters

Placement	The poster is placed in a prominent position in the shop window (a few posters are placed in a stand on the street without light but in a highly visible area)	
Format	680 x 980mm and 698 x 998mm	
Distribution	Approx. 120 pcs To most of our Kuoni retailers and selected partner travel agencies	
Duration	For a period of four weeks	
Languages	German/French/Italian	
Price	CHF 6500.-	



Window Sticker

Placement	Round sticker on shop window
Format	900 x 900mm
Distribution	Approx. 80 pcs To most of our Kuoni retailers and selected partner travel agencies
Duration	For a period of four weeks
Languages	German/French/Italian
Price	CHF 5300.- (incl. production)



Special Offer Flyer

Publication date	Every month
Content	Flyer is placed in a prominent position in the shop window
Format	A4, four-color
Copies	Approx. 400
Distribution	To Kuoni retailers and selected partner travel agencies
Duration	For a period of 4 weeks
Languages	German/French
Price	CHF 1200.-



Internal Channels

POS (Kuoni Travel Agencies & Kuoni Retailers)

Kuoni Radio <<Kuoni Sounds>>

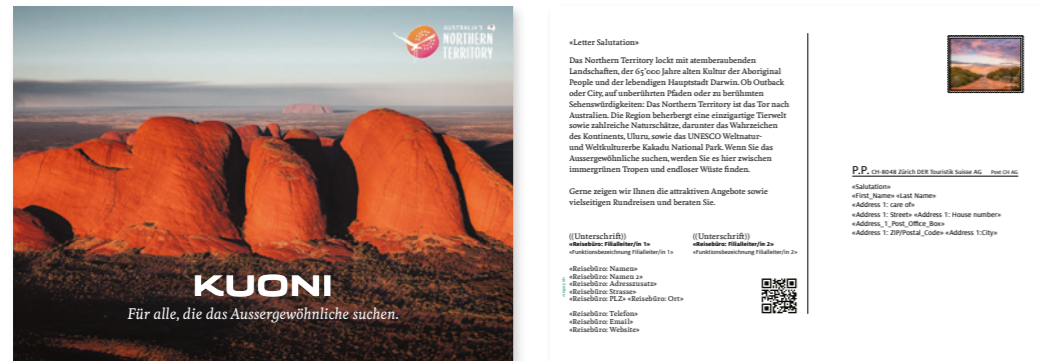
Placement	Advertising jingles are played during the day on Kuoni Brand Radio in the stores.	
Format	Professionally produced single spots of 15-30 seconds	
Distribution	Approx. 70 Kuoni retailers	
Duration	For a period of 2 weeks	
Languages	German/French/Italian	
Price	German	CHF 1200.-
	additional language	CHF 200.-



Direct Marketing

Print Mailing

Target group, copies, format, language
all individual – depending on budget



Example: A5 Postcard to 8000 Kuoni clients, **CHF 7000.–** (production & postage included).

Sampling

Target group, copies, format, language all individual – depending on budget
Remarks Various possibilities – can be coupled with competition, online activities etc.

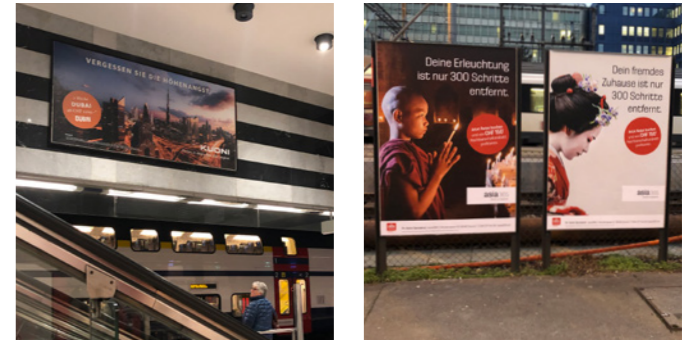


Example: Sampling Flyer in front of the Kuoni travel agencies on a Valentine's Day.

Out Of Home

Posters

Format F4 (89.5 × 128 cm)
F12 (268.5 × 128 cm)
Distribution Languages According to request (Switzerland or region)
German/French/Italian
Price Depending on the number of posters



Megaposter

Format different sizes
Distribution Languages Available in selected cities
German/French/Italian
Price Depending on format and location



Example: Megaposter Zurich, Letzigrund Stadion, 4 weeks, CHF 27'400 (incl. Production)

ePanels/eBoards

ePanel Placement Format escalator, rail, city or shopping
9:16, LCD-screen, in full-HD-quality
eBoard Placement Format rail or city
16:9, LCD- or LED-screens,
Loop 120 seconds
Distribution Languages Available in selected cities
German/French/Italian
Price Starting from **CHF 6000.–**



Events

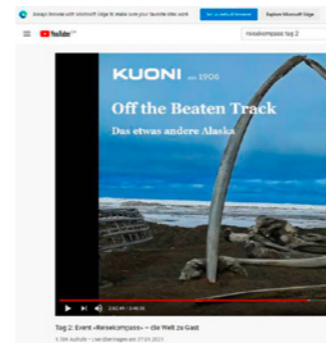
Event B2C/B2B

Platform	Events from 20 people, workshop, roadshow etc. DERTOUR Suisse is responsible for conception, organisation and invitation
Price	Starting from CHF 3000.- , depending on the size of the event



Webinar

Platform	Webinars for B2B-clients
Price	Set up by partner CHF 800.- (Set up by Kuoni/Helvetec Tours CHF 2000.-)



External Events

Platform	We advise you about the large range of possibilities (talks, posters, screens etc.) on the fairs (travel fairs in Zurich & Berne, wedding fairs)
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Traffic Advertisement

Tram in Zurich

Display	Roof panel, layout with partner logo
Distribution	Zurich city
Duration	12 months
Language	German
Price	CHF 16'000.- (incl. production)



Railposters

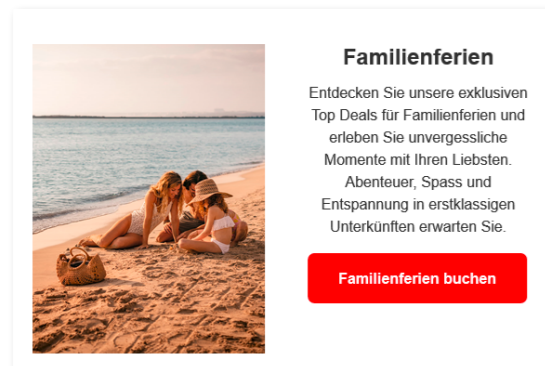
Display	Billboard within public transports Switzerland
Distribution	According to request (Switzerland or region)
Format	65 x 31 cm
Languages	German/French/Italian
Price	Starting from CHF 3000.- , depending on the number of posters



ONLINE MARKETING ACTIVITIES

Newsletter

Brand	Recipients	Language	Costs in CHF	Format Picture	Text
Kuoni	65'000	German/French	2000	600x800 px	50 words
Helvetic Tours	16'000	German/French	1500	600x800 px	50 words
Helvetic Tours (Exclusive NL)	16'000	German/French	4800	individual	individual
asia365	5000	German/French	from 800	tbd	tbd
asia365	700 Travel agencies	German/French	from 500	tbd	tbd
Cotravel	3800	German	from 400	tbd	tbd
Kuoni Sports Travel	6400	German/French	from 500	800x1000 px	max. 60 words
Manta Reisen	5700	German/French	from 900	1000x800 px	special offer incl. price
Manta Reisen	5700	German/French	from 900	1000x800 px	Story content/news
Private Safaris	4300	German/French	from 500	650x225 px	tbd
Private Safaris	4300	German/French	from 400	320x650 px	tbd
Dorado Latin Tours	1800	German/French	from 200	tbd	tbd
Pink Cloud	2000	German	from 400	800x1000 px	max. 60 words



Familienferien

Entdecken Sie unsere exklusiven Top Deals für Familienferien und erleben Sie unvergessliche Momente mit Ihren Liebsten. Abenteuer, Spass und Entspannung in erstklassigen Unterkünften erwarten Sie.

[Familienferien buchen](#)

Newsletter Box Helvetic Tours



Roadtrip Saudi Arabien

Unser Weltenbummler und Reiseberater Peter Gantenbein hat auf einer 1800 Kilometer langen Route Saudi Arabien erkundet. Wie er dort spontane Gastfreundschaft erleben durfte, erfahren Sie in unserem Reisebericht.

[Jetzt lesen](#)

Newsletter Box Kuoni

Further Internal Online Channels

Sales Newsflash Newsletter B2B

Publication date	Every two weeks on Monday (by E-mail)
Distribution	To our Kuoni and Helvetic Tours retailers and selected partner travel agencies, approx. 600 recipients
Languages	German/French
Price	CHF 1200.–



helvetic tours

Türkei Ferien – jetzt bei Helvetic Tours die attraktivsten Angebote buchen!

Geniessen Sie Traumferien in der Türkei. Kilometerlange Sandstrände, glasklares Meer und Hotels vom Feinsten. Einige der ältesten Kulturen prägten und bereicherten diese Region. Mit einem Fuss im Orient, aber mit dem Blick nach Europa – die Türkei, eine faszinierende Mischung. Ob erholen, erkunden oder staunen - wir haben für Sie das passende Hotel. Weitere Angebote im CETS.

[Mehr erfahren](#)

Sales Newsflash Box

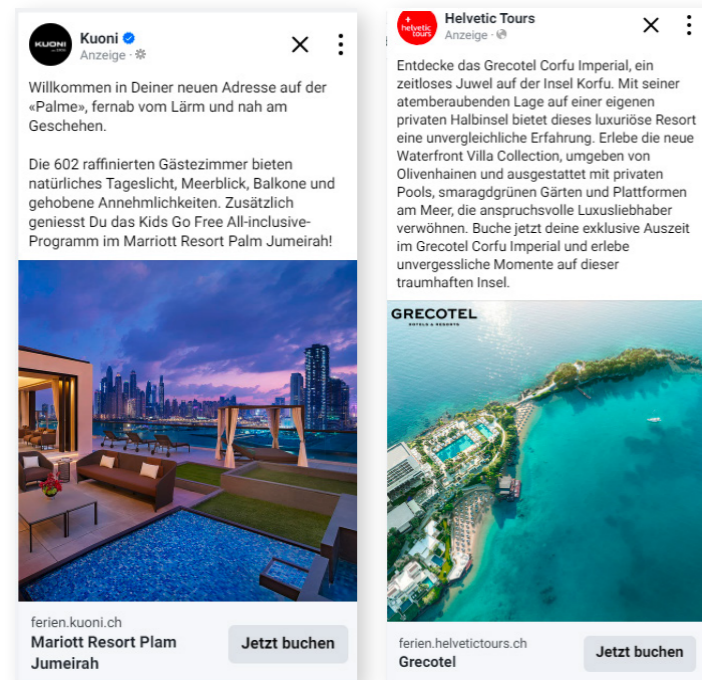
ONLINE MARKETING ACTIVITIES

Website Banner

Brand	Visitors/month Home	Visitors/month Total	Language	Costs in CHF
Kuoni	23'000	76'000	German/French	from 1500
Helvetic Tours	13'000	75'000	German/French	from 1200
asia365	900	3500	German/French	from 400
Cotravel	400	2300	N/A	N/A
Kuoni Sports Travel	900	4800	German/French	from 500
Manta Reisen	3400	12'400	German/French	from 800
Private Safaris	1700	6600	German/French	from 500
Dorado Latin Tours	500	2700	German/French	N/A

Facebook/Instagram (Paid Post)

Recipients	Image & Story Costs in CHF
50'000	500
80'000	800



External Online Channels

Travel Inside

Content High quality and well-researched content for the travel industry (B2B)
Language German

Website Banner

Website abouttravel.ch
Key facts 250'000 visits/month
 550'000 page impressions/month

Price CHF 1000 – 3000.–

Newsletter

Frequency Daily (Monday to Friday)
Duration For a period of one week
Subscribers 16'500

Price CHF 1800.–

Travelnews

Content The newportal for holidays & tourism
Language German

Website Banner

Website www.travelnews.ch
 215'000 visits/month
 315'000 page impressions/month
 15'000 Ad-impressions

Price CHF 1000 – 2000.–

Newsletter

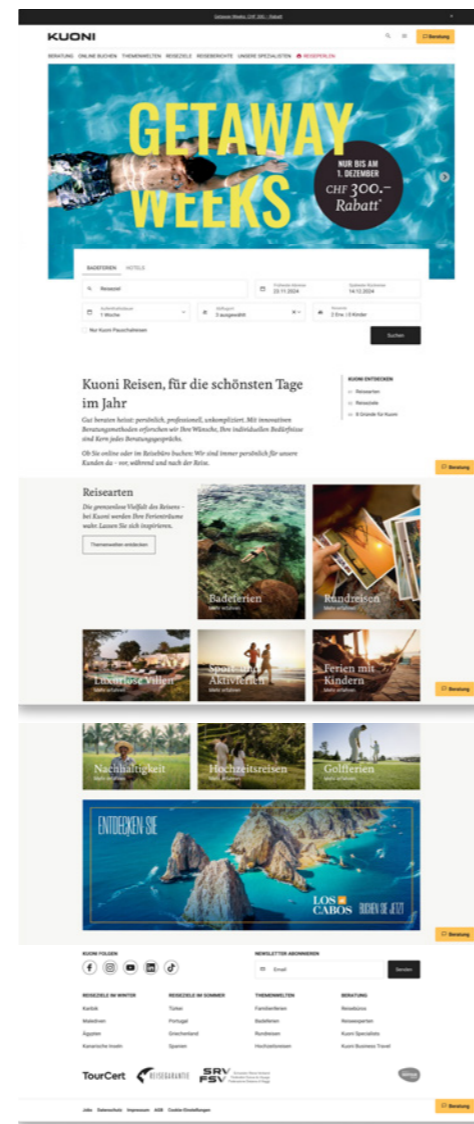
Frequency Daily (Monday to Friday)
Duration For a period of one week
Subscribers 14'800

Price CHF 2000.–

CETS Banner

Content Banner integration with link to a PDF
Key facts CETS is used by approx 760 travel agencies

Price CHF 400.–



Website Banner





TERMS AND CONDITIONS

Fees

All above mentioned prices are excluding design. Should DERTOUR Suisse AG have to do any design work please note the following rates:

Online Banners	CHF 150.–
Social Media Templates	CHF 150.–
Print products (Stickers, Lightbox Poster)	CHF 250.–

All prices are excl. VAT

CONTACT

Talk to us – we look forward to hearing from you.

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Kuoni Sports Travel

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E-mail kuonisports@kuonisports.ch



Manta Reisen

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Private Safaris

Phone +41(0)44 386 46 46
E-mail marketing@privatesafaris.ch



EXPERIENCE WITH US THE ENTIRE WORLD OF TRAVEL

WE MAKE YOUR HOLIDAY DREAMS COME TRUE.

With passion, long-standing experience and our expert knowledge across all continents and types of travel, we guarantee you competent advice and a sustainable travel experience.



kontiki



KUONI

▶ railtour

⊕ MICExperts

⊕ manta reisen

⊕ golf and travel



private safaris
PURE AFRICA

PINK CLOUD

cotravel

KUONI | Business Travel

asia 365

KUONI | Cruises

KUONI | Sports Travel

TRUSTED
TRAVEL
TEAM

DERTOUR
GROUP