

**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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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

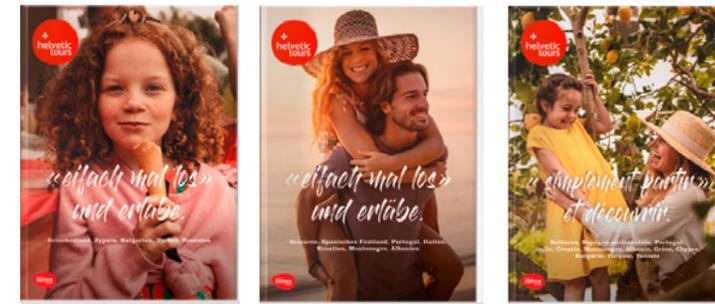
## Print Advertisement

### DERTOUR Suisse Brand Brochures

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

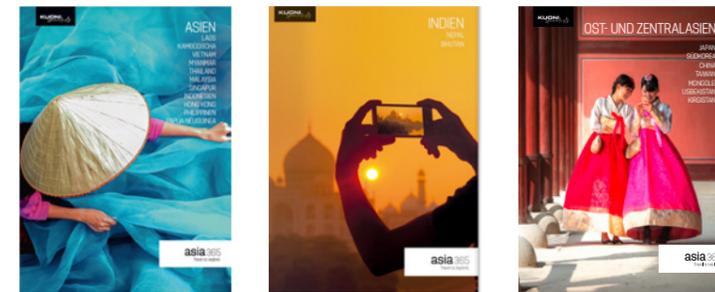


**KUONI**  
validity 1 – 2 years, depending on the issue  
8 destinations, various topics, 5x German, 4x French



### HELVETIC TOURS

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



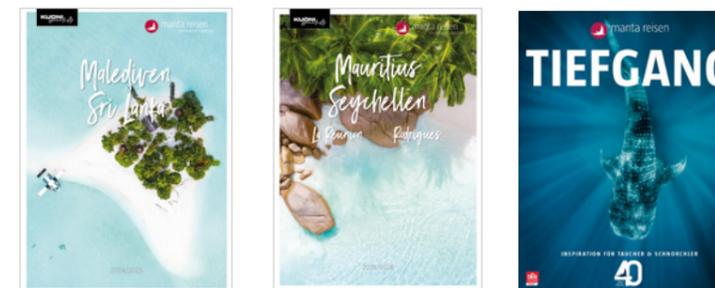
### ASIA365

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»

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

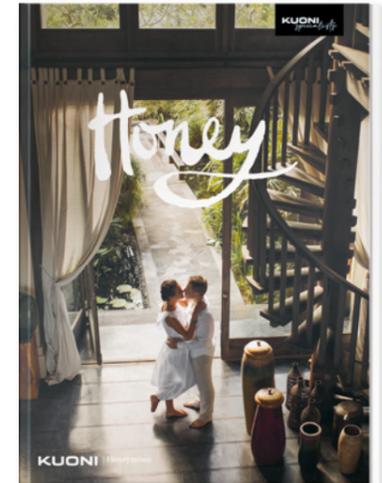
<b>Price</b>	1/1 page	<b>CHF 6000.–</b>
	1/2 page	<b>CHF 3500.–</b>



### Wedding magazine «Honey»

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

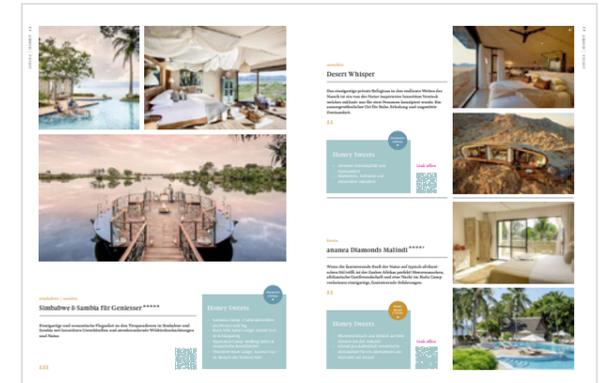
<b>Price</b>	Advertorial 2nd cover page	<b>CHF 6000.–</b>
	3rd cover page	<b>CHF 6000.–</b>
	1/1 page	<b>CHF 5000.–</b>
	1/2 page	<b>CHF 2800.–</b>
	Travel report 1/1 page	<b>CHF 7000.–</b>
	Hotel tip 1/1 page	<b>CHF 4500.–</b>
	1/2 page	<b>CHF 2300.–</b>



### Magazine Advertorial

<b>Content</b>	to be discussed
<b>Format</b>	2 – 4 pages
<b>Price</b>	Starting from <b>CHF 8000.–</b>

Travel report also available online on [kuoni.ch/elsewhere-magazin](http://kuoni.ch/elsewhere-magazin)  
Price starting from **CHF 2500.–**



# OFFLINE MARKETING ACTIVITIES

## External Print Advertisements

### Travel Magazin

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



### traveltip

<b>Publication date</b>	January, May, September 2025
<b>Content</b>	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.
<b>Copies</b>	105'000
<b>Distribution</b>	Consumers German-speaking Switzerland, Kiosk, Subscribers, Airport Zurich & Basel Lounges, Holiday fairs
<b>Language</b>	German
<b>Price</b>	1/1 page <b>CHF 7900.-</b>



### Ferienwelt

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



### travel INSIDE

<b>Publication date</b>	monthly
<b>Content</b>	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
<b>Copies</b>	4500
<b>Distribution</b>	B2B, Swiss travel trade at various readership levels – executive management, junior management, decision-makers, staff, tour operators, travel agents
<b>Language</b>	German
<b>Price</b>	1/1 page <b>CHF 7700.-</b>



### Prestige Travel Magazin

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



## Internal Channels

### POS (Kuoni Travel Agencies & Kuoni Retailers)

#### Instore TV-Screens (only Kuoni Travel Agencies)

<b>Placement</b>	Screen is placed in a prominent position in the shop window of all our approx. 75 travel agencies		
<b>Format</b>	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		
<b>Distribution</b>	Approx. 70 TV's		
<b>Duration</b>	For a period of one week, appears every 3 minutes, 7am to 10pm		
<b>Price</b>	Throughout Switzerland	<b>CHF</b>	<b>2000.-</b>
	German part	<b>CHF</b>	<b>1000.-</b>
	French part	<b>CHF</b>	<b>800.-</b>
	Italian part	<b>CHF</b>	<b>500.-</b>



#### POS Lightbox Posters

<b>Placement</b>	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)	
<b>Format</b>	680 x 980mm and 698 x 998mm	
<b>Distribution</b>	Approx. 120 pcs To most of our Kuoni retailers and selected partner travel agencies	
<b>Duration</b>	For a period of four weeks	
<b>Languages</b>	German/French/Italian	
<b>Price</b>	<b>CHF 6500.-</b>	



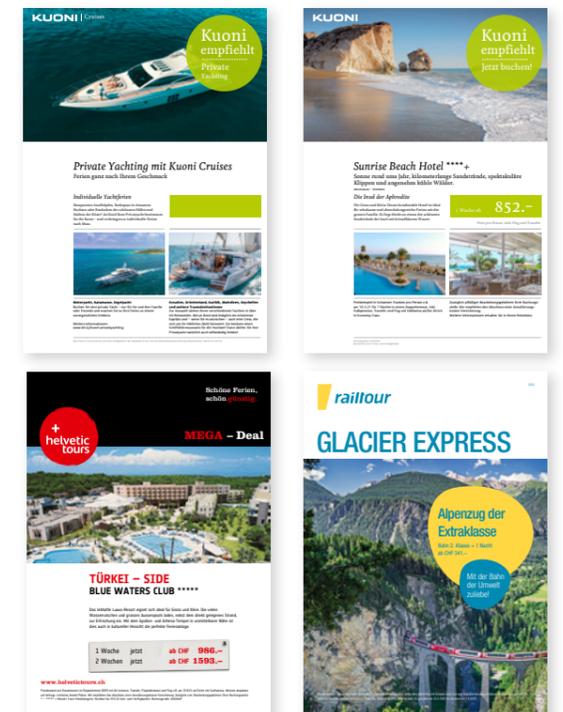
#### Window Sticker

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



#### Special Offer Flyer

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



# Internal Channels

## POS (Kuoni Travel Agencies & Kuoni Retailers)

### Kuoni Radio <<Kuoni Sounds>>

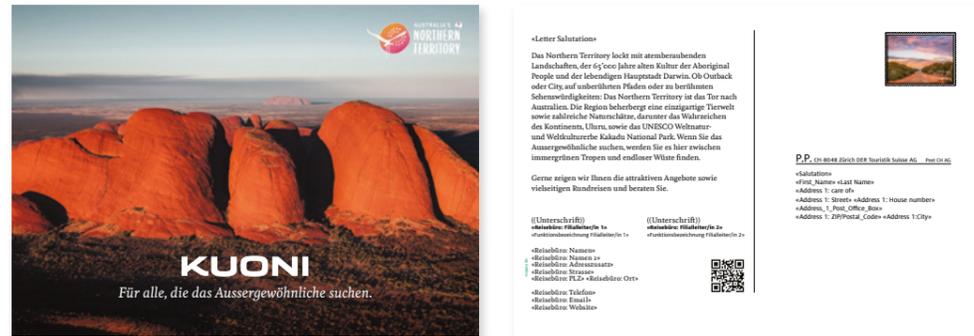
<b>Placement</b>	Advertising jingles are played during the day on Kuoni Brand Radio in the stores.	
<b>Format</b>	Professionally produced single spots of 15-30 seconds	
<b>Distribution</b>	Approx. 70 Kuoni retailers	
<b>Duration</b>	For a period of 2 weeks	
<b>Languages</b>	German/French/Italian	
<b>Price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



## 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.

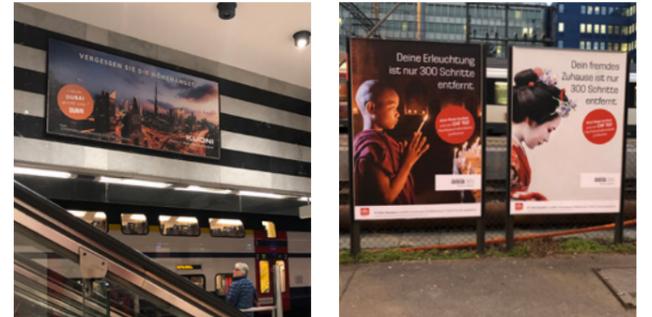


Example: Sampling Flyer in front of the Kuoni travel agencies on a Valentine's Day.

## 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

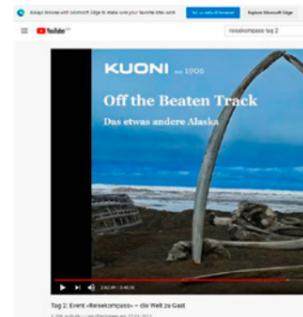
### Event B2C/B2B

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



### Webinar

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



### External Events

<b>Platform</b>	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

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



### Railposters

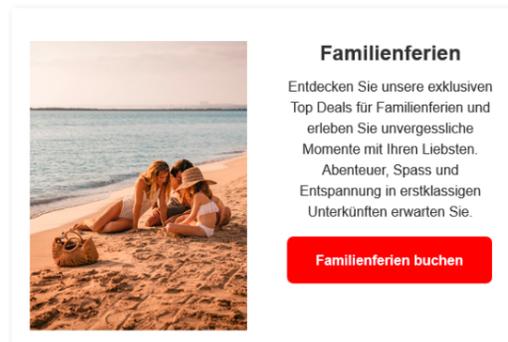
<b>Display</b>	Billboard within public transports Switzerland
<b>Distribution</b>	According to request (Switzerland or region)
<b>Format</b>	65 x 31 cm
<b>Languages</b>	German/French/Italian
<b>Price</b>	Starting from <b>CHF 3000.-</b> , depending on the number of posters



# 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

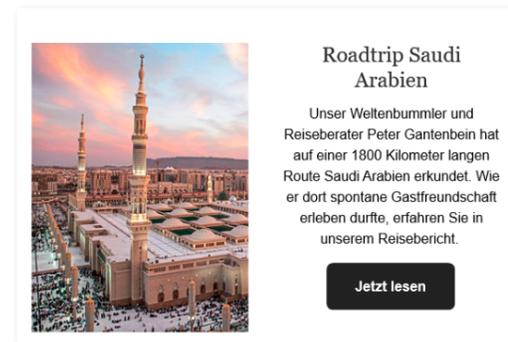


**Familienferien**

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

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

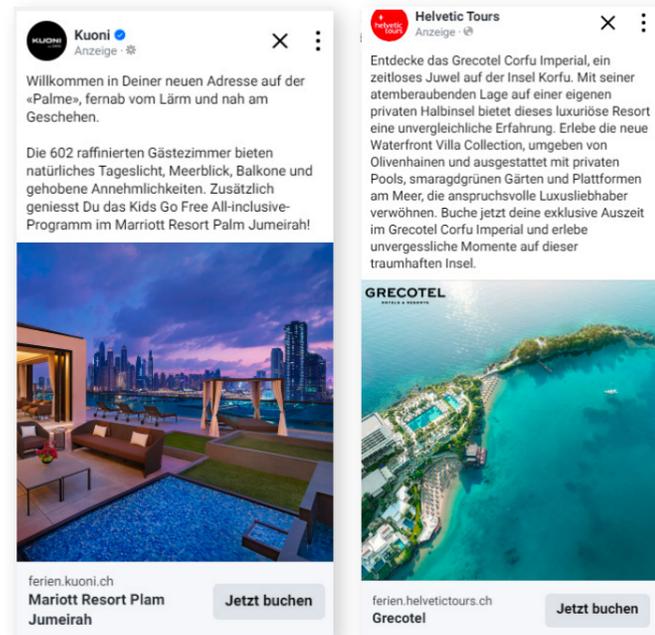
# ONLINE MARKETING ACTIVITIES

## 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

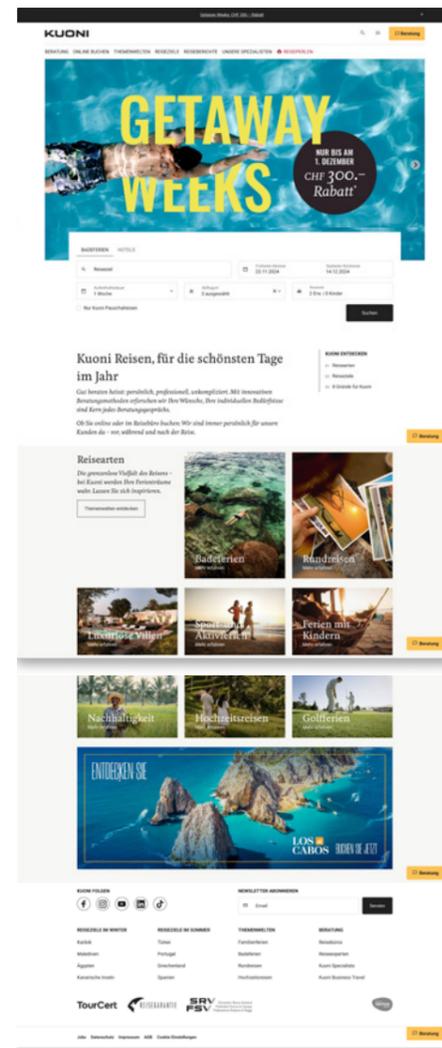
**Website** www.travelnews.ch  
 215'000 visits/month  
 315'000 page impressions/month  
 15'000 Ad-impressions

**Price** CHF 1000 – 2000.–

### Newsletter

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

**Price** CHF 2000.–



Website Banner

### CETS Banner

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

**Price** CHF 400.–





## 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.

### DERTOUR Suisse AG

Herostrasse 12  
CH-8048 Zurich  
Switzerland

### Kuoni

Market Management  
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