

Washington, DC 20530

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending Dec 31, 2016

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
Switzerland Tourism 55

(c) Business Address(es) of Registrant
608 Fifth Avenue
New York, NY 10020

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes No
(2) Citizenship Yes No
(3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
(2) Ownership or control Yes No
(3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

1 The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
If yes, furnish the following information:

Foreign Principal _____ Date of Termination _____

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
If yes, furnish the following information:

Name and Address of Foreign Principal(s) _____ Date Acquired _____

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Tödistrasse 7, 8002 Zurich, Switzerland
Swiss Federal Railways, Wylterstrasse 123/125, Berne, Switzerland

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Providing free information on travel, education, hotel accommodation and transportation. Distribution of travel literature and posters to travel agencies, tour operators and individuals who ask for it. Furnishing of articles and images on Switzerland's attractions, life and culture to newspapers and magazines. Lending video or DVD images to lecturers, travel agencies and TV stations as per request. Arranging for free transportation within Switzerland for writers, reporters, editors, travel agencies and decision makers.

See attached list for free transportation and promotional activities.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
please see separate sheet			

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors,

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
please see separate sheet			

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

- Switzerland Tourism, Zurich, Switzerland (head office)
- Swiss Federal Railways, Berne, Switzerland

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.
Switzerland Tourism, Zurich, Switzerland (head office)
Total net budget for 2016 marketing activities: USD 1,2m

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper Motion picture films Letters or telegrams
- Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches
- Other (specify) _____

Electronic Communications

- Email
- Website URL(s): www.myswitzerland.com
- Social media websites URL(s): facebook.com / twitter.com
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials Newspapers Libraries
- Legislators Editors Educational institutions
- Government agencies Civic groups or associations Nationality groups
- Other (specify) general public

21. What language was used in the informational materials:

- English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

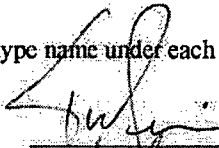
VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

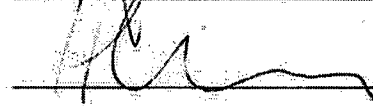
(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

January 24, 2017



January 24, 2017



SWITZERLAND TOURISM
608 FIFTH AVE.
NEW YORK, NY 10020

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Switzerland Tourism.



***Item 11 of Supplemental Statement: Period July – December 2016
Promotional activities: New York***

Travel Trade Shows/Conferences:

Signature Regionals, Chicago Jul 15
ASAE, Salt Lake City w/ Basel & Geneva, Aug 13-16
M&IW Tradeshow, Wisconsin, Sept 8
ATWS, Alaska, Sep 19 – 22
Virtuoso Regional Meetings (Tampa, Jacksonville, Miami), Sep 20 – 22
DestinationThink! Conference, Oct 14
Visit Europe Media Exchange VEMEX, New York Oct 17
IMEX America, Las Vegas, Oct 18 – 20
SITE Board Meeting and Halloween event, Boston, Oct 27
Travel Trade Show, Halifax, Nov 18
SITE Holiday Soiree, Nov 30
PCMA Event 'Giving Tuesday', Dec 6
New York Travel Writers Association Christmas Luncheon, Dec. 6
USTOA, Scottsdale, Dec 6 - 9

Receptions and Presentations:

ASAE Happy Hour Final Meeting, NYC, Aug 2
Agents Training, Trafalgar, Toronto, Aug 4
Sales Calls with HOS, Aug 22-23
Winter Launch event w/ Alpine Adventures in NYC, Sep 8
Winter Launch Event, Toronto, Sept. 8
BoS #4, Dallas, Austin, Houston Chicago, Sep 12 – 16
PCMA Luncheon, Sep 14
Soirée Suisse, Washington D.C., Sep 14
Sales Calls West Coast w/ HoS, Sep 19 – 23
BoS #5, New England & Florida, Oct 24 – 28
Screening Warren Miller, San Francisco, Nov 2
Screening Warren Miller, Tarrytown, NY, Nov 3
Screening Warren Miller, San Francisco, Nov 11
Screening Warren Miller, Berkley, Nov 16
Collette Global Sales Meeting, Rhode Island, Nov 29 - 30
Extravaganza Made in Bern, New York, Dec 5
Extravaganza Lake Geneva & Matterhorn Region, Toronto, Dec 6

Switzerland Tourism.



***Item 11 of Supplemental Statement: Period July – December 2016
Promotional activities: San Francisco***

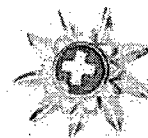
Travel Trade Shows/Conferences:

Virtuoso Travel Week, Las Vegas, Aug 6-12
Virtuoso Regional Meetings (L.A., San Diego, Phoenix), Sep 14 – 16
Visit Europe Media Exchange VEMEX, Denver, Oct. 19,
Visit Europe Media Exchange VEMEX, San Francisco, Oct. 21
Travel Classics Writers Conference, Scottsdale, Nov 17-20
Signature Sales Meeting & Switzerland event, Las Vegas, Dec 9 - 11

Receptions and Presentations:

SDH Media Event, Chicago Jul 12
Swiss Chamber: Swiss Innovators, L.A., Jul 13
SDH Media Event, San Francisco Jul 14
SWISS SFO Gate Event, San Francisco, Aug 30
Inauguration Office Pier 17, San Francisco, Sep 23
Media Tour Best of Switzerland: Montreal, Vancouver, Seattle, Oct. 18-21
Training at Trafalgar, L.A., Nov 11
BoS#6, San Francisco, Arizona, Colorado, Nov 28 - Dec 2
Extravaganza Lake Geneva & Matterhorn Region, Los Angeles, Dec 8
Training Signature, Dec 8
Extravaganza Ticino, San Francisco, Dec 12

Switzerland Tourism.

**Item 14 (a) RECEIPTS OF MONIES US - HEADQUARTERS NEW YORK**

Jul - Dec 2016	From Whom:	Purpose:	Amount in USD:
July	ST Zurich	Current Expenses	325,000
August	ST Zurich	do.	140,000
September	ST Zurich	do.	280,000
October	ST Zurich	do.	300,000
November	ST Zurich	do.	230,000
December	ST Zurich	do.	300,000
			1,575,000
	Swiss Partners	Participation Switzerland Incentive and Congress	232,161
	Swiss Partners	Switzerland joint campaign with Key Accounts	73,474
	Travel Industry Partners	Participation in various marketing programs	312,234
			617,869

January 2017/TJ

Switzerland Tourism.

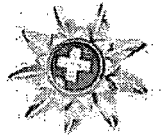


**Item15 (a) DISBURSEMENTS - MONIES FOR US-HEADQUARTERS
NEW YORK**

Date payment was made	To whom payment was made	Purpose for which payment was made	Amount in USD
Jul - Dec 2016	Employees ST NYC	Salaries	652,929
	Rent/Cleaning/Heating etc.		133,543
	Office Supplies, Communications, Insurances, Hardware/Software etc.		32,082
	Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways		146,641
	Key Account Management		460,218
	Trade shows, receptions for the travel industry, seminars, give-aways		
	Key Media Management		354,469
	Public relations, promotional articles, press releases and clippings, newsletters		
	Internet Web Promotion		204,694
	Postage, customs duties and brokerage fees / Mailing House		63,349
	Traveling and moving expenses of staff		72,407
	Total New York		2,120,332

January 2017/TJ

Switzerland Tourism.



**Item 15 (a) DISBURSEMENTS-MONIES FOR WESTERN REPRESENTATION
SAN FRANCISCO**

<u>Date payment was made</u>	<u>Name of person to whom payment was made</u>	<u>Purpose for which payment was made</u>	<u>Amount in USD</u>
Jul - Dec 2016	Employees ST SFO	Salaries	187,153
		Rent/Cleaning/Heating etc.	15,176
		Office Supplies, Communications, Insurances	29,506
Total San Francisco			231,835
Total Disbursements New York/San Francisco			2,352,167

January 2017/TJ

Switzerland Tourism.



***Item 15 (b) of Supplemental Statement: Period July – December 2016
New York***

Familiarization Trips:

Meeting Trophy, Switzerland Jun 30 – Jul 3
Study Trip (Switzerland) - ISRAM, Oct 3 – 7

Media Group Trips:

Andiamo TV Project July 14
Chris Burkart Influencer Trip (Switzerland) Aug 29 - Sep 7
Group Media Trip Jungfrau Railways / Zurich Food Festival, Sep. 11-19
Group Media Trip Gotthard Base Tunnel, Sep. 13-17
Andiamo Shoot, Jungfrau Region, Sep 27-Oct. 6
Videographer Trip Lake Geneva & Matterhorn Region and Basel, Oct. 9-21
Influencer Trip Swiss Travel System - Gotthard Base Tunnel, Dec. 9-13

***Item 15 (b) of Supplemental Statement: Period July – December 2016
San Francisco***

Familiarization Trips:

Study Trip Virtuoso (Switzerland), Sep 1 – 7

Media Group Trips:

STS Webisodes, Switzerland, Jul 4–10
Best of the Alps Group Media Trip, St Moritz Dec. 9-12