

U.S. Department of Justice
Washington, DC 20530

OMB No. 1124-0002; Expires May 31, 2020

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

For Six Month Period Ending 12/31/2018

(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 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, Bern, 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 foreign principal.

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 agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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
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, "kickbacks," and the like.

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
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, Bern, 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.

Total net budget for 2018 marketing activities: USD 1,22m

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): MvSwitzerland.com
 Social media websites URL(s): Facebook. Twitter. Instagram.
 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.

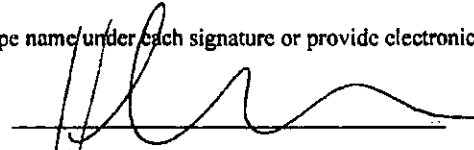
VI - EXECUTION

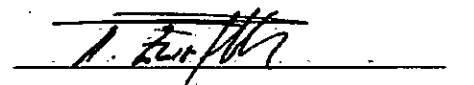
In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents 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)

1/11/19

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



Alex Herrmann


Philippe Zueflich

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 2018
Promotional activities: New York***

Travel Trade Shows/Conferences:

Global Travel Marketplace Florida, Jul 12 - 14
IMEX Las Vegas, Oct 16 - 18
Consular and Public Diplomacy Conf. Washington D.C. Nov 4 - 7
NTA National Tour Association Conf. Minneapolis, Nov 4 - 8

Receptions and Presentations:

Soirée Suisse, Washington DC. Sep 12 - 13
PRO Luncheon, New York, Sep 13
Vemex Chicago, Oct 11 - 12
AFAR Advisory Board, Oct 23
Extravaganza ESTM, New York, Nov 29
Warren Miller screening – various cities in November and December 2018

***Item 11 of Supplemental Statement: Period July – December 2018
Promotional activities: San Francisco***

Travel Trade Shows/Conferences:

ANA Social Media Conference, California, Jul 25 - 28
Virtuoso Travel Week, Las Vegas, Aug 10 - 15
U.S. Tour Operators Association, Phoenix, Nov 26 - 30
Travel Classics Writer Conference, Scottsdale, Nov 29 - Dec 2
Signature Business Meetings, Las Vegas, Nov 27 - 30

Receptions and Presentations:

Swiss Deluxe Hotels Media Luncheon, L.A., Aug 9
'Zurich meets San Francisco' event, San Francisco, Oct 20 - 26
Extravaganza with Zurich, San Francisco Oct 24
Extravaganza LGMR, L.A. Dec 5

Switzerland Tourism.

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

Jul - Dec 2018	From Whom:	Purpose:	Amount in USD:
July	ST Zurich	Current Expenses	335,000
August	ST Zurich	do.	91,000
September	ST Zurich	do.	270,000
October	ST Zurich	do.	450,000
November	ST Zurich	do.	500,000
December	ST Zurich	do.	375,000
			2,021,000
	Swiss Partners	Participation Switzerland Incentive and Congress	243,733
	Swiss Partners	Switzerland joint campaign with Key Accounts	404,789
	Travel Industry Partners	Participation in various marketing programs	25,927
			674,449

January 2019 / PZ

Switzerland Tourism.



**Item 15 (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 2018	Employees ST NYC	Salaries	708,109
		Rent/Cleaning/Heating etc.	152,792
		Office Supplies, Communications, Insurances, Hardware/Software etc.	38,304
		Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways	553,312
		Key Account Management Trade shows, receptions for the travel industry, seminars, give-aways	555,300
		Key Media Management Public relations, promotional articles, press releases and clippings, newsletters	377,381
		Internet Web Promotion	326,193
		Postage, customs duties and brokerage fees / Mailing House	25,713
		Traveling and moving expenses of staff	85,231
		Total New York	<u>2,822,334</u>

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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 2018	Employees ST SFO	Salaries	175,324
		Rent/Cleaning/Heating etc.	1,520
		Office Supplies, Communications, Insurances	5,584
		Total San Francisco	182,428
		Total Disbursements New York/San Francisco	3,004,762

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Switzerland Tourism.



***Item 15 (b) of Supplemental Statement: Period July – December 2018
New York***

Familiarization Trips:

Post Trophy Trip for Meetings and Incentive, Jul 2 - 3
Study Trip 'Passages of Distinction', Jul 6 - 13
Swiss Travel System - Super Star Program Fam trip in Switzerland, Nov 30 - Dec 9
Ovation Client Program, Zurich, Lucerne, Interlaken Sep 6 - 9

Media Group Trips:

Samantha Brown TV Shoot, Jul 12 - 18
Swiss Deluxe Hotels Media Trip Sep 16 - 23

***Item 15 (b) of Supplemental Statement: Period July – December 2018
San Francisco***

Familiarization Trips:

Virtuoso Study Trip in Switzerland, Dec 13 - 20

Media Group Trips:

TV Shoot in Switzerland with Cornerstone, Jul 24 - Aug 6