



The Balance Sheet 2018

1. Assets

	Balance sheet 31.12.2018 CHF	Balance sheet 31.12.2017 CHF
CURRENT ASSETS		
1.1 Liquid assets		
Cash on hand	19 145.48	36 552.69
Postal accounts	538 619.80	354 600.13
Bank accounts	11 021 919.68	14 086 202.90
Total liquid assets	11 579 684.96	14 477 355.72
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services	1 718 622.02	1 215 359.83
1.2.2 Other short-term accounts receivable		
Guarantee obligations, advances	0.00	14 184.50
Public institutions	343 159.88	392 461.14
Total accounts receivable	2 061 781.90	1 622 005.47
1.3 Stock and work in progress		
Stock and work in progress	111 287.00	140 610.80
Total stock and work in progress	111 287.00	140 610.80
1.4 Prepaid expenses		
Prepaid expenses	2 016 568.31	2 178 569.22
Prepayments	1 399 994.25	1 453 784.00
Total prepaid expenses	3 416 562.56	3 632 353.22
TOTAL CURRENT ASSETS	17 169 316.42	19 872 325.21
FIXED ASSETS		
1.5 Financial assets: long-term receivables from third parties	246 299.10	384 484.62
1.6 Participations	1 226 504.00	1 226 504.00
1.7 Tangible assets		
Office equipment, office machinery	86 651.17	127 004.88
IT equipment	416 266.05	471 611.96
Infrastructure for presentations	607 858.45	400 034.50
Total tangible assets	1 110 775.67	998 651.34
1.8 Fixed assets real estate		
Real estate	6 092 284.11	6 300 409.11
1.9 Intangible assets	3 390 450.06	1 235 724.00
TOTAL FIXED ASSETS	12 066 312.94	10 145 773.07
TOTAL ASSETS	29 235 629.36	30 018 098.28



The Balance Sheet 2018

2. Liabilities and owners' equity

	Balance sheet 31.12.2018 CHF	Balance sheet 31.12.2017 CHF
LIABILITIES		
2.1 Short-term liabilities		
2.1.1 Accounts payable	7 097 449.21	7 000 403.99
2.1.2 Other short-term liabilities		
Public institutions	541 294.11	766 413.34
Third parties	1 410 892.00	1 526 096.81
Pension funds	262 888.38	267 949.87
Total other short-term liabilities	2 215 074.49	2 560 460.02
2.1.3 Deferred credit to income / short-term provisions		
Deferred credit to income	1 594 245.40	1 627 541.00
Personnel provisions	813 571.02	841 213.88
Marketing activities, following year	3 215 918.00	4 103 352.00
Total deferred credit to income / short-term provisions	5 623 734.42	6 572 106.88
TOTAL SHORT-TERM LIABILITIES	14 936 258.12	16 132 970.89
2.2 Long-term liabilities		
2.2.1 Other long-term liabilities (real estate Paris)	4 186 664.83	4 256 735.68
2.2.2 Long-term provisions		
IT equipment	312 100.00	312 100.00
Renovation of real estate Paris	200 000.00	200 000.00
Conversion of rented premises/ chattels	1 500 000.00	1 200 000.00
Others	2 057 465.71	2 022 337.06
Extraordinary events Destination Switzerland	3 500 000.00	3 000 000.00
Statutory severance and pension provisions	803 370.86	1 199 467.84
Total long-term provisions	8 372 936.57	7 933 904.90
TOTAL LONG-TERM LIABILITIES	12 559 601.40	12 190 640.58
OWNERS' EQUITY		
2.3 Capital as of 1.1.2018 / 2017	1 694 486.81	1 686 395.45
Reduced expenditure	45 283.03	8 091.36
TOTAL OWNERS' EQUITY	1 739 769.84	1 694 486.81
TOTAL LIABILITIES AND OWNERS' EQUITY	29 235 629.36	30 018 098.28



The Profit and Loss Account 2018

	Budget 2018 CHF	Account 2018 CHF	Account 2017 CHF
NET INCOME			
3.1 Members' contributions			
Swiss Confederation	-52 144 000	-52 144 200.00	-53 208 500.00
Switzerland Tourism Council	-995 000	-905 000.00	-850 000.00
Other members (cantons, communities, other tourism contributors, commerce interests, firms, organisations)	-1 612 000	-1 574 674.00	-1 601 724.00
Total members' contributions	-54 751 000	-54 623 874.00	-55 660 224.00
3.2 Miscellaneous income	-204 000	-202 094.61	-278 460.48
3.3 Expenses charged to third parties			
Income from personnel expenses charged to third parties	-1 108 000	-1 075 734.46	-930 136.54
Income from operating expenses charged to third parties	-185 000	-190 393.89	-169 179.92
Total expenses charged to third parties	-1 293 000	-1 266 128.35	-1 099 316.46
TOTAL OPERATING INCOME	-56 248 000	-56 092 096.96	-57 038 000.94
MARKETING INCOME			
3.4 Sponsorship marketing	-7 429 000	-8 235 086.70	-8 009 015.00
3.5 Other marketing income	-28 800 000	-26 446 413.38	-27 241 034.30
TOTAL MARKETING INCOME	-36 229 000	-34 681 500.08	-35 250 049.30
TOTAL INCOME	-92 477 000	-90 773 597.04	-92 288 050.24
MARKETING EXPENSES			
4.1 Expenses from marketing	59 577 000	57 296 706.18	59 271 452.60
Addition (+)/removal (-) fond extraordinary incidents Destination Switzerland	0	500 000.00	0.00
TOTAL EXPENSES FROM MARKETING	59 577 000	57 796 706.18	59 271 452.60
PERSONNEL EXPENSES			
4.2 Personnel expenses			
Salaries	23 045 000	22 672 773.23	23 080 951.39
Social security	4 235 000	4 337 399.53	4 351 811.08
Staff training and continuing education	235 000	239 102.23	250 719.50
Transfers / staff recruiting	268 000	295 881.23	364 474.47
Unused vacation / overtime (adjustment)	0	-27 642.86	-72 616.68
Travel and representation expenses	268 000	210 733.00	256 480.82
Miscellaneous personnel expenses	196 000	186 850.74	180 407.47
TOTAL PERSONNEL EXPENSES	28 247 000	27 915 097.10	28 412 228.05
OTHER OPERATING EXPENDITURE			
4.3 Other operating expenditure			
Occupancy expenses	2 881 000	3 165 223.69	3 193 927.38
Administrative expenses	1 479 000	1 259 229.52	1 380 957.35
General expenses for public authorities	214 000	220 128.98	235 643.16
Other operating expenditure	46 000	40 105.73	51 967.13
TOTAL OTHER OPERATING EXPENDITURE	4 620 000	4 684 687.92	4 862 495.02
DEPRECIATION AND VALUE ADJUSTMENTS ON FIXED ASSETS			
4.4 Depreciation on tangible assets			
IT equipment	392 000	382 821.90	323 476.17
Furnishings, equipment, installations	162 000	116 001.45	155 795.19
TOTAL DEPRECIATION ON TANGIBLE ASSETS	554 000	498 823.35	479 271.36
OPERATING RESULT BEFORE INTEREST AND TAXES	521 000	121 717.51	737 396.79
5.0 Financial income	-103 000	-1 624.76	-246 049.43
5.1 Financial expenses	125 000	486 829.23	47 827.55
OPERATING RESULT BEFORE INTEREST AND TAXES	543 000	606 921.98	539 174.91
6.0 Non-operating income (real property)	-1 230 000	-1 349 739.19	-1 122 317.39
6.1 Non-operating expenses (real property)	687 000	697 534.18	575 051.12
REDUCED EXPENDITURE	0	-45 283.03	-8 091.36



The Cash Flow Statement 2018

	2018
	CHF
CASH FLOW FROM OPERATIONS	
Reduced expenditure	45 283.03
Depreciation (tangible fixed assets)	
Furnishings, equipment, installations	113 409.74
IT equipment	482 770.48
Intangible assets	924 845.25
Tradeshaw booth	177 043.07
Depreciation (fixed assets real estate)	
Real estate Paris	208 125.00
Changes (working capital / provisions)	
Increase accounts receivable	-439 776.43
Decrease inventories and work in progress	29 323.80
Decrease prepaid expenses	215 790.66
Decrease short-term liabilities	-248 340.31
Decrease deferred credit to income and short-term provisions	-948 372.46
Changes (long-term provisions)	
Conversion of rented premises/chattels	300 000.00
Increase extraordinary events Destination Switzerland	500 000.00
Decrease severance payments	-396 096.98
Increase miscellaneous provisions	35 128.65
TOTAL CASH FLOW FROM OPERATIONS	999 133.50
CASH FLOW FROM INVESTMENTS	
Financial investments	
Long-term receivables from third parties	138 185.52
Tangible fixed assets	
IT equipment	-427 424.57
Intangible assets	-3 079 571.31
Furnishings, equipment, installations	-73 056.03
Infrastructure for presentations	-384 867.02
TOTAL CASH FLOW FROM INVESTMENTS	-3 826 733.41
CASH FLOW FROM FINANCIAL ACTIVITIES	
Non-operating liabilities	
Decrease long-term liabilities	-70 070.85
TOTAL CASH FLOW FROM FINANCIAL ACTIVITIES	-70 070.85
Change in cash equivalents	-2 897 670.76
VERIFICATION	
Opening balance liquid funds	14 477 355.72
Closing balance liquid funds	11 579 684.96
TOTAL CHANGE IN CASH EQUIVALENTS	-2 897 670.76



The Notes to the 2018 Financial Statements

Accounting principles

The bookkeeping and accounting of Switzerland Tourism, as a public corporation, complies with Art. 957 et seq. of the Swiss Code of Obligations and the applicable regulations of company law (Art. 662a et seq. Swiss Code of Obligations). According to Art. 21 of the organizational statutes, Switzerland Tourism is liable for its liabilities solely with its assets.

Fixed assets

Tangible assets are recognized at acquisition or manufacturing costs less the necessary economic depreciation.

To calculate the depreciation, the following life expectancies and methods of depreciation are used:

Tangible assets	Life expectancy	Method
Office equipment / office machines	3 years	Straight-line
IT hardware / software	3 years	Straight-line
Infrastructure for presentations	7 years	Straight-line
Paris real property	80 years	Straight-line

Amortisation for infrastructure used in marketing appearances (trade fair stand/trade fair furnishings), web hardware and the costs of the new website (MyS.2019) are recognised under "Expenses from marketing"; current year: CHF 1 199 245 / previous year: CHF 498 759.

Accounts receivable

Accounts receivable and other short-term receivables are recognized at nominal amounts. Individual specific value adjustments are made on these amounts and the value of the remaining amounts is adjusted by a flat rate of 5 % / 10 %.

Foreign currency items

The foreign currency items were valued at the official exchange rates of the federal tax authorities.

Company

Switzerland Tourism
Tödistrasse 7
8027 Zurich
Public Corporation

Full-time equivalents

The average number of full-time equivalents for the year is not in excess of 250 employees.



The Notes to the 2018 Financial Statements

	2018 CHF	2017 CHF
Investments		
STC Switzerland Travel Centre AG Zurich/London – share capital	5 250 000	5 250 000
ST shareholding	33%	33%
Swiss Travel System AG, Zurich – share capital	300 000	300 000
ST shareholding	10%	10%
Receivables / payables from / to STC Switzerland Travel Centre AG		
The balance sheet contains the following credit / liability items:		
1.2.1 Debtors	47 386	44 133
2.1.1 Creditors	636 235	225 514
Receivables / payables from / to STS Swiss Travel System AG		
The balance sheet contains the following credit / liability items:		
1.2.1 Debtors	60 609	16 369
2.1.1 Creditors	0	0
Liabilities to pension funds		
Short-term liabilities to pension funds in Switzerland and abroad	262 888	267 950
Leasing liabilities		
Total amount of leasing liabilities	17 503	30 356
Reversal of undisclosed reserves		
Net reversal of undisclosed reserves during the financial year	0	0
Off-balance sheet transactions		
Positive replacement value of forward exchange transactions	223 694	315 154
Negative replacement value of forward exchange transactions	-155 873	0
Total contract amount	21 994 719	25 641 663
The forward exchange transactions are made to hedge the budgeted expenses of the following year in foreign currencies (EUR, USD, GBP, AED, CNY, RUB)		
Credit lines		
Credit lines on the current accounts of UBS and CS, each	2 000 000	2 000 000
Property account Paris		
Income from property	1 349 739	1 122 317
Property expenditures	697 534	575 051
of which depreciation of building	208 000	208 000
Profit from property	652 205	547 266
Auditor's fees		
Auditing fees	37 500	37 500
Other services	3 500	3 500



The Report of the statutory auditor on the financial statements

As statutory auditor, we have audited the accompanying financial statements of Switzerland Tourism, which comprise the balance sheet, income statement, statement of cash flows and notes, for the year ended 31 December 2018.

Executive Board's responsibility

The Executive Board is responsible for the preparation of the financial statements in accordance with the legal requirements of article 957 to article 960 of the Swiss Code of Obligations (CO). This responsibility includes designing, implementing and maintaining an internal control system relevant to the preparation of financial statements that are free from material misstatement, whether due to fraud or error. The Executive Board is further responsible for selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Swiss law and Swiss Auditing Standards. Those standards require that we plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers the internal control system relevant to the entity's preparation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control system. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements for the year ended 31 December 2018 comply with Swiss law.

Report on other legal requirements

We confirm that we meet the legal requirements on licensing according to the Auditor Oversight Act (AOA) and independence (article 728 CO) and that there are no circumstances incompatible with our independence.

In accordance with article 728a paragraph 1 item 3 CO and Swiss Auditing Standard 890, we confirm that an internal control system exists, which has been designed for the preparation of financial statements according to the instructions of the Executive Board.

We recommend that the financial statements submitted to you be approved.



Ernst & Young Ltd

Willy Hofstetter
Licensed audit expert
Auditor in charge

Alessandro Vincenzi
Licensed audit expert

Zurich, 15 March 2019