

THIS IS
SWITZERLAND



ABOUT

This is Switzerland

This is Switzerland is a travel channel focused exclusively on Switzerland. Nature, culture, winter, gourmet and city trips are our main areas for which we create exciting and creative content.



Nature



Culture



Winter



Gourmet



City trips



JENNY:
Presenter and Writer

Graduated in Tourism Management, Jenny is the Video Presenter and Writer.



SYLVAIN:
Film director, Photographer and Designer

Working as a designer, Sylvain is the Film Director, Photographer and Web Designer.

OUR community

Our core target is mainly Swiss citizens, who are passionate in culture, nature and food. *This is Switzerland's* audience is composed by the workforce (millenials and generation X) with a high level of interest in everything related to Switzerland, followed by the generation Z.



Outdoor enthusiasts



Swiss culture addicts



Swiss citizens



Mountain lovers

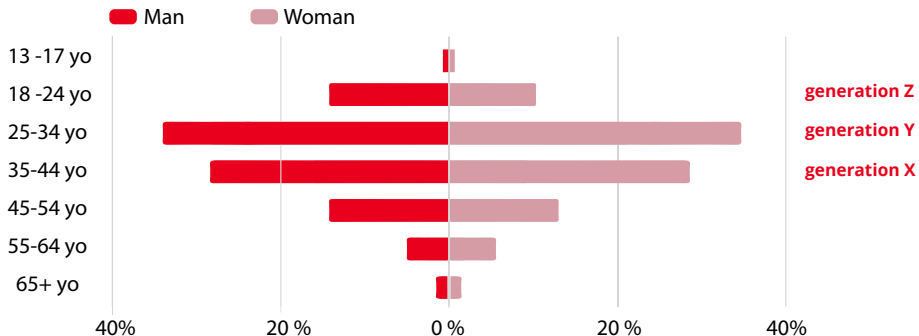


Food enthusiasts



35% Millenials (Y)
27% Generation X
13% Generation Z

OUR Instagram audience



1 fan out of 3
is a millennial (Y)



1 fan out of 4
is from gen X



1 fan out of 6
is from gen. Z



45%
woman



55%
men

FACTS and figures



+ 846 followers



+ 3,070 followers



+ 9,200 followers

Instagram

Top cities

ZURICH 14%

GENEVA 13%

LONDON 8%

LAUSANNE 6%

Top countries

SWITZERLAND 54%

UNITED STATES 7%

GERMANY 6%

FRANCE 6%

Influence

64/100

Source:

klear.com/p/instagram/this_is_switzerland

Engagement rate

3.37%

Source:

hypeauditor.com

PRESS *coverage*

This is the press coverage of our channel "LytcheeTV"

Telegraph

Mashable

YAHOO!

Daily Mail

 NATIONAL
GEOGRAPHIC

TRAVEL+
LEISURE

DAILY EXPRESS

WORK *with us*

By listening carefully to your brief, we will produce content that meets exactly your requirements and expectations.

Let's meet together and co-create exciting and creative content.

*Who knows better Switzerland
than a Swiss couple?*



NOUS *contacter*



[instagram.com/this_is_switzerland](https://www.instagram.com/this_is_switzerland)
www.facebook.com/thisisswitzerland
www.thisisswitzerland.ch

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