

# Switzerland - a new look

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# Switzerland

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## Meeting point.

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In collaboration with the Switzerland Convention & Incentive Bureau SCIB, Switzerland Tourism markets Switzerland as an ideal venue for conferences, conventions and meetings as well as incentive travel. The «Switzerland Conference & Incentive Club», a customer relations and loyalty program, was strengthened in 1999.

Switzerland Tourism actively services and supports convention, meeting and incentive travel customers, particularly those residing in Germany, the United

Kingdom, Benelux, France, North America and the Scandinavian countries. Customer visits, workshops, industry fairs and study trips are part and parcel of the spectrum of services. Professional consulting and the provision of tailor-made products make it easier to decide on Switzerland as a venue for important events of all kinds.

With an estimated market potential of 4 million overnights and turnover from tourism of 2 billion Swiss francs, widening marketing activities in the business travel segment is definitely a rewarding enterprise. The target is to gener-

ate 150 000 additional overnights each year, which translates into revenues of 75 million Swiss francs.

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## City lights.

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Switzerland Tourism considers it is vitally important to create a true holiday spirit. And it does not want to keep the charm and beauty of Swiss cities a secret from potential visitors. In December 1999, 25 Swiss cities got together and formed the «Swisscities» association. For the purpose of activating synergies, the





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group drafted a joint marketing concept for the promotion of city trips under the auspices of Switzerland Tourism. In the spring of 2000, the travel Magazine «Globo» publishes a special supplement on Swiss cities.

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## Only the best.

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Tourists from distant shores want to visit the premier sights, attractions and places in Switzerland in a relatively short time. For them, Switzerland Tourism has developed its Best of

Switzerland holidays aimed at winning more visitors to Switzerland and providing incentives to stay longer.

The brochure entitled «Welcome to the Best of Switzerland» remains the ideal medium for visitors to obtain the most important information on Switzerland as a holiday and travel destination in compact form.

With this brochure Switzerland Tourism presents and describes the most attractive points of interest in Switzerland. For the year 2000 the brochure is edited in no less than 15 languages.

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## Fun and action.

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Switzerland as a fascinating holiday destination is also popular with young people in Switzerland, Germany and the United Kingdom. They are addressed by means of their preferred medium – the web. A mouse-click lets one surf the coolest products. The constantly updated arrangements for trendy types of sport, events and city trips match the budgets of these youngsters.

Switzerland Tourism, Euro<26, Swiss Youth Hostels and the company Rollerblade cooperate in the marketing sector to optimize customer relations with young people.

Switzerland Tourism targets an increase of 14 000 overnights for the Youth Product Group.

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## A feeling of well-being.

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Has the time come to relax and unwind all the way? Switzerland Tourism has the answer. Forty-three Wellness hotels and five spas suiting taste and budget offer a wide selection of wellness programs and health treatments. The catalog «Wellness Holidays» was expanded in 1999 by adding a list of Swiss Golf Hotels. Beginners and pros alike can tee off solo or with an experienced instructor on a number of fine golf courses.

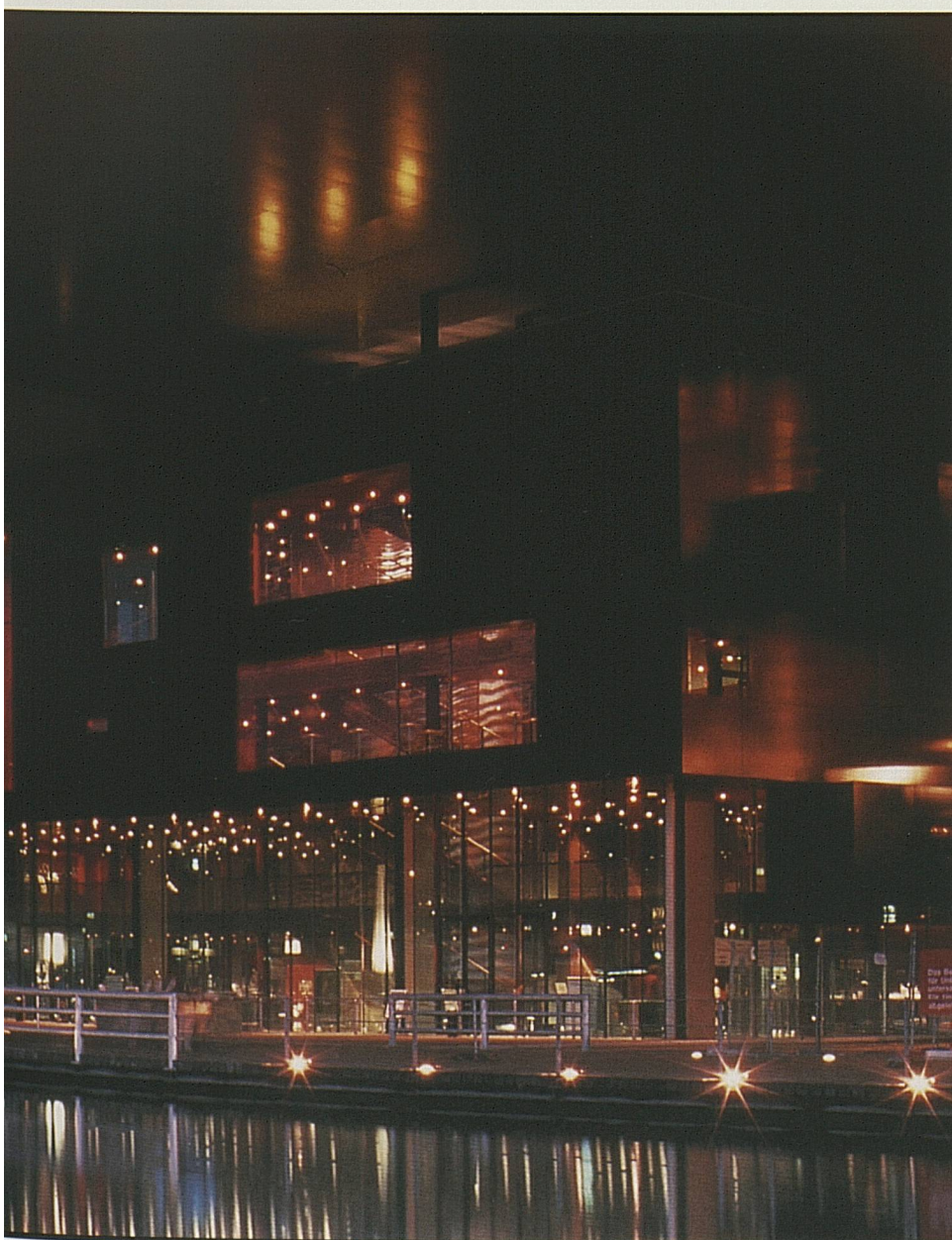
Cooperation with the health insurance organization Swica will be continued in 2000. A joint campaign in 1999 yielded 10 000 additional overnights.

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## Summer merriment.

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An unspoiled and spellbinding scenery, sporty adventures and a rich cultural heritage are the unique features of Switzerland in the summer. Discovery journeys on foot, ranging in diversity from mountaineering to a leisurely stroll along lake shores. The fun and







adventure of inline skating or river rafting. Cycling through the ever changing Swiss landscape. Culture in charming villages and pulsating cities. Family holidays including both action and relaxation. The «Summer Holidays» catalog offers a host of ideas and lists numerous products offered by 50 Swiss resorts.

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#### On wheels – large and small.

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The launch of «Cycling Country Switzerland» in 1998 with 3 300 kilometers of interconnected cycle paths again proved one of the most popular holiday products in 1999. The efficient cycle renting and public transport service make this an enjoyable and relaxing experience.

Arrangements including easy baggage transfer can be viewed on the Internet and booked directly.

Together with partners and sponsors, Switzerland Tourism is responsible for the overall coordination and implementation of the marketing program for «Cycling Country Switzerland». In November 1999, the program was awarded the «Design Prize 99» for its exemplary service design.

The novel sport of inline skating affords a special feeling of freedom while skating leisurely in the picturesque landscape of gentle hills and shimmering lakes. Switzerland Tourism publicizes the extensive network of paths and the large number of skate parks as a veritable eldorado for inline skaters.

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#### Snow frolics.

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Steep slopes for sporty downhill skiers, more modest elevations for beginners and those switching to traditional and trendy types of winter sports. Silent valleys for winter hikers and landscape enthusiasts. Secluded summits invite to safe mountain-pleasure accompanied by skilled mountain guides. Snow vacations are a Swiss specialty.

The winter of 1999 taught us that the forces of nature have to be respected in Switzerland, too. The unusually heavy snowfalls and the resulting avalanches caused numerous winter resorts and their visitors to be cut off for days from the outside world. Switzerland Tourism ensured that the public received factual, constantly updated information on the





situation as it unfolded. Foreign media and representatives of the travel industry were able to verify on the spot that all safety measures had been taken and that the appeal of winter sports regions had not been impaired.

In March, Switzerland Tourism launched a targeted publicity campaign. It featured products for exciting spring vacations with excellent snow conditions and packages for the Easter holidays in locations at lower altitudes.

The Switzerland Snowsport Show held on 23 and 24 October 1999 in Lausanne, organized by Switzerland Tourism in conjunction with Swiss Ski Federation and other major partners, ushered in the first winter in the new millennium. Some 80 000 enthusiastic visitors and 70 media representatives from Switzerland

and abroad witnessed a spectacle of exciting winter sports activities right in the heart of the old town.

Winter holidays have also been heavily promoted by Switzerland Tourism in the print media of Switzerland, Germany and France. Attractive packages for weekly stays or shorter periods bookable online at 40 winter resorts and regions were presented in the catalog entitled «Winter Holidays».

In addition, Switzerland Tourism and its partners organized more than 100 escorted information tours by media and travel industry representatives to various Swiss winter sports regions. Switzerland Tourism aims at generating 350 000 directly verifiable new overnights for the winter season 1999/2000.

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#### On track.

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The product group Public Transport, which encompasses rail traffic, postal buses and ships, occupies an important position in the product range of Switzerland Tourism. In Switzerland, public transport is more than a means of moving around. The intention is to clearly highlight in future the numerous attractive excursion possibilities and the very high travel comfort special to Switzerland.

Switzerland Tourism integrates major projects with international appeal into its global marketing plan. Visitor marketing for the national exhibition Expo.02 will be further developed and cooperation for 2003 World Ski Championships in St. Moritz will be intensified.