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# Markets.

## **Highlighting presence and conducting dialogues.**

Switzerland may be small, but as a holiday destination it can hardly be overlooked. With some original marketing and plenty of work behind the scenes, the branch offices of Switzerland Tourism are ensuring this remains the case.

Grosse Schidegg, Bernese Oberland







Using a teaser campaign run in Switzerland and southern Germany in summer ...

## The shorter the journey, the longer the enjoyment. Holidays in Switzerland.

The summer campaign "Kurze Reisen. Lange Ferien." (Short journey. Long holidays.) positioned Switzerland as a holiday destination where nature plays the starring role.

Some 30 adverts and 5000 posters in Switzerland and southern Germany portrayed a Swiss summer that was calling out to be experienced on holiday. The emotional scenic imagery used by Switzerland Tourism focused on the things holidaymakers look for. After all, 76 percent of Swiss people name the countryside as their main reason for holidaying at home, while a colossal 88 percent of Germans cite a yearning for unspoilt countryside as their motivation for travelling to the mountains.

The summer campaign witnessed the incorporation of Switzerland Tourism's new corporate design in its advertising for the first time. Like the new slogan "Switzerland. get natural.", the campaign content would appear to have hit the right note. The Swiss "natural holiday wonder" was almost ubiquitous, with some 4.83 million exposures being generated by media reports alone. However, returns of newsletter subscription cards that were attached to adverts in family magazines were modest.

Despite difficult underlying conditions Switzerland Tourism opted for a forward strategy and thus an extensive summer campaign. This also included a review of the campaign by the Dichter Institute, which awarded the posters much better marks than the adverts. The conclusion drawn in the context of Switzerland Tourism was that adverts in newspapers and magazines make sense only in association with a specific offering, and posters only as image advertising.



... Switzerland Tourism promoted holidays in the fresh air.

### Facts.

#### Switzerland, summer campaign

Budget	1.2 m CHF
Exposures	428 m
Market research results from poster testing:	
spontaneous recollection of the ad	41%
subject rated good/very good	65%





A relaxed party mood prevailed at the opening Swiss-Peaks event in New York.

## Facts.

### USA, Swiss-Peaks

Budget	540 000 US\$
Total visits	200 000
Visitor Swiss-Peaks	15 000
Numbers passing through	
Grand Central Station, daily	500 000
Exposures	20 m

## Switzerland went downtown USA and served up a spectacle.

**The Swiss-Peaks Festival turned New York's Central Station into a miniature holiday world with maximum action. Not forgetting alphorns, Heidi and chocolate.**

More than 100 events at 25 locations turned New York into a Swiss exclave in March. Art exhibitions, avant-garde theatre, investment seminars and virtual Swiss-American classrooms proved extremely popular. But the highlight of the Swiss-Peaks Festival was the attraction at Central Station.

The vast Vanderbilt Hall in Grand Central Terminal was transformed into a Swiss landscape where commuters could climb snow-covered mountains and have their photographs taken with Heidi. The use of multimedia made it possible not only to see Switzerland, but also to feel it, smell it and hear it. Models of famous Swiss trains such as the Glacier Express rolled through a miniature Switzerland. Alphorn blowers played traditional Swiss folk music. And Switzerland was available for purchase, too: at the information stand in the form of attractive package holidays and at the Switzerland Shop in the shape of music boxes, coloured pencils, Swiss army knives, cheese, wine and, of course, lots and lots of chocolate.

The media response was overwhelming. From the "New York Times" to the "Wall Street Journal", Switzerland was omnipresent, while the electronic media reported in depth from Central Station. A correspondingly large number of New Yorkers went to see the spectacle for themselves. The event can be adjudged a great success.



The miniature Switzerland was impossible to miss. Commuters could feel it, smell it, hear it – and buy it.





Nara Jang was impressed by historical structures such as the Kapell Bridge in Lucerne. In the Switzerland brochure the actress reveals what she enjoyed most about her visit.

스위스정부관광청.  
get natural.

Dreams of Switzerland.

MySwitzerland.co.kr  
Travelling with Nara in Switzerland / Travel Guide Book



# The whole of Korea is dreaming of Switzerland thanks to superstar Nara Jang.

In Korea Switzerland Tourism was able to recruit the popular singer and actress Nara Jang as an ambassador. Things have gone crazy since then.

Smiling a friendly smile, she gestures towards the meadow with its cows. Nara Jang, 22, is in love with "her" Switzerland. That is evident right away. And because the words above the picture read "Dreams of Switzerland", the Korean brochure from Switzerland Tourism is almost a personal declaration, so to speak.

For since it emerged that Nara is fond of Switzerland, and especially since the diminutive superstar appeared in brochures, on television and on the Internet recommending Swiss towns and specialties to her compatriots, Korea has witnessed a media frenzy. Some 186 million readers followed every step Nara took on her holiday in Heidi's Switzerland, and Switzerland Tourism's Korean website registered more than 700 000 visits in 2003. The exposures generated by Korean travel agencies (some even put together special Nara offers) amount to an astronomical 64 million.

The Koreans are in raptures. Nara Jang even filmed the video for her latest hit in Switzerland, and it was shown at least ten times a day on every channel for months on end. On the back of Nara's popularity Switzerland mania has already spread to neighbours Taiwan, Hong Kong and China. Nara's one-year stint with Bucherer Switzerland and Switzerland Tourism is a success story with happy faces all round.

Facts.

Korea, Nara Jang	
Budget	38 000 CHF
Exposures	362 m
Contacts, of which media contacts	112 m



# New academy for Switzerland Experts.® gets off to a successful start.

Internet academy turns German travel agency staff into Switzerland Experts.®.  
The target of 500 graduates was surpassed by far.

The response to Switzerland Tourism's first ever Internet training course was overwhelming, with about 800 travel agency staff receiving their Switzerland Experts.® "Summer" certificate at the end of September. Over a six-month period they attended six virtual seminars, swotted up on Switzerland and digested insider news, accommodation directories and travel tips for the summer holiday season in Switzerland. Not only was the course free of charge, those taking part also enjoyed several trips for two through Switzerland and will receive a financial reward for every customer booking Switzerland.

German travel agencies with designated Switzerland Experts.® receive an official endorsement certificate and are integrated into Switzerland Tourism's communications mix. The winter course is already under way. The seminar began on 1 November with – believe it or not – more than 1500 participants!

## Facts.

### Germany, Switzerland Academy

Budget	120 000 EUR
Training program users	1899
Summer course completions	817
Winter course completions	269



During the Winterjam Davos rocked to the rhythm of MTV.

# MTV called – and Europe's youth made the pilgrimage to Davos.

On 14th March 2003 the "MTV Winterjam" took place in Switzerland for the first time. Switzerland Tourism London initiated the partnership.

The investment may have been modest, but the effect was colossal. As one of the main protagonists Switzerland Tourism London organised MTV's stay in Davos. In return the Switzerland Tourism gold flower featured on every leaflet, poster, post card and sticker put out for the event. Some 270 million households saw romantic snow-covered Davos mountain-scapes and festive partygoers before, during and after the Winterjam. Numerous lifestyle magazines from all over Europe reported on the event. MTV is a trendsetting youth entertainment channel, and some of its image is likely to have rubbed off on Switzerland. The Winterjam allowed Switzerland Tourism to reach a new, young clientele.

Switzerland Tourism and Davos are doing their utmost to ensure that the MTV Winterjam stays in Switzerland. Germany and the United Kingdom are also interested in becoming partners. And no doubt the youth of Europe, too.

## Facts.

### UK, MTV Winterjam

Budget	60 000 CHF
Exposures	270 m
TV transmission	20 hours



# Special centenary offer: Switzerland for 100 euros over 100 days.

In 2003 Switzerland Tourism celebrated 100 years in France. To mark the occasion, the French were offered 100-euro holidays in Switzerland during a 100-day period.

Between 1st June and 8th September, i.e. for 100 days, the French were spoilt for choice. For just 100 euros they could either fly to Switzerland with SWISS or travel first-class on the TGV. Or enjoy a night for two in a four-star hotel, a snip at just 100 euros. Or travel round Switzerland by train for four days, again for just 100 euros. With that, the cliché of an "expensive Switzerland" ought finally to have been put to rest.

The communications campaign consisted of adverts in the press, direct marketing, web promotions and key media management. It generated revenues of more than 200 000 Swiss francs and about 50 million exposures.

## Facts.

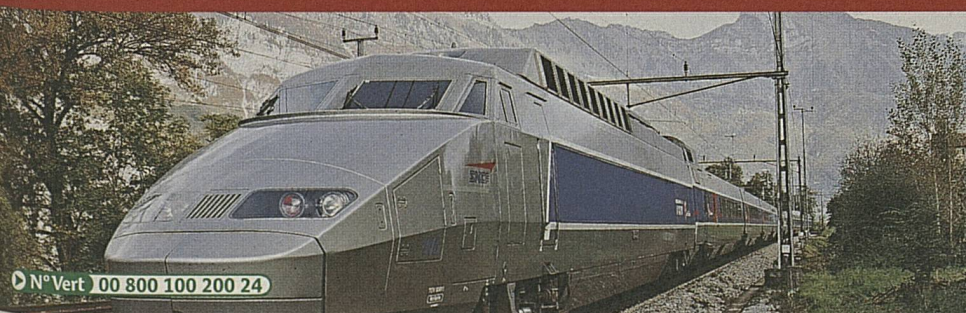
### France, Switzerland for 100 euros

Budget	220 000 EUR
Exposures	50 m

## La Suisse à 100 Euros !

[www.suisse.com/100euros](http://www.suisse.com/100euros)

Pour les 100 ans de la promotion touristique suisse en France, profitez pendant 100 jours\* d'offres exceptionnelles à 100 Euros ! \*offre valable du 1er juin au 8 septembre 2003



Du 1er juillet au 8 septembre 2003, l'aller-retour France-Suisse en TGV Lyria 1ère classe ne coûte que 100 euros. Découvrez l'intégralité des formules sur [www.suisse.com/100euros](http://www.suisse.com/100euros) Offrez-vous la Suisse!

Lyria

TGV  
Prenez le temps d'aller vite

SBB CFF FFS

Adverts such as this one in "La Libération" drew attention to the centenary offer.

## The "La Rinascente" promotion: Italy has never seen so much Switzerland.

Towards the end of the year there was no escaping Switzerland for the Italians.

La Rinascente department stores were full to bursting point with Svizzera.

Swiss red was the predominant colour in Rinascente branches in 18 Italian cities from 4th November to 31st December. There were Swiss landscapes in more than 70 store windows, winter images, decoration on every floor and video clips on the escalators. Switzerland featured on the Rinascente website, in the Christmas catalogue and in its mailings to customers. The Italians carried their Christmas shopping home, and tourists their souvenirs, in some three million bags adorned with Switzerland themes. For its part, Switzerland Tourism distributed 50 000 winter brochures, mainly at the branches in Milan and Rome, and showcased Switzerland on the Internet.

The partnership between the various Swiss institutions and the leading Italian chain of department stores was one of the biggest Switzerland promotions Italy has ever seen.



Instead of Italianità, "La Rinascente" offered lots of Svizzera.

## Facts.

### Italy, "La Rinascente"

Budget	110 000 EUR
Exposures	50 m



# Switzerland prepares to receive the Chinese.

The Chinese are now able to travel to Switzerland without the need for special permission. An immense market is opening up and this demands a host of changes.

On 20th November 2003 the People's Republic of China lifted the restrictions requiring citizens of the world's most populous country to obtain government approval before travelling to Switzerland. And as Switzerland is the dream destination for Chinese visitors, expectations are high. By 2007 Switzerland Tourism is reckoning with 300 000 overnights per year, and by 2015 as many as 800 000 (the current figure is about 120 000).

Switzerland's new "Approved Destination Status" (ADS) also allows Switzerland Tourism to conduct unrestricted public tourism promotion in association with the 500 or so Chinese tour operators who specialise in Switzerland. In addition, a catalogue of measures is in preparation for the Swiss hotel industry to take better account of the wishes of Chinese visitors. Switzerland Tourism will also expand its sales promotion activities in China.



From left to right:  
Michel Ferla, Deputy CEO of Switzerland Tourism;  
Wenjia Zhang, Market Manager China,  
Federal President Pascal Couchepin;  
Dominique Dreyer, Swiss ambassador in Beijing.



Switzerland enjoys a noble image in Russia.



## Luxury and history: Switzerland goes down well in Russia.

Switzerland makes for a good story in Russia, with 21 press trips resulting in some 140 articles, three films – and around 40 million exposures.

The Russian Federation is one of the most important growth markets for Switzerland Tourism. And it is crazy about Switzerland. Its leading newspapers and magazines carried 85 major reports and some 55 smaller pieces portraying Switzerland as a land of luxury and tradition, idyllic snow-covered mountain villages and beautiful summer panoramas. Particularly popular among Russian journalists were stories on Switzerland's history, and especially its legendary hotel industry. Russia's main television channel broadcast in-depth reports on the subject, and two smaller stations followed suit.

Switzerland Tourism keeps the Russian public abreast of the latest tourism information on its Russian website. At the annual tourism show in Moscow, 30 journalists who had visited Switzerland in 2002 were invited to lunch. The authors of the two best articles were presented with an award, creating an appetite for even more Switzerland.

### Facts.

#### Russian Federation, Media work

Budget	25 000 US\$
Exposures	40 m



# A manual for Bollywood.

The "Switzerland for Movie Stars." brochure makes the work of Indian film producers easier. And is designed to discourage them from moving abroad.

The story of India and Switzerland is a love story with a difference. For decades now, colourful and romantic Indian films have been shot at locations in the Swiss countryside. No wonder, because in India Switzerland stands for the ultimate in romance, for a country you simply have to have visited. A situation that sparks jealousy in other mountain countries.

To counter the cut-price offers of other holiday countries, Switzerland Tourism is courting the favours of producers from Bollywood, Mollywood and other Indian filmmaking strongholds with its "Switzerland for Movie Stars." guide. It contains all the information required to plan a film shoot, from how to obtain visas and locate hotels offering package deals for film crews to where to find Indian food caterers. With the help of the Swiss consulate in Mumbai, Switzerland Tourism also began developing valuable contacts and networking with film producers.



Indian film crews love Switzerland. The feeling is mutual.

## Facts.

### India, "Switzerland for Movie Stars"

Budget	15 000 CHF
Exposures	2.19 m



FRANQUEIG CONCERTAT  
núm. Classificador  
02 / 425

# Suïssa, molt més a prop

Descobreixi com treure el màxim partit a la seva ruta amb cotxe per Suïssa amb l'Agència de viatges del RACC

R.A.C.C.  
Av Diagonal, 687  
08028 - Barcelona

**Suïssa.**  
naturalment.





The magazine published by the Catalanian Automobile Association for its members portrayed Switzerland as a land of superlatives.

# Spanish motorists simply love Switzerland.

The magazine put out by the Catalanian Automobile Association, RACC, featured a glowing article on Switzerland.

The Catalanian equivalent of the Swiss Touring Club (TCS) is the Real Automóvil Club de Catalunya (RACC). It is the largest and most important automobile association in Spain.

This market, from which the majority of visitors arrive by road, is a rapidly growing segment. The RACC informs more than 900 000 members via a widely read club magazine, and the summer edition treated readers to a whole lot of Switzerland. In a four-page supplement the RACC showcased the Geneva, Zurich, Lausanne and Jungfrau regions as recommended

destinations. A shopping section featured tips by Bucherer, the Swiss watch and jewellery retailer. On two additional pages the magazine advertised a reader's trip to these destinations. Switzerland Tourism also placed an advert and sponsored a personal RACC mailing for road trips to Geneva.

In autumn, the magazine carried additional articles and special offers for Geneva, Lausanne, Zurich and the Jungfrau region. And "Suïssa, naturalment." proved especially popular with Spanish motorists, who accounted for more than 18 000 overnights as a result of the promotion.

## Facts.

### Spain, Automobile Association RACC

Budget	55 000 EUR
Exposures	1 m