

# Winter

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A full-page photograph of two skiers on a snowy mountain slope. The skier in the foreground is wearing a bright yellow jacket and black pants, captured in a dynamic pose with arms extended. The skier in the background is wearing a red jacket. The background features snow-covered evergreen trees and majestic, snow-capped mountain peaks under a clear blue sky. Long shadows are cast on the snow, indicating a low sun position.

# Winter.





## Facts and figures.

Winter	2011/2012	2010/2011
Budget	CHF 19.5 m	CHF 16.6 m
Share of total budget	20.8 %	19.6 %
Target markets	worldwide	worldwide
Brochures distributed	15.3 m	8.7 m
Visits to MySwitzerland.com	13.1 m*	13 m
Participants on ST media trips	676	690
Media contacts (readers, viewers, listeners)	4.1 bn	3.1 bn
KAM-generated overnights	1.1 m	1.2 m

\*including Cities campaign pages

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## Winter for sun-seekers.

“Switzerland. get natural.” – the slogan was particularly apt for the 2011–2012 winter season. The campaign focused on snow and sunshine, which visitors can enjoy in all their natural glory thanks to the high altitude of Switzerland’s mountains.



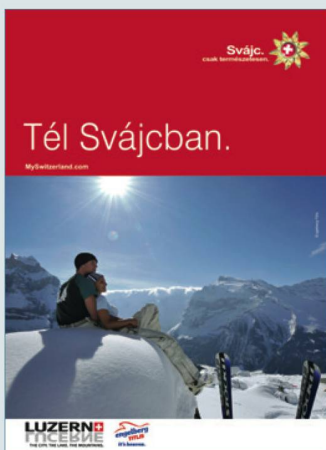
Switzerland has 29 winter sports areas reaching above 2,800 m – more than any other European country. This promises snow, but also a great variety of winter sports. The concept also connects seamlessly with last year’s winter campaign on skiing: because snow sports destinations are higher, runs start higher and extend for longer. The above-average altitudes of Switzerland’s resorts mean that guests feel closer to the sun, too, which shines in unsurpassed abundance on the many sun terraces to be found in every region.

### Heavenly vantage points, delightful sun stops.

ST serves visitors all the pleasures of winter on a silver platter. For winter 2011–2012, it presented the most beautiful, most scenic and most mouth-watering sun stops – restaurant terraces, mountain huts and so on – at [MySwitzerland.com/sunstops](http://MySwitzerland.com/sunstops), in each case indicating the daily hours of sunshine alongside information such as how to get there and special local features. The site likewise picked the best of the sunniest pistes, listed by length of run and vertical drop.

Main tourism partners for the Winter campaign:





## Weather forecast – nature's way.

**International** Switzerland has everything it takes for a fabulous winter break. Provided, of course, that snow and sunshine are part of the picture. To help our visitors look forward to ideal winter conditions even before the season launch, ST sought expert help: Martin Horat, the “weather prophet” from the Muotathal region in Central Switzerland, used observations of nature to predict a winter filled with snow and sunshine.

### Ants' legs and the taste of snow delight viewers

Together with the Oscar-winning film-maker Xavier Koller (“Journey of Hope”), ST produced two TV ads. In the first, Martin Horat examined the physical condition of wood ants in the autumn, and found that their legs were exceptionally powerfully built – suggesting the ants were preparing for a tough winter. In the second film, Horat sniffed and sucked the first snow of the season, and from its taste forecast that the coming winter would bring much more snow as well as plenty of sunshine. The ads were an international sensation, underlining with gentle humour the message that Switzerland is a top winter destination. About 142 million viewers saw the ads on the world's leading TV channels.

Weather prophet Martin Horat (right) with Oscar-winning director Xavier Koller during the filming of the ant ad.

## The Swiss winter in the heart of Prague.

**Czech Republic** In order to stimulate interest in Switzerland among potential Czech visitors, ST brought the mountains to Prague. For the winter launch, ST organised a Swiss-style descent from the alpine pastures in the heart of the city – complete with decorated cows, a traditional Ländler musical trio and gastronomic treats. Interlaken Tourism also took part in the launch, along with Jungfrau Railways. About 900 people attended the event, which ST hopes will result in an increase of 3,150 overnights.

## A brochure of deals for millions.

**Hungary** Pared down to the very best: an eight-page brochure with bookable packages from Hungarian tour operators gave about 1.4 million newspaper and magazine readers a tempting taste of the Swiss winter. Another 3.5 million contacts were made via the participating tour operators. The publications that carried the brochure as a supplement also ran editorial features on Switzerland in the same issues. Valais Tourism, Lucerne Tourism and the Lake Geneva Region as well as the Swiss Travel System supported ST with the campaign.

## Test for budding weather prophets.

**International** ST brought visitors closer to the Swiss winter and the predicted bumper snowfall with an animated online contest. Following the example of the Muotathal weather prophet Martin Horat (see top), budding meteorologists guessed what the snow depth at the measuring station on the Weissfluhjoch above Davos would be on 15 January 2012 and 31 March 2012. First prize in each case was a week's ski holiday, including private ski tuition. The January competition alone attracted 30,357 entrants, resulting in 3,920 new newsletter subscriptions.





## Metro passengers ride chairlift.

**Italy** Residents of Milan making their way to work on the metro were surprised to find what looked like a subterranean chairlift. This offered passengers the chance to win a trip to Switzerland: all they had to do was stand on the “skis” pictured on the ground in front of the poster, pretend they were sitting on the chairlift, and strike an original pose for a photo. The competition entrants posted their images on ST’s Italian Facebook page, and the best photos won the participant a weekend in the Jungfrau Region, including return travel. Jungfrau Railways and Swiss Travel System also took part in the campaign.

### Dialogue-oriented surprise campaign

The goal of the campaign was to draw attention to the Swiss winter in an unusual way – and to boost ST’s Italian social-media community online. It certainly went down well: the chairlift online campaign helped raise the number of fans on ST Italy’s Facebook page from 1,000 in October 2010 to about 43,000 at the end of 2011. This shows that ST Italy is engaging more and more with its online visitors, directly and in a personal and original way.

## E-marketing

Tiziano Pelli and Jole Lancetti (both ST Italy) strike a test pose on the metro chairlift.

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## Key Account Management

## Swiss winter fun in Flanders.

**Belgium** For the winter launch, ST Belgium and its partners – the Jungfrau Region, Engadin St. Moritz, Valais and Graubünden – focused on a combination of stylish allure and sassy lifestyle. Its 16-page winter supplement – in lavish A3 format – was carried by the prominent daily newspapers “De Gentenaar”, “Het Nieuwsblad” and “De Standaard”. It included beautifully illustrated editorial features on Switzerland as a holiday destination, with practical tips and bookable winter packages. The publication reached nearly 1.8 million readers – more than one quarter of Belgium’s Flemish population.

## On the menu: an authentic winter.

**Canada** The goal was to bring the holiday destination of Switzerland to Canada’s eastern provinces, only about six hours’ flight away. ST Canada, together with the tour operator Tours Chanteclerc, created completely new and comprehensive winter and summer programmes. Sold under the name “Swiss Moments”, these tours lasting 2 to 14 days offer individual travellers an authentic and typical experience of Switzerland, making use of products from Swiss Travel System as well as the hotel portfolio of Switzerland Travel Centre – especially Typically Swiss Hotels, highly popular among Canadians. SWISS offers exclusive seating arrangements on its flights from Montreal. The packages are promoted in English and French at [www.swissmoments.com](http://www.swissmoments.com) and [www.momentssuisses.com](http://www.momentssuisses.com) respectively, as well as in newly created brochures, at trade fairs, via inserts and mailings and on TV. Product training sessions round off the packet of measures. Through “Swiss Moments”, ST is expecting an additional 500 overnights in the winter months of 2011 alone, and 5,000 extra overnights in the whole of 2012 – especially through the summer programme.

Eight tour operators from Quebec on the Tours Chanteclerc familiarisation trip in December 2011 – here in Zermatt, with subsequent stops in Saas-Fee and Grindelwald.