

# Summer

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# Summer.





## Facts and figures.

Summer	2012	2011
Budget	CHF 45.8 m	CHF 41.9 m
Share of total budget	45.4 %	44.5 %
Target markets	worldwide	worldwide
Brochures distributed	29 m	32 m
Visits to MySwitzerland.com	13.2 m*	11.7 m*
Participants on ST media trips	877	940
Media contacts (readers, viewers, listeners)	4.0 bn	4.1 bn
KAM-generated overnights	2.8 m	2.8 m

All figures including impulse programme

\* Including Cities campaign pages

Summer.

## Summer in the land of water.

For “2012, year of water”, ST produced a torrent of refreshing ideas for all kinds of attractive, original and authentic holiday experiences.

Switzerland is known as “Europe’s reservoir”, and the opportunities for holidays on the water are greater and more varied than anywhere else. Crystal-clear alpine lakes, mighty glaciers and picturesque waterfalls dot the landscape; historic paddle steamers ply lakes that are pure enough to drink, calling at enchanting towns and cities; mountain rivers offer thrilling white-water rafting; and four major rivers rise here. In “2012, year of water”, ST was able to promote Switzerland to perfection.

### Varied and good value

The website MySwitzerland.com carried more than 200 ideas for holidays in, on and by the water. A wealth of other practical travel information, along with inspiring images, appeared in the summer edition of a new print product, “Switzerland. The holiday magazine.” – with 400,000 copies printed in six languages. In addition, ST produced “Mountains and lakes.”, a user-friendly e-brochure, as well as “Accommodation on the water.”, a brochure featuring more than a hundred attractive hotels, campsites and other places to stay. In collaboration with UBS, ST also published the “Top 150 water experiences.” brochure, available through all of the bank’s 300 branches and elsewhere.

ST, with GastroSuisse, also showed how Switzerland can offer excellent value, with a brochure highlighting 222 affordable hotels. A dedicated page on ST’s website, MySwitzerland.com/top50, lists the 50 best offers, constantly updated with discounts and exclusive extras.

Sebi and Paul returned, too: in a new TV ad, Switzerland’s much-loved tourism ambassadors made the land of water ready for summer holiday visitors. The clip achieved an impressive 245 million marketing contacts internationally, with 730,000 clicks on YouTube.

Main tourism partners for the Summer campaign:



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## Switzerland.



From left: Gaudenz Thoma, CEO of Graubünden Tourism, Jürg Schmid, CEO of Switzerland Tourism, Ernst Bromeis, swimmer and water ambassador, Dumeni Columberg, mayor of Disentis/Mustér.

### Experiencing the “Blue Wonder”.

The project was as daring as it was ambitious: on 2 May, the Swiss extreme athlete Ernst Bromeis climbed into the icy waters of Lake Toma, in Graubünden – at the source of the Rhine – with the goal of swimming the length of the river to its mouth in the North Sea in four weeks. ST accompanied him, to draw attention to Switzerland as “Europe’s reservoir”, with six media events along the 1,230 km route. The unexpectedly tough conditions and in particular the extreme cold took such a toll on Bromeis that he had to abandon his project after two weeks, exhausted. Nature proved herself to be stronger than us – perhaps in itself a reason for the enormous and positive coverage the challenge gained throughout Europe, achieving 334 million media contacts.

”The beautiful film locations in Switzerland fit the storyline perfectly.”

Mazen Ayyad, chairman of the Ayyad Group production company

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## Japan.

### UNESCO World Heritage on display.

With 3.6 million people passing through every day, Tokyo’s Shinjuku is the world’s busiest railway station. At a highly prominent position here, ST erected an impressive showcase for Switzerland (400 m²). At its focus were the eleven Swiss UNESCO World Heritage Sites and presentations by ST’s strategic partners: Bucherer, Switzerland Cheese Marketing and Victorinox. The operation was accompanied by a big advertising campaign, and attracted around 750,000 visitors.



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## Czech Republic.

### Alpine dairy farmers in Prague.

Every October, in the heart of Prague, ST celebrates the annual descent of Swiss farmers and livestock from the high pastures with a traditional alpine festival featuring ornately adorned animals. This year’s spectacle was more popular than ever, attracting over a thousand visitors. ST and its partners – Valais, Nendaz, Rhaetian Railways, Jungfrau Railways and Swiss Travel System – also distributed Czech-language brochures promoting the attractions of the Swiss summer and winter.

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## Gulf states.

### Images of Bern during Ramadan.

One of the Gulf states’ most popular TV dramas was filmed in Interlaken and Bern, thanks to the initiation and support of ST. In all, 30 episodes showing irresistibly beautiful images of Switzerland were broadcast at peak viewing times during the month of Ramadan; more than 21 million people followed the series. A presence on Arabic-language TV also offered ST’s partners the possibility for product placements.



## Germany.

### Frankfurt dances to Switzerland's beat.

A mountain village with wooden chalets, a historic Jungfrau Railways carriage with nostalgic photo service, a stylish lounge and Swiss bands on stage: the Swiss Street Festival in Frankfurt attracted 100,000 visitors, making it one of the city's biggest open-air events. ST and nine tourism partners offered visitors a variety of experiences of Switzerland in the form of music, activities and gastronomic treats, enticing them with original holiday offers and excursion ideas that drew attention to the festival's theme: "Switzerland – Land of Water".

## Switzerland.

### Ship ahoy! Afloat with UBS.

A voucher covering a day's travel on all of Switzerland's lakes and rivers for just five francs was UBS's way of saying thank you to the Swiss people on its 150th anniversary. The ST-UBS partnership once again worked perfectly: the giveaway dovetailed with ST's summer campaign featuring Sebi and Paul, while UBS promoted it actively at all its branches and via customer mailings. As a result, UBS's anniversary offer became a talking-point across Switzerland, giving a broad cross-section of the population a wonderful day out and highlighting ST's theme for the year: "Switzerland – Land of Water". The campaign also raised the profile of the Association of Swiss Navigation Companies, generating additional business. By the end of the season, members of the public had redeemed 506,000 vouchers out of 1.2 million distributed.



Sebi and Paul in action: UBS's boat cruise campaign attracted several hundred thousand Swiss.

## United Kingdom.

### Olympic appearance for Switzerland.

As one of the main partners of Presence Switzerland, ST ensured plenty of excitement at London's House of Switzerland during the Olympics. Mammut's climbing wall alone attracted more than 3,000 challengers, offering a taste of Swiss summer adventure. Enticing brochures, fun social media offers and personal advice made the venue a full-blown information centre for Switzerland as a holiday destination.



## International.



### Media trip to the heart of Switzerland.

140 print journalists, photographers, bloggers, TV programme makers and radio reporters from 30 countries and nearly every continent took up the invitation from ST and Lucerne Tourism to join the big annual media trip – a week in late summer starting in Lucerne and the surrounding area. Afterwards, participants could choose to explore some of the country's most beautiful regions, from Engadin and Ticino to Valais and the Jura. Focus of the trip was Switzerland as land of water, full of variety.