

A good mix

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A good mix.

When it comes to winning visitors to Switzerland, the key question is: what kind of tourists in what markets desire what product through which channel and how do we address them?

The latest market studies claim that the so-called «standard tourist» no longer exists. In daily life we already find that the choice of a life style can be the result of many options combined. The same applies to the travel style of visitors in Switzerland. Tourists want to be able to create quickly a varied program chosen from among a great number of activities. In future, products should not be geared too much to socio-demographic criteria. Rather, they should aim at addressing the visitor in entirely different atmospheres and life situations. One constant will remain in place however, namely the wish to relax, to unwind and to have more time for oneself and one's loved ones. In short, to enjoy quality of life. And this is precisely the longing Switzerland as a perfect holiday destination can fulfill.

The international network provided by Switzerland Tourism makes it possible to identify the real needs and dreams of potential visitors. To develop the products, both traditional and trendy, in conjunction with its industry partners. And, finally, to sell them in the markets offering the greatest development and revenue potential. On average, Switzerland Tourism generates eleven times the revenue with every Swiss franc invested in marketing.

Focus was again on the integrated marketing of the summer and winter product groups in 1999. The marketing program was complemented by campaigns targeted at Business Travel, Best of Switzerland, Wellness, Rail/Public Transport, City Trips, Specials and Youth.

Depending on the market and the booking mode of the visitors, different communication instruments form the centerpiece. The Internet is assuming



ever greater importance in addition to such elements as advertising and promotion, partnerships in the media sector and travel trade, customer loyalty programs, the organization of trade fairs and sundry events. Virtual visitors to the net soon become real visitors to Switzerland. Valuable assistance for

potential visitors trying to decide on a Swiss holiday is provided by the Call Centers of Switzerland Tourism.

In the course of the fiscal year 1999, Switzerland Tourism established some one billion contacts with potential visitors by means of integrated marketing, with 1.3 million verifiable overnights

generated by joint promotions with tour operators alone. This achievement demonstrates that Switzerland Tourism has not only reached its own target for the year but has actually topped it. Considerable success was booked in the markets of Switzerland, the United Kingdom and Japan/Asia.

