

# Close to the customer - also abroad

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# Close to the customer – also abroad.

Switzerland Tourism has set specific priorities. Depending on the potential demand and the share in added value, markets are developed either by its own offices, on a mandate basis or in cooperation with embassies and consulates. The business offices function as marketing centers and engage in Market and Trend Research, Key Account Management and Key Media Management as their principal tasks. Internet and the

professional CallCenters in Zurich, London and New York furnish international visitors with information and sell products.

Close customer relations and knowledge of their needs in all relevant markets as well as tailored product marketing rank among the core capabilities and services of Switzerland Tourism. Updated data and analyses help the partners to set market priorities and identify

focal points when they plan their medium term marketing activities. Reports on market conditions in 26 countries provided an overview in 1999 of the relevant indicators. Switzerland Tourism, moreover, publishes in-depth reports and studies containing valuable tips on market development. Prestigious institutes such as Menlo San Francisco, IPK Munich, Polyquest Berne or the Institute for Public Services and Tourism of



Bollywood: Indian movie romance in Swiss mountain scenery.



the University of St. Gallen furnish input for special analyses of individual markets.

A new activity consists of concluding agreements in selected developing and future markets with embassies and consulates to promote the demand for travel to Switzerland as a holiday, travel and conference destination.

Collaboration on this basis has become more intensive in such countries as Brazil and South Korea and is broadening in Thailand as well. To promote tourism as an export industry both effectively and successfully, Switzerland Tourism offers a Helpdesk and a comprehensive manual to embassies and consulates.

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#### More presence in European markets...

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Switzerland Tourism now develops the Scandinavian markets specifically from London. Market development of Switzerland itself – the most important marketplace of all – was strengthened by adding a special marketing representation located at the Head Office in Zurich.

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#### ...in India...

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Collaboration with the representative office Global Excellence in Mumbai was reinforced and a second representative in Delhi was added. With a population of some 980 million, India has important market potential. The strong increase in tourists from India with some 26% more overnights registered in 1999 can be attributed to the good relations Switzerland Tourism maintains with the travel trade and the media in that country. «Bollywood», which has already developed into the largest film industry in the world, acts as a supporting element for the promotion campaigns of Switzerland as a result of the many highly popular Indian films shot in Switzerland.

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#### ...and in China.

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A great honor was paid to Switzerland as a holiday destination: Switzerland is the first European nation officially allowed to promote and advertise travel to Switzerland in China by operating its own office and employing its own

staff. This represents an extraordinary achievement from political and tourist viewpoints.

The opening of the Chinese market has been progressing step-by-step for the last two years. In December 1998, China granted Switzerland permission to open a tourism office in Beijing. In November 1999, Swiss Economics Minister Pascal Couchepin and Minister He Guangwei, President of the China National Tourism Administration, inaugurated the Switzerland Tourism Office in Beijing. Thanks are due in this connection to the Swiss Embassy and Swissair for their valuable support.

In 1999, as many as 80 000 Chinese visitors spent their holidays in Switzerland, twice the number of the preceding year.



He Guangwei and Pascal Couchepin.

#### Switzerland Tourism international.

