

# The best approach

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# The best approach.

The marketing of Switzerland Tourism includes, in addition to performing market and trend research, setting market priorities, developing new products, and selecting result-oriented distribution channels.

«Convenience brings Consumption» is a philosophy that applies to Destination Switzerland as well. Visitors to Switzerland gather information and book via [www.MySwitzerland.com](http://www.MySwitzerland.com). In Europe those who prefer picking up the telephone have been able since December 1999 to dial the number 0080010020030 of Switzerland Tourism. Thirteen hours a day, seven days a week – and free of charge. This unique customer service

will be introduced worldwide during the current year. Switzerland Tourism can count on the support of Swisscom, its global communications partner. Bookings and information services are effected via Switzerland Destination Management AG (SDM), the travel broker of Switzerland Tourism.

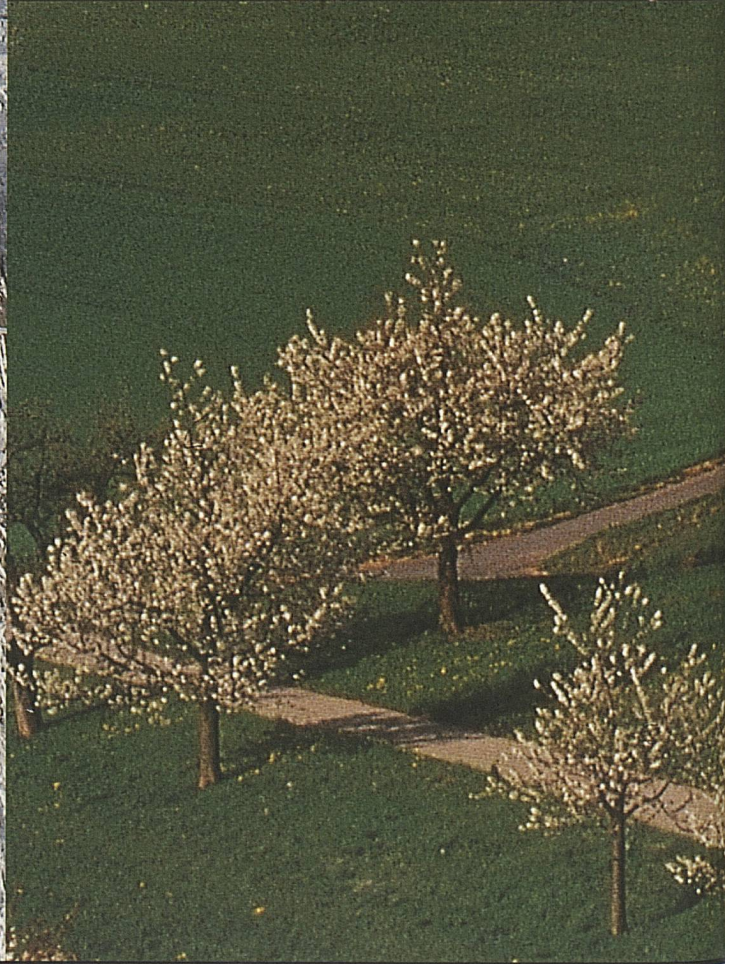
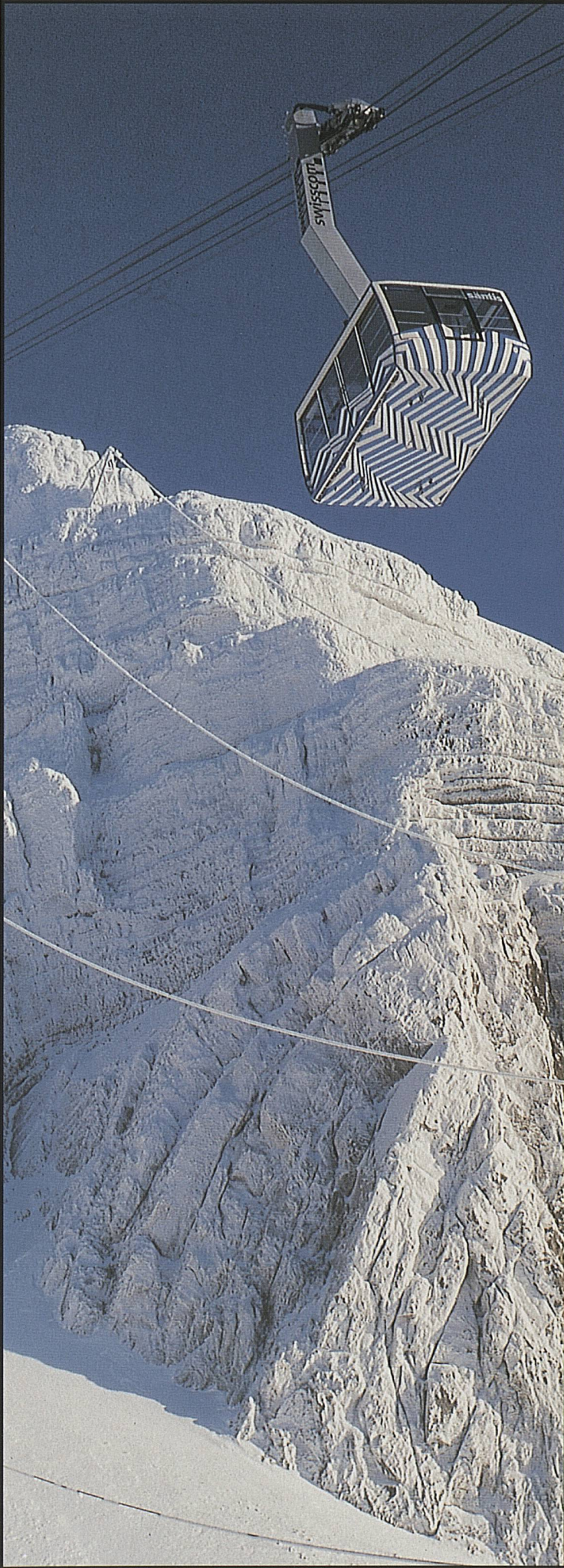
Communication with the customer is becoming more and more direct. Static information media such as brochures are gradually being replaced by the interactive Internet, which is updated daily. Indirect markets receive competition from new globalized and direct sales channels such as Internet or CallCenters.



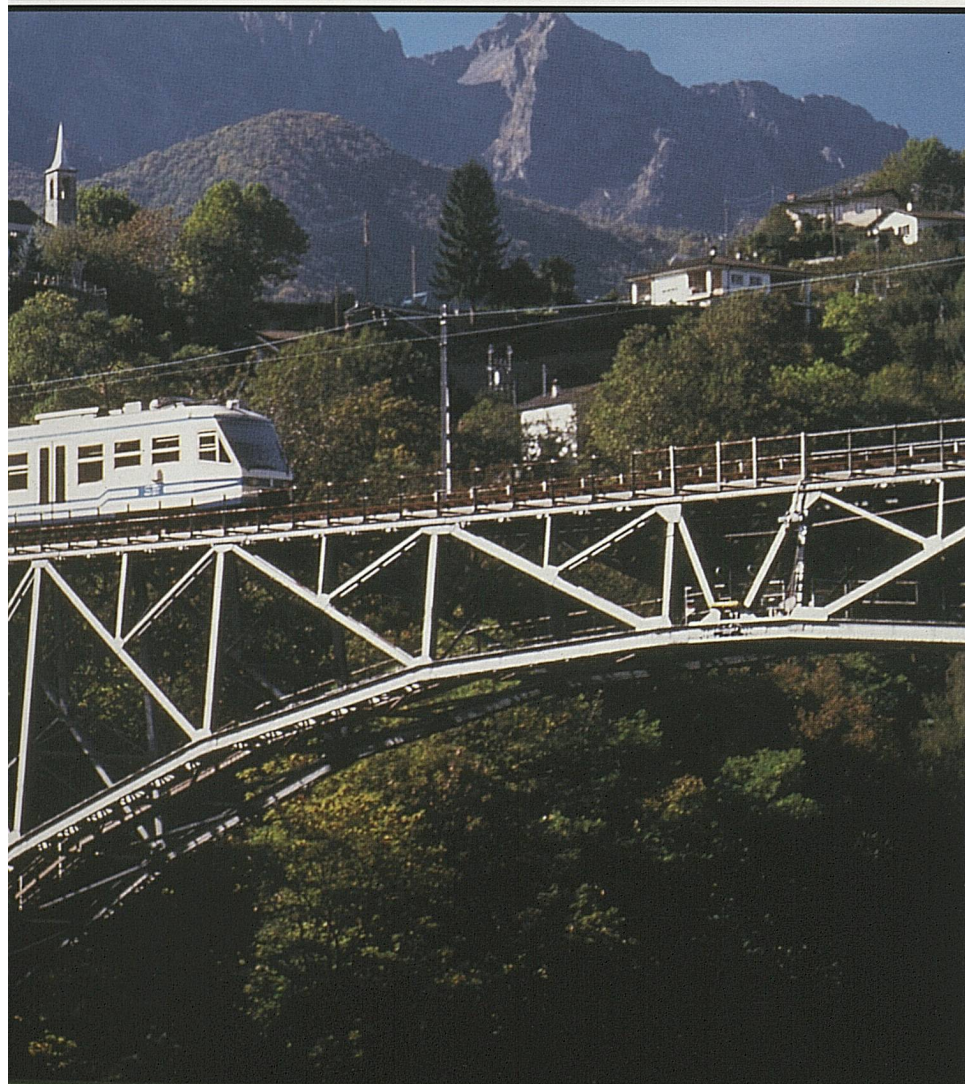












Switzerland Tourism places its faith in integrated communication as an efficient way to address potential visitors. In 1999, Switzerland Tourism established a billion contacts worldwide. They are meant to trigger the largest possible number of inquiries and bookings.

To make sure that the telephone rings and the website is visited, Switzerland Tourism engages in a great measure of publicity together with its partners. Summer and winter products were promoted through advertisements placed in Swiss and German media in collaboration with Lake Geneva Region and Graubünden Ferien.

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#### International response.

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Switzerland Tourism addresses interested visitors through well targeted international media work. Information tours were organized for 550 media representatives from more than 30 countries. Innumerable articles, television and radio broadcasts in many parts of the world aroused interest in spending holidays in Switzerland.

The media conference launching the introduction of the website [www.My-Switzerland.com](http://www.My-Switzerland.com) alone was watched by some 500 people via Internet while about 70 media representatives attended the event in Zurich.

Reporting established 15 million meaningful contacts in the print media sector. More than 25 million contacts were created by reports appearing in print on the Switzerland Snowsport Show in Lausanne. 8 000 visitors, 300 invited guests and more than 70 Swiss and foreign journalists attended the Event.

Switzerland Tourism used the opportunity of the World Congress of Publishers and Chief Editors held in Zurich in June of 1999 to make the acquaintance of international media executives.

In Germany, the main element of the summer campaign 1999 consisted of a newspaper supplement in «Prisma» with a circulation of more than 3 million. Thanks to close cooperation with Ringier Germany, the attractive Swiss edition of the travel magazine «Globo»



replaces in 2000 the traditional summer brochure for the Germanspeaking region.

In the autumn of 1998 and in the spring of 1999, two 20-page supplements in color featuring Switzerland appeared in Britain's Sunday Times. In the Netherlands, media attention centered on rail travel. In Belgium and Luxembourg, regular articles and reports in the principal media reached more than 57 million people. Twelve Brazilian reporters received awards in the Gotthard Hospiz for their outstanding reports on the quality of tourism in Europe and Switzerland. The prominent American television reporter Burt Wolf travelled throughout Switzerland with his film crew in order to create a portrait of the country to be televised on his popular PBS (Public Broadcast Service) shows and on the Travel Channel, later on CNN.

Switzerland Tourism serves the media with a special product in the form of the Internet picture database called «swiss-image». Attractive pictures can be downloaded from the Internet at any time and viewed on the screen in the comfort of one's own home. The response was impressive. More than 1000 downloads in the first six months and publications with a guaranteed circulation of 25 million worldwide published the picture material supplied by Switzerland Tourism.

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#### 10th Switzerland Travel Mart.

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From 11 to 13 April, 325 travel experts, including for the first time representatives from China, Georgia and Azerbaijan, and media people from 45 countries, gathered at the 10th Switzerland Travel Mart STM in Neuchâtel. What they saw and heard convinced them of the high quality of products Switzerland has to offer. Some 400 Swiss providers used the opportunity in combination with Expo.02 to become acquainted with the concrete needs and preferences of the visitors and to transact business. It is expected that the successful collaboration with participating travel professionals will result in 350 000 additional overnights as early as the year 2000.

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#### Switzerland Travel Experience.

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The promotion and sales platform «Switzerland Travel Experience» again proved to be a successful marketing tool in 1999. Partners and Switzerland Tourism joined forces to present their comprehensive and innovative product range in Singapore, Hong Kong and Taiwan. Supported by 30 partners and the Swiss embassy, Switzerland Tourism organized a roadshow to Eastern Europe, starting in Warsaw and continuing to Prague via Budapest and Bratislava. An average of 140 travel professionals attended the presentations on Switzerland. A delegation of Swiss tourism professionals visited the Indian cities of Delhi, Bangalore and Mumbai on another promotional tour where more than a thousand contacts were established with major tour operators, media representatives and film producers. More than 600 specialized tour operators visited the Ski&Hike Exhibition in Japan, organized by Switzerland Tourism in conjunction with France and Austria.

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#### Switzerland Specialists.

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150 selected travel agents from North America attended the «Switzerland Network Convention» held in Zermatt in October 1999. The Convention is part of the training and loyalty program featured by Switzerland Tourism for travel agents from North America. Since the program's launch in 1996, Switzerland Tourism has trained a total of 475 Switzerland specialists. In 1999, «Switzerland Network» generated more than 30 000 overnights with revenues of 9.9 million Swiss francs.

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#### Key Account Management.

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Key Account Management has proven successful for Switzerland Tourism. Its use is particularly appropriate where tourists prefer to book their holidays with travel agents because it has a direct impact on the business volume and produces clearly identifiable results. A total of 104 business plans were signed with major tour operators worldwide in 1999,

an increase of 50% from the previous year. The joint promotion measures agreed upon generated more than 1.3 million additional overnights.

Tour operators are not the only partners who can add greatly to volume in tourism. Consideration must also be given to other types of business partners. As the official partner of the Swisscom bonus program «Joker», Switzerland Tourism produced many additional bookings. Some 600 000 Joker participants benefit from low cost holiday products by telephoning, faxing and surfing the Internet. Switzerland Tourismus signed up a number of new product partners, among them Minotel, Eurotrek and Wellness Hotels.

In Germany alone Switzerland Tourism succeeded in generating more than 150 000 overnights through agreements with important tour operators such as Ameropa, Dertour, ITS and TUI. The travel subsidiary of the Netherlands National Railways, NS Travel, will double the number of rail tour products as the result of fruitful cooperation with Switzerland Tourism and heavy demand. Intersoc, Belgium's largest tour operator specialising in travel to Switzerland, celebrated the 50th year of its presence in Switzerland. Agreements concluded with the leading Spanish tour operators and the Catalan Automobile Club resulted in close to 30 000 overnights. One half million members of the Touring Club Italiana received a Swiss Holiday Planning Guide, a publication which highlights the products, events and activities hosted by the most important Swiss regions. In the autumn, at a meeting in Grindelwald, 32 travel professionals from Russia, Georgia, Azerbaijan and the Ukraine were acquainted by 23 Swiss suppliers with the benefits of Switzerland as a travel destination.

Numerous Swiss providers and journalists, 450 tour operators and 100 media representatives as well as VIPs from the United Kingdom joined Switzerland Tourism in Interlaken in 1999 to celebrate the 50th anniversary of Swiss Travel Service, a British tour operator. Switzerland Tourism signed 13 business plans with leading British tour operators, thereby generating 125 000 additional overnights.



