

The direction? : Marketing & Sales

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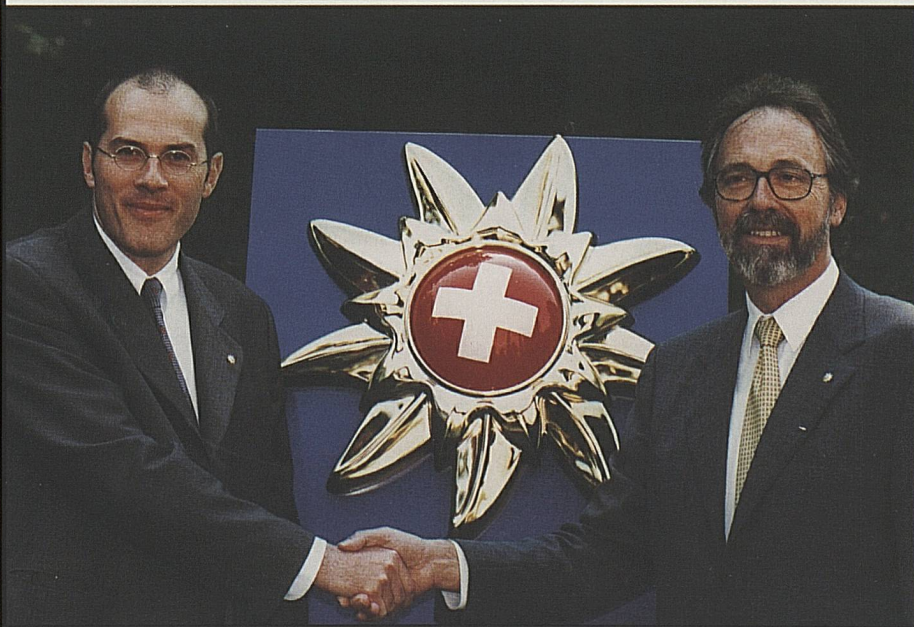
Switzerland Tourism crossed the threshold to the new millennium with confidence, vision and initiative. In the knowledge that the year 1999 was demanding, intensive and successful. The satisfaction of our visitors, the success scored by our partners and the motivation of our team are the criteria that show us if the path we follow is correct.

The World Tourism Organization WTO estimates that tourism will increase at an annual rate of four per cent until the year 2004. Switzerland as a major destination should share in this growth. But whoever wants to participate in this growth must also invest. The recognition of this hard fact has motivated the Swiss Government and Parliament to increase funds allocated to Switzerland Tourism to a total of 190 million Swiss francs for the current budget period, from 2000 to 2004. We deeply appreciate this vote of confidence. In response, we will orient our corporate strategy to meet the new global challenges. The call is for common solutions when it is a question of combining

resources and fulfilling objectives that benefit Switzerland as a whole. These targets must take the place of separatism and regional egotism. They offer the only way in which the Swiss tourism can repeat the growth periods of former years.

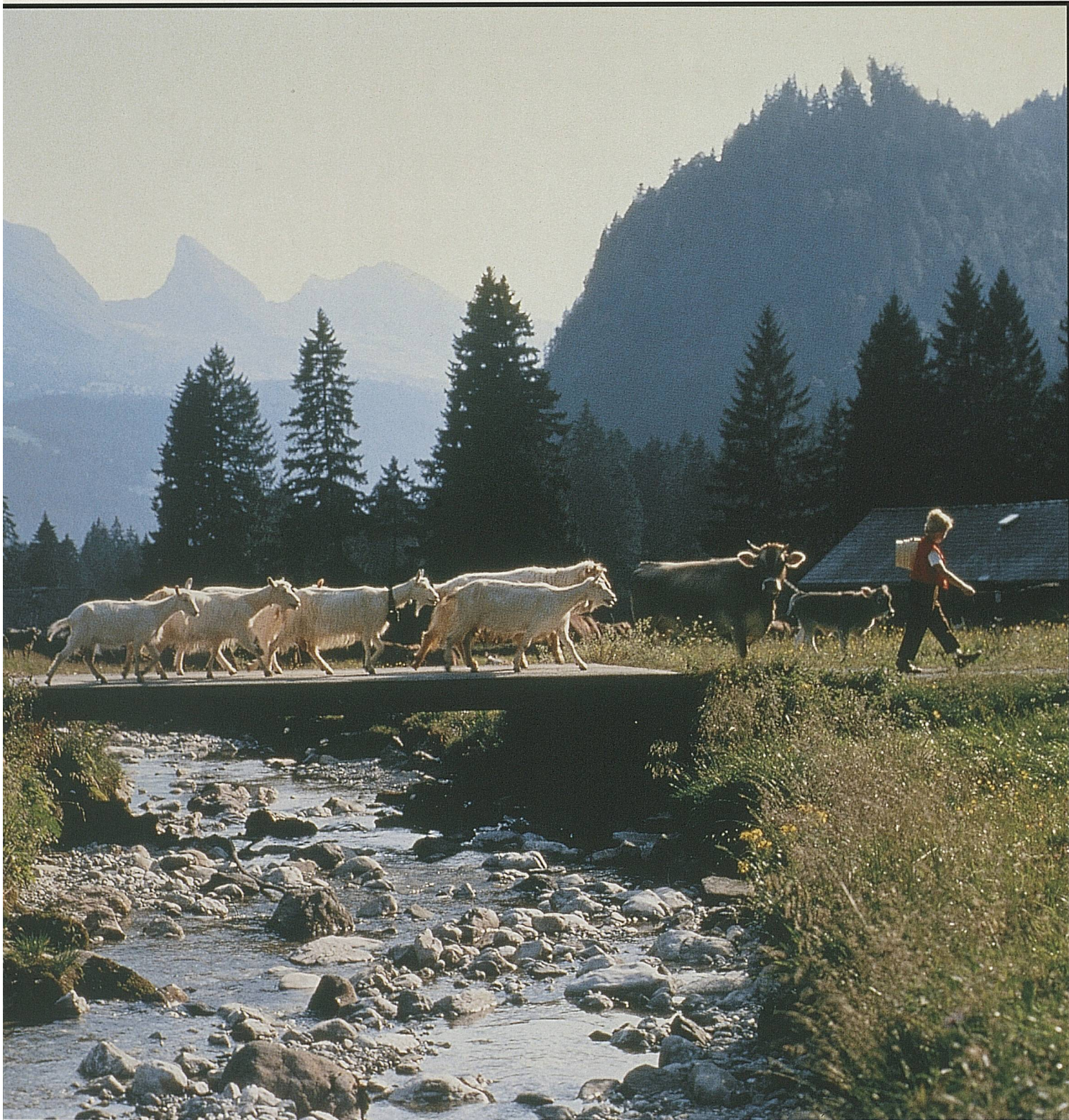
Competitive pressures are intensifying, due not only to the reality that new travel destinations are emerging and heavily publicized. Technology is the main driving force of our age, an element that is changing the world. We are propelled into the information age and thus into a new economic environment. And we must be quick to learn that even change does not remain constant but that its pace is accelerating all the time.

Direct customer contact, digitalization, universal providers and universal trading are terms that hold no secrets for us. They call for new capabilities and skills, for the restructuring of communication and sales channels. Call Center and Internet enable Switzerland Tourism to stand out as the leading marketing and sales organization in the



Sept. 8, 1999: the newly elected President Jürg Schmid (l) and Chairman Dick F. Marty (r).

industry over the medium term. They allow us to create our own sources of income. From providing information and data all the way to the selling platform: the conditions at Switzerland Tourism to benefit from these factors are promising, the infrastructure is in place. Steps taken and projects initiated have already eased the way over the past years. Here we want to take this opportunity of thanking Marco Hartmann for his impressive achievements.



Each and every step must be sparked initially by the needs, wishes and dreams of our visitors. All processes aimed at optimizing these requirements are directed at serving our customers. Added value for the clients always means added value for the industry as well. Switzerland Tourism wants to stimulate where stimulation is needed. In such areas as market development, this means launching niche products and raising the number of overnights outside the peak

seasons. And, last but not least, the development of a superior Swiss gateway to the virtual distribution sector.

In the final analysis it is our employees who determine if we actually succeed in generating values for our visitor, tourism and the entire economy. Switzerland Tourism is a team that is supported by a special culture and permeated by a special spirit. Continuity is guaranteed and evolution sought. The ultimate goal is common to all: to succeed through joint

efforts and to excel by high quality performance.

Dick F. Marty

Dick F. Marty
Chairman Switzerland Tourism

Jürg Schmid

Jürg Schmid
President Switzerland Tourism