

# Focus

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Focus.

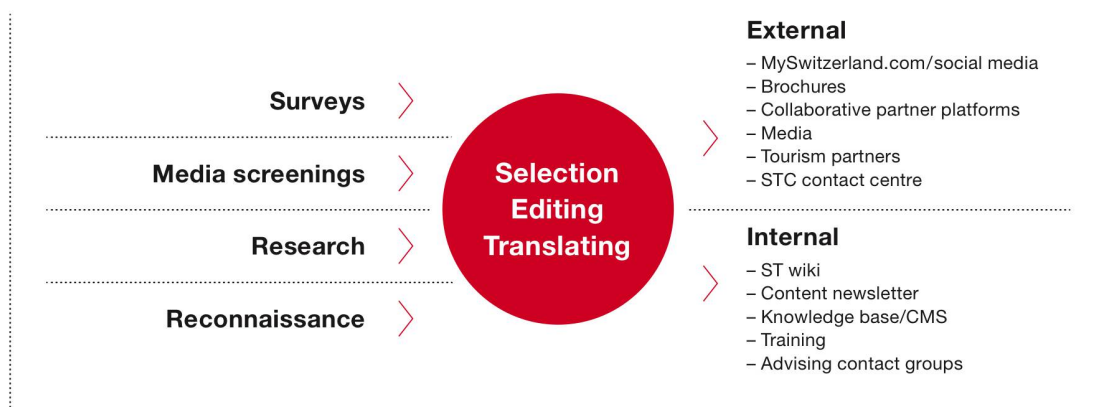
## ST department: Content Management.

**There's no marketing without content. Content Management is the knowledge centre for information about Switzerland as a tourist destination.**

Content Management is the research centre for tourist highlights and secret tips, the service centre for marketing and PR, the knowledge centre for tourism content, and the main input provider for ST marketing activities. Under the management

of Fabienne Repond (who took over from Roland Baumgartner mid-2013), Switzerland experts compile information on Switzerland as a tourist destination – the most beautiful winter hiking trails, the most spectacular waterfalls, “100 traditions and customs”, “101 excursions for groups”, and much more. Research and surveys on central thematic subjects are processed carefully, as is tourist news. Tourism partners can receive advice on working with content and the media, while travel journalists can get ideas on destinations and much more. Content Management strives to continually expand the knowledge of Switzerland within ST.

### Content Management.



### Five questions for Fabienne Repond, Manager of Content Management ST.



*“Above all, news must be communicated quickly and with strong images.”*

**Fabienne Repond**, Manager of Content Management ST

#### **What are the challenges of Content Management?**

More and more channels of communication require distinctive, quality content. The media and visitors demand more insightful, unknown tips about hidden attractions – and naturally that requires a great deal of research.

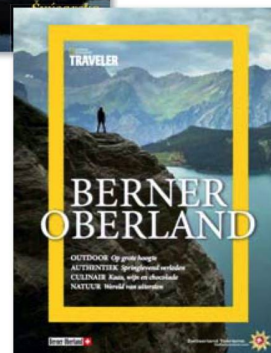
#### **How has the work of Content Management changed over the last few years?**

Social media platforms and the chat function on MySwitzerland: through these new interactive channels content is needed ever more quickly. Instant communication demands instant feedback.

## Special issue of Switzerland magazine.

The importance of Switzerland as a holiday destination is also evidenced by special editions of renowned travel magazines.

ST's media department and those responsible for PR in our markets are in close contact with media producers – as sparring partners, providers of ideas and analysts. This is how ST provides motivation, as well as the necessary support, for the publication of 21 mono-thematic Swiss magazines. This went particularly well in 2013 with a total print run of 2.3 million copies and a readership of 7.7 million in total.



A selection of mono-thematic magazines published worldwide and created in close cooperation between ST and its partners.

### What content is particularly sought after by visitors and the media?

The news is the driving force, especially for work with international media. We try to always stay abreast of things, screening national and regional media every day. Four times a year we run a news survey with our tourism partners. These surveys have become an institution – we're always receiving better and more exciting input.

### What constitutes good content?

Above all, news must be communicated quickly and with strong images. If we don't discover what fabulous adventures and offers are out there, then we can't feed them into the channels of communication in a timely manner.

Unfortunately sometimes we still just stumble across important news, often without accompanying images – and especially now, in the digital age, a good picture is worth a thousand words.

### Are all regions treated equally by Content Management?

We take our task very seriously and work hard to put together regionally balanced tips. This is difficult with thematic campaigns because the specific topic has priority. In other cases we try to cover the whole country, though not every region actually has a winter hiking trail online, say. Coverage also depends on the quality of imagery we receive.

Two questions for Ivan Breiter,  
Market manager ST Southeast Asia.



**What do people in Southeast Asia think of Switzerland?**

Switzerland just won the Dream Destination Award from Lonely Planet Thailand – that says it all. For Southeast Asia, Switzerland is the land where milk and honey flows, famous for its cleanliness, snow, fantastic shopping and exoticism. A must on any trip to Europe!

**What are visitors' booking patterns?**

For many years Southeast Asians typically travelled in groups – which was also a question of visas and flexibility. Nowadays they're looking more and more for an individual experience and don't just want to be served up the usual clichés.

*“In Southeast Asia, Switzerland is a must on any trip to Europe!”*

Ivan Breiter, Market manager ST Southeast Asia

Focus market  
Southeast Asia.

**In 2013 Indonesia, Singapore, Thailand and Malaysia showed the strongest growth of all the active markets. ST is doing all it can to exploit this momentum.**

Southeast Asian economies are booming, the middle class is growing and the elite are financially secure: for this reason, ST has run offices in Singapore, Kuala Lumpur, Bangkok and Jakarta. As well as trips in groups, as families and for honeymoons, motivational trips (incentives) are particularly sought after. ST is directly influencing this sector, working with the most important tour operators and developing new itineraries suitable for this market. The main goal is for visitors to stay longer in Switzerland (current average 1.8 days).

Facts and figures.

**Southeast Asia**

Overnights 2013		<b>420,742</b>
Overnights 2003		<b>162,499</b>
Growth in overnights (2003 – 2013)	%	<b>+ 258</b>
Opening of the ST office in Singapore (presence since 1999)		<b>June 2012</b>
Media contacts 2013	m	<b>23.7</b>
Advertising & marketing contacts 2013	m	<b>9.4</b>

**Malaysian TV series.**

The TV series “Travelodge” is enormously popular in Malaysia. In 2013 the entire 13-episode season took place in Switzerland. ST assisted in the organisation of the filming over three months, which covered all of Switzerland's tourism regions, as well as this year's theme “Living traditions”. Each “Travelodge” episode reaches over 200,000 viewers interested in travel. ST assembled new itineraries, promoted them around the series and estimated over 500 bookings, amounting to 6,000 overnights.



Charlie Chaplin in their sights: a Malaysian TV shoot in Vevey.

Two questions for Alex Herrmann, Director ST Americas.



**What is the perception of Switzerland in the Americas?**

People have a very positive image of Switzerland, marked by popular clichés. They expect pristine nature, authentic culture, top quality, safety and cleanliness – but also relatively high prices.

**Which products resonate with these visitors?**

I often meet people in the US who visited Switzerland a long time ago or just for a short time. It's our job to get this target group to take another, longer trip. Active holidays with "soft adventures" for more mature travellers is also an approach. The high-end segment at four- and five-star level is also popular. In both cases, Switzerland has the best conditions and also offers ideal options.

*“A mixture of active and high-end holidays sparks most interest.”*

Alex Herrmann, Director ST Americas



Posing with the head chefs of Virtuoso hotels: (from left) Matthew Upchurch, Chairman and CEO Virtuoso; Anja Loetscher, Director Geneva Convention Bureau; Alex Herrmann, Director ST Americas; Philippe Vignon, Director Geneva Tourism.

**Focus market USA.**

**Despite the continued weakness of the dollar, 2013 again saw significantly more US citizens visiting Switzerland than in the previous year.**

There are many reasons for this turnaround, although the strength of the franc is barely one of them. The travel patterns of North American guests were positively influenced from a Swiss perspective by additional connections from Chicago and Miami, as well as improved consumer confidence. The most important target group for Swiss trips are the "golden agers", and Switzerland also has strength when it comes to visitors on high-end budgets – it is here that ST anticipates the greatest growth. Switzerland is becoming ever more popular with multi-generational families and lovers of the outdoors seeking safe and active adventures that are easy to reach.

**Facts and figures.**

USA		2013
Overnights	m	1.6
Change compared with 2012	%	4
Media reports generated *		975
Visits to MySwitzerland.com *	m	2.2
Advertising & marketing contacts *	m	137
High-value customer contacts *		89,600

\* Including Canada

**A top-class visit from the US.**

Virtuoso is the leading group of luxury-sector travel agents in the US, Canada, Latin America and Australia. In 20 countries, Virtuoso travel agents generate 7,200 overnights in Switzerland, which is growth around three times greater than the market average, and is also a result of the high quality of Swiss hotels. In conjunction with top Swiss hotels, ST was able to bring the Virtuoso Chairman's Event and its approximately 150 participants to Switzerland. ST could count on the industry's generous support in taking care of this illustrious group on their trip from Zürich to via Gstaad GoldenPass Line and steamship to Lausanne, and finally on to Geneva.

## Award-winning Switzerland.



Another Emmy for the travel show "TravelScope": Maja Gartmann (ST North America), Joseph and Julie Rosendo, Jenna and Jon Speyers.

### In 2013 ST again won important awards for its engagement and innovative top-quality work.

ST North America received three prestigious awards alone. At the Virtuoso Travel Week in Las Vegas, ST North America was named the tourism marketing organisation of the year. With 330 travel agencies, Virtuoso members form the largest American network in the luxury travel market. ST North America was also recognised by "Prevue", one of the most popular meeting and incentive magazines in the USA, for their visionary initiatives in the areas of sustainability and innovation. In addition, ST took home an Emmy, the "TV Oscar", awarded to the travel show "TravelScope" for its Switzerland episode, which was developed with the comprehensive assistance of ST and at ST's invitation.



### Precious metals from Switzerland

ST was honoured in Switzerland, scooping three prizes for its "Family Trips" app at the Best of Swiss Web 2013 awards: gold in the Mobile category, silver for Usability and bronze for Innovation. The TV and cinema winter ad "Time" won bronze at EDI, the Swiss awards for advertising and commissioned films.

### Awards from all over the world

Russia honoured ST with two awards: in an online poll, the readers of "Discovery" magazine named the Swiss winter promotion the best of the year, and the readers of "National Geographic Traveler" selected Switzerland as the most attractive winter destination. In China ST won the Golden List Award of China Tourism for most attractive overseas itinerary, and in the Netherlands ST won Best Incentive Destination 2013 at the MICE & Business Travel Event.



Switzerland as best winter destination: Alexander Zhelesnyak ("National Geographic Traveler") and Natalia Sizova (ST Russia).



Best Incentive Destination: Martine de Knoop (MICE & Business Travel Event) with Lisette van Dolderen & Michael Herger (ST Netherlands).

## Outlook.



### Winning back regular visitors.

The success of tourism is directly dependent on winning back European visitors. ST is focusing its efforts here on regular customers who've already had two to five Swiss holidays: they constitute about a third of our European visitors. We want to spark fond and surprising memories of Switzerland and awaken a renewed desire to visit. For example, the Win-Back initiative which is planned for winter 2014–15 in Germany, will include activities targeted particularly on those German states with an affinity for Switzerland – Baden-Württemberg, Bavaria, North Rhine-Westphalia and Hesse. The focus here will be on women, who are important decision-makers when it comes to holidays, and the growing segment of active over-50s (Best Agers).

*“ST’s focus in 2014 is on winning back European visitors.”*

**Jürg Schmid**, CEO of ST

### Spectacular views: mountain trips and a jubilee winter.

Switzerland remains expensive. It needs to highlight its quality and distinctive experiences. The main reason visitors come to Switzerland is its unique landscapes. So in its 2014 summer marketing campaign, ST is focusing on the authentic Swiss experience and the theme of views. Thanks to the mountain railways, views of peaks and landscapes are accessible to all and can be experienced first-hand. The new theme product of panorama trips will be prominently integrated. The 2014 winter will also be unique: to mark the 150th anniversary of winter tourism, ST will be launching “Switzerland – The Original Winter. Since 1864”.





A legendary invention:  
the original Swiss army knife from Victorinox is known  
the world over.