

# Important strategic partnerships

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# Important strategic partnerships

The Switzerland tourist brand flies around the world, speeds across the land and embellishes letters and parcels. It has always been boosted by strong partners – whether Swissair/SWISS, SBB or Swiss Post.

A proud block of four stamps decorated the first day cover: Zug, Sion, Waltensburg and Prugiasco were depicted on stamps issued for the 200-year anniversary of tourism in Switzerland in a joint enterprise by Swiss Post and the Tourism Office to celebrate the moment when tourism took off in the Swiss Alps. With great ceremony, Swiss Post and Transport Minister Leon Schlumpf accepted the special stamps in the Bundesplatz in Bern. The campaign had symbolic power. For many decades, Swiss Post and the SNTO have worked together. The SNTO not only sells rail and air tickets in its agencies, but also sells picture-postcard views in the form of postage stamps. Switzerland's yellow postbuses are also an important calling card for the country. You can't miss them as they travel around, helping open up mountains and valleys to tourism.

## Many more brands on board

The SNTO/Switzerland Tourism also cultivates other long-term partnerships, for example with the Swiss Hoteliers Association (now hotelleriesuisse), Swissair and SWISS. In 2010 the partnership with Swiss Post drew to a close. In its place, it is now Swisscom which delivers the Swiss message via all its channels. As Switzerland Tourism changed to become a marketing organisation, it extended its reach and brought new brand advertisers on board. Brands which are strongly anchored in the country – from Appenzeller beer to watches by Gübelin and Swiss army knives by Victorinox – awaken a desire for even more Switzerland, both at home and abroad. Promotions in conjunction with UBS and the special offers in collaboration with Coop are a repeated success with national tourists.

### Working side by side for Destination Switzerland – Strategic Premium Partners:

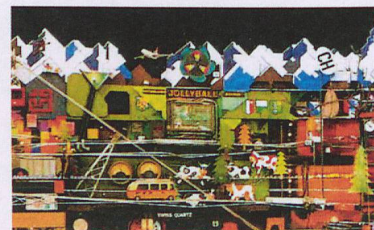
- Since 1917: Swiss Hoteliers Association (now known as hotelleriesuisse)
- Since 1917: SBB, later also Swiss Travel System (STS) and RailAway
- Since 2002: SWISS
- Since 2010: UBS AG



First meeting of the working group “New Media within Switzerland Tourism” on the subject of information and booking systems. Information technology makes continuous inroads into the tourism industry.

1983

The “Jollyball”, Swiss contribution to Expo 86 in Vancouver, gained an entry into the Guinness Book of Records as the biggest pinball game ever built.



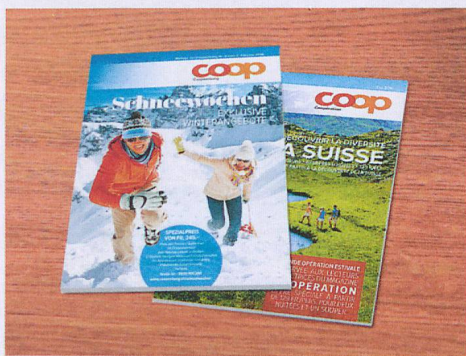
1986

1989

With the fall of the Berlin Wall, the division of Europe became history. SNTO director Walter Leu promoted a “strategy of flexibility”. Immediately after the fall of the wall, the Frankfurt agency undertook an initial promotional tour to eastern Germany.







Strategic partnerships: exploiting synergies and taking the image of Switzerland out into the world together.



As part of the close collaboration with the Swiss Post, the SNTO celebrated 200 years of tourism in Switzerland with special stamps in the 1980s.