

# From analogue to digital

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# From analogue to digital

**In 1994 a new era began, with the Internet about to make a quantum leap. As an online pioneer in tourism, Switzerland Tourism got involved right from the start.**

In 1994 switzerlandtourism.ch arrived – just one year after the start of the World Wide Web, the tourism organisation reached out to people with its first website. The working group “New Media in Swiss Tourism” was called into being as early as 1983, heralding the digital age.

## **The marketing world turned upside down**

The real breakthrough came in 1999. “In the future the way in which a travel destination presents itself on the web will be decisive. Holiday visitors will increasingly put their trip together using virtual means,” anticipated Switzerland Tourism – and launched the ground-breaking platform MySwitzerland.com. Today it is available in 16 languages and tailored to suit 36 different countries. The tourist’s Switzerland is thus on everyone’s screens thanks to this modern

portal with over 14,000 sub-pages. The visitor is now automatically in control: “Dream, plan – and then it’s just three clicks to booking.” From the very beginning Destination Switzerland jumped into the virtual shop window and maintained a constant presence there, as it did in the past with radio and TV. The SNTO was at the forefront of progress on those media too. We were equally quick to supply travel agencies around the world with timetable information and train reservations by telex and fax. In Switzerland, we were always on the end of the phone line 120 with the popular travel tips of the week, right into the 1990s. Today we offer innovative apps, including the bestseller Snow Report for all winter sports aficionados. Cleverly networked social media platforms bundle and multiply the advertising effect. Inexorably, Switzerland Tourism is transforming itself into a multimedia organisation.



**Prominent and targeted promotion of the low season.** US model Shawne Fielding, ex-wife of a Swiss ambassador, launched the autumn campaign as its sponsor.



**End of Swissair after 71 years** with the arrival of the last scheduled flight in Zurich on 1 April 2002.

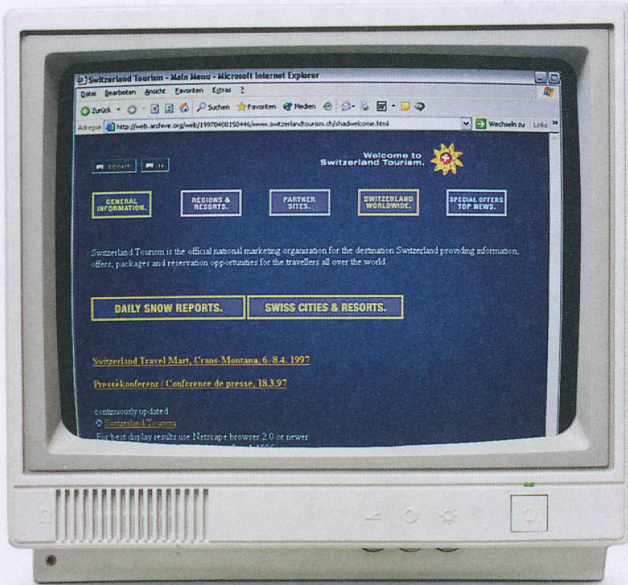
2000

2001

2002



*Terrorism in the US led to a collapse in visitor numbers. For a short period Switzerland was advertised in major European markets and inside Switzerland with a campaign promoting it as a place of “peace and security in a time of uncertainty”.*



A simple text page (1996) has become a multimedia platform which now records over 30 million visits per year: the web portal MySwitzerland.com

