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“We must not sit motionless, like a spider, until something lands on the edge of our web. We have to go out, find our customers and bring them here.”

Armin Meili, President (1941–1963)



Dear Reader,

The geopolitical situation in 1917 was anything but easy, with the October Revolution in Russia and US entry into World War I. Despite, or indeed because of, those troubled times, in Switzerland a government decision was taken to coordinate tourism efforts with the foundation of the Swiss National Tourist Office (SNTO). Today, this anniversary magazine is an opportunity to look back over 100 years of successful Swiss tourism promotion and to thank all of those tourism service providers who have contributed to our success.

I take pleasure first of all in presenting a selection of the best quotes from my predecessors and from past and current directors, in the hope that they might inspire us for the next 100 years. I hope you enjoy reading this publication, and look forward to continuing our journey together!

Jean-François Roth, President, Switzerland Tourism (since 2007)



“Cheaper or better. In tourism this is the strategic decision to be made. Switzerland never uses price as the differentiator, but positions itself solely on providing the best experience.”

Jürg Schmid, Director (since 1999)



“We must increasingly align what we do with verifiably effective campaigns that generate demand, focusing even more sharply while remaining flexible and open to learning.”

Marco Hartmann, Director (1995–1999)



“Any form of protectionism or isolationism may soothe concerns in the short term but in the long term only postpones problems rather than solving them.”

Walter Leu, Director (1979–1995)