

**Switzerland Convention
& Incentive Bureau.**



Market situation: North America.

[MySwitzerland.com/meetings](https://myswitzerland.com/meetings)
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1 MARKET SITUATION AND OUTLOOK.

1.1 Economic situation

1.1.1. United States

Based on financial market moves and the economic data available so far, a period of sluggish growth looks more likely than an outright recession. There has been a 2.3% slower growth while the unemployment rate has now been 4% or lower for more than a year.

If business investment drops severely, it could translate into layoffs and a weaker labor market and thus weaker consumer spending. But there are recent episodes in which business investment shrank but consumer spending kept growing.

There is a lot of uncertainty despite other generally positive economic indicators due to the ongoing tariff disputes between the U.S. and China and the looming possibility of Brexit. This has had a persistent and chilling effect on the overall business climate globally and has underpinned much of the recent market volatility.

There are also signs that business activity is weakening. A recession in the U.S. is neither inevitable nor improbable. Indeed, we are to believe the most recent U.S. sentiment report released in August, which explains that the signs are gloomy and we should at least be wary. Consumer sentiment suffered its biggest drop since 2012, and Google searches for the term “recession” surged to their highest levels in more than a decade.

There are a lot of risks, and it makes sense for CEOs and ordinary consumers to proceed with caution when making plans for the near future.

Source: NYT, September 6th, various

In addition, 2020 is a presidential election year which may affect power and policies with generating both economic and social tensions. While there is a 2.6% projected growth over the next year, there is at the same time a decrease in confidence over the past year (66% favorable in 2018)

Source: MPI Summer Outlook

Research Report United States – Switzerland Tourism

Outgoing travel from the U.S. is presently positive. The U.S. market, the second most important foreign market for Switzerland - again 2018 compared to 2017. This builds on eight years of growing overnight numbers, for a total growth of about 50% in less than 10 years. This strong growth trend includes both the leisure and MICE markets.

The number of nonstop direct flights from the U.S. to Switzerland remains healthy. There are nine daily SWISS flights from North America to either Zurich or Geneva with additional flights from other gateways added seasonally. Edelweiss has seen a consistent increase in direct connections and flights from mostly secondary cities. *Source: Switzerland Tourism*



1.1.2. Canada

Economy

The Canadian economy is expected to produce continuous growth of 2.1% in 2019. Canadian federal elections will take place in October 2019. Prime Minister Justin Trudeau is expected to be re-elected. To diversify its dependence on the U.S., Canada and the EU signed a comprehensive Economic and Trade Agreement.

In 2019, British Columbia's robust growth in recent years will soften to 2% but remains Canada's largest trading partner with Asia. Ontario (at 1.9%) and Québec (at 1.8%) are expected to grow moderately. After the oil crisis, Alberta is expected to bounce back with a growth of 2.5%. Unemployment is forecasted to fall under 6% in 2019.

Travel industry

The travel trade remains essential for long-haul travel. Ontario, Quebec, British Columbia and Alberta are Switzerland's main source markets with direct flights from Toronto, Montreal, Vancouver and Calgary. The challenge remains the rather weak Canadian Dollar, which has gained more than 5% in value in comparison to the Swiss Franc in the last two years. However, Canadians are less price-sensitive and mainly look at the exchange rate with the US dollar. Targeted digital marketing is becoming increasingly important.

Travel behavior

Canadians are savvy travelers who look for meaningful experiences and are willing to pay for them. They are curious and prefer hidden gems to overly popular destinations (sensitive to mass tourism). Canadians are generous (290 CHF per day) and great travelers also in shoulder season. After a new record last year, with the best overnight results in 25 years, the growth of Canadians visiting Switzerland continues. Thanks to even more direct flights on SWISS and Air Canada.

Canadians are frequent travelers and our European colleagues from Spain, Ireland, Portugal and Italy saw healthy growth rates also due to increased flight capacity. Terrorism affects travel behavior. Canadians feel safe in Switzerland. During the last ten years, the number of Canadians visiting Switzerland has grown by more than 30%. Canadians like sunny destinations, especially in their cold winter months.

1.2 Situation of the Meeting Industry & Trends.

While the association market remains a steady market and the current meetings and incentive market may be strong, there is a slowdown expected in corporate meetings in 2020. Cvent will continue to be the major player when it comes to venue selection and booking for meetings.



1.3 RFP situation in North America.

1 January 2019 – 31 July 2019

138 RFPs received with a total of 67,890 overnights (115 in 2018 – 110,306 ON)

- 24 RFPs carried out in CH with a total of 8,059 overnights (2018: 17 with 3,235 ON)
- 22 RFPs confirmed with a total of 15,033 overnights (2018: 13 with 12,831 ON)
- 42 RFPs pending with a total of 67,890 overnights (2018: 52 with 75,181 ON)
- 12 RFPs canceled with a total of 3,470 overnights (2018: 11 with 5,002 ON)
- 38 RFPs carried out foreign with a total of 56,958 overnights (2018: 19 with 10,061 ON)
- 0 RFPs postponed with a total of 0 overnights (2018: 3 with 3,996 ON)

57 RFPs carried out in Switzerland between Jan. and Jul. 2019 with a total of 40,690 overnights (2018: 37 RFPs with a total of 18,796 overnights)

2 TARGETS.

2.1 Qualitative.

- Inspire and assist clients in order to elevate the event experience
- Connect the clients with Swiss partners and help evaluate a meeting's economic impact
- Be the go-to local expert in the market with a fast, proactive and professional approach towards the clients
- Establish new strategic initiatives & partnerships as well as nourish existing ones to support opportunities for a consistent ROI
- Fully understand the decision-making process and pursue market research in the association field
- Continue a presence on social media to actively put Switzerland on top of clients' minds
- Emphasize personalized follow up on active files of all potential leads and turn RFPs into business
- Consistently strive to have the most up-to-date database

2.2 Quantitative Goals

- Number of qualified contacts in the database: 5,700
- Qualified client contacts: 1,800
- Number of days with customers: 66
- Number of requests: 240
- Number of conferences, meetings and incentives in Switzerland: 60
- Number of directly influenced overnights: 28,000
- Web visits on meetings/incentives: 17,000
- Web visits destination weddings: 2,000



3 CURRENT DATABASE FIGURES.

Type	Contacts
Agencies	3,447
Corporates	1,290
Media	111
Associations	955
Wedding Planners	25
Others	7
TOTAL Qualified Contacts	5,835
Inactive	244

4 DETAILED MARKETING ACTIVITIES.

Further details of past, present and future marketing activities can be found on www.stnet.ch, which can be accessed by using your personal username and password.

NORTH AMERICA

01/01/2020 – 31/12/2020	<p>eNews</p> <p>3 eNews are planned to highlight SCIB NA partners. Each edition will be dedicated to a theme that is of importance to the NA market. Content of partners and SCIB will be dedicated to the chosen theme. SCIB NA will continue to include testimonials from clients and add listicles with a separate landing page. The eNews is sent to roughly 4,000 North American corporate, agency planners and press. Association planners receive a specific eNews targeting that segment.</p>	<p>Comments</p> <p>Picture and max 60 words including link to english website/pdf/email address needed per article. Client contacts/testimonials are also encouraged.</p> <p>Edition 1: x.1.2019 - Partners (Topic) Recipients: x Unique opens: x / Total clicks: x by x people (click rate x%) Bounce backs: x (x%) Unsubscribed: x (x%)</p>	<p>Cost CHF</p> <p>0</p> <p>A full overview will be sent to all NA partners in December. Picture and 80 words including link to English website/pdf/email address needed per article. Client contacts/testimonials are also encouraged.</p>
01/01/2020 – 31/12/2020	<p>Online Platform Event</p> <p>SCIB NA will renew its profile with Cvent to promote Switzerland as a meetings & incentive destination. In 2019, SCIB is trying out the 3-diamond listing in order to have better visibility on the destination guide. Depending on the change in results, this will be continued in 2020. The tool is used by many planners and remains consistent in generating leads.</p> <p>Cvent overall stats: 2.6M RFPs sent in 2018 42M+ Room nights sourced in 2018 ~1800 New Organizations sourcing per month \$65,000 is the average value of an awarded Cvent RFP</p>	<p>Comments</p> <p>Partners need to ensure their details are updated on the platform and if not, inform SCIB in Zurich so the listing can be amended/updated. SCIB NA will promote Switzerland as a generic country.</p> <p>Important is to always acknowledge receipt of an RFP and to forward it onto SCIB NA for information sharing purposes.</p> <p>2018 Statistics Switzerland: (roughly a 30% increase on average from 2017) - Unique RFPs: 915 - Unique room nights: 231,521 - Awarded RFPs: 271 - Awarded room nights: 20,886 - Awarded value: \$7,774,639</p>	<p>Cost CHF</p> <p>0</p> <p>Ensure your destination/hotel information is up to date.</p>
01/01/2020 – 31/12/2020	<p>Social Media</p> <p>Presence of SCIB NA on social platforms is promoted via our eNews, email signatures, webinars etc. SCIB NA will continue to have a regular presence with posts/retweets/favorites on LinkedIn and Twitter as they have proven to be the most effective social media platforms in this segment in NA.</p>	<p>Comments</p> <p>Partners are welcome to follow us and also to send relevant content for us to include on both platforms.</p> <p>LinkedIn: MySwitzerland.com/LinkedIn-SCIB (English) >followers now counted through SCIB HQ 31.05.2019: 24 posts 31.12.2018: 59 posts</p> <p>Twitter: @scib_na (NA) 31.05.2019: 1571 followers / 76 tweets 31.12.2018: 1528 followers / 369 tweets</p>	<p>Cost CHF</p> <p>0</p> <p>Partners are welcome to follow SCIB NA and also to send relevant content for SCIB NA to include on both platforms.</p>

01/01/2020 – 31/12/2020	Sales Calls	Comments	Cost CHF
	<p>SCIB NA has re-evaluated the potential of sales calls due to a saturated market with many other platforms and a different collaboration with Hotels of Switzerland. Areas/clients visited in the previous 1-2 years will not be revisited the following year, especially if not much business, i.e. no to low ROI. Focusing on areas not visited in a while, exploring new areas, combining client visits with existing events, etc.</p>	<p>CHF 220 per confirmed meeting. Max 3 partners. Additional costs occur for flights, hotel, car rental and any special breakfast/lunch/dinner. SCIB local partners participation (i.e. hotel) is possible only upon availability and destination will also need to be promoted.</p> <p>27.-30.1.2020: Phoenix, Scottsdale, etc. AZ - TBC 23.-26.3.2020: East Coast (PA, MA, NJ) - TBC 17.-20.11.2020: Pacific Northwest (Vancouver, Seattle, Portland) - TBC</p>	<p>220</p> <p>CHF 220 per confirmed meeting. Max 3 partners. Additional costs occur for flights, hotel, car rental and any special breakfast/lunch/dinner. SCIB sub-partners participation (i.e. hotel) is possible only upon availability and destination will also need to be promoted.</p>
01/01/2020 – 31/12/2020	Webinars ‘Live from Switzerland’	<p>Comments</p> <p>Cost for Partners: CHF 500, max 6 webinars The set-up of each session is as follows: 1. Update on Switzerland by SCIB NA (15 minutes) 2. Partner’s presentation (15 minutes) 3. Questions (5 minutes) Total duration: max. 35 minutes</p> <p>Preliminary dates: Webinar 1: 5.2.2020 Webinar 2: 11.3.2020 Webinar 3: 22.4.2020 Webinar 4: 7.10.2020 Webinar 5: 11.11.2020 Webinar 6: 2.12.2020</p>	<p>Cost CHF</p> <p>500</p> <p>An overview with dates and planning details will be sent in December. First come first served, max 6 webinars in total.</p>
01/01/2020 – 31/12/2020	Association Sales Calls	<p>Comments</p> <p>Cost TBC.</p>	<p>Cost CHF</p> <p>6'250</p> <p>Option 1 Coordinate meetings, set up logistics, dossier + schedule, third party team member lead the mission, comprehensive report CHF 7,250.00 (+ travel expenses, approx. USD 2,000 for third party team member)</p> <p>Option 2 Coordinate meetings, set up logistics, dossier + schedule, CHF 6,250.00</p> <p>Costs are for one week of sales calls for one partner exclusively (Association Partner only). Additional cost occur for flights, hotel, car rental and any special events. If willing to share and partner available, cost will be split (up to 3 partners max)</p>

05/01/2020 – 08/01/2020	PCMA Convening Leaders in SFO, CA	Comments	Cost CHF
	The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together suppliers, meeting planners, hoteliers, meeting organizers, hotel sales and meeting professionals. This is mainly an educational event.	CHF 1'000 as per PCMA registration form plus USD 485 PCMA Membership fee.	1'500
			CHF 1'000 as per PCMA registration form plus USD 485 PCMA Membership fee.
28/02/2020 – 01/03/2020	15th Successful Meetings University (SMU) International in NYC	Comments	Cost CHF
	This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule. Each supplier gets to meet approx. 20 planners (one-to-one meetings) but also participates in two educational sessions as well as various networking events. Each partner receives a book with full planners profile including past/future programs.	Prices are approx. at this stage: CHF 4'300 for SCIB NA partner sharing table with SCIB - includes 1/2 page horizontal ad each (1 spot only, first come first served basis) CHF 8'800 for a table with 2 partners (same or different companies) - 1/2 page horizontal ad each CHF 7'000 for an exclusive table on your own without any ad	4'400
			Prices are approx. at this stage: CHF 4'400 for SCIB NA partner sharing table with SCIB - includes 1/2 page horizontal ad each (1 spot only, first come first served basis) CHF 8'800 for a table with 2 partners (same or different companies) - 1/2 page horizontal ad each CHF 7'000 for an exclusive table on your own without any ad Every partner also gets a separate listings in the Official Event Directory.
15/09/2020 – 17/09/2020	IMEX America in Las Vegas, NV	Comments	Cost CHF
	IMEX America is the MICE industry's largest show and brings together thousands of exhibitors and quality buyers for a 3-day fair including pre-scheduled appointments (one-on-one and group presentations), education sessions and numerous networking possibilities.	Approximate prices: CHF 8'000 per SCIB partner CHF 3'600 per additional person of a SCIB partner (same company) CHF 5'500 per local partner at same booth CHF 8'600 per local partner (for example a hotel representing a destination)	8'000
	In 2018, a total of +13,500 participants attended IMEX America (record!), representing an increase of roughly 9% from 2017. A total of 70,000 pre-scheduled appointments were made (16% increase). While over 150 countries were represented, the share of buyers from NA was over 75%.		CHF 8'000 per SCIB partner CHF 3'600 per additional person of a SCIB partner (same company) CHF 5'500 per sub-partner at same booth CHF 8'600 per sub-partner (for example a hotel representing a destination) Prices tbc