Switzerland.

STSEL 2020 Offer.

Jean Kim

25 April 2019

Switzerland.

Current News on Key Account Marketing Korea.

Group Package.

Switzerland.

Characteristics.

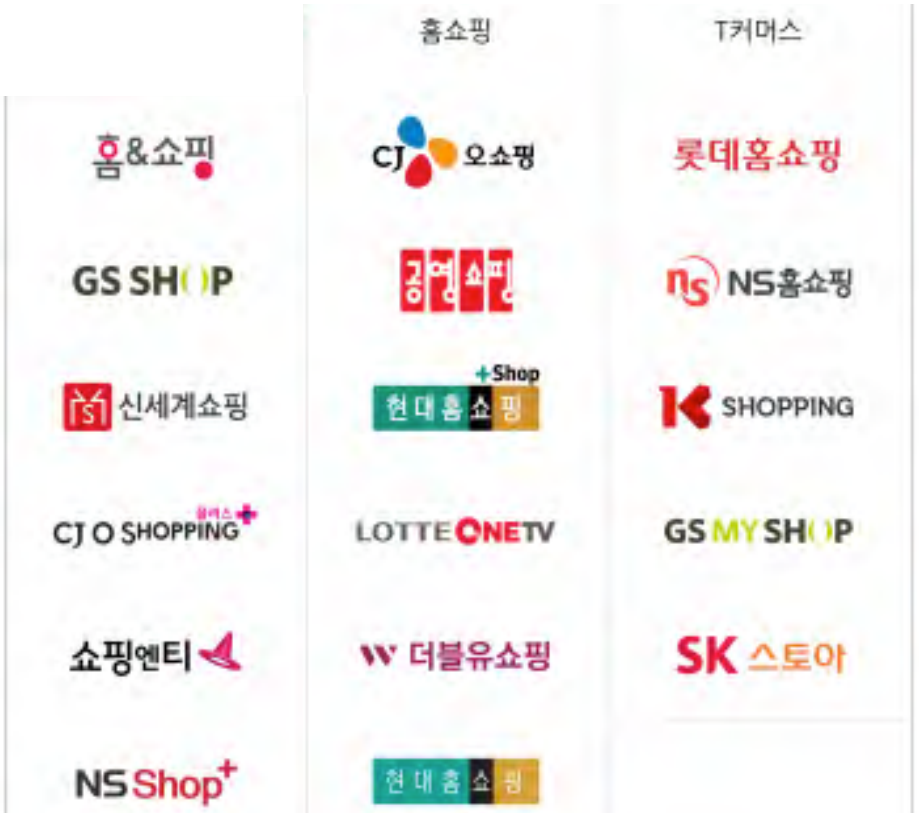
1. Typical format: Max. 25pax / Serial (frequency 1- 2 weekly) / Travel by coach/ Local Korean Guide / 4-7nights / travel agency => land operator(Seoul) => land operator (Switzerland)
2. Expanding Horizons : Tap into FIT characteristics – More free time. Include Public Transportation. Taylor made. Theme based

Sales Channel.

1. Traditional Channel : Newspaper Advertisement
2. Online Channel : Portal Ads
3. Home shopping : Most effective sales channel

Homeshopping.

Switzerland.



- Total cost : approx. 50,000 CHF
- Cost shared amongst KA/Land operator/Airline/ Destinations/Hotels
- Reservation calls: 2,000-5,000
- Actual booking rate: 10%-25%
- 19 Channels with different brand value (Live & Data Broadcasting)
- Broadcasting time : 1hr
- Show hosts explaining the product in detail of the specialties and differentiation values

Online Travel Agencies.

Switzerland.

- More Spontaneous
- More Adventurous
- More Activities
- More Experiences
- More Opportunities

- Ticket Sales
- Activity Booking
- Guided Tours
- Day Tours
- Restaurant Bookings

- Aggrigator :
  - Skyscanner / Kayak

- OTA Experience Based :
  - Ctrip / Klook / Wagu / MyRealTrip / Mohaji(Hanatour)

- OTA Hotels & Air :
  - Booking.com / Expedia / Hotels.com

FITs.

Switzerland.

Characteristics.

1. Mostly Airtel products incl. local transportation and activities. Ready made FIT products. Targeted to individual travelers and small groups incl. families.
2. Loyal to brand name.
3. Good for lazy travelers.

Rigi Kulm

Sales Channel.

1. Online Channel : Portal Ads
2. Social commerce : Coupang / Tmon / WeMakePrice
3. Open Market : 11st / Ebay (Gmarket) / Interpark

2020 Marketing Activities Offer ST SEL.

KAM: Sales Calls Tours, Korea.

Switzerland.

- Focusing on networking between Korean KAs and Swiss partners
- Open for PKG partners only
- In-depth study opportunity for Korean TAs
- Cultural background understanding for Swiss partners
- Main program
  - 1 night and 2 days program
  - One-to-One meetings / workshop
  - Team building activities

KAM: Swiss Travel Academy.

Switzerland.

- ST's highly valued asset
- Well-recognized program amongst KAs, 13 years history
- More than 190 STA members so far
- More than 200 Swiss related-products produced with STA Members
- 1 year on & off line seminar program
- High loyalty to Switzerland and fully capable of producing Swiss products

KAM: Business Contract with Key Accounts.

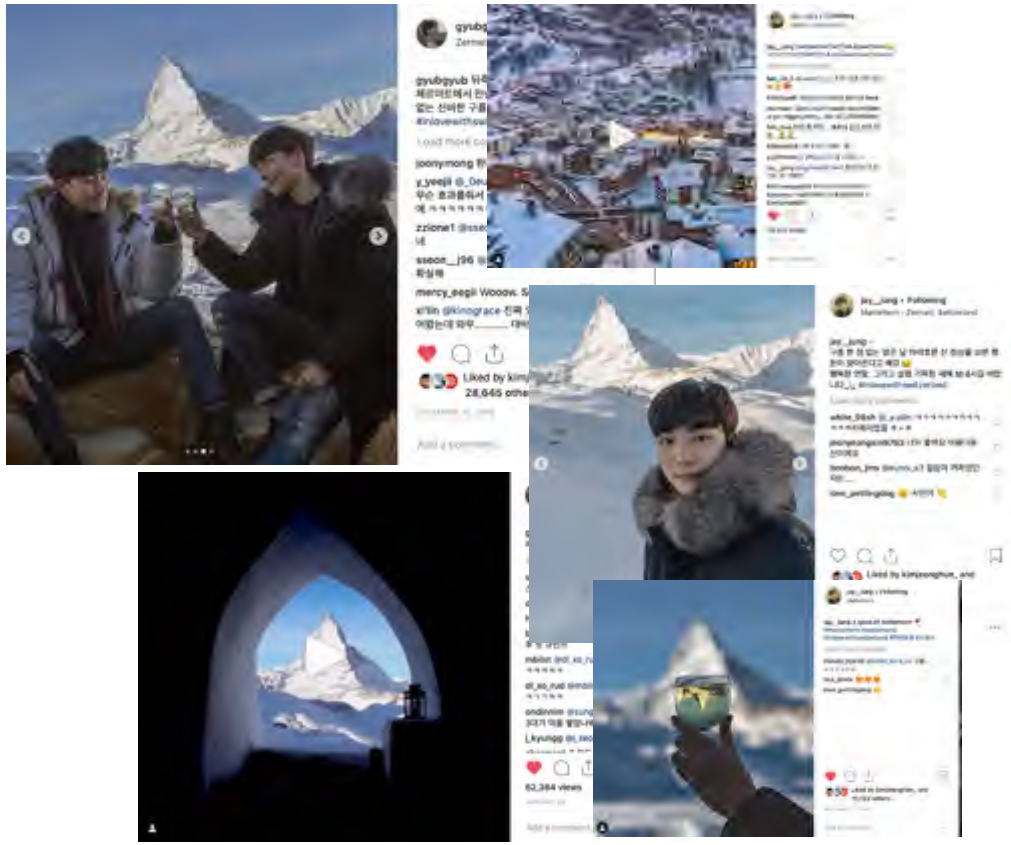
Switzerland.

- Approx. 15 biz. contracts per year (incl. RE joint projects)
- Marketing contents to boost the Swiss products
  - TV homshopping, brochure, on-line promotion, newspaper & online advertisement, etc.
- Support diversified travel products
- Created approx. 10,000 new overnights through out the year

Digital Marketing.

Switzerland.

- ST Social Media Platforms
  - ST Korea Facebook : Over 2.4 mil.
  - ST Korea Instagram: 18.4k
  - ST Korea Blog on NAVER: Aver. 500 (Daily visitor)
- KPI: ER (Engagement Rate)
  - More reliable KPIs with new methods
  - ER=(Likes + Comments + Shares) / (organic reach + paid reach) * 100



Digital Marketing.

Switzerland.

- Major plans for 2020
  - STSEL official YouTube channel: focus on VIDEO contents
  - Dependable & inspirational contents from STSEL
  - More interactions between ST SoMe channels
  - Interactive communications with followers
- Social media MKT with Influencers
  - ‘Hero shots’ for more followers
  - Celebrity power

eMarketing: Newsletter.

Switzerland.

- Added value for the PKG partners
- Monthly newsletter to approx. 26,000 members
- Direct communications channels for Korean travelers
- Major contents
  - Local events, festivals
  - Online coupons & promotions

KMM: Media Package.

- Media coverage from monthly press release to 550 journalists and feature articles
- More than 1,000 news articles from media coverage
- Media trips including international media trip run by Zurich HO
- Media conference and round meetings

KMM: TV show.

Switzerland.

- Media sensitive country
- Direct impact on travel products or travel itinerary right after TV show
- Integrated Marketing
  - Social Media: viral with various contents of photos, videos
  - Media: pre & post media exposures followed by entertainment media
  - KAM: relevant travel products followed by KAs

Promotion: Production of FIT Online Coupons.

Switzerland.

- One of the FAQs from FITs; When would be the coupons uploading?
- Always welcome for Market friendly items
  - Korean noodles (ex, Gornergrat, Shilthorn)
  - Activity discount coupons
- Does not grantee the immediate fsales increase, but influenceable (keywords: Schilthorn + cup noodles → 469 results on Naver.com)

Promotion: Travel Fair.

Switzerland.

- Run by two major travel agency:
  - HanaTour: 7-9 Jun. 2019, COEX
  - ModeTour: 5-8 Sep. 2019, Kintex
- Direct impact on Swiss products:
  - Set-up proper products for those participating organizations
  - on-spot promotions: discount, added-value benefits, etc.
  - Easy to influence the sales responsibilities

Promotion: Publication of ST brochure.

Switzerland.

- Photos of Swiss Friends and specialized pages for PKG partners
- 4 pages guaranteed in the brochure
- Distribution thru. whole sale/direct sale travel agencies, travel exhibition, Swiss travel center, etc.
- Print run: approx. 15,000 copies

Gold Package.

Switzerland.

Key Partner Activity	Value CHF	Contribution ST CHF	Partner Net CHF
KAM: Sales Calls Tours, Korea	3000	1300	1700
KAM: Swiss Travel Academy, Korea	2200	500	1700
KAM: STA online nationwide	1500	0	1500
KAM: Business contract with Key accounts	13000	4000	9000
Digital Marketing	14000	5000	9000
eMarketing: Newsletter	Added Value		
KMM: Media Package	5500	1500	4000
KMM: TV show	14000	8000	6000
Promotion: Production of FIT Online Coupons	Added Value		
Promotion: Publication of ST brochure	2300	800	1500
Total Korea 2020			34400

Thank you.

Switzerland.