

Switzerland Tourism.



Strategy and planning.

2020–22

Full speed ahead for 2020.



Martin Nydegger
CEO Switzerland Tourism

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A strong brand calls for a strong strategy. However, such a strategy can only be effective if it is widely known and put into everyday practice.

Five tourism objectives and eight focus areas provide guidance here. Each year, our 240-strong team inspires prospective holiday-makers and corporate clients in 22 markets with over 3,600 marketing activities on behalf of Switzerland. This takes time, money and a great deal of energy. Like our guests, we turn to Switzerland's natural wonders to recharge our batteries.

Let's all absorb and share this energy! Let's kick off the exciting journey into the future of Swiss tourism.

I need revitalisation.

There are around 1,500 lakes where you can cool down in Switzerland. These range from the idyllic waters of Lake Silvaplana to Lake Geneva, the second-largest lake in Central Europe.

Silvaplana, © Switzerland Tourism / Filip Zuan

What does Switzerland Tourism do?

Any country, however beautiful, needs to be marketed and promoted. That's why Switzerland Tourism (ST) was tasked by the Swiss Confederation with promoting domestic and international tourism demand for Switzerland as a holiday, travel and conference destination.



ST focuses on the development and implementation of effective marketing programmes and the establishment of a strong Swiss tourism brand. ST works hand in hand with the tourism industry, offering its over 700 members and 1,200 partners attractive marketing platforms both domestically and abroad. ST works with customers and markets in mind and

operates in accordance with commercial criteria. The 13-member Board of Directors is drawn from the fields of tourism, business and related professional associations. ST is present in 22 markets worldwide, employing around 240 people.

ST is a corporation under public law and is dedicated to the following tasks on behalf of the Confederation:



Every franc invested by ST in marketing generates CHF 29 of tourism turnover. The 2017 ST impact assessment verified by the University of St. Gallen shows that ST has an influence on one in seven overnight stays. This means that every franc spent by ST on marketing generates tourism turnover of CHF 29. ST is thus responsible for a total turnover of CHF 1.75 billion each year.

Amounts in million CHF

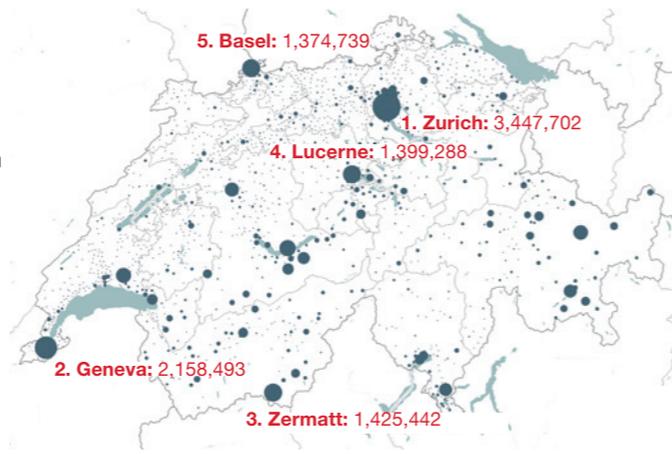
Overnight stays and turnover calculation: ST
Tax information: estimate by Rütter + Partner, extrapolation by ST
Impact assessment model verified by the University of St. Gallen

Swiss Tourism at a glance.

Tourism is a high priority in Switzerland, not least as a strong business sector. Accounting for 4.4% of export sales, it is the fifth most important sector in Switzerland. Approximately 260,000 people, or 5% of the country's entire workforce, work in tourism. In mountain areas, even one in every four workers makes their living from tourism. One third of visitor spending goes to the tourism industry, while the remainder is shared between other sectors.

Overnight stays 2018

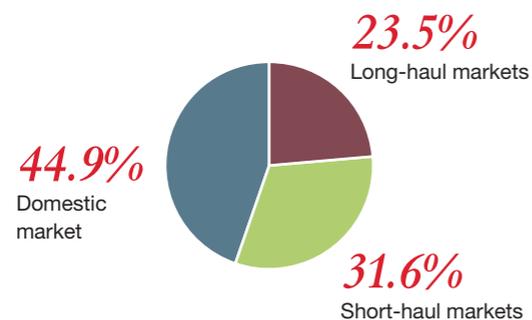
The volume of overnight stays in 2018 is estimated at 104 million nights in total. 38.8 million of these were in hotels. The remainder is the estimated volume for supplementary non-hotel accommodation and second homes. The map shows the distribution of the 38.8 million hotel overnight stays. The size of the blue circles indicates that the highest concentration of hotel overnight stays is to be found in the cities. Accounting for 42.8% of all hotel overnight stays, the Alpine regions still have the lion's share. Next come the larger cities (30.2%) and smaller towns (18.3%), followed by rural areas (8.7%).



Swiss Federal Statistical Office (FSO) 2018

Breakdown of guests by country of origin

Domestic guests accounted for almost half of the 38.8 million hotel overnight stays in 2018. Around one third came from short-haul markets and the remainder from long-haul markets.



FSO 2018

1. Switzerland (44.9%)	13. Spain (1.3%)
2. Germany (10.0%)	14. Korea (1.2%)
3. USA (5.8%)	15. Australia (1.0%)
4. Greater China (4.5%)	16. Japan (1.0%)
5. GB (4.3%)	17. Austria (1.0%)
6. Benelux (3.4%)	18. Russia (0.9%)
7. France (3.3%)	19. Canada (0.7%)
8. Gulf States (2.4%)	20. Brazil (0.6%)
9. Italy (2.4%)	21. Poland (0.5%)
10. India (2.1%)	22. Czech Republic (0.3%)
11. South-East Asia (1.5%)	Others (5.7%)
12. Nordic countries (1.3%)	

Behaviour patterns among guests in Switzerland

According to Tourism Monitor Switzerland (TMS)*, most visitors are very happy with their stay in Switzerland. Here are a few more interesting statistics relating to visitors of our country:

- 87%** are completely satisfied with their holiday in Switzerland
- 67%** are regular visitors (> 5 visits to Switzerland)
- 1** **16%** are first-time visitors to Switzerland
- 28%** of visitors are aged between 16 and 35
- 28%** of visitors are best agers (aged > 56)
- 32%** of visitors travel with children
- 16%** are high-spenders (> CHF 250/day)
- 40%** are cost-conscious and would not have come if the trip were to cost 10% more
- 57%** of visitors travel in summer**
- 25%** are on a tour of Switzerland
- 36%** mainly use public transport while in Switzerland
- 19%** of hotel overnight stays are generated by business meetings***



Leisure tourists in Switzerland

There are plenty of good reasons for visiting Switzerland. According to Tourism Monitor Switzerland 2017, visitors coming to Switzerland on holiday have the following expectations:

- 1. Mountains (60.5%)**
- 2. Nature (51.7%)**
- 3. Panoramic views (40.1%)**
- 4. Relaxation (39.1%)**
- 5. Peace and quiet (34.0%)**
- 6. Good accessibility (31.6%)**
- 7. Atmosphere (27.2%)**
- 8. Hospitality (25.2%)**
- 9. Sporting activities (24.3%)**
- 10. Pleasant climate/ weather (22.9%)**

* Tourism Monitor Switzerland is the most extensive tourist survey in Switzerland and is conducted by ST every four years. Over 20,000 national and international holiday tourists who stayed in the country overnight are surveyed.

** Statistics for hotel overnight stays (Business + Leisure), FSO 2018

*** Meetings Report, Switzerland Tourism 2016

All other figures: TMS 2017

How is tourism developing?

International tourism has grown faster than expected in recent years. The number of worldwide arrivals reached 1.4 billion in 2018, two years earlier than originally forecast. The oncoming economic slowdown is expected to reduce the upward trend somewhat over the next few years.

Tourism is a growth sector worldwide. In Europe, it is already nearing capacity limits in certain locations, thus the term “overtourism”. Even though climate change is becoming a hotly debated topic in Western Europe, international air traffic is at an all-time high. However, there are storm clouds ahead. Global uncertainties, such as the trade conflict between the USA and China, Brexit or the shrinking German economy are leading towards a global economic slowdown. A recession in a number of key countries looks likely. The Swiss economy and currency may also suffer as a result. If the franc strengthens against the euro as predicted, Switzerland will become more expensive for tourists from the EU area, which will have a negative impact on demand. Against this backdrop, the expected rise in overnight stays from the short-haul markets of the past two years is unlikely to continue. A slight

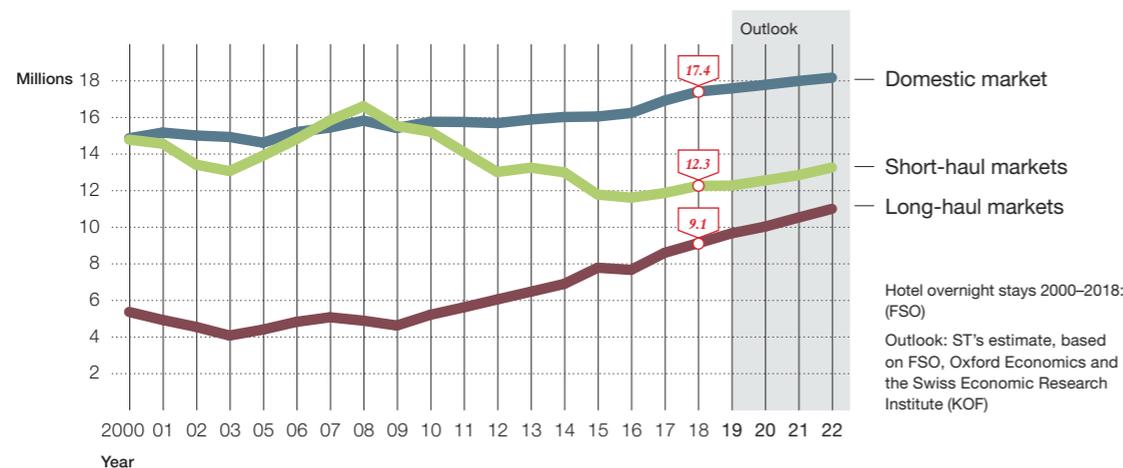
decrease in growth is expected in the burgeoning long-haul markets, however, the trend looks likely to remain positive. Once again, a prudently balanced market mix will be crucial for Swiss tourism.

Switzerland's main competitors

The strongest competitors are Austria, Italy, France and Germany. Sea and beach holidays play a lesser role in a competitive context. Even Switzerland's cities find themselves competing with the Alpine regions because visitors are not looking for major cities, but instead want easily accessible boutique towns as a base from which to explore nature.

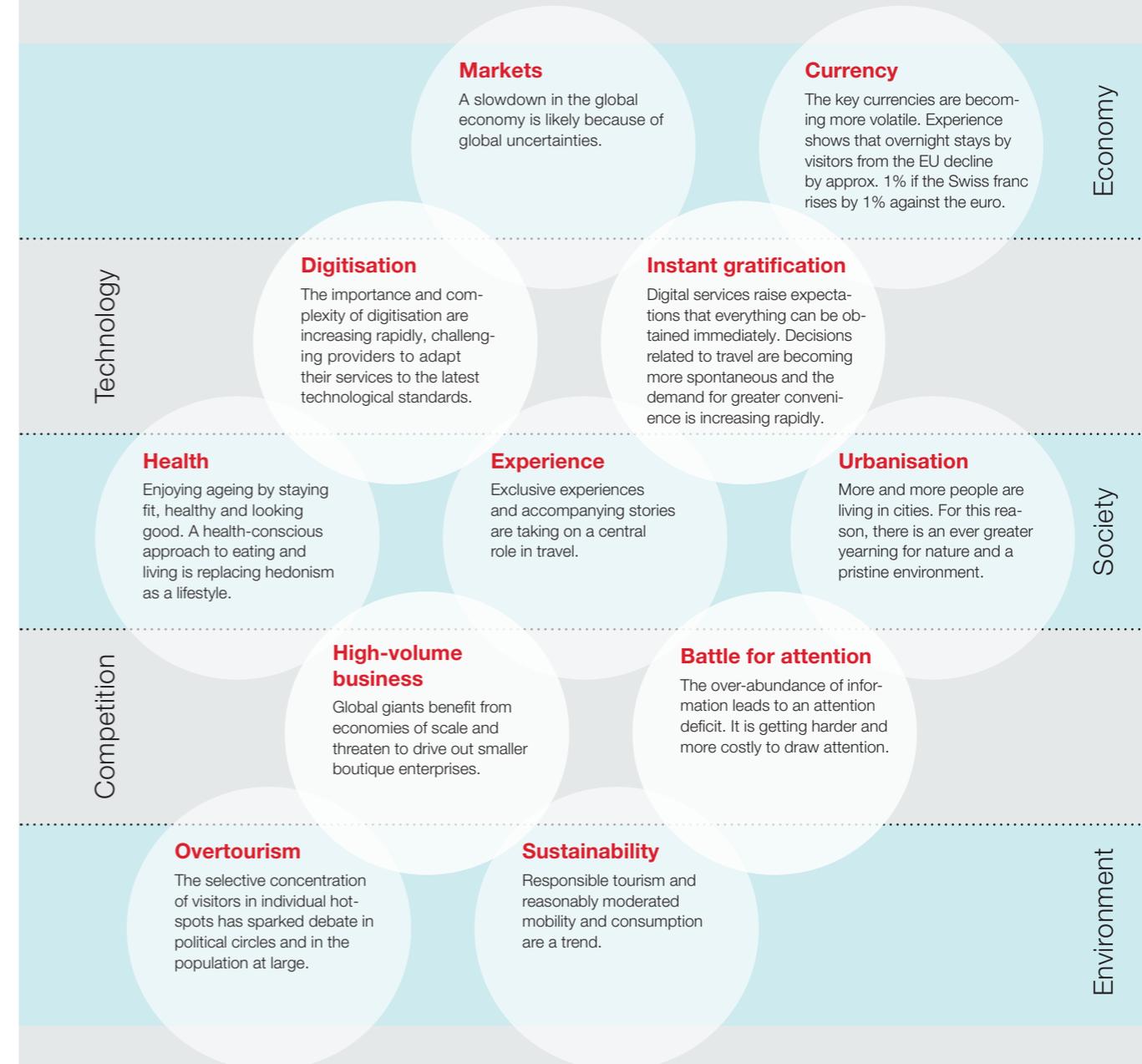
Development of the markets

Development of hotel overnight stays including outlook (in millions)



A glimpse of the future for Swiss tourism.

ST closely monitors the economic, technological and social developments that are of key importance for the future of Switzerland's tourism industry.



Tourism objectives.

Aiming to achieve nationwide prosperity in the Swiss tourism industry, ST is committed to the following five objectives:

Objectives

1

Attracting new visitors

ST takes on the complex and expensive task of attracting new visitors.

2

Increasing overnight stays and frequencies

The excellent tourism infrastructure must be exploited as effectively as possible.

3

Increasing length of stay

The goal is for visitors to stay in Switzerland for as long as possible.

4

Increasing added value

As a premium destination, Switzerland is expected to provide high tourism-related added value, thus enabling innovations and investments.

5

Seeking balance

Seasonal and geographical diversification, as well as a balanced mix of visitors, ensure a healthy equilibrium.

ST determines the priorities for 2020–22 and the quantitative targets 2020 from the general tourism objectives. All of ST’s activities contribute to the attainment of the five tourism objectives.

I need altitude.

At an altitude of 1,948 metres above sea level, the Klausen Pass is just one of the mountain passes closed to motor traffic once each year as part of the Ride the Alps event series.

Klausen Pass, © Switzerland Tourism / André Meier

Priorities 2020–22.

The world – especially the world of marketing – is changing with increasing speed. ST has defined eight strategic priorities to enable Switzerland to be marketed to optimum effect in the future.



1. Marketing campaigning

The new “I need Switzerland.” campaign is intended to create attention, surprise and to inspire. Emotional stories will be packaged in a creative way and presented to selected visitor segments with the focus on digital distribution.



2. Market mix



Visitors from different countries travel at different times to different destinations and take part in different activities. The recipe for success is a balanced mix between the domestic market, short-haul markets and long-haul markets in a 45-35-20 ratio.

3. Digital leadership

ST consistently invests in digitalisation with the focus on data-driven marketing. As an early adopter, ST analyses and identifies digital trends and relevant platforms and tests new products and technologies at an early stage. ST proactively shares the knowledge and experience it has acquired with the industry.



4. Product development

ST develops and combines differentiating experiences, creating innovative products and showcasing them as flagship offerings to the international audience.



6. Partner marketing

In order to achieve optimum results and to successfully position Switzerland in the international markets, ST and its tourism partners are investing in attractive marketing platforms and market activities.



5. Win back Europe

The goal of the “Win back Europe” programme 2020/21 is to attract new visitors from the key short-haul markets who travel to lesser-known mountain regions and remote side valleys.



7. Diversification

ST is committed to nationwide prosperity and aims to enable as many tourism stakeholders as possible, as well as the population at large, to participate in tourism success. Seasonal and geographical diversification is promoted by developing new seasons and forms of tourism.

8. Sustainable tourism

The long-term goal of ST is that Switzerland should be seen as one of the most sustainable travel destinations worldwide. Corresponding content is to be developed and products are to be launched in collaboration with the industry.

Quantitative goals 2020.

By achieving quantitative performance goals, ST will contribute directly to the stabilisation of Swiss tourism. Strong emphasis will be placed on the measurement of the relevant key performance indicators.

Key performance indicators (KPIs)

A single communication tool on its own is not enough. Optimum impact can only be achieved by an ideally designed cross-media mix and the effective use of resources. ST continuously defines and measures its own performance on the basis of the following 16 KPIs*.

Digital marketing

Digital marketing offers visitors travel suggestions and information tailored to their specific needs.

	Actual 2018	Forecast 2019	Budget 2020
MySwitzerland web visits per year	32,2m	31,8m	32,2m
MySwitzerland bounce rate	32%	34%	35%
Facebook engagement rate	0.35%	0.33%	0.4%

Promotion

Using arresting, surprising and inspiring classic advertising methods, ST seeks to encourage a desire among guests to visit Switzerland.

	Actual 2018	Forecast 2019	Budget 2020
Advertising and marketing contacts	5.8bn	9.3bn	5.8bn
Top marketing contacts	2.2bn	5.9bn	2.3bn
Customer reactions	7,8m	7,7m	7,8m

Key media management (KMM)

Editorial reporting is initiated by the regular production and distribution of news and stories about Switzerland as a travel destination, in suitable form for use by the media.

	Actual 2018	Forecast 2019	Budget 2020
Media articles influenced	18,136	16,250	17,090
Top coverage articles	3,125	3,089	3,167
Top coverage articles closely related to the segment	2,637	2,686	2,711
Generated media contacts	17.0bn	14.5bn	13.3bn

Key account management (KAM)

ST is committed to recruiting, supporting and training tour operators, travel agents and meeting specialists with the goal of boosting Switzerland's profile among travel agencies.

	Actual 2018	Forecast 2019	Budget 2020
Influenced overnight stays with tour operators	5,5m	5,4m	5,4m
Impact of tour operators	1.34bn	1.44bn	1.46bn
Specific groups and FIT packages	1,957	2,009	2,200
Meetings: RFPs	1,599	1,519	1,540
Meetings: realisation rate	51.5%	52.9%	53.2%
Meetings: turnover influenced (CHF)	74,8m	99,7m	72,6m

* Provisional figures from 15 October 2019

Marketing strategy

I need to see for miles.

Switzerland is the place for mountains and valleys. 48 of the 82 peaks above 4,000 metres in the Alps can be found here.

Our brand promise

Don't we all dream of taking some time off? Of a place where we can relax and recharge our batteries?

Welcome to Switzerland. The authenticity and natural beauty of the Swiss landscape provide the perfect environment for our guests to relax and re-energise. Visitors can enjoy peace of mind knowing that they are in a beautiful country where everything works, a country with a reputation for safety, reliability and sustainability.

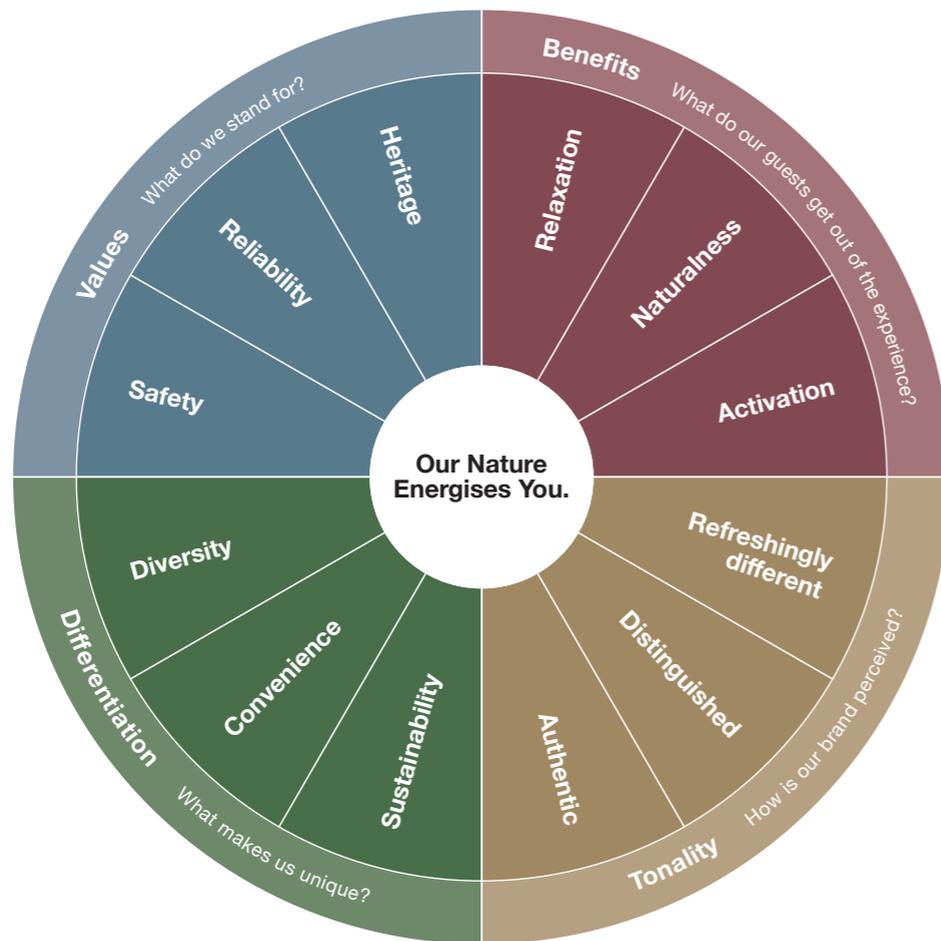
Visitors can rediscover the pleasure of simply being and experience the incredible diversity that our country has to offer. Our excellent, convenient infrastructure puts a wide range of enjoyable experiences within easy reach, delivering the high quality that you expect from a premium destination.

Everyone – even our meetings guests – can enjoy their stay against the backdrop of spectacular nature, whether in active pursuits such as skiing or hiking, or wellness and urban lifestyle experiences. And so everyone will know by the end of their stay just what it is that makes Switzerland special:

Our Nature Energises You.

The positioning of the Switzerland brand.

What does the Switzerland brand stand for? What does it promise visitors? What are its values and how does it differentiate itself from its competitors? What benefits does it offer its stakeholders? What tone does it use in communications? The answer to these questions forms the new brand core: “Our Nature Energises You.”



I need a holiday. I need Switzerland.

ST is launching the new “I need Switzerland.” communication platform based on the brand’s positioning. This platform will be brought to the attention of our potential visitors through a wide variety of channels and measures.



Visitor segments at Switzerland Tourism.

Visitors want unique, unforgettable experiences. The focus for marketing is therefore on 13 segments that share similar interests and passions.



Nature Lover

Nature Lovers long for gentle and authentic interaction with nature as a way of recharging their batteries.

Campaign: Summer
Markets: CH, DE, FR, IT, GB, Benelux, Nordics, ES, AT, CZ, PL, US, CA, BR, JP, AU



Outdoor Enthusiast

Sporty visitors appreciate Switzerland's mountains and countryside and like to replenish their energy levels amidst the spectacular mountain scenery.

Campaign: Summer
Markets: CH, DE, FR, IT, GB, Benelux, Nordics, ES, CZ, PL, RU, US, CA, GCR, KR, AU



Attractions Tourer

Attractions Tourers like discovering the country's highlights on car or train trips over several days or on day trips from Switzerland's cities.

Campaign: Summer and Cities
Markets: CH, DE, FR, IT, GB, Benelux, Nordics, ES, AT, CZ, PL, RU, US, CA, GCR, JP, KR, SEA, IN, GCC, AU



Family

Families look for typical Swiss experiences that will make children, parents and grandparents happy and bring the family closer together.

Campaign: Summer and Winter
Markets: CH, Benelux, CZ, GCC



Snow Sports Enthusiast

Active winter visitors appreciate the restorative powers of skiing, free-riding, cross-country skiing and ski touring in the spectacular Swiss mountains.

Campaign: Winter
Markets: CH, DE, FR, IT, ES, Benelux, Nordics, CZ, PL, RU, GB, US, CA, GCR, AU



Snow Lover

Snow Lovers adore the authentic romance of snow-white winter magic off the piste.

Campaign: Winter
Markets: CH, DE, FR, IT, GB, CZ, US, CA, GCR, KR, AU



City Breaker

City Breakers are looking for a short getaway from everyday life. They enjoy the density of experiences, quality of life and closeness to nature found in Swiss cities.

Campaign: Cities
Markets: CH, DE, FR, IT, GB, ES, AT, PL, CZ, BR



Culture Traveller

For Culture Travellers Switzerland's cities are the perfect place to enjoy world-class art and culture in a stress-free environment. Art, design, photography and architecture are all within walking distance.

Campaign: Cities
Markets: CH, DE, FR, IT, GB, ES, AT, RU, US, CA, BR, JP, GCR



Luxury Traveller

Luxury Travellers prioritise exclusivity, unique experiences and outstanding service. They are also prepared to pay a little more for this.

Campaign: Specific market activities with the focus on KAM and KMM
Markets: CH, AT, GB, RU, US, CA, BR, GCC, GCR, SEA, AU



Health Traveller

Health-conscious visitors seek relaxation, invigoration, inner balance and high-quality medical interventions in a natural setting.

Campaign: Health and accommodation marketing
Markets: CH, RU, GCR, GCC



Congress Organiser

Congress Organisers want easily accessible destinations with perfectly functioning infrastructure that are highly attractive for tourists.

Campaign: Meetings
Markets: CH, DE, GB, FR, Benelux, US, CA



Meeting Planner

Meeting Planners are looking for the perfect infrastructure and a typical Swiss social programme offering unique experiences.

Campaign: Meetings
Markets: CH, DE, FR, GB, Benelux, Nordics, CZ, PL, RU, US, CA, GCC, AU



Incentive Planner

Incentive Planners aim to encourage their high achievers to deliver top performance and want exclusive experiences against a spectacular natural backdrop.

Campaign: Meetings
Markets: US, CA, GCR, IN, SEA, JP, KR

Proximity to the market calls for connecting.

ST is active with 33 offices in 22 markets and is committed to a balanced mix of markets. Due to their potential, markets are divided into four groups with the relevant countries and regions determined according to clear economic criteria.

The ST market portfolio is determined and prioritised and resources are allocated in accordance with the ST strategy, following detailed analysis based on studies by the KOF, Oxford Economics and ST itself. A set of 22 criteria is used to evaluate the individual markets.

ST divides the markets in which it operates into four groups:

- **Priority markets** generate over one million overnight stays at least once in a three-year period, as well as tourism-based added value of at least CHF 150 million.
- **Active markets** have a potential for at least 400,000 overnight stays. ST is represented by at least two full-time job equivalents in these markets.
- **Strategic growth markets** have achieved over 20% growth in the last five years in terms of overnight stays. There is potential for at least 500,000 overnight stays in the medium term.
- **Watchlist markets** are as yet untapped high-growth cities that are re-evaluated each year. In addition to purchasing power, the economy, market entry costs and partner interests, the review also considers transport connections and political conditions (e.g. visa requirements).



Market strategy 2020 – 22

As well as working the domestic market and the traditional European short-haul markets, selected long-haul markets will also be tapped.

Domestic market

The Swiss market has developed very positively over recent years and is the backbone of Swiss tourism. The goal must be to further strengthen and stabilise the domestic market.

Short-haul markets

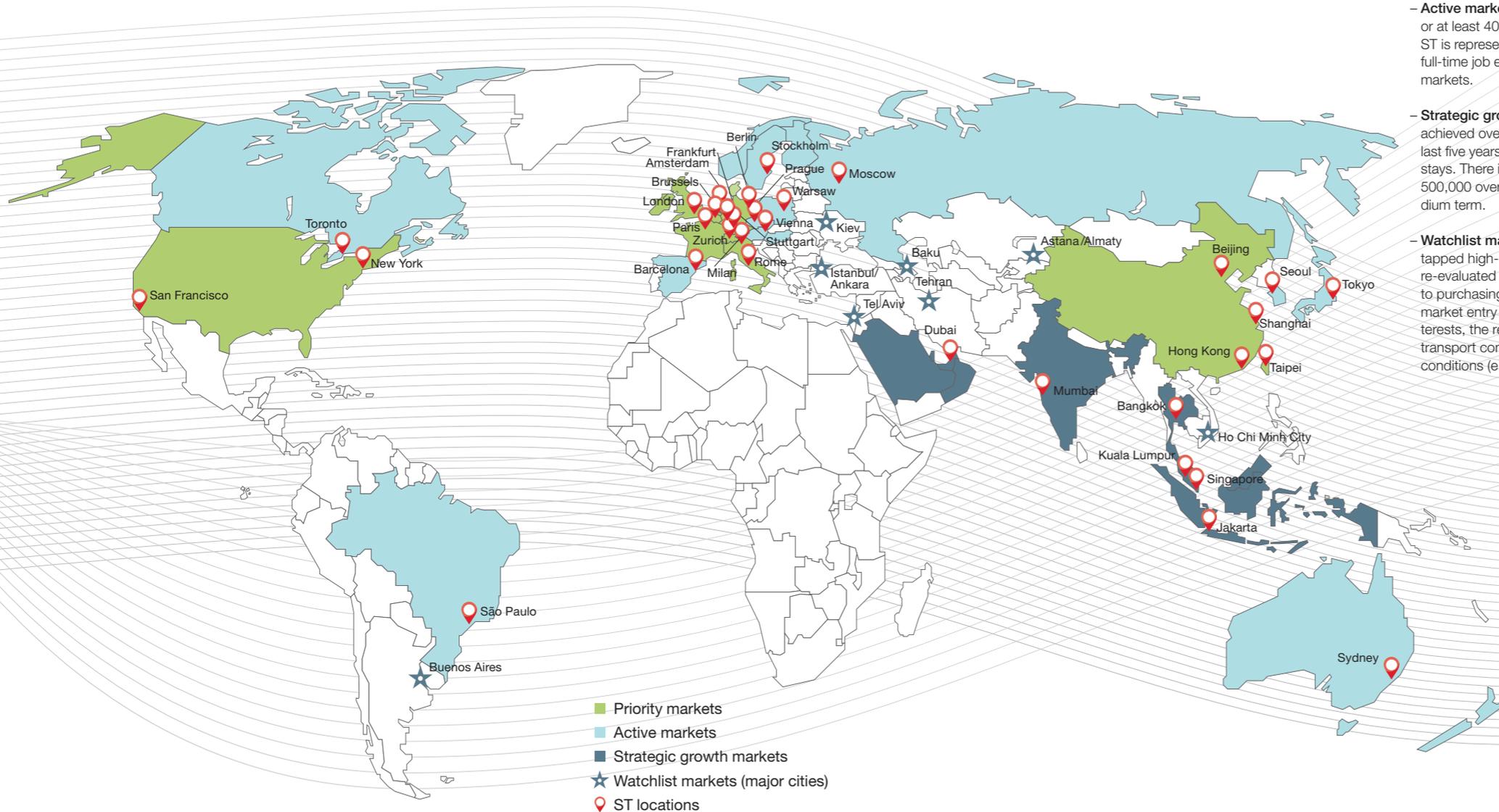
The European market accounts for almost one third of all overnight stays. Like Swiss tourists, it is European visitors who enjoy travelling to the more remote regions and beautiful side valleys. That's why in 2020 and 2021 ST in collaboration with the tourism industry is investing in the Win back Europe programme in addition to general market development in order to win back European visitors.

Long-haul markets

The figures for Asia, North and South America are very positive and will continue to increase in the coming years. This growth particularly benefits individual destinations. ST will invest solely in attracting individual tourists (FIT) who stay longer, also travel in the off-season and visit popular destinations as well as lesser-known locations.

Market goals 2020

Business plans, market prospects and criteria for the markets can be found here: stnet.ch/maerkte



It's the mix that makes the difference.

ST produces high-quality, multimedia content and uses the instruments that most effectively address the defined segments to present it in the markets. Integrated marketing involves four instruments: promotion, digital marketing, key account management and key media management.



Promotion

Using arresting classic advertising methods, ST seeks to gain attention in the markets and to inspire visitors with surprising content and emotional stories.

Magazines

Starting from 2020, new, cross-campaign magazines will be launched to promote the Switzerland brand and relevant tourist content in an emotionally engaging, inspirational and informative way. The magazines will be adapted to the needs of specific markets and distributed worldwide.

Newspaper inserts for specific target groups

ST will work together with media linked to the target group to distribute tourism content relating to Switzerland as inserts with the same look and feel as the medium itself. For example, an analogue and digital collaboration with “National Geographic” and “Geo” in France is planned for 2020.

Out-of-home campaigns

Integrated out-of-home campaigns with hoardings, digital displays, mobile push notifications, etc. are used in high-traffic locations, such as airports, underground stations and shopping malls, for example in India in February 2020 and in the USA from March to May 2020.

Brand ambassadors

Well-known personalities will be used as brand ambassadors for Switzerland in various markets. For example, the successful collaboration with Bollywood star Ranveer Singh will continue in India until 2021, while in South Korea, a popular girl band is promoting Switzerland as an attractive travel destination as “Swiss Friends”.

Contact centres

The ST contact centres in Zurich, London and New York are the central information, advisory and booking offices for domestic and foreign visitors. The contact centres in Zurich and London are operated by Switzerland Travel Centre (STC) and, in close consultation with ST, are continuously optimised to meet changing demand.



2020 promotional goals

Advertising and marketing contacts: **5.8bn**

Top marketing contacts: **2.3bn**

Customer reactions: **7,8m**

The market activities for 2020 can be found here: stnet.ch/maerkte

Live events

ST is present in the markets together with partners at various events and specialist trade fairs for the public.

- **Travel and Adventure Shows USA**
February / March 2020
- **SP Arte in São Paulo**
April 2020
- **Roadshow in Italy**
with the Coin Department Store Group in May and June 2020
- **Summer Olympics in Tokyo**
24 July to 9 August 2020
- **World Expo Dubai**
20 October 2020 to 10 April 2021
- **Swiss Winter Festival in Beijing**
in October / November 2020
- **European Outdoor Film Festival**
in Germany and the Benelux countries in November 2020

More events can be found at stnet.ch/maerkte

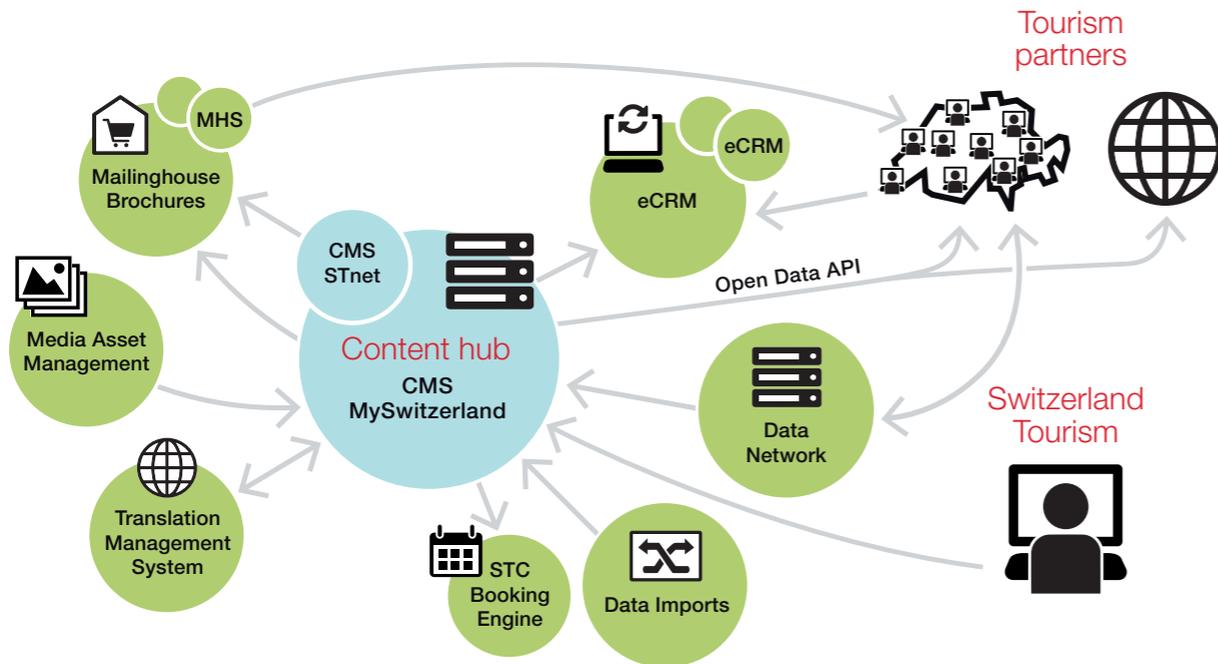
Digital marketing

The Internet is the most important source of tourism information and the focal point for initial customer contact. ST consistently invests in digital transformation and, as an early adopter, tests new technologies in order to offer visitors every possible online, needs-based support on their customer journey. In addition to its own digital channels, ST collaborates with local segment-specific platforms in the markets to digitally distribute content worldwide.

ST actively shares its experience and knowledge in the field of digitisation and data analysis with the tourism industry. In addition, ST uses TrendRadar to show the industry which instruments and technologies are important for tourism.

Data-driven marketing

Data management is gaining increasing importance in tourism. ST focuses increasingly on data-driven marketing activities, such as re-targeting, programmatic advertising or personalised newsletters. Potential visitors are addressed digitally on the basis of their specific interests, search patterns and tastes. The generated data is recorded and analysed centrally in the new Management Information System (MIS) so that visitors can be addressed in an even more targeted way. Compliance with the General Data Protection Regulation (GDPR) and e-Privacy provisions is constantly checked and corrected if necessary.



The MySwitzerland content hub architecture essentially consists of the central Content Management System (CMS) and numerous peripheral systems with over two dozen data interfaces. The content hub provides public export interfaces according to the open data principle.



2020 digital marketing goals

Visits to MySwitzerland at least: min. 32,2m

Bounce rate for MySwitzerland across all markets: ø max. 35%

New eNewsletter subscribers: 40,000 (965,000 subscribers in total)

Engagement rate: Facebook: 0.4% Instagram: 3.3%

The digital market activities for 2020 can be found here: stnet.ch/maerkte

MySwitzerland content hub

MySwitzerland is the backbone of ST visitor communications and presents all of Switzerland's tourism services with a high degree of relevance (Trusted Content). In addition to the positive user experience and ease of use, MySwitzerland offers innovations such as inspirational virtual reality experiences, machine learning services and an open data export interface that enables structured tourism content in 14 languages to be integrated into third-party systems.

MySwitzerland is subject to continuous development and optimisation. A/B tests improve the quality of campaigns and pages. The long-term goal is for a customised approach. The Help Centre is being prepared for the search engine Voice Search function, and Guuru Chat is undergoing further upgrading. A check will also be made to establish which platforms for bookable experiences can be integrated with MySwitzerland in the future.

Social media

ST uses social media to present inspirational, tourism-related content to visitors and encourages social media engagement with the established #inLOVEwithSWITZERLAND hashtag and the new "I need Switzerland." advertising slogan. User-generated content is integrated into online and of-line communications. ST is currently active on the following platforms in various markets: Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, Sina Weibo, WeChat. Other platforms are checked at regular intervals.

Key account management (KAM)

ST focuses on recruiting, supporting and training tour operators, travel agents and meeting specialists. The main goal is to promote individual tourism (FIT). In short-haul markets, ST gears its KAM activities to specialised travel (e.g. rail travel, outdoor, ecotourism, etc.). ST will only consider working with online travel agencies if this enables new products to be included, new customer groups reached, new destinations featured, and/or new seasons added.

Educational trips

The most successful sales measure is still the direct contact with the product itself. Each year, around 1,000 travel agents and tour operators discover first-hand the diversity of what Switzerland has to offer. Back in their respective markets, these are then the best ambassadors, as they can competently explain the experience to the customer.

Workshops

Swiss suppliers hold individual sales discussions with relevant buyers at workshops in Switzerland or in the markets. The Switzerland Travel Experiences are a successful example of this. A roadshow held together with the partners provides an opportunity to meet the most important key accounts in the markets.

Trade fairs

Even in the digital world, trade fairs remain an important way to meet the most important contacts in conference and leisure tourism for successful sales talks.



2020 KAM goals

Proportion of FIT offers to key accounts: **> 60%**

eLearning programme: **> 3,000 Certified Switzerland Experts worldwide**

STMS 2020: **at least 70,000 influenced overnight stays (turnover CHF 20 million)**

More KAM activities for 2020 can be found here: stnet.ch/maerkte

KAM events

- **Luxury Travel Mart Switzerland** (LTMS)
19 to 24 January 2020 in the Bürgenstock Resort
- **Asia Trophy**
26 to 29 March 2020
- **Switzerland Meeting Trophy**
26 to 28 June 2020
- **Road to Switzerland 2020**
Workshop series from 23 to 27 March 2020 in North America
- **Snow Travel Mart Switzerland 2020** (STMS)
11 to 17 December 2020 in Andermatt
- **B2B trade fairs**
ITB Berlin, JATA Tokyo, ATM Dubai, USTOA Marketplace and ETOA GEM
- **MICE fairs**
IBTM Barcelona, IMEX Frankfurt and IMEX America

More events can be found at stnet.ch/maerkte

Key media management (KMM)

KMM is among the most efficient and influential communication instruments. Proactive and reactive media activity worldwide pitches Switzerland as an attractive, high-end travel destination.

Product media work

ST cooperates closely with new and traditional media professionals (print and online media, TV channels, influencers, bloggers, social publishers, etc.). These are selected in a targeted fashion and supplied with the appropriate content, while their positive attitude towards ST is assured by nurturing a long-term relationship. Over 2,900 qualified media representatives from all over the world are hosted on media trips in Switzerland each year. Working with its partners, ST shares the latest news about Swiss tourism at more than 100 media conferences each year.

Corporate communications

Using targeted media activities, ST ensures that Switzerland's population and politicians are made aware of the high economic relevance of tourism for Switzerland and shows how ST contributes to tourism development.

Data journalism

Extensive data from ST's own market research as well as from numerous external sources are prepared as journalistic content and made available for media activities. ST is thus a trusted source of information that media professionals are happy to use.

Influencer Summits

Around 30 social media influencers with clearly defined interests and successful platforms experience Switzerland in various destinations. They also attend a conference where they hear from experts about the latest trends. The international format enables a non-competitive, lively exchange of data and optimum results.



2020 KMM goals

ST media trips: **2,900 participants**

Media articles influenced: **17,090**

Top coverage articles **3,167 (2,711 segment-related)**

Influencer Summits, winter and summer: **> 330 posts**

More KMM activities for 2020 can be found here: stnet.ch/maerkte

KMM events

- **Winter Influencer Summit**
1 to 6 February 2020 in Andermatt
- **ST Annual Media Conference**
25 February 2020 in Zurich
- **Worldwide media conferences for campaign launches**
e.g. Summer Launch in Moscow, 16 April 2020
- **Travel Classics Writer Conference**
30 April to 3 May 2020 in the Lake Geneva Region
- **4th Influencer Summit**
in summer 2020
- **International media trips**
e.g. for the opening of the V-cableway in the Jungfrau Region and the new GoldenPass Express link between Montreux and Interlaken in December 2020

More events can be found at stnet.ch/maerkte

ST is a strong partner for the industry.

Stronger together. ST collaborates closely with the Swiss tourism industry and coordinates its international marketing with it under the strong Switzerland brand.

ST's partner model

ST integrates around 1,200 partners in the industry, comprising regions, destinations, railway companies, hotels, conference and seminar providers, non-hotel accommodation providers as well as leisure activity providers in its marketing activities in the 22 markets. This effective and pooled use of resources is a major strength of the Switzerland tourism brand.



2020 partnership goals

Satisfaction level for Vacation Day 2020: **8.0**

Increase in corporate partnerships by **5%**

Partnerships

ST cooperates closely with industry and corporate partners. The partnerships are mutually beneficial and based on agreed, measurable goals. To ensure effective use of resources and maximum impact in the markets, ST expects the following partner investments:

	Actual 2018	Forecast 2019	Budget 2020
Membership fees	1,57m	1,593m	1,601m
Participating tourism partners	1,123	1,224	1,155
Marketing contributions from tourism partners	27,2m	28,6m	27,7m
Corporate partners, including barter	8,2m	8,5m	8,6m

Tourism partners

ST is committed to providing long-term, profitable partnerships. The partner model will be harmonised over the next few years and services from marketing and markets will be more closely interlinked. Relationship management will be intensified with the top 20 tourism partners. As well as close partnerships, contact with the Swiss tourism community will be intensively maintained through events, information sharing and networking. Switzerland Vacation Day will be developed as the key industry event and will be optimised with digital tools. A new event concept will be developed for the annual Swiss Tourism Council event.

Corporate partners

ST integrates corporate partners into its ST campaigns by means of official, strategic and premium partnerships, thereby securing a substantial portion of its financial resources and increasing the scope of its activities. ST offers its partners attractive marketing platforms and focuses on tailor-made offers and finding the perfect fit in terms of brand, target group and theme. In the future, there will be an increasing number of product development project partnerships.

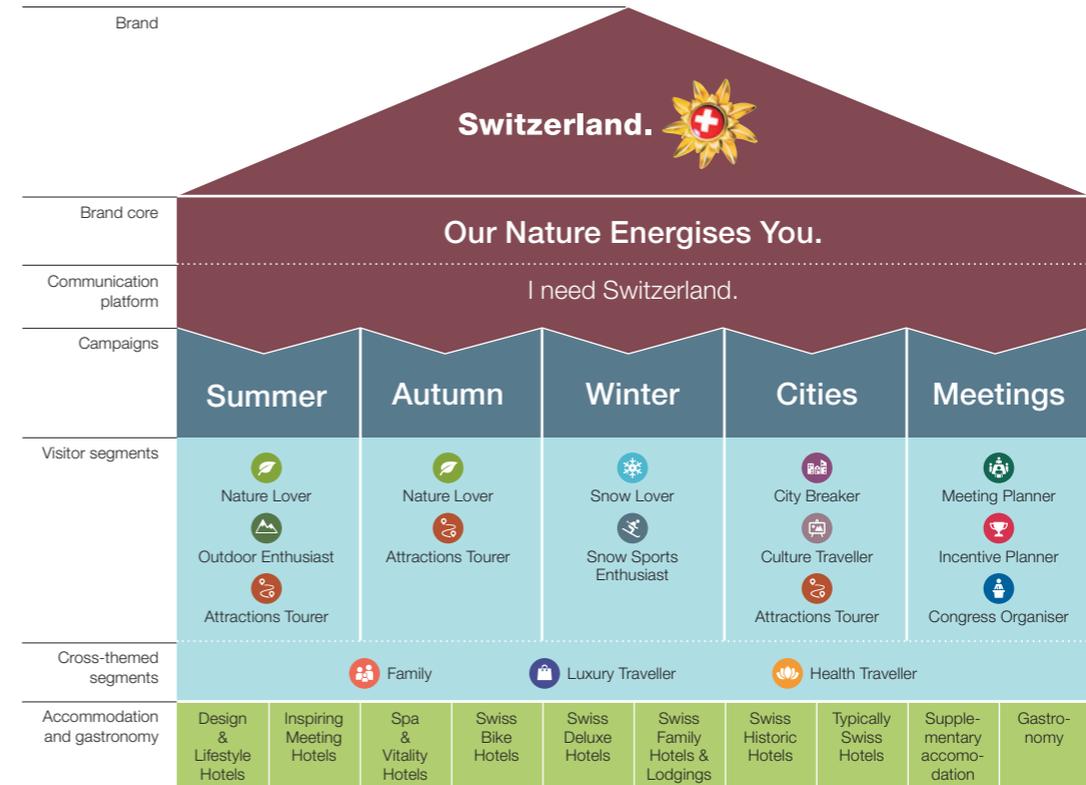
Industry events 2020

- **Switzerland Vacation Day** 14 to 16 April 2020 in Arosa
- **Hotel Marketing Day** November 2020
- **Key Partner Meetings** April and September 2020
- **SCIB Partner Meetings** April and September 2020

Campaigns

The Switzerland brand as a campaign structure.

I need Switzerland – all year round. The five campaigns each communicate the brand promise “Our Nature Energises You.” in an individual way. In addition to the main seasons, additional content for autumn, cities and meetings will address other clearly defined visitor segments. The campaigns will be supplemented by cross-thematic accommodation and gastronomy marketing.



I need variety.

Swiss cities are anything but boring. In places like Lugano, history, local cuisine, mountains and lakes are never far away.

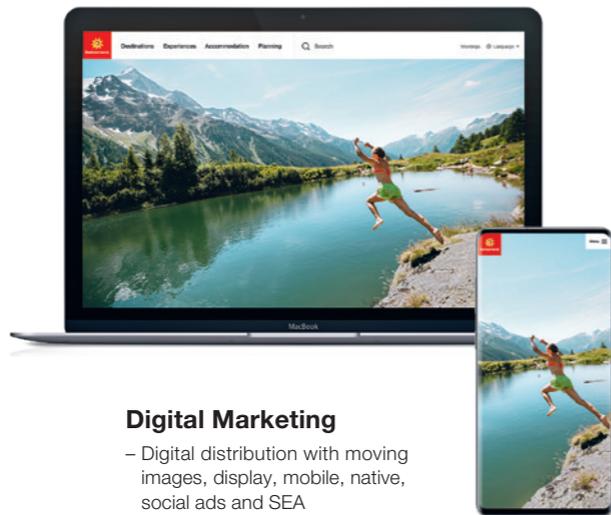
The summer campaign.

The guiding creative idea “I need a holiday. I need Switzerland.” will be used for the first time to attract summer visitors. Various experiences such as hiking, biking or family outings and topics such as sustainability and convenience will be communicated under this heading. The participating campaign and market key partners will use this strong message on a worldwide basis.

Communication mix

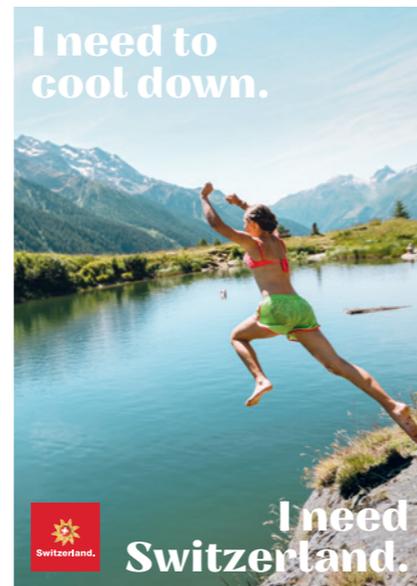
Promotion

- Magazine
- Market activities: advertisements, advertorials, newspaper inserts, out-of-home campaigns, events, specialist trade fairs open to the public



Digital Marketing

- Digital distribution with moving images, display, mobile, native, social ads and SEA
- Focus on data-driven and optimisable presentation with re-targeting strategy
- Inspiration and offer content in the form of landing pages, multimedia content and listicles on MySwitzerland.com
- Placement of summer content on local digital platforms in the markets



Key media management

- Two key media trips: Outdoor Enthusiast/ Nature Lover
- Individual media trips from the markets
- Influencer Summit
- Active product media work on the summer segments
- Media conferences in various markets

Key account management

- B2B inspiration booklet “Summer”
- STM participation
- Market activities: workshops, educational trips, roadshows, events, eLearning

Segments

- Nature Lover
- Outdoor Enthusiast
- Attractions Tourer
- Family

Markets

- Global

Campaign partners 2020

Tourism regions

- Graubünden
- Valais
- Ticino
- Lake Geneva Region
- Lucerne-Lake Lucerne Region
- Fribourg Region
- Aargau
- Jura & Three-Lakes

Tourism destinations

- Val d'Hérens
- Aletsch Arena
- Davos Klosters
- Engadin St. Moritz (Zuoz, Pontresina)
- Savognin
- Engelberg-Titlis
- Ascona-Locarno
- Toggenburg

National partners

- Swiss Travel System
- Grand Tour of Switzerland Association
- Swiss parks
- Swiss castles
- World Heritage Experience Switzerland
- Swiss Landscape Conservation Foundation
- Federal Office of Culture

New product for 2020

Launch of a new product development to promote Switzerland as a destination for summer holidays.

Established products

Via Alpina



MySwitzerland.com/hikingpass

Ride the Alps



MySwitzerland.com/ridethealps



Targets for 2020

Budget*:
CHF 42m

Participants in
ST media trips:
1,150

Top coverage articles:
1,700

Media contacts:
6bn

Marketing contacts:
3.3bn

MyS.com (visits):
2,9m

Influenced overnight
stays (B2B):
2,9m

* Gross investment worldwide,
including personnel costs

Market goals 2020

What activities are the markets planning with their key partners? Business plans can be found here:

stnet.ch/maerkte

“Win back Europe” as a booster for the summer campaign.

Together with the tourism industry, ST will launch the Win back Europe programme in summer 2020 and 2021, aiming to win back European visitors by persuading them to holiday in Switzerland. The programme will build on the summer campaign.

Since 2008, Alpine and rural Switzerland have lost 43% of summertime overnight stays by European visitors. It is precisely these regions that ST aims to strengthen with the Win back Europe programme together with its partners.

Two main goals will be pursued:

- Winning new visitors in core European markets
- Strengthening summer tourism business in Alpine and rural areas

The main element of the Win back Europe programme is a major PR campaign and a boost for the summer campaign in the target markets with additional, individual partner content and digital distribution.

CHF 2.35 million will be invested in the programme each year. ST will finance 70% of the budget, while 20% will come from tourism partners and 10% from corporate partners.



Segments

- Nature Lover
- Outdoor Enthusiast

Main markets

- DE, FR, Benelux, GB

Tourism partners

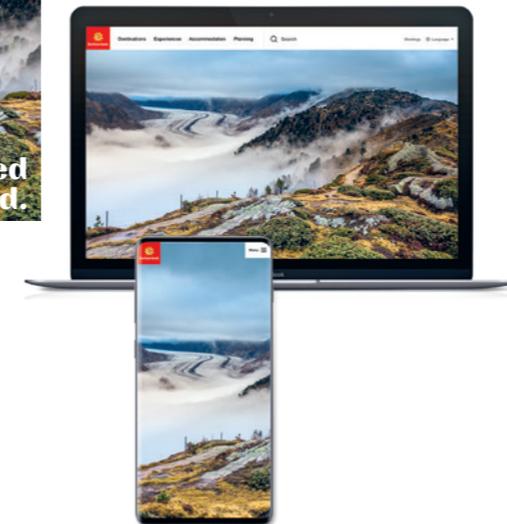
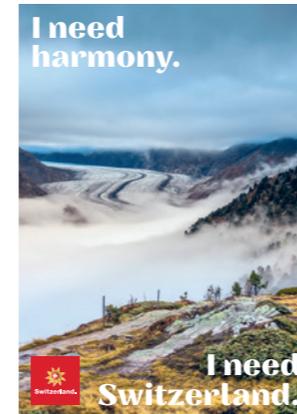
- Graubünden
- Lucerne-Lake Lucerne Region
- Lake Geneva Region
- Ticino
- Valais

Corporate partners

- Swiss International Air Lines
- Swiss Travel System
- Switzerland Travel Centre

The autumn campaign.

The autumn campaign focuses on September and October. Together with the industry, ST will establish this colourful time of the year in Switzerland and Europe as an independent season.



Communication mix

Promotion

- Magazine
- Autumn inserts

Digital Marketing

- Digital distribution with moving images, display, mobile, native, social ads and SEA
- Focus on data-driven and optimisable presentation with re-targeting strategy
- Inspiration and offer content in the form of landing pages, multimedia content and listicles on MySwitzerland.com

Key media management

- Active product media work on autumn topics

Key account management

- STM participation

Segments

- Nature Lover
- Attractions Tourer

Main markets

- Switzerland (1st priority),
- Short-haul markets (2nd priority)



Targets for 2020

Budget*:
CHF 3,1m

Participants in
ST media trips:
66

Top coverage articles:
115

Media contacts:
290m

Marketing contacts:
255m

MyS.com (visits):
0,4m

* Gross investment worldwide,
including personnel costs

Market goals 2020

What activities are the markets planning with their key partners? Business plans can be found here: stnet.ch/maerkte

New product for 2020

Wine tourism

Launch of a newly developed product in the area of wine tourism based on the curated Swiss wine experiences on MySwitzerland.com/winetourism

Targets

- Position Switzerland as an attractive wine destination at international level
- Promote and develop bookable packages and activities

The winter campaign.

Nature and mountain experiences, the infinite variety of activities and the experience of togetherness are all central to the winter campaign. Together with the tourism industry, ST seeks to stimulate a longing for a winter holiday in Switzerland and to guide the visitor to an individual, bespoke winter experience.

Communication mix

Promotion

- Magazine
- Market activities: advertisements, advertorials, newspaper inserts, out-of-home campaigns, events, specialist trade fairs open to the public



Digital Marketing

- Digital distribution with moving images, display, mobile, native, social ads and SEA
- Focus on data-driven and optimisable presentation with re-targeting strategy
- Inspiration and offer content in the form of landing pages, multimedia content and listicles on MySwitzerland.com
- Placement of winter content on local digital platforms in the markets

Key media management

- One key media trip: Snow Sports Enthusiast
- Individual media trips from the markets
- Winter Influencer Summit
- Active product media work on the winter segments
- Media conferences in various markets

Key account management

- B2B "Winter" inspiration booklet
- STMS participation
- Market activities: workshops, educational trips, roadshows, events, eLearning

Segments

- Snow Lover
- Snow Sports Enthusiast
- Family

Main markets

- CH, DE, FR, IT, Benelux, GCR, GB, US

Campaign partners 2019/20

Tourism regions

- Bernese Oberland
- Fribourg Region
- Lake Geneva Region
- Graubünden
- Lucerne-Lake Lucerne Region
- Valais

Tourism destinations

- Arosa Lenzerheide
- Zermatt
- Engadin St. Moritz

National partners

- Swiss Snowsports
- Swiss-Ski
- IG Schnee (Snow Interest Group)
- Go Snow
- Swiss Top Events
- Ski World Cup Wengen
- White Turf St. Moritz

New product for 2020/21

Launch of a new product development project based on the information gathered in ST's winter analysis: winteranalyse.myswitzerland.com

Established products

Kids4Free



MySwitzerland.com/kids4free

First Ski Experience



MySwitzerland.com/skiexperience



Targets for 2020

Budget*:
CHF 21m

Participants in ST media trips:
700

Top coverage articles:
870

Media contacts:
3.5bn

Marketing contacts:
0.95bn

MyS.com (visits):
3,7m

Influenced overnight stays (B2B):
1,5m

* Gross investment worldwide, including personnel costs

Market goals 2020

What activities are the markets planning with their key partners? Business plans can be found here:

stnet.ch/maerkte

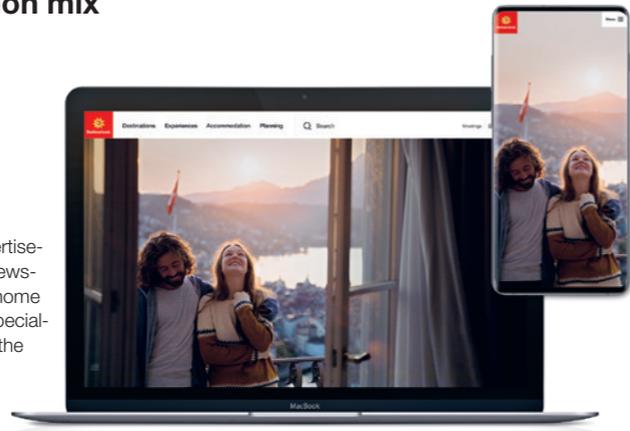
The cities campaign.

Switzerland's cities are characterised by a wide variety of available experiences and a high quality of life, as well as proximity to nature and quick accessibility. They offer an ideal base for various day trips. Together with its partners, ST promotes the uniqueness of Switzerland's cities with consistent communication across all channels.

Communication mix

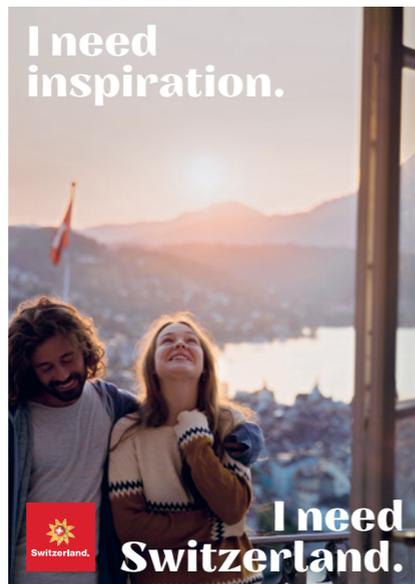
Promotion

- Magazine
- Market activities: advertisements, advertorials, newspaper inserts, out-of-home campaigns, events, specialist trade fairs open to the public



Digital Marketing

- Digital distribution with moving images, display, mobile, native, social ads and SEA
- Focus on data-driven and optimisable presentation with re-targeting strategy
- Inspiration and offer content in the form of landing pages, multimedia content and listicles on MySwitzerland.com
- Placement of city content on local digital platforms in the markets



Key media management

- Two key media trips: City Breaker; Culture Traveller
- Individual media trips from the markets
- Influencer Summit
- Active product media work on the cities segments

Key account management

- B2B "Cities" and "Culture" inspiration booklet
- STM participation
- Market activities: workshops, educational trips, roadshows, events, eLearning

Segments

- City Breaker
- Culture Traveller
- Attractions Tourer

Main markets

- CH, GCR, DE, Benelux, ES, FR, IN, IT, JP, GB, US, CA

Campaign partners

Cities

- Basel
- Baden
- Bern
- Bellinzona
- Chur
- Fribourg
- Geneva
- Lausanne
- Locarno
- Lugano
- Lucerne
- Montreux
- Olten
- Schaffhausen
- St. Gallen
- Solothurn
- Thun
- Winterthur
- Zug
- Zurich

National partners

- Art Museums of Switzerland
- Swiss Top Events

New product for 2020

Mountain Daytrips

The best of both worlds: Switzerland's cities provide the ideal base for day trips to the most beautiful peaks with the most spectacular views – there and back again in a single day. Trips can be booked quickly and conveniently online. [MySwitzerland.com/daytrips](https://www.myswitzerland.com/daytrips)

Targets

- Increase the convenience of mountain excursions
- Strengthen the position of cities as hubs for excursions
- Show the diversity of Switzerland

Main markets

- Short-haul markets

Partners

- 10 tourism partners
- STS
- SBB/RailAway

Established product

Taste my Swiss City



[tastemyswisscity.com](https://www.tastemyswisscity.com)



Targets for 2020

Budget*:
CHF 11,9m

Participants in
ST media trips:
1,015

Top coverage articles:
970

Media contacts:
4.2bn

Marketing contacts:
2.3bn

MyS.com (visits):
0,9m

Influenced overnight
stays (B2B):
1m

* Gross investment worldwide,
including personnel costs

Market goals 2020

What activities are the markets planning with their key partners? Business plans can be found here:

stnet.ch/maerkte

The meetings campaign.

Business events are of particular strategic importance for Swiss tourism, as they mainly take place in the off-season, optimise hotel occupancy, are not weather-dependent, take place in both urban and rural Switzerland and generate high added value

Together with the Switzerland Convention and Incentive Bureau (SCIB) ST promotes Switzerland throughout the world as a destination for meetings. The specialists from ST will seek to acquire meetings and create attractive sales platforms.

They will coordinate offer inquiries and position Switzerland as a leading destination for meetings, conferences and incentive trips.

Communication mix

Promotion

- Trade fairs (IBTM, IMEX Frankfurt, IMEX America)
- Meeting planning guide
- Welcome cards
- Giveaways



Digital Marketing

- MySwitzerland.com/meetings with multimedia content
- eNewsletter
- Social media (LinkedIn, Xing, Twitter, WeChat)
- Cvent and other online portals



Key media management

- Specialist press (print and online)
- Daily newspapers

Key account management

- Sales calls
- Networking events
- Workshops
- Business dinners and lunches
- Webinars
- Educational trips
- Trophies (e.g. meeting trophy)

Segments

- Congress Organiser
- Meeting Planner
- Incentive Planner

Main markets

- CH, DE, FR, Benelux, GB, Nordics, CZ, PL, RU, US, CA, IN, GCC, GCR, SEA, JP, KR, AU

SCIB partners

Tourism regions

- Lake Geneva Region
- Bern
- Lucerne-Lake Lucerne Region
- Ticino
- Valais
- Zurich Region

Tourism destinations

- Andermatt
- Basel
- Bern
- Crans-Montana
- Davos Klosters
- Engadin St. Moritz
- Engelberg
- Flims Laax Falera
- Geneva
- Interlaken
- Lausanne
- Lucerne
- Lugano
- Montreux Riviera
- St. Gallen
- Zurich

National partners

- Swiss International Air Lines
- STS/SBB

Service partners

- Ovation Switzerland/MCI
- Kuoni DMC
- Planitwiss
- Swiss Convention Centres
- Swiss castles
- Engaged Wedding Planner

New products for 2020

Congress Ticket

A new Congress Ticket will make it easy for visitors attending conferences, meetings or incentive trips to travel by public transport. The attractively priced ticket is easy for organisers to book and can be made available electronically to all participants.

Pre & Post Meeting Packages

Visitors attending meetings will be offered attractive new packages to extend their business stay in Switzerland by adding on holiday days. The available offers will be integrated directly in the organisers' meeting and conference websites.

Established product

Destination weddings

Switzerland is a romantic dream destination and, with its natural beauty and stunning landscape, offers the perfect setting for international weddings. ST will inspire and support wedding planners and the happy couple with tips, advice and links to partners who can help organise exclusive dream weddings.

Targets

- 50,000 visits to MyS.com/weddings
- 10 directly influenced destination weddings held in Switzerland

Main markets

- CH, GB, US, CA, GCC, IN, GCR, SEA



Targets for 2020

Visits to MySwitzerland.com/meetings: **320,000**

Inquiries handled: **1,540**

Meetings staged: **820**

Turnover influenced: **CHF 72.6m**

Meetings activities 2020

The marketing concept, market situation, activities and targets for each market can be found here: **stnet.ch/meetings**

Accommodation and gastronomy marketing.

Accommodation and food are essential elements in the holiday experience. ST provides attractive, market-driven offers and cooperates with external partners for quality assurance.



Accommodation marketing

Accommodation marketing aims to present visitors with the best options for accommodation in Switzerland across all categories. The groups – comprising hotels and non-hotel accommodation – are integrated into communication across the world. Accommodation groups are a vital component of the main campaigns summer, autumn, winter and cities and always focus on a clearly defined target group.

Categories

- Design & Lifestyle Hotels
- Inspiring Meeting Hotels
- Spa & Vitality Hotels
- Swiss Bike Hotels
- Swiss Deluxe Hotels
- Swiss Family Hotels & Lodgings
- Swiss Historic Hotels
- Typically Swiss Hotels
- Supplementary accommodation

Partners

- HotellerieSuisse
- Swiss Deluxe Hotels Office
- Friends of Swiss Historic Hotels Association



Gastronomy marketing

By offering a selection of 1,000 choice restaurants and inns, gastronomy marketing offers guests inspiration and planning assistance from a single source. The profiles of the various businesses are combined with stories and background information about Swiss gastronomy.

Categories

- Typically Swiss restaurants
- Gourmet restaurants
- Excursion restaurants and mountain inns
- Trendy restaurants

Partner

- GastroSuisse



Targets for 2020

Cooperation partners:
620

Wellness resorts:
10

Non-hotel partners:
3

Page views (across all 8 hotel categories):
1,200,000



Targets for 2020

Partner clinics:
20

50% of investments from the health sector

Marketing activities in GCR, RU, GCC:
10

Web visits by Health Travellers:
600,000

Health tourism.

The development of health tourism is an opportunity for Switzerland to diversify its tourism sector. The new business area will bring together tourism and healthcare while promoting synergies and offering economic benefits for both industries.

ST's goal is to successfully position Switzerland in the health tourism sector and to attract 5% more health tourists to Switzerland by 2022. In the longer term, the goal is for 20 partner clinics to participate in the segment and to successfully integrate more business and tourism partners.



Activities

- **Launch events in Swiss embassies**
Beginning of 2020 in Beijing, Moscow and Riad
- **Arab Health**
27 to 30 January 2020 in Dubai
- **ILTM Dubai and Singapore**
19 to 20 April 2020 in Dubai, 18 to 21 May 2020 in Singapore
- **Intercultural workshops in clinics**
In the target markets of GCR, RU and GCC
- **International media trip**
Invitation to specialist media to visit Switzerland as a health destination

A good product is the best marketing.

ST will intensify and focus on tourism product development in close collaboration with the industry and ST's market and marketing experts. All products form an integrated part of ST's marketing campaigns.

When it comes to the development of innovative offers, the focus is on visitors' experiences and travel needs. The goal of ST's product development is to identify trends at an early stage and to ensure the transfer of know-how within the industry.

Priorities in product development 2020–22



Both new and established products that form an integral part of a campaign are presented in the context of the marketing campaigns on pages 34 to 44.



Grand Tour of Switzerland

The Grand Tour of Switzerland (GToS) positions itself confidently as the No. 1 road trip of the Alps. The aim of the GToS is to boost demand for touring in cities, rural areas and mountain regions, and to encourage longer stays by linking together different regions, destinations and attractions.



Targets for 2020

- Increase awareness of GToS
- Position E-Grand Tour
- Acquire strategic partners

Main markets

- CH, DE, FR, GB, US



Stopover Switzerland

The goal of Stopover Switzerland is to attract new visitors who stop over between flights for a “Taste of Switzerland” and thus get to know Switzerland as an attractive holiday destination. Together with Swiss International Air Lines and Switzerland Travel Centre, ST aims to position Switzerland as an attractive stopover destination worldwide. Stopover Switzerland should generate 100,000 overnight stays per year in the medium term.

Targets for 2020

- Increase awareness of Stopover Switzerland
- Establish profitable cooperative partnerships with international DMOs
- Increase bookings by 20%

Main market

- Long-haul markets



Luggage special

In cooperation with SBB, ST offers a cost-effective option for luggage transport by public transport to participating partner destinations. The “Luggage special” offer lets visitors travel light and carefree to their holiday destination. Luggage will be picked up from home and delivered to the holiday destination two days later. This way, ST makes it more convenient for passengers to use public transport on arrival.

Targets for 2020

- Double the number of participating hotels and holiday rental providers
- Increase the offer's awareness and booking figures

Main market

- CH

An attractive employer.

ST fosters an open, direct and performance-oriented corporate culture with flat hierarchies and fast, agile communication and decision-making channels. ST needs the best talent to tackle the complex, challenging tasks it faces.

ST essentials



Recruitment

We consistently recruit employees who best match a clearly defined requirements profile. We prioritise personality, training and experience.



Employee management

We treat our employees with respect, challenge them with ambitious goals, give them confidence and enable them to achieve the best possible performance.



Employee development

We empower and encourage employees who are committed, think independently, act entrepreneurially and achieve their goals. We facilitate personal development and international careers.

Experimentation

We encourage experimentation, creativity and a healthy sense of curiosity. We particularly value agility and a constructive approach when mistakes are made.



Focus on results

We focus on the attainment of shared goals and agree on precise key performance indicators. The attainment of targets is consistently measured.



Learning & sharing

We take a continuous approach to self-development and share our knowledge across all levels. We maintain close communications worldwide and learn from our experiences.



ST spirit

ST employees are inspired by Switzerland as a product and dedicate themselves with passion to the development of Swiss tourism. They think creatively, act with agility and conduct themselves professionally. They have the best interests of visitors, partners and Switzerland at heart. This ST spirit is consciously fostered and turned into a living reality by the executive management, on the basis of the ST essentials.

Diversity

Maximum productivity and creativity are achieved in diverse interdisciplinary teams. ST aims to harness differences to achieve success and promotes diversity in the organisation. For this purpose, ST fosters a balanced mix of men and women, international personnel and Swiss employees from all four language regions, local and transferable staff, older and younger people and people with different views and ways of thinking across all hierarchical levels.

Working environment

At its main office in Zurich and the 32 international offices, ST focuses on promoting a motivating, modern working environment. Open-plan offices and state-of-the-art IT infrastructure enable fast communication channels and promote interdisciplinary, international cooperation.

Employees benefit from global career opportunities, flexible working models, up-to-date working conditions and attractive fringe benefits. ST promotes and supports both internal and external continuing education and provides training for over 20 trainees/apprentices worldwide.



Targets for 2020

Employee fluctuation:
9–15 %

Overall satisfaction according to employee survey:
78 %



More about ST as an attractive employer:
stnet.ch/karriere

Everything under control.

The tasks facing ST within the framework of the federal mandate are laid down in the Agreement on Political Controlling, Reporting and Monitoring between ST and the SECO. ST regularly produces the necessary key figures and evaluations required for reporting on the service mandate.

The marketing targets set by ST are continuously examined by the KPI Cockpit. Corrective measures are initiated as necessary.

International financial controlling, annual financial statements and liquidity planning within the available budget and legal framework are assured by ST at all times.

Tourism Monitor Switzerland

Tourism Monitor Switzerland (TMS) is the most extensive tourist survey in Switzerland. In 2020–21, more than 21,000 leisure tourists from over 130 countries will again be surveyed about their travel patterns. ST will analyse and use the data and findings from the TMS to further develop the tourism services together with the industry and to address visitors even more effectively.

Impact measurement

Based on the TMS, a comprehensive impact assessment is produced every four years to measure

the impact of ST's marketing activities on overnight stays and tourism turnover. For the new report in 2021, ST's goal is to influence 14% or every seventh overnight stay in the Swiss hotel and redundant non-hotel accommodation industry.

Management Information System

ST will develop a Management Information System (MIS) for more effective marketing. This will link different data sources together to make the various connections clear. Thus, for example, it will be possible to compare investments and marketing activities. The findings are visualised in interactive dashboards and can be used effectively in marketing decisions.

Partner reporting

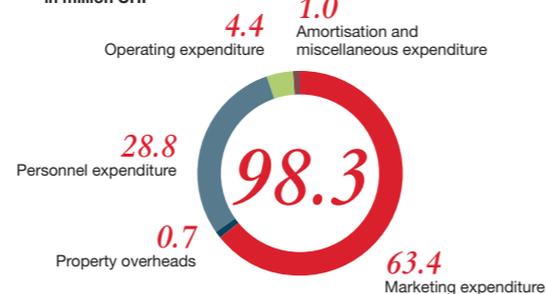
ST will draw up a full report on the various campaigns and marketing activities with its partners. In the future, this will become more user-friendly and visually appealing.

How ST is funded

Annual budget 2020 in million CHF



Budget spending 2020 in million CHF



Switzerland Tourism.



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HotellerieSuisse

The trade association of the Swiss hotel industry
hotelleriesuisse.ch

RAIFFEISEN

Financial services
raiffeisen.ch

SBB CFF FFS

Train travel
sbb.ch

Swiss Travel System.



Switzerland by train, bus and boat
mystsnet.com

SWISS

The airline of Switzerland
swiss.com

Strategic partners



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americanexpress.ch



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ZÜRICH AIRPORT

Zurich Airport
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GastroSuisse
gastrouisse.ch



Exquisite Swiss biscuit specialities
kambly.ch



Switzerland Cheese Marketing
cheesesfromswitzerland.com

VALSER

#FeelLimitless
valser.ch

VICTORINOX

SWISS ARMY KNIVES | WATCHES | TRAVEL GEAR
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Official partners



appenzellerbier.ch



bmc-switzerland.com



bookfactory.ch



gubelin.com



swisstravelcenter.ch



hero.ch



hertz.ch



holycow.ch



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visana.ch



swisswine.ch

MySwitzerland.com/strategicpartners

Switzerland Tourism.



Tourism partners.



MySwitzerland.com