



ST-Communication Covid-19-outbreak, Situation March 2020	
Situation	Due to the current travel restrictions, not only is worldwide travel severely limited, but travel within Switzerland is also only partially possible. In addition, there is a ban on events, all restaurants and shops – except those selling food and pharmacies – are closed, many hotels are closed or have reduced operations. These guidelines will help you to determine which communication is possible and appropriate at the moment. The guidelines may be shared and used by all of the Swiss tourism industry.
Core message	<p>“Dream now – travel later”</p> <p>At the moment this is our core message. We communicate it directly - and indirectly, because it defines how we talk about Switzerland:</p> <p>"Unfortunately, travel to Switzerland is currently not possible. But it is allowed to dream, to be inspired and to plan. That is why we would like to bring Switzerland to your home - with beautiful pictures, emotional videos and entertaining stories".</p> <p>The pandemic situation is neither communicated nor commented on. We refrain from any kind of advertising and sales orientation</p>
Communication platforms	<p>E-Mail: The global e-mail signature has been unified and adapted to convey the message "Dream now - travel later".</p> <p>Landingpage MyS: With regard to travel information and epidemiological statements, we (strictly) refer to the FOPH, while the core message is prominently displayed.</p> <p>Social Media: After a short break, the social media teams have started to load the platforms with content again. In doing so, they have refrained from any kind of advertising and sales orientation. The content focuses on dreaming and inspiring. The pandemic situation is neither communicated nor commented on. However, personal concern may be expressed. The reduced number of posts is continuously updated in the central content plan and adapted to the situation.</p> <p>Newsletter: B2C newsletters are to be avoided at the moment, B2B communication (especially with partners) will be handled directly by the markets and units within the parameters defined in the core message.</p> <p>Media: Proactive communication is very low-key. No concrete travel offers should be discussed. Possible communication contents are alternative offers to travel (e.g. virtual travel, travel trivia, etc.) as well as general topics in the future such as GToS, alpine summer, autumn or winter.</p> <p>The pandemic situation is neither communicated nor commented on.</p> <p>Marketing Campaigns: Marketing campaigns and the communication about them are planned centrally and described in a separate document.</p>
Validity	Until further notice.
Date, Author	20.03.20/MB