



Switzerland.



Switzerland.

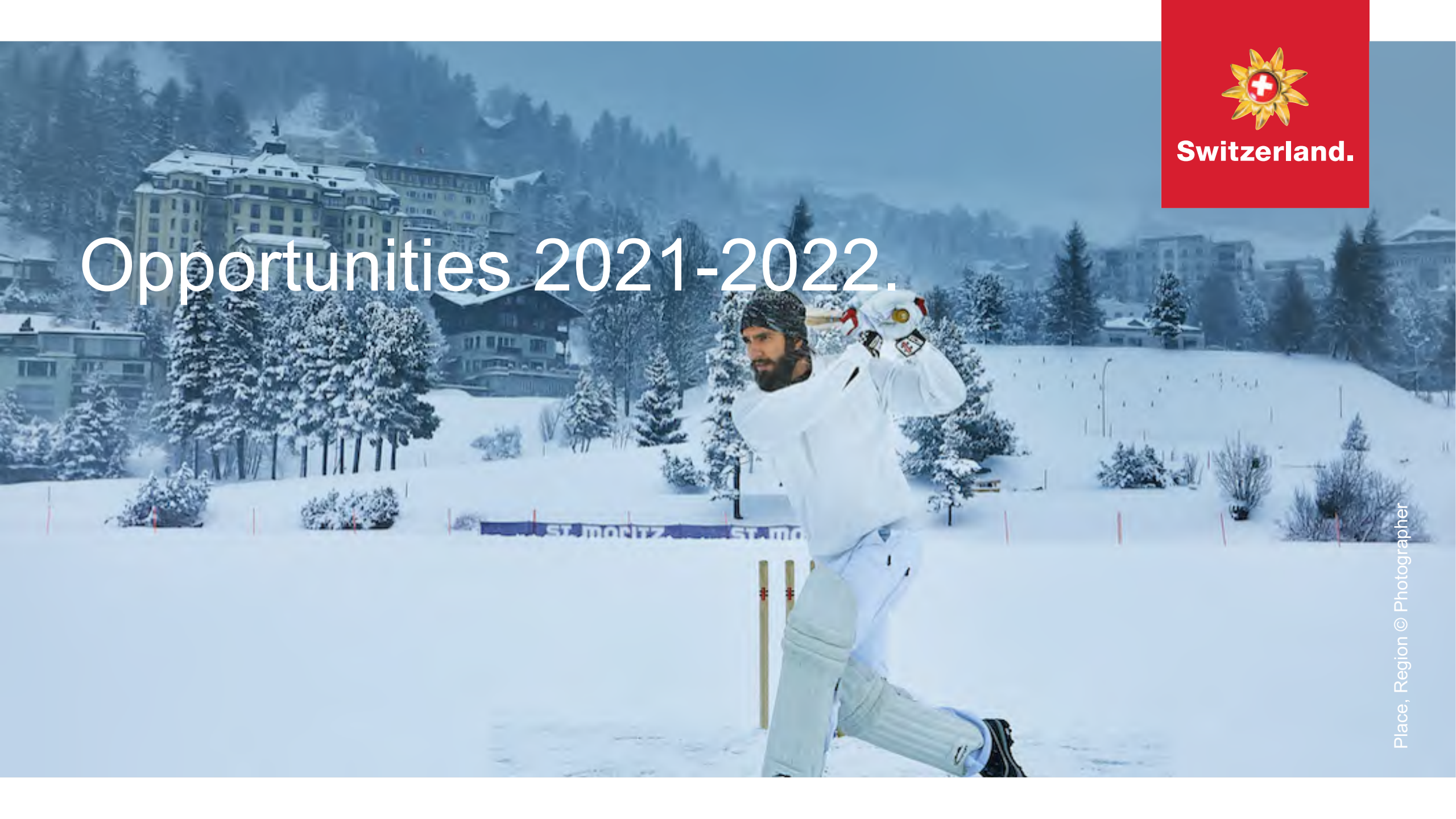
ST India. Proposal activities 2021 Key Partners.

October 2020.



Switzerland.

Opportunities 2021-2022.





India: Opportunities 2021-2022.

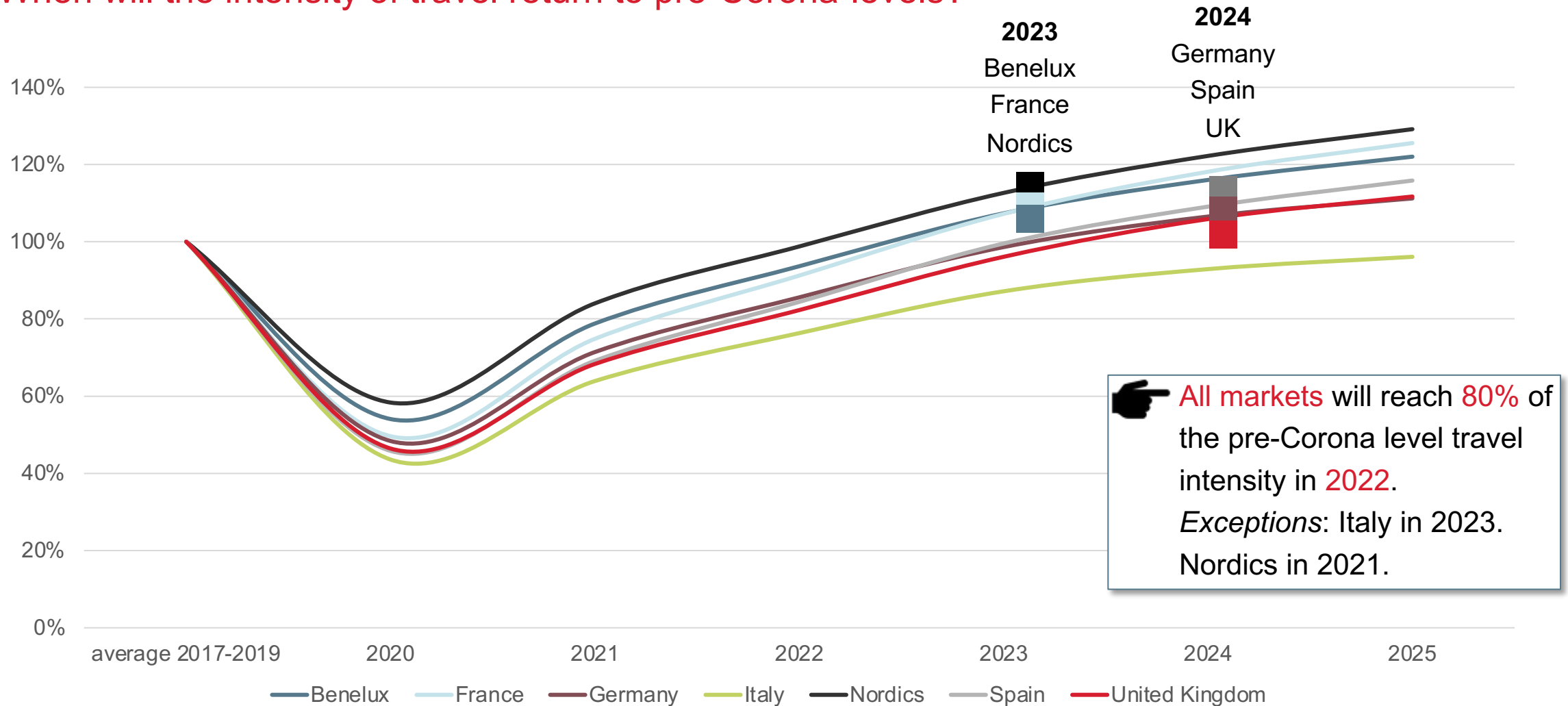
- FIT: looking for **new experiences, adventures, luxury, food, car rental (private vans) and self drives**
- **Young travellers** : 20-28 years old, Independent, willing to spend their salaries on big trips
- Multi generation trips: different family members from **different generations travel together as a small group**
- **Wedding**: For wealthy families, weddings in special destinations are still attractive and actually recession proof as only the super wealthy can afford them.
- Increasing of **group travels** from **smaller cities** –smaller sized groups which will be helpful to our destinations
- 2019: election year, 2020: Covid-19, **2021: recovery with the start of the summer season (April-June) to reach 2018 levels by 2022/2023.**



Switzerland.

Recovery phase Europe West.

When will the intensity of travel return to pre-Corona-levels?



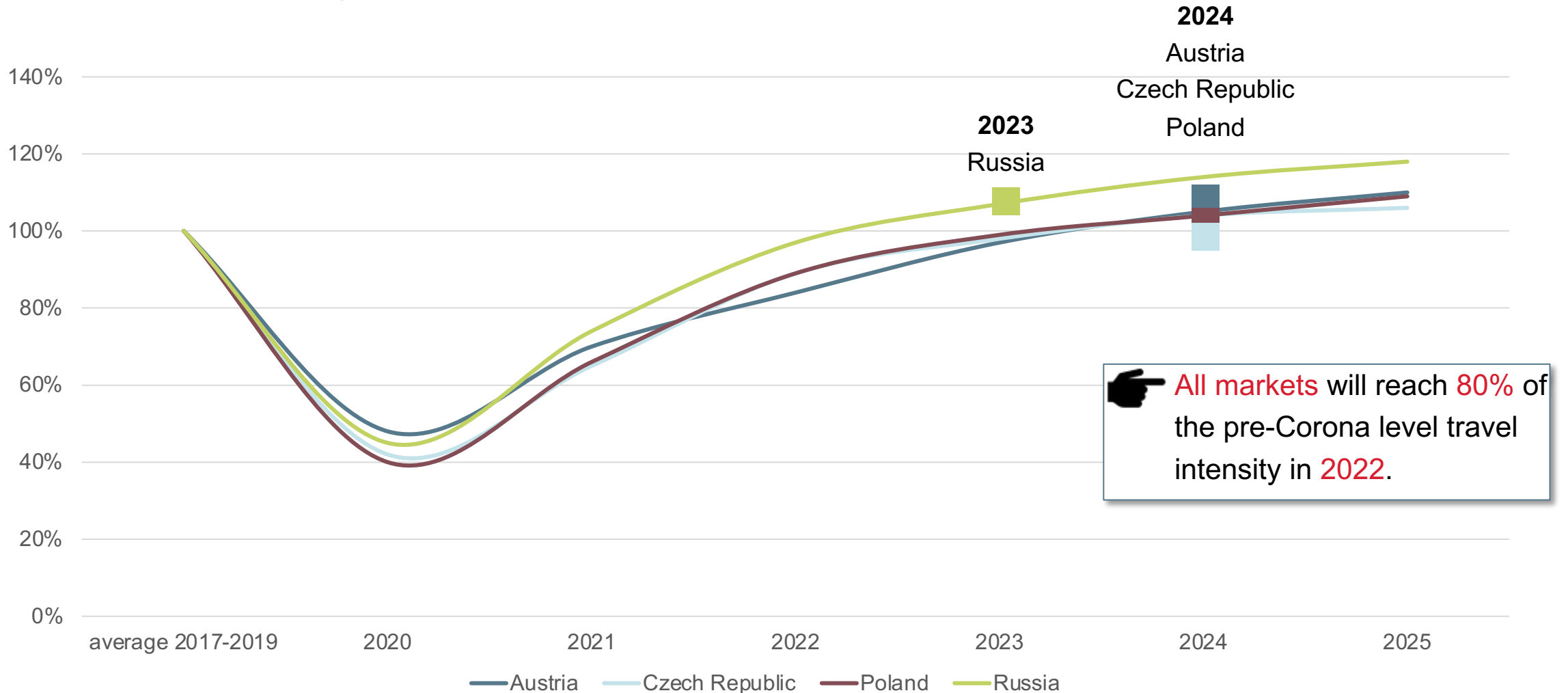
Source: Oxford Economics, Prognose Reisen in die Schweiz, 31.07.2020



Switzerland.

Recovery phase Europe East.

When will the intensity of travel return to pre-Corona-levels?



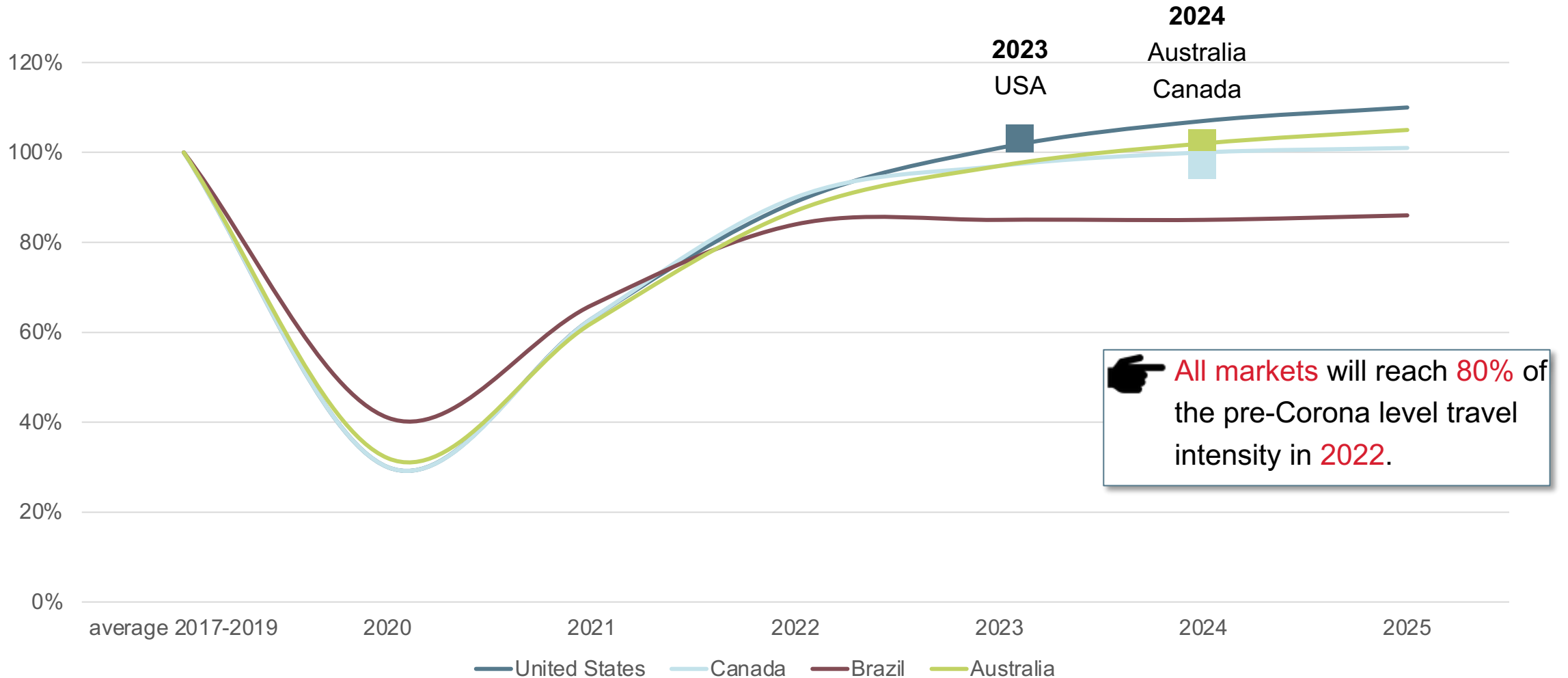
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Switzerland.

Recovery phase long-haul markets Americas / AU.

When will the intensity of travel return to pre-Corona-levels?

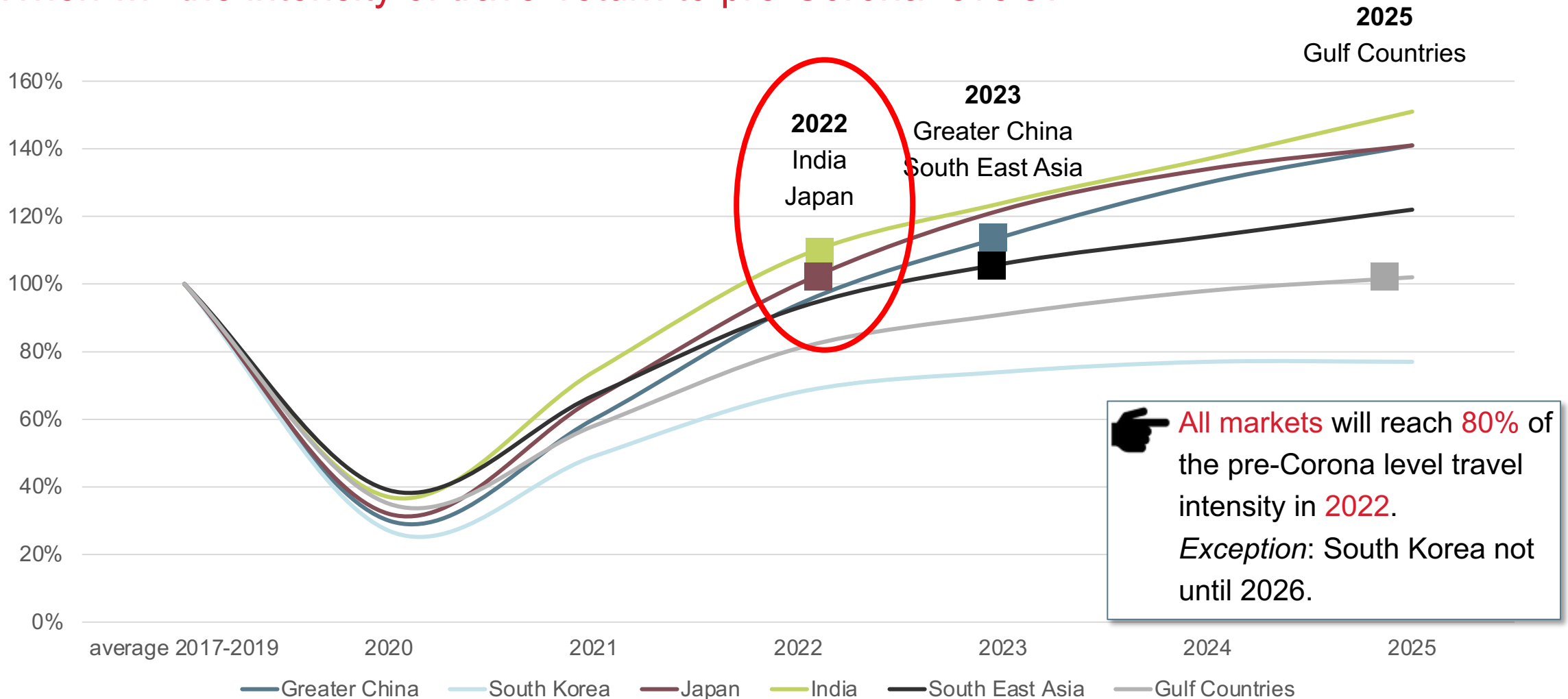




Switzerland.

Recovery phase long-haul markets Asia.

When will the intensity of travel return to pre-Corona-levels?



Source: Oxford Economics, Prognose Reisen in die Schweiz, 31.07.2020



Switzerland.

Activities 2021.

Place, Region © Photographer

Presented by



Switzerland.

Promotion/E-Marketing.





Switzerland.

Campaign Ranveer Singh.

- Follow-up of hugely successful collaboration with ST Ambassador Ranveer Singh.
- With the use of both TVC content and image content created during Ranveer Singh's trips to Switzerland, we will run a digital campaign on Display and Social Media as well as print advertisements and advertorials.
- Goal: Showcase Switzerland as a fun destination for the urban FIT travellers looking for adventure and experiential holidays.
- Timing: mid February till end of November (depending on content of the partner)
- Contacts: up to 25'000'000



Switzerland.

TV Large - 1 episode on popular Hindi news channel show.

- Travel or lifestyle program on popular Hindi news channel.
- High viewership appealing to the mass market.
- TV Celebrity hosting.
- Promotion on social media handles of ST India, TV Channels and TV host.
- Organic media coverage of destination due to interest in TV host.
- 1 episode, 22 minutes of coverage.

TV Small – Special program on News Channel.

- Travel or lifestyle program on popular Hindi news channel.
- High viewership appealing to the mass market.
- TV Celebrity hosting
- Promotion on social media handles of ST India, TV Channel and TV host.
- Organic media coverage of the destination due to interest in TV host.
- 1 episode, 15 minutes of coverage



Switzerland.

Original Web Series on popular Streaming Service (OTT).

- Netflix, Hotstar and Amazon Prime is where TV content is now consumed. Other OTT providers like Alt Balaji, MX Player, Zer 5 etc are also getting stronger and are providing content for more targeted niche groups.
- In 2018 OTT's produced for the first time original content for India, which is hugely popular and much more relevant and creative than what is shown on Indian TV channels.
- Switzerland Tourism will be the first Tourist Board to host an original web series overseas.
- Your destination has the chance to be showcased in 3 episodes.



Switzerland.

High Impact Advertisement with HT Brunch.

- One of the largest English-speaking magazines. Free supplement of Hindustan Times on Sundays with a distribution of 1'360'000.
- Showcase your destination / product on a cover-on-cover ad and 1-page advertorial.





Switzerland.

Advertisements / Advertorials.

- Benefit from our negotiated high-volume discount with premium magazines such as Vogue, GQ, Elle, Lonely Planet or National Geographic Traveller.
- We help you choose the right publication for your product.

Social Media Campaign.

- Promoted posts and social media advertisements on Facebook, Instagram and Twitter.
- Special digital videos made in India can be used for the promotion





Switzerland.

Digital Campaign.

- Special advertisements campaign with promoted boosts and banners.
- We select the most suitable platforms and formats for the partners' content.
- We create the digital strategy including the specific ads.
- Timing as most convenient to partners' content.



Switzerland.

Key Media Management (KMM) and Key Account Management (KAM).

Place, Region © Photographer



Switzerland.

Training sessions for travel agents.

- Training sessions for frontline staff of Travel Agents / Travel operators across India
- 10 training sessions across 10 different tier II / tier III cities
- Approx. total No. of attendees is 350 (Min. 35 pax per city)
- Local representatives have the opportunity to join
- 8 to 10 slides per destination
- Presentation duration of maximum 15 minutes



Switzerland.

India Workshop in Switzerland.

- One day workshop with 20 minutes timeslots to meet with approx. 40 Travel Agents / Tour Operators.
- 1 Table and max 2 participants.
- Official opening, workshop and farewell dinner.
- Timing: 25.- 27. March 2021
- Location: Glacier 3000/Les Diablerets
- We are also looking for a destination which can host this event in 2022.



Switzerland.

Switzerland Travel Experience (STE) India.

- 7 days Roadshow / Promotion Tour across India.
- Special weekend program where hosted buyers get an opportunity for 1 to 1 meetings with Suppliers from Switzerland.
- Trade event in 5 cities tbd
- Concept tbd.
- Timing: 8.-14. February 2021



Switzerland.

Webinar for travel agents.

- Target 450 attendees from the trade per webinar
- Opportunity for partners to join in and conduct the webinar exclusively (45 minutes) or via a 15-minute slot with other suppliers.
- Interactive platform – Q&As / On-the-spot polls and surveys / Quiz with gratification
- Includes on/offline marketing campaign to advertise the webinar



Switzerland.

Press Conference and Sales Calls.

- Press conference on day 1.
- Media Launch will formally announce summer/winter offerings from your destination and Switzerland Tourism.
- 45-50 people representing various Media Houses will be present to cover the event.
- 2-3 exclusive interviews with selected media houses.
- Coverage in top publications (both online and offline).
- Followed by 4 days sales calls in Mumbai and Delhi.
- Hotels and domestic travel included for three participating partners.

Thank you.



Switzerland.