



Switzerland.

ST Korea 2021

September, 2020



Switzerland.



Switzerland.

Trends.

- New Normal in Korea
 - Hot IT trend: Virtual, OTT(Over The Top), AI suggestion, Open platform, Mobile commerce
 - Popularization of 'Smart Work': Home office, Telecommunication

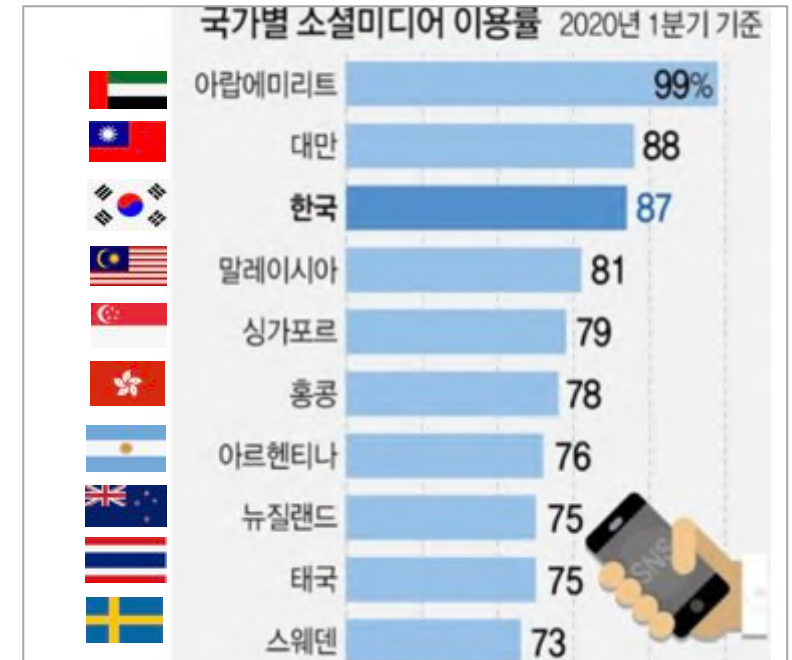


Trends.



Switzerland.

- Consumption pattern
 - Mobile commerce
 - Shortened consumer buying process
 - Contents directly linked to 'call-to-action'
 - Purchase based on social media referrals.
- Algorithm
 - Retargeting / Personalized AD / Engagement
- Lifestyle
 - Online relationship based on common interests
 - Social media: Hobby, self-development, workouts and etc.
- Reliable Information
 - Subscription service lead by community: flower, wine, travel, etc.



* DMC survey, Sep., 2020

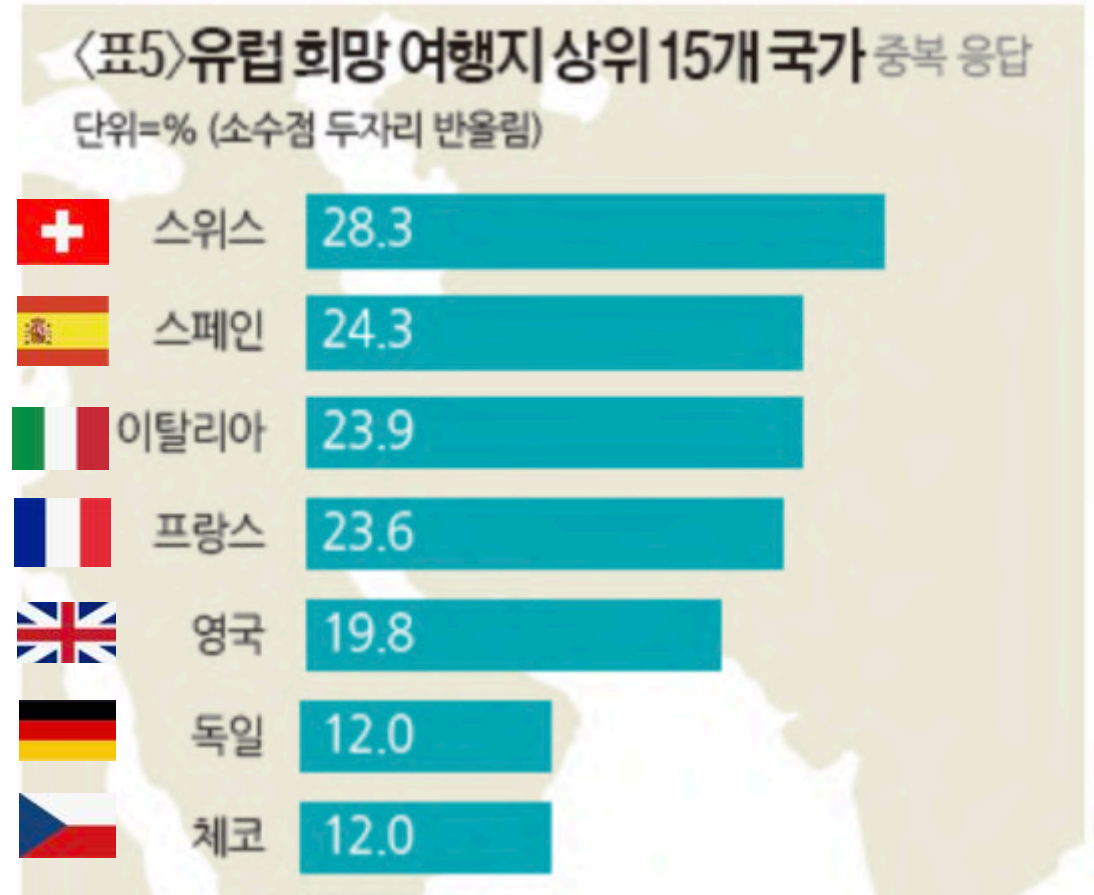
Trends.

- Boom for hobbies
 - Biking: bike sales increase in 1st half 2020, 507%
 - Hiking: hiking population in 1st quarter, + 42%
 - Driving : Auto sales in 1st half 2020, + 6.6%
/ 1 Mio. Keywords for drive thru destinations (T-map Trend map)
 - Cooking/Gourmet : Meal-kit increase in 1st half 2020, 450%



Trends.

- High travel desire, but ‘Safety’ first
 - Most wanted travel destination: Switzerland (Travel Times readers survey, Jul, 2020)
 - Positive response for ‘Clean & Safe’ campaign
 - High interest towards sustainability



Segmentation for Korean Travelers.



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Summer



- Hiking
- Biking

Outdoor Enthusiast.



- GToS/GTToS
- Music/Festival Lovers
- Photography
- Religion

Attractions Tourer.



- Spa with a view

Health Traveller.

Winter



- Snow Lovers
- Photography

Snow Lover.

City



- Urban Gastronomy
- Clubs/Café/Shopping

City Breaker.



- Design & Architect
- Stayfication

Attractions Tourer.



- 5* Hotel
- Gourmet

Luxury Traveller.



Switzerland.

KAM: Major KAM Events in 2021

- STE
 - 3rd - 4th Jun. (before ILTM & STE SEA)
 - Open platform for small interest groups / major TAs' sub agencies

- Sales Calls Tours
 - Q4, classic sales calls in Seoul

- Swiss Travel Academy (15th Year)
 - 8 sessions starting from Feb. / Study trip in Q3
 - *Study trip for year 2020 members will join the study trip*



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KAM: Sales Activities for Mountain Destinations.

- Business contracts
 - Focus on theme products with guaranteed KPIs & ON
- Product Developments
 - According to segmentation
 - Hiking/MTB routes for Korean travellers
 - Unique hotel/luxury accommodation
- ‘Travel Trainer’ program
 - Hiking guide to Korean guests in Switzerland in Summer
 - For both FITs and Groups





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KAM: Sales Activities for Cities.

- Business contracts
 - Focus on theme products with ON
 - Include one of city highlights
- Product Developments
 - ‘Must’ Series: ‘Must have’, ‘Must eat’, ‘Must drink’
 - Unique city trip routes for young and active Korean travellers
 - City Excursions
 - ‘One Month’ stay





Switzerland.

eMarketing: Social Media Marketing.

- 200,000 official fans through 5 channels (FB, IG, TW, Blog, Youtube)
- More than 30 posts per year
- 1 Seasonal campaign
- SEO project on NAVER(Online portal site 65% Korean uses)
- 1~2 Influencer project
- Joint e-commerce campaign with KA





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KMM: Media P in 2021.

- Media Package.
 - Press releases / Press conference (Summer, Winter) / Media trip
- TV Show
 - The most powerful comm. channel with high media contacts
- Swiss Friends 2021-2022.
 - Biennial good-will ambassador for tourism in CH with Korean celebrities.



KMM: Media Projects 2021.

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* Media trip LLR destinations & products will be defined through RFPs





Switzerland.

Promotion: ST SEL Main Brochure.

- ST Korea brochure with 2021/22 Swiss Friends
- Special stories for Hiking, Biking, Art & Architect
- Guaranteed exposure of key partners' product information
- Print run / PDF Downloads : 10,000 + α
- Distribution: key accounts, media, MyS, BtoC platforms



Thank you.



Switzerland.