



**Schweiz.**



**Schweiz.**

# Agenda

1. Opening
2. Strategy Update & Outlook | Annika Grünig
3. City Campaign 2021 | Oliver Nyffeler
4. Deep Dive: Segment City Breaker & Culture Traveller
5. City-Hotel Push
  - Signature Experience
  - Offer marketing
6. General Inputs & Conclusion
7. Q & A



Schweiz.

# City-Breakers as an opportunity for the city hotel.

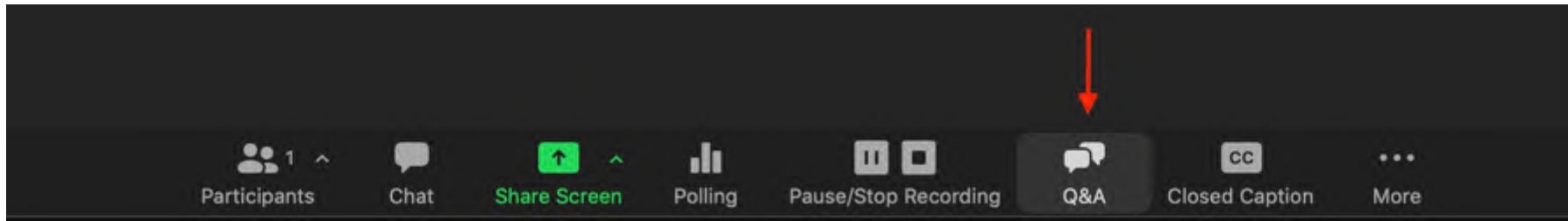
Webinar City Marketing, 25. February 2021



Schweiz.

# Rules of the game.

1. Questions can be asked in the Q&A box, they will be answered at the end



2. If there is not enough time to answer all the questions, we will reply in writing after the session

3. The session will be recorded and can be rewatched shortly after the presentation on [www.stnet.ch/city-push](http://www.stnet.ch/city-push)





**Schweiz.**

# Strategy Update & Outlook 2021.

Annika Grünig

# What lies behind?

## Key Figures 2020



# Overnight figures 2020:

**Gesamt / total: - 40 %**

**Schweiz / Suisse: -9 %**

**D / F: - 40 %**

**Restliches Europa / reste de l'Europe: -57 %**

**Americas: -83 %**

**Asia, GCC, AUS / NZ: bis zu / jusqu'à -93 %**



# Neighbouring Countries Comparison:

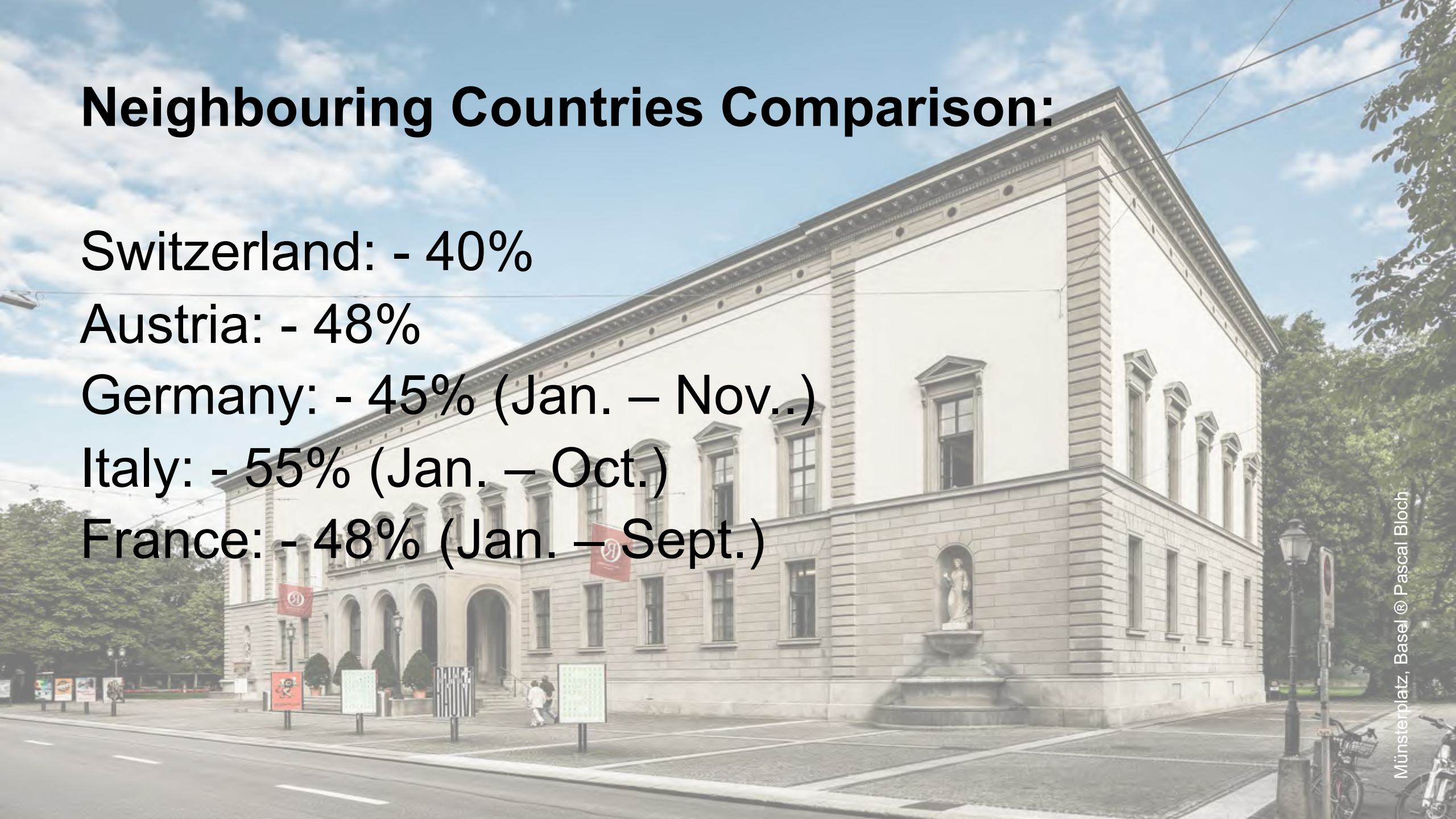
Switzerland: - 40%

Austria: - 48%

Germany: - 45% (Jan. – Nov..)

Italy: - 55% (Jan. – Oct.)

France: - 48% (Jan. – Sept.)







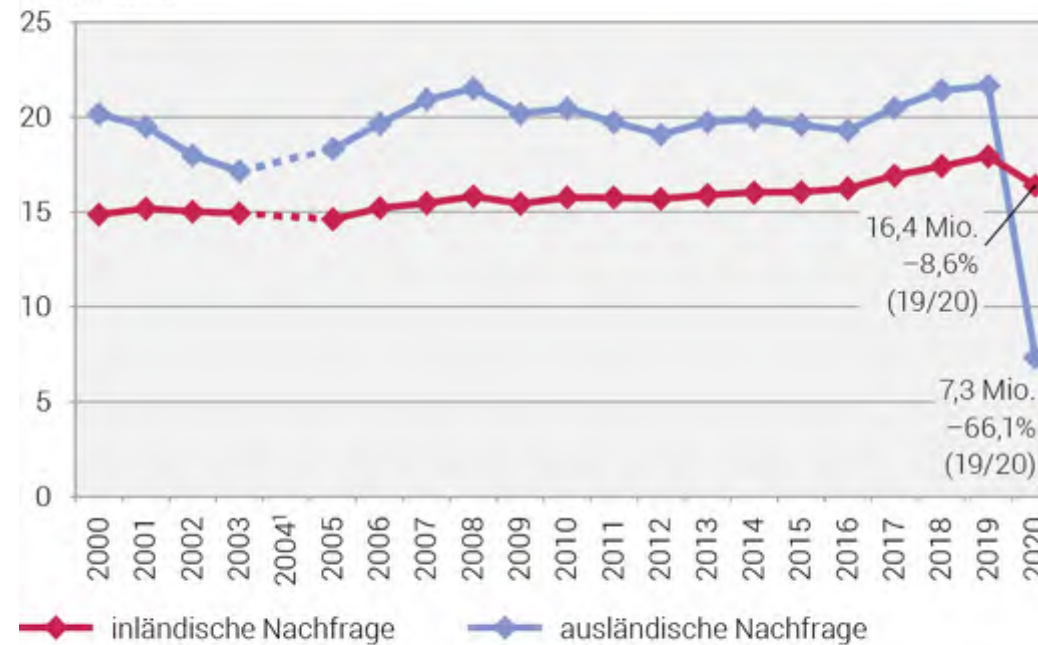
Schweiz.

# Development of overnight stays by origin of guests.

## Hotels und Kurbetriebe: Logiernächte in Millionen

G2

In Millionen



<sup>1</sup> keine Daten für das Jahr 2004 verfügbar



Schweiz.

# Development of overnight stays by ST zones\*

\*Geographical zones defined by Switzerland Tourism

## Hotels und Kurbetriebe: Logiernächte in Millionen

G6

### Jährliche Entwicklung der Logiernächte



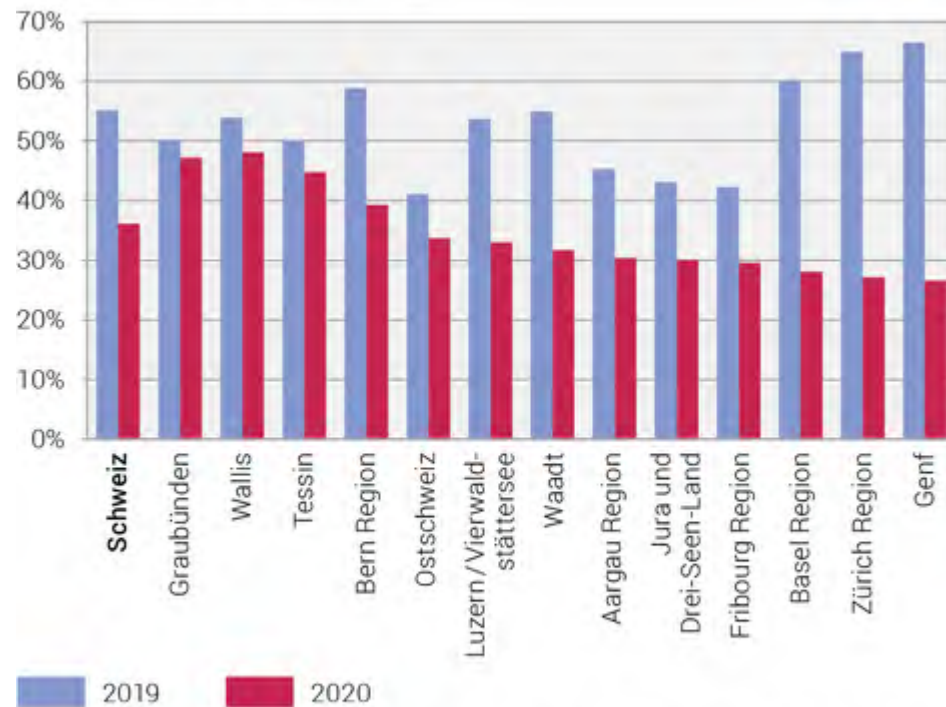


Schweiz.

# Development of net room occupancy.

Hotels und Kurbetriebe:  
Nettozimmerauslastung<sup>1</sup>

G10



<sup>1</sup> Anzahl Zimmernächte dividiert durch die gesamte Nettozimmerkapazität der betreffenden Periode, in Prozenten ausgedrückt



What lies ahead?

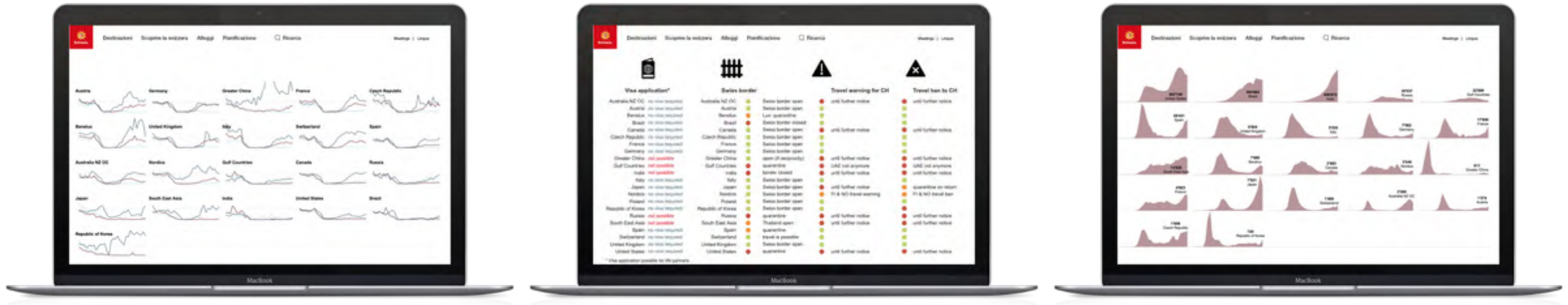
Market Indicator System.



Schweiz.

# When do the markets travel again?

Use the Market Information System (MIS).

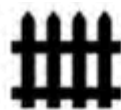


More information under: <https://www.stnet.ch/indicators>

# Dashboard.



Schweiz.



## Overall situation

## Visa application\*

## restrictions of Switzerland

## restrictions market of origin

Australia NZ OC	●	no visa required
Austria	●	no visa required
Benelux	●	no visa required
Brazil	●	no visa required
Canada	●	no visa required
Czech Republic	●	no visa required
France	●	no visa required
Germany	●	no visa required
Greater China	●	not possible
Gulf Countries	●	not possible
India	●	not possible
Italy	●	no visa required
Japan	●	no visa required
Nordics	●	no visa required
Poland	●	no visa required
Republic of Korea	●	no visa required
Russia	●	not possible
South East Asia	●	not possible
Spain	●	no visa required
Switzerland	●	no visa required
United Kingdom	●	no visa required
United States	●	no visa required

Australia NZ OC	●	Swiss border open
Austria	●	quarant. certain regions (from 01...
Benelux	●	NL: quarantine
Brazil	●	Swiss border closed
Canada	●	Swiss border closed
Czech Republic	●	quarantine
France	●	quarant. certain regions (from 01...
Germany	●	quarant. certain regions (from 28...
Greater China	●	Swiss border open if reciprocity
Gulf Countries	●	Swiss border closed
India	●	Swiss border closed
Italy	●	quarant. certain regions
Japan	●	Swiss border closed
Nordics	●	SWE: quarant.
Poland	●	Swiss border open
Republic of Korea	●	Swiss border open
Russia	●	Swiss border closed
South East Asia	●	only Singapore allowed to enter
Spain	●	quarantine (from 01.02)
Switzerland	●	travel is possible
United Kingdom	●	Swiss border closed
United States	●	quarantine

●	not allowed to leave the country
●	quarantine (10 days) / neg. test & quarant. ..
●	BE & NL: quarant. & test upon return
●	test upon return
●	quarantine upon return, negative test befor..
●	neg. test or quarant. upon return
●	isolation, neg. test before return
●	neg. test, oblig. return form and quarant. u..
●	borders open if reciprocity
●	test or quarant. upon return
●	negative test before return and quarant.
●	quarant. upon return (14 days)
●	NO & DK: quarant. upon return / FI: quara..
●	quarantine & test upon return
●	test upon return
●	not allowed to travel to CH (except Singap..
●	negative test before return (only if by air)
●	self-isolation upon return (10 days) / neg. t..
●	quarant./test upon return depending on sta..

\* Visa application possible for life partners.





Schweiz.

# Search for Hotels.

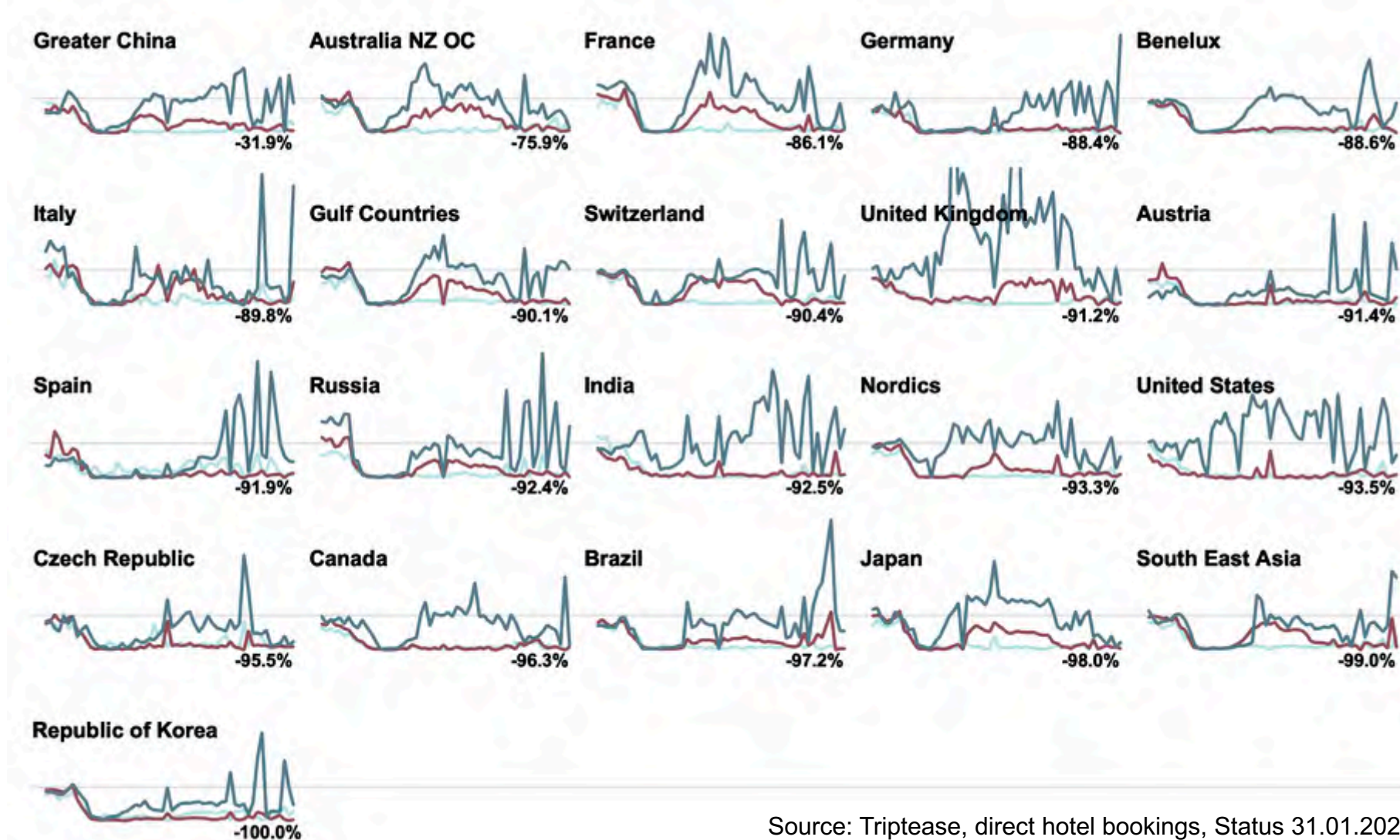


Source: Google Trends, compared to 2019, excluding: -corona -coronavirus -virus -cancel -cancelled -refund -collapse -change, Status 05.02.2021



Schweiz.

# Bookings to Europe.

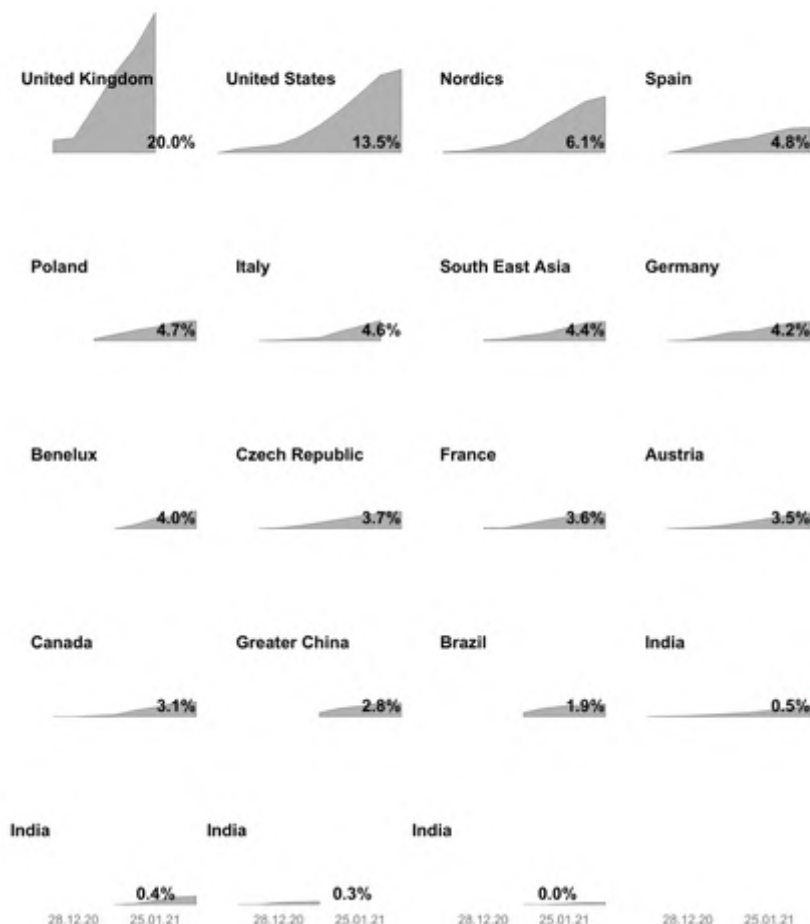


Source: Triptease, direct hotel bookings, Status 31.01.2021

# Vaccination doses administered per population %



Schweiz.



- Vaccination is an important factor for the recovery time of each market
- Travel restrictions for non-vaccinated could apply in future



# Recovery travel intensity.



Schweiz.



2020



2021



2022



2023

Quelle / Source: Estimation Switzerland Tourism, 16.02.2021





Schweiz.

# Recovery 2021 – 17.9 Mio. CHF.

Bund / Confédération 2021:	13.5 Mio.
Mittel / fonds ST:	2.5 Mio.
Übertrag von / report 2020:	1.9 Mio.
 Recovery Budget 2021:	 17.9 Mio.

Stand / état au 15.2.21



**Schweiz.**

# City Campaign 2021.

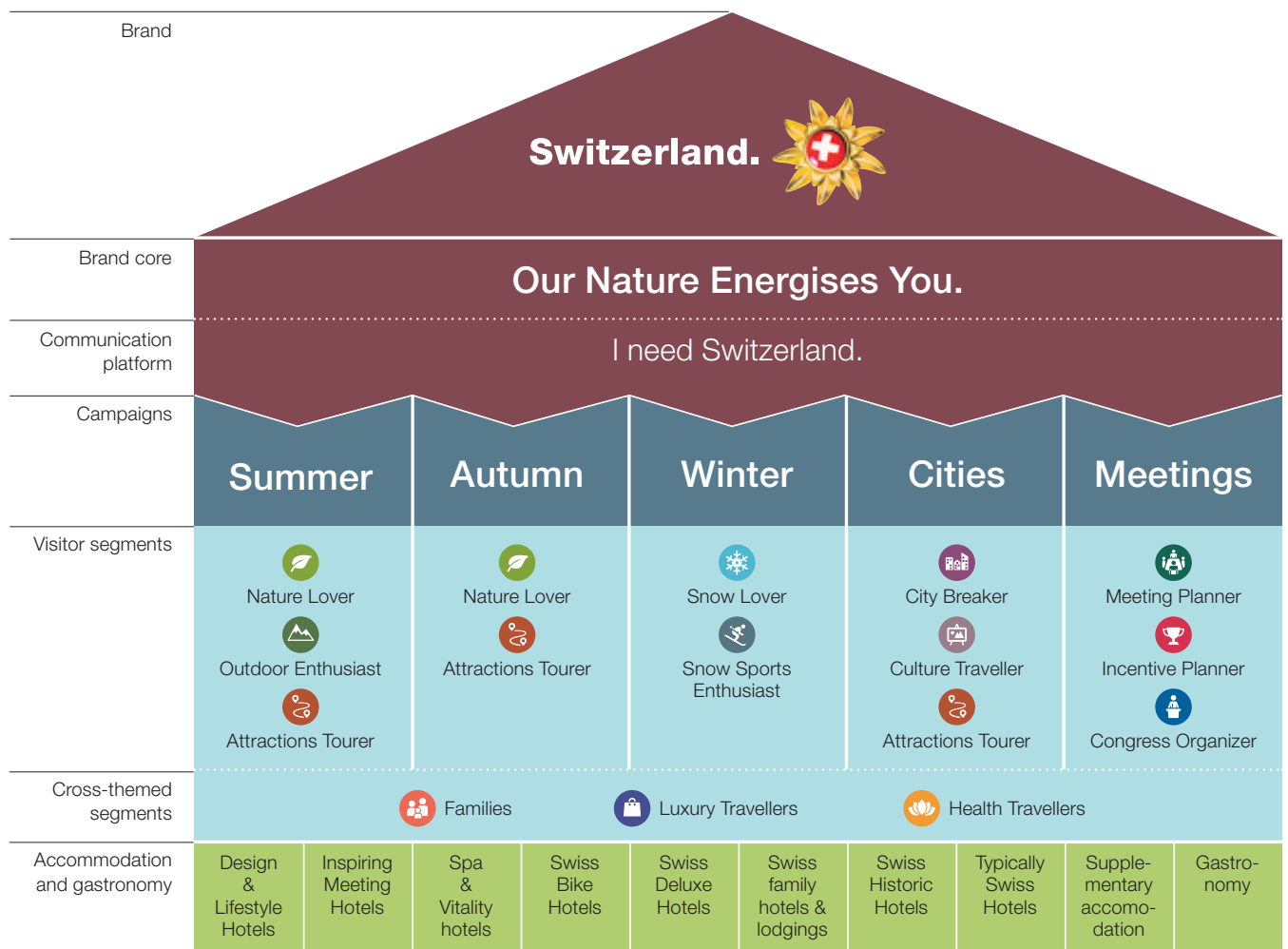
Oliver Nyffeler.



# Campaign overview.



Schweiz.



A quick look back...



Schweiz.

# City Swap – Coop Zeitung.

- Marketing activity  
We inspire and motivate the Swiss population to visit a City in another language area for 48 hours (City Swap) - with a 12 pages special in the Coop newspaper.
- Date / duration  
Release date: Tuesday, 4<sup>th</sup> August 2020.  
Bookable until end of year.
- Goals / KPIs  
2.7 Mio copies, up to 3.4 Mio readers.



## Coire

La ville la plus arrosée de Suisse se vous émerveille, avec ses montagnes en toile de fond, ses rues tortueuses et ses monuments historiques. Ses boutiques, restaurants, bars, musées et galeries offrent à son vieux centre historique une vitrine à son petit air méridional. Et de Coire, vous aurez des vues à tout moment pour Davos, Saint-Moritz ou Arosa.

- Gastronomie** Dégustez Coire à vélo, avec des halbes pour une entrée, un plat et un dessert.
- Ville** Se rendre aux spectaculaires gorges du Rhin en chemin de fer rhétiques.
- Culture** Visiter le musée d'art des Grisons (Grisons Kunstmuseum) avec sa fameuse annexe créée par les architectes Barrault et Vögel.
- Coincidence** Passer la nuit sous les étoiles, dans le jardin d'un poète, à proximité de la ville.
- Panorama** De Coire, grimper au Brambrüsch, la montagne emblématique de la région. Quelle vue!

Réservations au 0800 100 200 ou sur [coopzeitung.ch/villes](http://coopzeitung.ch/villes)

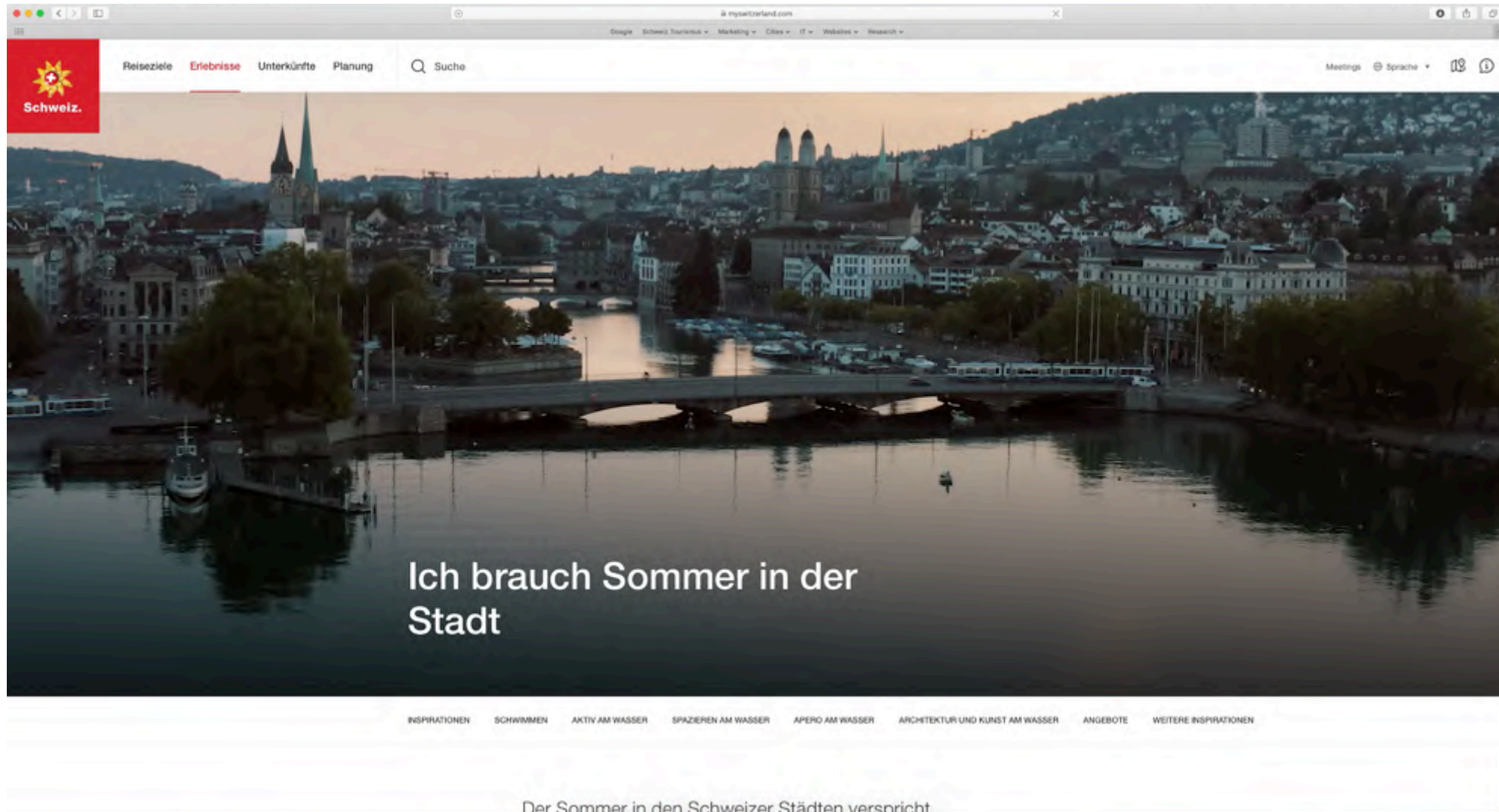




# Summer in the City Landingpage.




Schweiz.



Link to the Campaign Landingpage: [here](#)

# Performance Push.

- **Marketing activity**  
Four-page Magazine-inlay containing specific offers for every City, bookable throughout STC. As well as a push online and on social media within the Cities campaign.
- **Date / duration**  
Launch / Online: October 2020.  
Distribution print: 300'000 (D&F).




**Olten  
Hotel Amaris \*\*\*\***

**Zusatzleistung**  
Frühstück, Zimmers-Upgrade  
nach Verfügbarkeit

**CHF 136**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Schaffhausen  
Hotel Bahnhof \*\*\*\***

**Zusatzleistung**  
Zimmers-Upgrade, 1 Flasche  
Schlösslihaus Wein (7.8.18)

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Solothurn  
Hotel Ambassador \*\*\***

**Zusatzleistung**  
Eintritt in die Solothurner Museen

**CHF 136**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Thun  
Congress Hotel Seepark \*\*\*\***

**Zusatzleistung**  
Erlebnis-Voucher im Wert von  
CHF 30, Zimmers-Upgrade nach  
Verfügbarkeit

**CHF 316**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**

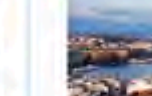


**Winterthur  
Park Hotel SQH \*\*\*\***

**Zusatzleistung**  
1 x Drei-Gang-Nachkessler  
(W. Tüdel (24.9), Weissmorg Drink)

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Winterthur  
Sorell Hotel Krone \*\*\***

**Zusatzleistung**  
Utzen-Gut

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**

**Spezialangebot  
einen Städte**

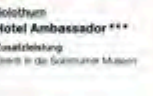


**St. Gallen  
Hotel Einsteln \*\*\*\***

**Zusatzleistung**  
Chutzwinkel-Gedächtnis  
«Chutzwinkel»-Weissmorg Drink  
1 x Nachkessler

**CHF 256**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**St. Gallen  
Hotel Weissenstein \*\*\*\***

**Zusatzleistung**  
Parkplatz

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Zug  
Hotel Zug \*\*\*\***

**Zusatzleistung**  
Avalanche Drink, Zug Card  
60, Schifflern, Einlassung für  
Museen und die Halbinsel

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Zürich  
25hours Hotel Langstrasse \*\*\*\***

**Zusatzleistung**  
Schindlerhaus (Wag, Wagn, Wagn)  
Kessler, Eintritt in Schindler-  
Museum für Gestaltung

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Zürich  
Hotel Storch \*\*\*\***

**Zusatzleistung**  
Weissmorg Drink

**CHF 376**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Baden  
Hotel Blume \*\*\*\***

**Zusatzleistung**  
1 x Drei-Gang-Nachkessler,  
1 Flasche Wein aus eigenem  
Wein (7.8.18)

**CHF 256**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Basel  
Hotel Gali \*\*\*\***

**Zusatzleistung**  
Basel Card (20.18.18)

**CHF 196**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**




**Basel  
Hotel Gali \*\*\*\***


**Zusatzleistung**  
Zimmers-Upgrade, Zugang zum  
Library Club (inkl. Afternoon  
Apéro mit Snacks und Drink)

**CHF 256**

**2 Nächte pro Person in Doppelzimmer mit Frühstück**

**Jetzt buchen:**  
**0800 100 200**





Jetzt auf [MySwitzerland.com/staedte-angebote](http://MySwitzerland.com/staedte-angebote) oder  
unter **0800 100 200** buchen und profitieren.

Jetzt auf [MySwitzerland.com/staedte-angebote](http://MySwitzerland.com/staedte-angebote) oder  
unter **0800 100 200** buchen und profitieren.

\* Preisermässigung auf Anfrage

...and one ahead.





## **2021 IS THE YEAR OF THE CITIES.**

Never before did so many city partners sign up for the ST Cities campaign as for the current year. Switzerland Tourism will put more resources and budget into the Cities marketing activities in 2021 than ever before. Thanks to bundled and centralised marketing activities, the cities will receive the necessary attention. And ST will generate overnight stays through attractive products and offers.



Schweiz.

# Cities Partner 2021.

- A-Partner

- Basel, Bern, Genf, Lausanne, Lugano, Luzern, St. Gallen, Winterthur, Zürich

- B-Partner

- Baden, Bellinzona, **Biel**, Chur, Fribourg, Thun, **La Chaux-de-Fonds**, Locarno, Montreux, **Neuchâtel**, Olten, **Rheinfelden**, Schaffhausen, Solothurn, Zug

- Further Partner

- Art Museums of Switzerland, Swiss Top Events



Schweiz.

# Marketing Activities – 3 Peaks.

The city marketing activities 2021 will be bundled and smartly distributed over the whole year. In addition to permanent “basic noise”, the city activities are concentrated on three main peaks.



## Spring

The cities conquer spring - the perfect season for a city break. With a focus on inspiration, we generate media attention and launch a content hub focussing on "I need spring. I need Switzerland".



## Summer

With a "Hero Item" under the headline "Big City Life", the cities are making big noise and attracting attention in the neighbouring markets. This is complemented by content from the partner as well as the **Swisstainable** campaign.



## Autumn

Art and culture in connection with the cities is the autumn focus. The marketing power of the Art Museums of Switzerland will be smartly bundled with the ST resources and together a major art and culture campaign will be created.

**Basic noise:** Collaborations (e.g. GuideMe, Digital Swiss 5 etc.), monthly Social Media Booster, 20min Collaboration ("Weekend Trips"), Media work and other activities.

Jan

Feb

Mar

Apr

May

June

July

Aug

Sep

Oct

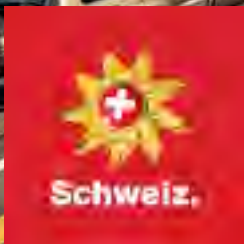
Nov

Dec



**We need  
city trips.**

**We need  
Switzerland.**







Schweiz.











# Deep Dive: Segment City Breaker & Culture Traveller.

Oliver Weibel



Schweiz.

# Segments of Switzerland Tourism.

	Nature Lover	traveller for pleasure, summer, focusing on peace, relaxation and nature
	Snow Sports Enthusiast	active traveller, winter, focusing on sports
	Outdoor Enthusiast	active traveller, summer, focusing on sports
	Family	family traveller
	Snow Lover	traveller for pleasure, winter, focusing on peace, relaxation and nature
	Attractions Tourer	traveller focusing on exploring attractions in Switzerland
	Culture Traveller	cultural traveller
	City Breaker	city traveller
	Spa & Vitality Guest	wellness traveller
	Luxury Traveller	luxury traveller



City Breaker.

# How are our guests characterized?

ST market: All, single market: All, Segment: city breaker

For more info on our guests [click here](#).

Switzerland Tourism.



**1**  
First-time visitors  
35.0% share

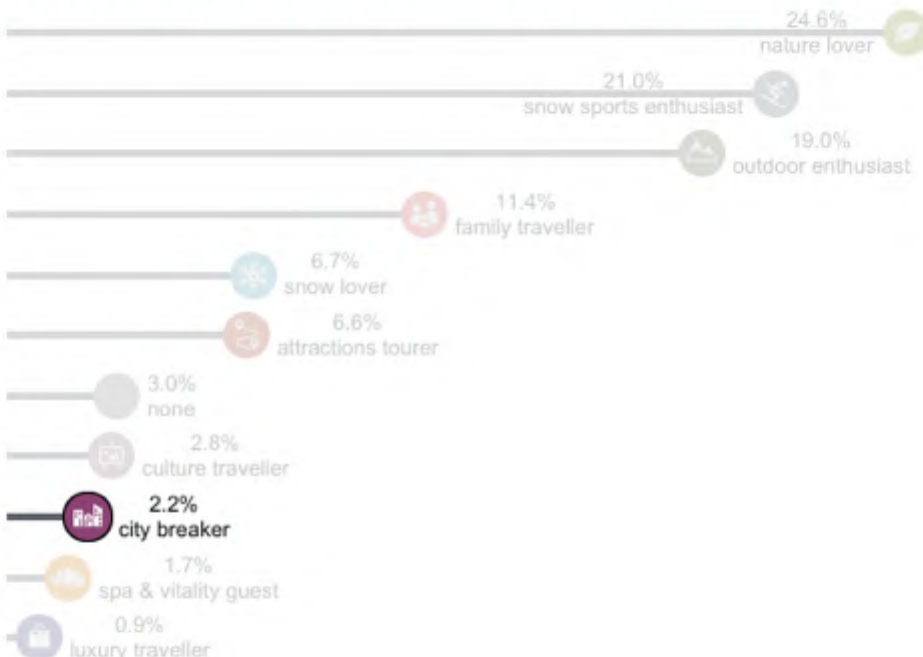
**5+**  
Frequent visitors (5+ visits)  
36.9% share

**16-35 years**  
54.4% share

**Family**  
11.0% travel with children

**56+ years**  
16.9% share

ST segments (please select by clicking on the icon)



Travel behaviour

Accommodation type



Means of transportation



Touring



Top 20 main travel reasons



Select ST market

Switzerland	27.2%
Germany	17.4%
Other (non-ST mark..)	12.3%
Italy	7.1%
United Kingdom	7.0%
North America	4.8%
Benelux	4.8%
Greater China	2.5%
South East Asia	2.4%
Spain	2.2%
France	2.1%
Brazil	1.6%
Russia	1.4%
Austria	1.4%
Nordics	1.2%
Japan	1.1%
Poland	0.8%
India	0.8%
Czech Republic	0.7%
Republic of Korea	0.7%
Australia/NZ/OC	0.3%
Gulf Countries	0.3%

Or select a single market:  
All

# City Breaker.



Schweiz.



53%

in summer



36%

are touring  
tourists



25%

High-Spender (CHF  
250+ / day) ++



37%

visited Switzerland  
more than 5 times  
(regular visitors)



60%

use public  
transportation as main  
means of transport  
within Switzerland ++



47%

is price-sensitive  
(would not have  
come if 10%  
more expensive)



35%

visited Switzerland  
the first time  
(first-time visitors) ++



85%

Satisfaction



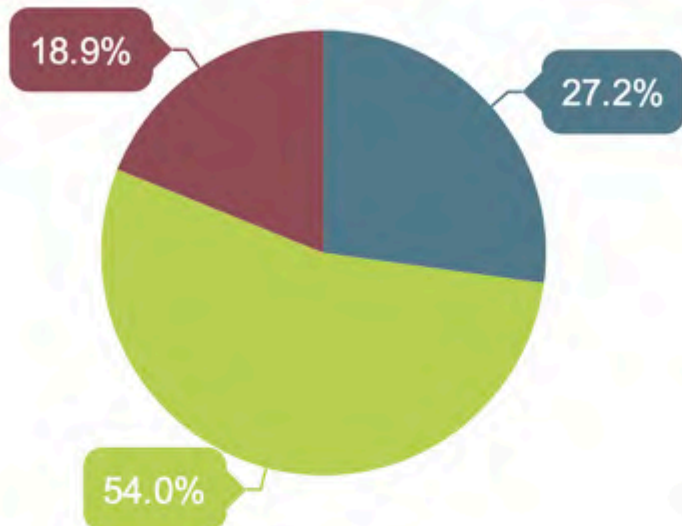
36.7

Net Promoter  
Score (NPS)

# City Breaker.



Schweiz.



■ Switzerland (27.17%) ■ other Europe ++ (53.95%)  
■ overseas ++ (18.88%)

1. Switzerland (27.2%)
2. Germany (17.4%) +
3. Italy (7.1%) ++
4. UK (7.0%) ++
5. BeNeLux (4.9%)
6. USA (3.8%) +
7. Greater China (2.5%)
8. Southeast Asia (2.4%) ++
9. Spain (2.2%) ++
10. France (2.1%)
11. Brazil (1.6%) ++

12. Central Europe (CZ, HU, PL) (1.6%)
13. Russia (1.4%) ++
14. Austria (1.4%) ++
15. Nordics (1.2%)
16. Japan (1.1%) ++
17. Canada (1.0%) ++
18. India (0.8%)
19. Korea, Rep. (0.7%)
20. Australia, New Zealand (0.4%)
21. GCC (0.3%)
22. other country (11.9%)

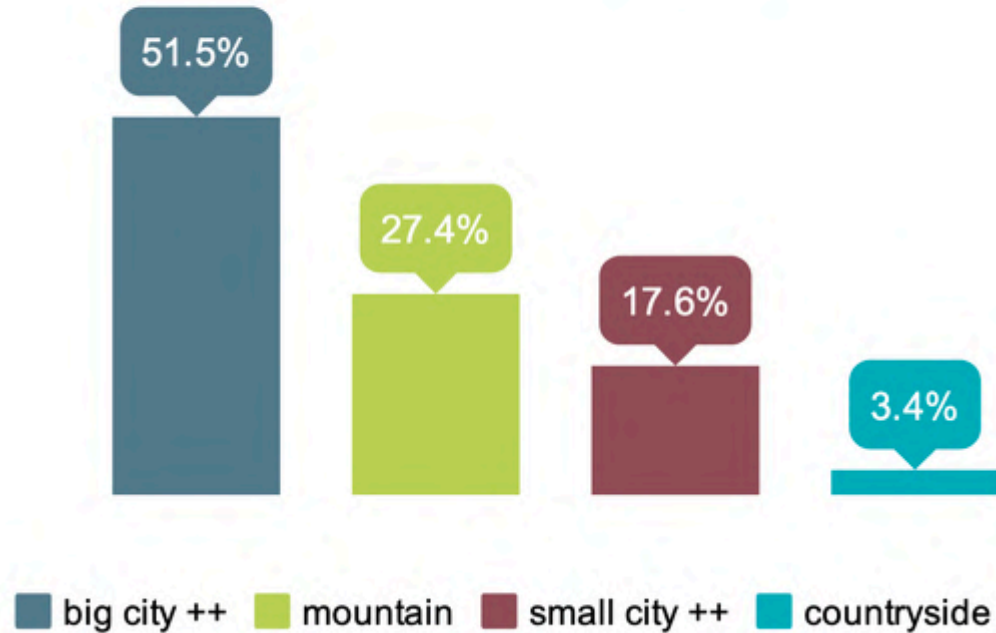


# City Breaker.

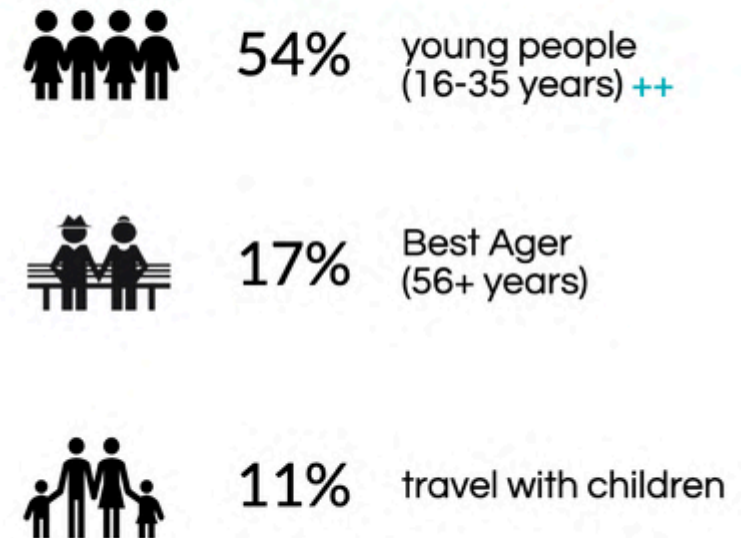


Schweiz.

## Tourism zone



## Guest structure

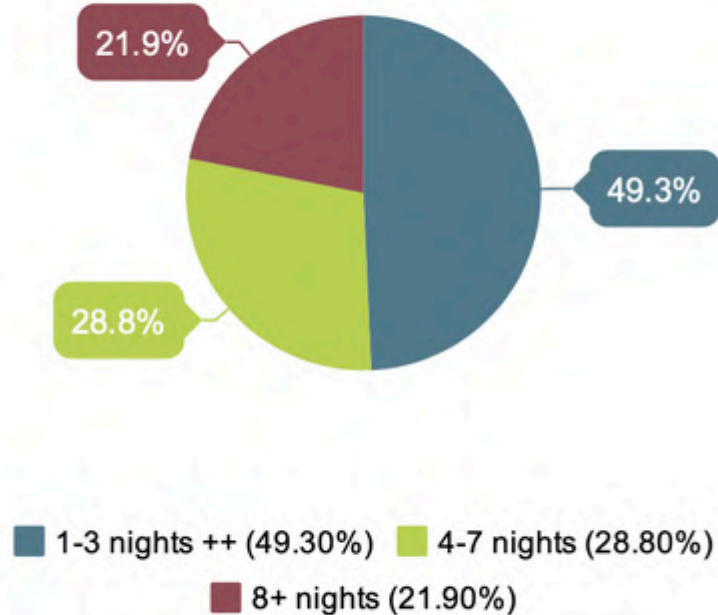


# City Breaker.



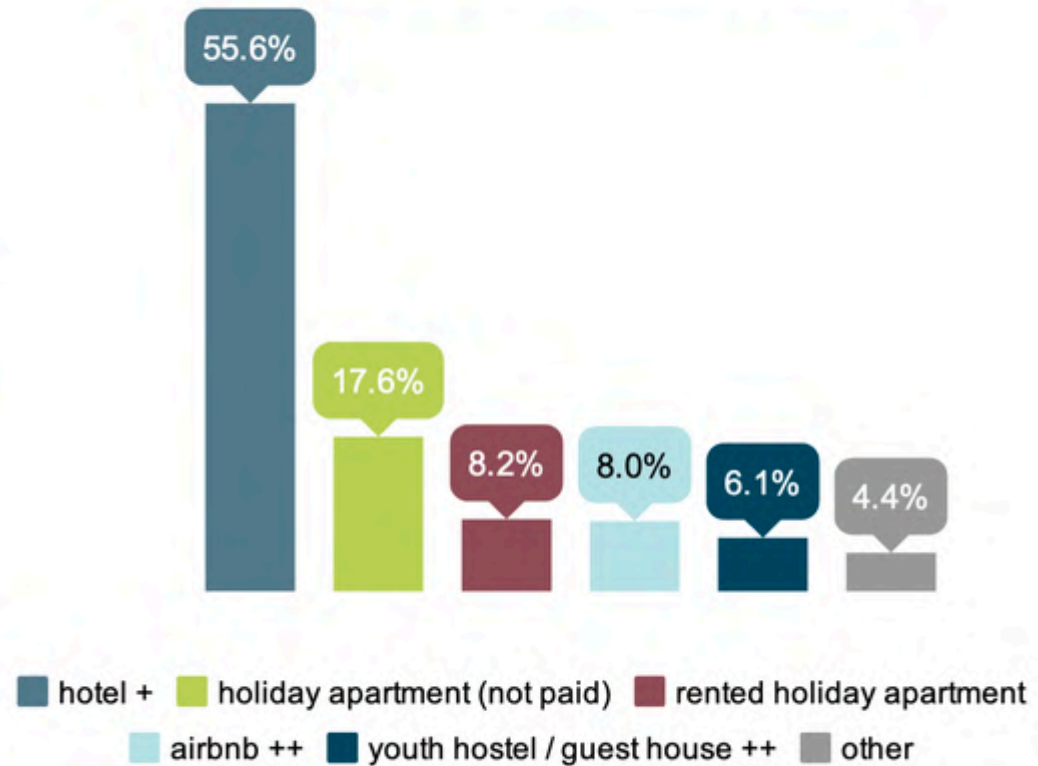
Schweiz.

Length of stay in Switzerland



overrepresentation:  
+ = strong ( $\geq 25\%$ )  
++ = very strong ( $\geq 50\%$ )

Type of accommodation



# City Breaker.



Schweiz.

## Main travel reasons

1. City experience (14.7%) ++
2. Relaxation (4.7%)
3. Quiet (4.6%)
4. Panorama (3.7%) +
5. Special nature attractions (3.6%)
6. Special event (3.3%) ++
7. Family-friendly (3.3%)
8. Nature (2.7%)
9. Historical experience (2.4%) ++
10. Local public transportation (2.3%) ++

## Sources of information

1. Recommendation friends / family (54.4%)
2. Rating platform/discussion forum (32.9%) ++
3. Social media from friends/family (25.7%) ++
4. Website accommodation (20.9%)
5. Guidebooks (20.4%) +
6. Website tour operator (18.0%) +
7. Blogs (16.5%) ++
8. Website regional / local tourist org. (12.3%)
9. Website Switzerland Tourism (12.3%)
10. Media report about Switzerland (12.2%)

## Activities

1. Shopping (37.7%) ++
2. Visit historical attractions (34.4%) ++
3. Churches & cathedrals (33.7%) ++
4. Regional cuisine (31.4%)
5. Hiking (25.7%)
6. Visit nature attractions (25.3%)
7. Museums & exhibits (24.3%) ++
8. Excursions by cable car (24.1%)
9. Boat excursions (19.5%) +
10. Nightlife (17.0%) ++

overrepresentation:

+ = strong ( $\geq 25\%$ )

++ = very strong ( $\geq 50\%$ )



Schweiz.

# City Breaker – Top 5 Travel Reasons

## Top 5 Travel Reasons for City Breaker

City Experience

Relaxation

Quiet

Panorama

Special Nature Experience





# Mountain Day Tripps



Culture Traveller.



# How are our guests characterized?

ST market: All, single market: All, Segment: culture traveller

For more info on our guests [click here](#).

Switzerland Tourism.



**1**  
First-time visitors  
33.3% share

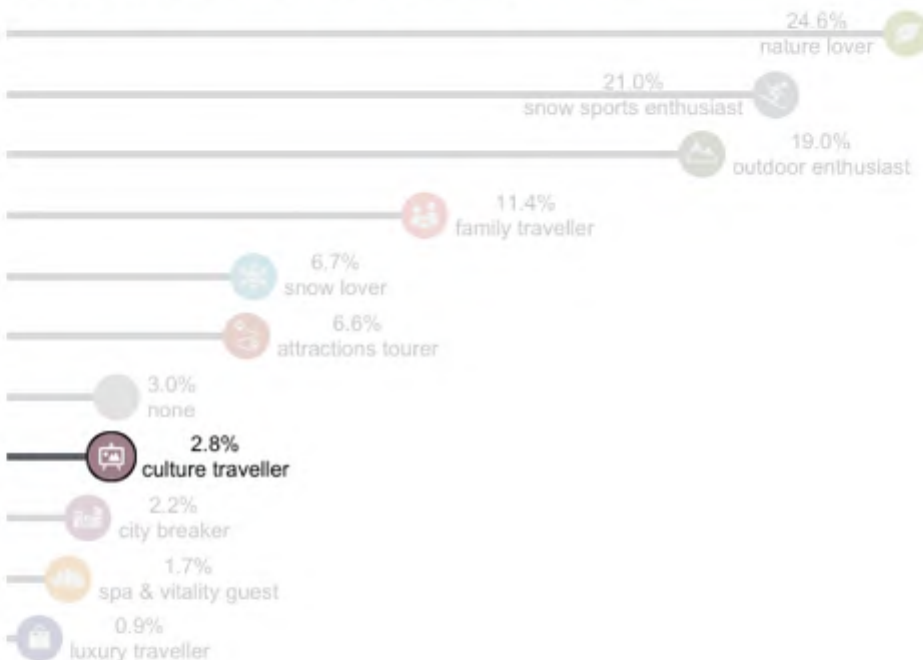
**5+**  
Frequent visitors (5+ visits)  
41.2% share

**16-35 years**  
46.8% share

**Family**  
10.5% travel with children

**56+ years**  
27.5% share

ST segments (please select by clicking on the icon)



Travel behaviour

Accommodation type



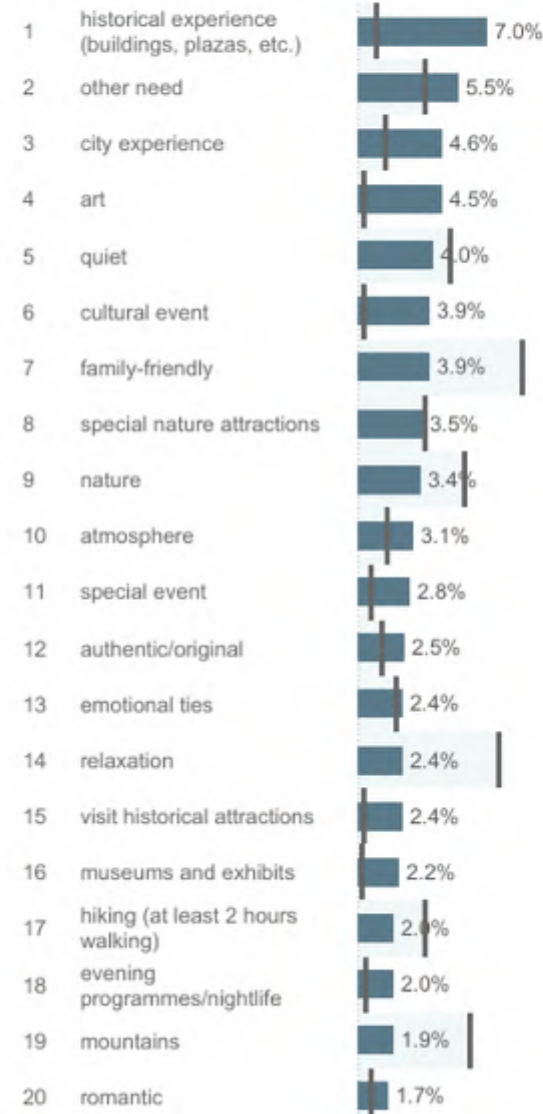
Means of transportation



Touring



Top 20 main travel reasons



Select ST market

Switzerland	31.6%
North America	12.2%
Germany	11.9%
Other (non-ST mark..	7.7%
Italy	5.4%
United Kingdom	5.0%
Benelux	4.5%
France	4.5%
Greater China	4.2%
Spain	2.2%
Brazil	2.0%
Australia/NZ/OC	1.5%
South East Asia	1.1%
Republic of Korea	1.1%
Poland	1.0%
India	1.0%
Russia	0.8%
Austria	0.6%
Nordics	0.5%
Czech Republic	0.4%
Japan	0.4%
Gulf Countries	0.3%

Or select a single market:  
All

# Culture Traveller.



Schweiz.

## Key facts



57%

in summer



45%

are touring  
tourists ++



18%

High-Spender  
(CHF 250+ / day)



41%

visited Switzerland  
more than 5 times  
(regular visitors)



60%

use public  
transportation as main  
means of transport  
within Switzerland ++



44%

is price-sensitive  
(would not have  
come if 10%  
more expensive)



33%

visited Switzerland  
the first time  
(first-time visitors) ++



86%

Satisfaction



42.6

Net Promoter  
Score (NPS)

overrepresentation:

● = strong ( $\geq 25\%$ )

● = very strong ( $\geq 50\%$ )

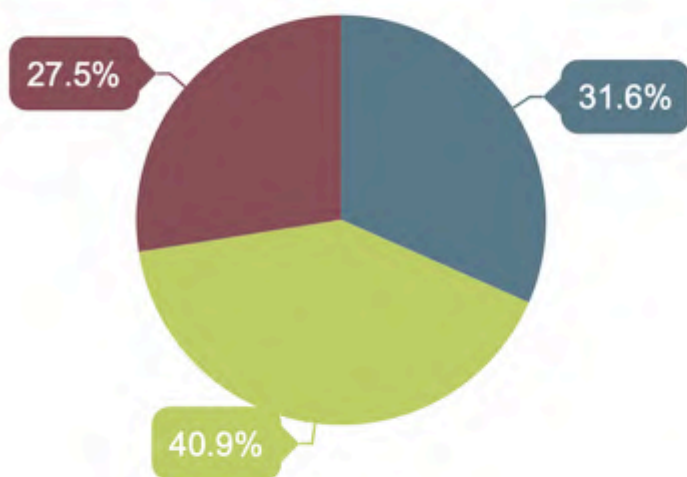


# Culture Traveller.



Schweiz.

## Market of origin



1. Switzerland (31.6%)
2. Germany (11.9%)
3. USA (10.6%) ++
4. Italy (5.4%) ++
5. UK (5.0%) ++
6. France (4.5%) ++
7. BeNeLux (4.5%)
8. Greater China\*\* (4.2%) ++
9. Spain (2.2%) ++
10. Brazil (2.0%) ++
11. Canada (1.6%) ++

12. Australia, New Zealand (1.5%) ++
13. Southeast Asia (1.1%)
14. Korea, Rep. (1.1%)
15. India (1.0%)
16. Poland (1.0%)
17. Russia (0.8%)
18. Austria (0.6%)
19. Nordics (0.5%)
20. Japan (0.4%)
21. Czech Republic (0.4%)
22. GCC (0.3%)
- other country (7.7%)

■ Switzerland (31.60%) ■ other Europe + (40.90%)  
■ overseas ++ (27.50%)

\*\* Mainland China, Hong Kong and Taiwan

overrepresentation:

● = strong ( $\geq 25\%$ )

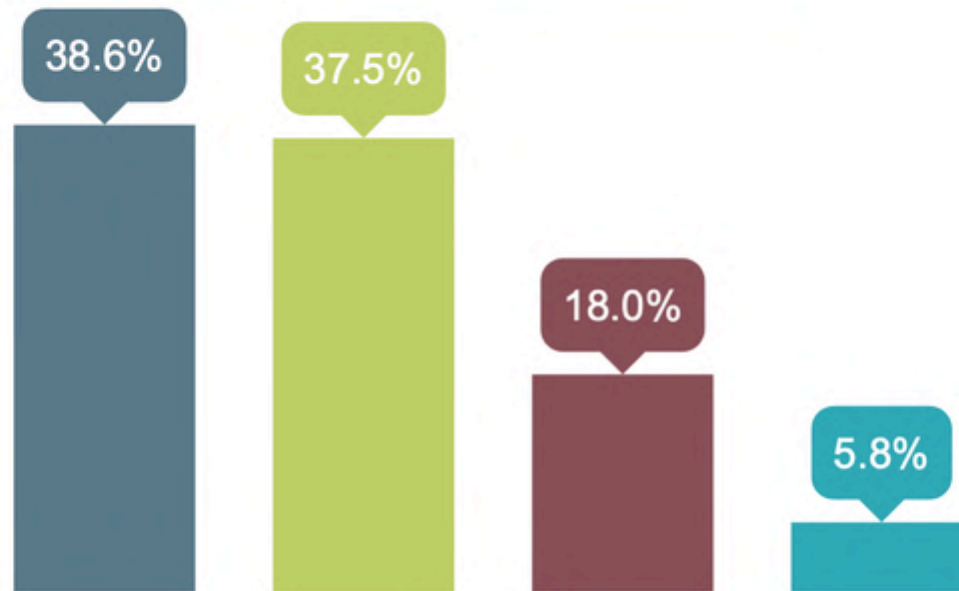
■ = very strong ( $\geq 50\%$ )

# Culture Traveller.



Schweiz.

## Tourism zone



■ big city ++ ■ mountain ■ small city ++ ■ countryside

overrepresentation:  
● = strong ( $\geq 25\%$ )  
■ = very strong ( $\geq 50\%$ )

## Guest structure



47% young people  
(16-35 years) ++



28% Best Ager  
(56+ years)



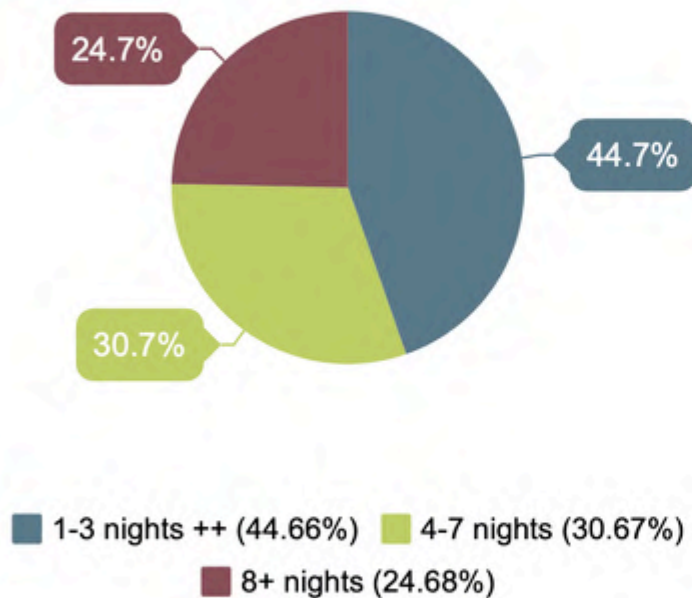
11% travel with children

# Cultur Traveller.



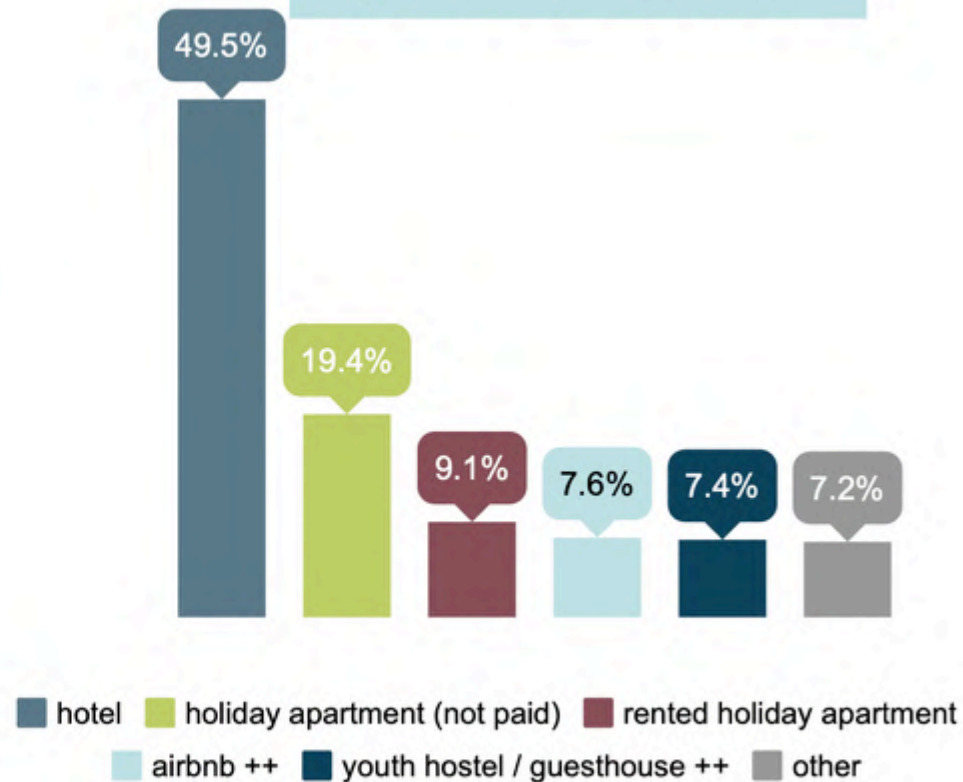
Schweiz.

Length of stay in Switzerland



overrepresentation:  
+ = strong ( $\geq 25\%$ )  
++ = very strong ( $\geq 50\%$ )

Type of accommodation





# Culture Traveller.



Schweiz.

## Main travel reasons

1. Historical experience (7.0%) ++
2. City experience (4.6%) ++
3. Art (4.5%) ++
4. Quiet (4.0%)
5. Cultural event (3.9%) ++
6. Family-friendly (3.9%)
7. Special nature attractions (3.5%)
8. Nature (3.4%)
9. Atmosphere (3.1%)
10. Special event (2.8%)

## Sources of information

1. Recommendation friends / family (58.1%)
2. Rating platform/discussion forum (26.9%) +
3. Social media from friends/family (22.0%) +
4. Guidebooks (21.8%) ++
5. Website accommodation (18.5%)
6. Website regional tourist office (14.8%)
7. Personal information from accom. (12.9%)
8. Website tour operator (12.8%)
9. Blogs (12.0%) ++
10. Website Switzerland Tourism (11.0%)

## Activities

1. Museums & exhibits (40.3%) ++
2. Churches & cathedrals (39.5%) ++
3. Visit historical attractions (39.3%) ++
4. Regional cuisine (34.1%)
5. Visit nature attractions (29.6%)
6. Hiking (29.6%)
7. Shopping (27.2%)
8. Excursions by cable car (25.5%)
9. Castles & forts (23.3%) ++
10. Contemp. architecture (18.5%) ++

overrepresentation:

• = strong ( $\geq 25\%$ )

•+ = very strong ( $\geq 50\%$ )

# Culture Traveler - Top 5 Travel Reasons.



**Schweiz.**



## Top 5 Travel Reasons Culture Traveler

Historical Experience

City Experience

Art

Quiet

Cultural Event





**Schweiz.**

# City-Hotel Push.

Oliver Weibel

Basel, Grandhotel Les Trois Rois



# Customer Journey.



Schweiz.





**Schweiz.**

# Signature Experience as a lead.

- **Insight:**
  - Hotels are not a reason for city travellers to travel (focus on city choice)
  - Hotel as an oasis within the city trip
- **Extraordinary experiences as a hotel USP:**
  - Roof-top bars for high-flyers
  - Water experiences for sun seekers
  - Wellness area for those seeking relaxation

## Hotel recommendations Zurich:



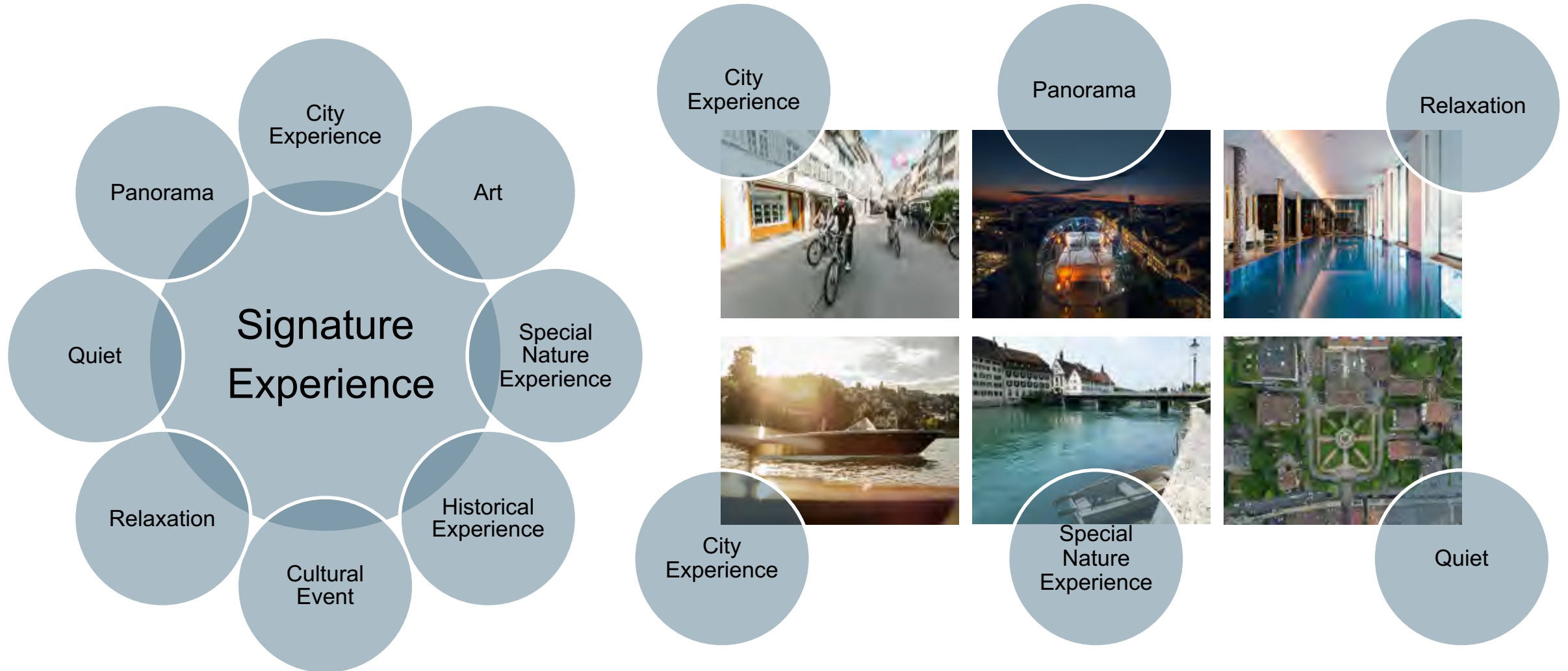
Signature Experiences.





Schweiz.

# Examples Signature Experience.





Schweiz.

# Examples Signature Experience.

Art

## Park Hyatt Zurich

Art is omnipresent in this contemporary hotel. Original works by Sol LeWitt, Heinz Mack, Serge Poliakoff, Ossip Zadkine, Günther Uecker and many others adorn the rooms. An installation by Swiss artist Martina Vontobel entitled “Network” forms the heart of the house.

(max. 500 signs)



Der Teufelhof  
Basel

# Examples Signature Experience.



Schweiz.

City  
Experience



Jetzt die nächste Städtereise planen und inspirative Hotels entdecken.  
[MySwitzerland.com/cities](https://www.myswitzerland.com/cities)

 HotellerieSuisse



Offers.



Schweiz.

# Sales for Hotels (1/2).

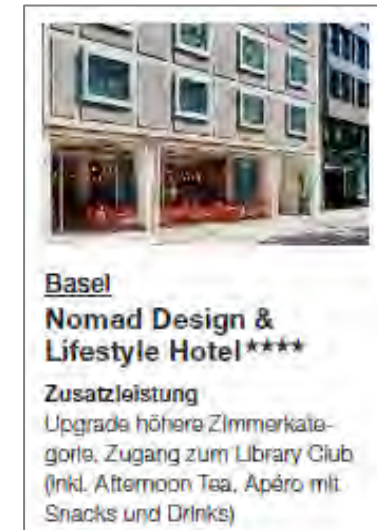
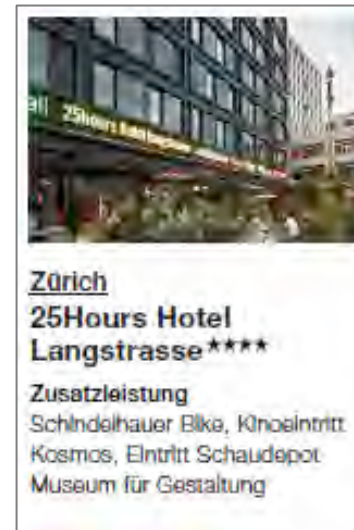
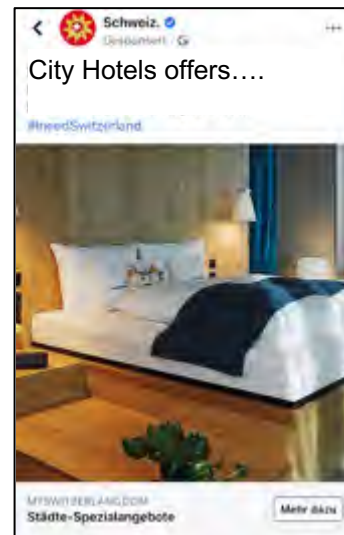
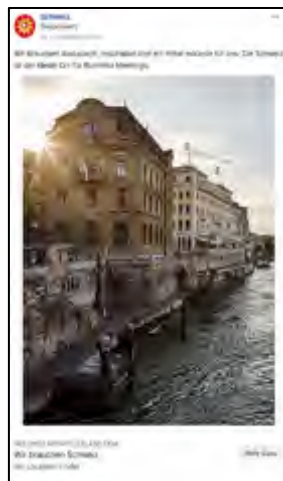
- Offers with an **attractive price and relevant added value** in the form of the Signature Experience
  - City Breaker: Kitchen Safari, Cocktail Course, Exploration Tour (Bike Rental / Tour)
  - Culture Traveller: Museum entrance fee, guided tour of the architecture of the hotel
- Performance Pilot with **tracking of direct booking**
  - Connection of hotel booking engines to analytics with external support
  - Better tracking across the entire customer journey as well as understanding the impact of ST's offer marketing.
  - Target: 50 hotels can be tracked until booking



Schweiz.

# Sales for Hotels(2/2).

- Direct bookings on your Engine
- No-Commission
- Choose your added values







Schweiz.

# General Inputs & Conclusion.

Oliver Weibel



Check-In.





Live your concept.





Location, location, location.





A scenic landscape photograph showing a winding asphalt road that curves through terraced vineyards on a hillside. The vineyards are lush green and organized in neat rows. In the background, a large, calm lake stretches across the middle ground, with distant mountains visible on the horizon. The sky is filled with soft, white clouds. The overall scene is peaceful and picturesque, typical of a European wine region.

The touring guest as an opportunity.





Schweiz.

# Take Home – To Do's

- Signature Experience
  - Stnet.ch/city-push
- 2 Offers
  - City Breaker
  - Culture Traveller
    - Direct Booking links on your website

**12th March 2021** – hand in the information  
Start of campaign mid. April

- For tracking – we will contact the hotels directly





Danke. Merci. Grazie. Grazia.



**Schweiz.**