

Switzerland Tourism.



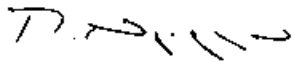
Strategy for the sustainable development
of Switzerland as a travel destination

The dawn of a new era.

We are living in the age of sustainability, and the pandemic has increased our desire for authenticity, proximity to nature and considerate consumption. No other destination meets this need quite like Switzerland. We have always taken care to strike a balance between the needs of our guests, the needs of the local population and the needs of the environment.

In the future, we intend to strengthen this position and also convey it to our guests, and we will. Through the Swisstainable sustainability strategy, we therefore launched an effective movement together with the entire Swiss tourism industry.

With Swisstainable, we have taken a significant step towards securing the long-term success of the travel destination Switzerland and making it the world's most sustainable destination.



Martin Nydegger
CEO Switzerland Tourism



Viviane Grobet
Head of Business Development
Switzerland Tourism



Where we are today.

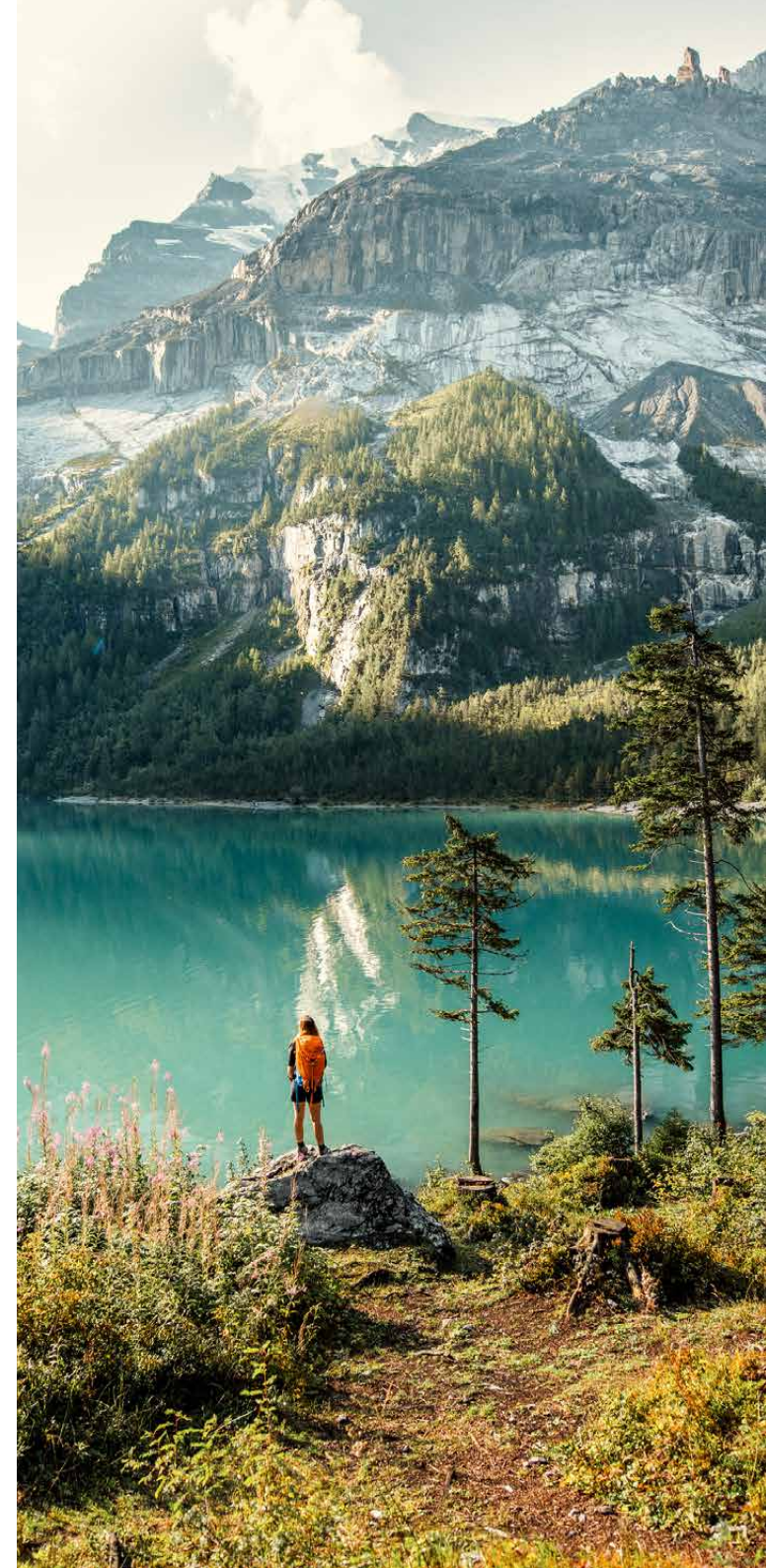
Sustainability is no longer a niche topic and has made its way into the mainstream. Businesses, politicians and consumers have understood that everyone will have to work together to use resources responsibly in future. The United Nations has adopted a collection of 17 overarching global goals for sustainable development: the Sustainable Development Goals.

The Swiss Federal Council has committed to a climate-neutral Switzerland by 2050, and attached special significance to sustainability as part of the new tourism strategy. For this reason, and because consistent positioning within the sphere of sustainability is a perfect fit for Switzerland as a travel destination, this will be a key topic for our 2023–2025 strategy.

There are numerous tourism providers who are already committed to sustainable development. However, it is difficult for our guests to determine the sustainability of the different offers available. This is precisely the gap we are aiming to close with Swisstainable. In addition, together with the tourism industry associations, we are establishing a movement and motivating service providers to commit to a more sustainable development of Switzerland as a travel destination.

Switzerland's pristine nature is one of our guests' main reasons for coming here. At the same time, tourism clearly has an impact on these natural resources. It would be wrong to renounce tourism altogether, since the positive economic effects and the valuable intercultural exchange are essential. This is precisely why we must treat our resources with respect and continue to sustainably develop Switzerland as a travel destination.

The aviation industry is committed to driving forward measures for more sustainable air traffic. With Swisstainable, we are focusing on efforts on the ground in Switzerland as a travel destination, since this is where we can have the greatest impact.



No future without sustainability.

In the future, the decision on where to travel next will be increasingly influenced by the sustainability of the offering. What's more, sustainability justifies a more premium price point.

According to a recent study, for many travellers worldwide, the impact of their trips is at the very top of their list of priorities. More than 70% expressed the desire to be able to travel more sustainably in the next 12 months: in fact, 70% of respondents said they would be more likely to choose sustainable accommodation – regardless of whether they had specifically sought this out or not.*

Focusing on sustainability is therefore also necessary from the guests' perspective and offers many pleasant side effects. For example, it has a positive effect on the price and quality perception of our guests: according to a survey conducted by Switzerland Tourism, guests associate sustainability with high quality. As a result, they expect higher prices, and are also willing to pay them.**

* Source: study by booking.com, 2022

** Source: Switzerland Tourism's (ST) Tourism Monitor Switzerland (TMS) visitor survey, 2019



From a “hidden champion” to a leader in sustainability.

Our guests associate sustainability with public transport, nature, environmental friendliness, hiking and regional products.* These topics are very much in line with our strengths in tourism since sustainability is part of our DNA.

Sustainability has been shaping Switzerland for decades, whether through the predominant use of hydroelectric power, the high environmental awareness of the Swiss people or the early and comprehensive expansion of public transport, which illustrates what sustainability looks like in Swiss tourism: created for the regional population, enjoyed by guests from all over the world.

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Switzerland is ranked No. 1 in the Travel & Tourism Development Index for “Enabling Environment” and “Infrastructure”. **

Our country also leads the way in many other sustainability rankings. However, although this may have been clearly shown in studies, guests have yet to fully catch on: they only rarely associate Switzerland with sustainability. For example, a study we conducted in the Benelux market shows that only 15% of those surveyed associate Switzerland with sustainability.***

This is something we want to change.

Mobility

Every day, more than 11,000 trains travel along the over 3,000-kilometre-long SBB network. Virtually every town in Switzerland can be reached by public transport, and SBB sells far more than three million travelcards every year.

Water

Boasting 1,500 lakes, Switzerland is seen as Europe’s moated basin, and is home to the sources of many rivers, including the Rhine. Here you can even swim in the middle of our cities – a truly unique experience. Cleanliness and safety are our top priorities. Worldwide, Switzerland ranked eighth for its efforts to reduce threats to aquatic ecosystems (EPI, 2022).

Nature conservation

Switzerland’s 20 parks cover more than one eighth of the country’s territory overall. For the past 125 years, the Swiss Forest Act has also been ensuring that 31% of Switzerland remains forested – and this number is rising.

Air

Switzerland has always been known for its healthy climate and clean air. Guests first travelled to the Davos mountains as far back as 1853, to benefit from the health-promoting climate. Today, strict clean air regulations ensure that our air quality has steadily improved since 1980 – despite the number of passenger cars being twice that of 1980.

Food

Switzerland has the highest per capita consumption of organic products in the world (2021). And Swiss retailers have been leading the international sustainability rankings for years. In 2022, for example, Migros was named the most sustainable retailer in the world (ISS ESG Corporate Rating).

Recycling

Switzerland is one of the world’s leading countries when it comes to recycling and waste management, with almost 90% of PET bottles being put to new use.

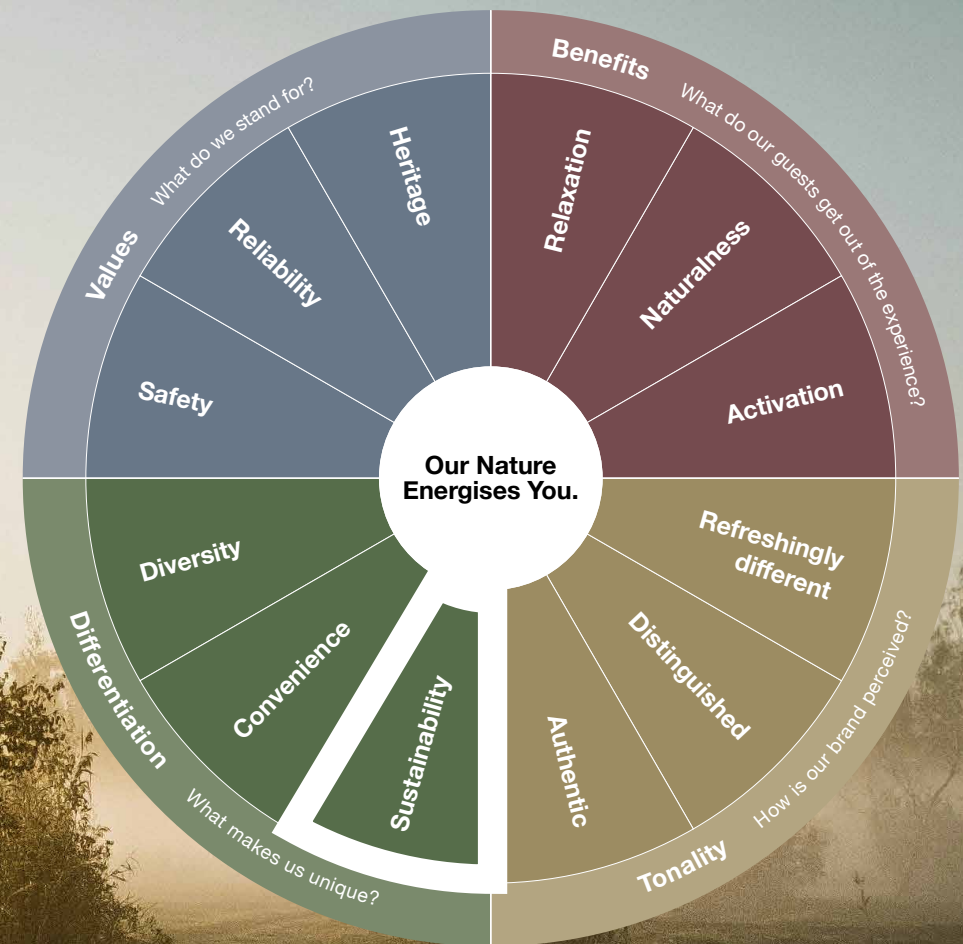
* Source: ST’s TMS visitor survey, 2019

** Source: Travel & Tourism Development Index 2021 – World Economic Forum (WEF)

*** Source: ST Conscious Travel Project, 2019

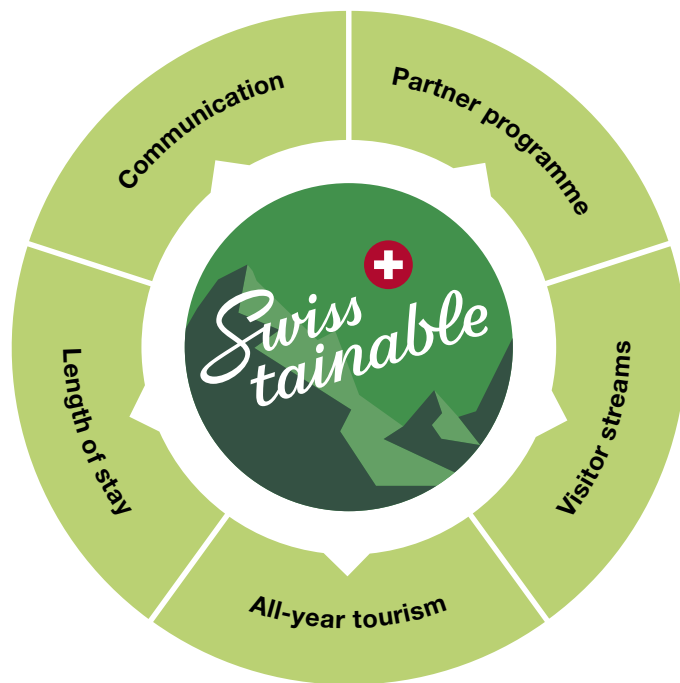
Switzerland as a travel destination differentiates itself through sustainability.

We want to draw on our strengths to clearly differentiate ourselves from the competition. Our brand promise “Our Nature Energises You.” calls for a consistent focus on sustainability. We offer our guests authentic and rich naturalness, and live by this with our values of originality, reliability and safety.



Our strategy for sustainable tourism.

In addition to the Swisstainable programme and campaigns, Switzerland Tourism (ST) also advocates for an even spread of visitors, year-round tourism and longer stays.



Even spread of visitors

The diversity of Switzerland's tourism offering means that visitor numbers are more evenly spread throughout the country than elsewhere. Nevertheless, further work is still needed in this area. To ease capacity bottlenecks, ST provides information on and predictions of visitor numbers and suggests alternatives. Touring experiences (Grand Tour of Switzerland, Grand Train Tour of Switzerland) and the "In love with beautiful places" profiles also help achieve a better geographical spread.

Year-round tourism

There is still too much variation between the individual months. Sustainable tourism marketing strives for diversification in terms of time. ST promotes this by having a diverse market portfolio: for example, the peak travel period for visitors from India is May, while for visitors from China it is September. ST is also promoting autumn as a growing and attractive (off)season. The business tourism, health tourism and destination weddings promoted by ST take place almost entirely outside of high season.

Longer stays

"Less often, for longer" is the new "more often and shorter". Rising mobility prices are further fuelling this trend. International statistics have Switzerland as mid-ranking in this regard, with an average stay of two nights per hotel. Measuring this is challenging, however, since stays are recorded per hotel rather than per trip. ST has therefore set itself the goal of developing a more meaningful measurement method. There are numerous good reasons to extend the length of stay. Here are the five most important:

Longer stays have a fivefold impact

A concept and specific measures to extend visitors' length of stay are being developed for 2023–2025.

More efficient

More can be achieved with every franc spent on marketing.

Cheaper

On average, inward travel costs fall with each additional day.

More enriching

With more time, visitors can immerse themselves more fully in Switzerland.

More eco-friendly

Visitors' footprints are spread over several days, and the number of inward journeys is reduced.

More lucrative

Every additional day means more added value for service providers.

Sustainability as an enrichment.

Sustainable travel doesn't mean doing without, but rather travelling with greater awareness and appreciation. That's why we make the following recommendations to our guests:

1. Enjoy nature up close and at first hand
2. Experience the local culture in an authentic way
3. Consume regional products
4. Stay for longer and delve deeper

What our visitors seek to experience in Switzerland – hiking, skiing, mountain-climbing, exploring cities, etc. – does not stand at odds with sustainability. After all, travelling sustainably always means being “closer” and therefore experiencing the country and its people, culture and identity in a more authentic way. Whether that's by travelling by public transport or putting an emphasis on trying local products.



We are fully committed to sustainability.

Sustainable tourism should involve everyone. Together with all tourism service providers, we want to get involved in the three dimensions of sustainable development:

Environment

- Acting on a long-term commitment to the conservation and sustainable use of the natural environment
- Respecting sensitive natural habitats and protected areas, and minimising damage to the landscape
- Reducing waste and resource consumption, and focusing on environmentally friendly mobility

Society

- Addressing, cultivating and promoting regional culture, and enabling exchange between visitors and local people
- Responding to guests' specific needs, such as accessibility or family-friendliness
- Transparently informing our guests about our commitment to sustainable development, and motivating them to act considerably

Economy

- Giving preference to local products and partnerships, thereby strengthening regional cycles
- Offering attractive jobs and involving employees in the sustainable further development of our offers
- Embedding our sustainability efforts in our corporate strategy, and defining and implementing measures in a targeted manner

Not alone, but together.

Swisstainable incorporates three stakeholder groups.

1. Guests

Our guests should perceive sustainability as an enrichment and commit to it themselves. Our programme aims to provide orientation and visibility to sustainable products. We also inform our guests and provide them with valuable travel tips.

2. Tourism industry

The movement will only gain momentum if the entire tourism industry gets involved. We are creating a platform across sectors and, together with all tourism industry associations, are committed to increased cooperation, sharing knowledge and promoting networking.

3. Switzerland Tourism

Switzerland Tourism is putting the focus on sustainability: together with our employees, we will reduce our organisation's footprint, be a role model for sustainability, and by doing so take a clear social stance.

Swisstainable. Excellence in sustainability.

By fusing together the terms “Swiss” and “sustainable”, we are signalling an independent and, above all, Switzerland-specific sustainability strategy.

Our goal: to be the most sustainable destination in the world.

Sustainability made in Switzerland.

As part of our Swisstainable programme, sustainable service providers will be awarded an emblem and thus act as role models.

The Swisstainable emblem visibly communicates a commitment to sustainability in our industry in a succinct manner. It is designed in such a way that it can be easily integrated into the communication of all service providers.



Not interchangeably “sustainable”, but uniquely “Swisstainable”.

Swisstainable is to develop a communication style typical of Switzerland that conveys sustainability in a refreshing way: never as a restriction – always as an enrichment.

Our principles for communication:

Inspire rather than persuade

We make the conscious interaction with the environment enjoyable and overcome the preconception that responsible travel means a lack of comfort.

Reward rather than lecture

We communicate in a positive and inspiring way to show our guests how they can have a profound experience by taking advantage of sustainable offers.

Put people at the centre of things

We show people who treat the environment with respect every day, thereby giving a face to our communications.

Focus on nature and regional assets

We increasingly talk about these topics, as they are our guests' main reasons for coming here and something they can specifically experience.



One sustainability programme for everyone.

Visitors looking for sustainable offers are often lost in the vast landscape of labels. Swisstainable does not intend to be yet another certification, but rather to provide guidance for our guests. At the same time, we want to create a movement in which the entire industry can get involved.

As a key component of the sustainability strategy, we have therefore defined a programme in collaboration with the Lucerne University of Applied Sciences and Arts and external experts. We have developed a grid of criteria for this purpose, according to which offers

are inventoried and awarded a three-level emblem. The Swisstainable programme is open to all Swiss tourism businesses, no matter whether they already have extensive sustainability certifications or have newly embarked on this journey.

A significant benefit for the industry:

1. Positive economic impact by attracting new target groups
2. Review and further development of one's own sustainability
3. Positioning as a responsible business
4. Increased attractiveness as an employer
5. Use of the Swisstainable emblem to position the company
6. Presence on MySwitzerland.com
7. Integration into specific Swisstainable marketing activities
8. Contribution to the sustainable development of Switzerland as a travel destination



The three levels of the Swisstainable programme.

All those who join the movement and participate in the programme may use the Swisstainable emblem. Depending on the prerequisites and commitment level, we have subdivided the programme into three levels.

From 2023, the Swisstainable programme will also be available to entire destinations. In the same way as the basic programme, here, too, various criteria are used to determine the classification level of the respective destination.

More information can be found at:
www.stv-fst.ch/swisstainable

Level I – committed



The first level is aimed at businesses without certifications or other sustainability credentials that want to commit to sustainable business management and further develop their business towards sustainability.

Requirements

- Signing the commitment to sustainable development
- Designating a sustainability officer
- Carrying out a sustainability check
- Defining at least three specific measures that will be implemented within the next 24 months

Level II – engaged



The second level also requires a commitment to sustainable business management and ongoing further development. In addition, certification or another credential in at least one sustainability area is required to be awarded this level.

Additional requirement

- Existing external individual verification of measures that have been implemented

Level III – leading



This level is aimed at businesses that already have comprehensive and recognised sustainability certification. Consideration is given to certifications that cover all dimensions of sustainability and are regularly audited by third parties.

Additional requirement

- Proof of a recognised sustainability credential for Level III

Full speed ahead in communications.

By means of a broad-based communication campaign, we will introduce Swisstainable as a central theme and effectively stage it in all contexts: Summer, Autumn, Winter, Business Events and Cities.

Emphasis on benefits for visitors.

Swisstainable is presented using a positive and inspiring communication style that conveys sustainability in a refreshing way. Switzerland Tourism focuses on four topics, while always emphasising sustainable experiences and benefits for visitors.

Topics	 Mobility	 Water	 Localism	 Hospitality
Focus	Public transport	Cities	Food	Naturalness
Benefits for visitors	The most beautiful, fastest and most comfortable way to get around	Water as a valuable resource can be experienced and is abundant	Authentic food and gastronomy experiences	Accommodation that inspires and recharges the batteries



We measure our impact.

Over the next three years, we are planning to evaluate our measures and activities against the following goals:

Guests

- In every analysed source market, the perception of Switzerland as a sustainable destination is significantly more positive than that of its direct competition.
- Realisation of one flagship initiative per year that garners attention.
- The duration of guests' stays will be increased and measured in future.

Tourism industry

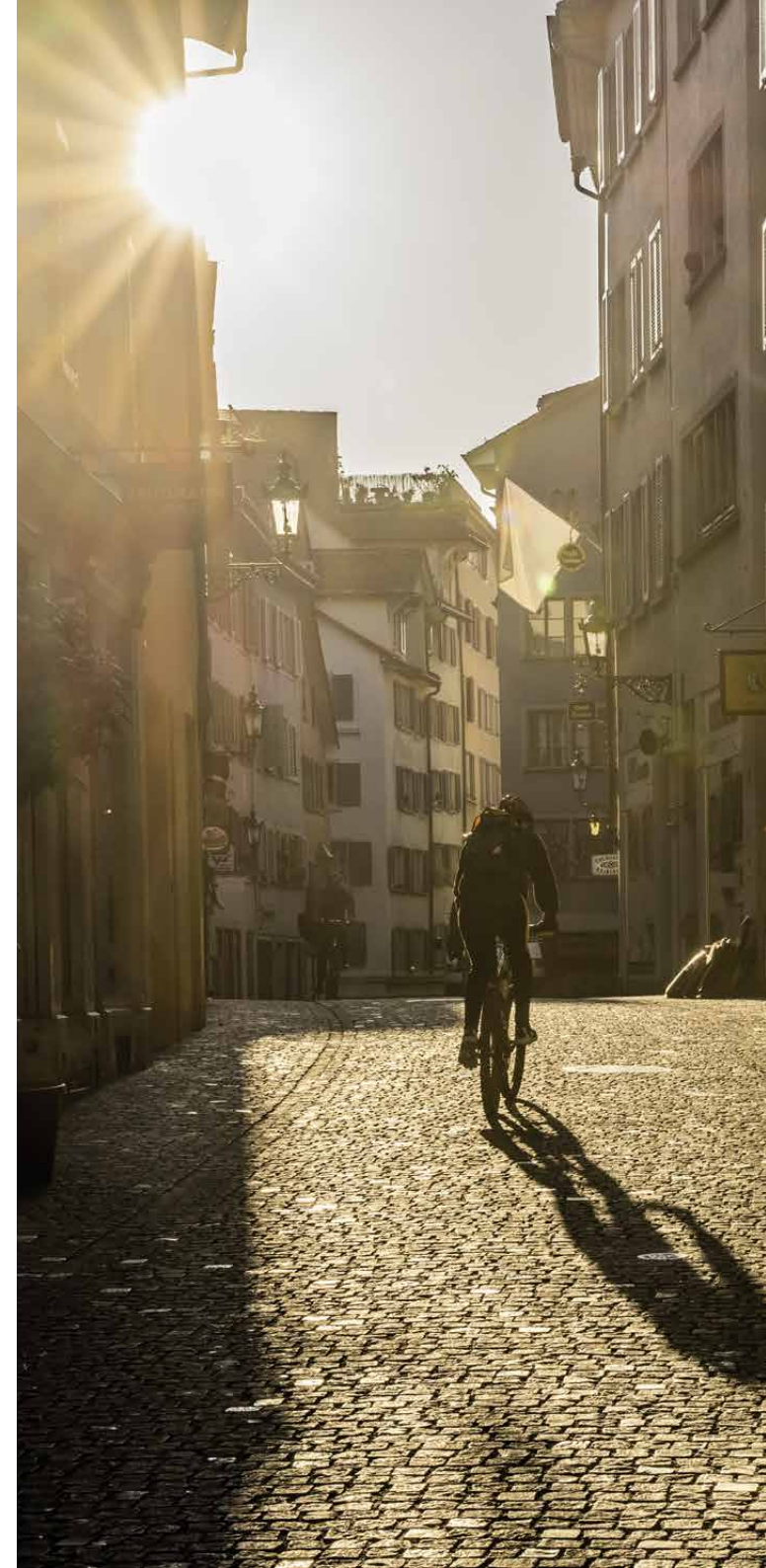
- Extensive participation of tourism businesses and organisations in the Swisstainable programme:
 - 1,500 businesses and organisations by the end of 2022 ✓
 - 2,500 businesses and organisations by the end of 2023 ✓
 - 4,000 businesses and organisations by the end of 2024
- The Swisstainable programme will be further developed at a destination level and, from 2023, will also offer Swiss destinations a clear approach and viable roadmap for sustainable development through an "area-wide concept".

Switzerland Tourism

- Introduction of an operational and recognised sustainability certification that classifies ST as originator of the Swisstainable programme for Level III – leading, including an improvement and development programme.
- All employees will be trained in sustainability and will have earned internal certification.
- Reduction of aviation emissions: since 2023 onwards ST employees' flight emissions have been reduced by a combination of Sustainable Aviation Fuel (SAF) and offsetting via myclimate projects.

Rankings

- In the most important international sustainability rankings, Switzerland is placed in the top three: e.g. Adventure Tourism Development Index (ATDI), Yale Environmental Performance Index (EPI), WEF Travel & Tourism Development Index (TTDI).



Now it's your turn!

How will you become Swisstainable? Register now!

www.stv-fst.ch/swisstainable

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