

Switzerland Tourism.



Strategy and planning.



2021–2023



I need challenges.

Climber and mountain guide Caro North loves the steep ascents found in the mountains of Andermatt. For her, Switzerland offers the perfect combination of snow, ice and rock.

Andermatt, Lucerne-Lake Lucerne Region, © Martin Fiala

Looking to 2021 with confidence.



Martin Nydegger
CEO Switzerland Tourism

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An extremely challenging 2020 lies behind us, and the situation is far from resolved. Despite historic losses, however, we must not lose confidence.

After all, every crisis is also an opportunity. Crises stimulate development and make way for new things, whether in terms of digitisation or in the field of sustainability. We see 2021 as a year of transformation. We are learning to deal with the new realities and create promising new opportunities from them.

As the national tourism organisation, we are doing everything we can to win back our guests as quickly and effectively as possible and thus to help get the industry back on the path to growth.

What does Switzerland Tourism do?

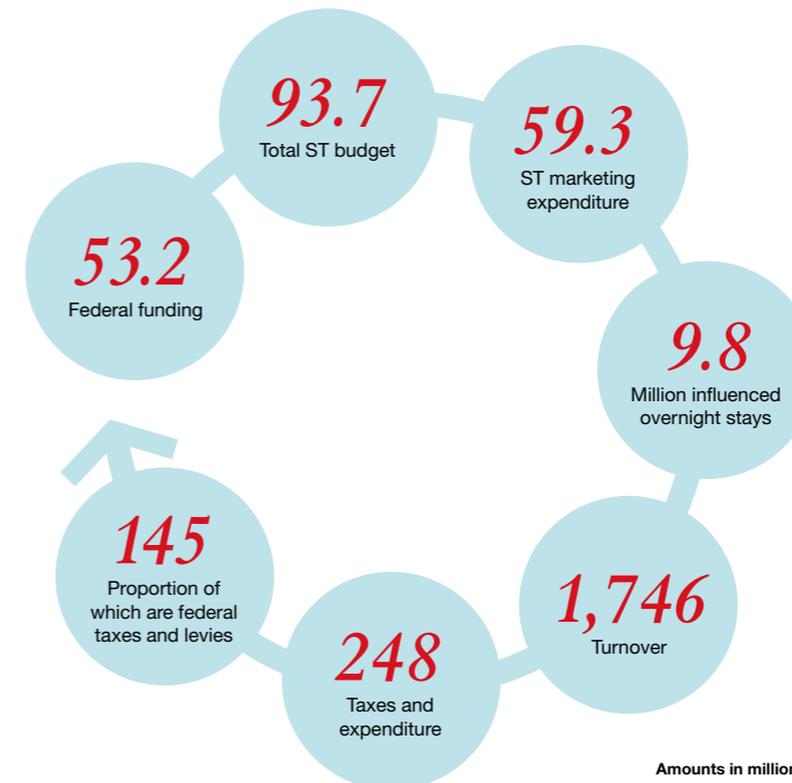
Any country, however beautiful, needs to be marketed and promoted. That's why Switzerland Tourism (ST) was tasked by the Swiss Confederation with promoting domestic and international tourism demand for Switzerland as a holiday, travel and conference destination.



ST focuses on the development and implementation of effective marketing programmes and the establishment of a strong Swiss tourism brand. ST works hand in hand with the tourism industry, offering its over 700 members and 1,200 partners attractive marketing platforms both domestically and abroad. ST works with customers and markets in mind and

operates in accordance with commercial criteria. The 13-member Board of Directors is drawn from the fields of tourism, business and related professional associations. ST is present in 22 markets worldwide, employing around 240 people.

ST is a corporation under public law and is dedicated to the following tasks on behalf of the Confederation:



Every franc invested by ST in marketing generates CHF 29 of tourism turnover. The 2017 ST impact assessment verified by the University of St. Gallen shows that ST has an influence on one in seven overnight stays. This means that every franc spent by ST on marketing generates tourism turnover of CHF 29. ST is thus responsible for a total turnover of CHF 1.75 billion each year.

Amounts in million CHF

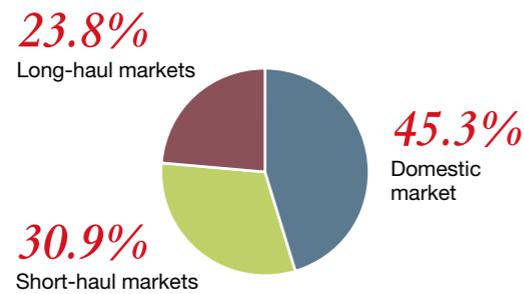
Overnight stays and turnover calculation: ST
Tax information: estimate by Rütter + Partner, extrapolation by ST
Impact assessment model verified by the University of St. Gallen

A time of change for Swiss tourism.

With a share of almost 5%, tourism is Switzerland's fifth most important export sector. 260,000 people are employed in the tourism industry. Covid-19 has impacted on our sector particularly harshly. The United Nations has estimated that the pandemic could cost Swiss tourism more than CHF 31 billion, if restrictions stay in place for an entire year.

Breakdown of guests by country of origin in 2019

Domestic guests accounted for around 45% of the 39.6 million overnight hotel stays in 2019, a record year. The mix of guests shown here does not apply to 2020 and 2021. As shown by the graphics below, there will be a short-term shift.



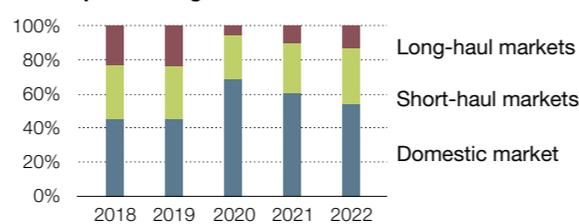
Swiss Federal Statistical Office (FSO) 2019

1. Switzerland (45.3%)	13. Spain (1.2%)
2. Germany (9.9%)	14. Korea (1.1%)
3. USA (6.3%)	15. AUS/NZ (1.0%)
4. Greater China (4.7%)	16. Japan (1.0%)
5. United Kingdom (4.1%)	17. Austria (1.0%)
6. Benelux (3.5%)	18. Russia (0.9%)
7. France (3.2%)	19. Canada (0.7%)
8. Gulf States (2.2%)	20. Brazil (0.6%)
9. Italy (2.2%)	21. Poland (0.5%)
10. India (2.0%)	22. Czech Republic (0.3%)
11. South-East Asia (1.5%)	Others (5.6%)
12. Nordic countries (1.2%)	

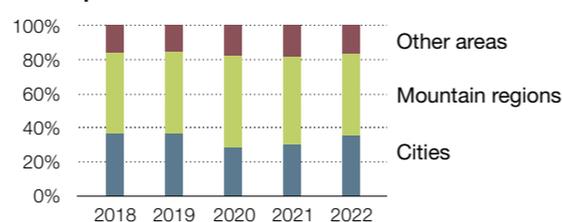
Change in guest mix

2019, a record year, has been followed by the most significant crisis for the tourism industry in recent history. It is expected that 2020 will see a drop in hotel overnight stays of around one-third. The guest mix will shift towards the domestic market for a short time, but should quickly return to the familiar structure after the crisis has passed. Overnight stays by zone have also experienced rapid change. While the rural and alpine zones continue to benefit from Swiss guests, the cities are suffering from the collapse in business tourism and a lack of foreign guests.

Developments in guest mix



Developments in tourism zones



* ST's estimate, based on data from the Swiss Economic Institute at the ETH Zurich (KOF) and Oxford Economics, November 2020
 ** KOF Zurich, October 2020

How is tourism developing?

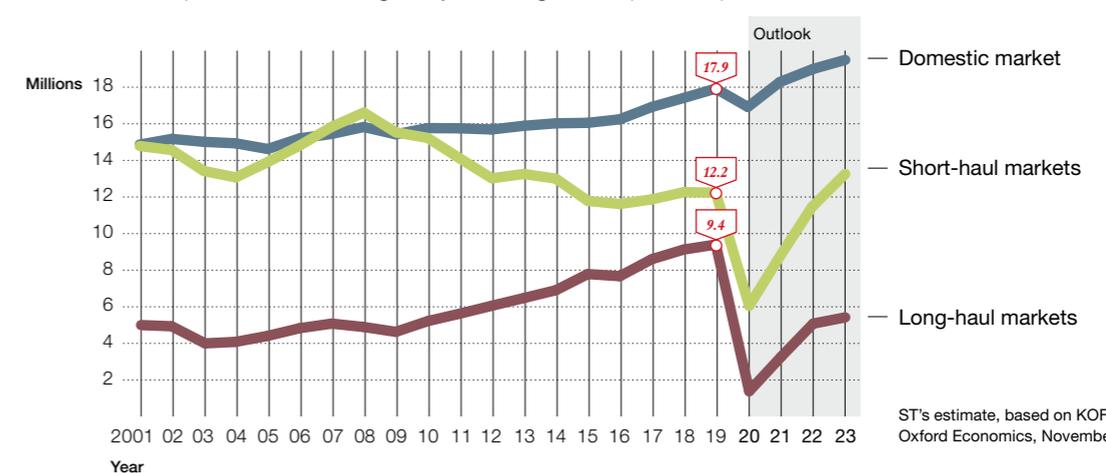
The global pandemic brought international tourism practically to a standstill in 2020. Recovery will take time and a lot of patience, but with the right measures it should be possible to accelerate it.

Generally speaking, tourism is a growth sector worldwide. Air traffic reached an all-time high in recent years. Covid-19 brought this successful run to an abrupt halt. The IATA trade association expects that international air traffic will not return to pre-crisis levels until 2024. Even once travel restrictions are lifted again, long-term recovery of the tourism industry will depend on the economy overall. The question of how the economy will perform over the next few years will depend largely on how the pandemic plays out.

Swiss tourism was also hit by the full force of the crisis. Bankruptcies and rising unemployment are to be expected. In a move designed to accelerate recovery, ST is investing extensively in winning back guests as part of the recovery plan.

Development of the markets

Development of hotel overnight stays including outlook (in millions)



Covid-19 market indicator system

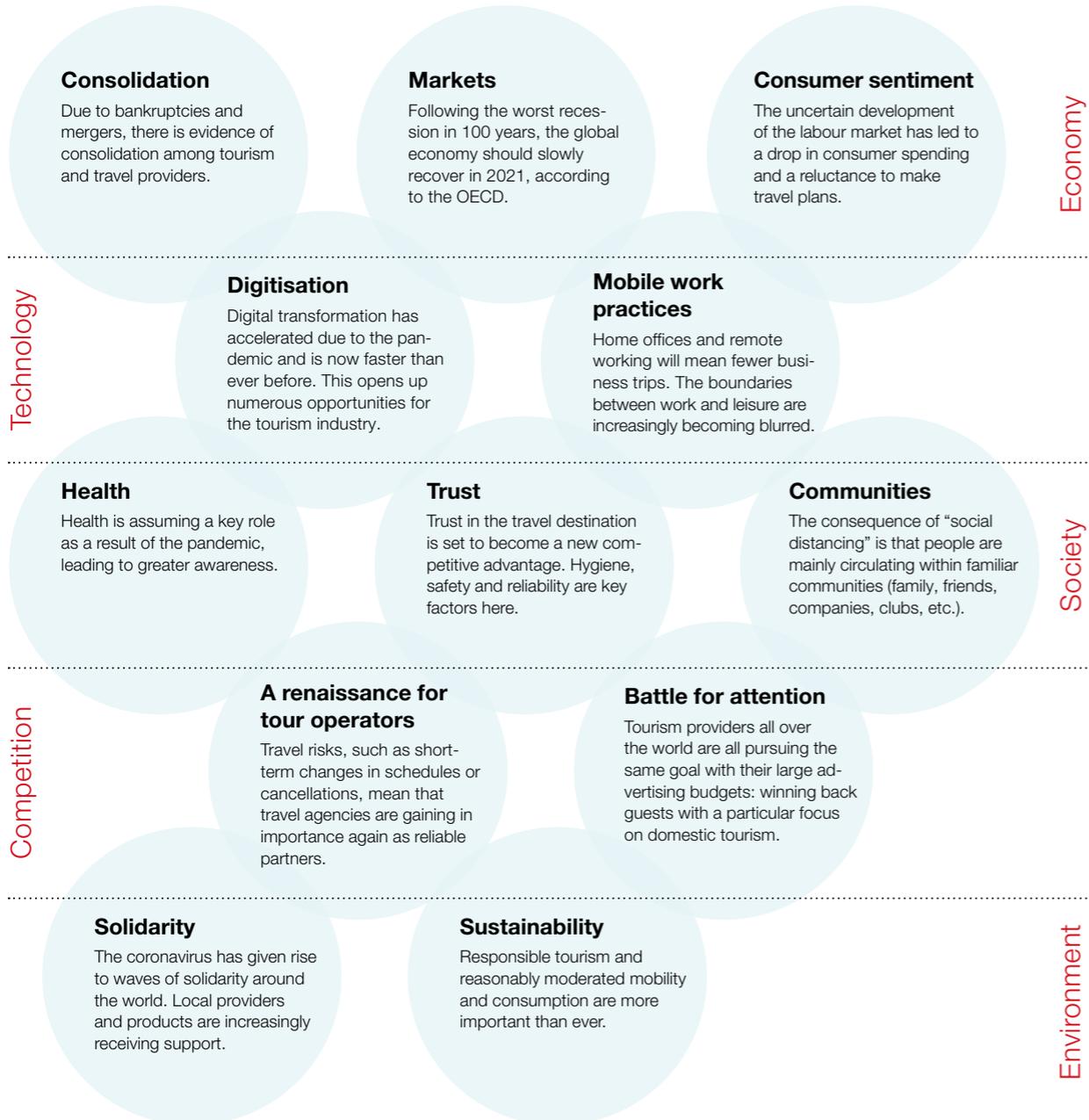
Using its specially developed market indicator system, ST is closely monitoring economic development and signs of recovery in the markets in order to decide on appropriate measures in relation to activities and the distribution of budgets and resources. Funding will be invested where it will achieve the best possible impact for Swiss tourism. ST regularly shares its findings with the tourism industry.

The current situation in the markets can be viewed online at any time using the Covid-19 dashboard: stnet.ch/indicators

ST's estimate, based on KOF Zurich and Oxford Economics, November 2020

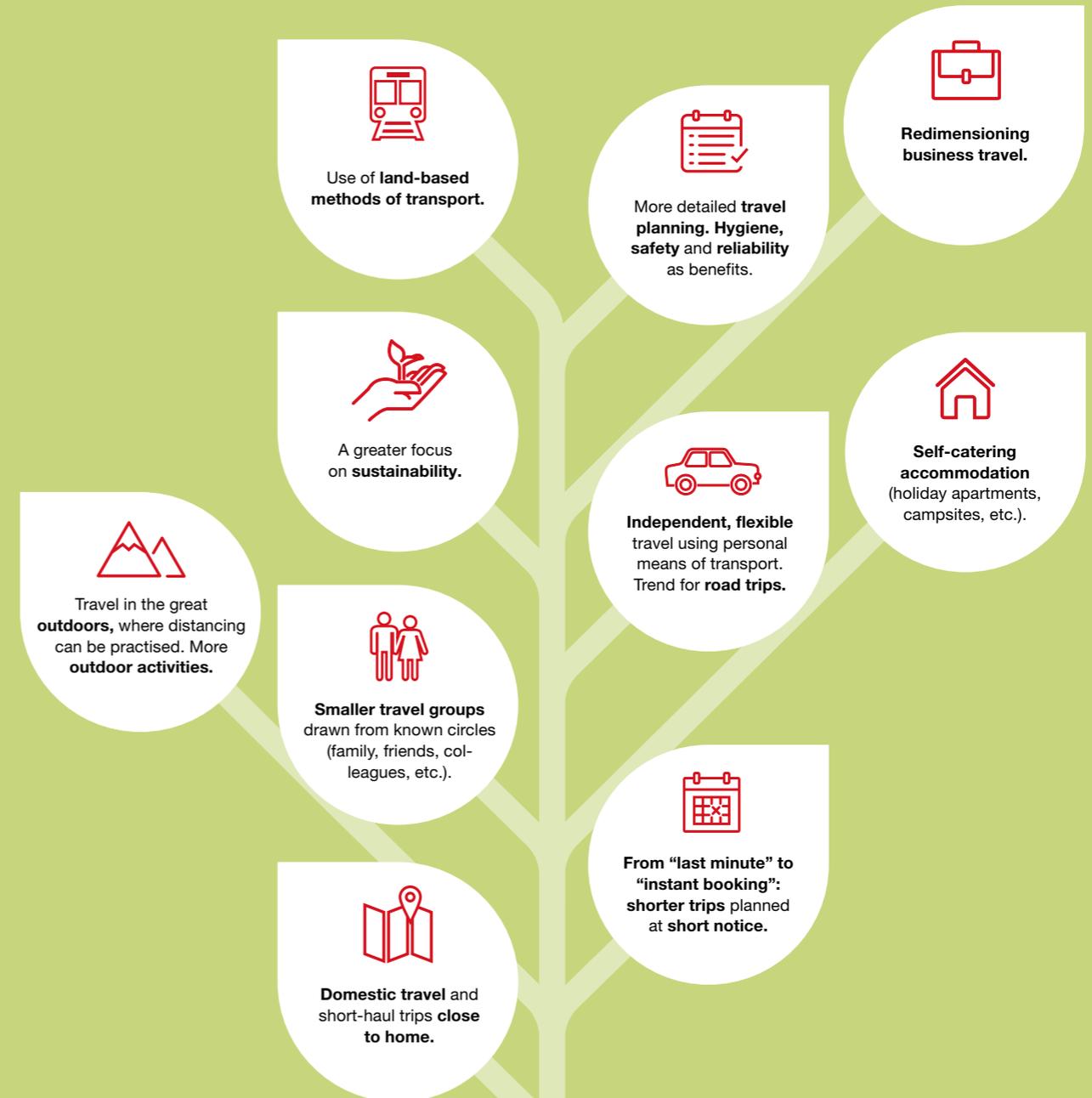
A glimpse of the future for Swiss tourism.

ST closely monitors the economic, technological and social developments that are of key importance for the future of Switzerland's tourism industry.



Ten post-Covid travel trends.

In addition to the longer-term developments and tendencies, Covid-19 has given rise to the following short-term travel trends. These are likely to change as soon as a vaccine becomes widely available.



Tourism objectives.

Aiming to achieve nationwide prosperity in the Swiss tourism industry, ST is committed to the following five objectives:

- 1**

Attracting new visitors

ST takes on the complex and expensive task of attracting new visitors.
- 2**

Increasing overnight stays and frequencies

The excellent tourism infrastructure must be exploited as effectively as possible.
- 3**

Increasing length of stay

The goal is for visitors to stay in Switzerland for as long as possible.
- 4**

Increasing added value

As a premium destination, Switzerland is expected to provide high tourism-related added value, thus enabling innovations and investments.
- 5**

Seeking balance

Seasonal and geographical diversification, as well as a balanced mix of guests, ensure even development.

ST determines the priorities for 2021–2023 and the quantitative targets 2021 from the general tourism objectives. All of ST's activities contribute to the attainment of the five tourism objectives.

Priorities 2021–2023.

ST is focusing on five strategic priorities to enable Switzerland to be marketed to optimum effect in the future. Mutually beneficial cooperation with the tourism partners is the key in all priority areas.



Quantitative goals 2021.

By achieving quantitative performance goals, ST will contribute directly to the stabilisation of Swiss tourism. Strong emphasis will be placed on the measurement of the relevant key performance indicators.

Key performance indicators (KPIs)

ST is treating the extreme dynamism of the current pandemic situation as an opportunity to review and further develop its KPIs. The new targets will be introduced in 2022. In 2021, the performance of ST will be measured using the following, slightly adjusted 17 KPIs*. Due to current uncertainties, the key figures will be checked every quarter and adjusted where necessary.

Promotion and digital marketing

The optimum cross-media mix includes both digital and analogue advertising measures. The focus is on inspiring messages that grab the attention of potential visitors, awakening their desire to travel.

	Actual 2019	Forecast 2020	Budget 2021
Top marketing exposures	2.3bn	1.0bn	1.7bn
Customer reactions	7.6m	5.4m	7.0m
Web visits MySwitzerland.com	31.5m	29.8m	31.0m
MySwitzerland.com bounce rate	34.1%	35%	35%
Time spent on MySwitzerland.com	03:27min	03:31min	03:30min
Engagement rate (Facebook and Instagram)	1.4%	1.5%	1.5%

Key media management (KMM)

Editorial reporting is initiated by the regular production and distribution of news and stories about Switzerland as a travel destination, in suitable form for use by the media.

	Actual 2019	Forecast 2020	Budget 2021
Top coverage articles	3,651	2,193	3,212
Top coverage media exposures	6.5bn	3.2bn	5.5bn
Relationship management: number of qualified interactions	-	-	10,540

Key account management (KAM)

ST focuses on recruiting, supporting and training tour operators, travel agents and business events specialists, with the aim of raising Switzerland's profile in the travel agent business.

KAM Leisure

	Actual 2019	Forecast 2020	Budget 2021
Overnight stays influenced by tour operators	5.4m	1.1m	3.3m
Turnover influenced by tour operators	1.4bn	0.2bn	0.9bn
Specific groups and FIT packages	2,027	916	1,574
Relationship management: number of qualified interactions	-	-	30,500

KAM Business events

	Actual 2019	Forecast 2020	Budget 2021
RFPs	1,506	423	859
Realisation rate	54.3%	22.5%	39%
Turnover influenced	118.9m	9.3m	32.5m
Relationship management: number of qualified interactions	11,459	7,019	8,815

* Provisional figures from 24 November 2020, excl. Recovery Plan

Marketing strategy



I need to fly high.

Trail runner Julia Belasdale finds perfect running conditions in the Engadin, where huge glaciers, mighty mountains and magnificent lakes meet.

Diavolezza, Graubünden © Ivo Scholz

The positioning of the Switzerland brand.

The positioning of the Switzerland brand lies at the centre of all of ST's marketing activities. It points the way ahead, serving as a differentiator and building trust.



Our brand manifesto

Don't we all dream of taking some time off? Of a place where we can relax and recharge our batteries? Welcome to Switzerland. The authenticity and natural beauty of the Swiss landscape provide the perfect environment for our guests to relax and re-energise. Visitors can enjoy peace of mind knowing that they are in a beautiful country where everything works, a country with a reputation for safety, reliability and sustainability.

Visitors can rediscover the pleasure of simply being and experience the incredible diversity that our country has to offer. Our excellent, convenient

infrastructure puts a wide range of enjoyable experiences within easy reach, delivering the high quality that you expect from a premium destination.

Whether here for active pursuits such as skiing or hiking, for wellness and urban lifestyle, or on business trips, everyone can enjoy their stay against a backdrop of spectacular nature. And so everyone will know by the end of their stay just what it is that makes Switzerland special:

Our Nature Energises You.

Visitor segments at Switzerland Tourism.

The focus for ST's marketing activities is on 13 segments that share similar interests and passions. These segments will be further developed in 2021, and new insights will be added.



Nature Lover

Nature Lovers long for gentle and authentic interaction with nature as a way of recharging their batteries.

Campaign: Summer and Autumn
Markets: CH, DE, FR, IT, UK, Benelux, Nordics, ES, AT, CZ, PL, US, CA, BR, JP, AU



Outdoor Enthusiast

Sporty visitors appreciate Switzerland's mountains and countryside and like to replenish their energy levels amidst the spectacular mountain scenery.

Campaign: Summer and Autumn
Markets: CH, DE, FR, IT, UK, Benelux, Nordics, ES, CZ, PL, RU, US, CA, GCR, KR, AU



Attractions Tourer

Attractions Tourers like discovering the country's highlights on car or train trips over several days or on day trips from Switzerland's cities.

Campaign: Summer, Autumn and Cities
Markets: CH, DE, FR, IT, UK, Benelux, Nordics, ES, AT, CZ, PL, RU, US, CA, GCR, JP, KR, SEA, IN, GCC, AU



Family

Families look for typical Swiss experiences that will make children, parents and grandparents happy and bring the family closer together.

Campaign: Summer, Autumn, Winter and Cities
Markets: CH, Benelux, CZ, GCC



Snow Sports Enthusiast

Active winter visitors appreciate the restorative powers of skiing, free-riding, cross-country skiing and ski touring in the spectacular Swiss mountains.

Campaign: Winter
Markets: CH, DE, FR, IT, ES, Benelux, Nordics, CZ, PL, RU, UK, US, CA, GCR, AU



Snow Lover

Snow Lovers adore the authentic romance of snow-white winter magic off the piste.

Campaign: Winter
Markets: CH, DE, FR, IT, UK, CZ, US, CA, GCR, KR, AU



City Breaker

City Breakers are looking for a short getaway from everyday life. They enjoy the density of experiences, quality of life and closeness to nature found in Swiss cities.

Campaign: Cities
Markets: CH, DE, FR, IT, UK, Benelux, ES, AT, PL, CZ, BR



Culture Traveller

For Culture Travellers Switzerland's cities are the perfect place to enjoy world-class art and culture in a stress-free environment. Art, design, photography and architecture are all within walking distance.

Campaign: Cities
Markets: CH, DE, FR, IT, UK, Benelux, ES, AT, RU, US, CA, BR, JP, GCR



Luxury Traveller

Luxury Travellers prioritise exclusivity, unique experiences and outstanding service. They are also prepared to pay a little more for this.

Campaign: Specific market activities with the focus on KAM and KMM
Markets: CH, IT, AT, UK, RU, US, CA, BR, GCC, GCR, SEA, AU



Health Traveller

Health-conscious visitors seek relaxation, invigoration, inner balance and high-quality medical interventions in a natural setting.

Campaign: Health and accommodation marketing
Markets: CH, RU, GCR, GCC



Congress Organiser

Congress Organisers want easily accessible destinations with perfectly functioning infrastructure that are highly attractive for tourists.

Campaign: Business events
Markets: CH, DE, UK, FR, Benelux, US, CA



Meeting Planner

Meeting Planners are looking for the perfect infrastructure and a typical Swiss social programme offering unique experiences.

Campaign: Business events
Markets: CH, DE, FR, UK, Benelux, Nordics, CZ, PL, RU, US, CA, GCC, AU



Incentive Planner

Incentive Planners aim to encourage their high achievers to deliver top performance and want exclusive experiences against a spectacular natural backdrop.

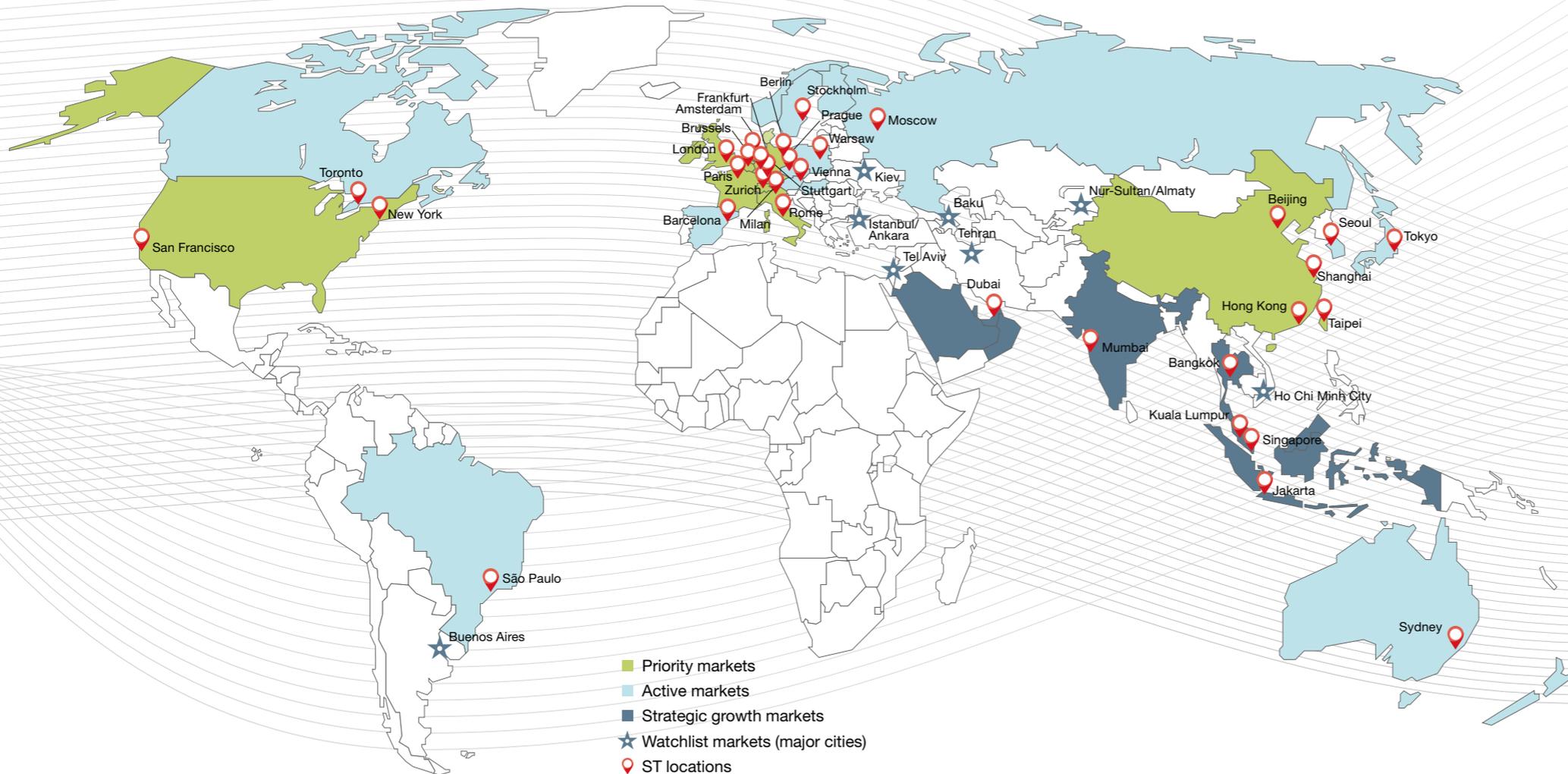
Campaign: Business events
Markets: US, CA, GCR, IN, SEA, JP, KR

Proximity to the market calls for connecting.

The decentralised market strategy with 33 branches in 22 markets is a key success factor in coping with the global pandemic. Employees in the market can judge the mood, enabling them to recognise when local audiences will be receptive to which tourism messages.

Experience has taught us that the markets will recover relatively quickly once the crisis has passed, and we are therefore sticking to our current market portfolio. The situation and developments in the individual markets are analysed using reliable data and criteria. Based on this information, the budgets and resources are deployed flexibly to generate the greatest possible benefit for Swiss tourism.

The priority markets, active markets, strategic growth markets and watchlist markets will be reviewed and re-assessed at the first signs that the pandemic situation has eased.



Market strategy 2021–2023

The top priority in the global recovery plan is to win back lost visitors. By the end of 2023, visitor numbers are expected to match the successful years before the crisis.

Domestic market

The Swiss market proved itself to be the backbone of Swiss tourism during the Covid-19 crisis. A good geographical and seasonal mix and increased advertising for the boutique towns will be the focus over the coming years.

Short-haul markets

The European markets with short travel distances and numerous alternative transport options offer great opportunities for winning back lost overnight stays. Efforts will be made to make the peripheral regions, Swiss cities and business events more attractive to Europeans.

Long-haul markets

Despite the massive drop-off in business in Asia and North and South America, we are confident that Switzerland has not become less attractive. The focus will be on attracting individual tourists and incentive trip travellers, who stay longer, also travel in the off season and visit lesser-known locations as well as the popular sights.

Market goals 2021

Business plans, market prospects and criteria for the markets can be found here: stnet.ch/maerkte

Recovery plan

I need spectacular views.
The Rhaetian Railway guarantees top-class rail experiences throughout the unique Graubünden landscape.

Albulapass, Graubünden, © André Meier

Targeted measures for rapid recovery.

To help restore the tourism industry to an upward trajectory, parliament has approved additional federal funds amounting to CHF 40 million. Half of this will be spent on boosting demand and the other half on providing relief to ST's tourism partners.

Recovery plan

ST has topped up the CHF 20 million from the federal government for promotional projects with a further CHF 8 million of its own funds. Of the total pot of CHF 28 million, CHF 12 million is allocated to 2020, while the remaining CHF 16 million will be invested in 2021.

	2020	2021	Total
Domestic market	5.9	2.0	7.9
Short-haul markets	2.9	7.5	10.4
Long-haul markets	0.5	5.5	6.0
Global special projects	1.4	2.3	3.7
Total	10.7m	17.3m	28m

In CHF million, as at November 2020

The planned budgetary allocation will be flexibly adjusted in line with the recovery of the individual markets. As directed by the Swiss Parliament, the funds will be invested in sustainable tourism development and offer marketing in particular.



Overall objectives

Five areas will be the subject of particular focus:

- City tourism
- Business tourism
- Off-season tourism
- Winning back international visitors
- Confidence in Switzerland as a travel destination

Further information on the recovery plan and Covid-19 in tourism: stnet.ch/covid-19

Selected measures for 2021.

In 2021, the focus of the recovery plan will be on activities that promote city tourism and attract foreign visitors back to Switzerland, especially from short-haul markets. Below are just some of the many activities planned:



Business events: Rent a Hotel

The benefits as well as the limits of virtual meetings were revealed over the past year. There is a great need to meet again in person and to exchange ideas about future strategies outside of the everyday office setting. Rent a Hotel schemes enable teams or entire companies to retreat to attractive surroundings without having to compromise on personal safety. MySwitzerland.com/rent-a-hotel has over 45 hotels in every size and price range that can be hired on an exclusive basis. This attractive offering will be advertised with a variety of marketing measures in 2021.

Clean & Safe

In a move designed to strengthen guest confidence in Switzerland as a travel destination, ST has launched the Clean & Safe label together with the industry associations. Demand for a safe and clean travel destination will continue. ST will therefore push the label more intensively in all markets in 2021. The goal is for at least 5,000 providers to actively use the label in 2021, committing to comply with the safety concepts.



Train hub Europe

The fast, direct and climate-friendly train connections from major European cities to Switzerland are increasingly being advertised in association with SBB and the national railways in Germany, France, Italy and Austria. The new “48 hours in a Swiss boutique town” offers cover a reduced price train ticket and two nights in a Swiss city hotel. The attractive offers will be distributed on various analogue and digital channels, as well as the platforms of the railway companies.



Key Account Management

The travel agency business is changing. ST is strengthening its contacts with the travel providers in all markets, maintaining old and new networks and launching new products together with the key accounts. In China, new offers for individual travellers that are tailored to post-Covid-19 needs are being marketed in association with STS, STC, Hertz and other tourism and local partners. These attractive offers will only be available for a limited period of time, will allow flexible rebooking and cancellation conditions, will include appealing added value propositions and are aimed at increasing the length of stays in Switzerland.

Immerse yourself in city life

Closeness to bodies of water of all types is a unique feature of Swiss cities. Take a ride in a rubber dinghy from one city to the next, let yourself drift along the river in the old town, relax in the most beautiful lakeside lidos or enjoy an aperitif directly on the water – activities in and around the water will increasingly be the focus of the cities campaign in 2021. Using online measures in association with well-known media companies and innovative social media activities, ST will present visitors from far and wide with inspiring ideas, pre-bookable offers and new products.



“Swisstainable” with National Geographic

Together with National Geographic, ST will promote Switzerland as a sustainable travel destination in six European markets in 2021. The cross-market partnership includes various digital measures such as display ads, banners and social media activities that link to the “Switzerland Travel Guide” on the National Geographic website. This is full of inspiring content on environmentally friendly travel options, tips for relaxation in natural surroundings, breathtaking hikes, wildlife watching, etc.

It's the mix that makes the difference.

ST produces high-quality, multimedia content and uses the instruments that most effectively address the defined segments to present it in the markets. Integrated marketing involves four dimensions: promotion, digital marketing, key account management and key media management.



Promotion

Using arresting classic advertising methods, ST seeks to gain attention in the markets and to inspire visitors with surprising content and emotional stories.

360-degree campaigns

The “I need Switzerland.” platform will be marketed worldwide with integrated 360-degree campaigns and will reach selected communities both online and offline via a number of different channels. Out-of-home campaigns will be used to inspire potential visitors in high-traffic locations such as airports, underground stations and shopping malls, for example in India in February 2021 and in the US from March to May 2021.

Live events

As soon as the pandemic situation allows, ST will use pop-up installations in busy locations, themed weeks in well-known department stores or winter lounges in popular hotels to make potential visitors aware of Switzerland. A creative approach will ensure that customers come in direct contact with the tourist offerings.

Cooperation with the media

ST works with well-known media companies throughout the world, such as Burda in Germany or Forbes in Brazil, in order to jointly develop and market touristic content. This includes editorial copy, digital display ads and the production of Switzerland-specific inserts, which are enclosed with popular magazines and newspapers.



2021 promotional goals

Advertising and marketing exposures: **4.1bn**

Top marketing exposures: **1.7bn**

Customer reactions: **7.0m**

The market activities for 2021 can be found here: stnet.ch/maerkte

Brand ambassadors

Well-known personalities will be used as brand ambassadors for Switzerland in various markets. For example, Bollywood star Ranveer Singh in India, Mariana Rios in Brazil, and girl band Red Velvet in South Korea will help promote Switzerland as an attractive travel destination.

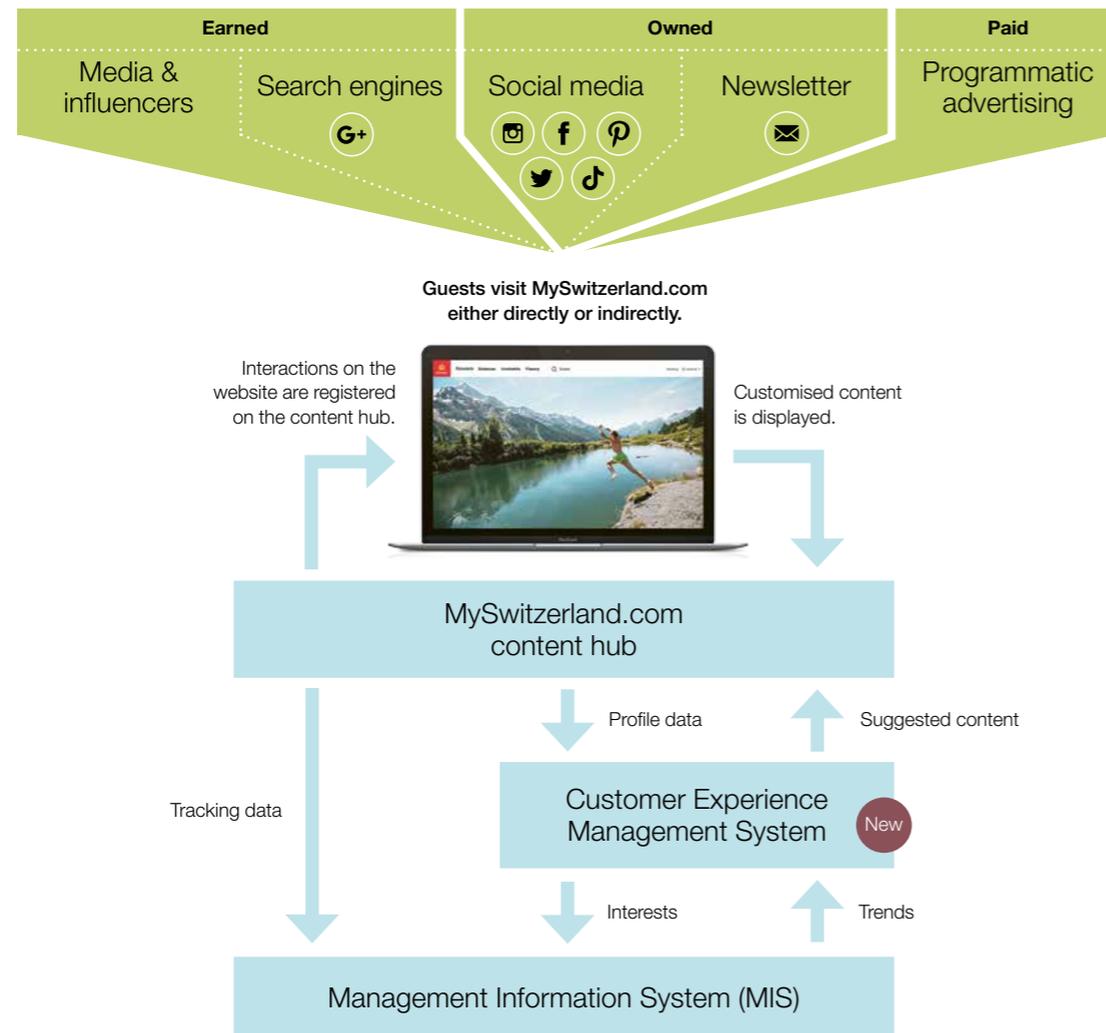
Offer marketing

ST is increasingly investing in the promotion of attractive bookable offers. The offer campaigns are rolled out digitally to the relevant target groups and distributed in print media in the form of advertisements or inserts. The popular and successful offer campaigns with the “Coop Zeitung” newspaper will run in the Swiss market again in 2021.

Digital marketing

In its digital marketing strategy, ST is consistently pursuing the goal of attracting new visitors to Switzerland. Prospective visitors are guided in their decision-making process, from inspiration to the right offer, and high-quality content is being promoted through social media and MySwitzerland.com. Collaborations with tourism partners produce seasonal and themed campaigns that are designed to attract visitors with authentic targeted offers.

The recently launched MySwitzerland.com content hub is the platform for digital interaction with world-wide guests in 16 languages. With 32 million visits in 2019, MySwitzerland.com is one of the world's most successful websites run by national tourism organisations. In addition, there are around one million subscribers to the monthly newsletter. The aim is to further extend this lead.



Data-driven marketing

There is an increasing focus on personally addressing visitors with a wide range of interests. Visitor data is used to build up guest profiles and present guests with relevant content through interactive personalisation. A/B tests show which content and channels are most effective, allowing for quick corrections. ST also brings various data sources together using the Management Information System (MIS) to analyse the data and to increase campaign effectiveness.

The content hub will continue to form the foundation of digital marketing in the future. A new Customer Experience Management Solution also enables efficient customisation, as well as promoting topics such as marketing automation and lead management. The current data protection regulations are always precisely adhered to.

Digital leadership

ST keeps a close eye on developments and trends in the digital world, experimenting with unconventional content and gathering experience with new digital channels. ST shares its findings with the tourism industry. ST also regularly publishes a Trend-Radar to inform the industry about digital trends and new technologies and to make corresponding recommendations.

Linking and sharing data

The tourism data that ST includes in the MySwitzerland.com content hub is structured to make it freely available to partners and third parties via an Open Data API. As well as the tourism industry, this can also benefit tour operators, media and start-ups, who can use the data for new and innovative applications. Together with the tourism industry, ST intends to further exploit the enormous potential of this open data interface over the next few years.

Continued digital transformation

New opportunities for digitisation are constantly being identified all along the tourism value chain. ST is studying which digital solutions could profitably improve the B2B business relationship between the various demand segments and the service providers.



2021 digital marketing goals

Web visits
MySwitzerland.com:
at least 31 m

Bounce rate for
MySwitzerland.com:
max. 35%

Time spent on
MySwitzerland.com:
03:30min

New eNewsletter
subscribers:
**25,000 (1m subscribers
in total)**

Engagement rate (Face-
book and Instagram):
1.5%

The digital market activities
for 2020 can be found here:
stnet.ch/maerkte

Key account management (KAM)

ST focuses on identifying, supporting and training tour operators, travel agents and business events specialists. The main goal is the promotion of individual tourism. Covid-19 has led to closures and new mergers among travel providers. ST plans to review the network in all markets and will invest a large amount of time in maintaining personal contacts and establishing new partnerships and alliances. In short-haul markets, ST is increasingly gearing its KAM activities to rail travel and trips involving private cars. There will also be an increased focus on sustainable travel, panoramic trains, winter sports offers and the Grand Tour of Switzerland.

Training courses

In these uncertain times, specialist tour operators are enjoying a renaissance. Guests value their assistance with rebooking and refunds. To ensure expert advice, ST provides training for local agents on bookable Switzerland products. In addition, ST operates the Switzerland Travel Academy, an eLearning platform with over 2,500 certified Switzerland specialists.

Educational trips and workshops

The most successful sales measure is still the direct contact with the product itself. Each year, around 1,000 travel agents and tour operators discover first-hand the diversity that Switzerland has to offer. In addition, workshops are organised in the markets where Swiss suppliers hold individual sales discussions with relevant buyers. In 2021, the Switzerland Travel Mart will be organised according to three different formats: the Snow Edition in Zermatt in January, the Luxury Edition on the trail of the Grand Tour of Switzerland and the regular B2B event in Interlaken in September.

Trade fairs

Even in the digital world, trade fairs remain an important way to meet the most important contacts in business and leisure tourism for successful sales talks.



2021 KAM goals

Proportion of FIT offers to key accounts: **70%**

eLearning programme: **6,000 certified Switzerland specialists worldwide**

Number of qualified interactions: **30,500**

More KAM activities for 2020 can be found here: stnet.ch/maerkte

KAM events (planned, as at October 2020)

- **Switzerland Travel Mart Snow Edition**
The event will take place in virtual form.
- **Race to Switzerland**
Workshop series from 30 January to 5 February 2021 in Dubai
- **Swiss Winter Camp Asia**
7 to 10 March 2021 in Davos Klosters
- **Switzerland Travel Experiences**
e.g. 10 to 12 June 2021 in Japan and 14 to 21 June 2021 in Australia / New Zealand
- **Switzerland Meeting Trophy**
26 to 27 June 2021 in Geneva, Lausanne and Villars
- **Switzerland Travel Mart Luxury Edition**
June 2021 at three destinations on the Grand Tour of Switzerland
- **Switzerland Travel Mart**
September 2021 in Interlaken

Current event overview on stnet.ch/maerkte

Key media management (KMM)

KMM is among the most efficient and influential communication instruments. Proactive and reactive media relations worldwide pitch Switzerland as an attractive, high-end travel destination. The accelerated changes in the media due to the pandemic mean that rebuilding the media databases and establishing and maintaining relationships take priority.

Product media work

ST cooperates closely with traditional and new media professionals (print and online media, TV channels, influencers, bloggers, social publishers, etc.). These are selected in a targeted fashion and supplied with the appropriate content, while their positive attitude towards ST is assured by nurturing a long-term relationship. Qualified media representatives from all over the world are hosted on media trips in Switzerland each year.

Corporate communication

Using targeted media activities, ST ensures that Switzerland's population and politicians are made aware of the high economic and social relevance of tourism for Switzerland and shows how ST contributes to tourism development.

Data-based communication

Extensive data from ST's own market research as well as external sources is prepared as journalistic content and made available for media activities. The latest dossiers and fact sheets are always available to media professionals. ST is thus a trusted source of information that media professionals are happy to use.

Influencer Summit

Selected influencers with relevant platforms from all markets are invited to experience Switzerland in various destinations. They also attend a conference, where they hear about the latest trends. This format enables a non-competitive, lively exchange and optimum results.



2021 KMM goals

Top coverage articles: **3,212**

Top coverage media exposures: **5,5bn**

Media articles influenced: **15,000**

Number of qualified interactions: **10,540**

More KMM activities for 2021 can be found here: stnet.ch/maerkte

KMM events

- **ST Annual Media Conference**
19 February 2021 in Zurich
- **Worldwide media conferences for campaign launches**
e.g. Summer Launch in London in March 2021 or Winter Launch in Beijing on 19 November 2021
- **Travel Classics International**
30 April to 3 May 2021 in the Lake Geneva Region
- **4th Influencer Summit**
June 2021 in Lugano
- **International media trips**
e.g. 150 years of Rigi Railways, June 2021

Current event overview on stnet.ch/maerkte

ST is a strong partner for the industry.

Stronger together. ST collaborates closely with the Swiss tourism industry and coordinates its international marketing with it under the strong Switzerland brand.

ST's partner model

ST integrates around 1,200 partners in the industry, comprising regions, destinations, railway companies, hotels, conference and seminar providers, non-hotel accommodation providers as well as leisure activity providers in its marketing activities in the 22 markets. This effective and pooled use of resources is a major strength of the Switzerland tourism brand.



2021 partnership goals

Satisfaction level for Vacation Day 2021: **8.0**

Securing business partnerships in the currently challenging market environment

Partnerships

ST cooperates closely with industry and corporate partners. The partnerships are mutually beneficial and based on agreed, measurable goals. To ensure effective use of resources and maximum impact in the markets, ST expects the following partner investments:

	Actual 2019	Forecast 2020	Budget 2021
Membership fees	1,6m	1,6m	1,6m
Participating tourism partners	1,123	861	1,426
Marketing contributions from tourism partners	26,7m	17,2m	27,6m
Corporate partners, including barter	8,6m	8,2m	8,3m

Tourism partners

ST is committed to long-term, profitable partnerships. The partner model will be harmonised over the next few years, and services from marketing and markets will be more closely interlinked. Relationship management will be intensified for the top 20 tourism partners. As well as close partnerships, contact with the Swiss tourism community will be intensively maintained through events, information distribution and networking. Switzerland Vacation Day will be developed as the key industry event and optimised with digital tools. A new event concept will be developed for the annual Swiss Tourism Council event.

Corporate partners

ST integrates corporate partners into its ST campaigns by means of official, strategic and premium partnerships, thereby securing a substantial portion of its financial resources and increasing the scope of its activities. ST offers its partners attractive marketing platforms and focuses on tailor-made offers and finding the perfect fit in terms of brand, target group and theme.

Industry events for 2021

- **Switzerland Vacation Day:** 6 to 7 April 2021 in Arosa
- **Key Partner Meetings:** April and September 2021
- **SCIB Partner Meetings:** April and September 2021

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

Genuine sustainability has been a way of life in Switzerland for years. Switzerland has always been at the top of well-known rankings, although many visitors are unaware of this fact. The new sustainability strategy of ST and the tourism industry aims to change this.

Our vision

To become the most sustainable travel destination in the world.

The focus on sustainability should become a competitive advantage for Swiss tourism and bring real added value for visitors. With this in mind, ST is launching the Swisstainable programme, which is open to all tourism service providers – as well as guests.



Swisstainable Excellence in sustainability

“Swisstainable” underlines ST’s long-term commitment to sustainable travel. This combination of the two terms “Swiss” and “sustainable” is intended to signal an independent and, above all, typically Swiss sustainability strategy.

Kreuzboden Lake, Valais, © Michael Pokorny



Objectives

1. **Guidance for guests:**
assembly, combination and communication of all sustainable offerings.
2. **Support for the industry:**
assistance for service providers in sustainable development.
3. **Positioning of the destination Switzerland:**
international marketing of Switzerland as a sustainable travel destination.

A programme for the entire industry

The entire tourism industry is invited to take part in the Swisstainable programme. In order to provide guidance for visitors, service providers who are committed to sustainability will be awarded a Swisstainable label. These are presented as model examples and are incorporated into communications with visitors.

Sustainability as an enrichment

Sustainable travel doesn’t mean staying at home, but rather travelling with greater awareness and appreciation. That’s why ST makes the following recommendations to visitors:

1. Try to minimise your impact on nature
2. Experience nature up close and at first hand
3. Adapt to the local culture
4. Consume local produce

The ST sustainability strategy involves five key measures:



Campaigns

I need new perspectives.

Switzerland is probably the country with the highest density of museums in the world. The Rietberg Art Museum in Zurich awakens an understanding and interest in international cultures.

Zurich, Zurich Region, © André Meier

I need a holiday. I need Switzerland.

I need Switzerland – all year round. In the coming years, the “I need Switzerland.” communication platform will continue to be the focus of five campaigns: Summer, Autumn, Winter, Cities and Business events. The campaigns will be supplemented by cross-thematic accommodation and gastronomy marketing.



The Summer campaign.

Switzerland is positioned as an authentic summer holiday destination in the Alps. It offers authentic experiences for active guests (hiking, mountain biking, cycling), as well as relaxation in pristine natural surroundings.



We are entering a new era of environmental awareness: personal happiness can be derived from behaviour that promotes sustainability and seeks out real quality. The needs of holidaymakers, locals and the natural environment need to be brought together in a harmonious relationship. ST aims to strengthen this attitude together with the tourism industry and convey it to guests. The 2021 Summer campaign will kick off these efforts, prominently addressing the issue of sustainability.



Focus markets CH, DE, FR, IT, Benelux, UK, US

Segments Outdoor Enthusiast Nature Lover Attractions Tourer Family



Targets for 2021

Budget*: CHF 41.2m

Top coverage articles: 1,400

Top coverage media exposures: 2.5bn

Top marketing exposures: 1.2bn

Page views MySwitzerland.com: 7.9m

Influenced overnight stays (B2B): 2.0m

* Gross investment worldwide, including personnel costs

Market goals 2021

What activities are the markets planning with their key partners? Business plans can be found here: stnet.ch/maerkte



Targets for 2021

Budget*: CHF 3.9m

Top coverage articles: 200

Top coverage media exposures: 400m

Top marketing exposures: 130m

Page views MySwitzerland.com: 1.3m

* Gross investment worldwide, including personnel costs

Market goals 2021

What activities are the markets planning with their key partners? Business plans can be found here: stnet.ch/maerkte

The Autumn campaign.

In recent years, ST, acting together with the industry, has established the autumn as an independent tourist season. The Swiss autumn captivates visitors with its magical colours, warm glow and intense nature.



The Autumn campaign 2021 will follow on seamlessly from the Summer campaign and will also focus on the overarching theme of sustainability. Guests are shown how they can enjoy regional specialities, lively customs and traditions as well as a variety of outdoor activities in a sustainable way during the autumn season in Switzerland.



Focus markets CH, DE, FR, IT, Benelux, UK

Segments Outdoor Enthusiast Nature Lover Attractions Tourer Family

The Winter campaign.

Spectacular natural settings and mountain backdrops, an infinite variety of activities and a feeling of togetherness all characterise the Swiss winter. Together with the tourism industry, ST aims to awaken a longing for winter holidays in Switzerland.



The slogan “Try something for the first time this winter” will be used to encourage visitors to try a new experience in winter 2020/21. A collection of 100 unique experiences will be used to illustrate the diversity of Switzerland’s winter. In addition, the campaign will pay particular attention to the future generation, aiming to get children and young people back onto the slopes and into the mountains.



Focus markets CH, DE, FR, IT, Benelux, UK, Nordics, US

Segments Snow Sports Enthusiast Snow Lover Family



Targets for 2021

Budget*: CHF 22m

 Top coverage articles: 700

 Top coverage media exposures: 800m

 Top marketing exposures: 350m

 Page views MySwitzerland.com: 5.5m

 Influenced overnight stays (B2B): 0.6m

 * Gross investment worldwide, including personnel costs

Market goals 2021

What activities are the markets planning with their key partners? Business plans can be found here: stnet.ch/maerkte



Targets for 2021

Budget*: CHF 11.4m

 Top coverage articles: 900

 Top coverage media exposures: 1.3bn

 Top marketing exposures: 400m

 Page views MySwitzerland.com: 2.9m

 Influenced overnight stays (B2B): 0.5m

 * Gross investment worldwide, including personnel costs

Market goals 2021

What activities are the markets planning with their key partners? Business plans can be found here: stnet.ch/maerkte

The Cities campaign.

The focus of the Cities campaign will be on the wide variety of activities to be found in Swiss cities, and the fact that nature is never far away. In association with its tourism partners, ST will pitch Swiss Cities as the perfect insider tip.



In the context of proximity to nature, the main focus of the Cities campaign will be on water – in the form of river and lake swimming, dinghy rides, the most beautiful city lidos, etc. In addition, Swiss cities are gaining in popularity as a base for unforgettable trips away from the city and back again. The campaign will be rounded off with a large number of offers for travellers interested in art and culture – always in combination with nature.



Focus markets CH, DE, FR, IT, Benelux, UK, Nordics, ES, US, GCR

Segments City Breaker Culture Traveller Attractions Tourer Family

Accommodation and gastronomy marketing.

Accommodation and food are essential elements in the holiday experience. ST provides attractive, market-driven offers and cooperates with external partners for quality assurance.



Accommodation marketing

Accommodation marketing aims to present visitors with the best options for accommodation in Switzerland across all categories. The groups – comprising hotels and non-hotel accommodation – are integrated into communication across the world. Accommodation groups are a vital component of the main campaigns Summer, Autumn, Winter and Cities and always focus on a clearly defined target group.

Categories

- Design & Lifestyle Hotels
- Inspiring Meeting Hotels
- Snow Sports Hotels (launching Winter 2020/21)
- Spa & Vitality Hotels
- Swiss Bike Hotels
- Swiss Deluxe Hotels
- Swiss Family Hotels & Lodgings
- Swiss Historic Hotels
- Typically Swiss Hotels
- Supplementary accommodation

Partners

- HotellerieSuisse
- Swiss Deluxe Hotels Office
- Friends of Swiss Historic Hotels Association

Gastronomy marketing

By offering a selection of 1,000 choice restaurants and inns, gastronomy marketing offers guests inspiration and planning assistance from a single source. The profiles of the various businesses are combined with stories and background information about Swiss gastronomy.

Categories

- Typically Swiss restaurants
- Gourmet restaurants
- Excursion restaurants and mountain inns
- Trendy restaurants

Partner

- GastroSuisse



Targets for 2021

Cooperation partners:
550 companies

Restaurants on
MySwitzerland.com:
4,000, of which
1,000 best-of

Non-hotel partners:
5 organisations

Page views
MySwitzerland.com (across
all nine hotel categories):
2.5 Mio.

Six out of 3,700 market activities in 2021.

Short-haul markets



Germany

Sportscheck

Before the summer and winter season, ST will use each of the Sportscheck touchpoints in Germany (branches, online shop, package inserts, social media, newsletters, etc.) for six weeks to encourage Sportscheck customers to opt for active outdoor holidays in Switzerland.



Benelux

Conscious travel

In the Benelux countries, Switzerland will be promoted across all channels as a sustainable travel destination. Inspirational content will be rolled out across digital channels, a public event will be organised, workshops will be held with representatives of the travel media, and sustainable, bookable offers will be developed with organisers.



Italy

Coin shopping mall promotion

Switzerland will be presented as an attractive summer destination in the Coin shopping malls in Milan, Brescia, Bergamo and Rome. Events will be organised for customers, the media and tour operators, and Coin's communication channels will provide inspiration with "I need Switzerland." slogans.

Long-haul markets



USA

Real Electric Adventure

In six episodes over a period of three years, Switzerland will be positioned as a pioneer for sustainable tourism on the Public Broadcasting Service (PBS). Presenter Jeff Wilson will travel with an electric car along the Grand Tour of Switzerland and showcase environmentally friendly sports, ecological accommodation, local specialities and how Switzerland preserves its natural beauty.



China

Pre-"Beijing 2022" roadshow

A 20-day roadshow will take place in five Chinese cities ahead of the Winter Olympics at the end of 2021. In association with partners, Switzerland will be marketed as The Original Winter in workshops, media conferences and public activities.



India

Top 3 Hindi television programmes

Indian TV stars will visit Switzerland and report on stories from Swiss destinations in the top 3 Hindi TV programmes and their own social media channels. Since the TV stars are very well known in India, plenty of PR attention is assured.

Business events.

Business events have been hit particularly hard by Covid-19. However, there is no denying their strategic importance for Swiss tourism. Business events generally take place in the off-season, optimising the occupancy of the hotels. They are not weather-dependent and generate high added value.

ST works in association with the Switzerland Convention and Incentive Bureau (SCIB) to attract business events to Switzerland. Planning for meetings and incentive trips usually starts three to twelve months in advance, while the preparations for

conferences can take two to five years. In view of these long lead times, it is essential to approach decision-makers at an early stage, maintain networks and invest in targeted sales activities.

Activities for 2021

Building trust

Every initiator of a business meeting assumes a certain degree of responsibility for the participants. Effective safety concepts are therefore extremely important. Switzerland is using the Clean & Safe label for business events to position itself as a safe, clean and reliable destination.

Inspiring messages

ST uses digital and analogue campaigns in news and trade media, as well as social media and other digital channels, to persuade decision-makers that Switzerland is the ideal destination for their meetings and conferences.

Bookable offers

MySwitzerland.com is the place to find bookable seminar packages, a selection of hotels that can be hired exclusively for meetings, social programmes for every need and all relevant information about hotels and conference centres. ST's SCIB specialists will be happy to assist customers, organising their meetings and putting them in touch with the right partners.

Sales promotion in the markets

Closures and mergers are expected worldwide in the meetings and convention industry. These changes make customer contact more important than ever. SCIB employees in the markets will continue to maintain their networks with sales calls, webinars and personal exchanges at a local level.

Hosting international trade events

ST works hard to attract international trade events in the meetings sector to Switzerland. While participants meet to negotiate contracts, they can experience Switzerland as an ideal meeting, incentive and conference destination.

Driving forward digitisation

ST promotes virtual site inspections. In addition to the ten congress centres, it will also be possible to visit Switzerland's most important conference hotels for an online tour in 2021. ST is also investigating the possibility of country-wide standardisation and automation of offer preparation to make the processes involving partners more efficient.



Targets for 2021

Page views
MySwitzerland.com/
meetings:
254,000

Inquiries handled:
859

Business events staged:
335

Turnover influenced:
CHF 32.5m

Page views
MySwitzerland.com/
weddings:
250,000

Destination weddings
hosted:
10

Meetings activities 2021

The marketing concept, market situation, activities and targets for each market can be found here: stnet.ch/meetings

Focus markets CH, DE, FR, Benelux, UK, Nordics, CZ, PL, RU, US, CA, IN, GCC, GCR, SEA, JP, KR, AU

Segments Congress Organiser Meeting Planner Incentive Planner

Business Development



I need dolce far niente.

The cultural diversity of Switzerland with its four language regions is quite unique. With parks and floral displays in abundance, Lugano is the perfect place to enjoy a little Mediterranean flair.

Lugano, Ticino, © Milo Zanecchia

Specific forms of tourism.

Business Development creates concepts for strategic projects to diversify Swiss tourism. The following areas of business will be actively managed and further developed by ST. They promote synergy and bring significant economic benefits to the different industries.



Health tourism

ST positions Switzerland as an attractive health destination in the markets of China, GCC and Russia, and aims to attract 5% more health tourists to Switzerland by 2022. The long-term aim is for 40 partners from the healthcare sector to take part.

Activities for 2021

- Launch events in Swiss embassies, early 2021 in Beijing, Moscow and Riyadh
- Health STM, B2B event in Switzerland with key accounts from GCR, RU and GCC
- Intercultural workshops in clinics, with the target markets GCR, RU and GCC



Touring

In addition to the Grand Tour of Switzerland (GToS), ST is now also taking over the marketing of the Grand Train Tour of Switzerland (GTToS), strengthening touring as a form of travel. Synergies will be harnessed in order to increase the profile and convenience of both products. By linking several regions, destinations and attractions, demand will be stimulated across the board and guests will be encouraged to stay longer.

Activities for 2021

- Grand Tour Deluxe cross-media campaign in Germany with a live event in Munich and cooperation with Hubert Burda Media and luxury fashion house Breuninger
- B2B events in four to five destinations along the GToS with approx. 30 touring-related key accounts from the luxury segment
- Multimedia advertising for the GTToS in winter as the Winter Magic Tour



Cultural tourism

Aiming to promote cultural tourism in Swiss cities, ST will work closely with selected partners. ST will work hand in hand with various organisations: renowned Swiss museums will be promoted with the Art Museums of Switzerland, the country's castles and palaces with the National Association of Swiss Castles, the UNESCO World Heritage sites with World Heritage Experience Switzerland and eight world-famous events with the Top Events of Switzerland association.

Activities for 2021

- Opening of the extension to Kunsthau Zürich designed by David Chipperfield, autumn 2021
- Opening of the Plateforme 10 cultural quarter in Lausanne in autumn 2021
- Art Basel, Locarno Film Festival, Weltklasse Zürich and five more top events in 2021

A good product is the best marketing.

Switzerland Tourism will intensify and focus on tourism product development in close collaboration with the industry and ST's market and marketing experts. All products form an integrated part of ST's marketing campaigns.

When it comes to the development of innovative offers, the focus is on guests' experiences and travel needs. The goal of ST's product development is to identify trends at an early stage and to ensure the transfer of know-how within the industry. The key elements in all product developments are sustainability, convenience and the bookability of the experiences.

Product developments for 2021

In 2021, we shall present a number of product developments, including the following:



Women-only alpine tours

One of ST's focus points for 2021 will be women and their needs. The aim is to establish female role models in the male-dominated world of alpine climbing. Part of this initiative consists of women-only offers and concepts that focus on women and their interests. There are also plans for a world record attempt to inspire women from all over the world to try mountain tours in Switzerland.



Swisstainable experiences

In order to successfully position Switzerland as one of the most sustainable travel destinations, ST is working with the tourism industry to develop new products to make Swiss sustainability tangible. The thematic focus is on travel by public transport, regional produce and specialities, as well as adventures in and on the water.

snow25 & sleep25

Bookable products are being developed for the future generation to encourage young adults between the ages of 16 and 25 back onto the slopes or into the mountains. A combined all-in offer of public transport and a half-day ticket for ski areas (snow25) as well as an overnight stay in a dormitory-style room (sleep25) will appeal to this target group and help to attract new guests.



Million Stars Hotel

Working with the industry, ST has created the largest and most exciting "hotel" with over 50 spectacular "rooms" in the most extraordinary places in Switzerland with a clear view of the starry sky. Following the successful launch of the Million Stars Hotel in summer 2020, the project will continue until the end of summer 2021 and will undergo constant development.



Bed 'n' Bureau

The Working Holiday offering will launch in 2021. Selected lifestyle hotels in Swiss cities will be pitched as an attractive alternative to the home office. The ideal combination of leisure and work ensures a great work-life balance. ST will work directly with larger companies to promote this unique offering on a broad basis.



An attractive employer.

ST fosters an open, direct and performance-oriented corporate culture with flat hierarchies and fast, agile communication and decision-making channels. ST needs the best talent in order to tackle the complex, challenging tasks it faces.

ST essentials



Recruitment

We consistently recruit employees who best match a clearly defined requirements profile. We prioritise personality, training and experience.



Employee management

We treat our employees with respect, challenge them with ambitious goals, give them confidence and enable them to achieve the best possible performance.



Employee development

We empower and encourage employees who are committed, think independently, act entrepreneurially and achieve their goals. We facilitate personal development and international careers.

Experimentation

We encourage experimentation, creativity and a healthy sense of curiosity. We particularly value agility and a constructive approach when mistakes are made.



Focus on results

We focus on the attainment of shared goals and agree on precise key performance indicators. The attainment of targets is consistently measured.



Learning & sharing

We take a continuous approach to self-development and share our knowledge across all levels. We maintain close communications worldwide and learn from our experiences.



ST spirit

ST employees are inspired by Switzerland as a product and dedicate themselves with passion to the development of Swiss tourism. They think creatively, act with agility and conduct themselves professionally. They have the best interests of visitors, partners and Switzerland at heart. This ST spirit is consciously fostered and turned into a living reality by the executive management, on the basis of the ST essentials.

Innovation

ST believes in the potential of each and every one of its employees. Aiming to promote innovation, ST works with the Kickbox innovation tool. Our employees are encouraged to submit their ideas and work on their own initiative. They will be supported with the right tools and assisted from the initial idea to the final implementation.

Diversity

Maximum productivity and creativity are achieved in diverse interdisciplinary teams. ST aims to harness differences to achieve success and promotes diversity in the organisation. For this purpose, ST fosters a balanced mix of men and women, international personnel and Swiss employees from all four language regions, local and transferable staff, older and younger people, and people with different views and lifestyles across all hierarchical levels.

Working environment

At its main offices in Zurich and the 32 international offices, ST focuses on promoting a motivating, modern working environment. Employees benefit from global career opportunities, flexible working models, up-to-date working conditions and attractive fringe benefits. ST promotes and supports both internal and external continuing education and provides every year training for over 20 trainees worldwide.



Targets for 2021

Overall satisfaction according to employee survey:
78 %

Kickbox pilot project:
20 validated ideas
1 implemented innovation project



More about ST as an attractive employer:
stnet.ch/karriere

Control is the key.

The tasks facing ST within the framework of the federal mandate are laid down in the Agreement on Political Controlling, Reporting and Monitoring between ST and the SECO. ST regularly produces the necessary key figures and evaluations required for reporting on the service mandate.

International financial controlling, annual financial statements and liquidity planning within the available budget and legal framework are assured by ST at all times.

Tourism Monitor Switzerland

Tourism Monitor Switzerland (TMS) is the biggest national visitor survey and gathers information from over 21,000 holidaymakers from more than 100 international markets about their travel habits. Because of current uncertainties, the next TMS survey is planned for 2023. In the intervening years, ST will use the newly established Swiss Tourism Panel to interview guests on relevant topics and gain new insights for marketing purposes. The TMS will also be developed further and adapted to the changes in general conditions in order to generate maximum benefit for ST and the tourism sector in the future.

Impact measurement

Based on the TMS, a comprehensive impact assessment is produced every four years to measure the impact of ST's marketing activities on overnight

stays and turnover. The measurement model will be expanded and linked to the customer journey to enable even more precise statements to be made. Due to the current special circumstances, the next impact measurement will be based on the data gathered in a smaller survey in summer 2021.

Management Information System

In the interests of more effective marketing, ST uses the Management Information System (MIS), which links different data sources and highlights commonalities. MIS is continuously supplemented with new data sources and further developed for internal and external use. This means that the entire tourism industry can benefit from the knowledge that ST gains from this data.

Partner reporting

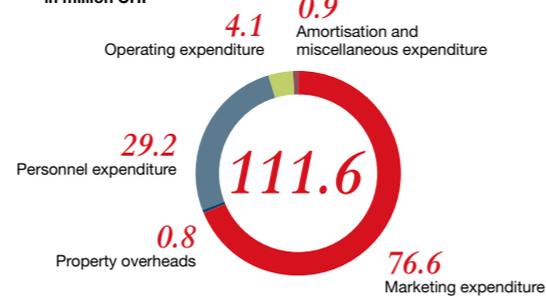
ST will draw up a full report on the various campaigns and marketing activities with its partners. This will be made more user-friendly and visually appealing.

How ST is funded

Annual budget 2021 in million CHF



Budget spending 2021 in million CHF



Publisher
Switzerland Tourism
Morgartenstrasse 5a
8004 Zurich
Switzerland

Editor in chief
Viviane Grobet
Switzerland Tourism

Design/Project Management
Andrea Jenzer, Claudia Brugger
Switzerland Tourism

Photos
Cover: Geneva, iStock
Other photos: With kind permission of the partners

Printed by
Stämpfli AG, Bern

Print run
2,200 copies

Languages
English, German, French, Italian

printed in
switzerland



Strategic premium partners

HotellerieSuisse
The trade association of the Swiss hotel industry
hotelleriesuisse.ch

RAIFFEISEN
Financial services
raiffeisen.ch

SBB CFF FFS
Train travel
sbb.ch

SWISS
The airline of Switzerland
swiss.com

Swiss Travel System.
Switzerland by train, bus and boat
mystsn.net

Strategic partners

AMERICAN EXPRESS
American Express in Switzerland
americanexpress.ch

Coca-Cola
Since 1936 in Switzerland
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coop
Retail and wholesale trade
coop.ch

Europcar
Car rental
europcar.ch

Zurich Airport
Zurich Airport
zurich-airport.com

GASTROSUISSE
GastroSuisse
gastrosuisse.ch

Switzerland Cheese Marketing
cheesesfromswitzerland.com

VALSER
#FeelLimitless
valser.ch

VICTORINOX
#MyVictorinox
victorinox.com

Official partners

APPENZELER BIER
appenzellerbier.ch

BMC
bmc-switzerland.com

bookfactory
bookfactory.ch

Caotina
caotina.ch

GUBELIN
gubelin.com

Halweg
Kümmedly+Frej
swisstravelcenter.ch

Hertz
hertz.ch

Kambly
kambly.ch

KIRCHHOFER
kirchhofer.com

LANDQUART
FASHION OUTLET
landquartfashionoutlet.com

MAMMUT
SWISS 1862
mammut.com

odlo
odlo.com

ovomaltine
ovomaltine.ch

SW/CA
swica.ch

SWISS EDUCATION GROUP
swisseducation.com

swiss-ski-school.ch

SWI swissinfo.ch

swissrent
swissrent.com

visana
visana.ch

SWISS WINE OF COURSE
swisswine.ch

MySwitzerland.com/strategicpartners

Switzerland Tourism.



Tourism partners

