



Switzerland.



Switzerland.

#Ferientag

Schweizer Ferientag
Journée Suisse des Vacances
Giornata Svizzera delle Vacanze
Switzerland Vacation Day

2021

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Swiss Ferientag
Giornata Svizzera dalle Dolomiti
Giornata Svizzera dalle Dolomiti
Swiss Vacation Day



Let's do this!

Presenting Partner



Southeast Asia.

Deep dive in its diversity.



Switzerland.

South East Asia.



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- South East Asia consists of eleven nations and covers a vast territory.
- SEA has a population of 630 million.
- Half of the population is below 30 - generating an enormous labor market that drives the booming economy.



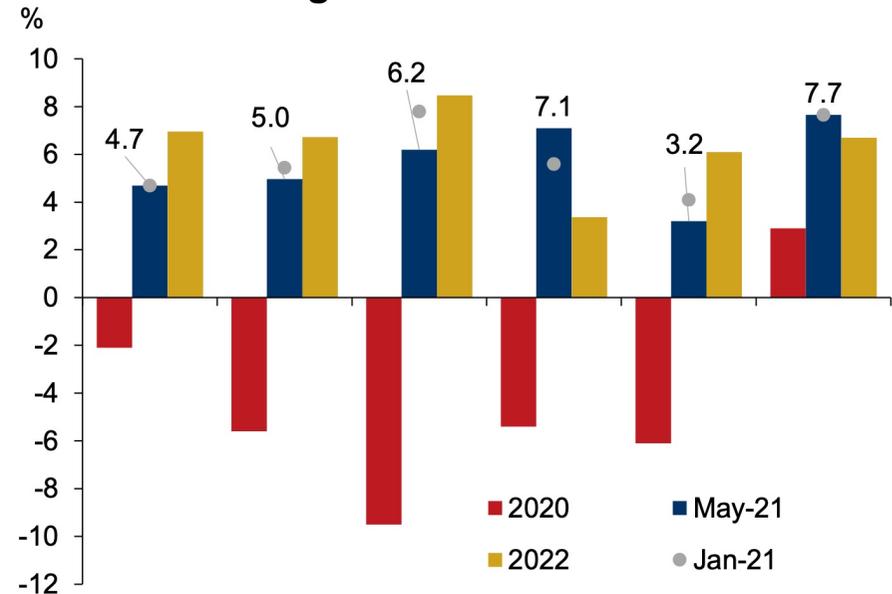
ASEAN.



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- ASEAN, the Association of South East Asian Nations generates a GDP of US\$ 2.7 trillion.
+ 5.1% in 2021
- 4th biggest economic powerhouse, behind North America, Greater China and the EU by 2030.
- Already now the 6th biggest travel outbound market.

ASEAN-6: GDP growth

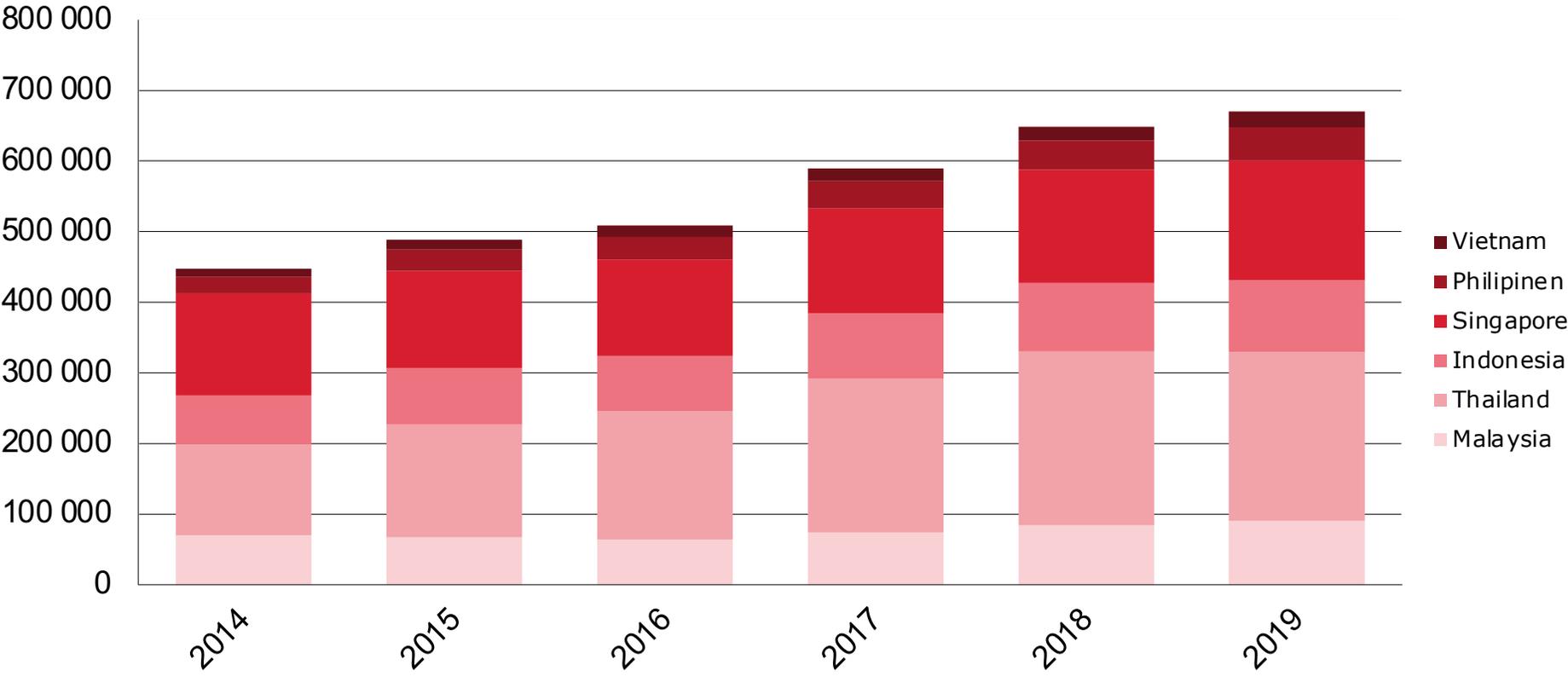


Indonesia Malaysia Philippines Singapore Thailand Vietnam
Source : Oxford Economics/Haver Analytics

SEA 10th biggest source market for Switzerland.



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Key Objective.



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- Highlighting cultural differences relevant to hosting guests from South-East Asian main source markets.
- Providing insights about the reasons behind this differences.
- Equip you with some useful tips to cater even better to SEA guests.

Speakers.



Thailand.



Switzerland.





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Thailand.

Respect for the Elders and the Thai Monarchy

Why?

- Seniority plays a large role. Specific way of showing respect to the elders.
- Thais have a deep respect for their King and the Royal Family.

Recommendation:

- Pay the first attention to the elder Thais: greeting, start conversation first, first-serve to the elders in the group at restaurants.
- Do talk nicely about the King and his family, or not at all.
- Extra-mileage: well-rounded on the Late King Rama IX's life in CH for 18 years!

Thailand.



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Body Language: Be careful, esp. Head & Feet

Why?

- Head as the most superior and sacred part of the body to Thais, whereas feet as the most inferior of the body.
- Pointing your feet at someone is regarded as an insult.

Recommendation:

- Don't touch the head or ruffle their hair, not even the cutest child's.
- Public transport: Don't point your feet towards or show the soles of your feet; don't step over any part of the body even legs and feet, in all times.

Thailand.



Switzerland.

Thais don't understand, when hosts proclaim limits (e.g. for beverages).

Why?

- Switzerland's hospitality is legendary, same as Thailand as a land of smile.
- Thais are generous hosts almost without limits and expect a similar treatment.
- Thais will not take advantage of your generosity.

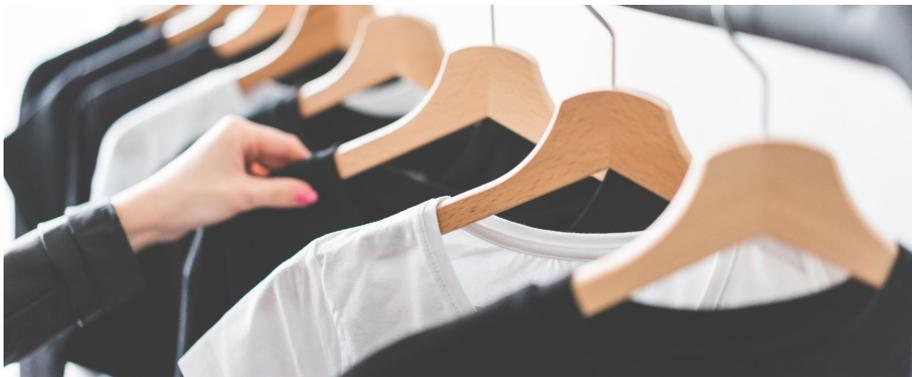
Recommendation:

- No need to impose a condition on drinks, either verbally or on the program, better leave it open. Talk to the group leader individually, instead of the whole group.

Singapore.



Switzerland.



Singapore.



Switzerland.

Wifi- lookout

- Constant need to be connected. Social media savvy.
- SIM cards are likely not switched out from their local numbers use of internet messenger chat platforms like WhatsApp to call home.

Recommendations:

- Provision of password upon arrival (they will ask anyway)
- Use the chance to have a landing site for your offers/promotions
- Good to get instant sharing of hotel on social media with accurate location tag in place



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Singapore.

Luggage services

- Used to a different style of services in home country.

Recommendations:

- Include before check-in, welcome or farewell greeting; a gentle reminder to handle own's luggage.
- Surcharges in place to allow choice and expectations management.
- Promotion of hotel-to-hotel luggage transfer services or pick-up service from nearest train station.

Singapore.



Switzerland.

Safety

- Singapore is likely the safest country in the world and Switzerland is considered at par. Lower alertness make us a target for pickpockets.

Recommendations:

- Security safe for passports, cameras and luxury items in the room
- Reminders to take responsibility for own's valuables/beware of pickpockets
- Gentle reminder (a call or template SMS/WhatsApp) before check-out to highlight common forgotten items in room

Singapore.



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Shopping characteristics:

- Value hunting – to get the "best deal" is typical buying behavior

Recommendations:

- Appeal to positive rewards when doing pricing – incorporate the "extras" in the price. Intrinsic value.
- "Happy hour", "1-for-1", "Get free", "Sale/promotion" , "50% off", "Early bird discount".
- Reward system after completing of "task" (e.g. social media post)

Malaysia.



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Guiding

- Malaysian tourists are not used to tours which focus on history.

Why?

- Malaysian guests unable to relate

Recommendations

- use anecdotes instead
- show places for picture taking
- allocate time for people to shop



Malaysia



Switzerland.

Type of holiday

- Guests like to do/see as much as they can

Why?

- Time constraints
- Different perspective towards lifestyle

Recommendations

- Do not allocate too much time for relaxation
- Light activities/experiences





Switzerland.

Malaysia.

Food

- Swiss Food in general not considered a USP of Switzerland.

Why?

- Acceptance of dairy in particularly cheese and cold dishes
- Culture differences

Recommendations

- provide tasting portion



Malaysia.



Switzerland.

Food and condiments

- Guests bring their own condiments
i.e. chili sauce, sweet soy sauce

Why?

- Threshold for salt
- Homesick, used to heavy spiced dishes

Recommendations

- allow flexibility
- provide dishes with less salt



Indonesia.



Switzerland.

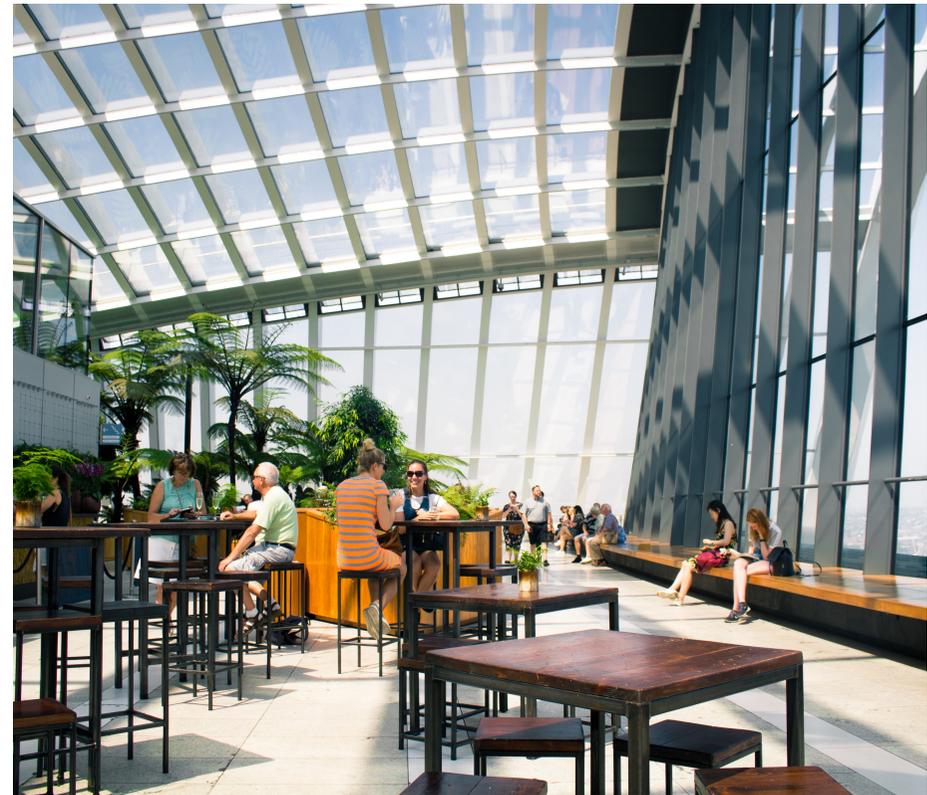
Avoid direct sun exposure

Why:

- Tropical country with year-round sunshine. We rather avoid the sun if we can.

Recommendation:

- Provide a place indoor or under the shades
- Breaks in a cooler place during hot sunny days



Indonesia.



Switzerland.

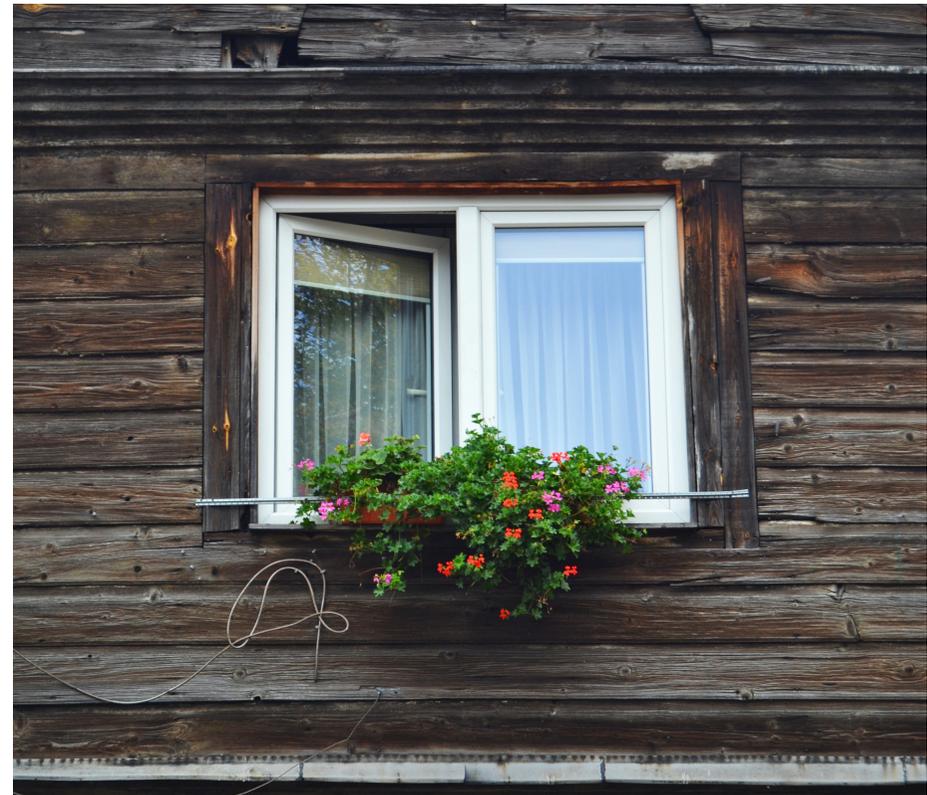
Opening windows to get cool air is not the norm.

Why:

- Used to AC indoor so windows are usually closed.
- Perception of safety

Recommendation:

- Provide fans instead (guarantee paper vs cash deposit)



Indonesia.



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Avoid long walks or hikes

Why:

- Hot weather and less pleasant sidewalks in Indonesia.
- Used to having personal chauffeurs

Recommendation:

- Include photo breaks and shopping spots within a walk/hike
- Drop off as close as possible



Indonesia.



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Laidback view on time

Recommendation:

- Explain consequences and manage expectations regarding punctuality
- Have a buffer time





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Conclusion.

- SEA guests consider the beauty of Switzerland and the friendly Swiss hospitality as main travel reason.
- Make the travel experience as convenient as possible.
- Offer products in the way guests want to consume it.
- Respect differences and ask proactively
- Cultural differences can be a business opportunity

Thank you.

Q & A.



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