



Switzerland.



Switzerland.

#Ferientag

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

2021

#Ferientag

Schweizer Ferientag
Giornata Svizzera della Vacanza
Switzerland Vacation Day
2021



Let's do this!

Presenting Partner





Switzerland.

Market presentation BeNeLux.

Armando Troncana, Market Manager BeNeLux
Ferientag / journée des vacances 2021





Switzerland.

Market presentation BeNeLux.

1. Our guests and their needs.
2. Travel forecast and outlook.
3. Market trends and campaign outlook
4. ST Team in Amsterdam and Brussel.
5. Questions

Some indication for the participation in this session:

- Session will be recorded – made available on ST Net (for members)
- Use Q&A button for questions



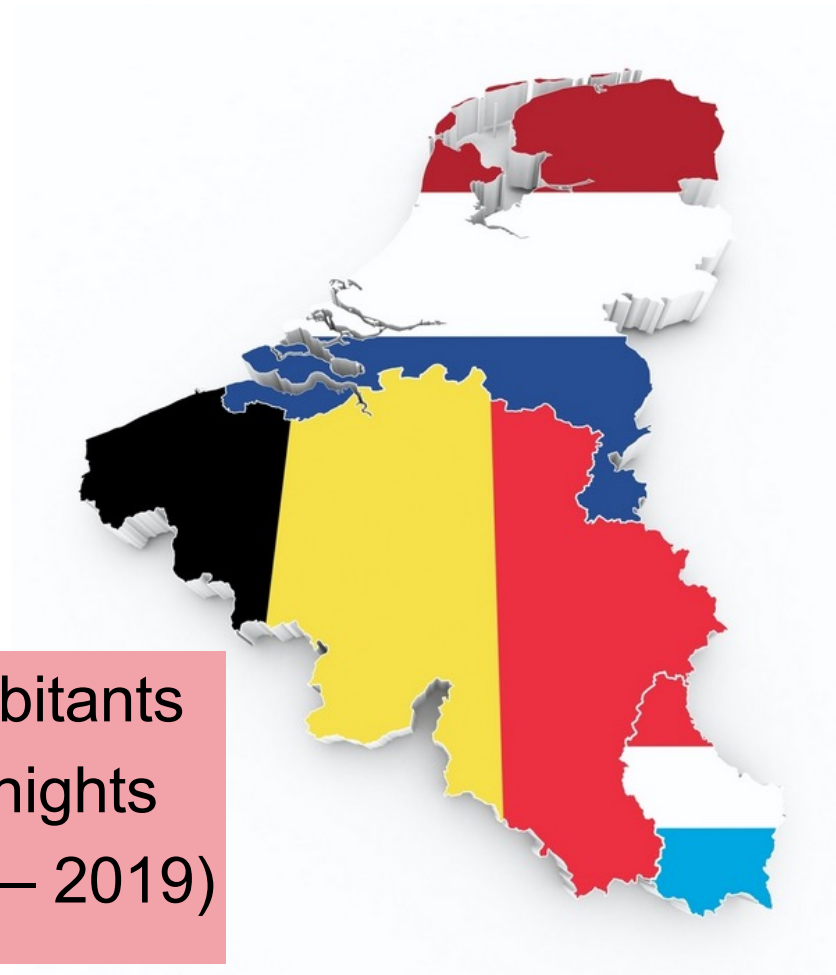
1. The BeNeLux guest.





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1. BeNeLux in figures.



- 11,5 Mio inhabitants
- 635'000 overnights
- +2,3% (2015 – 2019)



- 17,5 Mio inhabitants
- 648'000 overnights
- +4,4% (2015 - 2019)

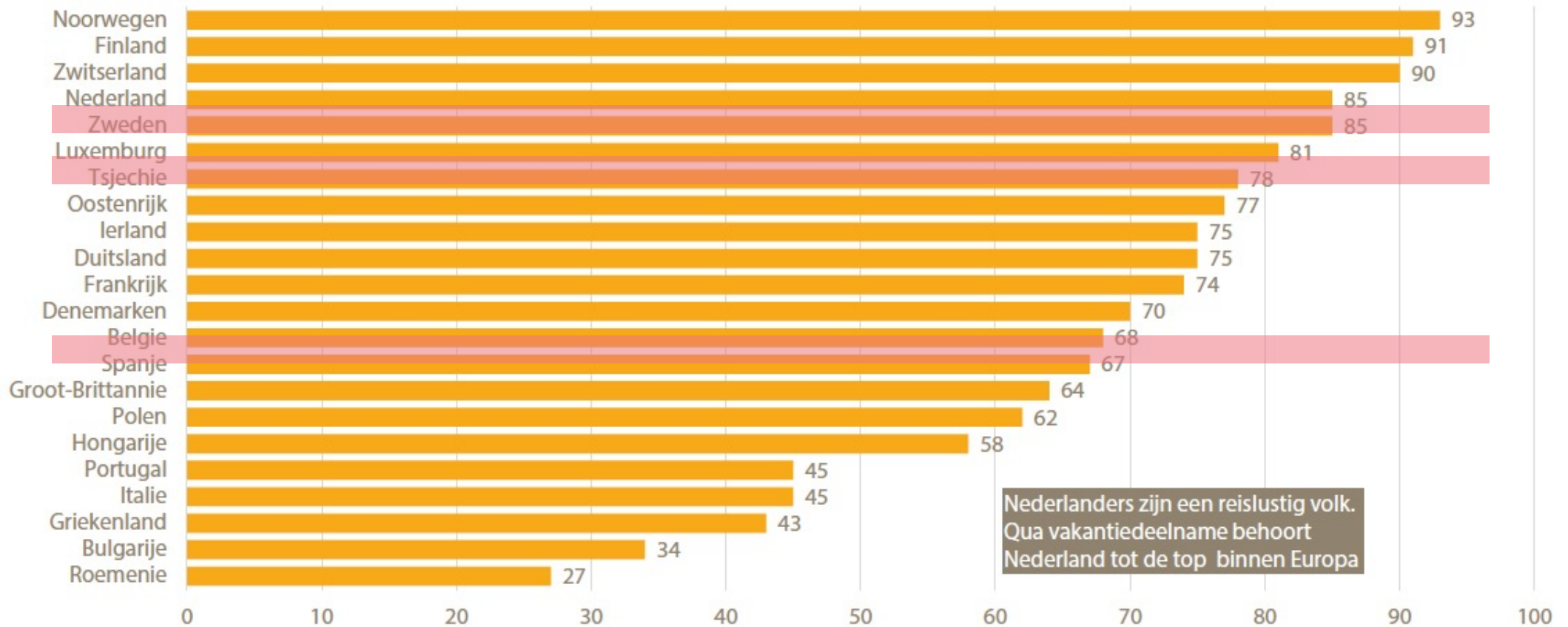


- 630'000 inhabitants
- 104'000 overnights
- +4,6% (2015 – 2019)



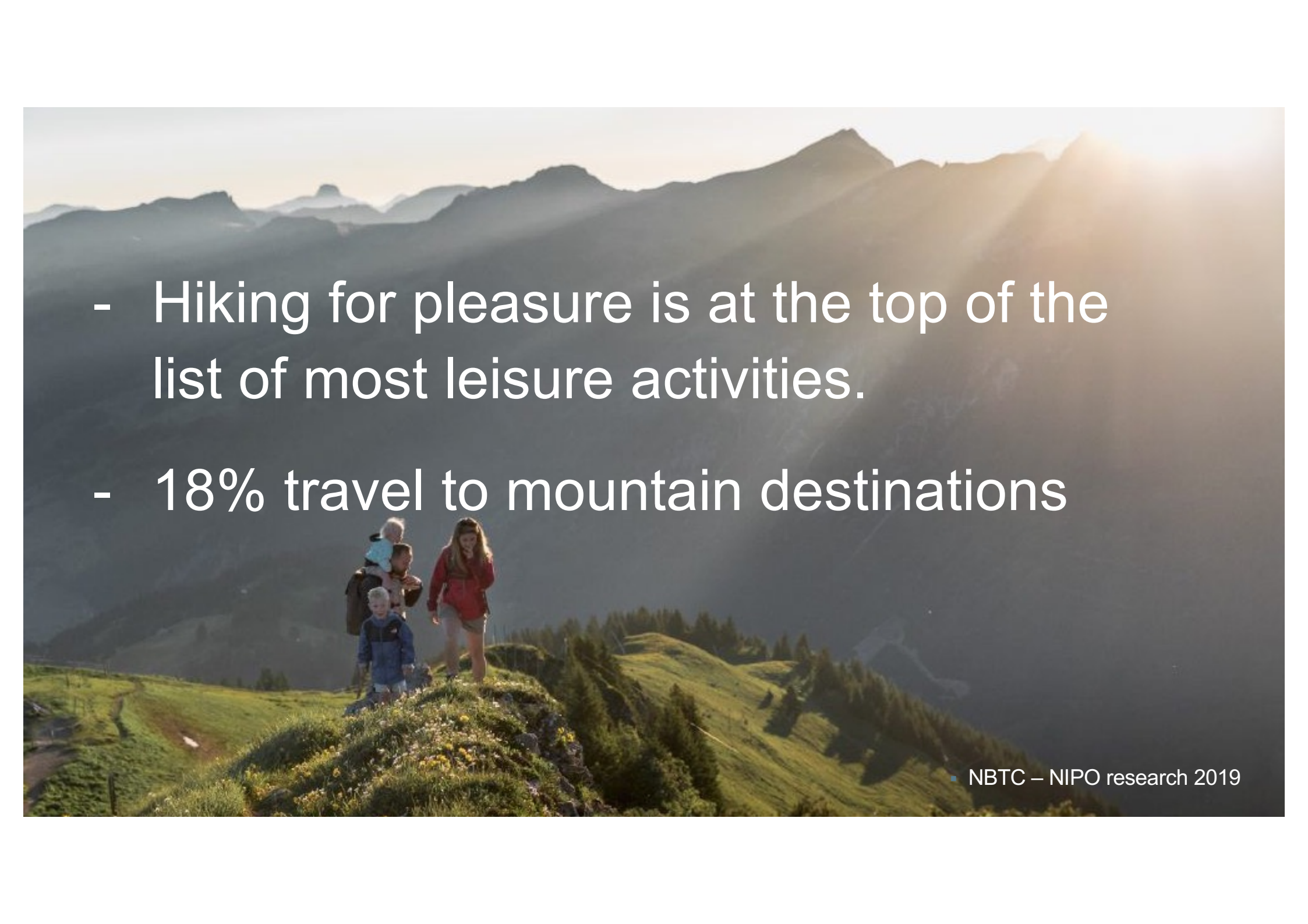
Switzerland.

1. BeNeLux – Travel frequency.



Bron: Eurostat 2018 | reizen voor persoonlijke redenen

- 
- 84% of the Dutch go on holidays, 55% travel abroad
 - Average of 21.6 days of vacation:
 - 7,1 days in the Netherlands
 - 14,5 days abroad

- 
- A family of four is hiking on a mountain ridge. The father is carrying a baby on his back, the mother is in a red jacket, and a young child is in the foreground. They are surrounded by green grass and yellow wildflowers. In the background, there are dark, jagged mountain peaks under a bright, hazy sky with the sun low on the horizon, creating a lens flare effect.
- Hiking for pleasure is at the top of the list of most leisure activities.
 - 18% travel to mountain destinations

- 
- A cyclist in a blue jersey and white helmet is riding a red road bike on a paved road that curves through a lush green valley. In the background, a small village with a church is visible on a hillside under a clear blue sky.
- 25% search for active and nature holidays
 - 11% for family holidays and 8% plan roundtrips.

- 
- 27% of trips abroad are made to cities¹.
 - 28% to 45% of overnights in Swiss Cities²

1 Trendrapport NL 2018

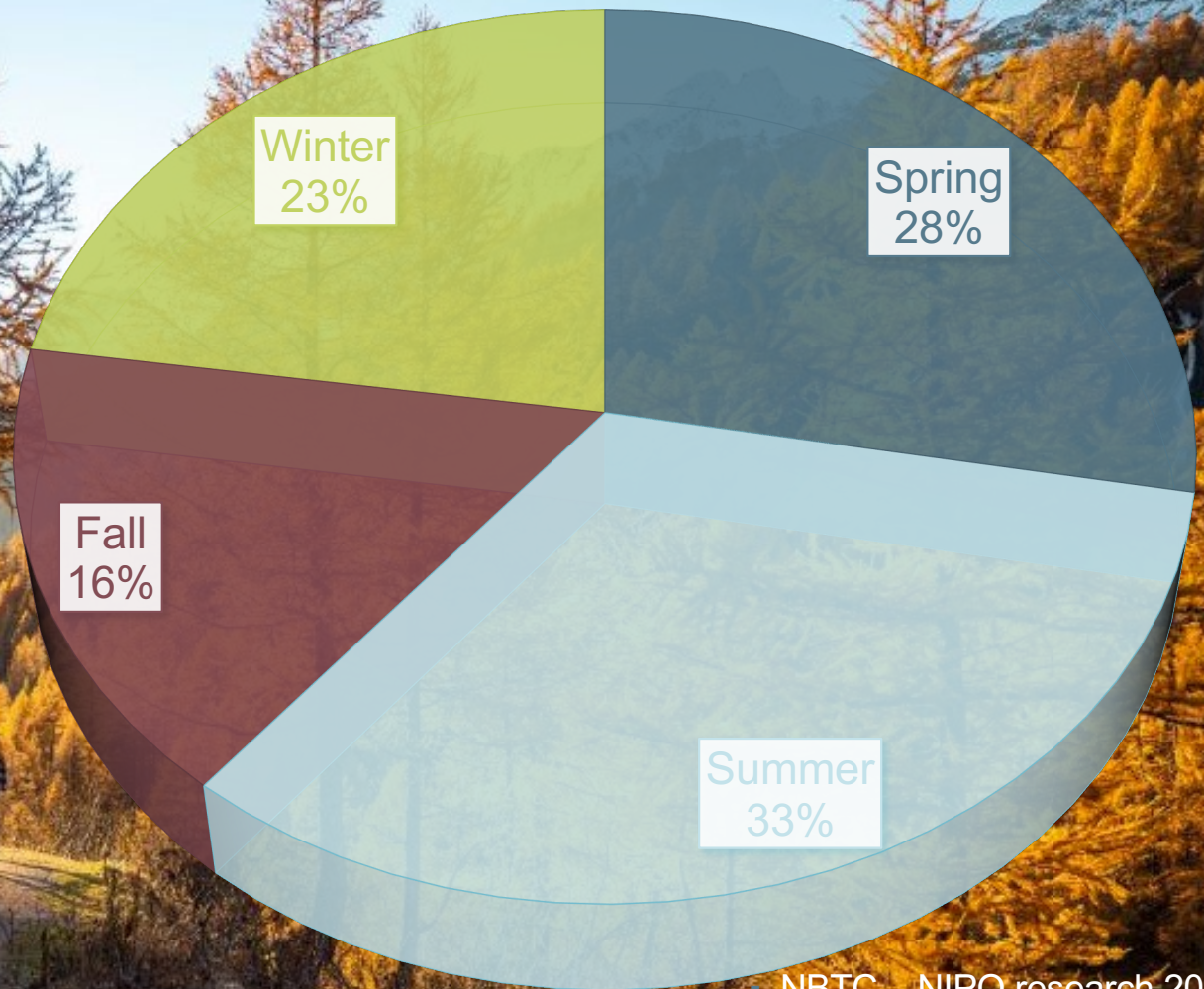
2 TMS 2017



- More than 12 Mio people in the BeNeLux are in the age group 50 plussers (40% of population).

- Over 70 % of wealth (capital) in hands of 50 plussers.

Travel seasons



3 facts about our guests: Netherlands.



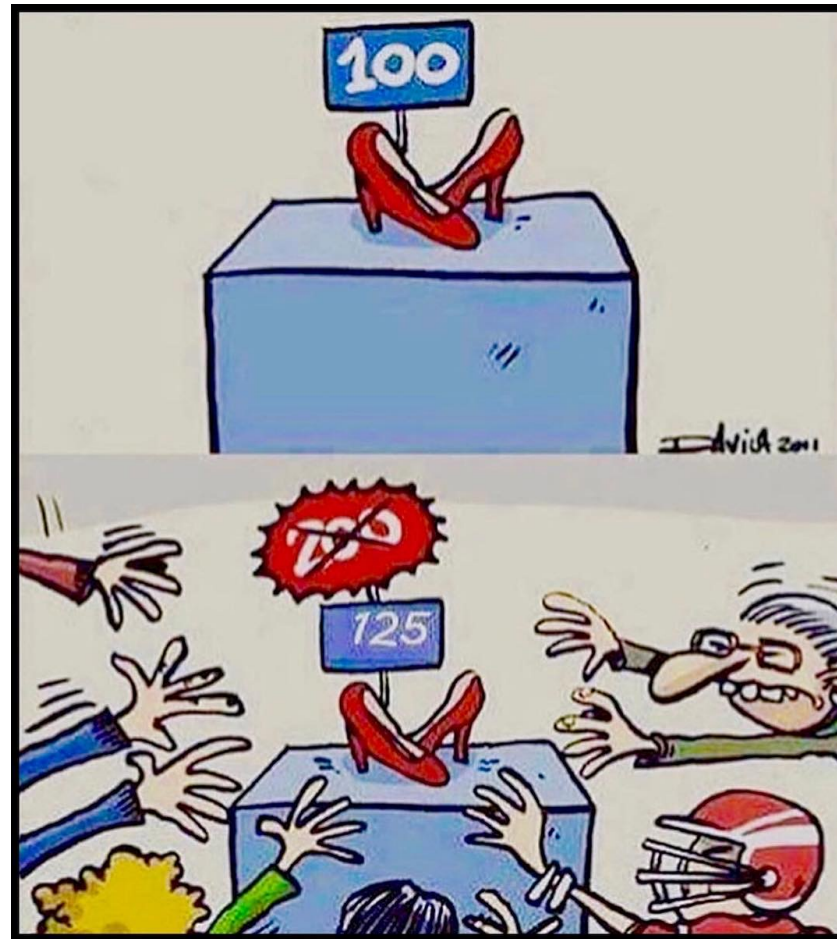


1. Exploring is in the DNA of the Dutch.

2. The Dutch love camping.



3. The Dutch love bargains.



The image shows the Atomium structure in Brussels, Belgium, against a clear blue sky. The structure consists of nine spherical nodes connected by a network of grey tubes. The spheres are highly reflective, mirroring the sky and surrounding environment. The text '3 facts about our guests : Belgium' is overlaid in white, sans-serif font across the center of the image.

3 facts about our guests : Belgium



1. #inLOVEwithSWITZERLAND since
their childhood.

2. Belgians are bons vivants.



3. Belgians love their cars.





Facts about our guests . Luxembourg.



Luxembourgers wish high-quality.

Family is prio 1.





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2. Travel forecast and outlook.

Market study results.

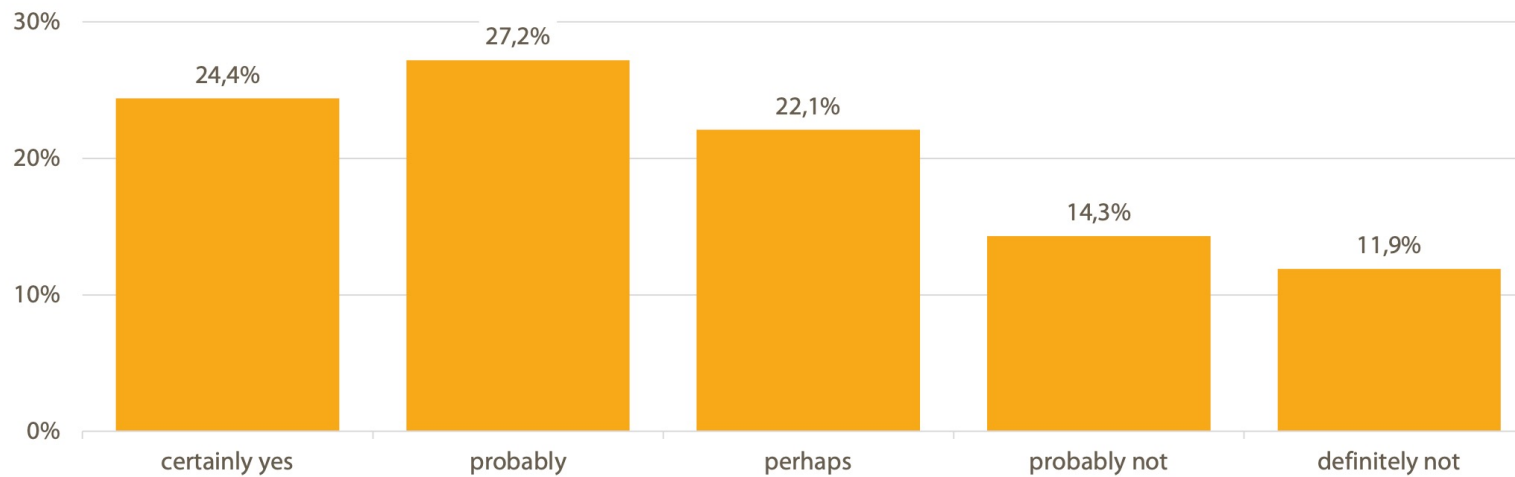


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2. Travel forecast and outlook.

2.1 Holiday plans summer 2021

About 52% of the Dutch population (18+ years) has decided / probably plans to take a vacation of a week or more next summer.



Question: Are you planning to take a holiday of a week or longer this summer (from June to September)



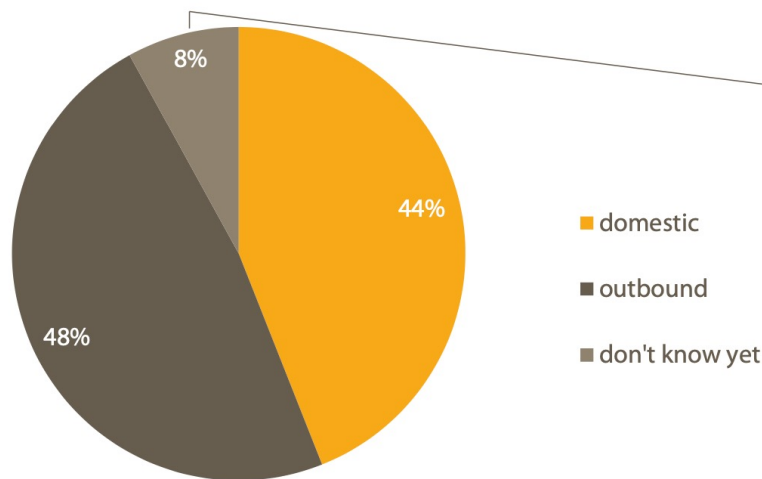


Switzerland.

2. Travel forecast and outlook.

2.3 Destination summer holiday 2021

There are slightly more plans for a foreign holiday this summer than for a holiday in the Netherlands. For holidaymakers who have not yet made a choice between their own country or abroad, the uncertainty caused by corona is the main reason.



IMPACT CORONA

Main reason	67%
One of the reasons	28%
No reason	5%

Basis: people who are definitely / likely to go on holiday next summer
Question: Where would you like to spend this long summer holiday?

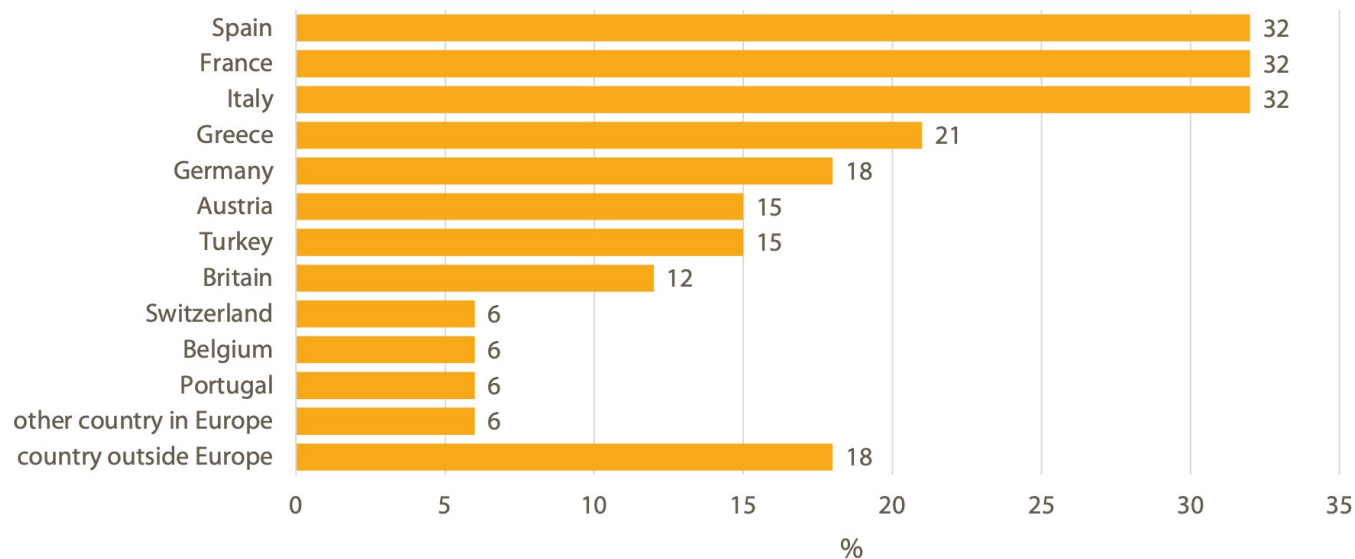


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2. Travel forecast and outlook.

4.2 Destinations in consideration

Dutch people who want to spend their summer holidays abroad, but do not yet know where, mainly consider France, Spain and Italy.



Basis: people who decide / probably want to spend a holiday abroad this summer

Question: You previously indicated that you do not yet know in which country you want to spend the coming summer holiday.

Which countries are you considering? (You can tick a maximum of three countries)

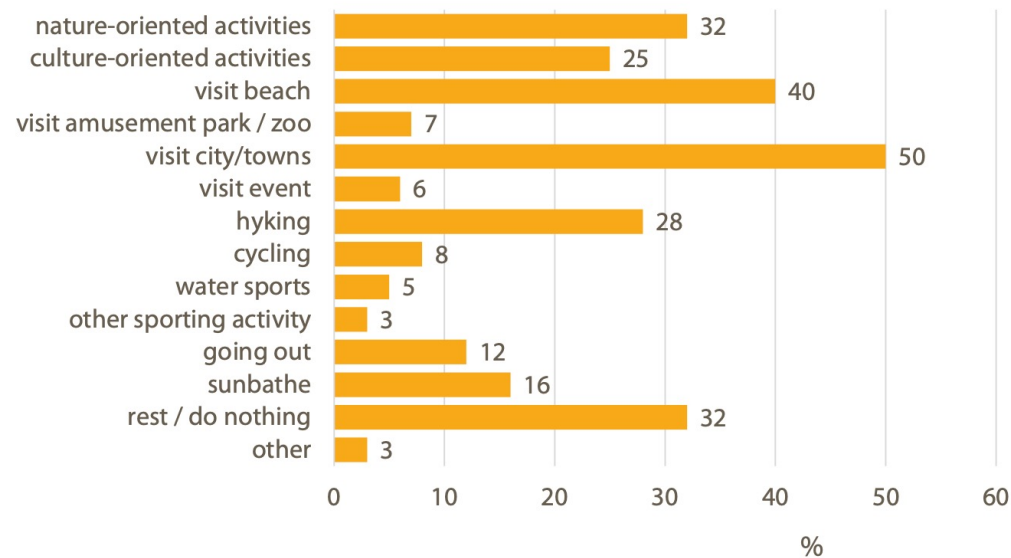


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2. Travel forecast and outlook.

4.5 Activities

Visiting a city/towns and visiting the beach are among the most popular activities among Dutch people who want to spend their holiday abroad this summer



Basis: people who decide / probably want to spend a holiday abroad this summer
Question: What type of activities do you especially want to do during this holiday?



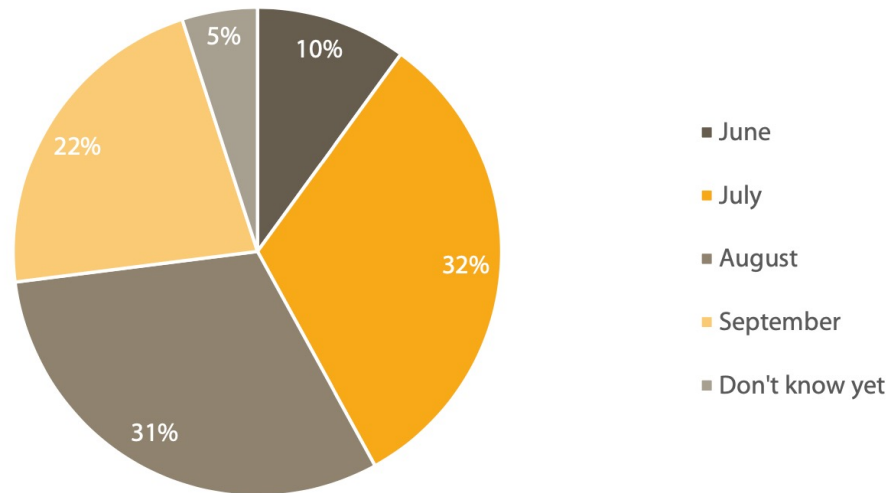


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2. Travel forecast and outlook.

4.6 Departure month

July and August are the main departure months for long holidays abroad in the summer period. Compared to domestic holidays, September is also relatively popular.



*Basis: people who decide / probably want to spend a holiday abroad this summer
Question: In which month do you want to leave for this holiday?*

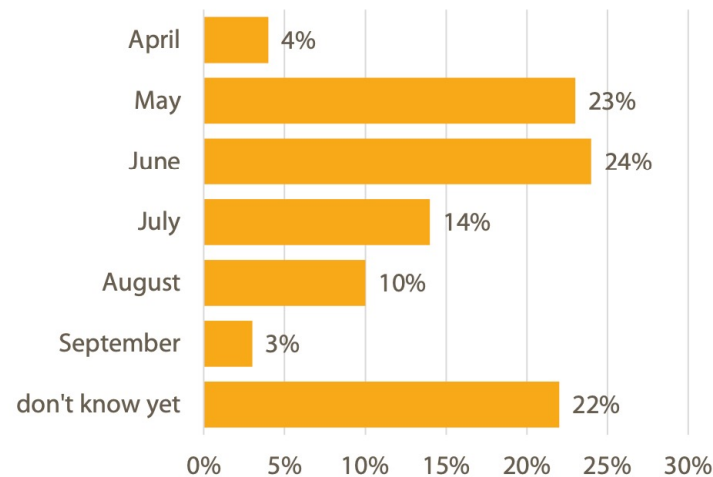
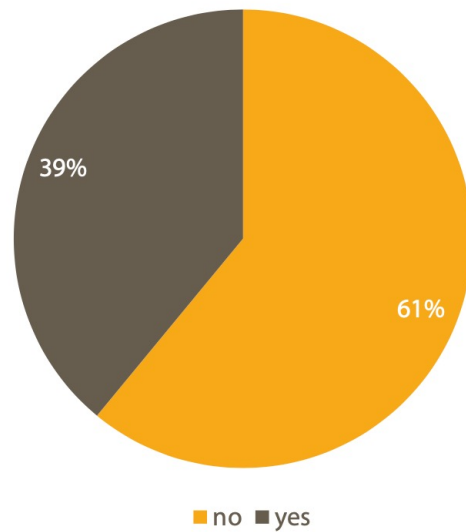


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2. Travel forecast and outlook.

4.7 Stay already booked

More than 60% of the intended holidays abroad have yet to be booked. Planners who still have to book want to do so especially in May and June. A relatively large proportion do not yet know in which month they will book.



Basis: people who decide / probably want to spend a holiday abroad this summer

Question: Have you already booked / arranged the stay? If not: When are you planning to book this holiday?



Research: holidays plans of the Dutch for summer 2021 | Switzerland Tourism



3. Market trends and campaign outlook.

3. One major trend: Sustainability.



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THE INSPIRERENDE 40 2020

1  Too Good To Go	4 	7 	11 	17 	24 	
2 	3 	5 	8 	12 	18 	25 
	6 	9 	13 	19 	26 	
		10 	14 	20 	27 	
			15 	21 	28 	
			16 	22 	29 	
				23 	30 	
					31 	

BY 2030, 100% OF THE INSPIRING 40
IMPACT DRIVEN

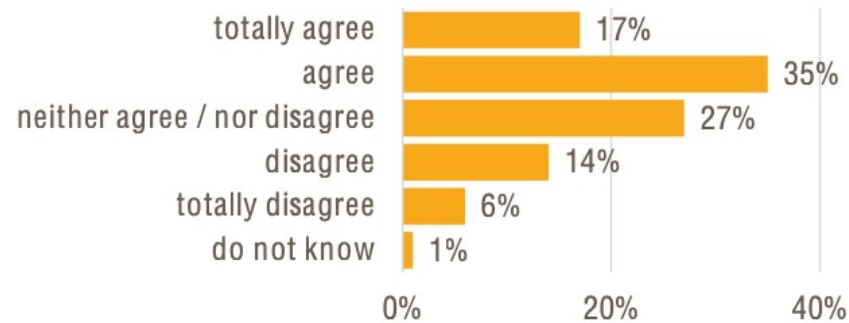
Synergie – Inspirerende 40 report



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3. One major trend: Sustainability.

The corona crisis has made me more aware of the impact of travel on the climate and the environment



*) Base: Dutch people who want to go on holiday in 2021

- More than half of the holidaymakers are more aware of the impact of travel on the climate and the environment because of corona
- This particularly applies to women (54%) and seniors (57%)

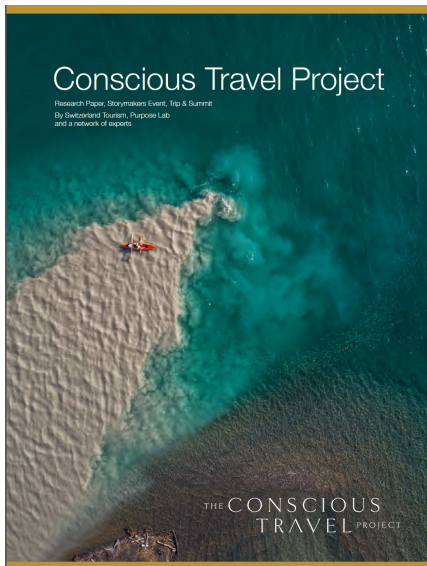
Source: Research future vision Dutch holiday market 2030 | Trends & Tourism | measurement: December 2020



3. Summer Campaign Swisstainable.



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- Research
- Story Maker Event



- Ambassador & innovators



- Media partnerships & distribution



- Festival & workshops



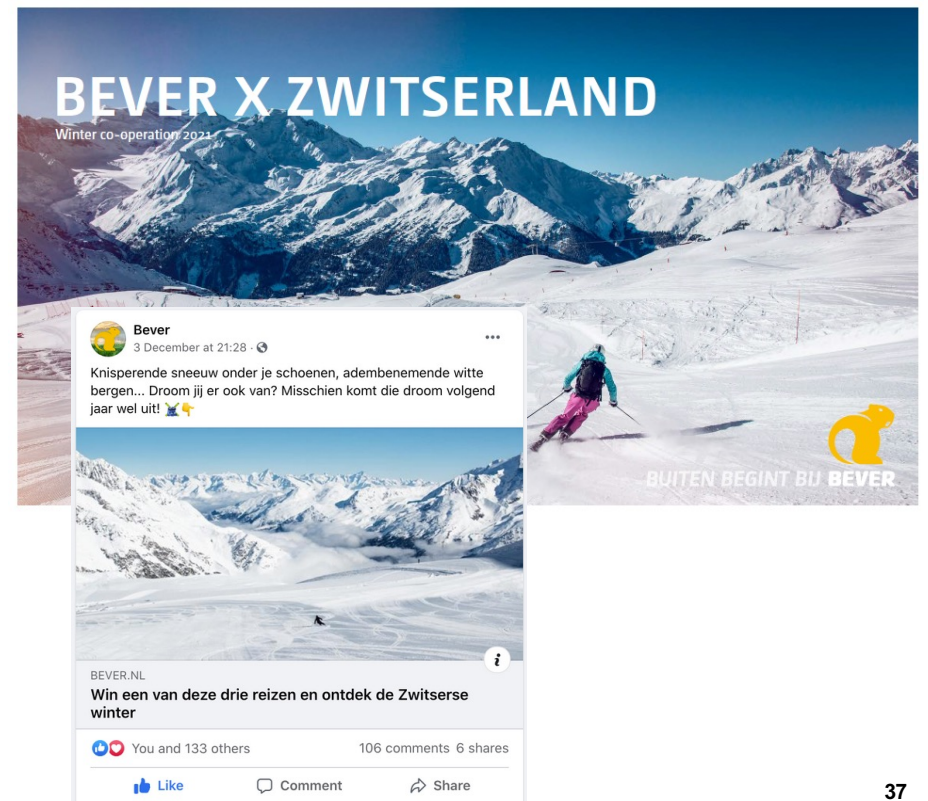
- Offer promotion

3. Winter campaign – need to compensate.



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- Partnership with major sport-equipment store in the Netherlands.
- 3 generation travel promotion in cooperation with
 - Skiassociations
 - Media partnerships
 - Automobile clubs



3. Grand Tour – Closer and by car.



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- Promotion of (e)GTOS and GTTOS with Automobile Cubs and specialised Touroperators.

The screenshot shows the ANWB website interface. At the top, there is a navigation bar with the ANWB logo and a search bar. Below the navigation bar, there are several menu items: 'Wegenwacht', 'Verzekeringen', 'Verkeer', 'Auto', 'Fiets', 'Eropuit', 'Vakantie', 'Webwinkel', and 'Lidma'. The main content area features a travel package titled 'ANWB Ledenreizen' and '8-daagse autovakantie Berner Oberland'. The package has a rating of 7.8 and 5 reviews. A large image shows a scenic view of a lake and mountains. A red shield-shaped logo with a white cross and the text 'GRAND TOUR of Switzerland' is overlaid on the image. Below the image, there are three bullet points: 'Ontdek het Lauterbrunnental, het dal van 72 watervallen', 'Verblijf in een authentiek Zwitsers hotel', and 'Inclusief ontbijt, diner, ANWB Ledengeschenk en een wandelkaart'. At the bottom, the ANWB TOURING logo is displayed, along with a price tag of 'Vanaf 629,- p.p.'.

3. Swiss Cities – strong media partnerships .



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4. Our Team



Priska Renold



Janine Nijlant



Veronique Leanders



Mirko Capodanno



Luc Gschwend



Saar Claeys



Maarten Visser



Myriam
Winnepennickx



Lisette van
Dolderen



Armando Troncana



Plays for you!



Questions?

My contact & your feedback.



Switzerland.

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Thank you for your feedback in the poll!

Thank you.