



Switzerland.

# Key Partners Meetings – CZ market.

Jan Ursíny, 13. / 14. 4. 2022.

# How are our guests characterized?

ST market: All, single market: All, Segment: All

For more info on our guests click here.

Switzerland Tourism.



**1**  
First-time visitors  
36.1% share

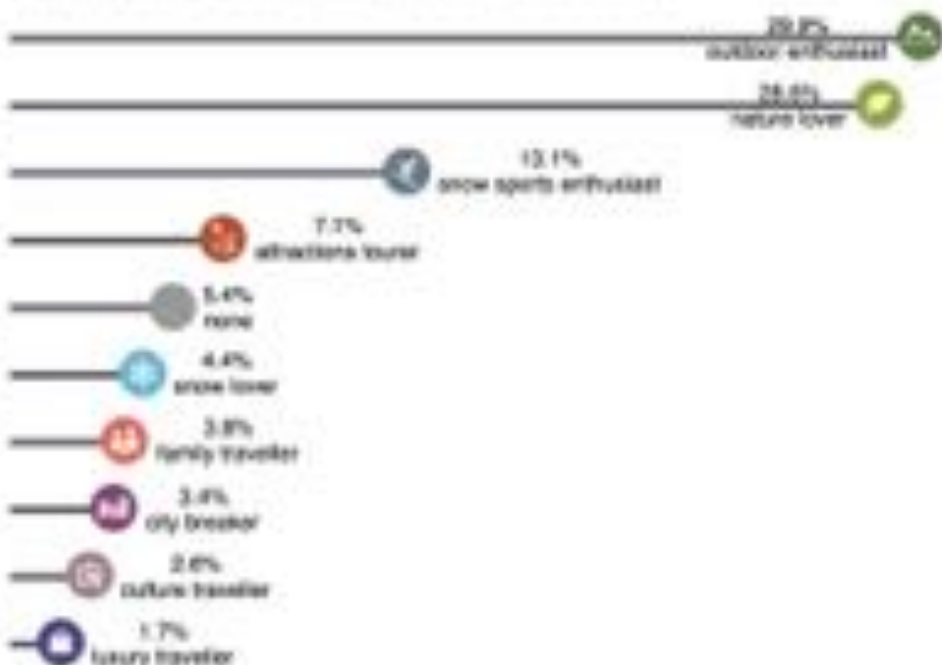
**5**  
Frequent visitors (5+ visits)  
25.7% share

16-35 years  
37.3% share

Family  
20.3% travel with children

55+ years  
19.2% share

ST segments (please select by clicking on the icon)



Travel behaviour

Accommodation type



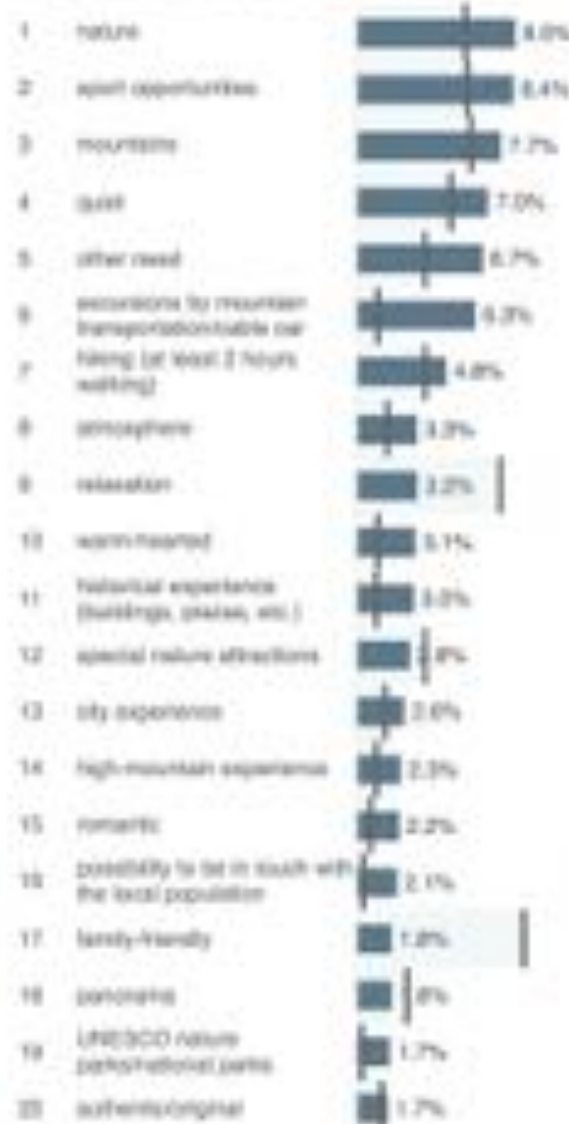
Means of transportation



Touring



Top 20 main travel reasons



Select ST market



Or select a single market

# How does the Swiss hotel industry perform - actuals 2020?

For more info on overnights click here.

Switzerland Tourism.



ST market: Czech Republic (single market: All)

Overnights (hotels)

0.05 M  
million

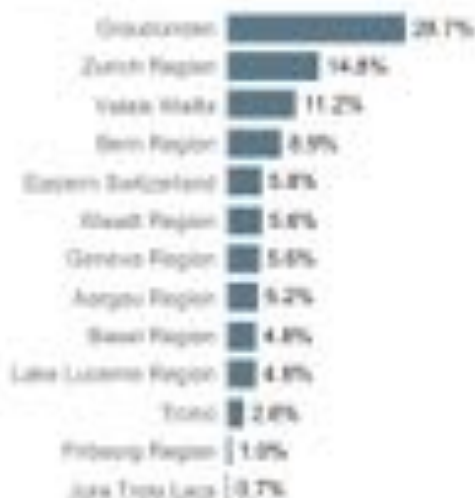
Length of stay

2.8  
nights

Market share

0.2%  
market share

Tourism regions (please select for filtering)



Select year  
2020

Market share  
(select ST market)

1	Switzerland	94.1%
2	Germany	3.0%
3	Benelux	2.1%
4	France	1.9%
5	United Kingdom	1.2%
6	Italy	1.0%
7	North America	0.7%
8	Austria	0.7%
9	Russia	0.7%
10	Greater China	0.7%
11	Russia	0.4%
12	Spain	0.3%
13	South East Asia	0.3%
14	Gulf Countries	0.3%
15	Poland	0.3%
16	Israel	0.2%
17	Australia New Ze	0.2%
18	India	0.2%
19	Czech Republic	0.2%
20	Republic of Korea	0.1%
21	Japan	0.1%
22	Other non-ST m.	0.0%

Region of origin\*

Tourism zones (please select for filtering)



Top 10 destinations



Or select a single market  
All

# How does the Swiss hotel industry perform - actuals 2021?

For more info on overnight click here

Switzerland Tourism.



ST market: Czech Republic (single market: All)

Overnights (hotels)

0.06 M  
million

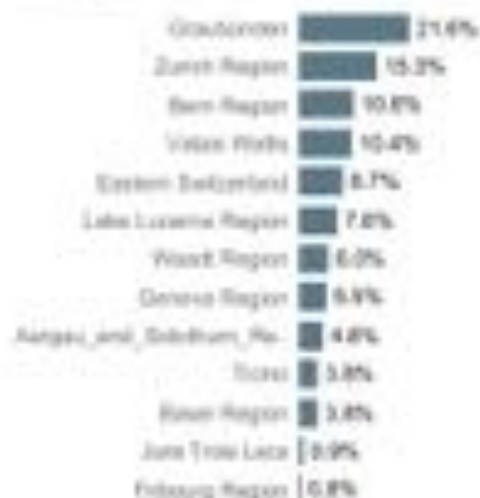
Length of stay

2.5  
nights

Market share

0.2%  
market share

Tourism regions (please select for filtering)



Select year  
2021

Market share  
(select ST market)

1	Switzerland	91.9%
2	Germany	2.0%
3	France	1.1%
4	Denmark	0.7%
5	North America	0.7%
6	Italy	0.6%
7	U.K. Countries	0.4%
8	United Kingdom	0.3%
9	Austria	0.3%
10	Spain	0.2%
11	Poland	0.2%
12	Sweden	0.2%
13	South East Asia	0.1%
14	Russia	0.1%
15	Israel	0.1%
16	India	0.1%
17	Czech Republic	0.2%
18	Greater China	0.1%
19	Australia New Ze.	0.1%
20	Japan	0.1%
21	Republic of Korea	0.1%
22	Other non-ST m.	0.1%

Region of origin\*

Tourism zones (please select for filtering)



Top 10 destinations



Or select a single market  
All



Switzerland.

# Opportunities Czech market.

## ▪ **Segments:**

- Nature Lover
- Outdoor Enthusiast
- Attractions Tourer
- Family
- Snow Sports Enthusiast

## ▪ **TOP products / campaigns:**

- Touring (GToS / GTToS)
- Swisstainable
- 100% Women
- I need Switzerland

## ▪ **What works in Czech market:**

- Swiss alpine nature: mountains, lakes, waterfalls etc.
- Swiss railways and public transport: Panoramic & scenic trains
- Active vacation: Bike & Hike in Summer, Ski in Winter
- Groups with TO's / FIT with individual itineraries









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Market partner promotion strategy.

# CZ Key Partner Package.

## PROMOTION 1/2.

- **For Bikes 2023, 23. – 26. 3. 2023**  
  - Bike and tourism fair for public in CZ
  - Brochures & maps distribution; passive or active participation at ST stand; active or passive participation; 15.000+ visitors
- **Prostě běž! (Just run!), June 2023**    
  - Sport promotion event in center of Prague focused on running races (incl. partner presentation / brochures distribution, contest) and outdoor program by Svět Outdooru; passive participation; 800 visitors



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# CZ Key Partner Package.

## PROMOTION 2/2.

- **Prague railway day with Czech railways, September 2023**   
  - Partner presentation at ST stand during B2C event organized by Czech Railways (incl. brochures distribution and contest); passive participation; 3.000 visitors
- **Festival Obzory 2023, November 2023**   
  - One of the most important festival focused on tourism and outdoor active vacation; passive participation with brochures & maps distribution; 1.500 participants





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# CZ Key Partner Package.

## DIGITAL 1/3.

- **Partner landing page at MojeSvycarsko.com**
  - Partner news and inspirational tips in CZ language (min. 4 for Summer, min. 4 for Winter)
- **B2C Newsletters with partner news (monthly)**
  - up to 4x Summer and 4x in Winter – depends on ordered package, 27.000 subscribers
- **B2C Newsletter with partner news via external partner**
  - Possible placement according to targeting: B2C via Luxury Guide, Snow.cz, B2B via TTG or Association of Czech TO's and TA's)



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# CZ Key Partner Package.

## DIGITAL 2/3.

- **Social media campaign via ST Facebook page**
  - Facebook.com/MojeSvycarsko for Summer and Winter
- **Facebook promotion via external partner**
  - Possible placement according to targeting: B2C via Snow.cz, Marianne.cz, Pohora.cz / SvetOutdooru.cz; B2B via TTG.cz
- **Influencer campaign for Summer or Winter**
  - Group or individual media trip with influencers from Czech Republic



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# CZ Key Partner Package.

## DIGITAL 3/3.

- **Contest at MojeSvycarsko.com**

- Educational contest focused on partner; prize provided by partner (examples: accommodation for 2 people for 2 nights, cable car tickets,...)

- **Integration in ST promotional campaign**

- Via selected website portals during Summer and Winter in form of editorial / content contribution.



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# CZ Key Partner Package.

## KMM – Key Media Management 1/2.

- **ST Press conferences**

- Active or passive participation, e-Press release distribution with partner news (365 journalists), Summer edition with 30+ journalists & Winter edition with 25+ journalists

- **B2B KMM Newsletter with partner news / tips**

- Distributed to our KMM mailing list (365 journalists) min. 2x Summer, min. 2x Winter

- **Editorial contribution/PR in SWISSmag magazine**

- Spring / Summer 2023 – topic Touring
- Autumn / Winter 2023/2024 – topic Technical highlights of Switzerland



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# CZ Key Partner Package.

## KMM – Key Media Management 2/2.

- **Editorial / content contribution in selected media magazines\*:**
  - premium travel magazine Travel Life (active outdoor vacation and Swisstainable experiences)
  - exclusive travel magazine Luxury Travel Digest (GTToS / GToS, Swisstainable opportunities, premium experiences)
  - deluxe lifestyle magazine Luxury Guide (Touring with Roger Federer, premium outdoor and Swisstainable experiences, GToS, gourmet specialties, culture tips)
  - premium lifestyle magazine Marianne (topic is open)
  - outdoor travel magazine Svět outdooru (outdoor activities, 100% Women, Swisstainable)
  - bike magazine VELO (MTB, road cycling, fatbike – bike in general)
  - travel and social magazine Epocha (exceptional technical tips)
  - social magazine with focus on history Epocha History (suitable for anniversaries or history storytelling)
  - winter outdoor special SNOWtime (ski, freeride, cross-country ski, snowshoe hiking, winter hike)

\* 3 selection for GOLD, 2 for SILVER and 1 for OTHER packages



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# CZ Key Partner Package.

## KAM – Key Account Management 1/2.

- **ST Workshop Prague 2023, 22. 3. 2023**
  - Active participation with own table for face-to-face meeting (max. 4 PAX) with TO's & TA's representatives at place (usually 45+ CZ and SK representatives)
- **TTG year-around KAM campaign**
  - Market partner integration to Switzerland KAM campaign with TTG (newsletters, website and SOM promotion, presentation at B2B events – Holiday World and Czech Trade Market)
- **B2B KAM Newsletter**
  - Integration of partner news / tips (787 KAM subscribers)



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# CZ Key Partner Package.

## KAM – Key Account Management 2/2.

- **B2B group on Facebook**

- Partner promotion via CZ ST B2B group on FB – [facebook.com/groups/MojeSvycarskoProVas](https://facebook.com/groups/MojeSvycarskoProVas)

- **Group FAM trip**

- Possible FAM trip with selected CZ and SK TO's with Switzerland products or with potential of creating new Switzerland products (max. 7 TO's)



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## Possible additional activities for you.

These activities are possible to add to your package for additional costs.





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# Possible additional activities for you (1/2).

## ▪ **Metro train campaign**

- Month promotion via advertisement boxes (49 x 49 cm) in Prague metro trains on the line A or B with partner content / graphic (logo, photo, offer or AD details, website); 4.500.000 Marketing Contacts; 14.100,- CHF

## ▪ **Branded tram by partner**

- 6 months promotion via completely branded exterior of tram in Prague with partner graphic incl. logo and websites; 21.100,- CHF

## ▪ **Prague airport digital promotion**

- 2 months digital promotion via video spots played at selected digital citylight displays (299 x 177 cm) placed in Terminal 1 or Terminal 2; 1.000.000 Marketing Contacts; 3.700,- CHF



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## Possible additional activities for you (2/2).

- **Exclusive VIP event in the market, CZECH**
  - Special exclusive event for partner and its ca. 20 preselected TOP KMM and KAM representatives (examples: VIP dinner with partner presentation; partner B2B networking event and additional program for VIP guests)
- **Social media campaign – jenzeny.cz**
  - Tourism promotion campaign with lifestyle portal jenzeny.cz (ENG: "Only women") by PR article with FB promotion campaign (facebook.com/jenzeny with 1.000.000 fans) and contest for website visitors; 1.000.000 Marketing Contacts; 1.250,- CHF

Q & A.

Thank you.



**Switzerland.**