



Switzerland.



Switzerland.

India. Key Partner Activities 2023.

Key Partner Meetings, 14th April 2022.



Overview: Post Covid Travel from India.

- Indians love to travel and have been unable to travel outside of India in the last two years since most countries opened to India only post August 2021 and before Omicron.
- Our target segment – the rich and the uppermiddle class have mostly not been hit badly economically by the pandemic. Most of the upwardly mobile younger Indians have been able to save money since they could not travel overseas and shop abroad.
- Indians have explored India much more in the last two years and both luxury as well as winter travel has seen an uptick.
- The last two years have been the hottest years in the world making the Indian summers even more uncomfortable and making cooler climates of Europe look even more attractive to Indians.



Overview: Post Covid Travel from India.

- There is a shift in the thinking of the younger generation – both millennials as well as Generation Z all have started living more in the moment, since the future seems to be uncertain. They all want to spend the money they are making on experiences and holidays are a big part of their bucket list.
- Regular scheduled flights have been approved by the Indian government only in March 22 which means there will be more flights as well as more seats available to indian travellers.
- Swiss started with two flights from Mumbai in January 22 which has been increased to 4 a week and Delhi from March 22.



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Activities 2023.





Switzerland.

Promotion.

Place, Region © Photographer



Switzerland.

Promotion: B2C Event – Swiss Winter Wonderland (Working title).

- Post-Covid the need of the hour would be to create something big, something that gets our audience to engage with us directly.
- A B2C event to showcase Swiss winter and promote Switzerland as an ideal holiday destination will lead the way to recovery.
- For this event, a centrally located space to be converted to a mini-Switzerland experience with a typical Swiss look and feel. What the visitors could look forward to is a typical Swiss event with Chalets, Swiss cuisine and products or experiences from Switzerland.
- This event will be a great way to integrate your destination & product offering.
- The event will be promoted via digital & promotion.
- The audience expected: HNI & Ultra HNI
- Timing: tbd (depends on the circumstances and regulations in force)
- Budget: CHF 10'000.- for participation onwards (possible tailor-made packages including digital, print or Social Media campaigns, etc. based on partner budget availability)



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Options for Partners:

- Manned booths – with physical presence of up to 2 partner, options to show films, interact with visitors, decorate to showcase destination as well as get dedicated space in digital and other media – from CHF 20'000
- Unmanned booths – options to show films/interactive media as well as showcase the booth with décor from destination as well as get presence on digital and other media. – from CHF 10'000
- Passive presence – Have brochures, show films as a part of the ST booth and be a part of overall communication of Switzerland tourism for the event – CHF 5'000.



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Promotion: Exclusive destination campaign.

- Based on partner content relevant to the Indian market, we create a campaign exclusively dedicated to the destination.

- The content distribution includes:
 - Premium digital inventories of top online publishers such as Yahoo, Rediff, NTDV, Inshorts and India Times
 - Paid Social Media: 4 boosted posts on Facebook and Instagram
 - 4 Advertisements in Lifestyle and/or Travel Magazines

- Budget: CHF 15'000.-



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Promotion: Advertisements and Advertorials.

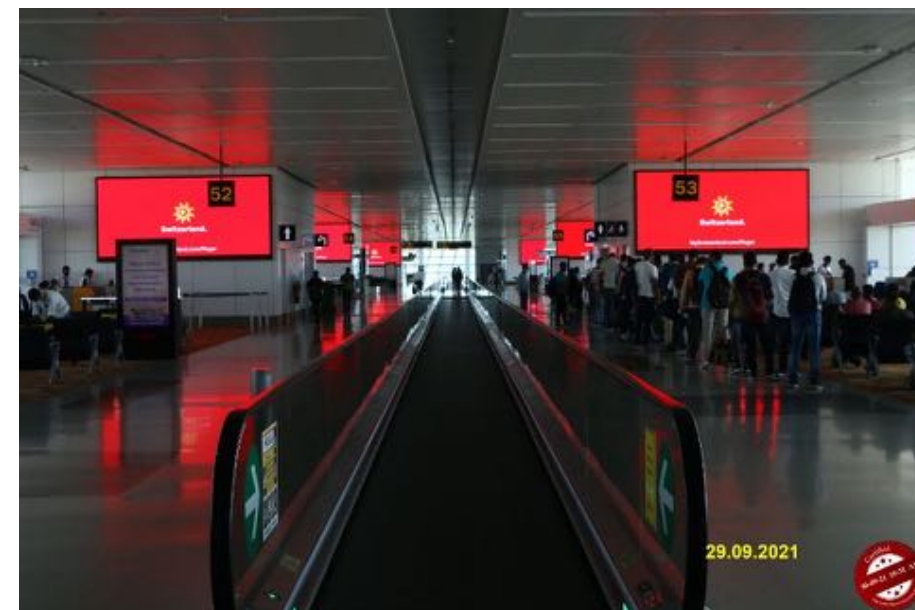
- The partner can benefit from our negotiated high-volume discount with premium magazines: Conde Nast, Vogue, GQ, Travel + Leisure, National Geographic, India Today, etc.
- Based on the partner's content, we choose the most suitable platform to spread the content to the most appropriate audience
- 4 advertisements or Advertorials in total
- Budget: CHF 6'000



Switzerland.

Promotion: Digital hoarding at Mumbai/Delhi airports.

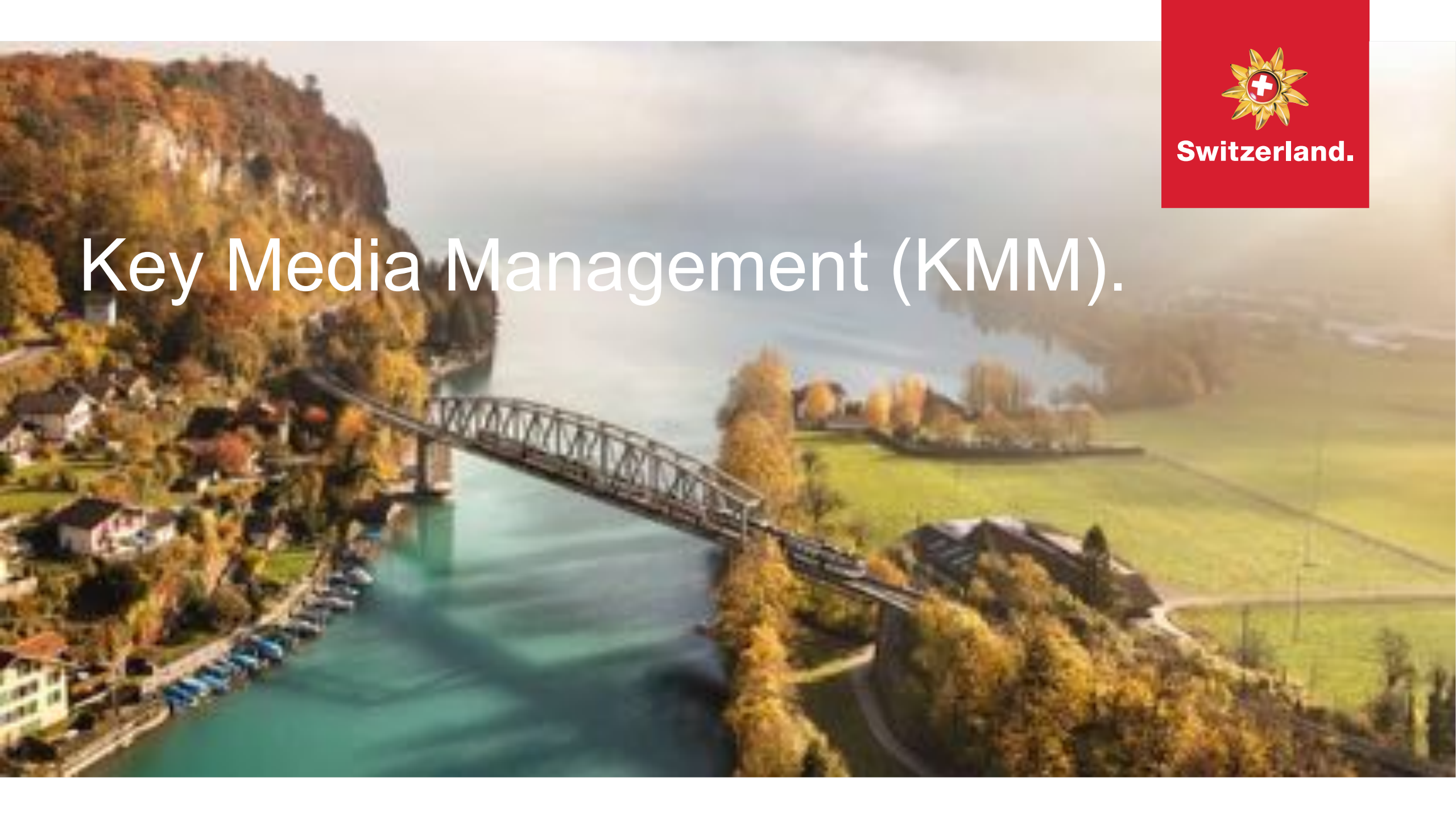
- Mumbai and Delhi airports are amongst the busiest airports in the world
- Most passengers are in our target audience and used to travelling
- We target the passengers in the domestic terminals to focus on Indians travelers
- Digital inventory is available in both airports – videos create more traction than stills.
- Average footfalls per day 800,000 per day
- Cost for a 15 day promotion – CHF 20,000





Switzerland.

Key Media Management (KMM).





Switzerland.

The Media overview in India.

- The media in India is highly fragmented. Big newspapers and magazines don't have a dedicated travel section. Most travel articles come from freelance journalists. Online publications usually carry sponsored travel articles.
- The only travel journalists who are actually employed are those working for travel magazines. In the last year, one of our favourite travel magazine Lonely Planet is no longer existing, National Geographic Traveller has gone digital only, Conde Nast Traveller has gone quarterly and only Travel + Leisure continues in the same way as in 2019.



Switzerland.

KMM: Popular Hindi news channel show.

- 1 episode, ca. 20 minutes of coverage, during a travel or lifestyle program on a popular Hindi news channel
- The project allows us to guarantee high viewership appealing to the mass market
- The programme is hosted by a TV celebrity
- Additional promotion on social media handles of ST India, TV Channels and TV host
- Organic media coverage of destination due to interest in TV host.
- Budget: CHF 25'000.-



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KMM: Mini Media/Influencer Summit.

- A mini summit consisting of journalists and influencers from different genres i.e. lifestyle, travel, freelance etc., will be organized to cover destinations within Switzerland.
 - This event will give a sense of assurance to our audience on travelling to Switzerland is safe.
 - The two packages available for this event are:
 - Host destination:
 - Host destination to cover a welcome dinner and a 1-day stay for the group.
 - Guaranteed posts/coverage by all the influencers/journalists.
 - Post Destination:
 - To cover a 2-day stay for the selected few journalists/influencer that opt for that particular destination as their post-trip.
 - Guaranteed posts/coverage by all the influencers/journalists
- Budget Host destination: CHF 10'000.- + hosting
- Budget Post Destination: CHF 3'000.- + hosting



Switzerland.

KMM: Influencer/Content creator trips.

- Niche influencers have the most loyal followers – categories like travel, luxury, food, wine and photography are the best suited for promoting Switzerland.
- Post Covid, the better content creators have expanded their influence as their followers have had more time to check out their recommendations.
- As a result, content creators have become more professional, their content is of better quality and therefore they are more expensive.
- Cost per campaign – CHF 6'000 + hosting



Switzerland.

Key Account Management (KAM).



Switzerland.

The Travel Trade situation in India.

- Travel trade still handles the majority of outbound travel from India, followed by OTAs.
- Indian travel trade is highly fragmented with a varying percentage of outbound business to Switzerland
 - Fewer tour operators with a pan-India presence.
 - Regional players who are more in sync with their regional market.
 - Retail agencies with their own loyal clientele
 - Wholesalers/ DMCs.



Post Covid-19 – Travel Trade Expectations.

- Post Covid-19, it is expected that reliance on travel agents will increase.
- Switzerland’s reputation as a clean, safe and hygienic destination is an advantage and should be underlined in all communications, along with the “Clean & Safe” label.
- Information about / easy access to facilities such as Covid-19 testing, travel insurance, temperature checks and treatments will be essential
- Contactless travel options will need to be enhanced: e-Swiss Travel Passes, pre-check-ins & check-outs, pre-booked attraction e-vouchers, barcode restaurant menus, contactless payments, etc.
- Increased transparency and flexibility about amendment and cancellation policies, refund processes, trip insurance inclusions, etc.
- Special promotional offers and deals.



Switzerland.

KAM: Destination Trainings.

- Format: Series of in person destination training sessions for travel agents and travel operators
- Primary Target: Tier II & Tier III cities
- Partners with local representatives have the opportunity to join in up to 4 trainings. The destination or product will be integrated in all the 8-10 Trainings
- Presentation duration: max.15 min/partner (approx. 8 to 10 slides)
- Possibility of live streaming from Switzerland
- Approx. total no. of attendees: 350 (35 pax per city)
- Budget: CHF 3'000.- (flights and hotels for local reps not included)



Switzerland.

KAM: Webinar for travel agents.

- Format: Exclusive 45 min webinar slot or 15 min shared webinar slot with other partners
- Target: Min. 500 attendees per webinar
- Interactive platform: Live presentation to the trade, on-the-spot poll questions and surveys, Q&A session and quiz with gratification
- Possibility of live streaming from Switzerland
- Includes on/offline marketing campaign to advertise the webinar
- Budget Exclusive 45 min slot: CHF 4'500.-
- Budget 15 min shared webinar: CHF 1'500.-



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KAM: “Swisstainable” Webinar.

- With the aim of promoting Switzerland as a sustainable destination, we will be organising a Webinar on the topic of “Swisstainable”
- 45 min webinar focused on “Swisstainable” destinations, experiences, products or offers
- Max. no. of participants: 4 partners
- Presentation duration per partner: 10 min
- Budget: CHF 1'200.- / partner





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KAM: India Workshop in Switzerland.

- Format: One-to-One pre-fixed meetings with approx. 40 hosted Indian buyers, along with official opening and farewell dinner event, as well as pre- or post-tours.
- Duration per meeting: 20 min
- 1 solo table or max. 2 participants sharing a table
- We are also looking for a destination which can host this event in 2023
- Date: tbd
- Budget: CHF 3'000.-



Switzerland.

KAM: Switzerland Travel Experience (STE) India.

- Format: 5-day roadshow / workshop / promotional tour across India including special event where Swiss suppliers get an opportunity to meet and interact with hosted key VIP Indian buyers via One-to-One pre-fixed meetings
- Cities: The cities will be defined later when the conditions for planning are in place.
- Concept: the concept will be studied and possibly adapted according to the conditions in force
- Date: tbd
- Budget: CHF 9'000.- (incl. domestic flights + overnight stays during the roadshow).



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KAM: Group Sales Call Tour.

- 5-day sales call tour for group of partners with key agents in two tier I and one tier II city.
- Max. no. of participating partners per tour: 3
- Number of meetings guaranteed: 3 or max 4 per day
- Budget: CHF 7'000.- (incl. Hotels and domestic travel for three participating partners)



Switzerland.

KAM: Business plan with travel agents.

- Business plans with niche travel agents that cater to a specific set of clients or sell specialized products: Families, luxury, winter travel, hiking/biking, etc.
- Promoting specific partner products/services: Brochures, newsletters, itineraries, emailers, digital promotions, etc. in order to reach the clients
- We want to identify the niche and specialized TAs across the country who have a very strong / loyal clientele and promote unique / tailor-made experiences in Switzerland like winter travel, wine tours, women-only tours, self-dive, luxury, wellness and spa, etc
- Media Plan created by TO and executed only post ST and partner approval
- Requires a share of investment also from the TO (50%)
- Opportunity to highlight "Swisstainable" products and services offered by partners
- Budget: CHF 7'500.-



Switzerland.

KMM / KAM: Press Conference and Sales Calls.

- Press conference on day 1.
- Media Launch will formally announce summer / winter offerings from partner and Switzerland Tourism.
- 45-50 representatives from various Media Houses will be present to cover the event.
- 2-3 exclusive interviews with selected media houses.
- Coverage in top publications (both online and offline).
- Followed by 4 days sales calls in Mumbai and Delhi.
- Hotels and domestic travel included for three participating partners.
- Budget: CHF 15'000.- (Hotels and domestic travel included for three participating partners)

E-Marketing.



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Digital Overview in India.

- India had one of the strictest as well as the longest lockdown in 2020. This means more and more people logged on online for latest news, entertainment as well as shopping. This is especially true of our target audience – which is more and more comfortable with online mediums.
- The new digital ecosystem in India includes close to a billion people growing at a scale unprecedented anywhere else in the world, giving us enormous opportunities to leverage the visibility to the right audience



Switzerland.

E-Marketing: Digital Campaign.

- We create a campaign specifically for your destination with content relevant to India via Display and Native ads.
- Content to be placed on premium inventories with specific keyword targeting.
- The inventories to be considered for distribution would be top platforms i.e Times Network, BBC, Inshorts, Yahoo etc.
- Budget: CHF 10'000.-



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Social Media Campaign: Boosted Posts.

- Post promotion for your destination on our social media handles with content specific targeting and niche audience.
- Minimum 6 boosted posts on Facebook and Instagram
- Supported by organic posts on Twitter and LinkedIn
- Budget: CHF 2'500.-



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