



Switzerland.



Switzerland.

Current Situation.

- Travel warning for Switzerland was lowered from level 3 (do not travel) to level 2 (advice against nonessential travel) which allows agents to slowly start selling.
- Japan just passed the height of the Omicron wave (2-3 months after Europe).
- State of emergency was finally lifted on 21 of March for whole of Japan.
- First border relaxation allowing students and workers into the country.
- For business travel there is still a visa obligation.
- Boostered returnees from Switzerland don't need to quarantine anymore. For non-boostered travellers, a 3-day quarantine is necessary.
- The pandemic is not perceived over yet (different sentiment than in Europe) – safety and infection prevention are still crucial for travel agents.
- SWISS re-routed all flights due to Russian Airspace closure - the new route takes approx. 14.5h (instead of 12.5h).
- Only limited flight connections Europe-Japan due to the war.



Switzerland.

Why invest in Japan.

- Japan might take a bit longer to open up, but there is a huge penned-up travel demand – revenge travel is real.
- Japan did never had a strict lockdown and kept the economy going. Our target groups have saved a lot of money during the pandemic.
- Agents and Operators are keen for new products and are more open than ever before to sell new seasons.
- ST has been present and very active during the pandemic while many tourist boards have reduced communication or even closed down offices.
- Switzerland has a strong image for being clean and safe – agents predict it to be the best selling European destination.



We have the chance to gain margin among Europe travellers.

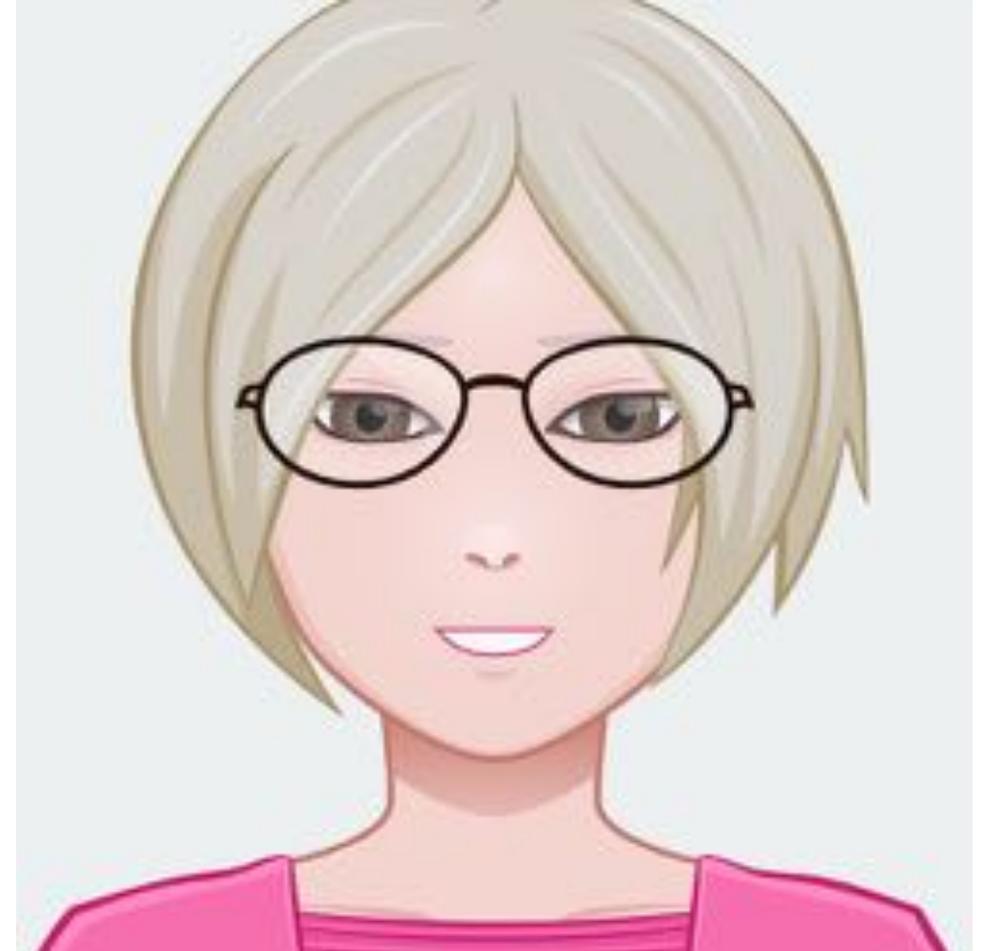
2023 Focus.

1. Strong focus on (online) word of mouth
2. Regain trust within the senior market
3. Gain market share among luxury travellers
4. Strengthen presence in the millennial market
5. Rebuild network and ensure product knowledge



Persona 1: Mrs Keiko Suzuki, 68, Nature Lover/ Attraction Tourer.

- **Living:** She lives in an owned flat in the greater Tokyo or Osaka area.
- **Profession:** She is a retired office worker
- **Family:** She is married to Takashi who was a banker. They have two children in their 30s and 3 grandchildren.
- **Likes:** She likes to meet friends for lunch, to go shopping and see art exhibition. She has decent computer skills and likes reading magazines. She watched “Heidi” with her children, she love nature. She goes walking regularly. She likes hiking in local mountains in spring and autumn. Recently she has started to focus on more sustainability in her life (products, mobility). She uses LINE and mobile games as well as apps such as miles or ANA pocket (gaining points/mails by moving with sustainable transport).





Switzerland.

Persona 1: Mrs Keiko Suzuki, 68, Nature Lover/ Attraction Tourer.

- **Possible customer journey:** Suzuki san has been wanting to travel to Switzerland for a long time – inspired over the years by TV programs such as travel shows and ‘Heidi’ as well as information received at fairs and events, she fell in love with Switzerland’s beautiful nature which is different from Tokyo/Osaka city. After retiring and free from supporting children, Suzuki san started travelling in Japan with her husband using the JR train senior travel club and sharing picture and travel experience via senior social media clubs. Recently, her husband proposed to travel abroad and they started to look for the perfect destination. Since both love to relax and enjoy in the nature the sustainable way, they decided to go Switzerland once the pandemic is over. Since Suzuki san is familiar with using the internet, she spends a lot of time reading reviews, offers from travel agents and gathering information. She is checking where to go by reading many travel related articles online, information on airline websites and trusted authorities. Recommendation by people who recently travelled and entities she trusts are crucial for her after the pandemic. She book flexible train package online. The package includes flights, 3-4* hotels and train pass taking her to the most popular destinations and the Glacier Express. On the trip, Suzuki san takes many pictures on her mobile while her husband brought his camera. They share the pictures with family and friends back later and creating a photo book.



Switzerland.

Persona 1: Mrs Keiko Suzuki, 68, Nature Lover/ Attraction Tourer.

▪ **Relevant communication channels:**

- ST official platforms
- Senior social media club
- Online Travel information sites, airline sites, online booking sites
- Major beloved/visited touristic resorts in Japan
- JR senior Membership magazine
- Museums membership newsletters/magazine
- Travel Agents
- Travel or railway related fairs and events
- Apps / miles collecting

▪ **Relevant messages:**

- Reassurance post Covid
- Social distance, more personal (smaller)
- Safety
- Sustainability
- Ease of travel
- Nature
- Train Travel
- Activities
- Highlights

Persona 2: Mrs Hiromi Ota, 48, Luxury/Culture Traveller.

- **Living:** She lives in an owned flat in the center of Tokyo or Osaka.
- **Profession:** She is working for a foreign affiliated company as head of marketing.
- **Family:** She is married to Akira who is a doctor. They have no children.
- **Likes:** She cares a lot about her health, beauty and her lifestyle. She enjoys eating out in nice restaurants with her husband and/or her friends. She also loves to have opulent dinners to celebrate special occasions. She has a great interest in art and culture and visits museums regularly. For her well-being, she cares about healthy nutrition and has a personal trainer for designing her individual workout. She stays in touch with friends via social media channels (LINE and Instagram mainly).



Persona 2: Mrs Hiromi Ota, 48, Luxury/Culture Traveller.

- **Possible customer journey:** Ota san used to travel overseas in her youth. She has been to Switzerland once in her 20s. She has been too busy with her work and could not take a long holiday, so she has been spending her holiday only domestically in recent years. She has visited already many places in Japan both in private and for business but starts feeling to miss a dynamic experience in overseas travel. Especially during the pandemic, her desire to travel overseas again has been growing. She is inspired by luxury magazines, TV programs, Amazon Prime & Netflix shows and Instagram. After collecting a lot of information, she found out that Switzerland matches her lifestyle - high quality of hotel, food, safety, rich culture and great nature. Ota san talked to her husband and decided that they will spend their next anniversary together in Switzerland. After careful research, she booked everything by herself online: One-week round trip in the cities and mountains, staying in 4- and 5-star hotels. She also booked a Michelin restaurant for their anniversary dinner in advance. She posted her experiences daily on Instagram during her trip. The trip was unforgettable, and Switzerland became one of their favorite destinations.

Persona 2: Mrs Hiromi Ota, 48, Luxury/Culture Traveller.

- **Relevant communication channels:**
 - Luxury magazines
 - TV (live and on demand)
 - Social Media (LINE and Instagram)
 - Health care and beauty & magazines
 - Credit Card magazines
 - Restaurants, their websites and social media
 - Restaurant booking sites
 - Watch boutiques
 - Museums and their newsletters
- **Relevant messages:**
 - Quality
 - Special experiences
 - Safety
 - Highlights
 - Health
 - Food
 - Culture
 - Art



Persona 3: Ms Yumiko Koda, 37, Culture Lover/ Attraction Tourer.

- **Living:** She lives in a small rented flat in the greater Tokyo area.
- **Profession:** She is a HR professional for a big international Company with Head Office in Tokyo. She still mainly works from home and was lucky to keep her job.
- **Family:** She is not married but is looking for her next boyfriend on Bumble. She is not sure if she wants to get married and have kids even though she feels like she should. She is close to her family. Her parents live in Nagoya. Her brother Hiroshi lives in Tokyo and is a hard-working, married banker.
- **Likes:** Koda san likes to go out with her girl friends, loves eating out and is a fashionista. At the same time she is worried about the planet and tries to live in a sustainable way by buying sustainable fashion. She loves everything 'Kawaii', shares her life online and is also interested in modern art. She hardly ever cooks but rather eats out or orders food. She can't wait to travel as soon as the pandemic is over and has already made plans with her closest friend in the arts community to discover Europe together – she wants to experience a lot of very special and 'KAWAII' moments which she shares on twitter and Instagram.





Switzerland.

Persona 3: Ms Yumiko Koda, 37, Culture Lover/ Attraction Tourer.

- **Possible customer journey:** Koda san spends most of her time either home (working and relaxing) or with her friends (community). With her friends, she spends evenings at their apartments, go shopping, to museums and restaurants. Koda san goes to the gym once a week and occasionally runs with her friends. She is active but not super sporty, but she enjoys the sports community. The rest of the time she is on her phone, chatting on LINE, liking posts (more than posting herself) on Instagram and getting the news from twitter and the major news platform. Her career and the money she makes enable her to go on holidays and she usually takes 1-2 trips a year. She hasn't travelled in two years and can't wait to go on a trip with her two best friends. One of them speaks English quite well so they decided to travel to Europe. A friend of theirs had been there pre-Covid on a shopping and culture trip (London and Paris) and they loved the idea to discover Europe. They want to see Paris and Rome and had the idea to spend some days in Switzerland as well. They had heard of Switzerland before as the parents of a friend had been there in the past, but they always thought it was a bit boring. However recently, they saw more and more post of amazing sceneries and cool cities on Instagram and on Rakuten and Koda san read an online article about a young fashion designer who discovered Swiss cities and the mountains. She really liked the look of Switzerland and started to dream about taking great pictures in front of the beautiful buildings, lakes and panoramas. They decide to book air travel and 3-4* hotels via an OTA as they don't want to do a guided tour. As they were not too familiar with Switzerland, they spent a lot of time researching, reading up, and looking for hashtags on Instagram. Koda san also asked her parents about their memories, and they ended up booking a combination of cities and mountain areas to be able to share new things. On the trip, they spend a lot of pictures which they shared on Instagram and on LINE with their friends.



Switzerland.

Persona 3: Ms Yumiko Koda, 37, Culture Lover/ Attraction Tourer.

▪ **Relevant communication channels:**

- Instagram and twitter
- LINE
- Communities (arts, sports)
- Online word of mouth
- Gym membership newsletters & magazines
- Boutiques
- Restaurants and their social media
- Fashion magazines (online)
- Uber eats and Wolt

▪ **Relevant messages:**

- Ease of travel
- Highlights
- Architecture
- Fashion/design
- Instagrammable spots
- Picture driven
- Beauty-spots
- Experience tips
- Off the beaten track
- Local city culture (bars, cool places)
- Sustainable travel



Switzerland.

Your Japan Key Partner package.

Key Partner activities 2023.



Switzerland.

Key Media Management – Silver.

- Integration in quarterly media newsletter (sent out to approx. 700 contacts)
- Integration in two media events with approx. 50 journalists (spring and autumn – non exclusive)
- Proactive pitching of partner news and stories to journalists.

The collage displays various media assets:

- Top Left:** A banner with a cow and mountains, titled "We need cows" and "We need Switzerland".
- Top Right:** A section titled "交通情報" (Traffic Information) with sub-sections for "スイスインターナショナルエアラインズ" (Swiss International Air Lines) and "スイストラベルシステム" (Swiss Travel System).
- Middle Left:** An article titled "スイスの現状" (Current Situation in Switzerland) with sub-sections for "日本からの出入国" (Entry/Exit from Japan) and "PCRテスト" (PCR Test).
- Middle Right:** A section titled "メディアサポート" (Media Support) with a sub-section for "プレスツアー" (Press Tour).
- Bottom Left:** An article titled "スイス国内のオープン状況" (Opening Status in Switzerland) with a sub-section for "国内オープン状況" (Domestic Opening Status).
- Bottom Right:** A section titled "クリーン&セーフ ラベル" (Clean & Safe Label) with a sub-section for "クリーン&セーフ ラベル" (Clean & Safe Label).

Key Media Management – Gold.



Switzerland.

- Integration in quarterly media newsletter (sent out to approx. 700 contacts)
- Integration in two media events with approx. 50 journalists (spring and autumn – non exclusive)
- Proactive pitching of partner news and stories to journalists.
- One individual media trip (non exclusive).



Key Account Management – Silver.



Switzerland.

- Integration of key partner content in sales calls throughout the year.
- Integration in at least one Trade Newsletter (approx. 700 contacts)
- One Webinar for ~80 Travel Agents (non-exclusive).
- Inclusion of news in JATA webinars throughout the year.



Key Account Management – Gold.



Switzerland.

- Integration of key partner content in sales calls throughout the year.
- Integration in at least one Trade Newsletter (approx. 700 contacts)
- One fam trip (non-exclusive)
- Inclusion of news in ST and JATA webinars throughout the year.
- One joint event with Tour Operator (B2B) or Travel Agent (B2C) with approx. 40-50 PAX – two partners per event.



Key Account Management – STE.



Switzerland.

- One seat at STE Japan 2023.
- Access to approx. 50-80 buyers.
- Event and 1:1 meetings in Tokyo and possibly Osaka.
- Dates: June 2023
- KPI: 50-80 buyers



Key Account Management – STE.



- One seat + Rep at STE Japan 2023
- Access to approx. 50-80 buyers
- Event and 1:1 meetings in Tokyo and possibly Osaka.
- Dates: June 2023
- KPI: 50-80 buyers



Digital Silver.

- Facebook posts on the Japanese FB channel
- One post on the Japanese Instagram
- One tweet on the Japanese twitter channel
- One video upload (destination video) on the Japanese YouTube channel
- Integration in seasonal B2C Newsletter distributed to 68'000 subscribers.
- Presence on the ST Japan website with updated content.



Switzerland.



Digital Gold.

- Two boosted Facebook posts on the Japanese FB channel
- Two posts on the Japanese Instagram
- Two tweets on the Japanese twitter channel
- One video upload (destination video) on the Japanese YouTube channel
- Integration in seasonal B2C Newsletter distributed to 68'000 subscribers.
- Presence on the ST Japan website with updated content.



Switzerland.



Suzuki – Sustainable Switzerland Silver.



Switzerland.

- Monitor (every-day traveler) campaign focusing on sustainability.
- ST recruits a senior every-day traveler to travel Switzerland and produce trusted live-travel to content to reassure seniors.
- Content used in travel advertorials post-trip distributed via targeted online platforms such as Rakuten Travel, Shumito, travelco and on facebook and ST website.
- Inclusion of OTA with call to action to generate direct bookings
- Minimum 4 partners required.
- KPI: 2'000'000 impressions



Suzuki – Sustainable Switzerland Gold.



Switzerland.

- Monitor (every-day traveler) campaign focusing on sustainability.
- ST recruits a senior every-day traveler to travel Switzerland and produce trusted live-travel to content to reassure seniors.
- Inclusion in the recruitment stage with videos and message from the partner.
- Content used in travel advertorials post-trip distributed via targeted online platforms such as Rakuten Travel, Shumito, travelco and on facebook and ST website.
- Inclusion of OTA with call to action to generate direct bookings
- Minimum 4 partners required.
- KPI: 3'500'000 impressions



Ota - Luxury Switzerland Silver.



Switzerland.

- Cooperation with high-end media and its online platform focusing on luxury travel especially for women.
- Media trip of a female journalist focusing on luxury travel.
- Online and print advertorial based the trip
- Journalists shares her experience in online and live interviews and talk shows.
- Minimum 4 partners required.
- KPI: 1'000'000 contacts



Ota - Luxury Switzerland Gold.



Switzerland.

- Cooperation with high-end media and its online platform focusing on luxury travel especially for women.
- Media trip of a female journalist focusing on luxury travel.
- Online and print advertorial based the trip
- Journalists shares her experience in online and live interviews and talk shows.
- Amplification of partner content via targeted social media campaign
- Minimum 4 partners required.
- KPI: 1'500'000 contacts





Switzerland.

Your Japan Key Partner Package.

Item	Value Package	Contribution ST		Cost partner
KMM silver	3125	20%	625	2500
KMM gold	5000	20%	1000	4000
KAM silver	2500	20%	500	2000
KAM gold	6250	20%	1250	5000
Digital silver	2500	20%	500	2000
Digital gold	5000	20%	1000	4000
STE	6375	20%	1375	5500
STE with rep	8125	20%	1625	6500
Suzuki silver	9375	20%	1875	7500
Suzuki gold	12'500	20%	2500	10'000
Ota silver	9375	20%	1875	7500
Ota gold	12'500	20%	2500	10'000
Koda silver	9375	20%	1875	7500
Koda gold	12'500	20%	2500	10'000



Switzerland.