



Southeast Asia.

KPM September 2022

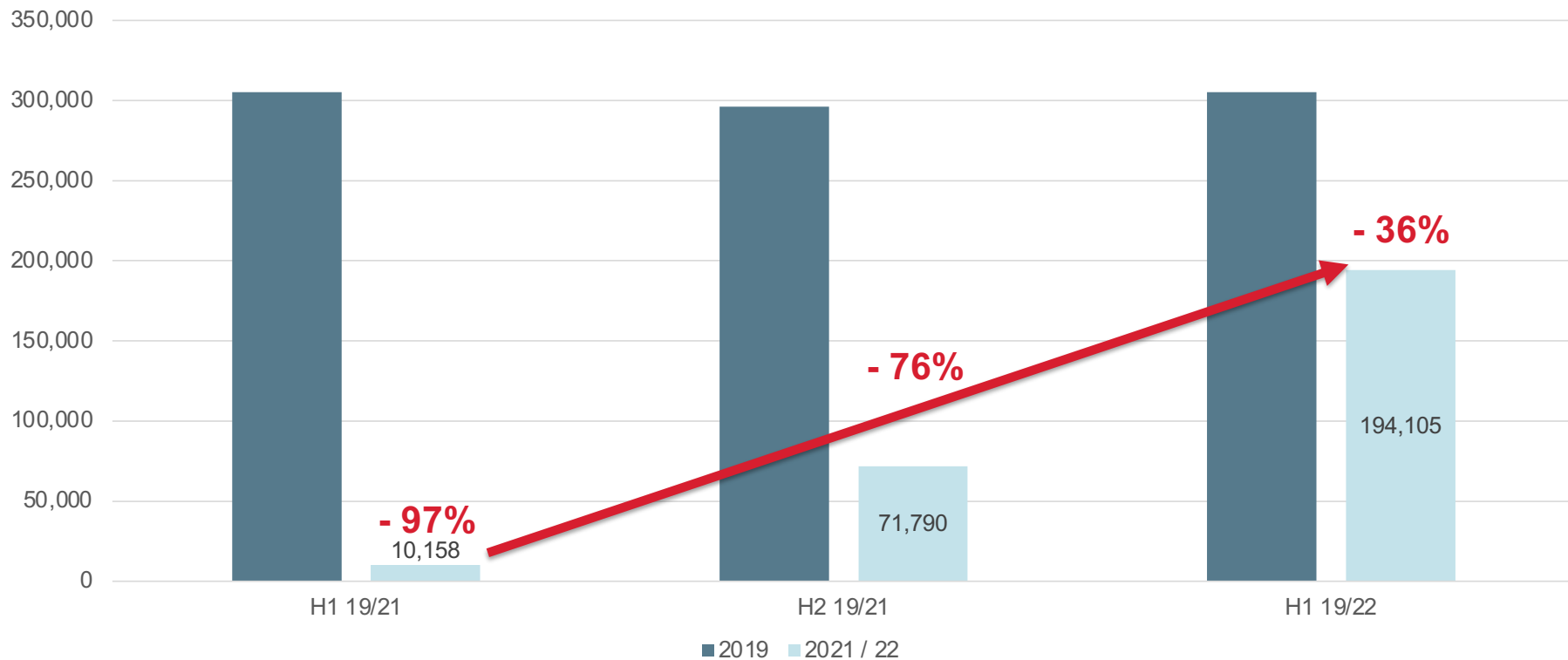
Batiste Pilet
Director Southeast Asia
Switzerland Tourism





Switzerland.

H1/22 Southeast Asia is recovering.

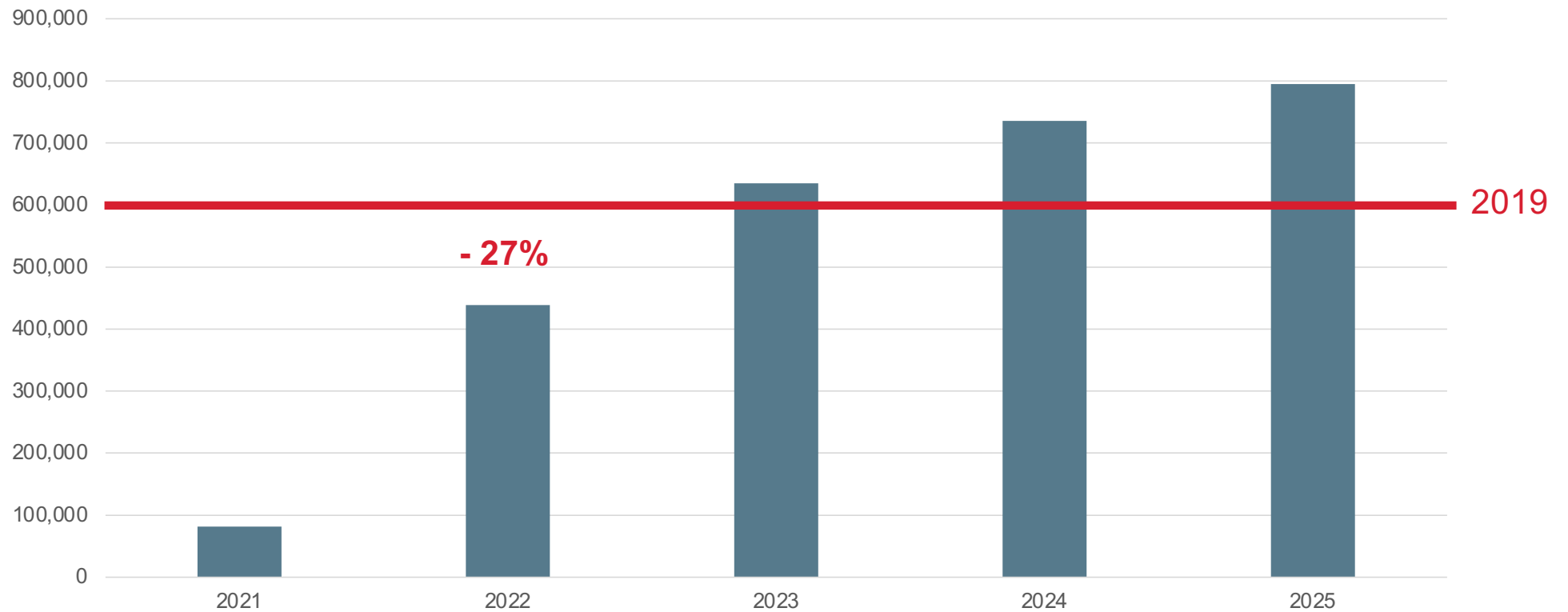


Source: Federal Office of Statistics (Status 5.8.22)



Switzerland.

Full recovery in 2023.

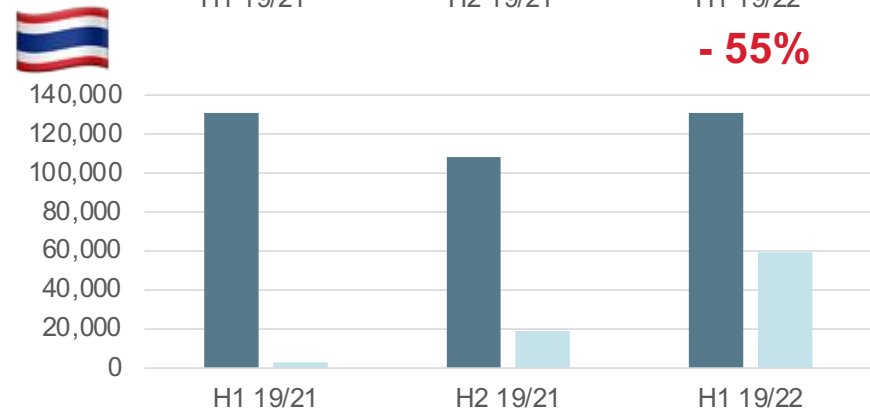
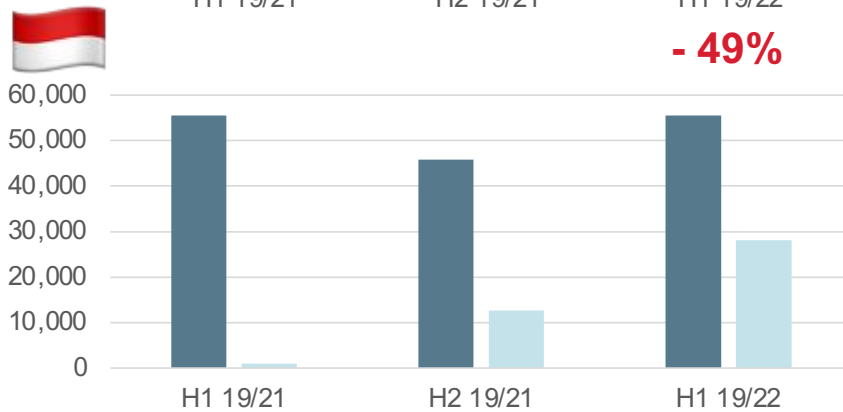
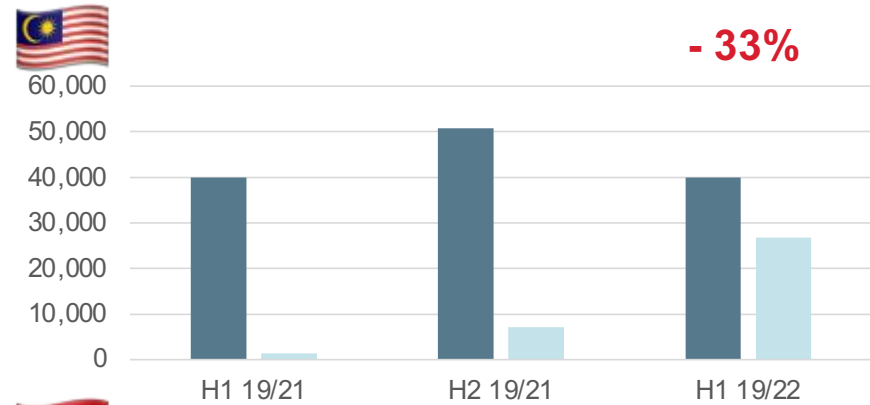
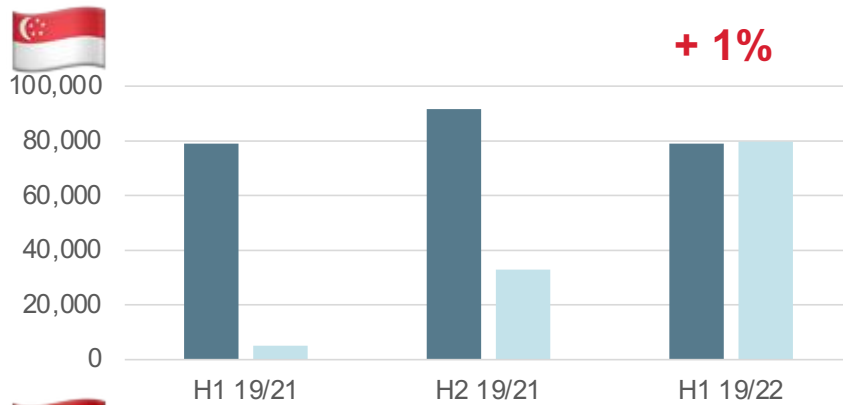


Source: KOF, Oxford Economics, ST Estimation

Uneven recovery



Switzerland.





Switzerland.

Travel Situation



- Back to 2019 level and growing
- Japan-closed effect
- Recovery boosted by expats stays



- Halfway towards recovery
- Spring performance troubled by restrictions
- Good sales in Oct-Nov
- Tight visa situation



- 77% of 2019
- No visa
- December peak coming



- Still -55% but second in absolute nr
- Spring peak wasted by restrictions
- Good sales for the October peak
- Focus Autumn campaign
- Tight visa situation



Switzerland.

New from 1 October: Philippines

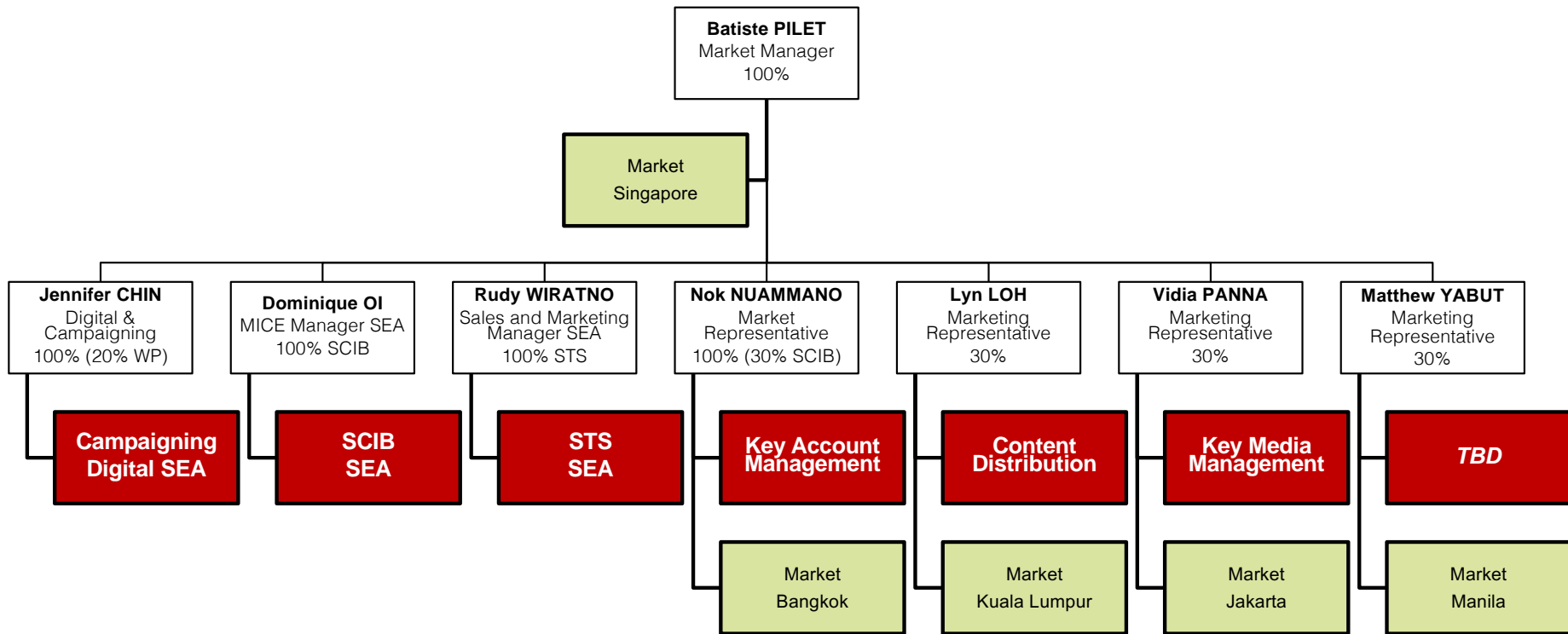
- Population: 110mio
- Manila: 24mio
- Overnights 2019: 46K
- High season: Apr-May/Sep-Oct
- Religions 89% Catholic
- Specificities
 - Europe is popular for religious travel
 - Lack of Switzerland knowledge
 - English widely used
 - Schengen visa required
 - Recovery Jan/Jul 19/22: -42%



ST SEA Team as of 1 Oct 2022



Switzerland.



ST SEA 2023 Marketing Activities



Switzerland.

2023 Activities in short

▪ **4 segment campaigns**

- Family
- Outdoor
- Lifestyle
- Snow

▪ **4 packages per campaign**

- Campaigning & Activation
- Content Distribution
- KAM
- KMM

▪ **Single Activities**







- Switzerland Travel Experience
- Market Development Tour
- Switzerland Travel Academy
- ILTM

▪ **Partnership scheme**

- All prices are gross prices
- Silver: Gross 20k-40k CHF = -20%
- Gold: Gross 40+k CHF = -25%

2023 Projects Matrix



Project	Generic 	Family 	Outdoor 	Lifestyle 	Snow  	Total (CHF)
Switzerland Travel Experience	8,000	-	-	-	-	8,000
Market Development Tour	8,000	-	-	-	-	8,000
Switzerland Travel Academy	5,000	-	-	-	-	5,000
ILTM Asia Pacific	14,000	-	-	-	-	14,000
KAM package	-	3,500	3,500	3,500	3,500	14,000
KMM package	-	3,500	3,500	3,500	3,500	14,000
Content Distribution	-	3,000	3,000	3,000	3,000	12,000
Campaign & Activation	-	5,000	5,000	5,000	5,000	20,000
Total (CHF)	35,000	15,000	15,000	15,000	15,000	

Campaigns



Switzerland.

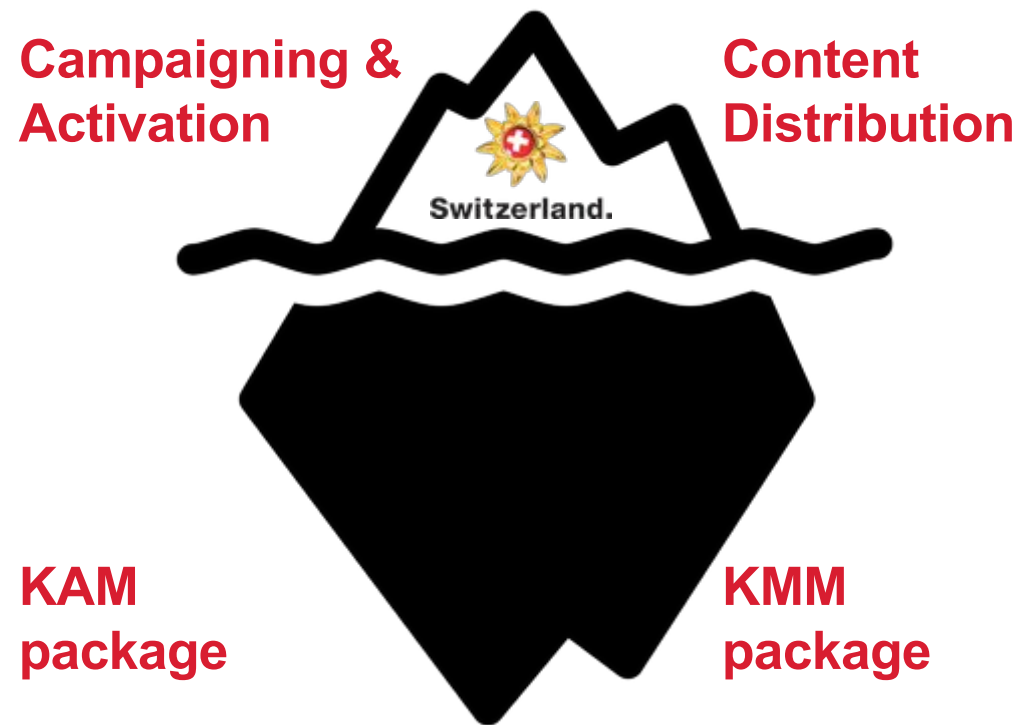
4 campaigns along the year



For each campaign, 4 dimensions



Switzerland.



Campaigning and Activation.



Switzerland.

- 2 Facebook posts per partner
- 1 Facebook livestreaming B2C session with partners' active participation
- Integration into a KOL/Influencer trip
- Integration into all b2c communication, online and offline



CHF 5,000



Content Distribution.



Switzerland.

- Partners contents are distributed (advertorial or similar) in third party platforms, such as travel or segment related media.
- 1 full page (or equivalent)
- Digital or print



KAM Package.



Switzerland.

- Product development with KA
 - Partners included in at least one new itinerary
 - Focus segments/seasons
 - Mono-Switzerland itineraries
- Business Plans/Fam Trips
 - Marketing plan with KA
 - Sales Targets (Overnights)
- Integration in 1 seasonal webinar
 - Seasonal webinar focus on 1 segment
 - General Switzerland + activities in each participating partner destination





Switzerland.

KMM Package.

- 1 media briefing in one market
 - Physical, luncheon or high-tea
 - ST presentation, partners integration
 - Distribution partners' toolbox
- 1 media briefing webinar
 - Online, cross-market
 - ST presentation, partners integration
 - Distribution partners' toolbox
- 2 visiting media
 - In one or two trips



Generic Activities

KAM: Switzerland Travel Experience.



Switzerland.

- Workshop in one of the main source markets of SEA
- 3 full-day activities
- 100 buyers
- 20-24 Feb 2023 in Phuket, Thailand





Switzerland.

KAM: Market Development Tour.

- Events in four 2nd tier cities of SEA showing promising growth.
- Workshop and dinner events in each city.
- 5 days program
- 200 buyers
- Tentative: September 2023



KAM: Switzerland Travel Academy



Switzerland.

- Partners' integration into STA SEA exclusive module.
- Distribution of participants' contact information.
- Partners' integration into STA fam trip.
- 2 STA networking events with partners' integration.



KAM: ILTM Asia Pacific 2023



Switzerland.

- 1 official entry badge for all days
- Use of the general facilities of the stand (storage, coffee and water)
- Official ILTM catalogue entry
- Market briefing before the official opening
- Date TBA
- Price
 - Full CHF 14,000
 - Gold CHF 11,900
 - Silver CHF 12,600



Thank you.



Switzerland.