Switzerland.

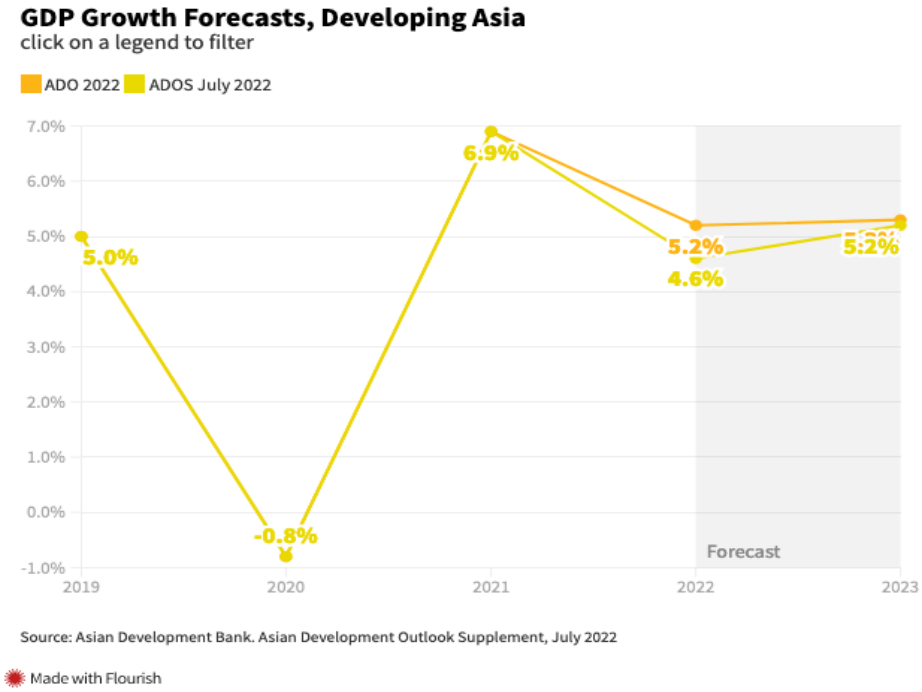
Market situation South East Asia.

Switzerland Convention & Incentive Bureau (SCIB).

MySwitzerland.com/meetings

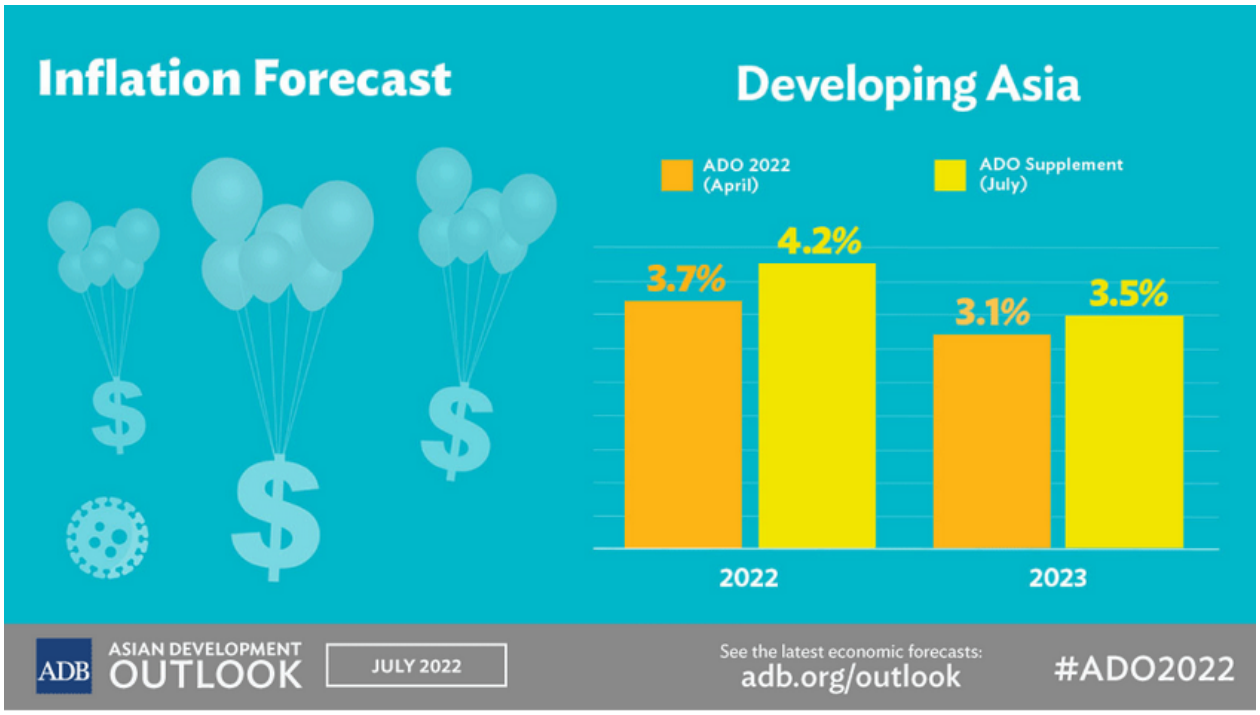
1 MARKET SITUATION AND OUTLOOK.

1.1 Economic situation



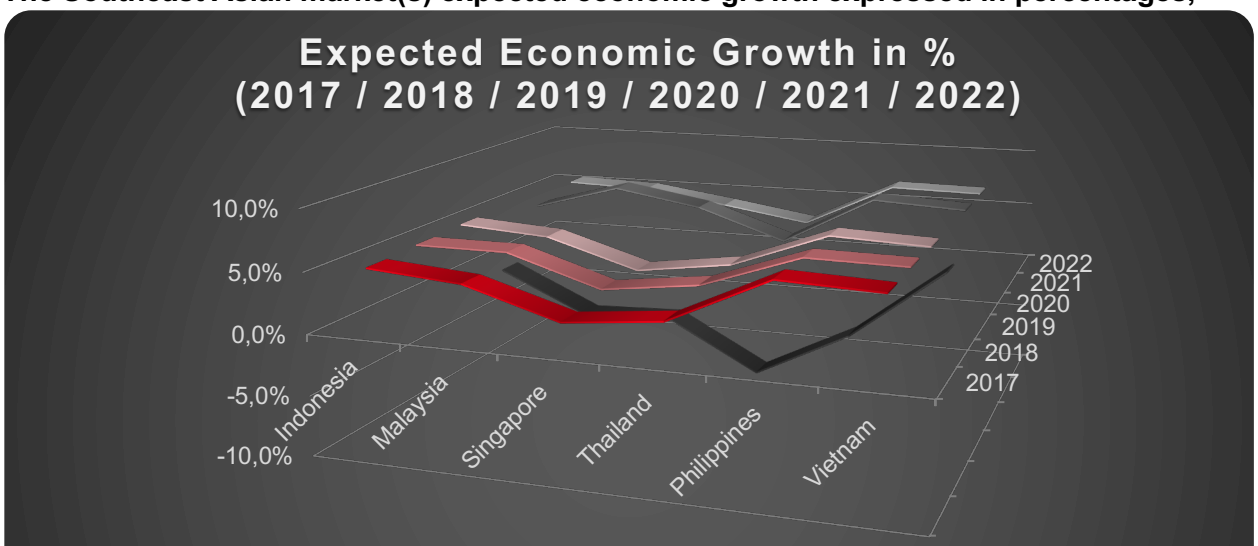
Developing Asia outlook reflecting worsen economic prospects, growth forecast for developing Asia are revised down relative to those in the ADO in April from 5.2% to 4.6% for 2022, and from 5.3% to 5.2% for 023. Risk to the region's economic outlook remain elevated, and mainly associated with external factors because of COVID-19 lockdowns in the People's Republic of China (PRC), more aggressive monetary tightening in advance economies and fallout Russia's invasion of Ukraine.

1. ADB: http://ADB: www.adb.org
2. AEC: http://asean.org/asean-economic-community/
3. IMF Global Forecast: http://www.imf.org
4. IM: http://www.internationalmeetingsrevview.com



The inflation forecast for developing Asia is revised up, from 3.7% to 4.2% for 2022 and from 3.1% to 3.5% for 2023, amid higher fuel and food prices. Inflation pressures in the region are, however, less than elsewhere in the world.

The Southeast Asian market(s) expected economic growth expressed in percentages,



	Indonesia	Malaysia	Singapore	Thailand	Philippines	Vietnam
2017	5,1%	4,5%	2,2%	3,0%	6,8%	6,5%
2018	5,3%	5,3%	2,9%	3,9%	6,7%	6,6%
2019	5,5%	5%	2,7%	3,8%	6,8%	6,5%
2020	-0,3%	-3,8%	-3,5%	-7,7%	-3,6%	2,7%
2021	4,3%	6,5%	5,2%	2,6%	6,9%	6,5%
2022	5,3%	5,1%	4,0%	2,8%	6,7%	6,6%

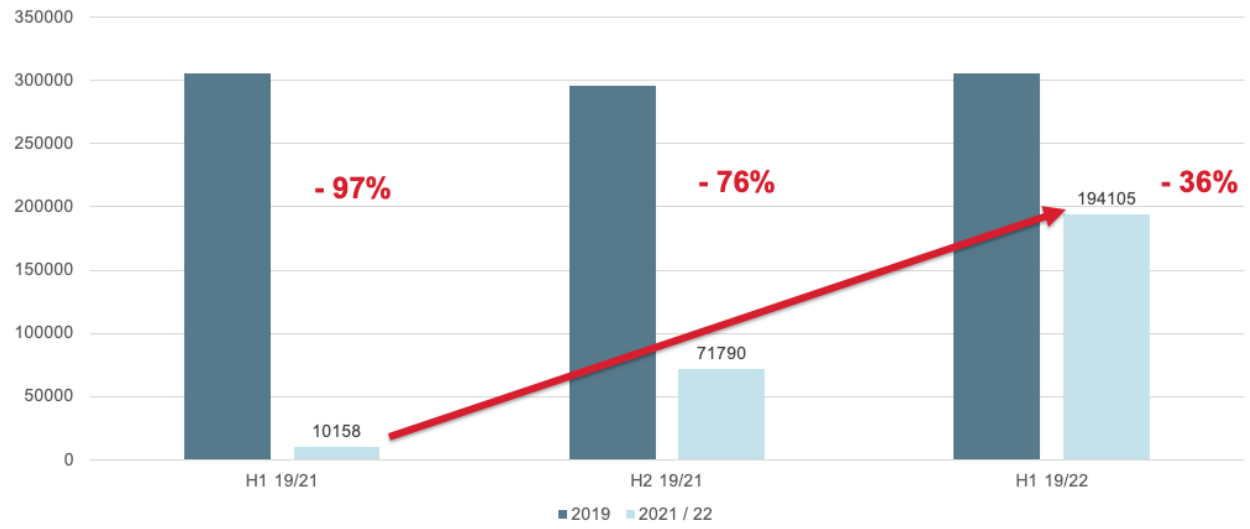
Source: IMF Economic Outlook Update, July 2022

1.2 RFP situation in Southeast Asia

Southeast Asia Markets – Covid situation:

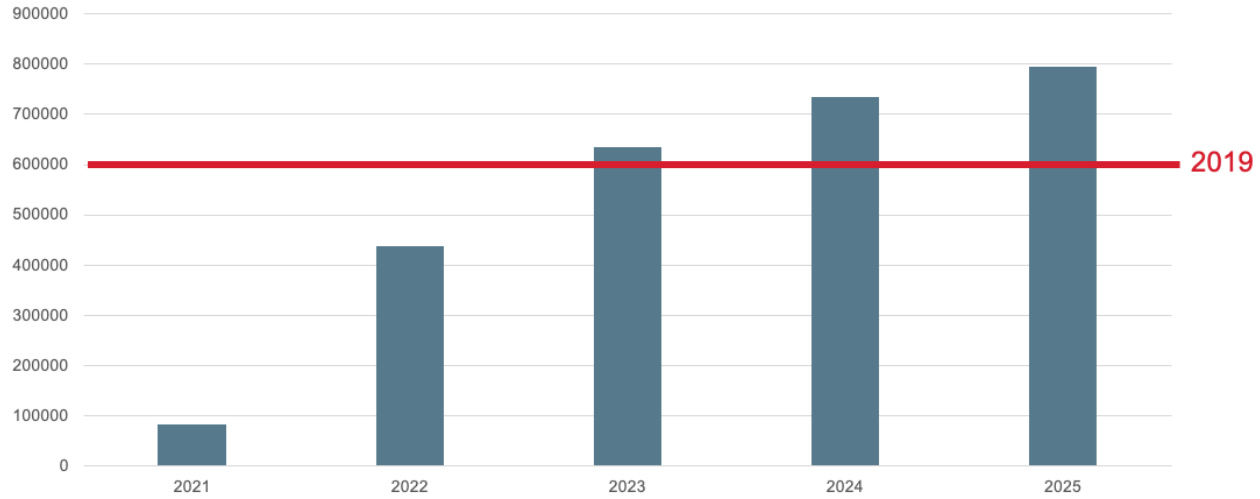
Source Market	Reopening status		Return policy	
SINGAPORE	Open to vaccinated travelers	✓	No test No quarantine	✓
THAILAND	Open to vaccinated travelers	✓	No test No quarantine	✓
INDONESIA	Open to vaccinated travelers	✓	No test No quarantine	✓
MALAYSIA	Open to vaccinated travelers	✓	No test No quarantine	✓
VIETNAM	Open to vaccinated travelers	✓	No test No quarantine	✓
PHILIPPINES	Open to vaccinated travelers	✓	No test No quarantine	✓

Southeast Asia is recovering:



Source: Federal Office of Statistics (Status 5.8.22)

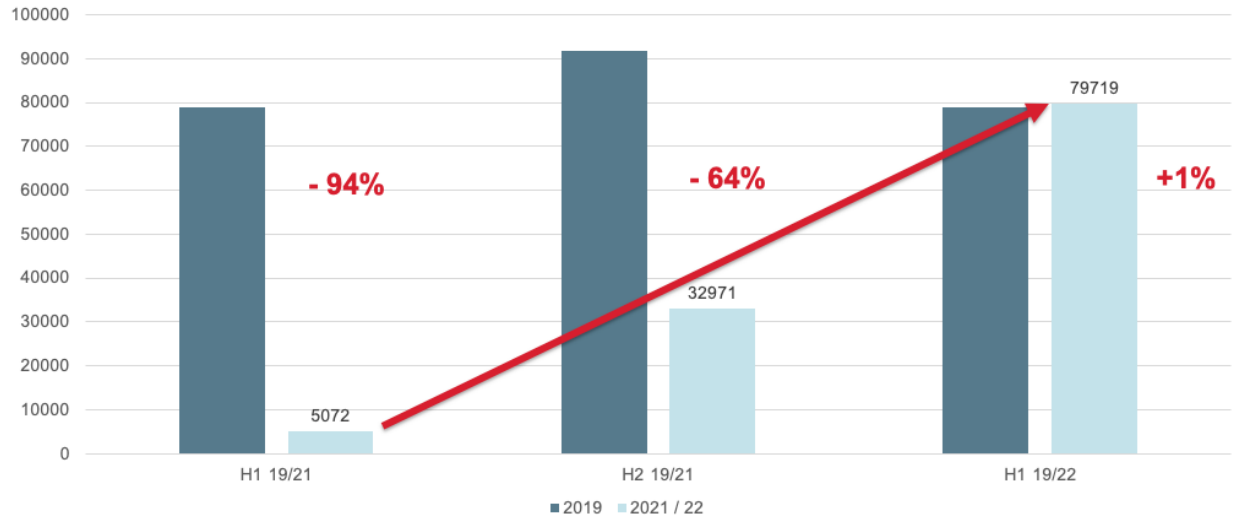
Full recovery in 2023:



Source: KOF, Oxford Economics, ST Estimation

Southeast Asia four (4) main market overview:

1. Singapore:



Source: Federal Office of Statistics (Status 5.8.22)

Travel mood of Singaporean guests :

- Singaporeans are confident and travel again.
- Back to pre-covid level +41% in July.
- Almost no more restrictions in Singapore, travel as usual.
- Switzerland is perceived safety/reliability/cleanliness.
- Bucket list effect magnified by covid lockdowns.
- Closed-Japan effect.
- Long stays by expats.

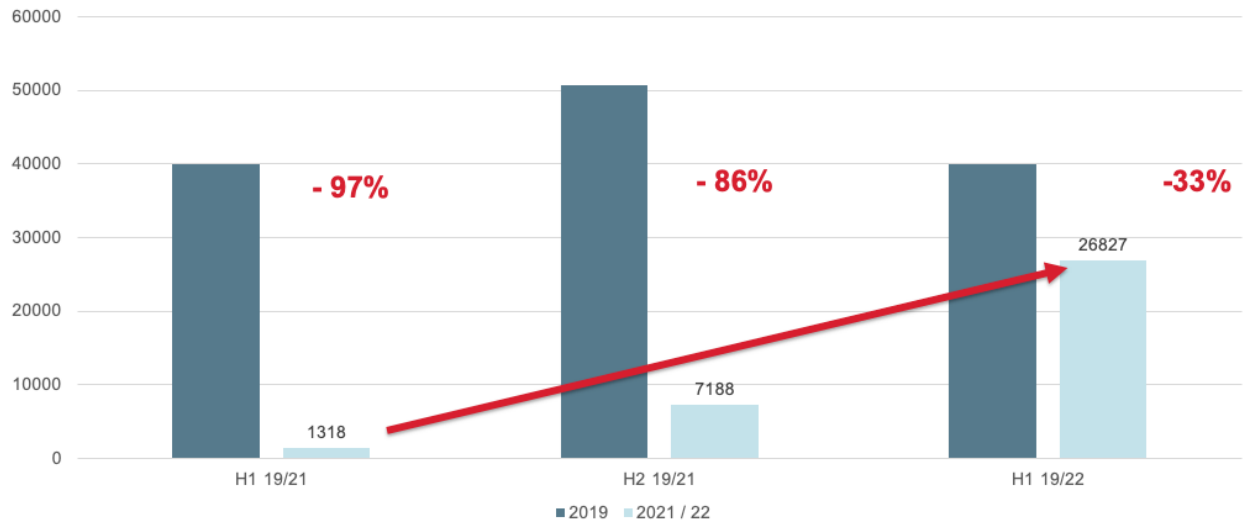
Situation Travel Trade:

- Back on the market – First NATAS fair in August.
- Quality products are emerging mono-tours, theme-tours.
- Tight supply: Manpower issue within KA, reduced air supply, rising costs.

Business Meetings:

- Carried out (CH) : 7
- Overnights : 1,304
- Turnover : CHF 55,944

2. Malaysia:



Source: Federal Office of Statistics (Status 5.8.22)

Travel mood of Malaysian guests:

- H1: 77% pf pre-covid level +28% in July.
- For the region, smallest in sheer size, but good recovery pace – no visa required.
- Full reopening in May, strong will travel.
- Chinese Malaysians, our traditional guests take time to resume travel.
- Muslim Malays are less risk adverse and constitute currently the main demand

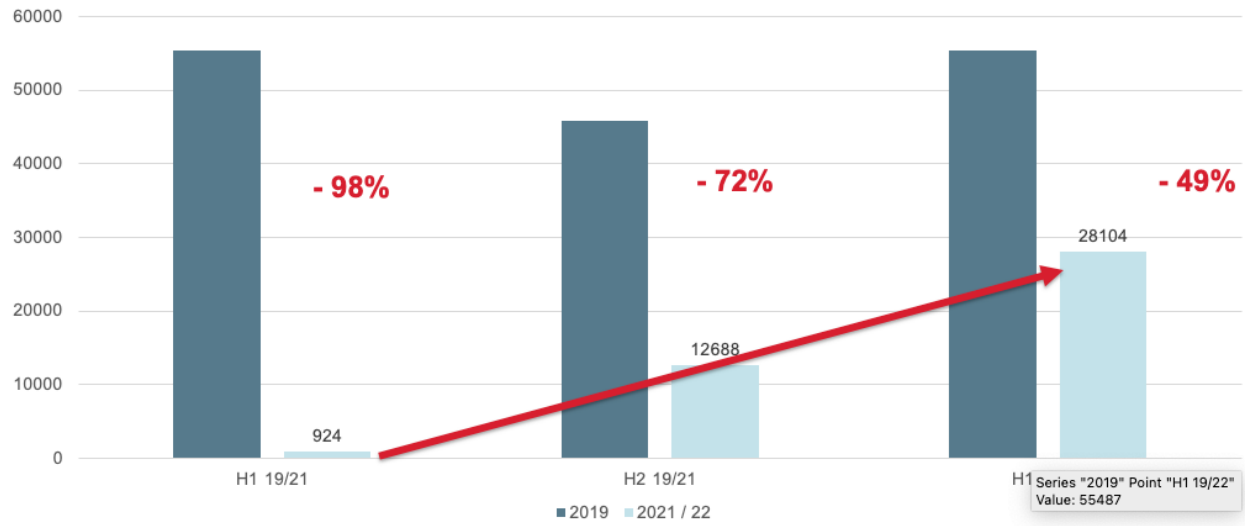
Situation Travel Trade:

- Agents are back in operation, but sales are slow, manpower is tight.
- Agents try to tap into the Muslim market, to compensate the loss of their traditional clients.

Business Meetings:

- Carried out (CH) : 19
- Overnights : 7,291
- Turnover : CHF 2,427,903

3. Indonesia:



Source: Federal Office of Statistics (Status 7.3.22)

Travel mood of Indonesian guests:

- Halfway towards recovery only -1.4% in July.
- Opening in May too late, missed the Lebaran peak
- Q4 looks very promising with high demand in both Leisure and MICE
- Switzerland is highly popular
- Indonesian tourists are less sensitive to risks

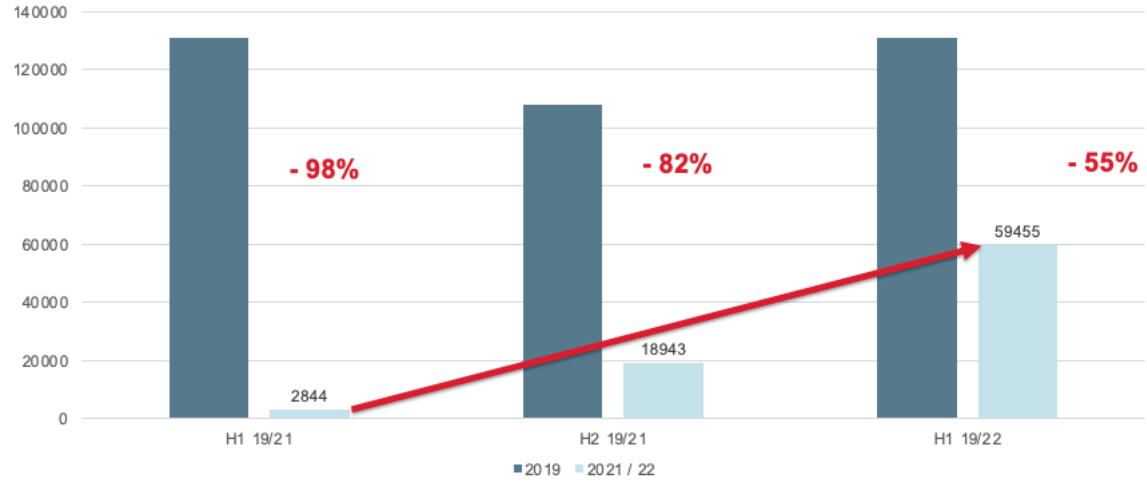
Situation Travel Trade

- Fighting for business, good sales, despite tight resources
- Difficulty to get a visa slot – High visa shopping phenomenon (more visas delivered for half less overnights compared to 2019).

Business Meetings:

- Carried out (CH) : 29
- Overnights : 5,683
- Turnover : CHF 1,892,439

4. Thailand:



Source: Federal Office of Statistics (Status 7.3.22)

Travel Mood of Thai guests:

- Second performance in sheer size, but still below 50% of recovery +5% in July.
- Full reopening since May, missed the Songkran season.
- Expectations for October holidays, Thailand's second travel peak season.
- Willingness to travel and love for Switzerland.
- Closed-Japan effect.

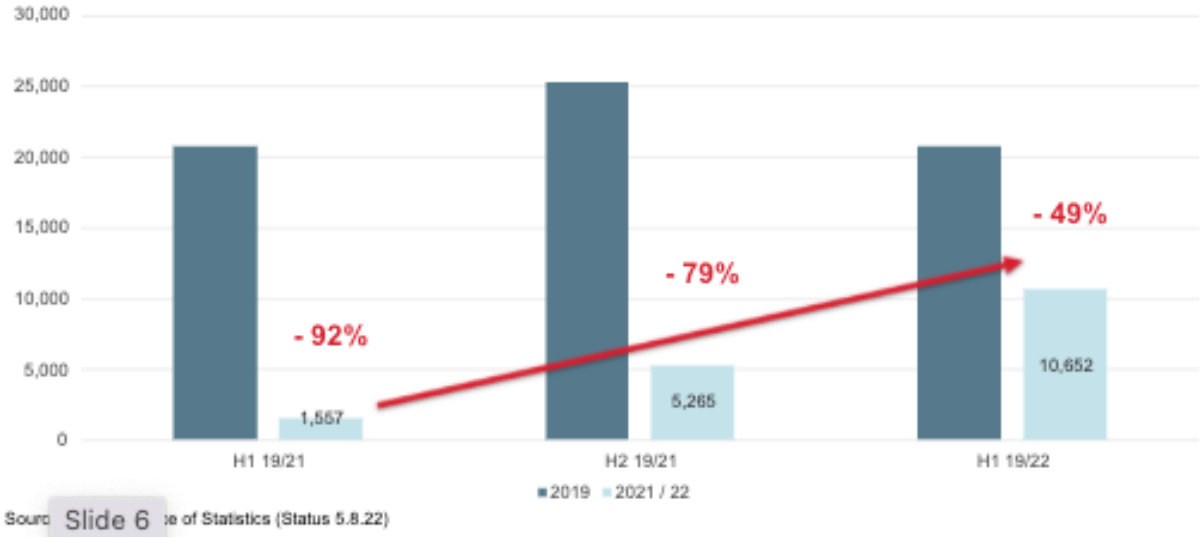
Situation Travel Trade

- Agents are back to work, most KA remained.
- High pressure on visa section / Negative influence of visa shoppers.

Business Meetings:

- Carried out (CH) : 28
- Overnights : 5,438
- Turnover : CHF 1,810,854

5. Philippines:



Situation Travel Trade

- Europe is popular for religious travel *(Philippines)*
- Lack of Switzerland knowledge *(Philippines, Vietnam & Cambodia)*
- Schengen visa requires *(Philippines, Vietnam & Cambodia)*
- Recovery Jan/Jul 19/22 -42% *(Philippines)*
- Difficulty to get a visa slot – High visa shopping phenomenon (more visas delivered for half less overnights compared to 2019). *(Philippines, Vietnam & Cambodia*

Travel Mood of our guests

- Willingness to travel and love for Switzerland. *(Philippines, Vietnam & Cambodia)*
- Highly influence on Korean drama “CLOY” itinerary inclusion. *(Philippines, Vietnam)*

Business Meetings:

- Carried out (CH) : 14
- Overnights : 2,334
- Turnover : CHF 777,222

**Figures inclusive with Philippines, Vietnam, Cambodia*

SCIB Southeast Asia MICE overview:

Switzerland Tourism and Switzerland Convention Incentive Bureau (SCIB) in Southeast Asia continues to establish our country as an ideal incentive destination in the market. The projected overnights directly influence by SCIB estimated by 32,000 overnights for 2022.

2 TARGETS.

2.1 Qualitative.

- The on-going key focus to establish a network with decision maker(s) among corporate clients (insurance, automotive, banking lifestyle brands) directly or through incentive agencies and ground operators.

- SCIB SEA continues to in building up this year the contacts to all player(s) within the ASEAN region.
- Focus MICE activities in (Indonesia, Singapore, Malaysia, Thailand, Philippines and Vietnam), organise different events with the well-established MICE travel agencies and their corporate clients.
- Evaluate this year potential corporate companies in Southeast Asia to have an in depth know-how and establish the connections.
- Work with partners to create unique opportunities to increase value and quality.
- Continue the market research in the association field.
- Create value through greater creativity and innovative marketing.
- Use various platforms to actively network and put Switzerland on clients' top mind.

2.2 Quantitative Goals

- Number of qualified contacts in the database: 1'500
- Qualified client contacts: 300
- Number of days with customers: 50
- Number of requests: 30
- Number of conferences, meetings and incentives in Switzerland:40
- Number of directly influenced overnight: 24,600
- Web visitors on meetings/incentives: 1,500

3 CURRENT DATABASE SITUATION.

Kind	Contacts
MICE Agents	2'359
Corporate Clients	268
MICE Media	8

Further details of past, present and future marketing activities can be found on stnet.ch, which can be accessed by using your personal username and password.