



Switzerland.

Market situation Germany.

Switzerland Convention & Incentive Bureau (SCIB).

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1 MARKET SITUATION AND OUTLOOK

1.1 General Economic Situation in Germany

According to initial data from the Federal Statistical Office, the German economy started the first quarter of 2022 with a slight increase in real gross domestic product (GDP), despite the Corona lockdowns, disrupted supply chains and the outbreak of the Ukraine war. Compared with the previous quarter the GDP rose by 0.2% after price and seasonal adjustments. Industrial production has fallen significantly in March 2022, the first month after the outbreak of the Ukraine war. Most economic climate indicators have deteriorated significantly since. Coupled with the inflation problems, the recovery of the German economy expected for this spring has been slowed down. Sharp rises in energy prices, but also in other raw material and food prices, have led to an inflationary increase in consumer prices. So far, none of this has impacted the labor market; rather, the number of people in work and the number of unemployed have now returned to pre-Corona levels.

1.2 Meetings Industry situation and trends

The business travel platform TravelPerk has interviewed 1'000 business travellers to find out about their individual preferences, expectations and habits when being abroad. Looking into the meeting future of 2023, corporates focus on balancing out the need for travel and mobility with the desire to act sustainable. The safety and satisfaction of personal expectations of their staff when travelling are key influencing factors on this road.

Source: TravelPerk Business Travel Index: <https://www.travelperk.com/de/geschäftsreise-index/> (17.01.2023)

According to the annual VDR analysis, 2/3 of all corporate members interviewed about business travel, stated they allow unrestricted international travelling again and 1/4 of all members state they are back at realizing about 50% of their business travel volume of 2019 (end 2022). The focus of business travel has changed noticeably. 92% of all people interviewed stated they evaluate in more detail the actual need to travel and rate security of their staff at highest priority. Then again, personal live exchange is important and irreplaceable, so the return of travel to meet in person is a logical consequence. 45% of participants of the analysis have set a sustainability strategy related to their mobility concept which supports the trend of sustainability and gains further importance.

Source: VDR Barometer 2022: <https://www.vdr-service.de/nc/aktuelles/einzelnews/news/vdr-barometerumfrage-dienstreisen-nehmen-wieder-zu> (17.01.2023)



Looking into relevant criteria when choosing an event location, the 4 top factors dominate any decision:

1. Accessability and Mobility
2. Service
3. Equipment and Setting
4. Price

Finally, the topic sustainability will remain a key priority in the years to come.

Source: GCB Annual Analysis 2021/2022: <https://www.gcb.de/de/wissen-und-innovation/meeting-und-eventbarometer/> (17.01.2023)

Several changes in staff within SCIB Germany over the past years resulted in a reduced market presences and building up of relationship with the key decision makers. Nevertheless most of the activities proposed to the partners were carried out, some important industry events from the DACH region were hosted in Switzerland and resulted in an excellent visibility and in good leads and requests for proposals.

The proximity of Switzerland as a neighbouring country and the possibility to travel by high speed train are two important advantages for the destination choice for German planners as sustainability plays an important role for their corporate clients. The strong Swiss Franc/weak Euro are a challenge, especially for larger price sensitive business events. The raise of costs in all European countries and the easy access by ICE trains might make up for it in some cases.

2 TARGETS.

Listed below are current qualitative goals of the SCIB in 2023.

2.1 Qualitative Goals.

- Establish Switzerland as the Swisstainable Destination for Business Events with related activities
- Raise awareness and keep existing clients' interest in Switzerland by communicating relevant content via the different channels
- Evaluate and push cross-market projects
- Explore new paths to market Switzerland as a meeting, incentive and conference destination via new channels to reach and influence the decision makers
- Continue with filed time activities such as networking events, virtual and physical saels calls
- Fast, pro-active and professional approach on RFPs towards the market
- Continue to support buyers with our valued quality service
- Further penetration of the association market
- Target corporate clients with a special interest for Switzerland
- Bring more clients to our content hub MyS.com/meetings
- A special effort will be made to up-date the client database as there are many changes in staff



3 DATABASE GERMANY AND AUSTRIA.

Kind	Contacts
Agency	4192
Corporate	1916
Association	414
Media	115
others	121
Total	6758

4 DETAILED MARKETING ACTIVITIES.

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