



**Switzerland.**



Switzerland.

# SCIB Partner Information Meeting.

Wednesday, 20 September 2023  
Hotel Bellevue Palace Bern



Christoph Sturny.

President SCIB  
CEO Montreux-Vevey Tourism

## Program of the day.

- 10h30 - 12h30      **Morning Plenary**  
Situation and Outlook  
Strategy and Planning 2024  
Artificial Intelligence Keynote by David Blum
- 12h30 - 13h30      **Networking Lunch**
- 13h30 - 15h00      **Afternoon Plenary**  
13h00-13h50 Business Events Personas  
14h00-14h50 Bleisure Travel
- 15h00 - 16h00      **Networking** aperitif with the market representatives



Situation and outlook.

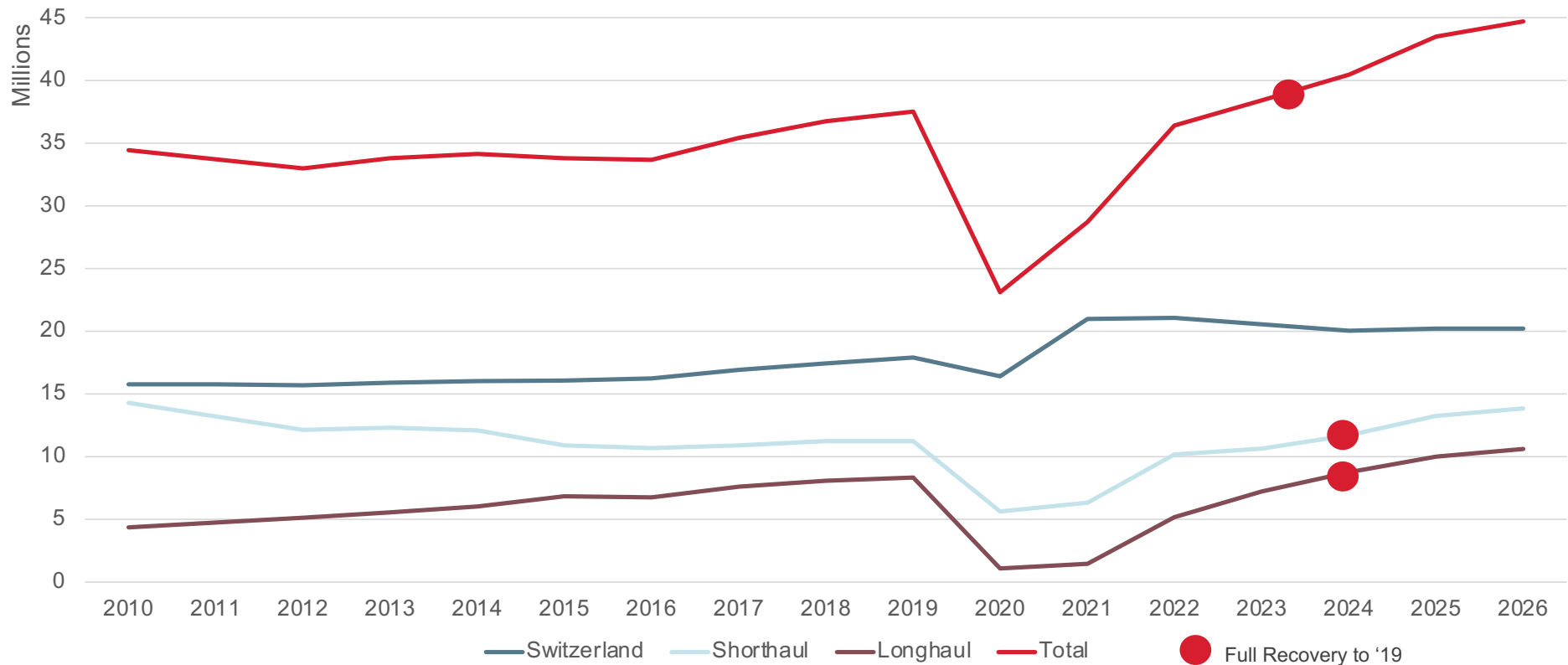


# Overnights first half year.

## First half year 2023 compared to 2019

- Total: 19,5 m hotel overnights / +3,6%
- Switzerland: 10 m / +16,8%
- Foreign markets: 9,4 m / -8 %
- Europe: 5,7 m / -6%
- Overseas 3,7 m / -10%

# Overnight Development 2010 – 2026.

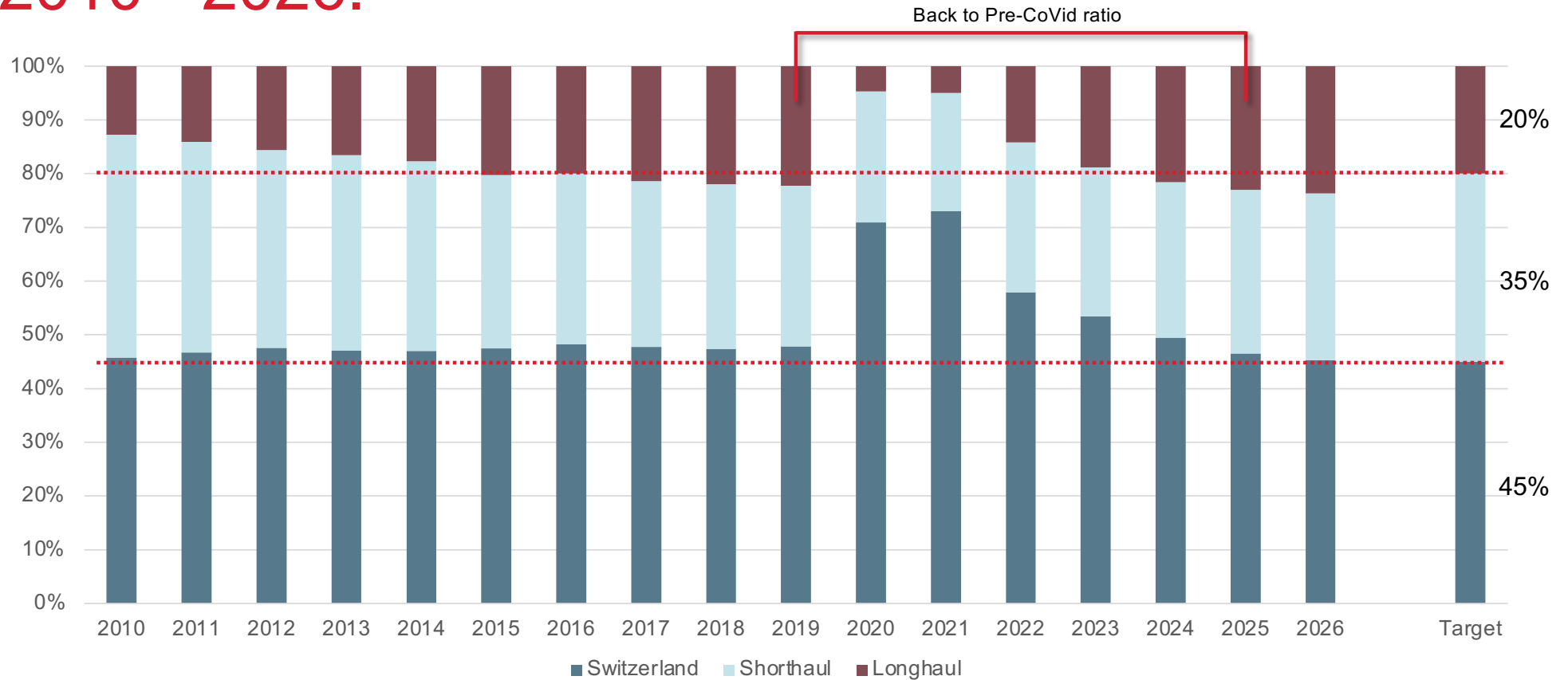


Source: Oxford Economics, ST estimation (Status 17.07.2023)



Switzerland.

# Ratio Switzerland / Shorthaul / Longhaul 2010 - 2026.



Source: Oxford Economics, ST estimation (Status 17.07.2023)



# Demand Business Events.



- Requests for proposals via SCIB
  - 77% compared to 2019 (End August)
- Incentives from Asian Markets with less delegates
- Europa and North America often larger attendance



**Switzerland.**

# Industry and Markets.

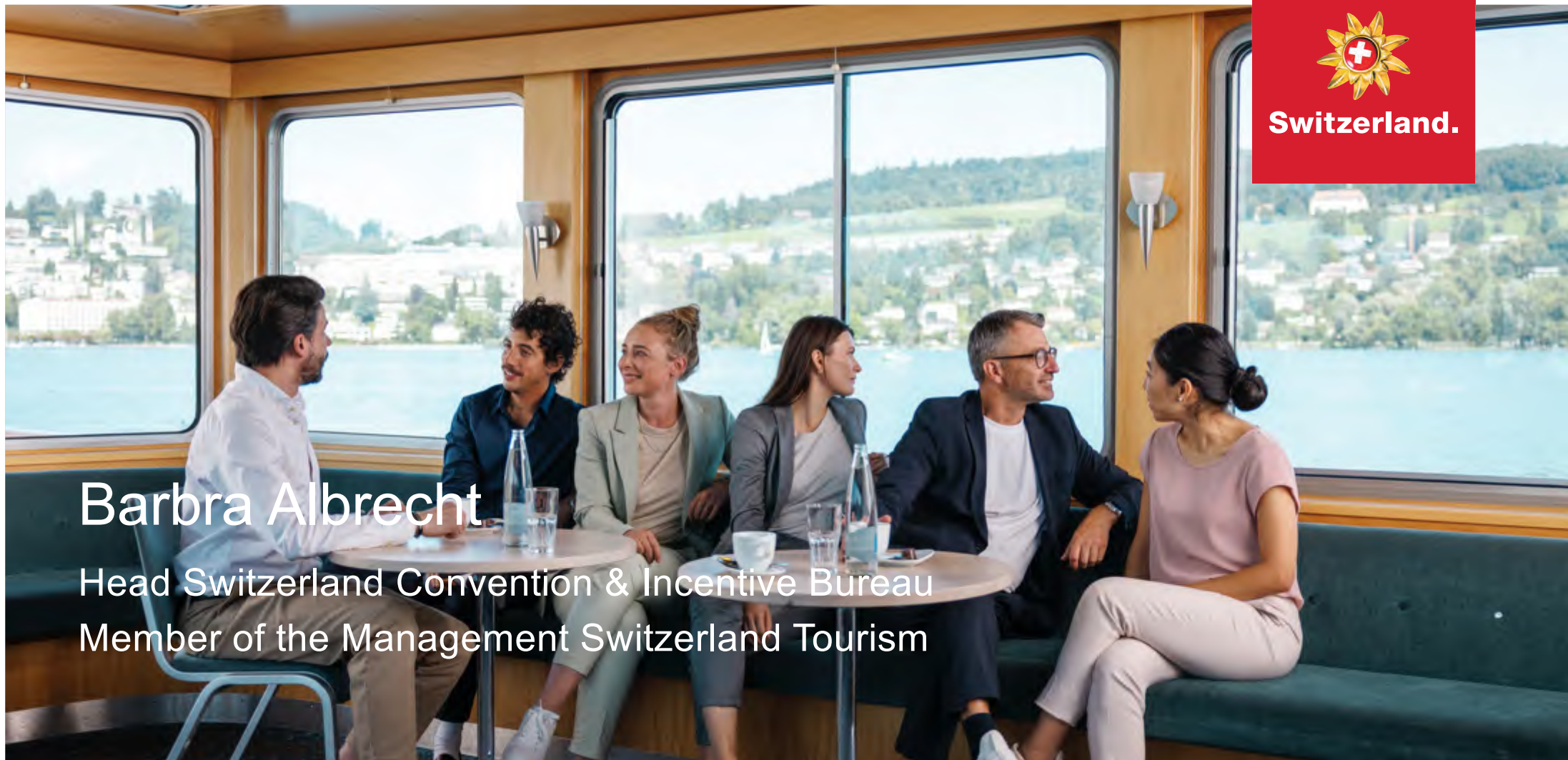
- Difficulty of recruiting and keeping talents
  - Challenge for the entire industry in all markets
- Work overload for Planners
  - Less available for marketing activities
- Home office and remote work
  - Requires new formats to reach the planners
- Lead times become even shorter
  - Challenge for planners as well as suppliers
- Price sensitivity in some markets
  - Inflation and exchange rates

# Outlook.



**Switzerland.**

- Organised Business Travel back fully by 2024
  - Some meetings remain digital
  - New work formats require new face to face meetings
- Meetings Design
  - Less frontal presentations in plenary - More break-outs in smaller groups
  - Creativity and experiences
- Sustainability
  - Influence on planning, execution and legacy
  - Bleisure travel



**Barbra Albrecht**  
Head Switzerland Convention & Incentive Bureau  
Member of the Management Switzerland Tourism

# Strategy and Planning 2024.



Switzerland.

# Chances and opportunities.

- Switzerland's image as a reliable, sustainable and safe country increases its attractiveness
  - Premium Destination Switzerland for smaller, high-quality business events with corresponding budgets
- Potential Bleisure Travel
  - Every business event in Switzerland is a lever for additional, new Leisure guests
- Experience in digital marketing to activate business events and expand reach influencer
  - Digital campaign in Europe, North America and Asia
  - Complement to strong market presence and KAM activities

SCIB Campaign.



Luzern. Janic Haioua

# Goals.



- Build on last year's SCIB campaign and continue to position Switzerland as the **perfect destination for business events**.
- Show meeting initiators/organizers how **beautiful** and **diverse** our **meeting locations** are.
- Convince meeting initiators/organizers that **meetings in Switzerland are successful, sustainable and fun**.
- Gain awareness for Switzerland and SCIB within our target groups and get them to respond to and engage with our content.
- Raise the level of awareness of MyS.com/meetings with its new features, e.g. sustainable meetings, for the planning of future business events amongst target groups.



# Target audience.

## **Target group:**

- Initiators/organisers (marketing executives, HR managers, CEOs) of business events (meetings, incentives, congresses) in sectors that use business events as an instrument for their success (customers, employees, community).
- Industries: Pharma, Health, IT, Insurance, Finance, Automotive, Construction, Electronics, Chemical, Multilevel, Government and Services, Science, Education, but also SMEs with international orientation.

## **Markets / Language split:**

- **English** (USA, CA, UK, IE, Nordics, BeNeLux, DE, FR, CH)
- **German** (USA, CA, UK, IE, Nordics, BeNeLux, DE, FR, CH)
- **French** (USA, CA, UK, IE, Nordics, BeNeLux, DE, FR, CH)



Switzerland.

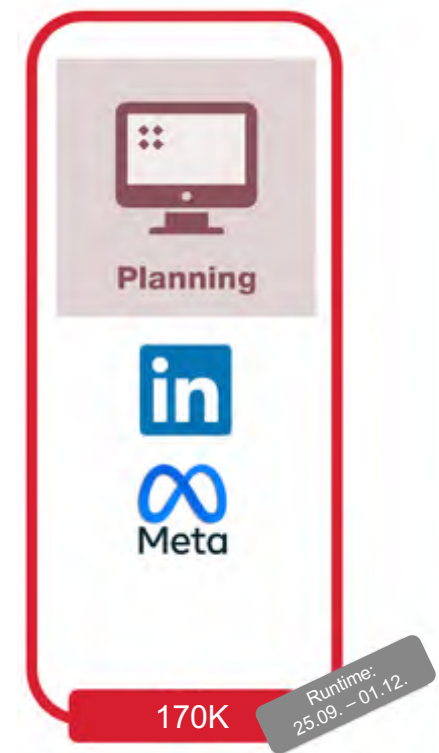
## Overview assets.

Short clips.

**4 short clips on four main topics:**

**Accessibility / Locations / Sustainable / Unforgettable**

- **Markets:** USA, CA, UK, IE, Nordics, Iceland, BeNeLux, DE, FR, CH
- **Formats:** 16:9, 1:1, 9:16
- **Length:** 8s each
- **Platforms:** LinkedIn, Meta





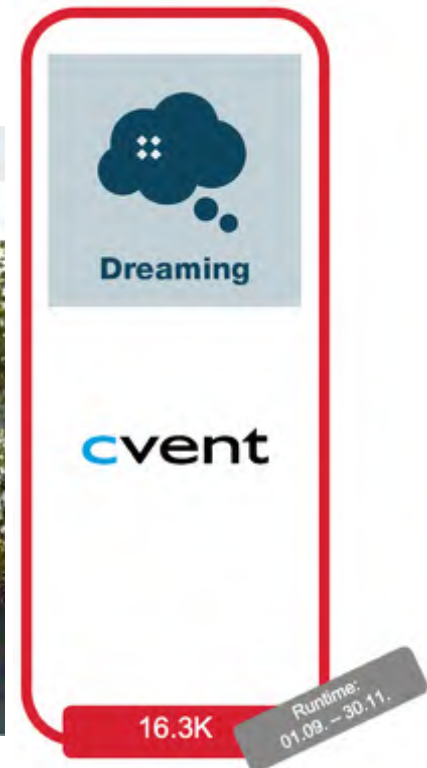
Switzerland.

# Overview assets.

Key visuals.

Key visuals showing a team/group after their business event.

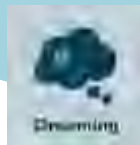
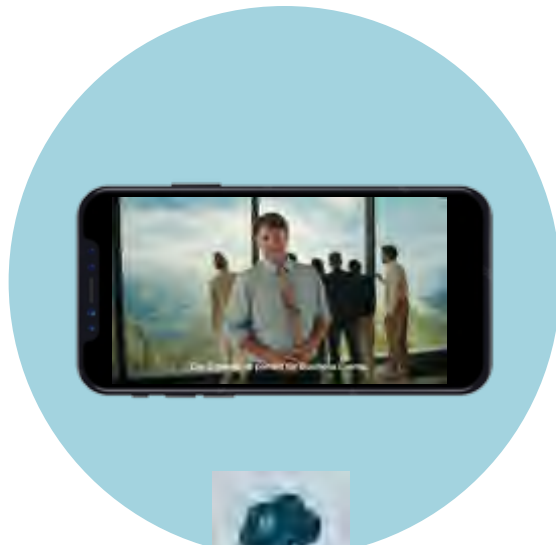
- **Markets:** USA & Canada
- **Formats:** 16:9
- **Platforms:** Cvent



# Distribution SCIB Campaign.

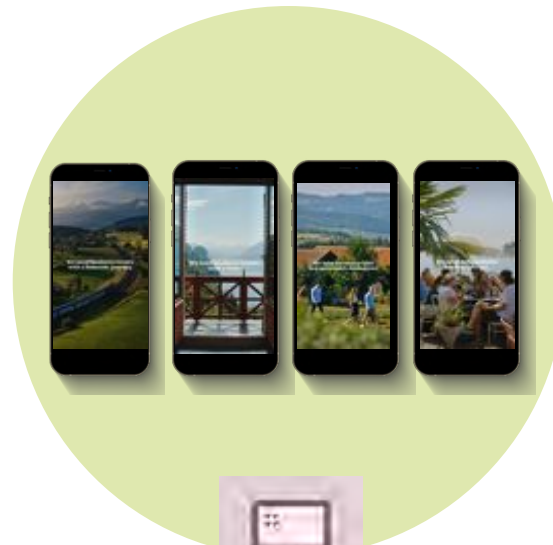


Switzerland.



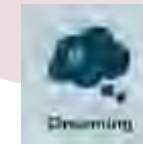
## DREAMING: MAIN SPOT

Distribution focus on languages  
(en, de, fr)



## PLANNING: SHORT CLIPS (4x)

Distribution focus on languages  
(en, de, fr)



## DREAMING: CVENT KEY VISUAL

USA & Canada



# Key Account Management.



Zurich. Mattias Nut.

# Market presence.



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- Specialists in 14 markets
  - Research and database management
  - Increase of field time
- Sales platforms for partners
  - Communication services, trade shows, educationals, networking events, etc.
- Requests for proposals for partners
  - Sales calls presentation via Teams/Zoom to clients



# Hosting of events in Switzerland.



- Meeting-, Incentive-Planner and Congress Organizers experience Switzerland for Business Events «live»
- Trophies, Study Trips, 3<sup>rd</sup> party Events
  - Sales platform for partners
  - Educate, motivate and impress multipliers
  - Attention of trade media and trade organizations





Switzerland.

# Data-based marketing. Business Events Dashboard for Partners.

- MIS Dashboard for Destinations and Regions
  - Same data as SCIB
  - Data from hotels via Destinations and Regions
  - Mid-term goal: collect enough data for a Swiss Dashboard
- HESTA working group
  - BfS testing with sample hotels collection of additional data
  - Includes distinction between business and leisure





# MySwitzerland.com/meetings. Swisstainable Business Events.



- Finder/Filter Event planning tool
  - Swisstainable filter option
    - + 2'000 in total qualified level 1-3
    - 198 meeting hotels
    - 14 congress centers
    - 22 event locations
    - 88 sustainable social programs

To register for Swisstainable level 1-3:

- <https://www.stnet.ch/de/swisstainable/anmeldung/>

# Social Media.



@meetingswitzerland  
@myswitzerlandweddings



youtube.com/@SCIB



@swissmeetings



@Switzerland\_BusinessEvents



@swiss-convention-bureau



@scib\_hq

# Social Media. Content categories.

- These content categories form a **framework for the SCIB content planning**. The aim is to ensure a diverse mix that caters to all SCIB segments and market needs.



**Testimonials**

Source of contact:  
Markets, influencers



**Venues & Hotels**

Source of contact:  
Partners,  
Accommodation  
marketig



**Events**

Source of contact:  
HQ, partners



**Activities**

Source of contact:  
Partners, HQ  
Marketing, DMC,  
influencers



**News**

Source of contact:  
Partners, media,  
content team HQ



**Partners**

Source of contact:  
partners

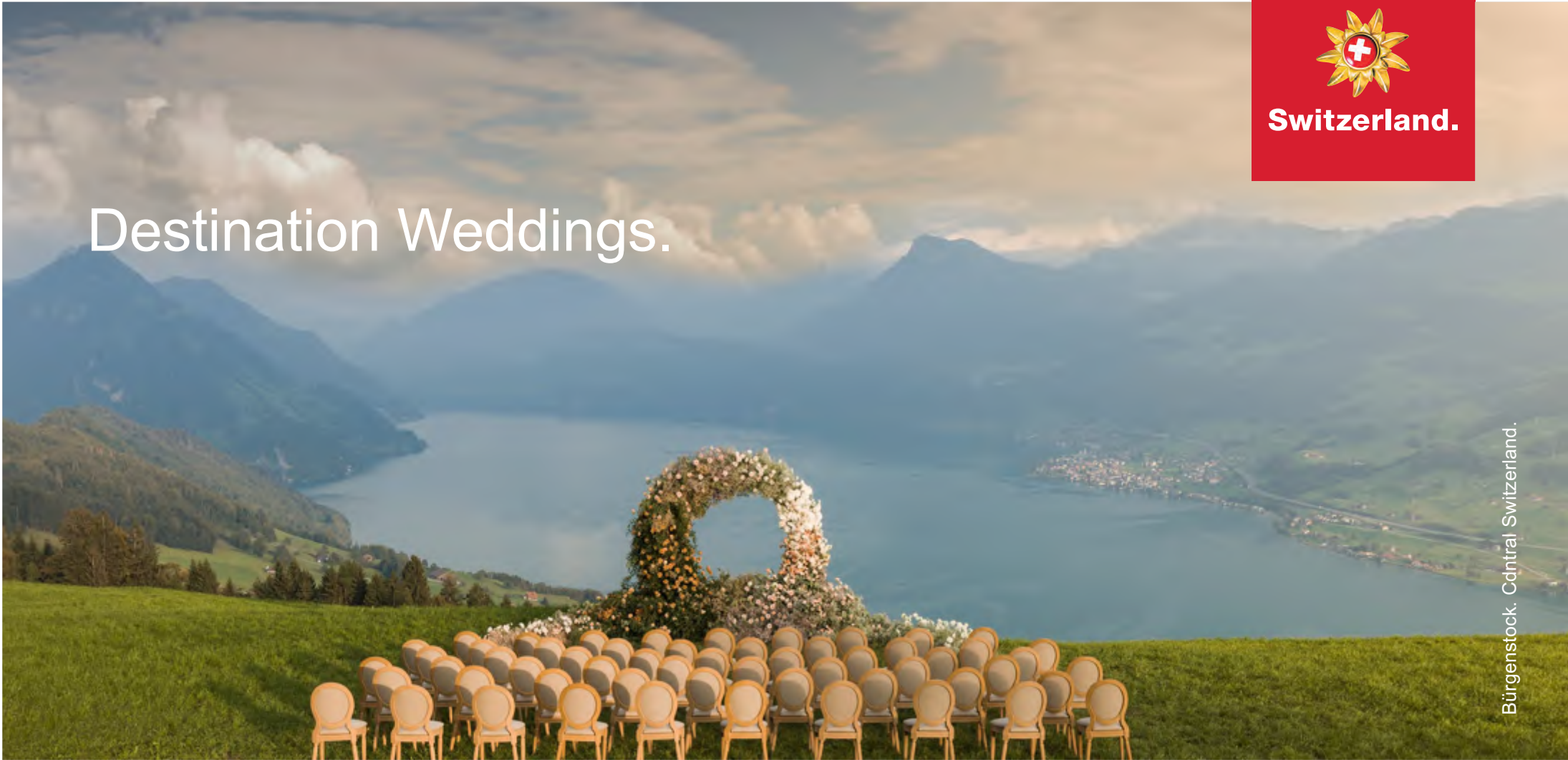
# Social Media. How to benefit.



Share	Share your new photo shoots and videos with us. Your our big news and events can be featured on SCIB Social Media channels
Tag	Tag us in your publications to support your content distribution
Follow	Follow us to be in touch on daily basis
Mail	Mail to: <a href="mailto:Natalia.Sizova@Switzerland.com">Natalia.Sizova@Switzerland.com</a>



# Destination Weddings.



Bürgenstock. Central Switzerland.

# MySwitzerland.com/weddings.

- Content development
- International educationals for wedding planners
- Participation to networking events and congresses
- Social Media
  - Instagram and Pinterest
- Evaluation mid 2024





# Planning 2024.



Lugano Region.

## Activities. Next steps.

### **Individual virtual market calls**

25 September to 6 October 2023

- Regions and Destinations
- Transportation- and Service Partners

### **Registration to activities 2024**

Link to be sent to all SCIB-partners on Thursday, 21 September 2023

- Registration ends November 2023

Confirmations starting December 2023 by market and project managers



# Save the dates 2024.



**Switzerland.**

- **General Assembly SCIB**
  - Monday, 29 April 2024, 10h - 11h30, Geneva
  - Before Vacation Day
  
- **Vacation Day**
  - Monday 29 April 2023, Geneva
  
- **Partner Meeting SCIB**
  - Tuesday, 24 September 2024 10h30 - 15h, Zurich

Danke. Merci. Grazie. Grazia.



# Artificial Intelligence.

David Blum  
Smart Rebels

AI

# Networking Lunch

Back at 13.30h in Plenary



**Switzerland.**