

Key Account Management : our key to success

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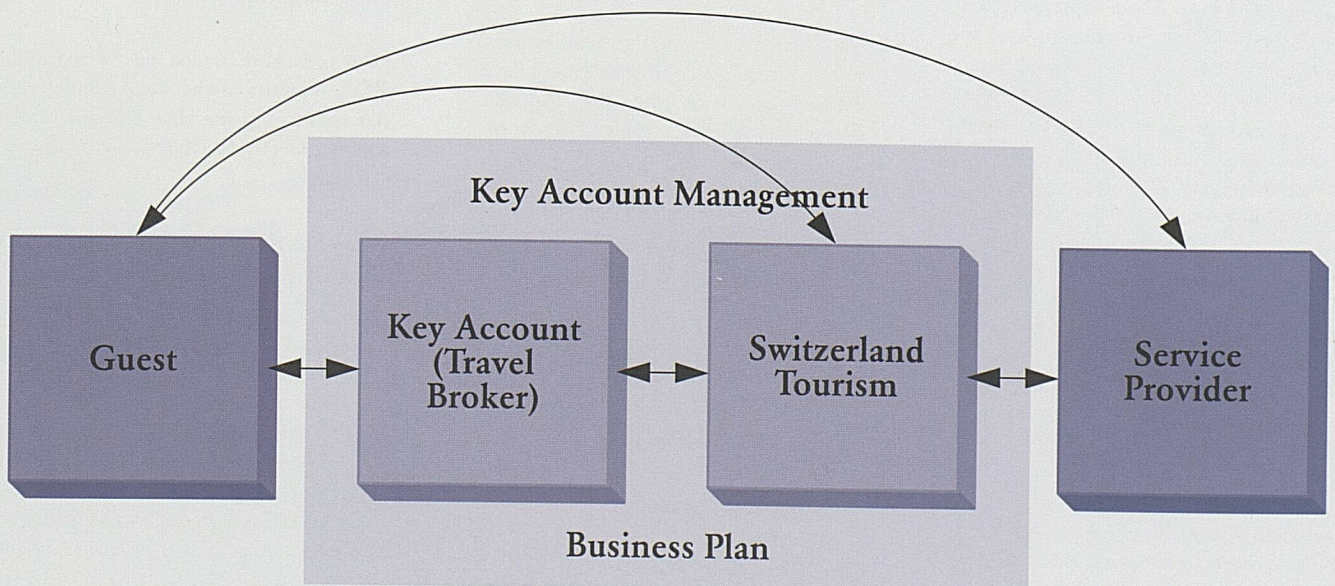
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Key Account Management: our key to success.



In all areas of business, it is necessary to concentrate the use of material and human resources on what is essential. Recognition of this fact has led Switzerland Tourism to focus its efforts and adopt a system of Key Account Management. Key Account Management involves medium to long-term business planning and close cooperation with a small number of important partners on the basis of a written business plan, with the aim of increasing the demand for holidays in Switzerland. The business plan sets out joint measures in the areas of advertising, sales promotion and media relations.

Key Account.

A Key Account is a major travel service provider: Tour operators, airlines, hotel chains, incentive schemes, rail and bus companies, motoring organizations, senior citizens' groups and professional and trade associations are examples of key customers who have an important multiplier effect in terms of increasing the demand for travel to Switzerland. Essential criteria for identifying Key Accounts are a significant number of arrivals/overnights, the potential for an increase in overnights, status in terms of reputation and prestige, a readiness to train Switzerland specialists, good distribution and a willingness to enter into a long-term partnership.

Success.

In 1997, Switzerland Tourism agreed business plans with a total of 48 tour operators in 13 countries. These agreements are designed to produce an increase of 200,000 overnights in 1998.

Switzerland Tourism Germany signed cooperation agreements with leading tour operators of many different kinds, such as Ameropa, Kipferl's Reisen, Allrounder Reisen, IST Reisen and Action Reisen. Fifteen business plans were concluded in the United Kingdom and Ireland alone: Partners such as Swiss Travel Service, Crystal Holidays and Kuoni Travel recorded increases of more than 20% in overnights in Switzerland, compared with the previous year. In France, Switzerland Tourism had the opportunity of launching a public campaign in the Paris Métro, in collaboration with Réductour. Over a period of fifteen days, 125 strikingly large posters were used to present Switzerland to the Parisian public as an attractive holiday destination. In Spain, the Czech Republic and Italy, Switzerland Tourism also signed cooperation agreements with leading players in the travel business. Switzerland Tourism in North America has likewise committed itself to working closely with Key Accounts: Colette Tours



Together with Réductour: Advertisements for Switzerland in the Paris Métro.

boosted its sales of travel to Switzerland by 179% in 1997. In Switzerland, Railtour Suisse achieved an increase of 24% in visitor numbers through collaboration with Switzerland Tourism.

Switzerland Travel Mart STM generates 300,000 overnights.

Over 370 travel specialists from 39 countries and 35 media representatives from throughout the world were informed of the latest products and services offered by Swiss tourism at the ninth Switzerland Travel Mart STM, held in Crans-Montana from 6th to 8th April 1997. This event – organised every two years by Switzerland Tourism – provides an important platform for the representatives of the incoming sector to present to a selected specialist

audience the whole range of tourism services available in Switzerland as a holiday destination. Four hundred Swiss suppliers were involved – representatives of local and regional tourist information offices, tour operators, hotel groups and transport undertakings – and were able to establish internationally important contacts. After the STM, the foreign visitors had the chance of making study trips to get to know the places they wished to see in Switzerland or to extend their knowledge of our country.

On the basis of the STM, travel experts predict an overall increase of 300,000 overnights in Switzerland and of 12,000 passengers for Swissair over the seasons winter 97/98, summer 98 and winter 98/99.



007 - A handshake with Roger Moore at the STM in Crans-Montana.

Touoperator Toshiaki Murakami from Japan on the STM: «The organization is excellent, and the opening ceremony was a particular success.»