

A summer full of bright ideas

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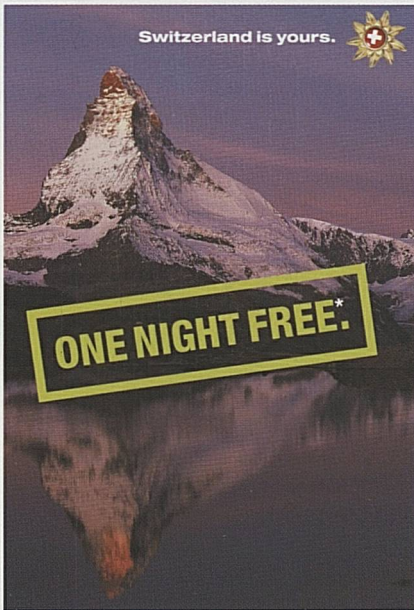
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A summer full



The majority of holidaymakers enjoy Switzerland in the summer. In 1997, this season was especially attractive for families, as well as for pre-season and post-season visitors.

One Night Free.

The 1997 summer season began with a surprise. Switzerland made its visitors a present of a free night's accommodation. As part of the friendly «One Night Free» campaign operated by Swiss hoteliers in conjunction with Switzerland Tourism, visitors to Switzerland from all over the world paid for three nights and were given a fourth night plus breakfast free of charge.

A total of 422 hotels from all of Switzerland's touristic regions participat-

ed in the campaign. A choice of six different price categories was available – package prices (stay three nights, fourth night plus breakfast free) ranged from 150 to 570 Swiss francs per person. The offer was available from 30th May to 29th June and from 12th September to 12th October.

With its «One Night Free» campaign, Switzerland Tourism succeeded in generating an additional 52,000 overnights. About half the participating visitors were from Switzerland. The combination of inexpensive accommodation and cut-price fares (German Railways Swiss-saver tickets) was a big hit in Germany, too, recording 20,000 additional overnights. International media interest was high. In return for eighty free Swiss holiday vouchers, Switzerland Tourism acquired the opportunity to publicise the «One Night Free» campaign in Italy in 776 radio



of bright ideas.

spots on major inter-regional and national broadcasting stations. Even the Los Angeles Times praised the offer as the «Best Deal of the Week».

Family Holidays.

Switzerland showed families its best side in summer '97. Switzerland Tourism worked together with selected partners to offer attractive, exciting family holiday packages in an informal atmosphere and at competitive overnight rates. With plenty of imagination and a little luck, children were able to enter a competition to win a holiday in Switzerland for the whole family. Each month, one one-week family holiday and two weekend breaks for a family of four were given away in a prize draw.

Attention was drawn to the campaign in Switzerland via a large-scale poster promotion (3,000 billboards) run in conjunction with the «Allgemeine Plakatgesellschaft APG», numerous advertisements, and the enclosure of 200,000 family posters in a national magazine. The radio commercial broadcast by five local radio stations on the theme of family holidays won the Silver Medal at the annual award ceremony of the Swiss Art Directors Club ADC.

An advertising campaign in Germany, France and Italy informed potential family visitors in neighbouring countries. This campaign was backed up in principal markets by the media, and all available packages were also publicised via the Internet. The «Family Holidays» campaign generated over 50,000 extra overnights.

Cycling in Switzerland.

The whole of 1997 was devoted to preparing for the inauguration of Cycling Country Switzerland 1998. The newly published brochure described seven of the most beautiful cycle tour routes and included attractive offers and packages, together with abundant useful information for relaxed and stimulating cycling holidays in our country.

A survey carried out among Swiss residents: Why do you spend your holidays in Switzerland?

«We have everything you could possibly need for great holidays: lakes, mountains, hiking and biking trails – and you can cycle or bike almost everywhere. Those are surely good reasons for spending your holidays in Switzerland.» (Source: Swiss Television, TAF Life, 4.9.97)

