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# How to turn the winter into a really hot season.

Switzerland in the winter has something for every kind of visitor: ski areas with guaranteed snow, winter walking trails, reasonably priced multi-bed rooms, luxurious top grade hotels, a huge variety of skiing pistes, and up-to-the-minute snowboard parks. Recreation seekers can find peace or, if they prefer, fun and action, and at prices to suit every budget. In Switzerland, you can experience the perfect winter holiday atmosphere.

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#### **Switzerland: 32 x fun in the snow.**

In the winter of 1997/98, a number of Swiss winter resorts and regions came together to offer reasonably priced, easy-to-book holidays designed as a uniform package. They were fully described in the new, popular and easy-to-read Switzerland Tourism promotional booklet «Switzerland: 32 x fun in the snow».

The promotional campaign generated 43,000 extra overnight stays in the participating regions and resorts, the largest rise in occupancy rates occurring in medium-class hotels.

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#### **Winter sport reports unrivalled in Europe.**

Switzerland Tourism provided winter sport visitors from all over the world with a special, round-the-clock service: a whole variety of media, including telephone, Internet, teletext, and Swiss Online (formerly Videotex), provided daily national winter sport reports from 250 locations in Switzerland. Skiers, carvers, snowboarders, cross-country skiers, and sledgers were able to obtain information on snow quality, piste conditions, and the number of lifts in operation.

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#### **Winter delights: targeted effort increases sales.**

Switzerland Tourism enjoyed success in Great Britain and Ireland with its «Traditional Winter» product line. Seven selected travel firms (Swiss Travel Service, Plus Travel, Byrne, Kuoni, Crystal, Thomson, and Inghams) were given a total of 500 free ski passes for the Jungfrau region, and undertook to spend an amount equivalent to their value on promotional campaigns. The organizers reported rises in visits to Switzerland ranging from 12% to 76%, and the Jungfrau region itself actually recorded a rise of 47% in visitors from United Kingdom. The Jungfrau region ski-pass campaign alone generated 40,000 overnight stays.

The joint promotion with «The Times» also proved lucrative. Its readers were offered a one-week skiing holiday in

Switzerland for £370. Within 24 hours, there were 1,200 telephone replies and every single package was sold. The campaign generated over 2,300 overnight stays in record time.

In Italy, Switzerland Tourism negotiated a total of 360 radio commercials in return for 25 vouchers for free holidays in Switzerland. In a joint venture with the Belgian Travel firm Sunair and the Swiss Jungfraubahnen rail and lift network, the Flemish Automobile Club offered low-cost family winter holidays. Many families took advantage of free ski-passes for one parent and two children under 15 years of age. Switzerland Tourism Austria joined forces with Rail Tours Austria to offer a Swiss «Ski Zuckerl»: the package comprised a relaxing rail ride to a selected skiing resort in Grisons, plus a choice between «Rail & Ski» with a 6-day ski-pass or «Ski Total» with hotel accommodation. In Vienna, Switzerland Tourism organised regular, three-minute programmes on Switzerland in winter for the popular Czech Frekvence 1 broadcasting channel. Bookings were accepted via the American Express office in Prague.

«Switzerland is a country which appeals to me and which has a lot of attractive features to offer. Here in Switzerland the climate is just right for rest and relaxation.» Alexandro from Brazil on Switzerland as a holiday destination.

