

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (1997)

## Inhaltsverzeichnis

### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 23.02.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# Table of Contents.

- 2 1997: The upturn of Swiss tourism.
- 4 We're setting course for the future.
- 6 Tourism in 1997: the trend is upwards.
- 10 Our marketing brings a tenfold return in holiday-turnover.
- 12 Together we are strong.
- 14 Borders? Not for us.
- 16 Key Account Management: our key to success.
- 18 A summer full of bright ideas.
- 20 How to turn the winter into a really hot season.
- 22 Autumn, winter, spring, summer, Switzerland.
- 24 The future means quality holidays.
- 26 The Organization.
- 28 The Board of Directors. The Statutory Auditors.
- 29 The Switzerland Tourism Council.
- 30 Balance Sheet 1997.
- 32 Profit and Loss Account 1997.
- 34 Annex to the Annual Financial Report.
- 35 Report of the Statutory Auditors.
- 36 New Members 1997.
- 37 Members 1997.
- 42 We are active all over the world.

---

## Impressum.

---

Publisher: Switzerland Tourism  
Layout: Weber, Hodel, Schmid,  
Cover: Max Schmid. The Rhine Valley, near Maienfeld.

Printed in Switzerland on environmentally friendly paper.

---

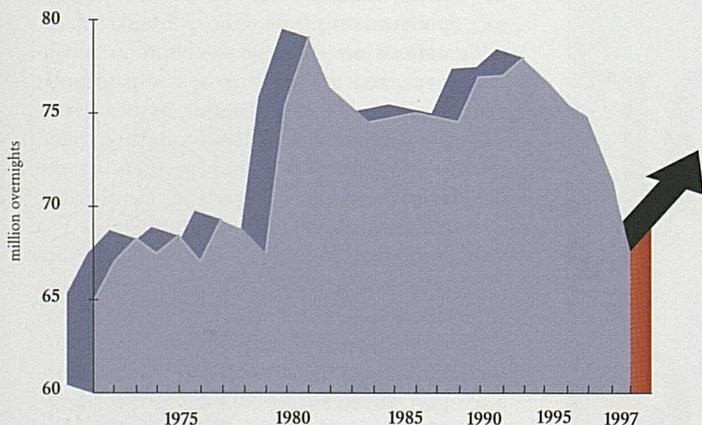
## The purpose of Switzerland Tourism.

---

Federal Resolution of 16 December 1994; Article 1: Switzerland Tourism is a public body. Its role consists in increasing the demand for Switzerland as a travel and tourism destination.

# 1997: The upturn of Swiss tourism.

In 1997 Switzerland recorded a total of 69 million overnights in hotels and supplementary accommodation: two million (3%) more overnights compared with the previous year. (Source: Federal Statistical Office and Switzerland Tourism)



# Switzerland's international ranking.

Switzerland improved from 16 to 15 for international visitor arrivals in 1997, with 11.077 million, and stayed at 10 in terms of revenue from international tourism, with US\$ 9.015 billion. (Source: World Tourism Organization)

# Top ten holiday destinations for the Swiss: Switzerland at number one.

The Swiss are a people who love to travel. But the fact is that they like best to spend their holidays in their own country. Switzerland heads the list of holiday destinations chosen with 6 million holidays, followed by Italy with 1.5 million and France with 1.3 million. Each year, the Swiss population takes a total of 13 million holidays. (Source: Reisemarkt Schweiz 95/96, ITV, University of St. Gallen)

# Prizes for Destination Switzerland.

10,000 readers of the German travel magazine Globo have awarded Switzerland the highest number of points for environment and food quality, and rate Switzerland as Europe's number one destination. They see Switzerland as one of the safest countries in the world. (Source: Globo, March 98)



Peter Michel (right), Head of Switzerland Tourism Germany, receives two Golden Globo awards.