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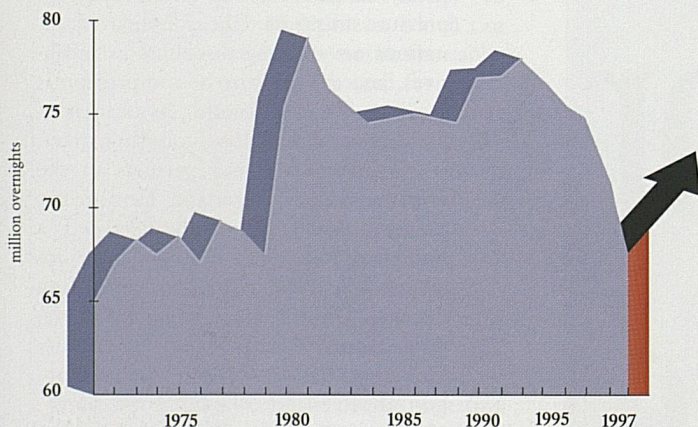
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The purpose of Switzerland Tourism.

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.