

Our marketing brings a tenfold return in holiday-turnover

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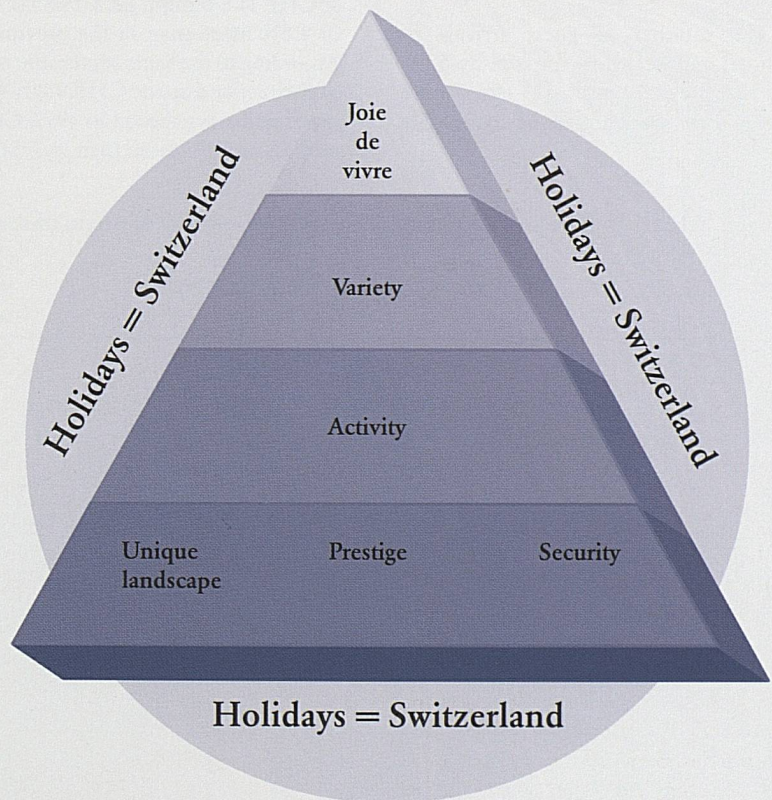
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Our marketing brings a tenfold

The objective of Switzerland Tourism, despite more difficult operating conditions and increased pressure of competition, is to remain in the top 15 world holiday destinations in the new millennium, and to secure 5.1 million additional overnights by the year 2001.

Switzerland Tourism must continue to develop as a leading international marketing venture. It needs to show that it can bring more visitors to Switzerland and increase the turnover from tourism.

To achieve this ambitious goal, there needs to be a clear positioning of Switzerland as a quality destination, with the focus on those markets and target groups which have the largest numbers of visitors, the best potential for the future and good scope for turnover. Concentration on marketing instruments which stimulate demand and an active marketing partnership are essential. The marketing expenditure of Switzerland Tourism is expected to generate at least a tenfold return in holiday-turnover.



ld return in holiday-turnover.

**Switzerland's product range:
from traditional to trendy.**

In 1997, Switzerland Tourism designed and successfully executed a number of integrated marketing programmes geared to stimulating demand. Both traditional and more innovative products were promoted. The centrepieces were the three major campaigns: «Family Holidays»; the summer promotion «One Night Free»; and the winter promotion «Switzerland: 32 x fun in the snow».

The many opportunities for family visits, together with clear, attractively priced offers geared to families, have produced a strong increase in demand for family holidays in Switzerland. The successful summer promotion in the shoulder seasons – guests staying for three nights were given a fourth night free, including breakfast – served to counter Switzerland's expensive image and brought more visitors to the country. «Switzerland: 32 x fun in the snow» was based on the integrated marketing of

winter, with skiing, snowboarding, hiking, sledging and cross-country skiing. In collaboration with its partners, Switzerland Tourism executed other marketing

programmes involving railways, conferences/incentive schemes, the Best of Switzerland, wellness, festivals and biking.

Product groups	Markets	CH/D	Other Europ. countries	Japan/ North America	Future markets
Summer		[Active]			
Winter		[Active]			
Business		CH	D	J	NA
Best of Switzerland				[Active]	
Wellness				J	NA
City trips					
Culture/Festivals					

