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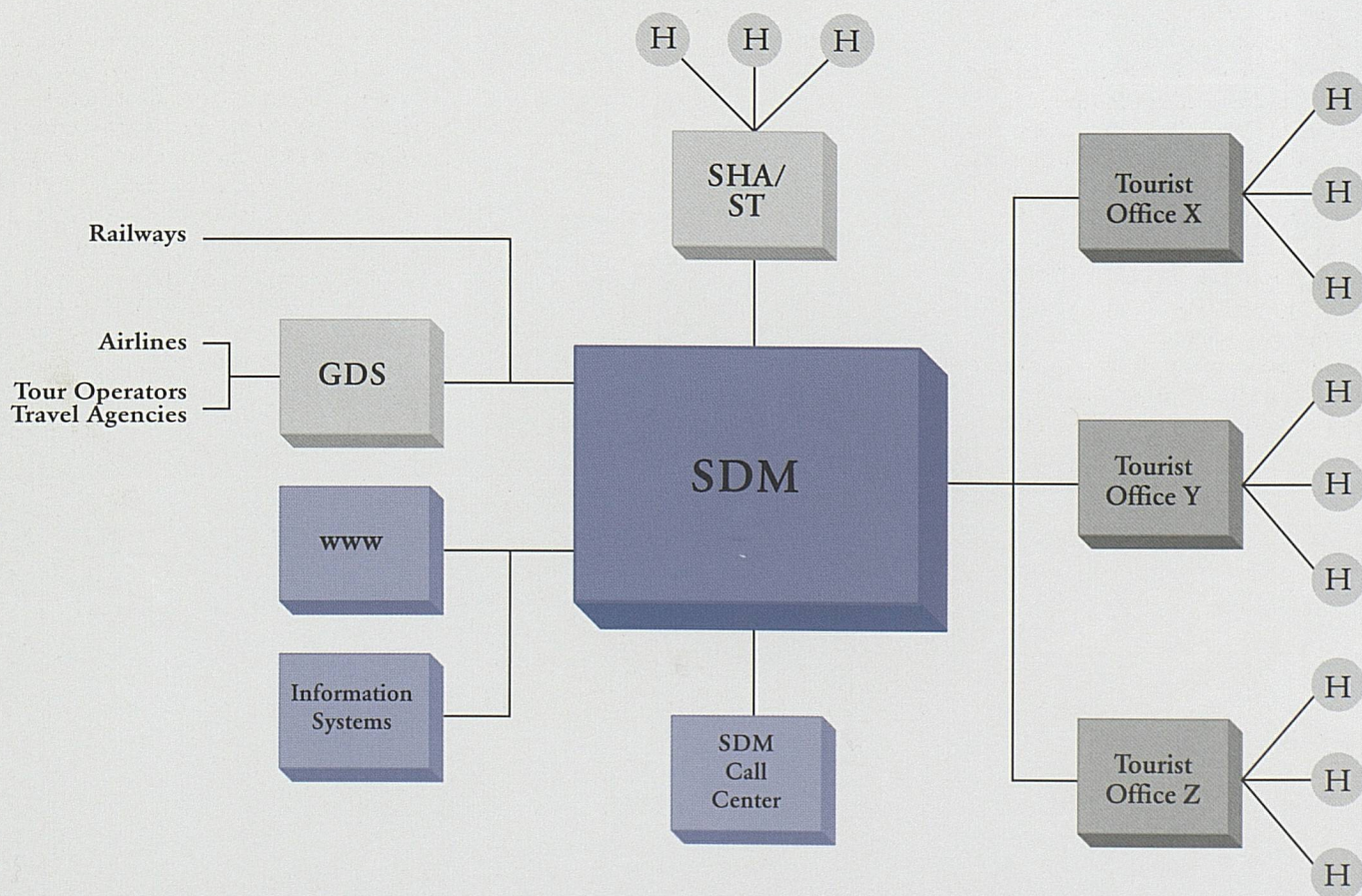
Together we are strong.

To achieve success together – that is our intent. In 1997, the Confederation and our 470 members invested 38 million Swiss francs in Switzerland Tourism. For the 1997 marketing programmes, our partners contributed 11.8 million Swiss francs, i.e. 2.9 million more than in the previous year. This clearly shows that there is a growing interest in joint activities. Joint marketing programmes have been coordinated around the Switzerland Vacation Day, which in 1997 was held in Zurich on 17th and 18th March. Four hundred decision-makers from the tourism sector and the business world took part in the event. The plenary presentation by Switzerland Tourism was followed by intensive individual discussions between partners in the sector and product managers, together with Switzerland Tourism representatives from the markets. The results are pleasing: 82 action programmes have been set up jointly for 1998.

Some important projects for the future were tackled jointly in 1997:

Switzerland Destination Management SDM.

Intensive work took place during 1997 on the setting-up of the Switzerland Destination Management SDM company. At the start of January 1998, SDM, the commercial marketing operation for Swiss tourism services, was officially established by the two partners, the Swiss Hotel



Association and Switzerland Tourism. Other partners such as Gastrosuisse, Swissair and the Swiss Federal Railways with the Swiss Travel System will also be involved. In future, it will be possible to book all tourism services in Switzerland centrally. It is planned to become operational as from summer 1998.

«Treffpunkt Schweiz».



Federal Councillor Jean-Pascal Delamuraz opens the «Treffpunkt Schweiz» in Leipzig.

The «Treffpunkt Schweiz» campaign took place in 1996/97, under the patronage of Federal Council member Jean-Pascal Delamuraz and with Switzerland Tourism in Germany as project manager. Its promoters included the Swiss Office for Trade Promotion, the Swiss Federal Office for Economic Development and Labour and Switzerland Tourism. Within twelve months «Treffpunkt Schweiz» took place in ten major German cities. Seven million people visited the exhibition, and 1,950 representatives of German business took part in the economic forums. Some 70 million contacts with the public were established by the media. «Treffpunkt Schweiz» produced good results: the increase in travel to Switzerland through all major German tour operators was more than 10% in 1997.

**The Quality Label
for Swiss Tourism.**



On 25th November 1997, at the International Catering, Hotel and Restaurant Fair in Basel, an important milestone was established as part of the quality offensive in Swiss tourism: the launching of the first national seal of quality. The «Quality Label for Swiss Tourism» is intended to increase quality awareness in businesses and to ensure quality of service in Switzerland as a holiday and travel destination. This quality project is being coordinated by Switzerland Tourism. The promoters of the project include the Swiss Tourism Federation, Gastrosuisse, the Swiss Hotel Association, the Swiss Association of Cable-Car Operators, the Union of Public Transport, the Conference of Regional Directors and the Association of Swiss Directors of Tourism.

Railway anniversary.



5th March 1997: The Jubilee Locomotive is about to be unveiled.

The official opening ceremony of «150 years of Swiss railways» took place in Berne on 5th March 1997. Switzerland Tourism supported the many activities marking this anniversary throughout the year. Together with Swiss railways and leading rail tour operators, special programmes were devised for the major markets. Study trips for travel specialists and contributions in the media were further measures which helped to position Switzerland as an ideal country for rail travel.

Switzerland Tourism Council.



Jean-Luc Nordmann, Director of the Swiss Federal Office for Economic Development and Labour, presents the Confederation's Innovation Programme.

The Switzerland Tourism Council met in Basel on 25th November 1997, on the occasion of the International Catering, Hotel and Restaurant Fair. The Chairman of Switzerland Tourism, Dick F. Marty, announced that the four retiring members, Prof. Dr. Claude Kaspar, Paul Otte, Remo Perren and Walter Rösli, had been replaced by Prof. Dr. Thomas Bieger, Claudio Rossetti, Andreas Wieland and Raymond Gertschen. The discussions centred on the medium-term plan for 1999–2001, the implementation of the Federal Innovation Programme, and the Switzerland Destination Management SDM.