

Joining forces to be strong

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Joining forces to be strong.

Important political decisions were made in 1999. The State Secretariat for Economic Affairs (seco) was newly established in July. The tourism industry belongs to the sector charged with promoting Switzerland as the site for commerce and industry. It is headed by Ambassador Dr. Barbara Rigassi and can count on constructive collaboration in a proven tradition of partnership. In December of last year, the government granted a five-year contribution of 190 million Swiss francs for the 2000 to 2004 budget period. Switzerland Tourism knows how to employ

these funds in a well targeted manner – for the benefit of the entire Swiss tourism industry and the national economy as such. And, of course, for the good of visitors from all parts of the globe.

Switzerland Vacation Day: combining resources to improve action.

Switzerland Vacation Day is an event organised once a year by Switzerland Tourism. It offers an indispensable platform for a dialog of all decision-makers

in the field of tourism. The agenda includes determining the strategic thrust to be adopted by Switzerland as a holiday, travel and conference destination. On Switzerland Vacation Day held in Fribourg on 9 and 10 April 1999, five hundred decision-makers from tourism and business followed the presentation of Switzerland Tourism on the subject of planning marketing campaigns. Philip Wolf, PhoCusWright, Inc., who made the keynote address, delivered effectively his theses on the subject of «Destination Marketing in a Wired World». Country workshops were held



for the first time: Switzerland Tourism presented market development concepts which had previously been defined in cooperation with industry partners. This was followed by a dialog with workshop participants on product priorities, ranking marketing instruments in their order of importance and making most effective use of funds. The findings from these talks serve as a basis for joint activities.

The willingness of the partners to cooperate has strengthened. In 1999 Switzerland Tourism was able to increase marketing revenue by 2 400 000 Swiss francs to 12 863 152 Swiss francs.

Summit meeting.

The Switzerland Tourism Council, currently comprised of 36 policy-makers from tourism and the world of business, met in Berne on November 17, 1999. The annual event offers an opportunity to discuss the future of tourism in Switzerland with the Board of Directors and the Management of Switzerland

Tourism. The topic of the meeting was «Customer focus – from customer interest to booking». The results of the discussions are being integrated into the rolling plan for 2001–2003.

www.STnet.ch

The new interactive communication and information data platform **www.STnet.ch** is actively used within the industry. The providers of tourist products use this facility to access information on marketing activities in all markets and for planning activity, statistics and market studies, news, media messages or destination novelties, among others. The Data Network component includes the presentation by the partners of reports on winter sports, infrastructure descriptions and calendars of events and functions. This valuable information can, in turn, be accessed worldwide by customers via various channels.

Committed to quality.

«Quality is like a democracy. It exists only if everybody participates.» Switzerland Tourism is an active participant. Some five years ago, Switzerland Tourism initiated a comprehensive program to enhance the quality of Swiss tourism.

The «Quality Label for Swiss Tourism» launched about two and a half years ago jointly with the main tourism bodies, has met with great interest. More than 2000 Quality Coaches have been trained and some 500 quality labels awarded to establishments in the tourism industry to date. Switzerland Tourism is setting a good example in this respect: the quality label of Stage I has been won by its Head Office divisions. The same award is scheduled to be conferred on Switzerland Tourism as a whole in the spring of 2000. Stage I of the quality label concentrates on service quality. Implementation is the responsibility of trained, in-house Quality Coaches. Stage II centers on management quality and rests, in contrast to Stage I, in addition on external controls.




Cooperation at all levels.

Switzerland Tourism seeks close collaboration with its partners not only in the area of tourism. Cooperation agreements are concluded with representatives from other economic sectors and industries as well. Positive experience made with Bucherer, Swissair and the Swiss Federal Railways have encouraged Switzerland Tourism to look for additional partners. New agreements were signed with Swisscom and Swiss Dairy Food, which will bring success to all parties.

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