

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (1999)

Inhaltsverzeichnis

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. Siehe Rechtliche Hinweise.

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. Voir Informations légales.

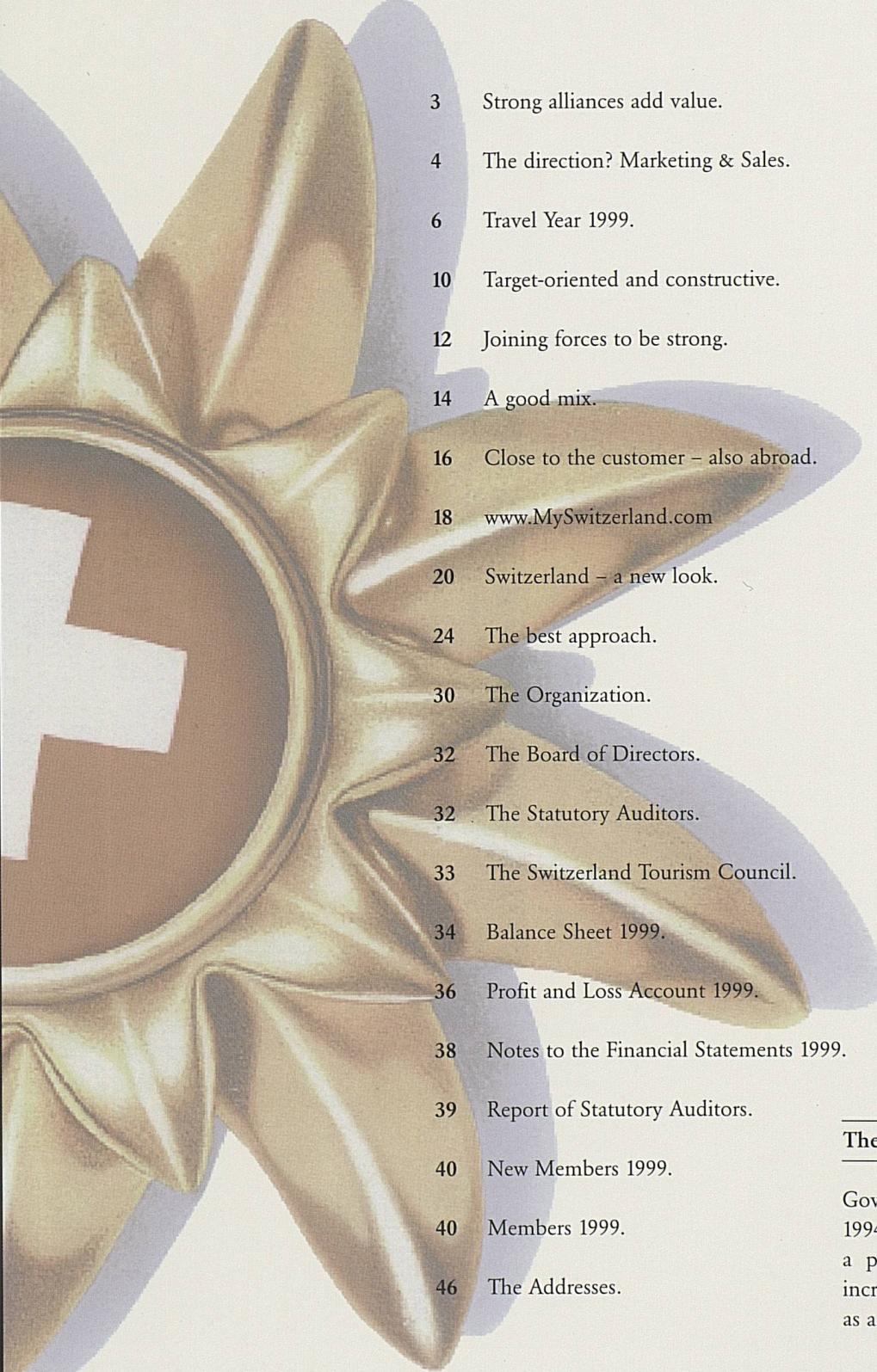
Terms of use

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. See Legal notice.

Download PDF: 22.05.2025

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

Contents.

- 
- 3 Strong alliances add value.
 4 The direction? Marketing & Sales.
 6 Travel Year 1999.
 10 Target-oriented and constructive.
 12 Joining forces to be strong.
 14 A good mix.
 16 Close to the customer – also abroad.
 18 www.MySwitzerland.com
 20 Switzerland – a new look.
 24 The best approach.
 30 The Organization.
 32 The Board of Directors.
 32 The Statutory Auditors.
 33 The Switzerland Tourism Council.
 34 Balance Sheet 1999.
 36 Profit and Loss Account 1999.
 38 Notes to the Financial Statements 1999.
 39 Report of Statutory Auditors.
 40 New Members 1999.
 40 Members 1999.
 46 The Addresses.

The purpose of Switzerland Tourism.

Government Decree 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.