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Strong alliances add value.



The «Swisscities» association and Switzerland Tourism's Product Management for Cities are the foundation for a professional joint marketing of City Trips – an important component in the rich diversity of Swiss tourism. By joining forces we will achieve much more.

Edith Strub, Director, Zurich Tourism

Dans un esprit de professionnalisme accru, Suisse Tourisme nous ouvre ses voies à cinq continents et plus de vingt marchés. Ses efforts de communication avec les partenaires sont louables, et depuis peu Suisse Tourisme nous invite à un travail participatif sur le plan de la préparation du programme d'activités; soyons prêts à répondre à ses attentes!

Charles-André Ramseier,
Directeur Région du Léman



TUI expects close cooperation with Switzerland Tourism to generate another increase in the number of bookings for travel to Switzerland, repeating the success of previous years. Together we aim to focus on qualitative improvements. This means establishing closer relations with repeat customers and concentrating on the highlights of Switzerland as a travel destination in our marketing activities and in contacts with our clientele. Last but not least, we strive to create innovative products.

Arndt Wichmann, Product Manager, TUI Deutschland GmbH

Overall the Switzerland Network – launched by Switzerland Tourism – has been a smart investment. The knowledge gleaned from being a network member gives you a step up on other tour operators and retail agents, because the majority of them have little or no first hand knowledge of Switzerland. I believe a periodic and continuing education program is necessary to keep members vibrant and valuable representatives of Switzerland.

Chips Lindenmeyer, President,
Lindenmeyer Travel, New York



Collaboration between Switzerland Tourism and Blue Window means that attractive holidays in Switzerland are but a mouse-click away.

Steve Haite, Content Program Manager,
Swisscom, the blue window

The affiliation of Bucherer, Switzerland's leading retailer of watches and jewelry, with Switzerland Tourism as Official Partner creates synergies in winning new customers for both parties. This is achieved on the one hand by Switzerland Tourism's platforms abroad and on the other hand by the exciting shopping event at Bucherer.

Adalbert Bütler, CEO, Bucherer

