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# Success stories.

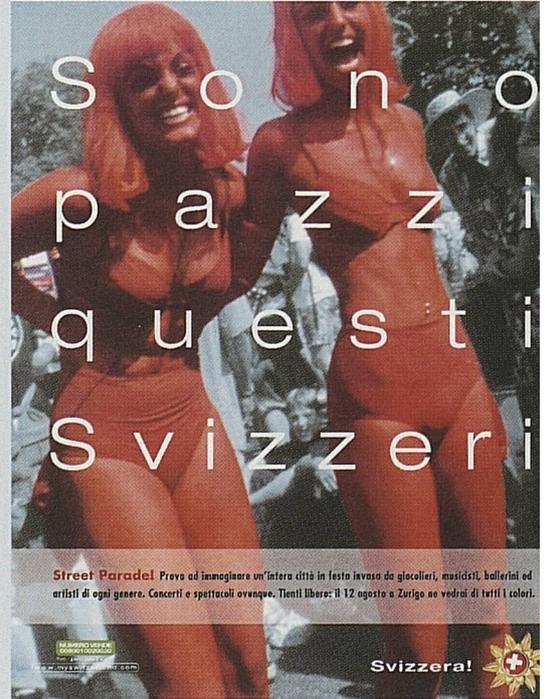


## Snow in Brazil

Approximately 30,000 people visited the Swiss Festival, «Suiça 2000», in São Paulo. For this purpose, «Presence Switzerland» invested a total of 1 million Swiss francs together with Swiss companies located in Brazil, the touristic regions Lake Geneva, Geneva and Valais and Switzerland Tourism. In a football stadium, a Swiss village was recreated with various stands where typical Swiss dishes could be tasted. Various events offered an insight into Switzerland's culture, trade and tourism. The main attraction of the festival, however, was the Snow Show – featuring a gigantic artificial snow slope. The white wonderland clearly succeeded in impressing the regional as well as the national press, as the media response was massive (it included over one hour of television coverage). The main focus of Switzerland Tourism was on securing far-reaching media presence in newspapers and, primarily, television.

## China Central TV visits Switzerland

From September 19 to October 4, 2000, a film crew from China Central TV (CCTV) visited Switzerland. Switzerland Tourism China organised and accompanied the entire trip. From April 2001, the TV audience in China will be presented with Swiss souvenirs immortalised in celluloid. In addition, Switzerland Tourism China carried out workshops and seminars in nine large Chinese cities – Chengdu, Wuhan, Chongqing, Beijing, Guangzhou, Nanjing, Shanghai, Shenyang and Dalian. The events, which triggered very great media response, were visited by approximately 700 participants from travel agents and the press. This Chinese TV crew was just one of approximately 100 teams that we accompanied through our country last year.



**Street Parade!** Prova ad immaginare un'intera città in festa lavata da giocolieri, musicisti, ballerini ed artisti di ogni genere. Concerti e spettacoli ovunque. Tieni libera: il 12 agosto a Zurigo ne vedrai di tutti i colori.

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## Pazzi per la neve!

Key media management is of great importance on the Italian market, because no other European country offers such a wealth of different media. It is also important to address customers directly. In order to overcome the image of a rather staid Switzerland which exists in parts of Italy, Switzerland Tourism Italy promotes events and offers that emphasise the «crazy» sides of Switzerland, such as the Street Parade or new sports offers. Wellness and winter offers are particularly popular in Italy. From October 4 to 8, 2000, a special promotion was therefore launched in Milan entitled «Pazzi per la neve!» – crazy about snow – to promote the Engadine.

### Japanese holiday guests conquer Switzerland

Never before did as many Japanese visit Switzerland as in the year 2000. 623,000 Japanese guests spent a total of 1 million nights in Switzerland's beds. This constitutes a highly satisfactory 14% increase in overnight stays compared to 1999. As the most solvent customers, the Japanese spent an estimated 450 Swiss francs per day and per person in our country. The Japanese mainly travel to Switzerland because of Switzerland's spectacular scenery and

to experience its mountain tops that can be reached on foot or by various means of transport. They also value Swiss punctuality and reliability.

In addition to these plus points that Switzerland has to offer, the country's success in the land of the rising sun is based on consistent public relations work. Professional key account management has established strong and durable relationships with Japanese

tour operators. This is of prime importance in a market in which around 90% of guests book their journeys via a travel specialist.

Thanks to the intensive training and information given to travel agents by Switzerland Tourism – a total of 50% of the marketing budget for Japan was invested in this – Japanese tour operators now offer their customers excellent programmes.



## Germany

In Germany, which is the most important foreign market, Switzerland Tourism was able to achieve a high degree of awareness by means of various campaigns. The following is a brief selection: in the online sector, a newsletter management was introduced, consistently expanded and refined. The initial number of 500 e-mail recipients was increased to over 4000 in the course of the year. The monthly newsletter is highly popular, and the average distribution success rate is 95%. The cooperative agreements with tui.de, Germany's largest travel portal, were also successful; and a first cooperative agreement was reached with l'tur, Europe's largest supplier of «last minute» offers. Approximately 10 online media reported on Switzerland Tourism's «Ski Free» offer. In the print media, over 37 million contacts were reached with this topic. A multimedia «Online/Offline» media tour covered Hamburg, Frankfurt, Stuttgart and Munich and attracted approximately 120 media representatives. The ski trip carried out together with the radio station HR3 was also a great success. The special offer – a bus trip in the low season at an attractive rate – was advertised in a radio trailer, radio programme, in the internet and through a customer newsletter and was booked out very quickly. Cooperative agreements with two television stations – MDR (Leonard) and SWR (Gotthilf Fischer, Strasse der Lieder) – reached more than 12 million viewers.

## Netherlands

Everyday stress, traffic jams, crowded trains and a dried-up labour market characterise everyday life for the working population of the Netherlands. Switzerland Tourism would like to satisfy these people's need for recovery, space and relaxation by launching the new product, «Onthaasten», which can be freely translated as «de-stressing». In close cooperation with Canton Graubünden, holidays and short package tours were developed, offering the possibility of recharging one's batteries in a relatively short space of time while deriving the maximum benefit. This includes possibilities for recreation in nature, exercise and also cultural and culinary highlights. In addition to the traditional distribution and communication channels, the product is also sold in conjunction with cross-marketing activities jointly with partners from the Netherlands.

