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**On August 29, 2000, the christening of a heavy-weight «baby» of Switzerland Tourism was carried out in Zurich's main station.**

# An autumn welcome!

The autumn campaign is a particularly successful example for all-inclusive marketing which implies the use of all channels to convey a unified message systematically on several levels. This succeeded in the autumn campaign, because, for the first time, the tourist trade made a joint effort to boost the autumn season. The campaign was aimed at promoting tourism during the low season and thus at increasing occupation. It was intended to make people want to experience the Swiss autumn: to benefit from the «most beautiful

autumn in Europe» that can be enjoyed with all the senses. For this purpose, three «worlds of experience» were built up: nature, gastronomy and culture. The success of the campaign was due in particular to its brilliant launch. On August 29, 2000, the christening of a heavyweight «baby» of Switzerland Tourism was carried out in Zurich's main station. Shawne Fielding Borer assumed the role of godmother and christened the «baby» – a railway engine – with the name «MySwitzerland.com». Since then, the locomotive

has been travelling up and down the railway lines of Switzerland clad in the four seasons of tourism to advertise Switzerland as a holiday and excursion experience. The engine is also equipped with a livecam that transmits pictures onto the homepage of Switzerland Tourism. The autumn campaign achieved great media response at home and abroad, reaching far more than the initially set goal of 30 million potential visitors to Switzerland.