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# Did you know that ...

- > Switzerland Tourism's holiday information is present on 20 leading internet portals worldwide?
- > Switzerland Tourism takes part in 26 international fairs occupying around 3700 m<sup>2</sup> of fair space and generating 1,8 million contacts, and that we take part in 19 smaller fairs?
- > our fair team travels for 173 days a year, covering 71,000 km, i.e. almost twice the circumference of the planet?
- > we sent out 280 tonnes of brochures worldwide in 2000?
- > we accompanied 650 journalists and 100 TV crews through Switzerland and held 65 press conferences?
- > almost 1000 pictures are published at swiss-image.ch – our picture service for the media – and that 10,316 downloads were recorded in the year 2000?
- > we have 161 employees?
- > every day, 10,000 people interested in Switzerland visit our web page MySwitzerland.com and spend an average of 12 minutes on 5 pages?
- > we maintain more than 200 business plans with key accounts?
- > we are represented on 20 markets with our own branches and on 14 markets through representatives?
- > Switzerland Tourism has 508 members with regular new additions?
- > our call centres in Zurich and London generated 20,450 bookings?
- > we produce most of our brochures in 19 languages, some of them even in 43 languages?
- > our photo archive includes over 2500 photographs?

## **And last but not least – did you know that . . .**

- > our activities led to 1,800,000 overnight stays?
- > 2,6 billion contacts were generated through worldwide media, direct marketing, fairs, etc.?