

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (2000)

**Artikel:** Did you know that...  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-630166>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 31.03.2026

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

# 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](http://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](http://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.?