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MySwitzerland.com — one click ahead.

Some facts on MySwitzerland.com:

- Users can currently request information in six languages – from mid 2001, when Japanese is added, there will even be seven available languages.
- The web site offers snow reports for 250 holiday resorts.
- 1800 hotels can be booked online.
- Up to 200 last minute offers can be called up.
- 220 sights (touristic highlights) are available.
- Country-specific offers and news can be called up.
- Information is available on 50,000 events.
- 75 travel tips are available with information on entry formalities, currency, etc.
- 2000 photographs portray Switzerland as a holiday experience.
- 500 top tips (experiences and insider tips) can be called up.
- And because this is all so attractive, 10,000 people interested in Switzerland visit **MySwitzerland.com** every day.

Thanks to the use of state-of-the-art technology, the internet appearance is now faster and significantly more user-friendly. The content has been expanded and the new design is fresher and more clearly structured for greater appeal.

The objective of MySwitzerland.com is to awaken the enthusiasm of interested parties and to put Swiss tourism in the spotlight through an attractive presentation. Switzerland Tourism aims to communicate Switzerland as a holiday destination on a broad scale through far-reaching worldwide internet cooperation and to play a leading role in the use, spread and marketing of new technology.

Cooperative agreements within the industry are particularly important with regard to the internet. The cooperation between Switzerland Tourism and its partners, for example, plays a key role in the high quality of information on the web site and the successful distribution to further recipients (e.g. media, teletext, national and international internet portals, etc.).

The amount of data and their networked presentation explain the great value of Switzerland Tourism's web site. Users can find a wealth of information in one central location that would otherwise have to be assembled laboriously – or that could not be found at all. Guests can, for example, download general information regarding their stay, the holiday resort or region as well as hotel and restaurant particulars or pictures, event calendars, timetables and weather reports, etc.

Not only visitors benefit from the vast amount of information: partners can also use the data, for example, by integrating this into their own web sites. «Entered once and used many times» – this is the motto of the cooperation that is tried-and-tested throughout the industry.

To remain no. 1 on the internet, Switzerland Tourism is continuously expanding its electronic activities. Current plans include, in a next step, the increased personalisation of the web site («MyAccount») that will make access by users to (repeatedly) requested information as simple as possible. Finally, one line of development is also aimed at facilities that should in future offer contents on other platforms too, such as SMS or e-mail services.







Street Parade
on August 12, 2000, in Zurich:
750,000 ravers danced to the
rhythm of the 29 «Love Mobiles».

