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# Events.



## **Schweizer Ferientag (Switzerland Vacation Day)**

The «Schweizer Ferientag» organised by Switzerland Tourism is an essential dialogue platform for all decision-makers involved in tourism. On this occasion, the strategic policies for Switzerland as a holiday, travel and congress country are jointly agreed. This year, the Vacation Day took place on April 13 and 14 in Hotel Seedamm Plaza in Pfäffikon/SZ. 500 participants listened intently to the speech by Jürg Schmid, Director of Switzerland Tourism, on the alignment of marketing. The presentation by Jeff Katz, former CEO of Swissair, on his theories on yield management was also very well received. For the first time, a Key Partner Day was organised at which the Key Partners, i.e. the most important destinations in the 12 touristic regions, discussed planned marketing activities in their respective markets with media representatives.

## **Switzerland Tourism Annual Marketing Meeting (STAMM)**

The annual marketing meeting including all market representatives and two representatives of the tourist regions of Switzerland took place from November 19 to 24, 2000, in Locarno. It is the objective of the STAMM meeting to jointly determine the strategic marketing programmes and priorities. The medium-term planning of Switzerland Tourism is based on the outcome of this event. In this way, marketing objectives and strategies can be defined in accordance with the vision of Switzerland Tourism. The event also makes an important contribution to communication between head office and the individual market representatives.

## **General Assembly**

Two meetings of members were organised during the year under review. The 60th ordinary meeting of members

took place on April 13 as a run-up to the Swiss Holiday Day in Pfäffikon/SZ. An extraordinary meeting of members was held on November 15 in Bern under the heading «Review, preview, overview» and served, inter alia, to elect four new and confirm two existing members of the board. Jérémie Robyr from Colinsur-Sierre, an engineer and President of Valais Tourism – an board member since 1999 – was confirmed in his position as was Christoffel Brändli, Member of the Council of States, President of Graubünden Ferien, on the board since 1997, of Landquart.

Esther Schawalder-Briguet, Tourism Director, Member of the Management, Touring Club Switzerland (TCS), Geneva; Dr. Peter Vollmer, Member of the National Council, Director of the Association of Public Transport and the Swiss Cableways Association, Bern; Claudio Bernasconi, Representative of GastroSuisse, hotelier, St.Moritz; Claudio Casanova, Member of the Management of the Swiss Hotel Association (SHV), Vice President of Crans-Montana Tourism, hotelier, Crans-Montana have been newly elected to the board. They are replacing the following long-standing members of the board who are retiring on grounds of age: Etienne Membrez, former General Manager of Touring Club Switzerland; Eugenio Foglia, Director of Ticino Turismo; Carlo Pfund, Director of Swiss public transport and the Swiss Cableways Association, and Heinz Probst, former Director of the Swiss Hotel Association – we cordially thank them for their long involvement with, and commitment to, Switzerland Tourism. Jean-Philippe Maître, National Council (GE) and lawyer, has been elected to the board by the Federal Council.