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Autor: [s.n.]
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Look ahead.

The look ahead may not disregard quality! Those who wish to succeed at the international level cannot overlook the price-performance ratio. And, apart from infrastructure, performance is primarily defined by the quality of the service provided. The further spread of our quality programme is therefore a main objective in planning our future activities.

And because quality starts at the top, the entire management of Switzerland Tourism will complete the second quality course. After all, it is important to experience hands-on what one is meant to communicate and promote throughout the industry.

Indeed, our company motto is «Leadership through Quality». It is through quality and not through position and function that we wish to win people over. Our cooperation platforms and marketing campaigns are intended to gain support through their content, substance and impact, and should make joining in seem logical and sensible.

Our presence in the tourism industry should be strengthened over the board by content, innovation, quality and visionary cooperative agreements. This is the only way in which the industry can move into the economic editor's office, establishing itself as a serious trade with growth potential. This is the only way to place tourism management and marketing in a favoured position on the list of employers preferred by graduates from leading universities and institutes of further education.

Possibilities for expanding Swiss tourism exist on several levels: the desire to experience something exotic and different turns intercontinental markets into clear growth markets.

The low season continues to harbour great potential, which must be exploited. Many new customer segments can be successfully addressed through themed approaches – from architecture, through wine to gastronomy – and primarily also by consistently marketing the «experience» rather than merely listing «products».

Switzerland continues to be an internationally well positioned and desired product. Switzerland's natural beauties, its unique rail experiences and hiking trails, and the Swiss city experience – where only the advantages of a metropolis, but not its disadvantages are perceived – all these features make Switzerland so special.

Let us seize these opportunities!

