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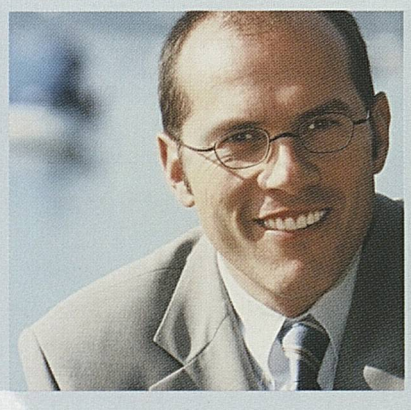
On course – accelerate together.

The promotion of the low season, stimulation where it is most needed and the stepping up of worldwide media work – these were certainly the most essential marketing objectives of the past year. On a marketing level, the comprehensive opening up of the internet marketplace and strong presence in foreign markets were well under way. Within the industry, we set out to expand cooperation on the basis of real trust and to target the promotion of cooperation. After all, we were determined to accelerate the internal development of Switzerland Tourism into a successful, client-oriented marketing company.

Although the first-time launching of autumn as a new season was a time-consuming project for the sector, it brought rich rewards. The organisation's overall objective for overnight stays was clearly reached and media contact objectives were even exceeded by 80%. We occupy a very competitive position in our foreign and internet presence.

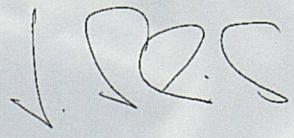
I am delighted that we have achieved our objectives. Switzerland Tourism is on course. Today, we need fear no benchmark.

One of my prime commitments is to cooperate with the industry. In order to find out what we are doing well, what we are not doing so well and what we are not doing at all, the management of Switzerland Tourism has been «on tour» for the first time in its history. The Swiss regions were visited and invaluable insights were gained for current and future projects and strategies. We will develop this form of dialogue.



Cooperation is our key to success: by teaming up and pooling our energies we can use the multiplier effect to reach our target. In the year 2000 we were able to establish excellent cooperative agreements; examples include SCIB (Switzerland Convention & Incentive Bureau), Swiss Cities and wellness. But efforts also went into developing and improving cooperation platforms of the future, whether in the form of brochures (Mailing house) or on the internet.

The year 2000 – my first year for Switzerland Tourism – was intense but exciting and motivating, day in, day out. I look forward to tackling the challenges of the year 2001 with the tourism industry as a whole and with the great team from Switzerland Tourism.
I hope you, too, will join in while we manœuvre Switzerland Tourism into pole position and accelerate together.



Jürg Schmid, CEO
Switzerland Tourism