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# Cooperation — together, not alone.



Switzerland Tourism promotes cooperation in a targeted manner, three important forms being promising for the future:

- Interest groups that build networks to create a unified appearance on the market (example: Swiss Cities)
- Marketing and infrastructure platforms that are used centrally (example: Mailing house)
- Activities in individual markets or groups of markets that are jointly implemented with Switzerland Tourism under an outsourcing contract (example: Ticino)

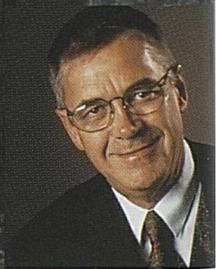
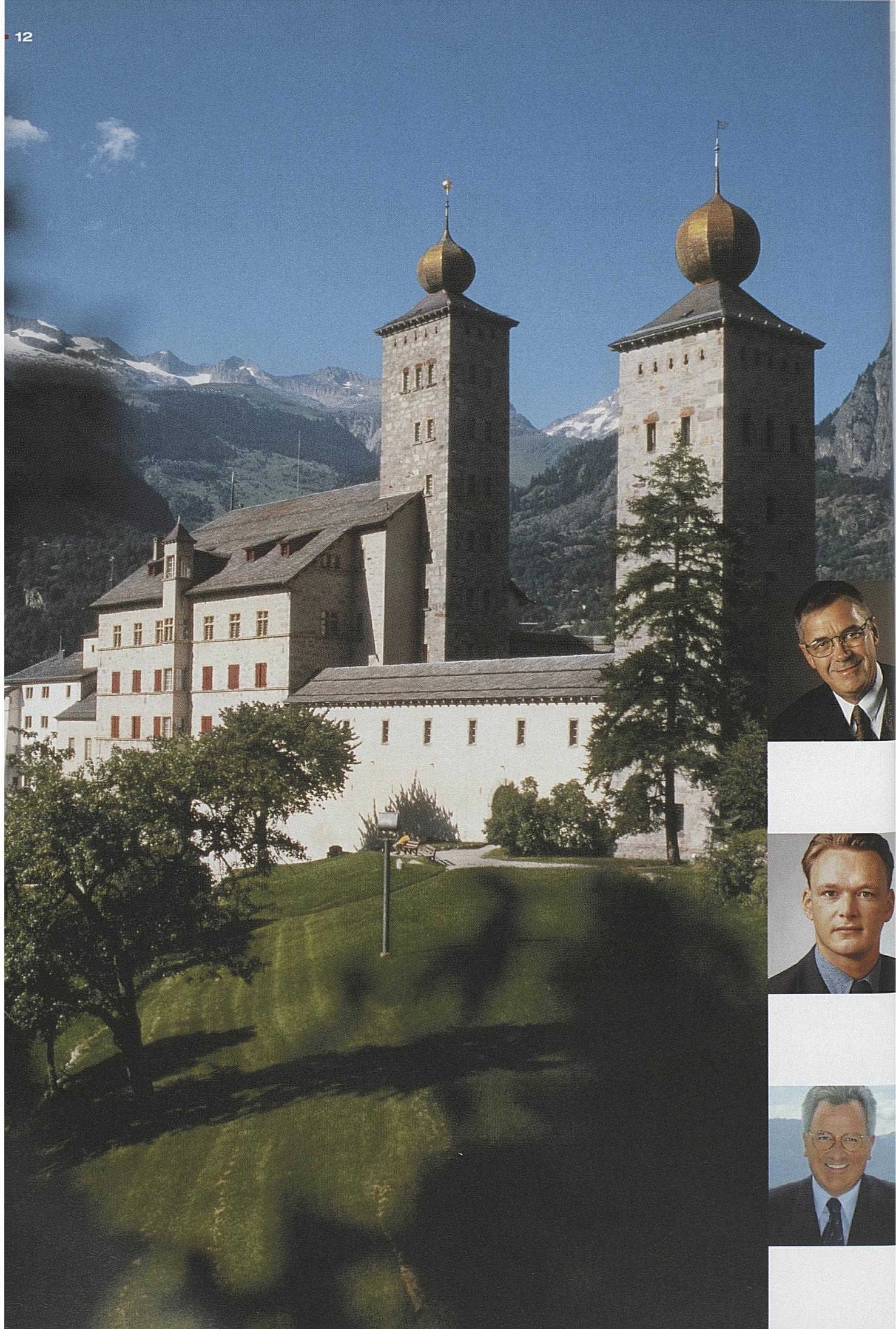
## Switzerland Wellness

The field of wellness is amongst the largest growth markets in tourism. Clearly structured overviews of the demand as well as stricter and more consistent quality criteria are gaining importance. These tasks were made the watchword of the marketing cooperation that was initiated by the association of Swiss health resorts, Swiss Spa, the Swiss Hotel Association and Switzerland Tourism in November 2000. With the cooperation, the entire marketing for the field of wellness will be concentrated and the coordination for the international marketing will be passed over to Switzerland Tourism. Thanks to this cooperation and a unified and powerful marketing mix, more funds flow into marketing without necessitating a higher overall budget for the individual participant. At the same time, clarity is achieved for the customer.



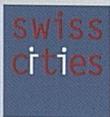
## Ticino Turismo

Switzerland Tourism and Ticino Turismo have a common goal: more guests from the important international markets should tour Switzerland. To reach this goal, Switzerland Tourism and Ticino Turismo signed a cooperation agreement on October 27, 2000, in which Switzerland Tourism agrees to coordinate and organise the international marketing for Canton Ticino. This collaboration between a national and a regional organisation in the tourism industry is the only one of its kind. The partnership enables synergies to be utilised and funds to be deployed more efficiently; particularly, however, the market presence of Ticino is strengthened. The initially agreed duration of the cooperation has been fixed at three years. It is primarily targeted at reaching 62 million potential customers in Ticino's priority markets Germany, Italy, Great Britain, the USA and Benelux.



## Swiss Cities

The Swiss Cities Association has received three new members since the beginning of 2001: the cities of Lucerne, Brig and Vaduz. The Association founded in December 1999 therefore newly consists of 28 Swiss cities sharing a joint marketing concept to promote city travel. An ideal presentation platform for the Swiss cities was found in spring 2000, when the «Globo» travel magazine published a special edition on Switzerland, with a print run of 203,000 copies. Here, once again, one can see that joining forces is worthwhile. Since its foundation, Swiss Cities has achieved a strong presence.



## Congress Center Switzerland

The cooperation between Switzerland Tourism and the Switzerland Convention & Incentive Bureau (SCIB) was further intensified last year. Since January 1, 2000, the following products are marketed jointly: meetings, incentives, conventions and events/exhibitions. Congress, convention and incentive clients are actively served by Switzerland Tourism in Germany, France, Benelux, Great Britain, nordic countries and North America. Marketing activities include visiting clients, organising trade fairs and workshops, participating in these events and carrying out study tours. A large number of meetings, congresses and incentives are brought to Switzerland through non-binding and free information, neutral consulting and quick responses and quotations.

A strong presence and committed marketing in this field are rewarding, not the least because it has an estimated market potential of 4 million overnight stays and generates a tourist-related turnover of approximately 2 billion Swiss francs.



*Barbra Albrecht, Head of Product Marketing Business, Switzerland Tourism*

By teaming up under the name of Top Events of Switzerland, seven events which a priori have little in common – the Cartier Polo World Cup on Snow St. Moritz; Art Basel, the international art fair; the UBS Open Gstaad; the Locarno International Film Festival; the Lucerne International Music Festival, the Golf European Masters, Crans-Montana and the Montreux Jazz Festival – have succeeded in releasing a synergy which gives the whole of Switzerland a not-insignificant amount of additional prestige. In its international marketing, Switzerland Tourism can use these prestigious platforms to reach an extremely interesting target audience.»

*Claude Nobs, Founder and CEO of Montreux Jazz Festival*

Switzerland Tourism has developed itself as an effective, professional and future-orientated marketing platform for the Swiss tourism and related industries. Last year, Crossair decided to establish a close marketing partnership with Switzerland Tourism starting in the year 2001. As a fast growing European airline we connect Europe with the Swiss cities of Bern, Basel, Zurich, Geneva, Lugano and Sion. Our marketing partnership with Switzerland Tourism helps us to transport our brand and our services to a huge potential audience of Switzerland visitors.»

*Arjen G. Pen, Executive Vice President Sales & Marketing, Crossair*

Cities play an essential role in the development of Switzerland's tourism. Historical and cultural heritage, sites of privileged gatherings blessed with a high quality infrastructure, they are an indissoluble part of our tourism services. For more than a year now they have been grouped into a highly representative association called «Swiss Cities». The convention signed in February 2001 with Switzerland Tourism offers the 28 current members the opportunity to establish themselves, or to enhance their presence, on the Swiss and European markets through a targeted and jointly developed marketing strategy. The pooling of professional skills and financial resources and the coordination work carried out by Switzerland Tourism guarantee an enhanced image for our cities and a greater promotional effect.»

*François Bryand, Directeur Genève Tourisme et Vice-Président Swiss Cities*

## SDM (Switzerland Destination Management Co.)

On behalf of – and against payment by – Switzerland Tourism, SDM runs call centres in Zurich and London that processed 380,000 enquiries and generated 20,450 bookings in the year under review. The «mystery calls» carried out by Switzerland Tourism showed a significant improvement in their response quality and processing time. The total turnover of SDM in the year 2000 amounted to 24 million CHF. This amount includes the turnovers of Switzerland Tourism, Swissair and the SDM worldwide distribution network. Switzerland is the first country anywhere in the world to offer the individual tourist straightforward access by telephone to a wide range of touristic offers. SDM is an impressive example of the new innovative strength and eagerness to cooperate that now pervades Swiss tourism. For this, SDM received the newly established Milestone prize in autumn 2000.





Flying high over glaciers and mountains: a parachutist in the Silvretta region.