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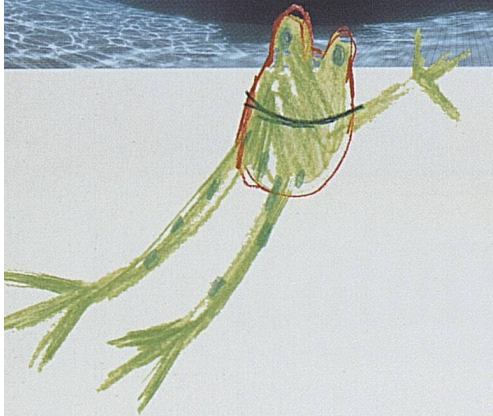
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Campaigns in 2001 — the heart of our work.

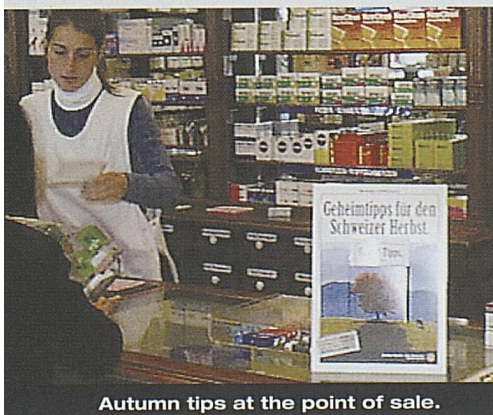


Switzerland Tourism's work was shaped by poster campaigns promoting the holiday destination of Switzerland that have gone down in history. Yet image advertising focusing solely on posters would have become too expensive and too inefficient. Today, Switzerland Tourism places its faith in the selective use of theme- or segment-oriented communications for brands and products. Usually, the campaigns are developed in association with each of our tourism providers and partners and brought to the markets in coordinated fashion through all the available communications and sales channels.

Switzerland Tourism defines the main directions of its work, its core campaigns, on the basis of selective market research and analysis. The posters, adverts, printed material, mailings and information on MySwitzerland.com produced during the campaigns merely represent the visible end of a long process. For the core campaigns serve not only the purpose of communication. They also play a permanent role in the compilation of a unique, high-quality offering

for which demand is large. With our core campaigns we at Switzerland Tourism aim to ensure that Switzerland's tourism products are both high in quality and tailored to the needs of the market.

2001 was shaped by three core campaigns. The «Make Way for Kids.» campaign sought to encourage families to visit Switzerland, whilst the «Herbstlich willkommen.» «Welcome to autumn» campaign was aimed at stimulating business during the country's highly attractive autumn season. Finally, to compensate for the anticipated fall in the number of overseas visitors by attracting additional visitors from the rest of Europe, we came up with a major winter initiative called «Switzerland's True Wealth.».



Autumn tips at the point of sale.

The legendary image advertising for Switzerland as a travel destination has made way for concentrated campaigns that, in association with tourism providers and marketing organisations, selectively position Switzerland as a holiday destination and structure and communicate its offerings. In this way the advertising messages and media of all the partners involved are bundled to make the strongest impact possible.



Winter poster on the back of a Milan bus.