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«Make Way for Kids.»

Switzerland has plenty to offer families. To this end Switzerland Tourism, in association with a number of partners, fine-tuned its offering of family holidays and launched a snazzy campaign.

The 2001 summer promotion «Make Way for Kids.» was based on the findings of market research conducted by Switzerland Tourism. It found that Switzerland's image as a place for families to spend their holidays was still negligible, even though its summer offering is ideally suited for families. The research demonstrated that the «family holidays» segment in the Germany and Switzerland markets offers great potential that is unaffected by crisis. It also revealed that family holidays represent an investment in the future, since children and young people enjoy returning as adults to the places where they spent happy family holidays.

On this basis we set about defining tourism offerings that would strike a chord with our target audiences, whilst striving to promote and increase the profile of the tourism quality label and the «Families welcome» seal of quality.

The list of partners actively participating with their products indicates just how closely the various organisations work together on a day-to-day basis in the marketing of Swiss tourism. It includes not only tourism providers but also co-promoters who made an active contribution to our promotional work.

The tone of the campaign was based on this clear positioning strategy. Aimed at children, the language and style should put over a fresh, youthful message. And the communications media used – posters, adverts, tram posters, leaflets, brochures, mailings and an extensive offering of tips, information, booking options, games and news on www.MySwitzerland.com – more than met this requirement.

Although definitive figures for the number of overnights are not yet available, the initial returns would indicate that we exceeded our target (2.5% increase in overnights in summer). Alone the German tour operator ITS, who put out a new Swiss family holidays catalogue, recorded a 145% increase on the previous year's figures. In addition, according to initial projections the target exposure of 161 million customers was exceeded by 20–30%. Last but not least, the campaign to recruit new destinations as family holiday destinations made good progress.

Partners

Our partners include a wide variety of tourism regions, the Swiss Hotel Association, Kids Hotels and Swiss Budget Hotels.

In the area of non-hotel accommodation we worked with the organisations REKA, Interhome, Ferien auf dem Bauernhof and Schlaf im Stroh as well as family and youth hostels. Our partners in the transport sector were Swiss Federal Railways/RailAway, Europcar, Swiss Navigation and Postcar. Other partners included Musée Olympique Lausanne, Eurotrek, Switzerland Destination Management (SDM) and a variety of smaller organisations made up of mountain railways, museums, zoos and fun pools. Communications support was provided by our partners in the area of promotion, Swiss Zoos, Knie Circus, Lindt & Sprüngli, Carlit Ravensburger and Swiss Dairy Food.





Figures

A total of 1.4 million brochures found their way to customers in Germany, German and French-speaking Switzerland, and France. An audience exposure of over six million was generated by more than 32 full-colour, full-page adverts in eight Swiss media. More than 2,300 tram posters were put up in eleven Swiss cities. Some 200,000 letters were sent to families in Switzerland and southern Germany. Knie Circus distributed leaflets and displayed posters. Swiss Dairy Food ran an on-pack promotion on their Toni Flippino product, achieving a fabulous 27% response rate.



Alexandre Fricker.
Product Manager Families.



Children's choir at a media conference in the Musée Olympique in Lausanne.
Left to right: Vincent (5), François (6), Cédric (3) Viloz.
Left: Children dressed as animals at the launch of the families campaign at Zurich Zoo.

