

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2001)

Artikel: "Switzerland's true wealth"
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-630112>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 18.01.2026

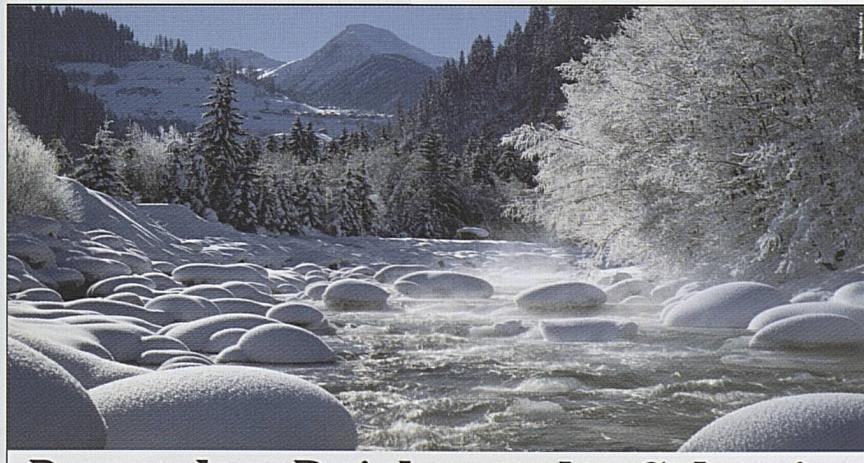
ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

«Switzerland's True Wealth.»

The tragic events of September and October 2001 led to expectations that the number of visitors from overseas would fall dramatically by about a third. To compensate for the anticipated losses by attracting more visitors from Switzerland and the rest of Europe, Switzerland Tourism developed the international PR campaign «Switzerland's True Wealth.».

The winter season is highly significant for tourism in Switzerland. The winter business accounts for almost half the overnights and the value added rate exceeds 50 %, climbing as high as 83 % for the mountain railways. Fascinating, mystical winterscape images were employed to awaken interest for the Swiss winter, «the true winter, the original». The photos conveyed an atmosphere of peace and security in a period of uncertainty and thus captured the zeitgeist absolutely. Not only that, «Switzerland's most valuable asset – the nature in our mountains – is available for free», promised adverts in the print media. Yet there was even more for free: winter visitors in the early and late season received a welcome present consisting of a free ski pass at 14 top winter destinations as part of the SkiFree promotion.

The campaign concentrated on the nearby markets Germany, France, Italy and the Netherlands as well as the domestic market. Full-page adverts were placed in the principal media and giant posters were displayed at German railway stations, on Milan buses and, for the first time ever, in the Paris metro. An audience exposure of some 345 million was generated in all the markets. Prepared and implemented at short notice, the



Der wahre Reichtum der Schweiz.

Das Wertvolle in der Schweiz gibt völlig unkompliziert die Natur unserer Berge. Nehmen Sie sich davon, so viel Sie wollen. Es ist genug da für jedes Budget und jeden Geschmack. Ob Sie einfach nur die Stiele baumeln lassen oder den Winter beim Skifahren, Snowboarden oder

Winterwandern genießen: Sie werden reich an schönen Erinnerungen nach Hause kommen. Informationen und Buchungen bei Schweiz Tourismus über www.MySwitzerland.com, Gratis

telefon 00800 100 200 35 oder in Ihrem Reisebüro. **Endlich Ferien, Ihre Schweiz.**



campaign enjoyed the spontaneous backing and participation of major industry partners and associations, demonstrating yet again the quality of the cooperation in the Swiss tourism industry. Eva Brechtbühl, responsible for partnerships at Switzerland Tourism, was delighted with the support from within the industry, saying: «In difficult times it is especially important for us to combine our strengths and resources, to adopt a united approach and to speak with one voice».

A data-based analysis conducted by Demoscope shows: The winter campaign was knowingly seen by some 10 % of the residential population in the areas under examination (Switzerland, parts of France and Germany). More than 75 % said they thought the campaign was good and they liked it very much. As a rough estimate the campaign can be said to have generated some 1.2 million overnights and direct value added amounting to CHF 240 million.