

Product marketing leisure - the pillars of success

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Product marketing leisure — the pillars of success.

The quantity and variety of tourism offerings in the leisure sector is overwhelming. It becomes therefore all the more important to bundle and develop offerings so they can be taken to the market in selective fashion. Leisure specialists know that success is the sum of many different parts. For this reason the most important cooperation partners have come together for Switzerland Tourism's current promotions under the umbrella of product marketing leisure.

The «Make Way for Kids.» families promotion was based on a cooperation with two associations: Swiss Family Resorts and Kids Hotels. The aim of the collaboration is to meet the needs of the target audience adults with children in line with the market and to safeguard and improve the quality of the offering. A further objective is to increase the number of family destinations with the «Families welcome» seal of quality. The same applies to the 17 family-friendly hotels that have joined forces under the «Kids Hotels» label.

In the «Schweiz aktiv» product (Human Powered Mobility HPM) we work closely with the Cycling in Switzerland foundation, in which Switzerland Tourism is a marketing partner, the Swiss Inline Cup and the Swiss Hiking Federation.

In 2001 Swiss Cities, the joint marketing organisation of 28 Swiss cities, intensified its collaboration with Switzerland Tourism. In a new development Switzerland Tourism, through its product marketing leisure, is now not just a marketing partner of Swiss Cities. In

February we assumed management responsibility for Swiss Cities, which will enable it to increase its involvement in the Switzerland Tourism marketing platform, thus giving it an even more distinct presence.

Product marketing leisure has also developed an additional, wholly new product area focusing on the subject of «Wellfeeling», incorporating the large number of wellness, health cure and therapeutic spa offerings in Switzerland. This product area is based upon a collaboration with Swiss health cure establishments, Swiss therapeutic spas and the Swiss Hotel Association.

Finally, with its product marketing leisure Switzerland Tourism relies on the backing of the Swiss public transport organisations, in particular Swiss Federal Railways and the Swiss Travel System, whose foreign marketing operations are looked after by Switzerland Tourism.

Extensive and unique promotions such as these which make a substantial contribution to the proliferation and growth of the tourism industry in Switzerland are made possible only by the will to collaborate.

