

Key media management

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Key media management.

A sophisticated media management system is required if you wish to generate almost 4.2 billion customer contacts each year. Switzerland Tourism has been developing this over a number of years.



At Switzerland Tourism, media presence is not something that is left to chance. In the 34 markets in which Switzerland Tourism is represented, we work proactively with the relevant media (television, radio, print media, websites, public and specialist media publications). This means that Switzerland Tourism draws up an agenda of topical issues and raises these in its ongoing dialogue with the media. In so doing, great importance is placed on media visits, as the direct

emotional approach of the «Switzerland Experience» still yields the best results with the media. Every year, Switzerland Tourism, in close cooperation with other tourism partners, invites around 100 foreign television stations and 1300 media representatives to Switzerland. In 2001, around 4.2 billion customer contacts were triggered as a result of our professional media work. Attempting to buy this many exposures through advertising would considerably exceed Switzerland Tourism's budget.

Media work at Switzerland Tourism is carried out on two levels. The philosophy and strategy of Switzerland Tourism, current events at corporate level and corporate publications such as the annual report are dealt with at Corporate Communications level.

At the Marketing and Product Communications level, a news editorial team compiles media texts such as media bul-

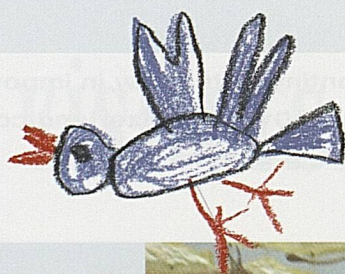
letins and draft texts on Switzerland Tourism's marketing campaigns, together with product news. It also prepares texts for the News Database, to which the Switzerland Tourism offices abroad have access.

In addition to the dissemination of information by key media management, MySwitzerland.com is also used as a platform for regular press communiqués. Portals such as Travelocity, Yahoo!, Bluewin and others with which Switzerland Tourism maintains cooperation agreements are also used.

The preparation and provision of suitable pictorial material for use in the various media is becoming increasingly important. For this reason, Switzerland Tourism maintains a multimedia library with analogue and digital subject matter that is constantly updated.



Left to right: Eva Brechtbühl and Michel Ferla, Switzerland Tourism, Daniel Lehmann, Director SWEA (Swiss Wine Exporters' Association), Jean-Marc Amez-Droz, Vice-president SWEA, on the occasion of the autumn launch at Château Glérolles near St-Saphorin.



Little monsters

Media representatives walked hand in hand with a group of children dressed as animals on March 13 at the presentation of the family campaign «**Make Way for Kids.**» at Zurich Zoo. In the morning the children took groups of journalists to the world of Family Holidays, Family Adventures and Family Fun. In the afternoon another crowd of children welcomed the French-speaking media at the Musée Olympique in Lausanne. The media conferences proved to be an outstanding experience and a really mouth-watering appetiser for family holidays in Switzerland.



«Families campaign» at Zurich Zoo.

Harvest festival

On 22 August, Switzerland Tourism invited media representatives for a briefing on the 2001 autumn promotion at two wonderful locations: Maur on the Greifensee, and the Château de Glérolles near St-Saphorin on Lake Geneva. On a glorious sunny day with the mountains in full view the guests were treated to a hospitable «**Welcome to Autumn.**» and served a Swiss farmer-style breakfast.

The first snow

Old Mother Holle certainly had Switzerland Tourism's best intentions at heart when she arranged for the first snowflakes of winter to fall on the occasion of the media conference in Zurich on 14 November 2001. The conference itself also had a wintry feel to it, with the room adorned by large ice sculptures based on winter themes. Even the lectern and the promotional posters were immersed in ice. And, right on cue, the snow started to fall again at the end

of the presentation. But this time the flakes were in aluminium. The winter campaign was well and truly underway.



Jürg Schmid at the autumn launch in Maur.



An ice sculpture in progress.

The Internet continued to grow in importance for Switzerland Tourism in 2001. MySwitzerland.com remains one of the world's leading tourism portals.

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Backdrop for an international star

The Engadine was the setting for a photoshoot featuring international film star Sophia Loren. "Incredible, beautiful" were the two words employed by Ms. Loren to describe her overpowering feelings in view of the beautiful Swiss mountain scenery. "I love the snow above all else. For me Switzerland is the home of the mountains", she said at the photoshoot.

» [Sophia Loren at Muottas Muragl](#)

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