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The customer event.



Government Councillor Elisabeth Zölch at the STM in Thun.

STM

(Switzerland Travel Mart)

The second major tourism highlight in 2001 was the biennial Switzerland Travel Mart (STM), which was held in Thun from 29 April to 1 May 2001. The STM is the largest and most important industry fair at which Switzerland's tourism industry presents its products to professional buyers.

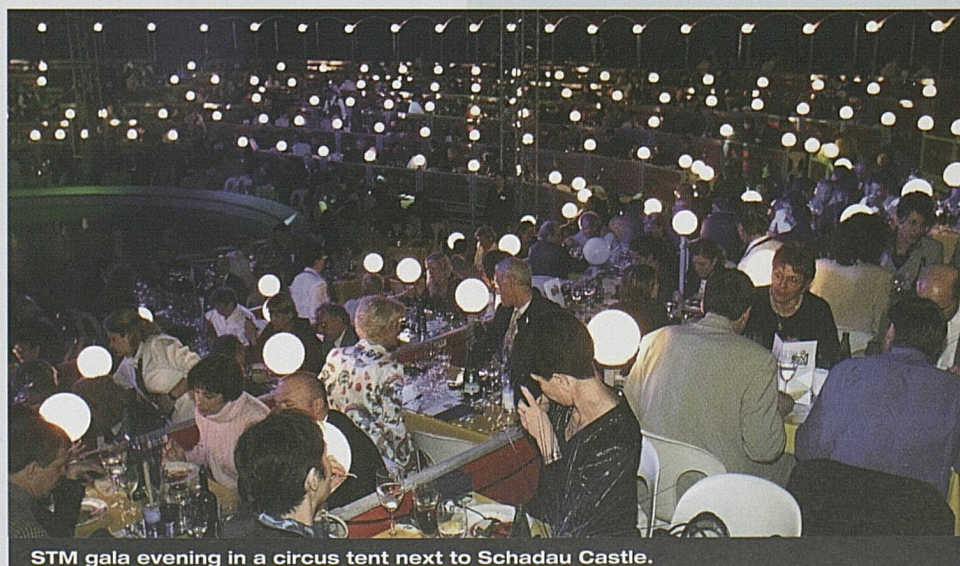
The 400 travel specialists from 55 countries and five continents were impressed by the variety of products, and there was large demand for the following product lines: wellness; snow sports; Switzerland: the railway country with panorama trains and spectacular mountain railway journeys; and hiking and mountain biking in the unrivalled natural countryside.

For the travel specialists and journalists in attendance, the Switzerland Travel Mart meant three days of discussions at the 147 exhibition stands, as well as presentations, conferences and media excursions that were as wide-ranging and varied as Switzerland's tourism offering.

One of the many highlights of the show was the gala evening, when the Thun tourist board invited the visitors to a circus tent next to Schadau Castle. The international audience thoroughly enjoyed the evening's programme, with former Federal Councillor Adolf Ogi convincing the guests of Switzerland's merits in his speech. Swiss stars from the world of entertainment Andreas Vollenweider, Nubia and Rob Spence also added a taste of the country's culture to

the proceedings. And the hosts did their utmost to ensure that the qualities of Swiss cuisine and Swiss wines were presented to their best advantage.

The event resulted in agreements being concluded for 250,000 additional room nights, which in tourism terms is equivalent to a turnover of CHF 50 million. And so Switzerland once again edged its way back to the top of the table of worldwide tourism marketers.



STM gala evening in a circus tent next to Schadau Castle.

