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# A Switzerland for every market.

Each year, the diversity of ideas used to sell Switzerland in Switzerland Tourism's 34 markets never ceases to amaze. Creativity, brains and close partnerships all come to the fore in the creation of campaigns and promotions conveying its beauty and the enthusiasm for Switzerland as a tourism destination to millions of present and future visitors.

Using the marketing and communications tools it has developed Switzerland Tourism markets the country's tourism offering in 34 countries to selling agents (tour operators and travel agencies) as part of its key account management and to the media in the various markets as part of its key media management. Yet Switzerland Tourism also enters into direct contact with visitors through a variety of communications channels, including campaign-related advertising, brochures, MySwitzerland.com, events and promotions, mailings and the three call centres operated by Switzerland Destination Management. Within this marketing and communications mix a particular task can be tackled in many different ways. The following pages illustrate the work carried out in the traditional markets, as well as in the emerging markets on the Indian subcontinent, in Russia, the CIS states and the Gulf States. These markets achieve double-figure growth rates every year. But instead of sitting back and relaxing, we aim to make systematic and continuous use of this considerable potential.

In 2001 the Internet lost none of its importance for tourism marketing. On the contrary, work continued on MySwitzerland.com on a completely new platform to ensure the site remains the leading tourism portal worldwide. The new platforms for the Japanese and Korean markets illustrate the potential for customisation that the Internet has to offer.

