

# Together we are stronger

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# Together we are stronger.

Partnerships allow the Swiss tourism industry to offer the very highest standards of performance.



Nowadays there isn't a single company capable of raising a sustainable campaign budget, serving all its markets, developing and maintaining its brand and exploiting the e-channel all on its own. Partnership is the magic word. And it works. The leading tourism providers in Switzerland are increasingly looking to bundle their offerings and are becoming more involved in the campaigns and marketing structures launched and supervised by Switzerland Tourism. They are now reaping the benefits, whilst maintaining a recognisable, independent profile.

Switzerland Tourism offers various forms of partnership. The simplest form, the «rank-and-file», is formed by the members, of which there are 540 organisations at present. Besides being able to access the basic services provided by Switzerland Tourism, use the logo for non-commercial purposes, and attend and vote at the General Assembly, members make active use of marketing platforms at home and abroad such as promotional trips and workshops, trade fairs and events. They also attend the Switzerland Vacation Day and use the online information platforms, in particular the industry channel STnet.ch.

Another form of partnership is membership on the Switzerland Tourism Council. From 2002 the Council will gradually increase in size and activities, and it is set to become an interactive body instead of merely an «advisory board». The benefits include being able to access the basic services provided by Switzerland Tourism, use the logo (with the claim «Member of the Switzerland Tourism Council») for non-commercial



purposes, attend the annual meeting, take part in study trips and visits to foreign markets, VIP events and the Switzerland Vacation Day. Members are also granted access to market research data, mentioned and allocated a link on MySwitzerland.com, and allowed to use Switzerland Tourism's various online information platforms.

Other types of partnerships that are growing in importance are the co-operation agreements Switzerland Tourism concludes with corporate partners, the «strategic partnerships». Using its communications platforms and distribution channels, Switzerland Tourism gives corporate partners access to millions of potential customers all over the world, customers with above-average incomes and a high level of quality awareness. The strategic partners are involved in all marketing and promotional activities worldwide and authorised to use the title «Official Partner of Switzerland Tourism» in their own promotion material.

In 2001 Switzerland Tourism maintained strategic partnerships with Swissair, Crossair, Swiss Federal Railways, Swisscom, Swiss Dairy Food, Bucherer, Europcar, SWEA (Swiss Wine Exporters' Association), Top Events of Switzerland, Global Education and Global Refund.

### Unique backing for the national economy

The annual revenues generated by tourism are significant for the national economy not only in terms of the francs earned; they also account for nearly 6% of the gross domestic product. What makes tourism revenues so unique is the fact that they are so diverse. Apart from agriculture, no other sector of the economy extends into the furthest-flung corners of the country or provides people in the tiniest villages in the remotest areas with a means of making a living.

And, as the most recent economic studies indicate, tourism is not merely an industry with an impressive future; it is also far more significant for the national economy than had previously been calculated. It is becoming increasingly clear that same-day tourism generates far more revenues than previously thought. Same-day visitors and short-break tourists can also find information on days out such as theme routes, adventure trails and cultural events, as well as hundreds of city tips on MySwitzerland.com.

### Strategic Partners (per January 2002)

**BUCHERER**

