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Outlook.

A year of peak performances is in the offing

2002 promises great things for Switzerland Tourism. The UN has declared it Year of the Mountains, and Switzerland Tourism intends to make full use of its strengths, the mountains and the unrivalled nature experience that Switzerland has to offer. For the coming year we are planning a summer campaign that will anchor the uniqueness of Switzerland's mountain scenery in people's minds. How many other countries can lay claim to mountains that are so dramatic yet conquerable, unspoiled yet accessible, and solitary yet prominent? How many other countries can boast mountains that have played and continue to play such an exceptional role in the history of tourism? «Switzerland. Home of the Mountains.», then, is the international positioning adopted for the campaign, Switzerland Tourism's biggest. In an age when people are thirsting for experiences, the authenticity of Switzerland's mountain scenery, which is perfectly developed in tourism terms, is in vogue. Let us take the opportunity, because together, we have the highest chances!

The opening of the Expo.02 represents a further milestone, not only for the Three Lakes Region in the Mittelland, but also for the marketing of Switzerland. The Expo.02 is a first-class reason for our neighbours to get to know lesser-known regions and aspects of Switzerland. And it is also beginning to meet with a positive response on an international level, transporting as it does the image of a modern, surprising and varied Switzerland into the wider world.

In 2002 we will continue to promote alliances within the industry. Past history has shown how effective strong partnerships can be in making the small tourism country of Switzerland big and successful. It is now up to us to pursue this path in the little things we do each day.

A wholly new «Theme Routes» product portfolio will enrich the market by showing off the pearls of our country in a new light. These products bundle interest in particular themes and involve a variety of destinations. The «Luxury and Design» route will set the ball rolling, followed by «Wine and Dine» and «Art and Architecture». It is a completely new approach, and one that enjoys tremendous potential in the corresponding target group segment.



Home of the

Mountains.