

# The outlook for tourism in Switzerland is good

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# The outlook for tourism in Switzerland is good.

2001 was a year full of contrasts and an emotional roller-coaster. It began with a highlight, with the Swiss hotel sector enjoying its best winter ever. The low point came with the grounding of the Swissair fleet, an event signifying the demise of a company that had been an image bearer par excellence for Switzerland as a country of tourism and a major strategic partner to Switzerland Tourism for many years.

The events of 2001 posed major challenges for management, challenges that were mastered superbly, both in the communications and in the strategy sphere.

A number of tragic events, all of which were significant for tourism in Switzerland, left their mark on the year. The crash of a Crossair airplane, the grounding of Swissair, the departure of the World Economic Forum to New York, the Zug shooting and the tragic accident in the Gotthard road tunnel represented the most serious challenge for the tourism industry for many years.

These events and the development of the world economy underlined just how sensitive tourism is to all manner of events and fluctuations. This susceptibility, whilst not making our work any easier, does demonstrate how human the tourism industry ultimately is, as well as showing how closely the image of the tourism country is tied to the image of a country.

The demise of Swissair led to a dramatic reduction of our international presence and punching-power, and this had a direct effect on Switzerland Tourism.



Switzerland Tourism would like to thank the Federal Council for taking prompt and prudent action in immediately providing us with additional funding to ensure the potential gap in our promotional activity abroad was not allowed to come about. The results of our efforts in what are anything but favourable economic times prove that the assistance received from the government paid for itself several times over.

At times like these the onus is on our industry to push forward and put down new marks in terms of quality, innovation and cooperation. We are both happy and grateful that this has been able to happen, and are confident it will continue. Because the perspectives for tourism in Switzerland are good.

A handwritten signature in black ink that reads "Dick F. Marty".

*Dick F. Marty*  
*Chairman Switzerland Tourism*