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# Indicators.

	2000	2001
Overnights *)	1 775 000	3 962 000
Media contacts	2 576 300 000	4 371 000 000
Marketing leverage *)	11.07	21.47
ST tourism sales *)	CHF 352 000 000	CHF 911 260 000
Marketing costs as a percentage of total expenditure (including staffing costs)	82.94 %	85.29 %
Degree of self-financing	37 %	45 %
Staffing costs as a percentage of total expenditure	29.93 %	28.62 %

\*) System change from 2000 (overnights additionally generated by ST) to 2001 (total number of overnights directly generated by ST). No direct comparison can therefore be made.

Operating costs, as a percentage of total expenditure, continued to fall, allowing more funds to flow into our marketing activities. The percentage of total expenditure accounted for by marketing climbed from 83 % to 85 %, a rise that can be attributed to a further increase in operating efficiency brought about by a reduction of space and administration costs. The level of self-financing improved by a further 8 % thanks to additional membership subscriptions, contributions from corporate partners and marketing campaigns with tourism partners. In general, the development of partner-related revenues is encouraging. The percentage of total expenditure taken up by staffing costs fell slightly and, considering our heavily staff-oriented, one-to-one marketing policy in key account management and key media



management, remains at an ambitious and healthy level. In the 2001 business year our marketing operations focused mainly on key media management, resulting in a further 70% increase in our media contacts compared to the previous year.

The incorporation of additional business plans with tour operators and directly bookable top offerings from our partners in the tourism industry led to an increase in the number of room nights influenced by Switzerland Tourism in 2001 that was far beyond our target.

Tourism revenues generated by each franc spent on marketing (marketing leverage) climbed to almost CHF 21.50 as a result of additional marketing campaigns and the more efficient use of marketing tools. In overall terms the tourism revenues influenced by Switzerland Tourism increased markedly. All in all it is safe to say that Switzerland Tourism continues to make more efficient and productive use of the funds at its disposal.

## Did you know that ...

- as a holiday destination Switzerland is represented by Switzerland Tourism on 20 leading Internet portals worldwide?
- we accompanied 1,344 journalists and 90 TV crews through Switzerland and organised 73 media conferences in 2001?
- some 1,000 images are publicised on swiss-image.ch, our media image service, and were downloaded a total of 17,847 times in 2001?
- we employ 170 people?
- some 16,000 people interested in Switzerland visit MySwitzerland.com each day, staying for an average of ten minutes and viewing five pages?
- our photo archive contains more than 2,500 images?
- we produce most brochures in 19 languages, but some in as many as 43?
- Switzerland Tourism has 540 members and that the trend is rising?
- we have our own branches in 20 markets and mandates in 14?
- we maintain some 200 business plans with key accounts?