

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (2002)

**Rubrik:** Alliance partners

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# Alliance partners.

**United we are stronger.**

Alliances between Switzerland Tourism, regions, destinations and service providers have raised the profile and efficiency of the products on offer and the marketing thereof. Which makes Switzerland Tourism even more attractive for business partners.



Basle 'cantonal capital on the Rhine. View of the Mittlere Brücke (Middle Bridge) and the minster



Ascona, Ticino.



International Red Cross museum in Geneva with the «Les Pétrifiés» sculpture by Carl Bucher.

# On the road: Feeling the pulse of tourist Switzerland.

Traveling through Switzerland is worth it. This is the conclusion drawn from meetings held by the management of Switzerland Tourism with regions and providers. The basis of the cooperation is good and there is no lack of specific projects and wants.

## ST on tour

To feel the pulse of the tourism industry once again, the management of Switzerland Tourism went out on the road. The journey took them to twelve tourism regions, where the brief was to listen to the needs, wants and suggestions of around 200 tourism partners, to discuss projects, to answer questions and to present the most important planned measures.

The Switzerland tour had a positive outcome and yielded many specific proposals. The discussions were open and constructive and demonstrated that tourism partners have high expectations of Switzerland Tourism. Its marketing work is appreciated, but the partners want to see their own specific offerings flow into the joint campaigns. There was also a unanimous vote that Switzerland Tourism should play a stronger leading role and drive processes forward.

Regions and providers would like to bundle new product segments with Switzerland Tourism as their marketing partner to set themselves apart from their competitors still further and increase their dynamism. Pre-alpine regions, leading museums, leisure and

theme parks and Switzerland's world heritage sites have been highlighted in this context as themes with potential.

## Sounding out opinion.

All participants were surveyed and the results were positive. Overall satisfaction with Switzerland Tourism, at 97 %, is very high. ST's marketing work recorded 94 % satisfaction, its media work 87 %, MySwitzerland.com 80 % and the STnet extranet 92 %. The degree of satisfaction with core campaigns and products fluctuates between high and very high. The majority of partners called for additional, higher-ranking marketing alliances and made numerous suggestions. A total of 94 % support the hospitality initiative, while 86 % said the quality label had led to improvements in quality. Questions on the structures in Swiss tourism met with contradictory answers, with some finding the situation ideal and others not.

Overall the survey demonstrated that the collaboration is on a sound footing. It also revealed where the emphasis needs to be placed.

## Facts.

### Tourist Switzerland

Tourism is often underestimated as an economic factor. In 2002 tourism in Switzerland generated direct and indirect revenues totaling 37 billion Swiss francs.

Total direct revenues	CHF 23 billion
of which	
Domestic tourism	CHF 10 billion
Foreign visitors	CHF 13 billion
Regions	13
Direct employees	190 000
Indirect employees	90 000



The Rhaetian Railroad.

## Strategic partnerships are the road to success.

**Switzerland Tourism holds great image and sales potential for business partners. In return these partners open up new distribution and communications channels for Switzerland Tourism.**

### Strategic partners

As a national marketing organisation, Switzerland Tourism is reliant upon partnerships with destinations, regions and other service providers, however, it is also an interesting partner outside the industry. Switzerland Tourism and the "Switzerland" brand are very positively anchored, both nationally and internationally, and afford partners an attractive image transfer. Switzerland receives 17 million visitors each year, most of whom have an above-average income and high awareness for quality. Through the various communications channels Switzerland Tourism generates billions of exposures, representing tremendous potential for common marketing and communications activities.

Already today Switzerland Tourism can count on nine exclusive strategic partners: Bucherer, Die Post, Europcar, Migros, SBB, SWISS, Swisscom, Switzerland Cheese Marketing and Wenger. Other partners are Global Refund, Hallwag Kümmerly & Frey, McDonalds, Minotel, Swiss Deluxe Hotels, Swiss Wine and Top Events of Switzerland.



Strategic partners reach potential visitors to Switzerland through their adverts.

The targeted development of new partnership models and forms, stronger integration of partners in marketing activities and rigorous advancement of alternative distribution channels through business partners generates new exposures as well as substantial additional business for the partners. By intensifying these alliances and winning new partners Switzerland Tourism intends to step up its cross-marketing efforts to the benefit of all parties.



SWISS is one of the partners along the travel path.



Jürg Schmid and Gisele Girgis, member of the managing delegation of Migros Cooperation Society, are happy with the partnership between Switzerland Tourism and Migros.

## Working the markets with common values.

Migros, SWISS and Swiss Post shape the image of our country in exemplary fashion. Grounds enough for a strategic partnership with Switzerland Tourism.

The Migros supermarket group is a new strategic partner, opening up a powerful distribution channel and additional communications and promotional platforms. In return Migros can get involved in the marketing activities of Switzerland Tourism. "For us the Migros outlets are unrivalled points of sale. When a family buys a new snowboard and receives our winter information in the process, we are jointly creating added value for our customers and guests", said Eva Brechtbühl, who is responsible for partnerships at Switzerland Tourism.

With its core values of quality, safety and reliability, Swiss International Air Lines has much in common with Switzerland Tourism, one reason why the two organizations have developed a cooperation strategy. Switzerland Tourism has assumed responsibility for media work and dealing with tour operators in the key markets and also supplies SWISS with film, photo and text material relating to Switzerland. In return Switzerland Tourism receives free flights for journalists on media trips, flight concessions for tour operators on sales tours and additional support, in particular with respect to air freight.

Swiss Post demonstrated how both partners can profit by releasing two exclusive stamps for post cards. The central motif of the stamps is the brand mark of the vacation country of Switzerland, the gold flower in the Switzerland Tourism logo. The post office benefits from the promotion of post cards among tourists, Switzerland Tourism from an enhanced brand presence.



Exclusive stamps from the Swiss post office.

### Facts.

#### SWISS names aircraft for Swiss mountains

In association with Switzerland Tourism and in support of the main Mountains.® campaign, every aircraft in the SWISS fleet was given the name of a Swiss mountain starting in May. SWISS therefore held its news conference at the launch of the Mountains.® campaign in the Aletsch glacier region. All long-haul planes of the type MD-11 and Airbus A-330 and 340 were named after 4000 meter (13 123 ft) peaks, while the short and medium-haul aircraft were given the names of mountains from every Swiss canton.