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# Prospects.

**Quality in hospitality and advertising.**

With the launch of the hospitality initiative and the new corporate design, Switzerland is presenting an open, friendly and modern image. Central strategic importance is now being placed on the vacation feeling instead of the vacation product.

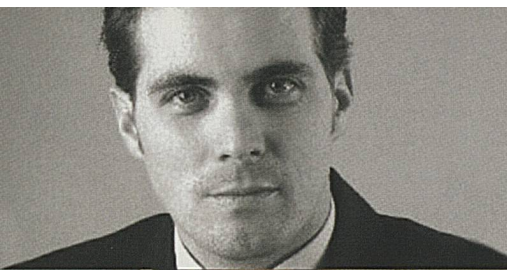






Chelinalptal (1800–2100 m / 5906–6890 ft) above Lake Göschenen, Canton Uri





Martin Nydegger, Director of Scuol Tourism, on the selection of his destination as one of the four pilot locations: "We are getting involved in 'Enjoy Switzerland' because our aim is to become known as a leading hospitality destination in 2006."

Locarno by Lake Maggiore, Ticino.



Patrick Henry, Director of the tourism organisation for Villars and the surrounding area, on the selection of his destination as one of the four pilot locations: "We are getting involved in 'Enjoy Switzerland' because the project meets with great interest from our partners and because service providers are prepared to invest in high-quality visitor support."



## A vision is to become reality.

With the integrated "Enjoy Switzerland" hospitality initiative, Switzerland Tourism aims to turn its vision of delivering an optimum visitor experience into reality.

### Enjoy Switzerland

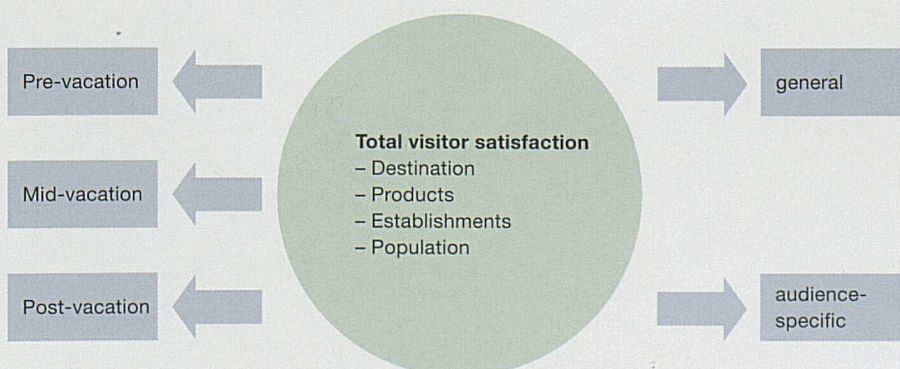
It is both simple and convincing. At the Switzerland Vacation Day Switzerland Tourism presented its vision of a 100 % customer orientation. A fictitious visitor travels to Switzerland and experiences the country from its best side. All the partners along the path of his journey – the travel agent, SWISS, the customs, the railroad, the hotel, restaurants, cable car operators, stores and tourist offices – try to give the best possible service. All have one objective: maximum visitor satisfaction.

"Enjoy Switzerland" is based upon the 'Q' quality label program that was launched in the mid-1990s. To ensure the project has an all-round effect, it is being implemented on three linked levels: on the Switzerland level (service providers such as airports, customs, public transport etc.); on the level of four highly motivated destinations (Lenzerheide, Scuol, Villars and Zermatt); and on the technological level (customer relationship management).

What sounds simple and yet utopian is now becoming reality. This total orientation toward the needs of the customer is to be developed and put into practice at the four pilot destinations. Uncompromising cooperation on the ground, among service providers, at the destination and across Switzerland – all this is possible.

An unbroken service chain should permit monitoring of the aspired-to quality. Needs-oriented offerings can be presented and praise and criticism accepted. This can be done both before and during the vacation and ultimately after it, when the visitors have long returned home, as a timely reminder that Switzerland is a great place to spend a vacation.

### Dimension – destination hospitality.







Central motif of the "Luxury & Design" campaign.

## A breath of fresh air in 2003.

With its new corporate design Switzerland Tourism will build upon tried-and-tested elements whilst tackling new projects with élan. A number of important stages have already been marked out.

### 2003

In 2003, Switzerland Tourism is placing its faith in the selective promotion of the core campaigns mountain summer, families, fall and winter. Non-hotel accommodation will become even more important.

In 2003, alliances will be actively promoted and expanded. Marketing interest groups (service providers and destinations) will gain in significance and take the offerings to the customer. The web portal and data network will be augmented by new customer relationship management functions.

In January 2003, Switzerland Tourism presented the first of its theme routes. Designed in a modular format, it documents a journey through Switzerland under the heading "Luxury & Design". The "Wine & Dine" route will follow in the fall.

At the end of February, "Swiss Peaks", an eight-week program featuring more than 100 events, was launched in New York. In South Korea, the popular singer Nara Jang, an ambassador for Switzerland, will record her new video in Switzerland and thus bring her music, backed by images of our country, into millions of households. Our French office celebrates its centenary year in 2003, prompting a number of events and activities.

In Zurich, last but not least, the tourism industry will come together for the 6th Switzerland Vacation Day and in mid-May the STM (Switzerland Travel Mart), the most important tourism trade show for the Swiss incoming business, will open its doors. Some 450 buyers from 55 countries are expected to attend.

Quality and hospitality are crucial factors, particularly in times when consumers and corporations are keeping a tighter rein on their spending. They are therefore a focus of everything Switzerland Tourism does.

Frischlucht oder Abgas?



Central motives of the summer campaign 2003.