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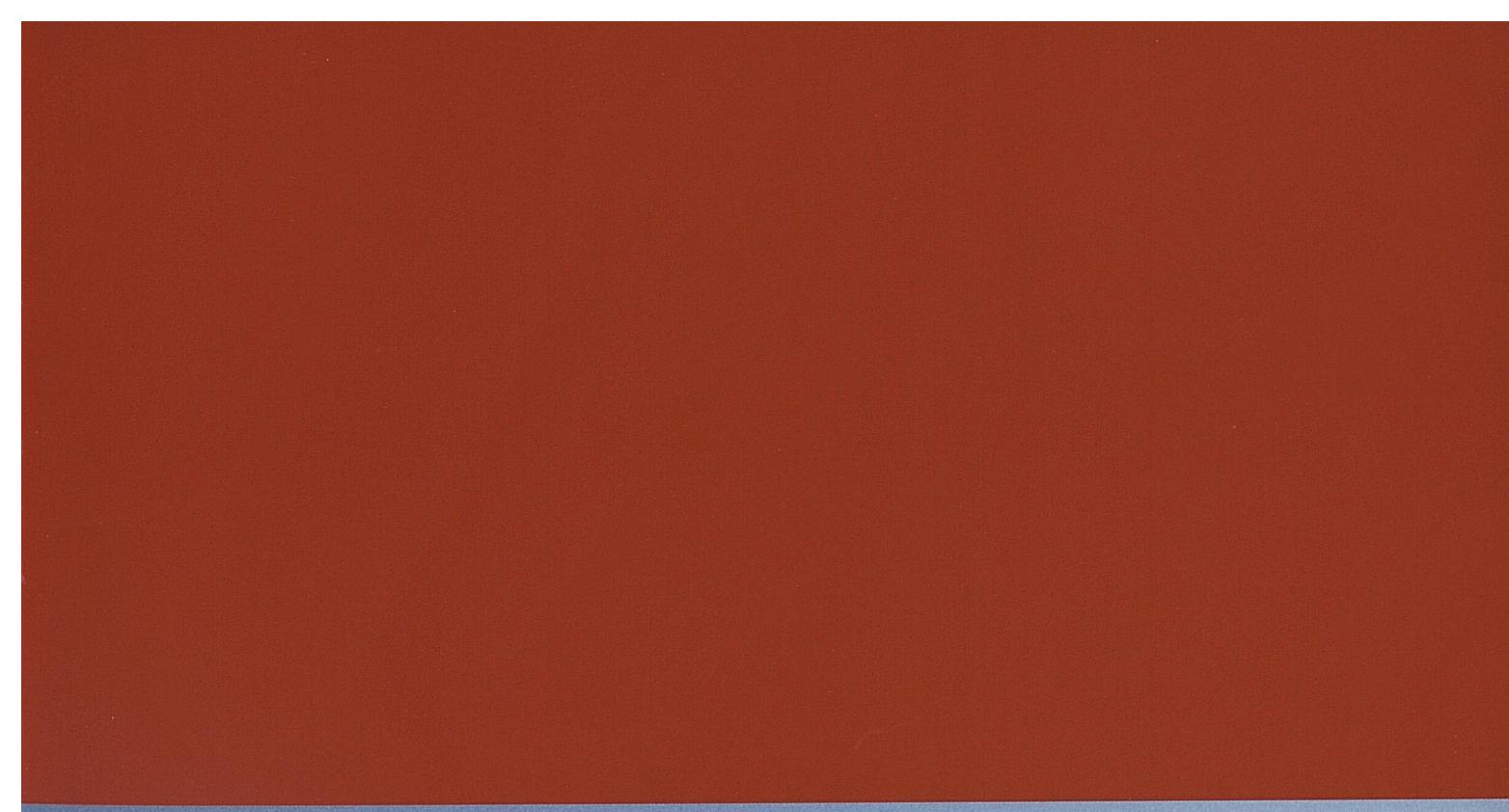
# Campaigns.

**The prominent face of our work.**

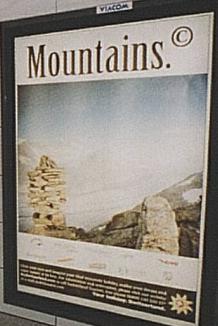
Campaigns are the visible core of our marketing activities.

Offers are prepared in a concentrated way, new visitor groups are selectively developed and images that catch the mood of Switzerland are conveyed.





Aletsch Glacier, Canton Valais



Poster at the London Underground as part of the Mountains.© campaign.



# Mountains.©

A new campaign is drawing attention to Swiss tourism's core competency – the countryside and mountain landscapes.

## Mountains.©

As a specific follow-up to the Earth Summit in Rio the UN declared 2002 the International Year of the Mountains. The scenery is the main reason tourists travel to Switzerland, which is why the mountain summer is of strategic importance for tourism. Grounds enough, then, to make the most beautiful mountain landscapes the subject of a core campaign.

Indeed, with more than 2000 peaks over 3000 meters (9843 ft) and 48 over 4000 meters (13 123 ft), Switzerland occupies a leading international position. The "mountain experience" was discovered, so to speak, in Switzerland. It is where modern mountain tourism was invented. The mountain infrastructure in Switzerland

have been developed to an almost unrivalled extent. This is why the campaign headline we chose is simply "Mountains.©". The original mountains are to be found in Switzerland.

Hugely impressive mountainscapes convey a mood of pristine experiences and emotions. The images, in particular the Aletsch glacier motif, molded the advertising campaigns launched in the various markets. These campaigns focused on 12 broad-based themes yielding 144 specific mountain-related tips. Offers were formulated and product packages compiled in association with our tourism partners. Campaign themes and offerings found their way into all communications channels

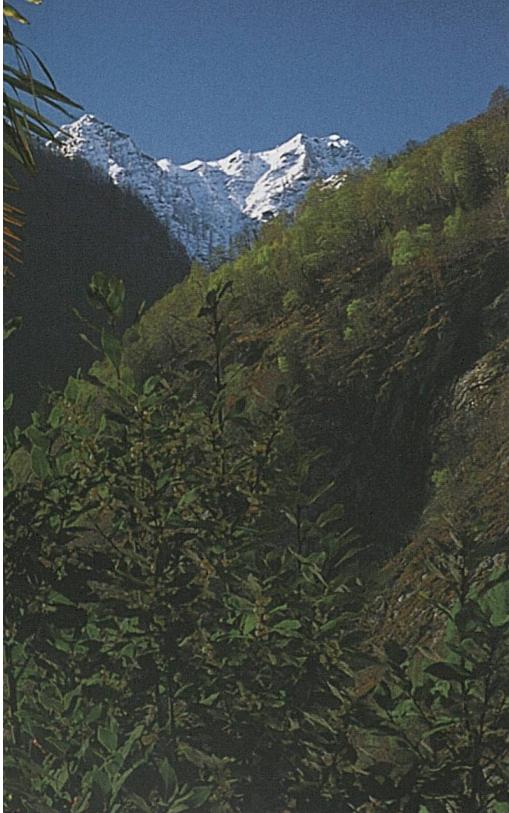
and were presented extensively on MySwitzerland.com as well as being publicized on other travel and information portals. They also formed the content of two brochures that were placed inside leading magazines in the Benelux countries, Germany, the United Kingdom, Italy and North America, thus reaching millions of readers. In addition, they were directly distributed or published at events or through sales channels such as the Milan to Rome Eurostar train.

### Largest international campaign.

The mountain summer campaign formed the global focus of Switzerland Tourism's marketing work and the measures employed covered



The entrance to the "Wildkirchli" prehistoric cave system in Canton Appenzell Inner Rhodes.



Maggia Valley, Ticino.

King-size poster at Munich train station.



a broad spectrum. Advertising campaigns were run in all the major markets, primarily in weeklies and Sunday newspapers and also in travel and lifestyle magazines. King-size posters caught the eye at major train stations in Frankfurt, Munich, Milan, and Rome, while a poster campaign at London underground stations drew attention to "Switzerland. Home of the Mountains.", an example followed at New York's Grand Central Station and on suburban trains serving Manhattan. Selectively organized media trips spawned a large number of reports in Germany, Italy, France and the United States

as well as prominent television features. In many countries the campaign was lent additional weight by parallel campaigns run by Swiss partners such as Graubünden, Valais, Ticino and the Lake Geneva Region. The Swiss mountains also attracted attention at trade shows all over the world, including Dubai and Brazil.

The presence of the campaign on MySwitzerland.com was also an important factor. This featured 100 additional tips, an online game called Mountain Quest, a gallery of the best mountain pictures and – the first of their kind anywhere in the world – 360 degree panorama images of more than 30 of Switzerland's prettiest lookout points.

#### Highest award.

In December 2001, just in time for the UN Year of the Mountains, UNESCO added the Jungfrau-Aletsch-Bietschhorn region to the World Heritage List as a natural landscape of outstanding beauty. This premier international award will lend the home of the Eiger, Mönch, Jungfrau and the Aletsch Glacier even more prominence. Yet it also represents an obligation to preserve this heritage site.



Mountain Summer campaign.

## Facts.

Like all other core Switzerland Tourism campaigns, Mountains.® will run over three years. In the first year the aim was to reach a global audience of 320 million customers. Results indicate that we massively exceeded this target.

Exposure	800 million
Visitors to MySwitzerland.com	3.1 million
during the Mountains.® campaign	
Brochures	1.2 million

Switzerland has four more sites on the World Heritage List: the Old City of Berne, the Baroque Convent of St. Gallen, the Benedictine Convent of St. John at Müstair and the Three Castles of Bellinzona.



Images from the "Make Way for Kids." families campaign.



## Make Way for Kids.

The partners in the "Make Way for Kids." campaign are raising the profile and attractiveness of family vacations with some superb offers and a focus on the family segment. The marketing alliances involved are contributing to the process of structural transformation in the tourism industry.

### Families

In the year of the report the three-year "Make Way for Kids." marketing campaign was developed still further by including even more offers, activities and adventures. Indeed, the promotional partners launched a host of new and unusual attractions, including a fairy-tale walk to Smallbeard the Dwarf (Braunwald), an educational ant course (Château-d'Œx), hiking with the comic-strip bird Globi (Lenzerheide), a children's circus (Nendaz), the Marmot Trail (Lenk), the Dragon Boat and Dragon Mountain

Railroad (Lake Thun/Beatenberg) and classics such as farm vacations. All designed to give children unforgettable vacations packed with adventure and lots of new, exciting, unusual and educational things to see and do.

To reach as wide a family audience as possible with all these great products, the "Make Way for Kids." brochure was distributed inside large-circulation family magazines in Switzerland and Germany. In association with SBB/RailAway the sales areas at 400 rail stations were used in the promotion, and the campaign was also publicized on MySwitzerland.com. The excellent feedback from a direct mailing sent to 140 000 families in Switzerland and Germany yielded valuable target audience data.

The "Make Way for Kids." campaign is also a prime example of how to develop and retain specific visitor segments using focused marketing alliances and how to induce structural transformation in a pragmatic way. Family vacations have significantly raised the profile of most campaign partners.

## Facts.

Publicizing and focusing the tourism offering on the families visitor segment and stimulation of the summer season. The objective is to promote Switzerland with a range of offerings aimed specifically at children.

Brochures	1.1 million
Exposures	790 million
Visits to MySwitzerland.com family pages	170 000



Families brochure.

### Catering specifically for young visitors.

Eighteen tourism destinations are concentrating fully on family vacations. These are Arosa, Adelboden, the Alpine Region (Brienz-Meiringen-Hasliberg), Beatenberg, Bettmeralp, Blatten-Belalp, Flumserberg, Grächen, Klosters, Lenk, Lenzerheide, Leysin, Maloja, Nendaz, Riederalp, Toggenburg, Villars and Zinal. The hospitality of the local people and offerings such as family-friendly accommodation and price structures, baby products, entertainment programs, family-based activities and child-minding services are a must here. But the infrastructure has to be right, too: from playgrounds and buggy-friendly paths to barbecue areas, adventure trails, petting zoos and restaurants, everything must be tailored to the young visitors.



View of the Bernina mountain range in the Upper Engadine valley.

## Spring into Fall.

Like almost no other season, fall in Switzerland is rich and abundant in impressions and happenings. It remains a low season with great potential.

### Fall

The incomparable nature experience that is fall, backed by a calendar of events brimming with festivals, concerts, exhibitions and coming-togethers all over the country, still possesses a wealth of tourism potential. For this reason Switzerland Tourism dedicated the "Spring into Fall." campaign for the third year in succession, featuring enticing images, information and offerings for every taste and every pocket.

### New sales channels.

Two brochures with tips and specific offers have the variety of fall down to a tee. The brochures highlight excursions, events and fall promotions organized by the campaign partners. For the first time, Switzerland Tourism entered into a media cooperation with the Migros supermarket group. This resulted in a 12-page pull-out containing information on fall events in the Brückebauer, the weekly Migros magazine, which reached some 1.6 million households in Switzerland. The on-pack promotion on Obi apple juice products was another first. A total of 2.5 million peel-off labels with information and a competition whetted the appetite for fall vacations.

Under a co-promotion arrangement the hiking boot manufacturer Salomon launched the brochure in 400 sports stores, another channel that was used for the first time. In addition, the sales areas at the country's train stations were incorporated in the promotion once again.

In addition, the "Spring into Fall." campaign is a hospitality program. Switzerland Tourism is encouraging regional and local tourism organisations to develop new ideas with creativity and individual initiative, improve existing products and enhance the vacation experience for their guests.

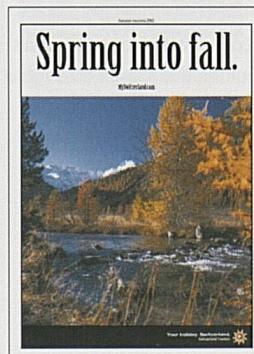
### Sow together, reap together.

Numerous regions and partners supported the fall campaign again this year: Graubünden, Bernese Oberland, the Lake Geneva Region, Valais, Ticino, Central Switzerland and Gruyère. Campaign partners were the Musée Olympique, RailAway/Railtour, the Swiss Wine Exporters' Association (SWEA) and Minotel. Co-promotion partners were the drink manufacturer Thurella and the shoe manufacturer Salomon.

Fall television ads were broadcast in Germany for the first time. Here, the promotion with Swiss Wine came into its own when the TV channel SWR devoted an entire program to Swiss wines. In France, a four-page special was placed inside the Figaro newspaper.

### Fall-related numbers.

The aim was to raise awareness for Swiss tourism offerings in fall and improve occupancy rates. The target set for Switzerland, Germany, and France was 174 million exposures. The number of visitors on the web doubled. During the fall months some 80 000 people clicked on the extensive campaign offering on MySwitzerland.com.



Fall brochure was available as on-line version.

From the "making of" to the brochure cover.



## Wellbeing. Nothing but being.

Wellness remains an important developing tourism segment in which an impressive marketing alliance is delivering more quality and transparency. In 2002, the hotel industry has invested more than 100 million Swiss francs in this area.

### Wellbeing

In an unrivalled cooperation arrangement, 109 wellness hotels of hotelleriesuisse, health cure establishments and spas have signed up to a catalog of quality criteria and regular inspections. Switzerland Tourism was given the task of marketing their offerings all over the world.

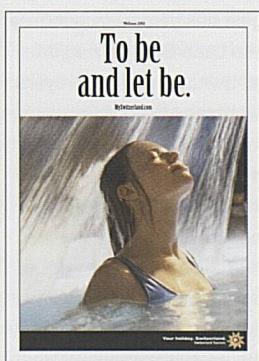
The initial results are impressive. The "Well-being." brochure was published in February and the "Wellbeing, Health Cures and Spas." documentation came out in November. A small information booklet guides the reader through a wide range of products and explains the five mainstays of wellness: Relaxation & Refreshment, Beauty & Body Care, Fitness & Soul Gymnastics, Health Care & Healing and Diet & Fasting.

This wealth of information, accompanied by sensuous, stimulating images, correctly positions, extensively documents and convincingly transports the Swiss wellbeing offering into the various national and international markets. Let us hope that this interesting segment, which is characterized by higher value added and longer lengths of stay than other vacation types, can grow rapidly.

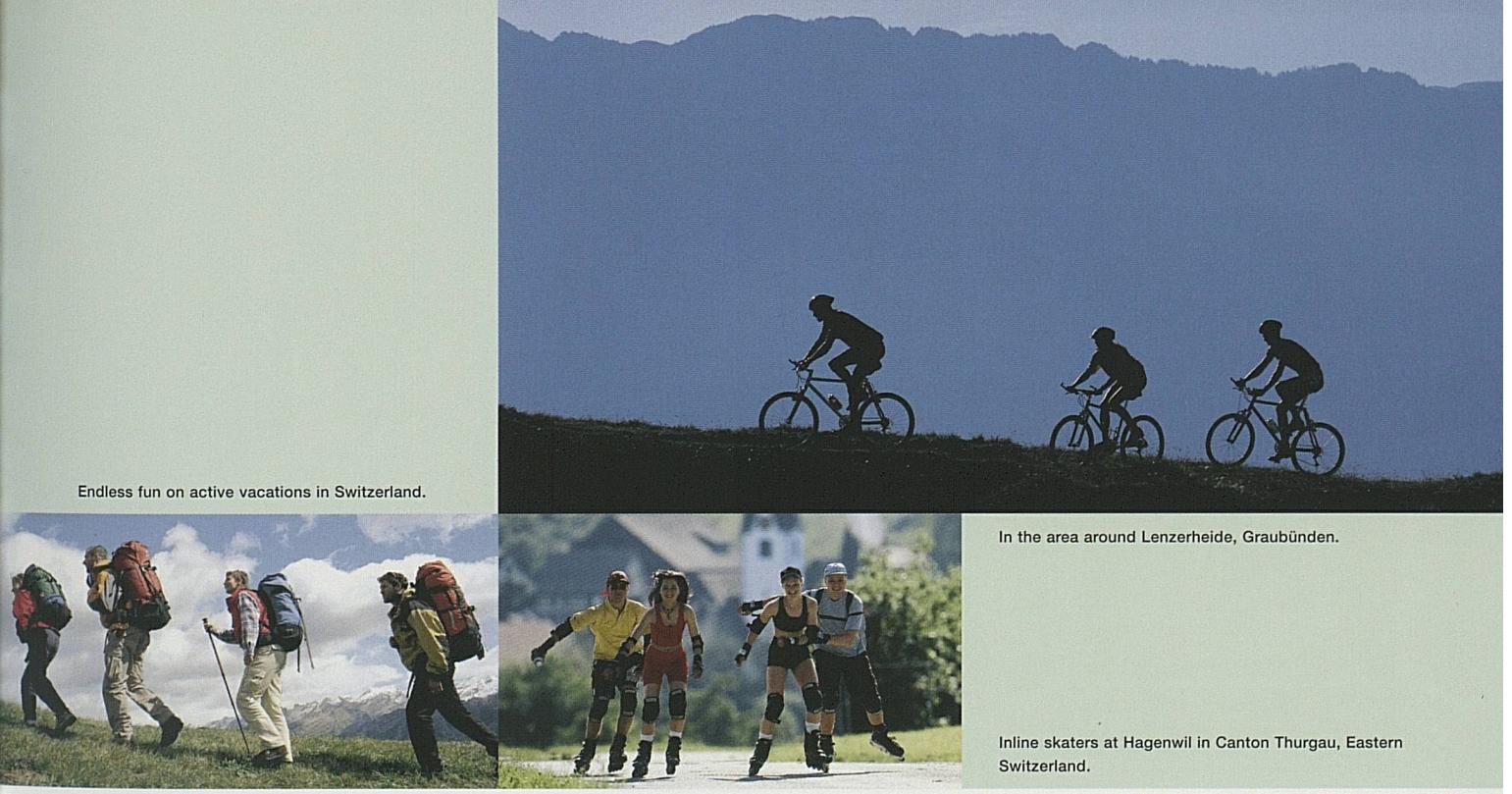
### Recuperation and relaxation.

#### The best present there is.

What could give you more pleasure than giving wellbeing and relaxation as a gift? The Switzerland Tourism wellness voucher is a popular gift item. Valid for one year, it is issued by Switzerland Destination Management, the travel broker to Switzerland Tourism. The voucher scheme has been one of the campaign's most successful marketing instruments.



The wellbeing brochure.



Endless fun on active vacations in Switzerland.

In the area around Lenzerheide, Graubünden.

Inline skaters at Hagenwil in Canton Thurgau, Eastern Switzerland.

## Active Switzerland.

At a time when everything is getting faster, more leisurely forms of progress are gaining in popularity again. Hiking is by far the most popular sporting activity in Switzerland. The "Active Switzerland." promotion looks to address the trend towards active vacations.

### Active Switzerland

The "Active Switzerland." brochure promises an entirely different view of Switzerland. Here, the pace at which you experience Switzerland is determined by the principle of getting there under your own steam, either on foot, in the saddle or on skates.

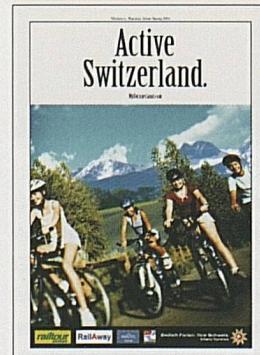
A unique, virtually nationwide cooperation with Railtour/RailAway and 150 mid-range hotels belonging to the Minotel Group is breaking new ground. Guests choose the route they wish to travel and the hotels they wish to stay in along the way from a network of hiking paths, cycle routes and skate lines. The choice is large and comprises 60 000 km (37 282 miles) of hiking paths, nine national cycle routes with a total length of more than 3300 km (2050 miles) and three interregional skate lines totaling 600 km (373 miles). Visitors can take the weight off their shoulders and enjoy their tour, since their luggage is transported from hotel to hotel as part of the package. Accommodation and luggage transportation can be reserved at a flat rate and paid for using special vouchers.

### To the moon and back.

Switzerland is a leading cycling country, as was revealed by a study based upon a number of surveys conducted in 2001. In total, some 4.2 million trips were undertaken by bike, the majority of which (4 million) were day trips. The distance traveled is put at 133 million kilometers (83 million miles), 346 times the traveling distance to the moon. Cyclists spent a total of 170 million Swiss francs, primarily on trips lasting several days (92 million francs) and cycle tours generated some 680 000 overnights.

### Leisurely pace is gold on "slowUp" day.

The so-called "slowUp" events were the highlight of the "Active Switzerland." campaign in 2002. Thousands of people of all ages joined in and cycled, skated or walked around Lake Murten. August saw the second auto-free "slowUp day" at Lake Constance, which tempted tens of thousands into the marvelous countryside in the region. Switzerland Tourism and the Cycling in Switzerland foundation are the national sponsors of the "slowUp" events and responsible for quality assurance and development.



Active Switzerland brochure.

The Lucerne Culture and Conference Center (KKL) built by the architect Jean Nouvel.

In 2002 the Hôtel des Trois Couronnes in Vevey received the Historical Hotel award for 2003.



## Swiss Cities in demand.

The handy "City Guide" published by Switzerland Tourism highlights the attractiveness of Swiss cities.

### Facts.

#### Historical hotel

Along with representatives of hotelleriesuisse (the former Swiss Hotel Association), Gastro-Suisse (Federation of Swiss Hotels and Restaurants) and other experts, Switzerland Tourism, represented in the management of Swiss Cities, serves in a working group that bestows a historical establishment award on a hotel or restaurant. The purpose of this award is to help preserve historical landmarks and raise public awareness for their maintenance and upkeep. The Historical Hotel award is bestowed for twelve months and as a sales argument is the perfect addition to the winner's marketing activities the following year. In 2002 the award went to the Hôtel des Trois Couronnes in Vevey.

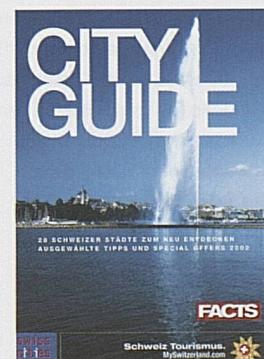
#### Swiss Cities

Swiss cities have so much to offer. Within easy reach and highly developed, they bear witness to cultural diversity. The product is in great demand, especially among the young target audience between 25 and 40 years of age. Switzerland Tourism call centers register tremendous interest in Swiss cities.

To publicize this rich offering in a pointed and attractive manner, Switzerland Tourism, which bears overall marketing responsibility for the Swiss Cities association, released its "City Guide" for the third time. The "City Guide" highlights 28 Swiss cities, both large and small and includes a small portrait of each city, tips on special attractions and information on places of interest, restaurants and select stores. There is also a list of the most important events in each city and specific package deals. The "City Guide" was widely distributed in Germany, France and the United Kingdom, while in Switzerland it was circulated with Facts magazine as part of a co-promotion. Swiss cities featured in a postcard mailing in Germany and

in Italy they formed the subject of a special edition of the Condé Nast Traveller magazine.

Swiss cities are particularly attractive in the growing mini-break segment. The "City Guide" is an aid to the sale of these products and as such develops potential target audiences.



City Guide.



Left: On the Mägisalp (1708 m/5604 ft) in the Hasliberg winter sport area, Bernese Oberland, with the Wetterhorn and the Eiger.

Right: King-size posters with Sophia Loren in Milan, Caselli Daziari di Piazza Oberdan/Porta Venezia.

Below: Hot-air balloons at Château-d'Œx (1000 m/3281 ft) in the Vaud Alps.



## Snow-capped mountains captured in a colorful portrait.

Switzerland has the finest mountains in winter, too.

### Winter

"Nature pure", or the unadulterated nature experience in authentic winter landscapes, was the focus of the 2002/2003 winter campaign. The product portfolio range from traditional winter sports and horse-drawn carriage rides to relaxing wellness breaks. Sport varieties such as board'n'rave, snowshoe hiking, night skiing and other sporting and party events complete the offering.

Switzerland Tourism marketed the winter season in the European markets and in the US. In Germany, for example, the Valais Tourist Board and SWISS joined forces in an advertising campaign. An insert in the FAZ Sunday newspaper highlighted the enchanting Swiss winter, while Gerber Fondue products carried an on-pack promotion. The most important winter information was summarized in the SnowMountains.® pamphlet, which was published in five languages with a print run of 150 000 copies.

The SnowMountains.® also maintained an extensive online presence. The latest information on all varieties of sports, including the new fun sports, which enthusiasts previously had to obtain from various sources, is now available from a single source in form of the winter sport report on [MySwitzerland.com](http://MySwitzerland.com).

Yet a bitter wind was blowing in the winter of 2002. The economic situation was tense, the Swiss franc strong and the uncertainty widespread. So it was all the more important to communicate the attributes of the Swiss winter in the core markets with great vigor. In these difficult times quality and attractiveness count double.

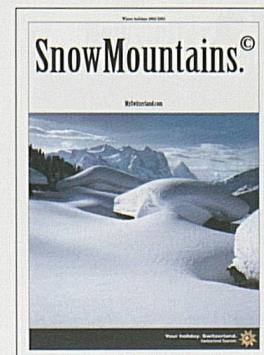
### Facts.

Switzerland's excellent infrastructure is a major reason for the success of the winter season.

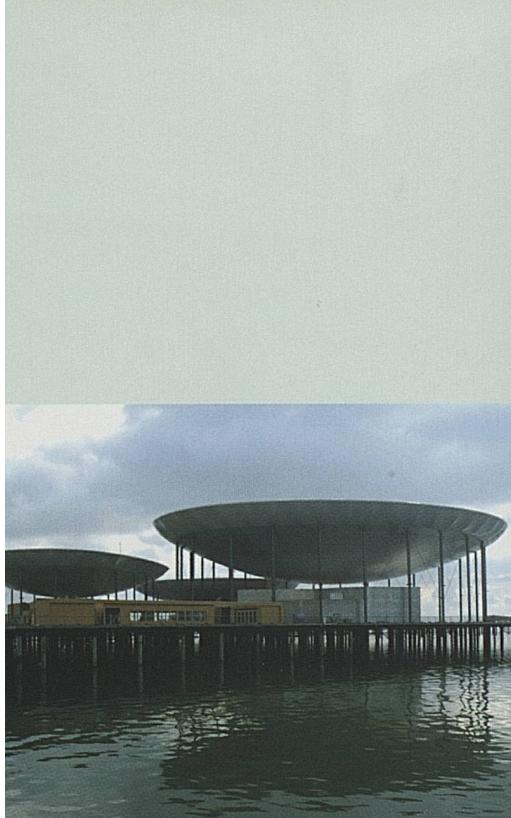
Marked toboggan runs	1000 km (621 mi)
Marked and pathed winter hiking trails	3000 km (1864 mi)
Prepared Alpine slopes	12 000 km/220 km <sup>2</sup> (7456 mi/85 mi <sup>2</sup> )
Lifts and mountain railways	1950 km (1212 mi)

### Large media presence.

The winter season garnered great media attention through a number of major events, especially the World Alpine Ski Championships at St.Moritz. The World Snowboarding Cup Final at Arosa, the European Curling Championships at Grindelwald and the traditional Engadine Skiing Marathon drew some interesting target audiences to the mountains, painting an attractive, discriminating picture in the process. A variety of new sporting offerings such as the first Alpine skating trail (3 km/1.86 mi long) in the Albula valley added further impetus. The wealth of events provided additional evidence of Switzerland's attractiveness as a winter sport country.



Winter pamphlet.



Expo.02 arteplage at Murten, Fribourg.

Expo.02 arteplage at Neuchâtel.

## Expo.02 creates a fresh Swiss image.

The Expo.02 drew much positive attention from abroad and conveyed a different, unexpected image of Switzerland.

### Expo.02

In terms of size and aspiration the Expo.02 proved to be the unrivalled exhibition. Switzerland Tourism promoted it abroad in its communications and media work. The Expo.02 made a positive contribution to raising the profile of Switzerland, as pictures of the various exhibitions were seen all over the world. A terrific number of wholly positive and often lyrical media reports painted an unexpected, fresh and attractive picture of our country. "Expo.02

turns dreams into reality" (Badische Zeitung), "Art beaches adorn Swiss shores" (Frankfurter Rundschau), "Expo.02 breathes fire into the lakes" (Le Figaro) and "Destination of the year - Expo.02" (The Independent) are just some examples. A number of extensive reports such as the insert in the Austrian newspaper "Die Presse" (Revealed: A tour through Switzerland on the occasion of the Expo.02) also appeared. The Expo.02 was also a subject of interest far away from Switzerland, as demonstrated by an article entitled "Exposure" in the Thai newspaper "The Nation".

All these reports were backed by our proven key media management. Some 200 journalists were accompanied to the exhibition, a move which paid off, as just the pieces generated abroad reached an audience of some 200 million customers.

The Expo.02 continues to have an effect. It highlighted the attractiveness of the Three Lakes Region for short stays, persuaded many Swiss to spend their vacations in their own country, made a sustainable contribution to the process of structural transformation in the region and beyond and acted as a catalyst for a variety of significant projects.



The Expo.02 in the Taiwanese magazine Blanca in July.

### Facts.

Switzerland Tourism's remit was to provide communications and media work assistance for the Expo.02 abroad, primarily in the neighboring countries of Germany and France.

Media reports	300
Exposures	200 million
Expo.02 visitors from abroad	550 000



"Red and white night". Customer event held at the EIBTM in Geneva on May 21.

Switzerland as a meeting place for congresses, meetings and incentives.



## Doing business with business.

On behalf of the joint non-profit marketing organisation SCIB, Switzerland Tourism constantly develops the market in the field of congress tourism. The numbers give grounds for confidence.

### MICE

In MICE (Meetings, Incentives, Congresses and Exhibitions) product marketing, congress, seminar, incentive and other event offerings are marketed by the Switzerland Convention & Incentive Bureau (SCIB) under the umbrella of Switzerland Tourism.

MICE gathers and raises the profile of product offerings and communicates them to specific audiences. Maintaining a presence at trade shows and customer workshops is an important part of the work. In 2002 workshops were held with leading customers in Stockholm, Helsinki, Oslo, Salt Lake City (during the Winter Olympics), Frankfurt, New York, London, Paris, Brussels and The Hague. All meetings were staged in the form of events. The customer workshop in London, for example, took place at Madame Tussaud's Waxworks. Incidentally, the lady of the same name learnt to model wax as a young girl in Switzerland. In New York, the participants took part in a chocolate truffle making session.

A triannual newsletter supports the dialog in this area. The information provided at MySwitzerland.com is even more comprehensive and always up-to-date. Our website also features the Venue Finder, which offers detailed data on hotels and congress centers in Switzerland. The number of queries submitted via the Venue Finder is steadily rising and more than a third lead to effective conclusions.

The core of the work remains the provision of custom advice and the development of relationships that generate bookings. There has been no lack of success, with the number of direct inquiries quadrupling since 1999. There was a 15 % increase in 2002 alone.

### A lucrative segment.

The business with congresses, seminars, incentives (company programs) and similar events is a lucrative one. Compared with vacation tourism, the value added is very high. The presence of specialist staff in the most important markets ensures Switzerland is perceived as a meetings destination by organizers and the existence of a uniform, permanent partner also permits the establishment of the relationship of trust that is a must in this business. SCIB's success shows that the strategy is correct and leads to the target.



Franziska Lüthi (responsible for MICE marketing in France), Barbra Albrecht (Head of MICE Product Marketing) and Myriam Winnepernincx (responsible for MICE marketing in the Benelux countries) at the EIBTM, the biggest international trade show, in Geneva.



Winter Newsletter.