

# Direction

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# Direction.

## **Waking emotions and optimising service.**

Switzerland projects a likeable, confident and open image on all levels, ensuring visitors are given a taste of that unique Swiss holiday feeling even before they arrive.

Lake Saoseo in the Val da Camp, Graubünden



# Communicating the Swiss holiday feeling on four levels.

The most important task facing Switzerland Tourism is to awaken the interest of potential visitors across the world. In 2004 this will be done by way of three main campaigns.

"Mountain Summer.", "Families." and the "Winter." campaign are the three heavyweights being sent into the ring by Switzerland Tourism to position the country as a fresh, likeable, open and confident holiday destination, thus continuing along the path it pursued with the "Wellness.", "Swiss Cities.", "Theme Routes." and "MICE." offensives. The campaigns are systematically tailored to the various markets, target audiences and communications channels, with visitors being targeted on several levels (Fig. 1). This "four-wheel drive" consists of media work, cooperation with tour operators, e-marketing, and advertising/marketing measures.

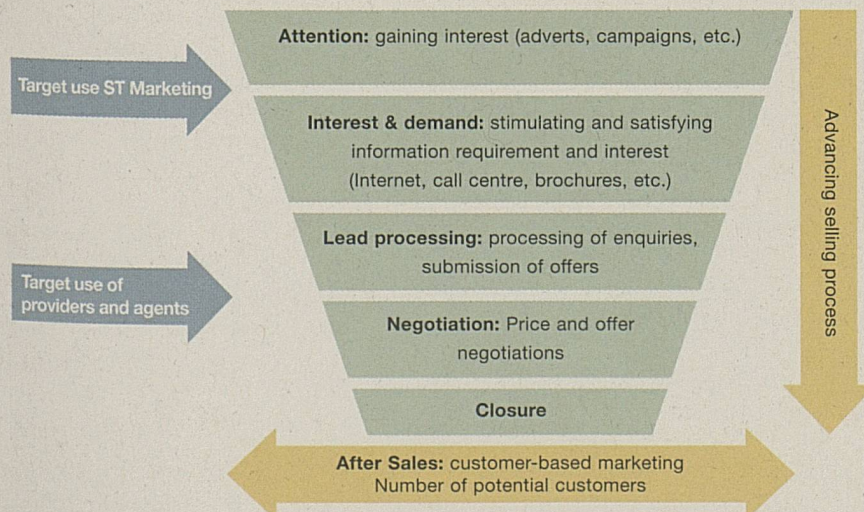
Throughout the holiday selling process Switzerland Tourism concentrates on its core task, that of awakening interest in Switzerland worldwide and enthusing potential visitors (Fig. 2). In doing so, it places the focus squarely on the initial visitor acquisition phases in order to guide interested parties straight to the best offers of its industry partners. The new corporate design serves as a higher-level message, i.e. Switzerland as a sensually driven outlook on life. Holidays are, after all, an umbrella term for "experience", "emotion" and "relaxation", things everyone hopes for from the nicest time of the year.

Fig. 1: Marketing tools and indicators.



KAM: Key Account Management, KMM: Key Media Management

Fig. 2: The selling process.





Premiere for the new corporate design at the 6th Switzerland Vacation Day.



# Время снега.

MySwitzerland.ru  
Незабываемый зимний отдых в Швейцарии 2003/2004.



The Swiss winter brochure is now available in Russian, too.

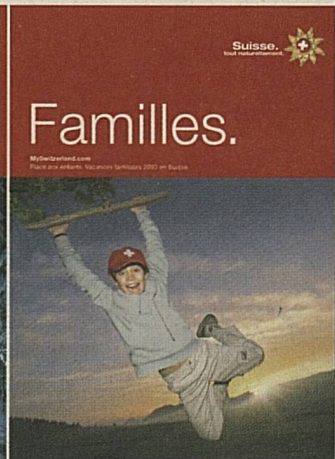
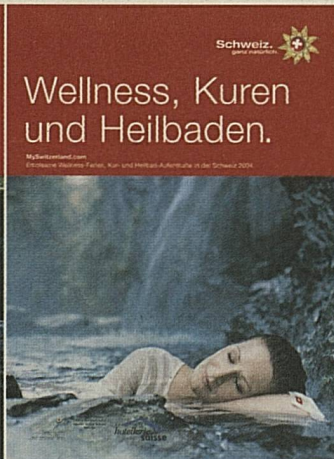
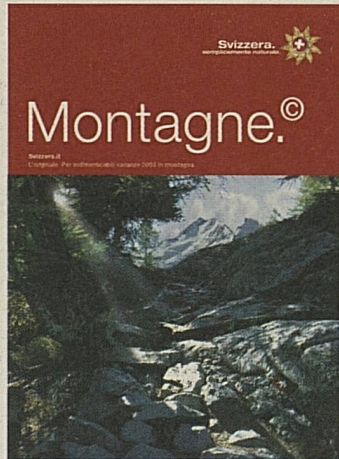
## New corporate design: Switzerland shows its feelings – and goes red.

**On 29th January 2003 Switzerland adopted a fresh, open and confident look, with a new design, a new slogan and lots of feeling.**

Where once there were black frames and bars, fresh Switzerland red now reigns. From within it, the Switzerland Tourism gold flower confidently emerges. Alongside it the slogan: "Switzerland. get natural.", "Switzerland. ganz natürlich.", "Svizzera. semplicemente naturale." or "Suisse. tout naturellement."

These statements are backed by a selection of impressive images. Boldly coloured compositions tell the story of an emotional Switzerland, of mystical places and sensuous moments, of the soothing early morning rays of sun, of the joy of fresh air, and of winding down in the sweeping countryside. These are no idyllic postcard scenes, but surprising views of a surprising country; insights into a Switzerland where you experience the extraordinary.

The new design is unmistakably Swiss down to the last detail. The headlines, for example, are rendered in the no-frills "Helvetica" of Swiss font designer Adrian Frutiger. And if you look closely, you will see that each image contains a Swiss cross as a small, whimsical detail in one of many different versions. The new corporate design would appear to have struck a contemporary chord. In surveys conducted in France, Italy, the United Kingdom, Germany and Switzerland, this Helvetic outlook on life in design form was rated very good to excellent.



The new corporate design also cuts a dash in brochure form.

## Emotional launch with lots of music for the mind's eye.

The corporate design was launched at an unusual presentation. Sensuality ruled the show.

A black screen. Birds twitter. A bee buzzes. A cricket chirps. Wind whooshes in the dark. Then, far away, a flute: the opening of Edvard Grieg's "Morning". Thunder crashes into the silence, and it starts to rain. The screen is still black. Landscapes appear in the mind's eye. Frogs croak. Horses' hooves crunch through the gravel and disappear, accompanied by a snort. Again, the romantic opening strains of "Morning". A marmot whistles, an eagle screeches. You can almost see it gliding with outstretched wings over the forest where a cuckoo calls and a woodpecker hammers on a tree. The gushing sound of a river, birds twittering.

Slowly an image fills the screen, the bed of a stream, a snow-capped peak, sunrays accompanied by Grieg's "Morning". The next image is of a woman relaxing in front of a waterfall. Then, a teenager playing. Lucerne at sunset. A family in the snow. The autumn sun in Ticino. The "Morning" builds up and the images transform into the covers of brochures, and then posters, ending in the claim "Switzerland. get natural.", Switzerland Tourism's new corporate design: so easy to understand.

Switzerland lit up entire walls in China.





Lenzerheide/Valbella is one of four pilot destinations in the "Enjoy Switzerland" project.

Enjoy Switzerland.



## Perfect hospitality is to become the norm in Switzerland.

The "Enjoy Switzerland" hospitality initiative has been launched. Four pilot destinations have three years' time to show how service can be improved still further.

### Facts.

#### Enjoy Switzerland

ST-Budget 2003	300 000 CHF
Budget for three-year project	5 m CHF
Pilot destinations	Lenzerheide-Valbella, Scuol, Villars-Gryon, Zermatt

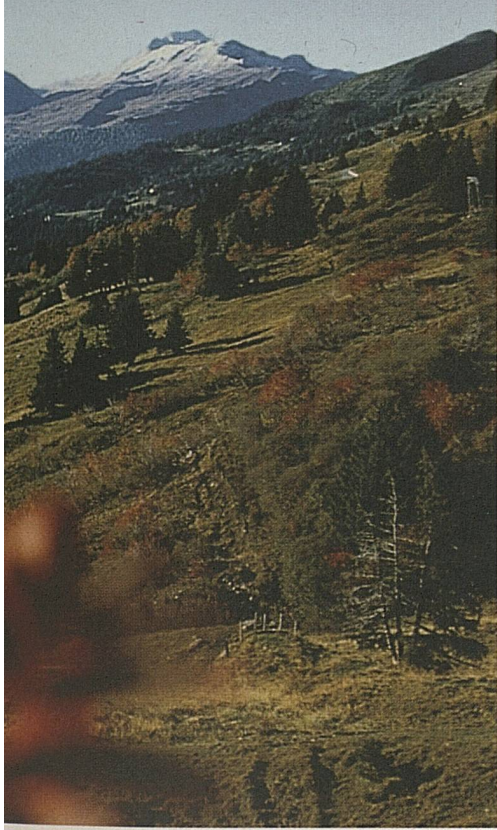
#### Partner facts

Project partners	Association of Public Transport Operators, Directorate General of Customs, Europcar, GastroSuisse, Geneva Airport, hotelleriesuisse, SDM Switzerland Destination Management, Swiss Cableways, Swiss Federal Railways, Swiss, Swisscom, TCS, Zurich Airport
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As soon as they gather information, potential visitors to Switzerland realise that they are most welcome, and that planning their holiday is child's play. Booking the product they want over the phone or online is even easier. Then it's time to go, and from the moment of arrival in Switzerland it's holiday all the way. From the friendly service in the air, at customs or on the train to the reception at the hotel or holiday apartment, visitors are already enjoying Switzerland even before they lace up their hiking boots or strap on their skis. The holiday is a dream, the thank-you on departure is touching. And back in the daily grind they soon find tailored information on the Switzerland they love so much, thinking: "There's nowhere better. I'm going again next year."

This vision is backed by an ambitious three-year project called "Enjoy Switzerland", which is based in part on the tourism quality seal programme ("Q") and designed to produce the best-possible hospitality and quality of service. It is not just about service with a smile. For Switzerland Tourism, a love of serving guests is a basic requirement. Rather, it is about nothing less than the rigorous orientation of all tourism services to the needs of the customer, with holidaymakers experiencing them as a unified whole.

To ensure the project is fully effective, it will be implemented on three levels: on the Switzerland level in association with national service providers, on the pilot destination level, and on the technological level. This customer relationship management (CRM) programme is being developed by Switzerland Tourism and is designed to record and administer the preferences of the individual tourist. So not only will Switzerland remain embedded in the visitor's memory, but also the visitor in Switzerland's.



## Four completely different model destinations look to the future.

**The pilot destinations in the “Enjoy Switzerland” project – Lenzerheide-Valbella, Scuol, Villars-Gryon and Zermatt – are showing great motivation in investing in the holidaymaker.**

These four year-round resorts came through a tough selection process. Extending across three language regions and exhibiting structural and geographical differences, they each have specific strengths and characteristics and were able to persuade all the important local service providers to come on board. They also contributed financially to “Enjoy Switzerland” by employing full-time project managers for a three-year period, for example.

After taking up their posts in August the project managers soon set about forming project teams, laying down quality programmes, inspecting the infrastructure, interviewing visitors, sensitising local and regional decision-makers and involving the local population. Official project launches were held at the four destinations from October to December.

The goals of the destinations are the same as those at national level (see page 12). They also aim to ensure visitors experience the authentic spirit of each destination, have their attention drawn to local specialities and are given access to information and services from across the region. Each destination will do its utmost to ensure visitors return again and again. Switzerland Tourism is responsible for analysing the success of the project, and the effectiveness of measures resulting from this analysis will be subject to constant review.

Urs Abgottspon, director of Enjoy Switzerland Zermatt (left), and Roland Imboden, director Zermatt Tourism.

