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# Highlights.

**Intensifying visions and leaving a mark.**

Switzerland Tourism is using fresh ideas and strategic activities to raise awareness among the target audiences. And create positive headlines across the globe.



Heidimanegg in the Klausen Pass region, Uri.

# A little more winter: Switzerland announces snowtime.

Winter in its original form is to be found in Switzerland. To ensure the world is reminded of this, the "Snowtime." campaign will run for three years.

"Snowtime." was launched on 6th November 2003 at winter festivities in Zurich and Lausanne that saw the unveiling of the Switzerland Tourism locomotive under the patronage of ski ace Didier Cuche. The campaign also caused a splash at the railway stations of Berne and Milan. In Belgium, "Snowtime." was kicked off by ski legend Pirmin Zurbriggen. And joining central Europe and North America, the Russian Federation made its debut as a target market for a main campaign.

The campaign communicated the same message, i.e. that Switzerland is the winter original, all over the world. It was here in 1866 that winter sports were invented. With 29 holiday areas above 2800 metres, Switzerland holds a European record. And its ten highest resorts are on average 370 metres nearer heaven than those of the competition. Switzerland is and remains that little bit more romantic, that little bit more varied, that little bit more winter.

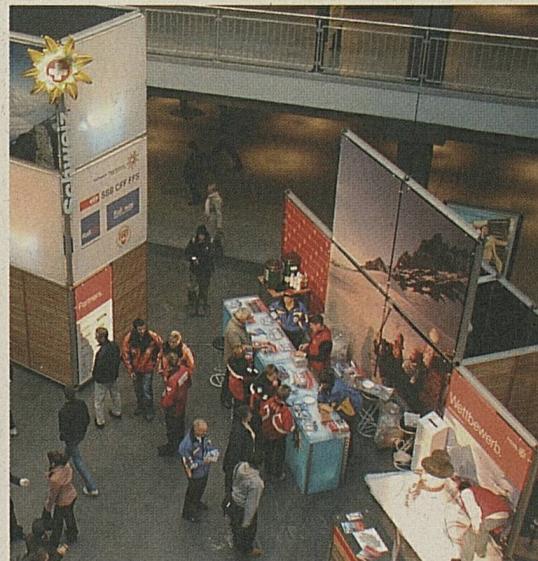
## Facts.

### Winter

Number of brochures	1 103 000
Total product budget	6.2 m CHF
Targeted exposures Winter 03/04	280 m
Targeted web visitors Winter 03/04	5.2 m
<b>Partner facts</b>	
Campaign partners	8 regions
	37 destinations



On the right track into the future: locomotive decked out in the Switzerland Tourism winter look.



The Switzerland winter stopped off at Berne station.

# A comprehensive guide to inner deceleration.

Relaxation on 98 pages. The "Wellbeing." brochure has never showcased so many establishments. And now it also includes four wellness resorts.

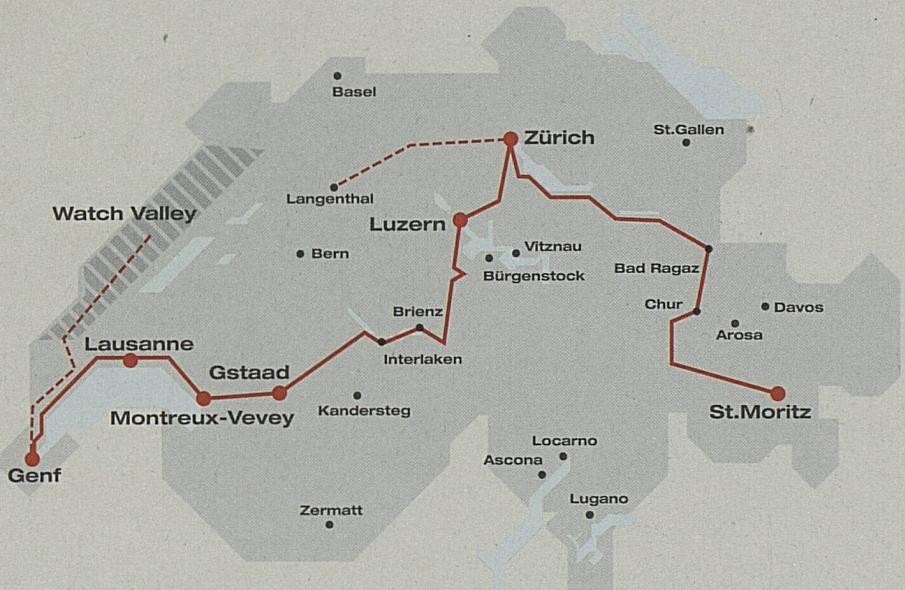
With 57 wellness establishments, 50 health resorts and 9 spas, the 2003/04 wellness guide is even more comprehensive, more multifaceted and more attractive. Yet these hotels are not the only ones to have specialised in inner deceleration and total rejuvenation. They have been joined by four holiday resorts – Adelboden, Appenzell, Scuol and Leukerbad.

The brochure, along with the popular "Wellness ABC" booklet, was sent out to Swiss doctors with own surgeries and 44 000 wellness-related private addresses. Additional reach was achieved by wellness specials in the Swiss magazine "Gesundheit Sprechstunde" and media tours from France, the Gulf States, Israel, the Russian Federation and Spain. Preparations also continued apace for the launch of Alpine Wellness International GmbH, the new company via which Switzerland, in association with South Tyrol, Bavaria and Austria, will operate a competence centre for Alpine Wellness from spring 2004.

## Facts.

### Wellness

Number of brochures	159 000
Total product budget	1 m CHF
Exposures	66 m
Web visitors a year	155 000
<b>Partner facts</b>	
Members	97



The "Luxury & Design." theme route.

## Facts.

### Theme routes

Number of brochures	338 500
Total product budget	2 m CHF
Exposures	185 m
Web visitors a year	145 000
Market research results	
"Luxury & Design." brochure	
Acceptance among customers	87%
Use of brochure	
Today: as reading material	81%
Tomorrow: for tips/as travel guide	64%
Brochure read/passed on	85%
Partner facts	
Campaign partners	16

## Swiss diversity, neatly categorised by passion.

**Maximum diversity in the smallest of areas. Two new theme routes allow visitors to pursue their hobby while on holiday.**

The combination of themed and tourism highlights along a set route accommodates the desire of customers to mix hobby and holiday. In launching its first theme route, "Luxury & Design." Switzerland Tourism signed up to a global trend, a trend that is ideally suited to Switzerland. On the one hand, the country's rich tradition of luxury hotels inspires fascination worldwide, while its food, shopping and design are also of the highest standard. On the other, the route points out some priceless everyday luxuries, such as quality, unspoilt countryside, security and time.

The brochure met with a corresponding response. Some 85 percent of those questioned as part of a study said they had the brochure at home or had passed it on to someone else.

"Gastronomy & Wine." is the name of the second coup – an invitation to a feast of the senses. Whether Atlantic French, Mediterranean Italian or continental Germanic, Swiss cuisine embraces all points of the compass. Switzerland is now being taken seriously as a wine country too. The brochure was launched in 25 countries. Backed by special inserts in Swiss newspapers and magazines and an unusually strong presence in the foreign media, "Gastronomy & Wine." can also be considered a total success.

Switzerland Tourism is already busy developing its next theme route. "Art & Architecture.", which is set to guide visitors around Switzerland in spring 2005.

## Vin & Gastronomie.

Suisse.  
tout naturellement.

MySwitzerland.com  
Un itinéraire thématique autour des plaisirs du palais en Suisse 2003/2004.



The second coup: the "Gastronomy & Wine." brochure.

# On foot or in the saddle – Switzerland is on the move.

**“Active Switzerland.”, “Hiking.” and “Mountain Biking.”: not one but three new brochures are setting Switzerland in motion. And especially neighbour Germany.**

Nowadays walkers are younger, more educated and better off. There are more of them, too. Research results have confirmed Switzerland Tourism's own observations: active weekends and walking holidays are all the rage.

The new brochures went down correspondingly well. “Active Switzerland.”, which highlighted walking, cycling and skating holidays, had a print run of 270 000 and was distributed at railway stations, trade shows and other events in association with RailAway, railtour and Minotel. The “Hiking.” booklet, featuring nationwide walking tips, was available from sports dealers (in association with Salomon). And the pocket guide “Mountain Biking.”, containing a selection of marked routes, was obtainable from Switzerland Tourism, the Swiss destinations and “Fit for Life” magazine.

The “active” offensive also proved a success in Germany, with print, radio, television and Internet advertising generating more than 19 million exposures.



The Pont du Milieu in Fribourg, Canton Fribourg, is an idyllic romantic setting.

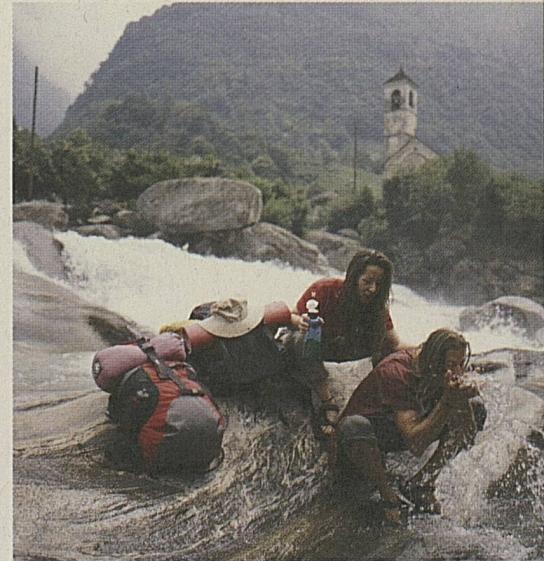
## Facts.

### Active Switzerland

Number of brochures	345 000
Total product budget	600 000 CHF
Exposures	92 m

### Partner facts

Campaign partners	5
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Trekkers taking a rest near Lavertezzo in Val Verzasca, Ticino.

## Stories from 28 cities that fit in every pocket.

**From Appenzell to Zurich, the “City Guide 2003.” brings together cultural, geographical and culinary highlights from the cities – without neglecting the local countryside.**

The “City Guide.” fits in every pocket, making it the ideal companion for any trip to Switzerland. In a handy, 72-page postcard format, it presents 28 cities at their most beautiful. And as all Swiss cities are only a stone's throw away from some wildly romantic countryside, the Guide also showcases local scenic highlights.

The booklet was distributed with the Swiss news magazine “Facts”, the German magazines “Der Spiegel” and “Merian” and Italy's leading culture magazine, “Carnet”, but was not the only marketing tool employed by the “Swiss Cities” association. It also entered into a cooperation arrangement with the “Late Night at the Museums” events in Stuttgart and Frankfurt. The Swiss cities also drew attention at a number of trade shows, for example at the CMT in Stuttgart and the ITB in Berlin, where they had their own stand. And finally, the cities were the subject of various reports at home and abroad.

## Facts.

### Swiss Cities

Number of brochures	770 000
Total product budget	2.5 m CHF
Exposures	632 m
Web visitors a year	153 000

### Partner facts

Members	28
---------	----

# Happy Meals with a side order of family holidays in Switzerland.

The "Kids." families' campaign was just perfect for McDonald's. And in France our mailings drew an unprecedented response.

Anyone ordering a Happy Meal at McDonald's in spring received a Switzerland Tourism booklet as a side order. And despite being unsuitable for consumption, it still managed to whet plenty of appetites, as it contained a feast of tips on family holidays in lesser known regions, child-friendly excursions, adventure playgrounds and beaches.

Switzerland Tourism also highlighted its family offerings in a mailing sent to families in Switzerland, Germany and France. Particularly pleasing was the 8 percent response rate from France, with 50 000 families expressing an interest in children's holidays in Switzerland. Thanks to a strategic partnership with Migros, each family received a bar of Swiss chocolate with their brochure.

The promotion featured in a "Brückebauer" supplement and reports in family and children's magazines as well as on posters and leaflets at railway stations.

## Facts.

### Families

Number of brochures	938 000*
Total product budget	3.1 m CHF
Exposures	477 m
Web visitors a year	190 000
Results of direct mailing	
Response rate, Switzerland	13%
Response rate, France	5%
Partner facts	
Kidshotels members	29
Familienorte.ch members	25
Campaign partners	28

\*Including main brochures produced at headquarters, as well as market-oriented brochures and flyers as supplements.



Family holidays in Switzerland are an ideal way to escape the daily grind.



The Mountains.© summer campaign provided some highs even on the London Underground.

## Facts.

### Mountains.©

Number of brochures	2 047 000*
Total product budget	4 m CHF
Exposures**	1.3 billion
Web visitors a year	261 000
Partner facts	
Campaign partners	13

\* Including main brochures produced at headquarters, as well as market-oriented brochures and flyers as supplements.

\*\* Including additional summer campaign.

# Mountains.©: a succession of substantial arguments for the pinnacle in holidays.

The Swiss mountain summer was again the subject of intensive promotion in 2003. The Swiss original put people in a holiday mood in more than 20 countries.

Crystal-clear mountain streams plunging over sheer rockfaces into deep-blue lakes. Wild gorges roaring alongside tranquil moors. In Switzerland, the water tower of Europe, gurgling, splashing and rumbling sounds can be heard almost everywhere. And after the UN declared 2003 the International Year of Freshwater, there was soon plenty of rumbling in the press and electronic media, too. With its "Mountains.©" campaign, Switzerland Tourism generated more than 370 million exposures worldwide.

"Mountains.©" enjoyed a particularly strong presence in Switzerland, Germany, France, Italy and the US. In London taxis and underground stations, they stood for pointed holiday promises. Elsewhere, Belgium and Holland recruited celebrity "Mountains.©" ambassadors.

The 84-page "Mountains.©" brochure contained powerful images, travel tips, a diary of events and a supplement with offers. Finally, a package of supporting measures helped to make "Mountains.©" the reference work when it comes to the Swiss Mountains.





In 2003 tourism in Switzerland attracted intense media attention (here at the STM).

## Media reach totals 4 867 707 000.

**Switzerland established an impressive presence in the world's media in 2003. It had plenty to say, after all.**

Switzerland Tourism's new corporate design and the launch of the "Luxury & Design." theme route in January. The international media conference at the Switzerland Travel Mart (STM) in May. The launch of "Gastronomy & Wine." in August and the winter media conference in November. Just some of the major events that took place in 2003. And that is only Switzerland. A host of events, conferences, journalist tours, communiqués and mailings at home and abroad contributed to an impressive total of 4.8 billion exposures that Switzerland's media presence generated worldwide.

"Luxury & Design." was launched at elaborate ceremonies in New York and in Germany, while the second theme route, "Gastronomy & Wine.", made a grand entrance in Brussels, London and New York. In March, Switzerland

Tourism Italy travelled to Leukerbad for the annual media conference, which focused on wellness and snowsport in the Aletsch region. And Switzerland Tourism Germany organised regular meetings with the most important media.

There was good news from the US, too. The Society of American Travel Writers (SATW) is to hold its 2004 annual meeting in St. Moritz. At the most recent gathering in Orlando, Switzerland Tourism equipped the 250 journalists in attendance for their visit to Switzerland, suggesting a number of possible themes for reports and without doubt whetting the appetites of a good many of them.

### Facts.

#### Media

Exposures worldwide	4.8 billion
Journalists	1910
of which TV crews	68
<b>Journalists from:</b>	
UK & Ireland	374
Germany & Austria	334
Italy	205
Benelux	170
France	107
North America & Canada	104
Russian Federation	90
No. of media articles influenced	5700

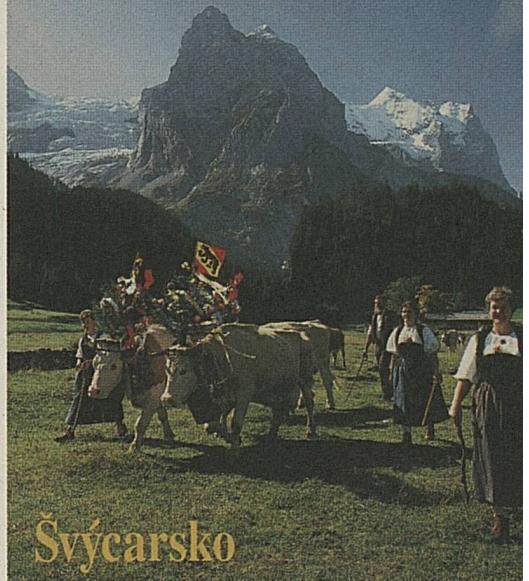


# รู้จักสวิตเซอร์แลนด์ ก้าวแรก บาร์ก

สวิตเซอร์แลนด์ ทรายเวล มาร์ท (Switzerland Travel Mart) หรือ STM เป็นงานที่จัดขึ้นประจำทุกๆ

The Thai magazine "Traveller's Companion" devoted several pages to the Switzerland parade at the STM.

# Země Světa



## Švýcarsko

The Czechs were deeply impressed.

## A new reference source for tourism in Switzerland is making the headlines.

**Content Services** researches and supplies content for product campaigns and reports. Some claim it has a good story for just about everything.

The high number of exposures achieved by Switzerland Tourism can be attributed to its global media work, its personal relationships with journalists and a special kind of media service: Content Services (CS). This department has been in existence only since the beginning of 2002, but it is already considered the most comprehensive reference source for holidays in Switzerland. CS collects everything that is ever published on the subject of tourism in Switzerland. It researches topical issues for reports, supplies information for the MySwitzerland.com website and the Swiss Inflight System, and generates content for television programmes.

CS formulated 1000 tips for excursions and holiday offers and 1100 tourism definitions. It wrote 1100 news briefs on new tourism developments, 600 notes for the events diary and 700 pieces on themed product campaigns and events such as winter sport, advent, Fasnacht (carnival) and Easter. The department also administered more than 6000 images.

As it saves every item of information in digital form using state-of-the-art equipment, it now offers an unrivalled collection of information, reports, folktales and stories in text, image, music and video form.

Most Switzerland Tourism employees worldwide have direct online access to the extensive databases. But part of the service can also be accessed externally via MySwitzerland.com, where users will find product and campaign texts, imagery, seasonal specialities, information on major events and, of course, Switzerland Tourism's electronic newsletter. The department's maxim is apparent in everything it does: content is everything. And thanks to CS, Switzerland Tourism is able to pass on this aspiration. Worldwide and free of charge.

€ 7,50 (D, A) / SFR 14,00 | Dezember 2003 | C 4701 E

Die Lust am Reisen

# MERIAN

## Schweiz

But Switzerland received the highest praise from Germany: The perfect holiday country.



**INFORMATION**  
Accommodation  
Maps  
Gastronomy  
Access  
Snow Report  
Brochures  
Links  
Multimedia Gallery

**EXPERIENCES**  
Winter  
Summer  
Families  
Alpine Wellness  
Attractions  
Events  
Region  
Mountain  
Transportation  
FIS Ski World Cup

Search 

## Welcome to Adelboden-Frutigen!

**FIS Ski World Cup Adelboden 2004**

On Saturday / Sunday 7-8 February 2004, the world's best skiers race down the legendary Chuenisbärgli, hoping for victory. Without doubt, the Adelboden World Cup races are classics among the various events of the ski world, and are a magnet for over 15'000 spectators who come to the traditional ski festival.

**The winter** snow transforms the Adelboden-Frutigen holiday and leisure region into a spectacular winter arena: for sporting highlights and great activities such as the traditional FIS Ski World Cup - or for magical winter walks in Adelboden sunshine.

**And in summer:** a feeling of well-being amidst the alps. Open space for you to enjoy the mountains for yourself. Unforgettable discoveries and experiences where natural and cultural landscapes meet.

**LiveCam & Weather**

**Adelboden  
and Switzerland**

updated several  
times every day!

**Hotel Reservation**

Check in:     
Check out:     
(dd.mm.yyyy)   
Adelboden



[Ihr Suchbegriff]

**SERVICE**

Die Region Graubünden  
Regionen, Ferienorte  
Unterkunft  
Pauschalangebote  
Shop  
Veranstaltungen  
Reisehinweise  
Wetter  
Wintersportberichte  
Links  
Postkarten



## Facts.

**MySwitzerland.com**

Visitors 2003	8.8 m (+40%)
Peak day	49 000 (24.1.03)
Average number of visitors a day	24 100
Page impressions	63.5 m (+70%)
Average number of pages viewed per visit	7
Newsletter address book	200 000

**Partner facts**

Network alliances	16
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# The window on Switzerland was opened almost nine million times.

The Switzerland Tourism website [www.MySwitzerland.com](http://www.MySwitzerland.com) was visited 8.8 million times last year, an increase of 40 percent.

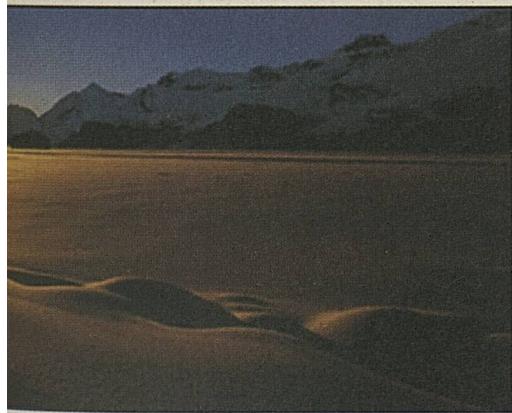
And here's another impressive figure:

Switzerland's virtual guests viewed a total of 63.5 million pages. That means each visitor looked at seven pages on average, 70 percent up on 2002.

The following countries accounted for the most visitors:

Switzerland	28 %
USA	14 %
Germany	11 %
Korea	8.9 %
Japan	8.5 %
France	6.9 %
Netherlands	6.8 %
United Kingdom	5.5 %
Italy	5.3 %
Others	5.1 %

The massive increase in popularity of MySwitzerland.com can be attributed to a number of groundbreaking new features. Switzerland Tourism's Portal Management and Internet Marketing department, for example, has developed both a wellness and a winter resort finder. These search engines provide a list of potential hotels and resorts based upon the criteria entered by the user. Switzerland's largest webcam gallery also went online thanks to the cooperation of the SF DRS weather service and Swisswebcam. In a new multimedia production, visitors to the website are able to view the latest pictures from Switzerland. The addition of 85 town plans and a 1:200 000 scale map of Switzerland have significantly improved the geographic information system. And finally, in the biggest project of all, the design of the entire portal, i.e. in every country where Switzerland Tourism has a presence, was revamped and brought into line with the new corporate look.



## Choose Language

## Reservation Unterkunft

 Hotels online buchen  
Ferienwohnungen online buchen

## Wetter &amp; Webcams



## Veranstaltungen

 Région  
Cartes  
Hébergement  
Gastronomie  
Accès  
Bulletins d'enneigement

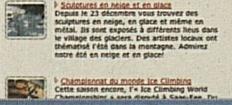
 Téléphériques  
Hiver  
Eté  
Automne/Pré-hiver  
Manifestations  
Séminaires  
Galerie multimédia  
Brochures  
Livre d'hotés  
Newsletter  
Recherche


Actual: Excellentes conditions de neige! 20 cmètres de poudreuse sur la montagne offrent des conditions parfaites pour entrer dans la nouvelle année!

Réservation on-line

Plans domaines skiables interactifs

## News



## Livecams:

Saas-Fee

Kreuzboden

Le temps d'aujourd'hui:

05.01.2004, 05:30

Home Reservations Links Prospekt Postkarten Medien Kontakt Gätekarte

## Willkommen in der Ferienregion Heidiland!


 Durchfahren - kein über der Nebeldecke mal wieder  
die Sonne sehen, denn Himmel nah eins und die Morgen  
Luft fühlen und tief einatmen. Sich befreien vom Grau  
des Alters. Und dies alles etwas persönlicher,  
überraschender und herzlicher - Wunderland  
Heidiland.

## AKTUELL / NEWS ↓

 Kostenloser E-Newsletter  
Sobald Sie sich für die verschiedenen E-Newsletts und  
erhalten Sie regelmäßig topaktuelle Angebote und Infos  
per E-Mail!

 Die Ankunft Krippen  
Ab dem 24. Dezember 2003 ist in der kath.  
Gebäuden in Amden wieder die bekannte  
Ankunft Krippen zu sehen.

 Heidiland Live Web-Cam  
Updated every 15 minutes  
Click here for streaming video feed  
Click here for self picture

Wetter in der Schweiz


 Switzerland Tourism provides  
a solid foundation on the Net.

Expensive websites and complex hostings are now a thing of the past for destinations thanks to a new service from Switzerland Tourism that benefits the holidaymaker too.

It is a classic win-win situation. The destination hands over responsibility for its complex web presence to Switzerland Tourism, where the portal is developed using the existing MySwitzerland architecture. The fee the destination pays Switzerland Tourism includes project management and content advisory services, concept generation and implementation, training and meetings, the creation of specific pages such as price and accommodation lists, image processing, formatting, and quality control of the content in all the required languages.

As a consequence, the entire industry benefits from an investment in MySwitzerland.com, since the cost to destinations is much lower than if they organise their web presences themselves. Switzerland Tourism in turn covers its costs with each order received, as it is able to fall back on existing structures and technologies and host the websites on its own servers. And holidaymakers benefit because they are able to click their way through similarly structured tourism websites, and the uniform, easy-to-read design makes it easier for them to find the information they are looking for.

Since the scheme was introduced, Switzerland Tourism's web division has had no shortage of work. By the end of 2003 a total of 16 destinations and holiday resorts ranging from Amden to Saas-Fee had already made use of this outsourcing option. And the department is constantly receiving enquiries from every segment of the tourism industry. Because Switzerland Tourism leads the field in internet technology. The outsourcing of content and technological expertise is a practical arrangement, and the software modules developed by Switzerland Tourism deliver what they promise.

## Facts.

MySwitzerland.com

Switzerland via mouse click

www.mySwitzerland.com is Switzerland

Tourism's official Internet address. But there are over 160 others that transport you to the holiday destination of Switzerland with a click of the mouse. Amongst other things,

MySwitzerland.com is also:

- switzerland.com
- schweiz.de
- suisse.com
- svizzera.it
- zwitserland.nl
- etc.



On Switzerland Vacation Day the tourism industry gathers to deliberate and instigate new innovations.



From left to right: Jürg Schmid, CEO of Switzerland Tourism; Ruedi Jecker, Government Councillor, Canton Zurich; Federal Councillor Joseph Deiss; Dick F. Marty, President of Switzerland Tourism.

## Visions, innovations and record attendance on Switzerland Vacation Day.

Some 1000 delegates at the 6th Switzerland Vacation Day provided for a record attendance. And keynote speakers for a successful event.

In his address Federal Councillor Joseph Deiss posed the question: "How innovative is Switzerland and Swiss tourism?" He then proceeded to award some good marks. Mr Deiss also had words of praise for the "Switzerland Vacation Day", which, he said, considered the long-term perspective and above all, innovation, the engine of the economy, instead of lapsing into activity for activity's sake.

Under the chairmanship of Peter Rothenbühler, editor-in-chief of "Le Matin", a critical, yet humorous panel then discussed the subject of "Innovations: engines and brakes. The view from without". Mr Deiss was joined on the podium by Prof. Dr. Gilbert Probst, Director of the MBA Programme at the University of Geneva, Mr Nick Leuenberger, Director of the Peninsula Hotel in New York, and the satirist and author Viktor Giacobbo.

The ambitious agenda of the "Switzerland Vacation Day" was dominated by visions and innovations, as were the presentations made by Switzerland Tourism staff from all over the world. The audience heard success stories from the markets and learnt more about the philosophy behind the new corporate design. Information was also provided on the "Enjoy Switzerland" hospitality initiative, networks and alliances, and Switzerland Tourism's IT strategy.

Finally, the forums "Best Practices – Success Stories from the Industry", "The Hotel Sector – Successful Positioning in the Families Segment" and "Win-Win with Tour Operators" proved very popular. The breaks witnessed lively discussions among the 1000 delegates, who according to our quality control survey were "satisfied" to "very satisfied" with the event.

### Facts.

#### Vacation Day

Total number of delegates	987
Response of delegates:	
Switzerland Vacation Day	
in general: good to excellent	93%

#### Sector Partners

Number of members (02/03)	549/601
Number of tourism board members (02/03)*	43/44

\*included in total members



The STM concluded in the new Dock E at Zurich airport.

## Switzerland sold itself well, giving rise to hope for the future.

The 12th STM was a highly satisfactory affair, with 375 holiday buyers from 40 countries hugely impressed by the range of products on offer. Switzerland also presented itself in a positive light at 55 other events.

The STM is the largest and most important international travel show staged by the Swiss tourism industry. Tour operators from all over the world come to the STM to buy hotel rooms, group coach and rail excursions, museum tickets and entire destination packages. This time the STM took place in Oerlikon, Zurich and attracted a record attendance.

Buyers from five continents were hugely impressed by the diversity of the products on offer and expressed great satisfaction with the event. Also popular was the opportunity they were given to get to know Switzerland over three days. The "Swiss Pass" granted them free travel all over the country, enabling them to run the rule over the destinations at first hand.

The event also received excellent marks from the exhibitors. Despite the difficult underlying conditions, the STM made an important contribution to the development of Swiss tourism. The buying stimulated at the STM constitutes a bright spot on the Swiss tourism horizon, giving rise to hope for the future. The 13th STM will take place in Lausanne on 23rd–26th May 2005.

At the end of October a smaller three-day STM was organised at short notice in Lucerne for the tourism professionals from the Far East who were unable to attend the original event because of the SARS scare. A total of 30 travel providers from China, Hong Kong and Taiwan were thrilled to be given a "second chance" and all were convinced that tourists from Asia will soon be travelling in greater numbers again. Switzerland, of course, is a land of their dreams.



The opening parade at the STM depicted the tantalising array of experiences awaiting visitors to Switzerland.

Switzerland also presented itself to the public in 2003. Altogether, Switzerland Tourism attended 55 international tourism events, comprising 29 exhibitions and trade shows, 9 workshops and 17 events. The biggest Switzerland Tourism stand measured 708 square metres and was put up at the ITB Berlin. Switzerland Tourism also made successful appearances at the World Travel Market in London, the Vakantie Beurs in Utrecht and the Borsa Internazionale del Turismo in Milan. Whatever the event, visitors were provided with a very diverse picture of Switzerland.

## Facts.

### STM

Number of STM visitors 528

Additionally generated overnights during STM 288 000

Resulting value added 66.6 m CHF

Degree of satisfaction

Buyers/exhibitors: (highest score = 10) 8.6/8.1

### Partner facts

Number of exhibitors 137

### Shows and other exhibitions

Number of shows 29

Of which open to the public 8

Of which trade show 10

Of which mixed 11

Number of events 17

Number of workshops 9

## Herbstlich Willkommen.

MySwitzerland.com  
Informationen und Buchungen\* für Herbstferien in der Schweiz über MySwitzerland.com oder  
GratisTelefon 00800 100 200 33.

\* Buchungen durch SEM AG, der Fernvertrieb von Swiss Tourismus.

Die schönsten (Herbst-)seen der  
Schweiz: Tolle Ausflüge mit dem Postauto.  
[www.postauto.ch](http://www.postauto.ch)

PostAuto  
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Autumn was also present in the buses of Swiss Post.

## New partners and strong networks for strategic collaboration.

In Switzerland Cheese Marketing and Swiss Potato, two more corporate partners are supporting Switzerland Tourism's marketing activities.

The two "newcomers" were integrated in the "Gastronomy and Wine." theme route and a number of related campaigns. Along with the 15 existing strategic corporate partners, they funded Switzerland Tourism's marketing activities to the tune of 5.9 million Swiss francs in 2003. A total of 20 000 autumn booklets on the Postauto service were distributed, for instance.

Some promising projects would not have been possible without targeted sponsorship. Bucherer, the Swiss watch and jewellery retailer, sponsored the PR visit of Korean superstar Nara Jang. This led to an outbreak of Switzerland mania in Nara's home country, is one such example.

Under the patronage of Switzerland Tourism new interest groups are improving the transparency of their offerings whilst lowering their production costs and simplifying their communications. The "Swiss Attractions" network demonstrates how this works. A dozen exceptional museums and leisure parks, such as the Mystery Park and the Olympic Museum, have produced joint marketing campaigns aimed at children, giving each partner a strong communications programme at reduced cost.

The idea behind these alliances is generally well established. It enjoys priority at "Swiss Cities." and "Wellness." as well as the UNESCO world heritage sites, the first concrete network. Other networks in the pipeline are Swiss Cableways, "Top Kunstmuseen", "Voralpine Regionen" and "Schneesport Schweiz".

Partez dans les Alpes suisses pour une découverte gourmande. Dans ce paradis de nature absolument unique, le fromage est toujours fabriqué avec un lait cru de grande qualité et dans le respect des traditions ancestrales. D'où son incomparable saveur.



A new partner joins: Switzerland Cheese Marketing.

## Facts.

### Strategic partners

Total revenues (business partners)	5.9 m CHF
<b>Partner facts</b>	
Number of partners	17
New partners in 2003	Switzerland Cheese Marketing Swiss Potato



## Die Migros macht Aktivferien.

In summer the holidays were an omnipresent theme in Migros supermarkets.

# Migros goes on holiday with Switzerland Tourism for the first time.

The strategic partnership with the Migros chain of supermarkets came to fruition for the first time in summer, with Switzerland Tourism featuring prominently on all Migros shopping bags.

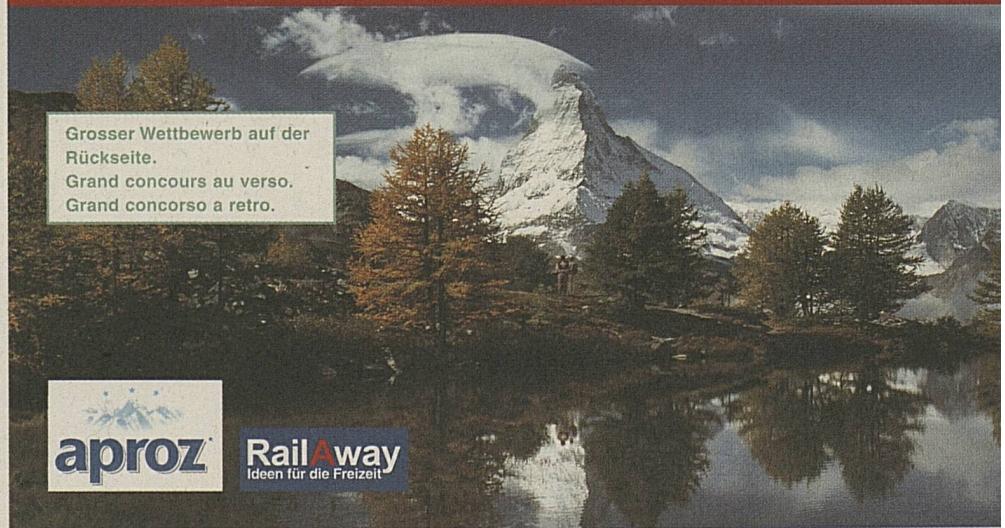
From the 30th June to the 2nd of August 2003, Migros customers were offered a 10 percent discount on 300 last minute holidays in Switzerland. More than 550 Migros outlets also promoted a range of low-priced holiday products. As part of the campaign "Brückebauer", the in-house Migros magazine, ran a holiday special containing 13 pages of summer holiday tips. Lucky shoppers were also able to win holiday and leisure products.

The Switzerland Tourism logo, along with references to the various summer brochures, was displayed prominently on Migros posters, boards and shopping bags. Fittingly, 2003 being the UN International Year of Freshwater, these activities were accompanied by the Aproz mineral water campaign. Product labels bearing the Switzerland Tourism design and a competition helped to raise the profile of the Mountains.® product.



# Berge.®

**MySwitzerland.com**  
Im UNO Jahr des Süßwassers dem Quellwasser auf der Spur. Infos: Berge.®-Broschüre.  
Année internationale de l'eau douce de l'ONU. Loisirs à discretion: brochure Montagnes.®



Grosser Wettbewerb auf der Rückseite.  
Grand concours au verso.  
Grand concours a retro.




Water from a local source: Migros promoted the Swiss mountains on Aproz labels.