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Outlook.

Whetting appetites and affording continuity.

In launching its new corporate design and associated philosophy, Switzerland Tourism has given itself a great opportunity. It now has to be taken in all areas. With relish, and with consistency.

Bussalp, Grindelwald





The prospects are great all over Switzerland. As here in Ticino, at the "Ponte dei Salti" in Val Verzasca.

Switzerland Tourism will continue to make positive headlines in 2004.

Things are definitely looking up: Switzerland Tourism is convinced of it, is forecasting slight growth and planning some campaigns.

Switzerland Tourism entered the 2004 financial year in a confident mood. As the economy is picking up pace worldwide, it even expects a gentle increase in overnights rates. Yet the events of recent years are still making themselves felt. Tourism remains a fragile specimen.

All the more important will be the decision of the Swiss parliament, which in the second half of the year will rule on the next five-year funding plan for Switzerland Tourism and thus the status of the entire industry.

For its part, Switzerland Tourism has set itself realistic targets. Worldwide it aims to achieve the following figures:

- more than 4.5 billion media exposures
- more than 10 million web visitors
- more than 11 million brochures
- about 2 billion advertising and marketing exposures
- more than 1 million high-quality client contacts*

* e-newsletter subscribers, contacts at Call Center, direct brochure orders, brochure downloads, clients booking via SDM/MySwitzerland.com

- more than 3.4 million overnights via tour operators alone, which corresponds to tourism revenues of over 815 million Swiss francs.

Beyond its global focus, Switzerland Tourism is also planning a number of market-specific activities:

- Japan – Switzerland photo competition in various print media with a major prize-giving ceremony.
- China – marketing offensive on the back of new approved destination status. Opening of the Swiss Alpine Museum in Lijiang.
- India – insert in the "Times of India" in which a cricket star promotes Switzerland.
- US/Canada – meeting of the Society of American Travel Writers in St Moritz. Some 450 members will experience Switzerland's tourism product first hand.
- Worldwide – launch of the multinational competence centre, Alpine Wellness International (AWI).
- Worldwide – mountain summer campaign featuring Hike & Bike tours and maps, which users will be able to print out straight from the website for the first time.