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# Cities.

## Refined and refreshing.

Switzerland's cities blend an international atmosphere with deeply rooted local culture, promising a high quality of life in a refreshing natural setting.

Superb locations on lakes, by rivers or surrounded by nature, excellent rail connections, fascinating living history, an abundance of art and architecture, thrilling special events, seductive shopping, dazzling design – to highlight the qualities of Switzerland's cities, ST brought them into the heart of its summer campaign.

Main partners for the Cities campaign:



## Four-wheel drive.



## Promotion

## More than mountains. Much more.

**International** Sebi and Paul, the stone-carriers from ST's 2010 summer ad, show that Switzerland has more to offer than just mountains. In the award-winning TV ad (page 43) they discover a Swiss city in all its facets, with a few smiles along the way. The ad was viewed nearly 500,000 times on YouTube and Dailymotion – two-and-a-half times more than hoped for – and reached a global TV audience of 192 million.



## Facts and figures.

Cities	2011	2010
Budget	CHF 10.2 m	CHF 9 m
Share of total budget	10.8 %	10.7 %
Target markets	BE, CH, DE, ES, FR, IT, RU, UK, US (with CA)	
Brochures distributed	4 m	2.7 m
Participants on ST media trips	332	320
Media conferences in Switzerland and abroad	24	14
Media contacts (readers, viewers, listeners)	2.3 bn	1.4 bn

Cities.



### Promotion

## Insider's tip: 24-hour city tour.

**International** You can experience a lot in 24 hours. The 80-page "Tempting city breaks" brochure revealed how visitors could discover the individual charms of 23 Swiss cities by spending a "perfect day" in each one, comprising about ten stops – everything from lunchtime aperitif to romantic dinner, plus museum visits, insider nightlife tips and an expert hotel suggestion. 590,000 copies printed in five languages inspired readers worldwide.



## Swiss travel in the Seoul subway.

**Korea** "Swiss hiking by train." – with this slogan, ST Korea drew attention to the unique combination of city breaks and outdoors adventure, linked by an eco-friendly public transport network. In eight subway metro stations in Seoul, eye-catching illuminated displays gave roughly 32 million commuters a tempting taste of Swiss holidays. The campaign's main partner, Swiss Travel System, saw great success, selling 7,768 Swiss Passes in Korea in 2011 – nearly 35 % more than the previous year.



### Key Media Management

## When cities and mountains meet.

**Netherlands** The Amsterdam summer launch brought Switzerland's cities even closer to the mountains: sounds of an alphorn welcomed 95 journalists and tour operators, while the Cities ad evoked the country's urban attractions. Floorjtje Dessing, legendary travel reporter and Switzerland fan, evoked the appeal of Swiss cities – and the resulting online, TV and press coverage generated some 1.1 million media contacts.

The ST Netherlands team plus Swiss partners welcomed 95 guests for the widely reported summer launch.



### Key Account Management

## Swiss city summer on tour.

**Italy** Two eye-catching trailers – for Cities and Summer – went on an ST-organised roadshow with major partners Lucerne, Zürich, Engadin St. Moritz, the Rhaetian Railway and Swiss Travel System, Ticino and Valais. Stopping in Turin, Bologna and Milan, the roadshow incorporated workshops for tour operators, media conferences and openings, clocking up about 3,000 high-value direct contacts along the way.