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A man and a woman are sitting on a boat, looking out over a body of water. The woman is wearing a striped shirt and a red scarf, and the man is wearing a dark jacket. In the background, there are several historic buildings with red roofs and a clock tower. The scene is set in Lucerne, Switzerland.

Summer.





## Facts and figures.

Summer	2011	2010
Budget	CHF 41.9 m	CHF 34.5 m
Share of total budget	44.5 %	40.9 %
Target markets	worldwide	worldwide
Brochures distributed	32 m	26.4 m
Visits to MySwitzerland.com	11.7 m*	8.5 m
Participants on ST media trips	940	900
Media contacts (readers, viewers, listeners)	4.1 bn	3.8 bn
KAM-generated overnights	2.8 m	2.7 m

\*including Cities campaign pages

Summer.

## Summer on a new track.

The 2011 Summer campaign was bigger than ever. After all, the Swiss summer has so many wonderful and undiscovered aspects to be discovered ...

ST helped visitors to explore their personal Switzerland from completely new perspectives, at places whose names they may have known but whose charms they may never have guessed. On such journeys into unspoilt nature, visitors also reconnect with themselves and their internal values. This call to rediscover the Swiss summer is a logical development of the "Reinvent Summer" initiative launched by ST and the tourism sector in 2010. Switzerland needs a strong second season beside winter: this is where the country's tourism future lies.

### Cities and Summer, the holiday dream ticket

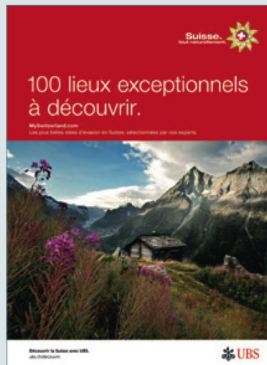
The 2011 Summer campaign put the spotlight on Switzerland's cities. These offer the ideal counterpoint to explorations of the great outdoors, while also providing a springboard for countless journeys of discovery: into unspoilt nature, and to any of Switzerland's "Top 100 Experiences". Best of all, the cities offer an irresistible combination of living history, contemporary culture and a beguiling lifestyle. And it is in summer that Switzerland's cities – compact, full of greenery, and with a relaxed, almost Mediterranean atmosphere – are at their best.

### Touring: the essence of adventure

Probably no country is as easy to explore as Switzerland. There are barely any limits on how much a visitor can experience in a single day. The public transport system offers quick and easy connections between charming cities and rural or Alpine areas, seamlessly linking the four linguistic regions – and Switzerland's compact size makes for short travel times. "Tourism" derives from "touring" – and Switzerland, as the birthplace of Alpine tourism, offers an abundance of interest for summer touring enthusiasts.

Main tourism partners for the Summer campaign:





## Promotion

### Switzerland's top 100 natural sights.

**Switzerland** The Swiss received inspiring encouragement to rediscover their country this summer in the form of the brochure "Top 100 Experiences", which showcased the country's most impressive natural spectacles. The brochure's 3.6 million copies were distributed via MySwitzerland.com/top and in collaboration with UBS, Coop and Swiss Federal Railways (SBB). The latter also evaluated its effectiveness: 38 % of Swiss residents surveyed were familiar with the publication, and of those, 44 % had read it. For one in three readers, the brochure had influenced a specific trip undertaken.

### Holiday dreams at coffee time.

**Russia** A taste of Switzerland came to the cafés of Moscow in April, when the roughly 130,000 visitors to the Coffee Bean chain received ideas for unforgettable Swiss holidays – through promotional printed material, video ads and a variety of Swiss food and chocolate. The appetisers went down well: 5,130 interested customers subscribed to the ST newsletter, while Russian media reports about the promotion reached ten million contacts.

## E-marketing

### Offline holidays: where less is more.

**International** Unspoilt Swiss nature as a source of rest and relaxation was the focus this summer of ST's most successful online campaign to date. Facebook users could enter a competition for the chance to win a week's holiday at a remote mountain hut lacking mobile phone reception and Internet access. It doesn't stop there: the winner from Germany, for example, says she wants a similar holiday in a Swiss mountain hut every year. (Figures and results from the competition on page 21.)

### Hip: blogging twins from China.

**China** ST China sent the popular blogging twins Fan Yibo and Fan Yiren on individual month-long trips through Switzerland – one pursuing culture, leisure and luxury, the other nature, architecture and UNESCO World Heritage. Their blogs received 101 million hits; the pair then recorded their experiences and impressions in a travel book and iPad app called "Across Switzerland", helping to reinforce for the Chinese market the idea of individual trips in Switzerland.

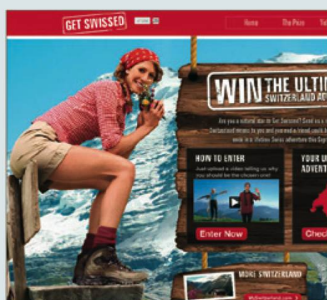
From left: Qu Zhong, Deputy Editor-in-Chief of Beijing Publishing Group Ltd.; the blogging twins Fan Yibo and Fan Yiren; Simon Bosshart, ST's Director of Asia-Pacific.

## Key Media Management

### Cherry blossoms, Swiss-style.

**Japan** Flowers and blossoms were the central theme for the promotion in Japan of Switzerland's summer. As an emotionally potent symbol of perfection, grace and transience, flowers attract great interest among the Japanese public at any time of year. In the setting of Switzerland's beautiful natural landscapes, they were also the theme of a media trip. The special-interest magazine "Best Flower Arrangement" produced a 50-page report on flowers and hiking in Switzerland, read by about 710,000 people in Japan.





## A Bollywood bow for Switzerland.

**India** “Saathiya”, India’s most successful soap opera, attracts around 120 million viewers on Star Plus TV – and in April it relocated to Switzerland. With the support of ST India, the 34-person production team, complete with actors, travelled to Lake Geneva, Ticino and Lucerne to film several episodes. Switzerland will gain considerably, too: the locations have celebrity status in Bollywood, and productions such as this are ideal for drawing attention to Switzerland’s attractions and promoting its tourist appeal.

## Romantic drama filmed in Ticino.

**Germany** Yet another film shot in Switzerland: the network movie “Therese geht fremd” (“Therese is unfaithful”), produced by the German TV channel ZDF, was filmed in Ticino: for 90 minutes viewers watched the romantic drama unfold against beautiful backdrops – from thundering waterfalls to panoramic mountain peaks and a fine hotel above Lake Lugano. ST Germany initiated the project, and worked in close collaboration throughout with Ticino Turismo. The TV premiere in November attracted 5.8 million viewers, corresponding to an audience share of 15.3 %.

## With Edelweiss Air to Switzerland.

**China** Good availability of flights is essential during peak travel periods to encourage more Chinese tourism to Switzerland. With this goal in mind, last summer ST China brought together the tour operator Caissa Touristic in Beijing and the Swiss airline Edelweiss Air to create an attractive special campaign. From July to September, 15 direct flights by Edelweiss Air between Beijing and Zürich carried more than 2,000 Chinese travellers, who had booked their Swiss trip through Caissa Touristic.

Result of ST’s collaboration with Caissa Touristic and Edelweiss Air: ST President Jean-François Roth (right) and Simon Bosshart, ST’s Director of Asia-Pacific, greet arrivals off the first flight from Beijing to Zürich.

## Promoting single-country trips to Switzerland

Caissa Touristic offers a variety of multi-day trips that often lead exclusively through Switzerland. As a result, the tour operator is an important partner for winning repeat visitors from China. The campaign strengthened Switzerland’s visibility in China as a tourist destination, and led to about 8,000 additional overnights.

## Switzerland “made down under”.

**Australia** By taking part in the “Get Swissed” campaign, Australians who had only ever been able to dream of travelling to Switzerland had the chance to see their fantasy come true. Entrants had to make their own videos – as original as possible – showing what Switzerland meant for them, and post them online. Within three months, “Get Swissed” reached more than five million Australians on radio and online. Flight Centre, the participating tour operator, saw 15 % more bookings to Switzerland.