Zeitschrift:	Annual Report / Switzerland Tourism
Herausgeber:	Switzerland Tourism
Band:	- (2011)
Vorwort:	Editorial
Autor:	Roth, Jean François / Schmid, Jürg

#### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

#### **Conditions d'utilisation**

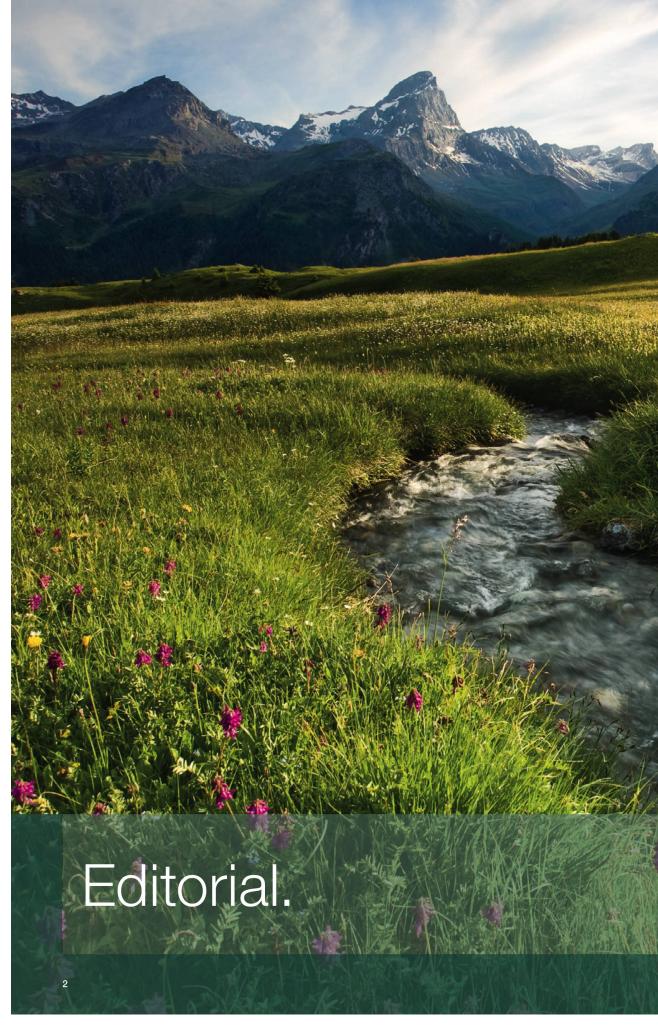
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. <u>En savoir plus</u>

#### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. <u>Find out more</u>

#### **Download PDF:** 16.09.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch



Alp Flix, Gra



Jean-François Roth, ST president

Jürg Schmid, ST CEO

## "Accelerate market diversification."

### What effect is the strong franc having on tourism?

Switzerland Tourism had been making up ground in recent years in terms of quality and competitiveness – but these achievements have been wiped out by the strong franc. It is frustrating. Now it is all the more important for us to strengthen our presence in future markets, thereby accelerating the process of client diversification.

### Are you happy with parliamentary decisions regarding ST financing?

Yes. Even though the budget contribution that we requested for 2012 to 2015 was not granted, the increase compared with the preceding period, plus the contributions for the impulse programme, shows that parliament has great confidence in ST. I am very grateful for this.

### Was the 2011 impulse programme necessary?

Absolutely. The 12 million Swiss francs invested from the Confederation and the 4.6 million Swiss francs from partners and ST boosted Switzerland's presence internationally and contributed to more than 981,000 additional overnights, clearly limiting the drop in overnight stays.

# "Courage for critical self-assessment."

### Were you surprised by any of ST's successes in 2011?

We had tremendous international interest in our real-life "weather prophet", and his predictions for exactly which day winter would arrive. This off-beat TV ad for our winter campaign showed courage and innovation. It should inspire us further.

### But unconventional marketing can be risky...

Of course, and it wasn't easy when Facebook pulled the plug on our "Holidays without Internet" summer social-media campaign without any explanation. But its popularity showed that originality and a desire to innovate are the key to success in social media.

#### How do tourists view Switzerland?

Switzerland is as attractive as ever to holiday visitors, but a representative guest survey has opened our eyes. We must improve our levels of hospitality, understand the needs and customs of guests from other cultures better, and engage with them. To be successful in tourism in the years ahead, we must have the courage for constant critical selfassessment.

