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Meetings.

International perspectives.

Conferences mean full hotels: ST won business in the new markets of China, India and Brazil, as well as in Europe and North America.

Already about one-fifth of all overnight stays in Switzerland are generated by the conference tourism sector. 23 ST specialists work under the name of Switzerland Convention & Incentive Bureau (SCIB) to market Switzerland as a location for meetings, with an emphasis on attracting multi-day events for foreign companies and international associations.



Interactive communication platform: Caroline Pidroni, ST North America (far right), in conversation with the media.



USA.

Switzerland fields a powerful team.

IMEX America is the largest trade fair in North America for incentive trips, meetings and events, and with 8,400 participants offers an important marketing platform. ST organised and coordinated a strong representation, with 13 Swiss partners occupying 80 m² of space. An entertaining competition and ST's lounge attracted visitors' attention, leading to many fruitful discussions.

Facts and figures.

Meetings	2012	2011
Budget	CHF 6.2 m	CHF 5.8 m
Share of total budget	6.2 %	6.2 %
Tourism revenue	CHF 65.0 m	CHF 60.3 m
Visits to MySwitzerland.com/meetings	259,333	177,789
KAM-generated overnights	194,749	172,422
Number of meetings, events & conferences	710	664
Number of quotation requests processed by SCIB	1,191	1,366

All figures including impulse programme

China.

Study trip to Switzerland.

In 2012, ST's SCIB department extended its market presence in the cities of Beijing, Shanghai, Hong Kong and Guangzhou. An important element was educational training for incentive agencies and other important decision makers. To this end, SCIB coordinated a study trip for 12 incentive-travel organisers to Zürich, Lucerne and the Titlis – which has already led to follow-up business.



Participants on the study trip from China on their excursion up the Titlis.

Switzerland.

"Meetings Report Switzerland" says it all.

The first comprehensive statistical survey of the meetings sector, covering all events with at least ten participants, revealed that 19 % of all hotel overnights – a total of 6.6 million – were generated by meeting attendees. The majority of these overnights took place in cities, where they accounted for more than one-third of overnight stays. Marketing activities abroad and investment in the business hotel sector are therefore vitally important for Switzerland to position itself as a top destination in the meetings sector.



“The MICE event persuaded me that Switzerland has a tremendous amount to offer.”

Sergey Porotikov, Aviatour Business Travel Co.

Russia.

Quiz with a Swiss flavour.

ST invited 110 MICE specialists from Russia to two events in Moscow showcasing the wide variety of incentive opportunities on offer in the Geneva region and around Flims-Laax-Falera. The events also incorporated a cookery show and a fun quiz, which offered participants an entertaining way of getting to know Switzerland as a MICE destination. The events were a great success, leading to 140,000 media contacts and several enquiries – and an incentive trip to Montreux with 75 participants totalling 300 overnights.