

# Winter

Objektyp: **Group**

Zeitschrift: **Annual Report / Switzerland Tourism**

Band (Jahr): - **(2012)**

PDF erstellt am: **27.07.2024**

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Winter.



## Facts and figures.

Winter	2012/2013	2011/2012
Budget	CHF 21 m	CHF 19.5 m
Share of total budget	20.8 %	20.8 %
Target markets	worldwide	worldwide
Brochures distributed	15.2 m	15.3 m
Visits to MySwitzerland.com	13.2 m*	13.1 m*
Participants on ST media trips	648	676
Media contacts (readers, viewers, listeners)	2.4 bn	3.1 bn
KAM-generated overnights	1.1 m	1.1 m

All figures including impulse programme  
 \* Includes Cities campaign pages

## Snow-white Switzerland.

For a truly restful winter holiday, Switzerland is unbeatable. In its latest Winter campaign, ST focused on the magic of snow-covered landscapes, on the delights of winter walks and the benefits of taking time to relax completely.

Sebi and Paul, Switzerland's cheerful holiday ambassadors, make an important point in their latest winter ad. As they tour hotels collecting alarm clocks, scale a church tower to remove the clock's hands and impose a crowing ban on the village cockerel, they show humorously what makes Switzerland special: doing everything to let visitors to relax completely.

### Time to relax

In a world that is moving ever faster, visitors' priority on holiday is to slow down and relax. ST developed this idea, and the resorts and hotels followed suit. From romantic night-time walks at Schwägälp, illuminated by hundreds of lanterns, to the "chillout piste" in St. Moritz and a host of great-value offers, Switzerland offered visitors a colourful variety of winter treats – and ST communicated the message in suitably inviting style.

For once, the focus was not on perfect pistes but on 5,100 km of prepared winter paths, on the enchanting scenery in every part of the country and on tips for winter treats – such as the delightful walk along the banks of the River Sarine.

Internet users could find the 36 most beautiful winter hikes on a free app incorporating detailed map sections and GPS support – as well as online at MySwitzerland.com, along with extensive additional material including tips for fine restaurants and top wellness facilities in the area. ST also added the new interactive "Winter." e-brochure to its free MySwitzerland iPad app, with details of 51 snow sports areas, gloriously illustrated. In addition, the Winter Sports Report at MySwitzerland.com/snow offered useful information on 250 winter sports resorts, updated daily with an attractive new look.

Main tourism partners for the Winter campaign:



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## Belgium.



### Swiss winter experience in Antwerp.

Over four days, 25,000 people passing through Antwerp station found themselves in the heart of the Swiss mountains. The giant “Ski-Station Zwitterland” on the concourse caused a sensation, with all kinds of attractions including displays of folklore, interactive games such as snowshoe hiking, a photo shoot in a gondola and gastronomic treats. As well as organising the atmospheric event, ST coordinated extensive coverage, including peak-time broadcasts on national TV, articles in print media and special reports on public radio, achieving 2.5 million media contacts. ST also supplied web platforms and social media with a stream of attractive tips as well as a competition, and helped journalists produce reports about Switzerland as a travel destination.

”The activities at the winter event, and its high quality, created a great impression of Switzerland.”

Marleen De Keyzer,  
regular visitor from Belgium

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## Brazil.

### From samba to skiing.

SKI Brasil is the most prominent skiing tour operator in Brazil. To market the Swiss winter, ST entered a long-term partnership with SKI Brasil, supporting it in a variety of ways, including with a special print run of 38,000 copies of the “Swiss Ski Guide” in Portuguese, educational workshops, a social media campaign and various promotions. The guide was distributed by the valet service of a famous department store in São Paulo.



A promising collaboration: (from left) Adrien Genier, Market Manager ST Brazil, Eduardo Gaz, CEO and owner of SKI Brasil, Arturo Kelmer, Marketing and Sales Specialist at Swiss International Air Lines.

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## Australia.

### Slim in Switzerland.

Images of the Swiss winter graced the TV screens of 4.4 million Australians for four-and-a-half hours thanks to mediation by ST – which also helped organise filming in the Jungfrau region of the four episodes of “The Biggest Loser”. On the programme, participants try to lose weight in various ways – including, on this occasion, by trying fun outdoor activities. Switzerland cut a fine figure: as a breathtakingly beautiful holiday destination that also promises healthy adventure.

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## International.

### Top winter walks on an app.

ST has gathered 36 of Switzerland’s most impressive winter walks in the new “Swiss Winter Hike” free iPhone app. Each hike – whether through snow-blanketed mountain villages in the Valais, across wide white moorland or tracing legendary tales in the Toggenburg – comes complete with maps and GPS support. Walkers can also download full details of the tours at [MySwitzerland.com/winterwalks](http://MySwitzerland.com/winterwalks).

## Nordic countries.

### Presence in first TV travel show.

The popular Norwegian TV channel Canal 9 has added a daily travel show to its schedule. The hour-long programme features items from all over the world, and is repeated several times each day. Thanks to support from ST and Switzerland Travel System (STS), Switzerland gained extensive coverage in six programmes, with a wide range of topics featured. Famous Norwegians from the worlds of gastronomy, journalism and sport talked about their experiences in Switzerland; ST supplied inspiring film footage. About 240,000 viewers tuned in to watch.

## USA.

### Final of “The Bachelor” in Switzerland.

When “The Bachelor” finally chooses the woman of his dreams, ratings for this American reality TV show rocket – especially among female viewers. As the series finale with the last three competing women took place in Switzerland, on ST’s invitation, ST had the perfect opportunity to present Switzerland to 30 million viewers in the USA and Canada as a dream holiday destination. The strategy carries high hopes of success: when couples or families choose a holiday destination, it is usually women who have the final say. ST made use of its full range of marketing techniques for the final of “The Bachelor”, including supplying material for women’s magazines and promoting a special “Bachelor” travel offer created with its partners Interlaken Tourism and Zermatt Tourism. Throughout, ST acted as the key intermediary between the TV show and local partners.



ST brought “The Bachelor” to Switzerland: (from left) Alex Herrmann, Director ST Americas, Maja Gartmann, Coordinator of Media Relations ST North America, Chris Harrison, presenter of the show “The Bachelor”.

## International.

### Working tirelessly for visitors.

In the new winter ad, “We do everything for a relaxing winter holiday”, Sebi and Paul remove the hands from watches and dispose of alarm clocks so visitors can enjoy their winter holidays without feeling the pressure of time. The charming and humorous ad delighted audiences far and wide – gaining 660,000 views on YouTube, and reaching 72.15 million TV viewers and cinemagoers worldwide.



## United Kingdom.



### Five ice blocks full of Swissness.

ST’s campaign “Reach Out + Touch it” created a real buzz across Britain. Five blocks of ice appeared at central London locations; frozen inside were small cards, each with a special code. About 200,000 passers-by used their imagination to melt the ice to get at one of the cards – and about 8,900 participants checked their code online to see if they had won one of the many prizes, including holidays in Switzerland. Various marketing measures, such as a game for smartphones, accompanied the campaign.