

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2012)

Rubrik: Focus

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Focus.

Facts and figures.

Brazil	2012
Overnights in 2012	201,298
Overnights in 2002	105,577
Growth in overnights (2002–2012)	+90.7 %
Opening of the ST office in São Paulo (presence since 1999)	June 2012
Launch of MySwitzerland.com in Portuguese	2011
Advertising & marketing contacts	8.6 m

Focus on Brazil.

A Swiss market manager, a full and effective team, autonomously acting offices and additional marketing resources: ST's boosted presence in Brazil is having an impact – Brazilians are discovering Switzerland.

Brazil is booming: the economy is prospering and consumer confidence is growing, partly thanks to new discoveries of raw materials, macro-economic stability and major forthcoming events such as the football World Cup (2014) and the summer Olympics (2016). ST is taking advantage of the economic optimism in Brazil, boosting its presence as well as introducing additional marketing resources to develop the market actively with Swiss partners. Efforts are bearing fruit: the number of overnights by Brazilians in Switzerland continues to rise, and annual growth of three to five per cent is a realistic target.



“The cities and summer are becoming increasingly important.”

Adrien Genier, Market Manager ST Brazil

“World leader.”

Two questions to Adrien Genier, Market Manager ST Brazil:

How do Brazilians see Switzerland?

For them Switzerland is a winter and mountain destination – but the cities and summer are becoming increasingly important.

Which channels will ST use to address Brazilian visitors?

Alongside classic channels, we want to intensify our activities in e-marketing. Brazilian online travel portals showed growth of 45 % in 2012. With 63 million Facebook users and internet use at 23 hours per month, Brazilians are world leaders. This offers tremendous potential.

Switzerland from A to Z.

In the thriving Brazilian travel market, ST is developing a major role as key contact for travel agents. ST led the way by publishing “Destino: Suiça.”, a practical and comprehensive sales brochure for tour operators, gathering virtually all essential information about Switzerland. For the presentation of the brochure, ST invited important partners and tour operators to the famous restaurant Arola 23 in São Paulo, where it also held a press conference with specialist media. The event prompted a lively and stimulating exchange of ideas, and the feedback was entirely positive.



Winter online game (see page 21).

Social media on the rise.

ST has been pushing boundaries in social media, bringing immediate results and greatly extending ST's reach.

The creation of the new position "Social Media Marketing Communication" is paying off, with "friends" and "followers" growing in all media. From Facebook to Twitter, from YouTube and Pinterest to Flickr, there is huge interest in ST. ST's rapidly growing Facebook page "MySwitzerland" is currently in ten languages; ST's Twitter account has six. Thanks to this online dialogue, ST has direct access to about 400,000 "friends".

ST has achieved this thanks to a clear strategy: for three years, it has been monitoring its "old" Facebook page to find out exactly what kind of content interests fans most – and how they get involved. ST has also encouraged dialogue, answering questions promptly, taking active part in discussions – and, as a result, becoming part of each person's own experience of Switzerland. ST is also communicating the same campaign messages worldwide, consistently and authentically, both online and offline, always in a personal way, direct but polite. This "integrated storytelling" is attracting a growing following online, stimulating lively interaction: about 50,000 "friends" regularly take part in ST's online activity.

One special reason for success is ST's frequent use of competitions: users know that time and again they will have the chance to win a holiday in Switzerland.

USA.

Andrew's odyssey through Switzerland.

"National Geographic" expertly integrates TV, magazines and the internet in its coverage. For its online reports it regularly sends Andrew Evans on trips, and his social media platform "Where's Andrew?" enjoys a cult following. In summer, Andrew travelled around Switzerland for a month on public transport, blogged about his experience, tweeted and posted on Facebook. As a face of "National Geographic", Andrew has great authority, and his reports reach a receptive audience. ST organised Andrew's tour through Switzerland as part of an integrated marketing project with advertisements and a comprehensive online presence, together with Engadin St. Moritz, Lake Geneva & Matterhorn Region, Interlaken, Jungfrau Region, Jungfrau Railways and STS/Rail Europe.

China.



A Swiss cross of sticky notes.

The strategic partners ST and SWISS used the launch of direct Zürich–Beijing flights for a social media campaign in China, in the form of a competition with holidays in Switzerland as a prize. Entrants had to choose an original background on which to attach sticky notes in the form of the tailfin of a SWISS plane – and then upload a photo of their work to the Chinese microblogging platform Weibo. 45,000 sticky notes were distributed by ST and SWISS sales channels and by promotional teams. The campaign had an overwhelming response – not just among participants, but also with Chinese media, who reported on the competition, reaching 114 million contacts. ST led the project, which also involved SWISS, Mammut, Bucherer, Victorinox and ST regional partners.

“Social media is dialogue at eye level.”



“Social media: important messages carried in engaging stories for our communities.”

Katrin Schmitt, ST Social Media Marketing Manager

Three questions to Katrin Schmitt, ST Social Media Marketing Manager:

Social media (SM) is dynamic. What keeps our followers interested?

Our constant presence and trustworthiness. We continually offer tourism-related content that followers want to discuss with us and each other. Add the fact that we welcome questions, and SM dialogue is assured.

How can we set ourselves apart from rivals?

With passionate, integrated storytelling: important messages carried in honest, engaging stories appropriate to the relevant community.

What is the future for ST social media?

Alongside the major platforms we also make use of niche media such as TripAdvisor, which serve our needs perfectly. Another development is the growth of "augmented reality", where information can be superimposed on what you can see via glasses. All this offers us the chance to provide new services.

Facts and figures.

France	2012
Overnights in 2012	1,318,460
Change compared with 2011	-5.4 %
Media reports generated	607
Visits to MySwitzerland.com	1.55 m*
Advertising & marketing contacts	493.3 m
Media Contacts	580,603,933
High-value customer contacts	150,088

* Including impulse programme

Focus on France.

France is the no.3 European market for the Swiss tourism industry. In 2012, however, the gap separating it from the leaders (Germany and the UK) narrowed significantly.

Of all Switzerland's neighbouring markets, France has resisted the economic crisis best. Convenient TGV rail connections play an important role – as does Club Med's investment in Switzerland, which has immediately led to a rise in the number of French visitors. The low-cost airline Vueling has a new direct flight Paris–Zürich, and SWISS has added Nice–Geneva. French visitors love Swiss cities, and are especially interested in cultural events. When looking at what Switzerland has to offer, they also tend to make comparisons with their own alpine resorts, rather than those of other countries.



From left: Olympic champions Camille Muffat and Yannick Agnel with their coach, Fabrice Pellerin.

Two questions to Michel Ferla.

Vice President, Director Europe West:

How is the way the French book their travel changing?

Online bookings are becoming more and more important: 42 % of travellers booked online in 2011, in other words 12.5 million French people out of the 29.6 million who travelled*.

Is there a key website for Switzerland?

With a turnover of €3.2 billion in 2011, voyage-sncf.com is France's most important commercial tourism website. It lists the majority of Swiss hotels, and more than 50% of TGV tickets to Switzerland are bought there.

On an Olympic mission.

The French swimming champions Camille Muffat and Yannick Agnel spent several months in Ticino preparing for the London Olympics. ST succeeded in winning over the pair as ambassadors for the year's special theme "Switzerland – Land of Water", accompanying them on a three-day trip through Switzerland.

Along the way they visited the Lake Geneva Region, the Jungfrau Region and Vals in Graubünden. Several French TV channels and newspapers filed reports, achieving a total of 307 million contacts. The two athletes' Swiss stay paid off: they scooped three Olympic gold medals in London.

* Trips in France and abroad. Sources: Raffour Interactif, SNCF

Facts and figures.

Australia (incl. New Zealand and Oceania)	2012
Overnights 2012	284,710
Overnights 2002	178,274
Growth in overnights (2002–2012)	+59.7 %
Opening of the ST office in Sydney	2010
Advertising and marketing contacts	20.05 m
Media contacts	20.54 m
Media reports generated	151

Focus on Australia.

Australians' appetite for travel, plus Switzerland's growing profile "down under", are producing constant growth in the number of overnights. ST has boosted its presence locally.

Following the opening of ST's office in Sydney in 2010 and the boosting of the team in 2012, ST has succeeded in raising Switzerland's profile in Australia. Media coverage has increased, and the range of Swiss trips offered by tour operators has expanded. The number of overnights increased in 2012 by 5.2 % compared with the previous year. Studies have shown that more and more Australians prefer to spend their holidays abroad. As Australia itself is an expensive travel destination, many Australians are not as price-sensitive as visitors from other countries – offering a great opportunity for Switzerland.



“Switzerland Plus Packages are very popular with Australians.”

Evelyn Lafone, Market Manager ST Australia

“Mountains, snow and Heidi.”

Two questions to Evelyn Lafone, Market Manager ST Australia:

What image do Australians have of Switzerland?

A very positive one! Many Australians associate Switzerland with stereotypes of mountains, snow, Heidi, cheese and chocolate.

Which offers can ST use to target visitors from Australia?

So-called "Switzerland Plus Packages" are very popular with Australians. These are multi-day tours in Switzerland that visitors can build into a European trip. Among the favourite options are city sightseeing visits, rides on scenic railways, bike tours, hikes and family offers.

Get swissed.

A promotional drive called "Why you should get swissed in Switzerland." offered Australian travel agents the chance to win a trip to Switzerland. To enter, participants had to make a video showing what they liked about Switzerland. ST picked 35 winners, and took them on a week-long trip to Switzerland. The campaign also included roadshows around Australia for travel agents, media reports in print and online and interactive coverage in social media. Within four months, the drive generated 250,000 media contacts. Swiss Travel System, SWISS and five regional partners also appeared at the roadshows.

Award-winning work.

Consistent application and a commitment to quality won ST important prizes.

In 2012, ST's work was once again honoured with many prestigious prizes. The "ants" advert alone scooped a host of awards. Expert juries of interna-

tional tourism competitions agreed that ST also does a first-class job in its day-to-day work. ST won special praise for the quality of its media mailings, its efficient response to journalists' requests and its organisation of media conferences, among other strengths.

Left (from left to right): Oscar-winner Xavier Koller, ad director, Peter Brönnimann, Creative Director of Leo Burnett Switzerland, Martin Horat, "weather prophet", Nicole Diermeier, ST Head of Marketing.

Right: Prize-giving and eulogy at the "Best of Swiss Web" awards with jury chairman Prof. Dr. Reinhard Riedl (far left).



Five major prizes for creativity.

Britain's D&AD awards are regarded as the ultimate international measure of creative excellence. Winner in the top category was ST's "ants" ad – as it was in many European competitions. In Switzerland the ad won a golden "Edi", and it impressed the Art Directors Club, which awarded it silver. ADC also awarded bronze to ST's "Cities" ad and "Holidays without Internet" campaign.

ST website wins multiple awards.

At the "Best of Swiss Web" awards, MySwitzerland.com won gold in the Public Affairs category and silver in the categories Usability and Online Marketing. For its "Holidays without Internet" campaign, the site won another silver and two bronzes. In addition, MySwitzerland.com won the World Travel Award in the category World's Leading Travel Destination Website 2012.



Kristin Arntz,
producer,
Storyline
Production.

US "TV Oscar" for Switzerland.

ST and Engadin St. Moritz received a coveted Emmy Award in Los Angeles for the second time in a row. The winner was the NBC programme "Travel Cafe – St. Moritz".



Natalia Sizova,
ST Russia
(left) and Vla-
dimir Pozhi-
daev, CEO
of Senator
Company.

Russian honour for MICE department.

The Russian Chamber of Commerce, Business Travel magazine and the website Conference.ru present the Russian Business Travel & MICE Award every year. In 2012 it went to ST.

Best tourist office in Germany.

For the ninth time, no less, Germany's travel journalists have decided that Switzerland leads the field: at ITB Berlin, ST Germany was voted Best Tourist Office 2012.

Winning ways with words.

The travel trade organisation ANTOR Canada honoured the journalist Anne-Marie Parent for her report entitled "La Suisse en train", based on an ST media trip.



Outlook.

“The greatest challenge for Swiss tourism and ST in 2013: stabilising German overnights and leading them back to growth.”

Jürg Schmid, CEO ST

A decisive year for the German market.

Even though the number of overnights in Switzerland by German tourists has fallen by nearly 23.3 % since the beginning of the euro crisis, this market has lost none of its importance: nearly one in five of all foreign tourists to Switzerland come from Germany.

The main challenge for ST and its partners is to bring about a return to sustainable growth of the number of overnights by German visitors and by Europeans in general. The creativity shown by Swiss destinations and service providers in the face of the euro crisis, together with the first signs of stabilisation in the number of overnights by European tourists in winter 2012–13, give us confidence that we will be able to succeed in this difficult task.

A summer discovering Switzerland's living traditions.

In the CBI* 2012–13, Switzerland stands at the head of world country rankings (3rd place) in terms of authenticity. Living traditions and exceptional landscapes embody the tourist brand of Switzerland and its uniqueness. In summer 2013, ST and its partners invite visitors to discover Switzerland's magnificent natural scenery, and to witness and take part in the living traditions that are cultivated enthusiastically throughout the country – a sure path to unforgettable encounters.

*Country Brand Index 2012–13, FutureBrand