

Campaigns

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Campaigns.

Cities.

A shop-window of art and culture.

Old town districts full of history and stories and an impressive variety of high-quality culture: these were the themes of ST's Cities campaign.

This year's ST theme "Living traditions" was implemented in the Cities campaign. Here the focus wasn't on ancient rituals but on urban stories against a historical backdrop. The visitor was able to experience it all at first hand – from the foundation of a city to current roles as a trendsetter, business metropolis or cultural hub.

The campaign focused on the variety and density of superior art and culture, as well as themes such as design, gastronomy and nature/water. It was thus not restricted to tourist infrastructure, but made reference to quality of life and – thanks to excellent rail connections – to the surprising proximity to the next town or the mountains.

Cities

"Swiss cities are boutique towns. Tidy old towns with a feel-good character invite you to linger. Visitors find themselves amidst world-class art and culture, within easy reach of water or nearby mountains."

Core content

- **high density of experience:**
art, culture, gastronomy and shopping
- **close together:**
stress-free, manageable
- **gateway to nature:**
just a short distance from the spectacular Swiss countryside

Partners

- **Swiss Cities**
- **A+ (Basel, Bern, Geneva, Lausanne, Lucerne, Lugano and Zürich)**

Facts and figures.

Cities		2013	2012
Budget	CHF m	8.5	8.2*
Share of total budget	%	8.9	8.1
Target markets	BE, CH, DE, ES, FR, IT, RU, UK, US (with CA)		
Brochures distributed	m	5.9	3.0
Participants on ST media trips		332	381
Media conferences (home and abroad)		26	23
Media contacts (readers, viewers, listeners)	bn	2.13	2.09

* Including impulse programme

Main partners of the Cities campaign:





Inaugurating the new direct flight from Zürich to Singapore: Urs Eberhard (ST), Lee Seow Hiang (Changi Airport), Harry Hohmeister (SWISS) and State Secretary Mauro Dell'Ambrogio.

International

Southeast Asia comes closer.

In another big step to ease access for guests from Southeast Asia to Switzerland, SWISS established a time-saving connection between Switzerland and Southeast Asia by launching a non-stop flight from Zurich to Singapore in May 2013. ST orchestrated the media campaign for this inaugural flight, generating ten million media contacts in Singapore. At the same time, Air China also launched a new non-stop flight between Beijing and Geneva.



3,200,999

Campaign views

The "MakeMySwitzerland" app for the "A+" campaign was downloaded over 10,000 times. The campaign itself had more than 3.2 million views.

International

Youth Cities campaign "A+".

In order to appeal to a young demographic in the British, French and German markets, ST launched a second campaign alongside Swiss Cities. The "A+" campaign is based on the newly-developed app "MakeMySwitzerland". 30 young ambassadors from Basel, Bern, Geneva, Lausanne, Lucerne, Lugano and Zürich offered personal tips and surprised users with insights into unknown subcultures. ST relied on social media and online channels of communication. By the end of the year, the app had been downloaded 10,000 times.



Enthralled Koreans: TV show "Gramps Over Flowers".



Switzerland – the theme.

"Gramps Over Flowers", a Korean TV show, accompanied five visitors for ten days through France and Switzerland. Their goal was to convey attractive new travel ideas to an older TV audience that enjoys travelling and has substantial purchasing power. Around 5.4 million people watched the show, preferring the Swiss stages. It was the most discussed show from abroad among viewers. In 2013 the Korean market generated nine percent more overnights than in the prior year.

Meetings.

Higher occupancy rates thanks to conferences.

Around one-fifth of all overnights in Switzerland are generated by the conference tourism sector. ST is expanding its meeting service.

ST ramped up campaigning in the new markets of China, India and Brazil, and also initiated incentive trips for companies from these markets, primarily to Swiss cities. At the same time ST promoted the perfect off-season conditions in the alpine region.

22 ST specialists work under the name of the 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.

Meetings

“Switzerland stands for sustainable and perfectly organised meetings with uniquely spectacular views, every inch of space packed with experiences.”

Core content

- Added values and services
- Supporting programmes and activities
- Centres of knowledge
- Conference centres
- Conference hotels
- Transport / accessibility

Partner

- SCIB members

“Every fifth overnight is generated by the meetings industry.”

Barbra Steuri-Albrecht, Head of Meetings & Incentives

Facts and figures.

Meetings		2013	2012
Budget	CHF m	6.5	6.2
Share of total budget	%	6.8	6.2
Tourism revenue	CHF m	56.0	65.0
Visits to MySwitzerland.com/meetings		284,300	259,333
KAM-generated overnights		167,830	194,749
Number of meetings, events & conferences		714	710
Number of quotation requests processed by SCIB		1,388	1,191

Bertrand Piccard, Swiss psychiatrist and adventurer, opened the MPI industry conference in Montreux as keynote speaker.



International
First-hand inspiration.

With over 20,000 members and 86 sections, Meeting Professionals International (MPI) is the world's largest meeting and event industry association. ST campaigned to have the MPI industry conference held in Switzerland, and took the occasion to showcase the almost endless possibilities of Switzerland as a meetings hub. The host city was Montreux, after Davos in 2006.

International
Staunch ambassadors.


ST invited around 50 decision-makers from federal, business and scientific associations to City Hall in Bern, where acknowledged experts set out the advantages of Switzerland as a conference and networking location. Those present pledged to campaign in their global networks for Switzerland as a conference destination.

International
Inspiring hotel collaboration.

Every fifth Swiss hotel overnight is generated by meetings, and is worth CHF 330 on average. In order to support those responsible for meetings and to satisfy the demand for unusual meeting locations, ST initiated the collaboration "Inspiring Meeting Hotels: where meetings become experiences." The most important means of communication was a brochure with a selection of 50 exceptional business hotels.



Heavenly dining experience: networking event "Dinner in the Sky" in Brussels with important decision-makers.


Raising the awareness of global organisations.

Making new contacts and demonstrating the advantages of Switzerland as a conference destination to decision-makers of international organisations, ST used the "Dinner in the Sky" event in Brussels to invite 17 general secretaries of prestigious associations to a unique dining experience – the table, together with the guests, was lifted by crane high above the rooftops. The event sparked much interest in Switzerland and a quote request for a conference with 300 attendees.

Summer.

A rediscovery of old traditions.

In the “Year of customs”, ST invited people on a voyage of discovery through a Switzerland full of traditions, and recorded how passionately customs are kept alive to this day.

Swiss wrestling, playing Hornussen, blowing the alphorn, the Valaisian Tschäggättä, the Bachfischet in Aarau, Zürich's Sechseläuten: Switzerland is rich in traditions and customs. Across the country they have been nurtured and kept alive to this day. But where did they come from, what's behind them, and why are they so typical for the country's various linguistic and cultural regions?

In 2013 ST undertook a rediscovery of old traditions, drawing attention to them in grand style – with 39 summer media conferences, a global campaign, 23 million brochures distributed, 400 suggestions on MySwitzerland.com and the popular “45 top tips for holidays in Switzerland”.

Summer

“Our tradition is passionately different. Our backdrop breathtakingly beautiful. Our visitor is the focal point.”

Core content

- Customs and traditions
- Outdoor experiences
- Typically Swiss and Swiss Historic Hotels
- City experiences

Partners

- Regions
- Destinations
- Swiss parks
- SwitzerlandMobility
- UNESCO Destination Switzerland

Facts and figures.

Summer		2013	2012
Budget	CHF m	36.8	45.8*
Share of total budget	%	38.6	45.4
Target markets		worldwide	worldwide
Brochures distributed	m	23.0	29.0
Visits to MySwitzerland.com	m	13.0**	13.2**
Participants on ST media trips		896	877
Media contacts (readers, viewers, listeners)	bn	3.9	4.0
KAM-generated overnights	m	2.9	2.8

* Including impulse programme; ** Including Cities campaign content

Tourism partners of the Summer campaign:



Coveted photo subject: New Year's Eve Spirits at the international media trip in Appenzell.



International

A “Stubete” for media from across the globe.

140 travel journalists from 33 countries accepted ST and Appenzellerland Tourism’s offer of an international media trip. There were 11 different daily programmes, as well as 11 three-day tours right across Switzerland, on the theme of “Living traditions” – a first-hand experience of the diversity of customs and landscapes. The media reports should generate the equivalent of CHF 4.2 million in advertising (precise figures will be available in the fall of 2014).



International

Summer magazine “mySwitzerland”.

The summer magazine “mySwitzerland” – distributed globally in six languages with a print run of 350,000 copies – told readers about Swiss search engines (St. Bernard dogs), alpine cell phones (alphorns), Helvetican flights of fancy (flag-throwing) and animal parades (cattle-driving). It offered the reader and potential visitor to Switzerland an array of magnificent imagery, as well as lots of exciting stories on the topics of traditions and customs.



Fearless: Stephan Zbinden (left) gets in the ring to face the French rugby star Sébastien Chabal.



Two men in the sawdust.

ST Paris chose the famous French rugby player Sébastien Chabal as ambassador for Swiss traditions. The encounter in Switzerland between Chabal and Stephan Zbinden, Swiss wrestling champion from Fribourg, was filmed. In Paris, Chabal couldn’t up-end Zbinden, but the contest entertained 100 or so journalists – reflected in the 23 million media contacts generated by the event. Amongst the partners were Valais, the regions of Fribourg, Lake Geneva, Jura and Three-Lakes, and STS and TGV Lyria.



Great interest in Switzerland: the street fair in Wiesbaden.



A roadshow through Germany.

At seven events in Munich, Stuttgart, Frankfurt, Cologne, Hamburg and Berlin, ST presented Switzerland as a land of customs both interactively and culinarily to German media and VIPs. Coverage was followed up by TV and radio ads, Facebook campaigns and a competition on MySwitzerland.com. The high point was a “Swiss street” staged at the famous Willhelmstrasse fair in Wiesbaden. In total, over 66 million marketing and media contacts were generated.



Closely linked: Swiss public transport such as the Rhaetian Railway here in Graubünden.



Switzerland for 309 million Chinese.

A team from World Traveller put the Swiss Travel System through its paces for 16 days, conducting research in Zermatt, Engadin St. Moritz, Davos, Ticino, Lucerne, on Mt. Pilatus, Mt. Titlis, in Interlaken and on Lake Geneva. The consistently positive results were published chiefly in August and September, when the Chinese typically plan their holidays. The World Traveller Media group is China's leading multimedia company, producing diverse magazines, TV shows and websites that reach around 309 million viewers and readers.



Swiss Quiz: Japan in the mood for a puzzle.

Together with their strategic partners, for five months ST and SWISS attracted the Japanese market to the website myswiss.jp with their online competition "Go!Swiss" (100,000 clicks). The campaign received saturation coverage on several online platforms and through magazine advertisements. The grand prize was a complete "Swiss travel set", including flight, hotel, Swiss Pass, shopping vouchers and much more.



Sebi and Paul conquer the USA.

These two real-life characters and ST marketing stars visited the USA for a surprise appearance at the Switzerland event at Virtuoso Week in Las Vegas, the most important meeting for travel agents in the luxury segment. Before that Sebi and Paul travelled to Los Angeles, and afterwards to New York for stories for the Swiss media, and a photo shoot for a social media campaign to take place in North America in 2014. SWISS was the strategic ST partner.



The "Grand Tour" by Thomas Cook – (from left) author Diccon Bewes; Margaret Morrell; Paul Smith; Heidi Reisz, ST staff; Peter Williamson; John Morrell; poet Helen Mort.



150 years of Thomas Cook.

Thomas Cook founded the "Grand Tour" through Switzerland 150 years ago and thus laid the basis for modern tourism. On this anniversary, ST restaged this historic event by retracing the British pioneer's journey. Among the participants were two descendants of Miss Jemima Morell, who kept a diary of the trip 150 years ago, as well as journalists and the Thomas Cook archivist. There were more than 40 media reports and over 11 million media contacts were generated. 75 Grand Tour packages had been booked by the end of 2013.



Jimin Han is a film star in South Korea – and since the summer of 2013 she is also a big fan of Switzerland.



Grüezi Korea, Grüezi Jimin Han!

Every two years, ST engages a South Korean celebrity star as a “goodwill ambassador.” This year ST chose Jimin Han, bringing the actress to Switzerland and showing her around the country, accompanied by representatives from South Korean media. In Gruyères, Jimin Han learned how cheese is made; she visited Lucerne’s flea market, and turned herself into Heidi in Zermatt. The result was over 19 million media contacts and over 30,000 likes on Jimin Han’s Facebook page.



Sandra Kiriasis (left), the German Olympic bobsleigh champion and patron, with the ST team: M. Albrecht; A. Seeling; K. Eichler; Jörg P. Krebs, Director Central and Eastern Europe; C. Marugg; and Jürg Schmid, CEO of ST.



New ST office in Stuttgart.

In order to better pool its resources, ST optimised its former organisational structure in Germany by reducing five districts to three: the representations in Frankfurt (country management) and Berlin remain, with Stuttgart joining them as a new office. This new location in Baden-Württemberg covers the most important source market for Switzerland. Around 50 guests took part in the opening festivities in June, among them media representatives and partners, as well as celebrities from business and politics.



Italian collaboration with Porsche.

For three days of wellness, fine dining and heavenly driving roads, Porsche invited 11 Italian automotive journalists on a media trip through Switzerland. ST took care of the programme, which fitted the Porsche image perfectly. The journalists ended up suitably impressed by both Porsche and Switzerland. The articles published up until the end of 2013 reached 4.2 million readers; further stories are planned. ST made important new media contacts.



Arab tour operators at a Switzerland workshop.

Gulf states

An efficient roadshow in the Gulf.

In order to make the Gulf states more aware of Switzerland as a holiday destination, ST staged a roadshow, showcasing a series of exciting workshops. Over a week ST brought together the most important media and tourism representatives in Jeddah, Riyadh, Dammam, Al Qassim, Kuwait, Manama, Doha, Muscat, Dubai and Abu Dhabi to show them the most beautiful parts of Switzerland. ST distributed over 15,000 brochures in English and Arabic, and generated over 50 media articles.

Winter.

ST mobilises ski instructors.

To make the winter a unique adventure for visitors, ST had Swiss ski instructors – who know winter’s most beautiful side – speak from their own experience.

The prognosis was already good before the 2013/2014 winter season: the industry had invested substantially in new facilities, demonstrating the desire for innovation and an awareness of quality. Three new multiple skiing areas opened in Arosa-Lenzerheide, Zinal-Grimentz and Le Chable-Bruson. For winter marketing, ST had an embarrassment of riches.

In order to help visitors who were spoilt for choice with so many high-quality options, ST let winter sport instructors give away some secrets. In a global winter campaign, ST turned them into trustworthy ambassadors for the Swiss winter, or “snow concierges”. The ski instructors appeared at 28 media conferences and offered their advice in “myTop10” booklets, which were distributed 2.93 million times, and online in six languages.

Winter

“Switzerland is the original destination for active, snowy winter adventures – with the warmth of an open fire.”

Core content

- **Topography:**
genuine, snow-white winter adventures with a degree of relaxation
- **Brand and innovation:**
Swissness, authenticity & convenience
- **Pioneer spirit, tradition and history:**
mountain railways, winter sport schools, variety of winter sports

Partners

- **Regions**
- **Destinations**
- **Swiss Snowsports**
- **Snow Users’ Association**

Facts and figures.

Winter		2013	2012
Budget	CHF m	18.4*	21.0*
Share of total budget	%	19.3	20.8
Target markets		worldwide	worldwide
Brochures distributed	m	19.0	15.2
Visits to MySwitzerland.com	m	13.2**	13.2**
Participants on ST media trips		640	648
Media contacts (readers, viewers, listeners)	bn	3.3	2.4
KAM-generated overnights	m	1.3	1.1

* Including impulse programme (until April 2013); ** Including Cities campaign content

Tourism partners for the Winter campaign:





International

Secret tips from the snow concierges.

When it comes to winter, our ski instructors are the top experts. They know the most beautiful downhill runs, the hippest après-ski bars, the cosiest fondue spots and the loveliest chalets. Seven of them gave away their personal secret tips in the booklet “myTop10”, enriched with “augmented reality” (see page 39), in the form of additional interactive and multimedia information on mobile devices with ST’s app Swiss Extend. Visitors could also upload their own tips at MySwitzerland.com/mytop10. This promotion sparked much interest: the myTop10 microsite had generated 616,000 site views by year’s end.



Popular campaign for the start of the winter season: Swiss ski instructors in Zürich offer secret tips.



No holding back the ski instructors.

Charming, high-spirited and tanned: on 26 October, 550 Swiss ski instructors from 75 winter sports destinations mingled with the public in Zürich, Bern and Lausanne, offering secret tips and stimulating interest in a Swiss winter sport adventure. 16,000 “myTop10” booklets were distributed to people in stations, shopping malls and pavement cafés. It was a well-received promotion by ST and Swiss Snowsports to mark the start of the winter season. The official winter launch followed two days later at media conferences in Zürich and Lausanne.



Chinese ski instructors training in Celerina, Graubünden.



The Chinese as snow ambassadors.

Winter sports are a relatively new pastime in China. As a result, good ski instructors are in great demand. During a one-day evaluation, Swiss Snowsports and ST chose eight Chinese ski instructors, flew them to Switzerland with SWISS, and developed them into kids instructors over the winter season in eight different destinations. Thanks to this experience, the ski instructors will be sought-after winter sport experts – and thus outstanding snow ambassadors for Switzerland. A longer-term aim is also to be able to offer Chinese-speaking ski instructors in Switzerland.



A true success story.

For the seventh year in a row, ST Russia and its partners staged a “Winter Launch” in Moscow and St. Petersburg. Up-to-date news from Switzerland was promoted in workshops and at networking dinners for tour operators and the media. Over four days, 65 Swiss tourism experts met 162 journalists and 347 travel buyers. Expectations were once again exceeded: as the record number of 1.5 million media contacts shows, the “Winter Launch” in Russia is a true success story.

The key points in eight minutes: ST workshop in Amsterdam.



Become a winter expert through speed-dating.

40 Dutch tour operators and journalists met key Swiss partners and destinations: not an everyday workshop, but “speed-dating” staged by ST Amsterdam and the Heineken Experience. In eight-minute cycles, contacts were made, information exchanged and points scored – people quickly became winter experts. ST presented a broad-ranging portfolio of winter sport destinations, helping journalists and tour operators deepen existing knowledge and discover new ideas.



Neckermann goes Switzerland.

The tour operator Neckermann significantly expanded its winter offering in Switzerland following a partnership with ST in Hungary, Poland and the Czech Republic. To this end, it created a special brochure (12,000 copies), supplementing it with an Xbox skiing competition focusing purely on Switzerland. Neckermann staff were trained by ST specialists for this cross-market campaign. Neckermann has 27 offices in Hungary, 20 in Poland and 15 in the Czech Republic.

Nordic countries

At the heart of the Nordic event industry.

Every year Eventyr, one of the Nordic countries’ most important event agencies, invites its most important clients and (potential) partners to Sweden’s biggest after-ski event. In 2013 ST was able to present itself for the second time as sole tourism partner. Alongside Flims Laax Falera, ST promoted Switzerland as a country for conferences and encouraged visitors to take an entertaining quiz. By the end ST had chalked up a strong social media presence and contacts with around 1,200 high-quality MICE decision-makers.



The Matterhorn in the palm of her hand: Raquel Lendrick, pro snowboarder and “Best Winter Resorts” host.



Swiss resorts first hand.

The Brazilian TV station Globo SAT wanted to film in just one Swiss destination for its report on the best European winter sport destinations. But ST was able to influence the producers, inviting them – in conjunction with SWISS and Swiss Travel System – to see the Swiss mountains for themselves. The crew spent an entire month in Switzerland. And it paid off: in their 11-part series “Best Winter Resorts”, they covered seven European ski resorts – five of which were in Switzerland.



The Absolute Radio crew visibly (and audibly) enjoying Switzerland.



Winter tips for breakfast.

“Winter in Switzerland”, a joint project by ST London, the tour operator Crystal Ski and Absolute Radio, ran for two weeks on Absolute’s breakfast show. Ski instructors gave secret tips from their regions, radio hosts enjoyed the adventure on location and listeners were able to win great prizes: two short trips to the Bernese Oberland and Valais, and a one-week winter holiday in Saas-Fee. The promotion reached seven million listeners.

International

The moving winter magazine.

With augmented reality, a printed product becomes a multimedia experience. Using a free app, readers can scan a magazine page with their smartphone and bring the brochure to life, offering additional information. The picture of the skier transforms – on the screen he glides elegantly across the piste. ST first utilised this technology in their winter magazine 2013/2014. In the future it will be used regularly to make printed materials more exciting – and enticing.



Swiss cow bingo at the trendsetting trade fair.

At the Mountain Travel Symposium (MTS) in Aspen, Colorado, 1,200 people played cow bingo. ST organised the event, with St. Moritz, Interlaken/Jungfrau Railway, Engelberg/Titlis and Valais as partners. MTS is North America’s most important winter tourism conference. Tour operators from the US, UK, Canada, South America, Australia and New Zealand come here to swap ideas. Switzerland positioned itself as the top winter destination at the one-week event. Cow bingo was the talk of the show.



Thanks to ST’s app Swiss Extend, a magazine becomes a film.

Themed campaigns.

Where families get into gear.

Switzerland is the world's most natural playground: for its family campaign, ST took an adventurous route.

Mysterious hiking paths, cool mountain-bike trails, speedy inline-skating routes and fantastic canoe

tours – Switzerland is one big natural playground. And not just for individuals, but particularly for families. In its themed campaign “Outdoor. Swiss made.” ST showed how diverse Switzerland’s options are, and how easy it is to experience adventure. In the eponymous brochure and at MySwitzerland.com/outdoor, ST presented 11 exceptional tours, including accommodation options. Hotels and luggage transport could be booked directly through the website.

Facts and figures.

Themed campaign Families		2013	2012
Budget	CHF m	0.8	0.6*
Share of total budget	%	0.8	0.6
Target markets	CH, BE, DE, IT, NL	CH, DE, FR, NL	
Brochures distributed	m	0.45	0.14
Visits to MySwitzerland.com	m	0.56	0.28
iApp downloads		70,000	
Themed campaign Outdoor. Swiss made.			
KAM-generated overnights	CHF m	0.6	
Share of total budget	%	0.6	
Target markets		CH, DE, IT, ES	
Brochures distributed	m	0.44	
Visits to MySwitzerland.com	m	0.18	

* Including impulse programme



Family promotion in Swisscom shops.

Collaboration between ST and its presenting partner Swisscom was fully geared towards families. Out of this cooperation in 2013 came the brochure “Families on tour”, which recommended multi-day trips to take in Switzerland’s top 45 family experiences. Around 40,000 copies were distributed in 130 Swisscom shops. Another result of this close collaboration between ST and Swisscom was the multi-award-winning app “Family Trips”, which was integrated into various Swisscom publications.

International

Family Trips: playing away.

“Family Trips” is as spontaneous and full of surprises as everyday family life. This multi-award-winning app for mobile devices was developed by ST and Swisscom to promote Switzerland for family adventures. Beneath a brightly coloured user interface, it playfully presents 1,200 family adventures. With filters such as “weather”, “age of children” and “duration”, the tips can be sorted to suit everyone’s needs. The app has been downloaded a total of 70,000 times.



Multiple awards at “Best of Swiss Web 2013”: the “Family Trips” app by ST and Swisscom.



At the Spartacus media conference in Ghent, brave Cancellara fans measured up.



Cancellara as a draw card.

The professional cyclist Fabian Cancellara enjoys cult status in Belgium, where cycling is extremely popular and a national sport. There is even a Belgian Cancellara fan club, Club Spartacus – the largest outside Switzerland. Together with Cancellara, ST launched the cycling competition “Become the new Spartacus in Switzerland”, generating around seven million media contacts and extraordinarily high interest in its products “Outdoor. Swiss made.” and “Cycling in Switzerland”.



Conquering the Rhine route with enthusiasm: contest winners Inge van Drunen and René de Regt.



E-power for the Netherlands.

ST Netherlands and the outdoor magazine “Op Pad” held a contest to find two adventurers to cover parts of the route along the Rhine from Switzerland to Amsterdam on E-bikes. Through the social media community of “Op Pad” and ST, users came forward to interview the two along the way. This promotion drew attention in an unconventional way to Switzerland as a country for cycling, and integrated the end-consumers directly into the campaign. The focus on social media was also effective: around 5,000 people followed the adventure on Twitter and roughly 4,000 on Facebook.



Traditional to their fingertips: a Tracht group dances at Ballenberg. This unique open-air museum is one of Switzerland's most popular tourist attractions.