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Jean-François Roth, President Switzerland Tourism

“Positive outlook for the industry.”

How do you assess 2013?

2013 marked a turning point. After two years marked by a strong franc, neighbouring markets are beginning to show a return to growth. Alongside that, improvement in our strategic growth markets was excellent. The global outlook for the industry is positive.

Which areas of the tourism sector performed particularly well?

Investment volume stayed consistent despite demanding economic conditions. There were significant new milestones in terms of infrastructure this year. Above and beyond that, service providers developed new price models in response to the strong franc, and improved cooperation within the sector.

Name one chance that the tourism industry should take.

With safety, proximity, a perfect natural setting for gentle activity and plenty of wellness opportunities, Switzerland has everything it needs to attract a Western European target group which is growing all the time – the active over-50s, or “Best Agers”.



Jürg Schmid, CEO of Switzerland Tourism

“We’re still dealing with a strong franc.”

Does every summer campaign need its own theme, like “living traditions”?

Absolutely! A central theme not only draws international media attention, but also offers the opportunity to emphasise the strengths of providers in a targeted way. 2013’s original adventure attractions helped to bring the public closer to our traditions, increasing the demand for products like these.

Which market surprised you this year?

The UK. With a 6% increase in overnights, this market turned around very quickly. But it will take a very long time for us to get back to 2008 levels.

Are you still dealing with a strong franc?

Yes, although Swiss tourism in Europe has bottomed out and is entering a recovery phase. ST’s dual strategy of investing in traditional markets as well as increasingly developing new markets is crucial.