

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2013)

Rubrik: Highlights 2013

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 02.05.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Highlights 2013.

Difference compared to prior year



947,451

Social media contacts +511,904

Facebook, Twitter, Pinterest: these new means of communication are rapidly gaining popularity and have more and more users.

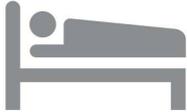
[Read more on page 24](#)



685,215

Newsletter subscribers +81,327

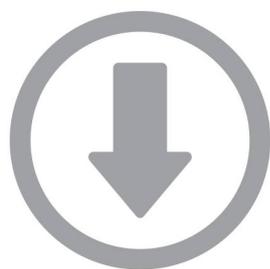
Many visitors enjoy Switzerland so much that they want to keep up to date – by subscribing to our newsletter.

4.1  m

Impulse programmes

Number of additional overnights influenced by ST's impulse programmes during the last three years.

[Read more on page 13](#)



1.91 m

Mobile app downloads +380,000

Our mobile apps have really caught on.



1,388

Business meetings +197

Switzerland Convention & Incentive Bureau transferred 1,388 enquiries about business meetings to its partners.

Read more on page 30



5.9 bn

Advertising & marketing contacts +970 m

In 2013, ST reached 5.9 billion consumers worldwide through its advertising.

Read more on page 24

+199,191

Switzerland +1.3%

+104,363

Gulf states +20.1%

+158,847

China +19.0%



Markets

The three markets with the greatest increase in overnights in 2013 were Switzerland, China and the Gulf states.

Read more on page 16



Where time stops: carved wooden utensils for the traditional dairy industry in La Gruyère, Fribourg Region.