

# Marketing strategy

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A photograph of a snowy mountain range under a clear blue sky. The text "Marketing strategy." is overlaid in the center.

Marketing strategy.

## Maximum orientation: ST marketing strategy.

**With its main campaigns and theme products, ST offers visitors clearly structured products oriented to their needs – with an emphasis on quality.**

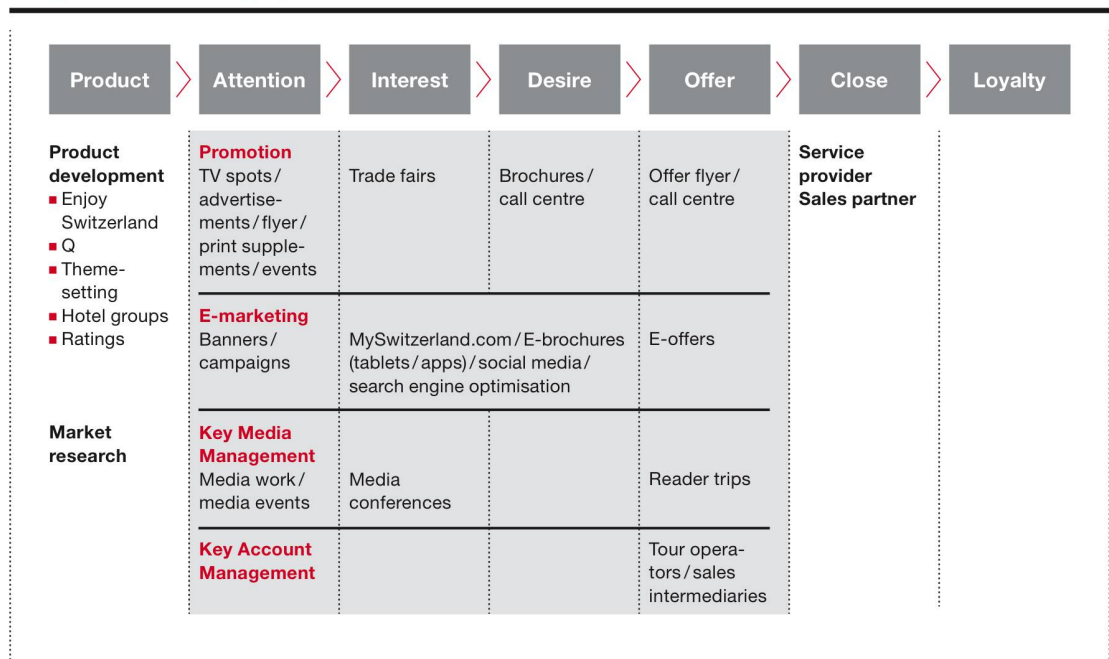
ST promotes Switzerland throughout the world by means of its main product campaigns – Summer, Winter, Cities and Meetings – as well as theme products. A central feature is the marketing

of clearly positioned hotel groups and non-hotel accommodation. The hotel groups are oriented to visitors' requirements: "design & lifestyle", family holidays, history, luxury, "typically Swiss", wellness, or inspiring meeting hotels.

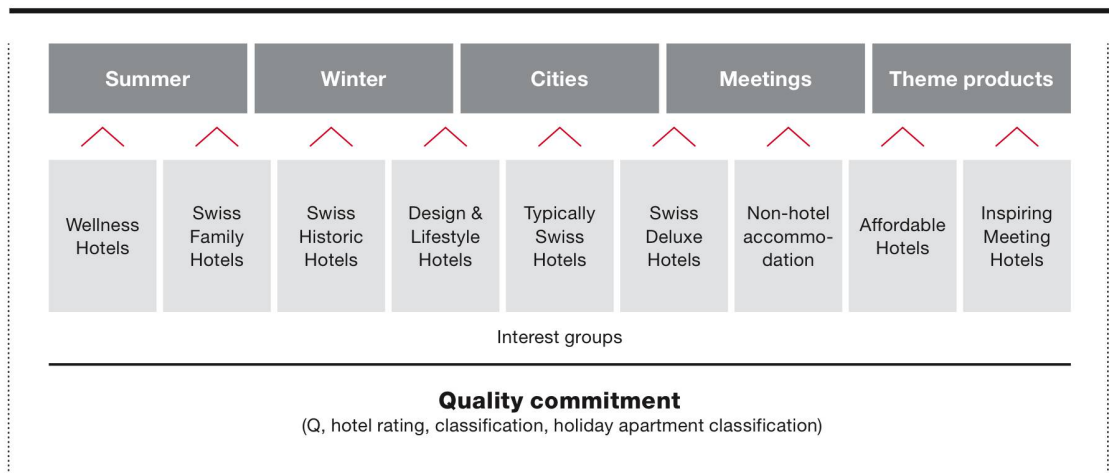
The clear demarcation of these main campaigns, theme products and hotel collaborations provides maximum guidance for visitors, who can easily access attractive offers from campaign partners – and any information they may need. This model is supported by an all-round drive for quality.

### Integrated marketing by ST.

Attention is precious. Winning it, converting it to sales and earning customers' loyalty is ST's core responsibility. To achieve this, ST uses the so-called "four-wheel drive" (see page 23), which allows a flexible, market-specific marketing mix.



### Integration in ST marketing campaigns.



## Budget allocation to the four elements of ST marketing.

**ST's marketing model allows for the flexible implementation of different tools according to market requirements. Only the right mix will be rewarding and effective.**

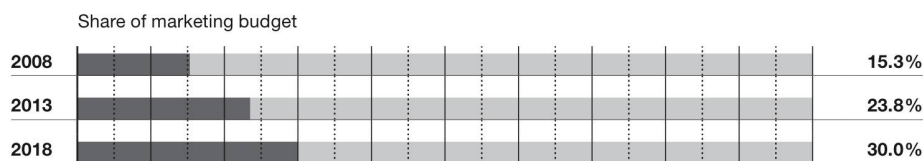
### Promotion: stimulating interest

The promotion mix ranges from advertising to events and mailings. Print products aim primarily to make an emotional connection with the reader. Top-quality images stimulate curiosity; text is reduced to expert tips, omitting so-called "generic content". Readers are directed online for more detailed information.



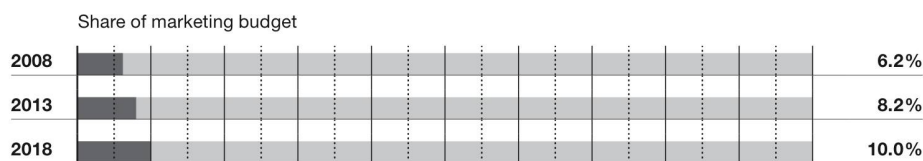
### E-marketing: conducting dialogue

Global networks offer tremendous potential. ST is boosting communication by social media and meeting the growing demand for mobile information with the development of consumer-oriented apps. ST is also driving a shift from print brochures to multimedia platforms, especially iPad apps.



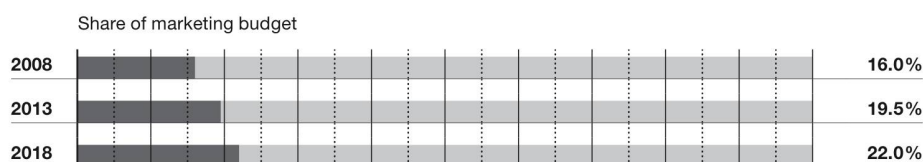
### Key Media Management: helping the media

Editorial features are becoming ever shorter, journalists' time ever tighter. ST is countering this by providing individual, media-specific information, media trips and by communicating proactively via social media channels. Prompt responses to requests and a personal, professional approach with contacts remain top priorities.



### Key Account Management: creating tours

As well as conducting shared marketing measures with Swiss and foreign tour operators, ST places special focus on developing attractive new theme routes and products. In a new development, from 2013 ST is coordinating collaboration with the most important tour operators worldwide centrally from its headquarters in Zürich.



## The four key elements of integrated marketing.

Our marketing stars Sebi and Paul during filming.



### Facts and figures.

Promotion		2013	2012
Advertising & marketing contacts*	bn	5.90	4.93
Brochures distributed**	m	34.13	34.53
High-value customer contacts***	m	3.37	2.43

\* Contacts resulting from paid advertising (banners, posters, TV ads, events, etc.)

\*\* Proactive distribution of advertising material (inserts, flyers, etc.)

\*\*\* Number of E-newsletter subscribers, contacts via the call centre (phone calls, emails, letters), brochure requests and downloads, travellers booking at STC/MySwitzerland.com, respondents via MySwitzerland.com, STC and tour operators, app downloads, feedback/likes on Facebook, followers on Twitter

Old customs, new media:  
flag-throwing online.



### Facts and figures.

E-marketing		2013	2012
Web visits per day*		71,873**	72,312**
Web visits per year*	m	26.23**	26.39**
Languages		15	15
Hotels		2,111	2,188
Holiday apartments		24,290	25,660
Partner websites		68	68
E-CRM partners		27	23
Newsletter subscribers		685,215	603,888
Newsletters sent		9,594,026	8,576,553
Mobile app downloads	m	1.91	1.53
Social media contacts		947,451	435,547

\* WEMF-certified; \*\* Including impulse programme (until April 2013)

### Promotion.

**Attractive TV and print advertisements, exclusive special offers, live campaigns and trade-fair appearances: ST uses every kind of promotion to market Switzerland in all its variety worldwide.**

#### For example ... Sebi and Paul

These two likeable characters reappeared this summer advertising Swiss traditions. In a new ad, shown on TV worldwide and online, Sebi and Paul pick up two friends from abroad at the airport and accompany them with typical warmth and humour on a trip through the diversity of Swiss customs.

### E-marketing.

**In an increasingly connected world, digital communication plays a central role. ST continues to pioneer eye-catching innovations, from imaginative social media campaigns to great apps.**

#### For example... flag-throwing online

ST livened up Swiss customs online, inviting people to a flag-throwing contest at MySwitzerland.com. The aim was to throw the flag as expertly and accurately as possible. There were 22 throwing moves available, from "Under the leg" to "Pilatus throw". The prize was a Swiss holiday staying in a tradition-rich hotel, including alphorn blowing and a dairy visit.

## Key Media Management (KMM).

**One of ST's most important roles is working with those who shape public opinion. ST helps the media with research, promotes campaign themes and organises media trips and conferences.**

### For example ...

#### **Xherdan Shaqiri as a winter ambassador**

ST and Arosa Tourism's goal was to make the beauty of the alpine winter accessible to the children of parents who had immigrated to Switzerland. Arosa made a bet with footballer Xherdan Shaqiri, who plays on the Swiss national team, that even as a second-generation Swiss he would love winter in the mountains. The result: 11 million media contacts, a delighted Shaqiri, and Arosa won the bet.



Betting man: Xherdan Shaqiri ventures onto the ice in Arosa.

### Facts and figures.

<b>Key Media Management</b>		<b>2013</b>	<b>2012</b>
Media contacts	<b>bn</b>	<b>10.28</b>	<b>10.53</b>
Media reports generated		<b>13,790</b>	<b>12,776</b>
Participants on ST media trips		<b>2,045</b>	<b>1,988</b>
TV teams		<b>141</b>	<b>120</b>
Media conferences		<b>93</b>	<b>87</b>

## Key Account Management (KAM).

**Since visitors from distant markets mostly book through travel agencies, ST works intensively with leading tour operators, pushing Switzerland's presence in the brochures and running informative workshops.**

### For example ...

#### **The 17th Switzerland Travel Mart**

The Switzerland Travel Mart (STM) is the Swiss tourism industry's largest and most important trade fair. As the organiser, ST brought together Swiss providers with tour operators from all over the world. The 17th event hosted 380 local service providers and generated around 270,000 additional overnights – revenue of around CHF 72 million.



STM is the Swiss tourism industry's most important trade fair.

### Facts and figures.

<b>Key Account Management</b>		<b>2013</b>	<b>2012</b>
KAM-generated overnights	<b>m</b>	<b>4.61</b>	<b>4.27</b>
Tourism turnover*	<b>CHF bn</b>	<b>1.20</b>	<b>1.08</b>

\* KAM-generated overnights multiplied by the daily spending for the relevant country



On the wings of fantasy: during carnival, 18,000 masked revellers such as Waggis (middle) and the "Rhine pirate" besiege Basel for 72 hours.