

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2016)

Rubrik: Marketing organisation

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: 18.08.2025

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



Marketing organisation.

Historic mill in Vergeletto, Onsernone valley, Ticino.
© Switzerland Tourism, André Meier



1. Priority markets

77.9 % (27,661,920) of overnights in the Swiss hotel sector.

Germany, China (with Taiwan and Hong Kong), France, Italy, Netherlands, Switzerland, USA, UK (with Ireland)

2. Active markets

9.8 % (3,488,111) of overnights in the Swiss hotel sector.

Australia (with New Zealand and Oceania), Belgium (with Luxembourg), Japan, Canada, South Korea, the Nordic countries (Denmark, Finland, Norway, Sweden), Austria (with Hungary), Poland, Spain, Czech Republic

3. Strategic growth markets

7.2 % (2,544,474) of overnights in the Swiss hotel sector.

Brazil, Gulf states, India, Russia, Southeast Asia (Indonesia, Malaysia, Singapore, Thailand)

Switzerland Tourism in brief.

With its slogan “Switzerland. get natural.”, Switzerland Tourism promotes Switzerland worldwide as a holiday destination.

The Switzerland Tourism (ST) marketing strategy has a long history. It has been promoting Switzerland as a travel and conference destination at home and abroad for 100 years, by federal mandate. ST positions Switzerland as a tourism brand which stands for quality, naturalness, sustainability and modernity, under the overall concept of “Swissness”. To do so, ST develops marketing initiatives which it implements creatively with its partners through a full range of promotional and sales techniques. ST is a public corporation. Its board comprises 13 representatives from tourism, business and industry associations. ST's president is Jean-François Roth, while Jürg Schmid is responsible for operational management.

In 2015, Switzerland's parliament extended ST's credit facility for 2016–2019 to 230 million Swiss francs, the maximum upper limit. Parliament can, however, decide on the precise amount to be invested annually.

Facts and figures.

Regional representations		26
Staff		242
– of whom trainees		23
Spending	CHF m	91.85
– of which regular federal funding	CHF m	52.67
Spending abroad	CHF m	70.54
Degree of self-financing	%	43.90
Marketing budget/ marketing staff	CHF	271,000

Market key figures	Number of staff	Media reports generated	Visits to MySwitzerland.com	High-value customer contacts*	Marketing contacts
Priority markets					
Germany	16	2,858	1,792,332	640,112	612,378,224
China (with Taiwan and Hong Kong)	11/(1)	942	633,276	520,683	175,483,469
France	10	449	1,920,041	548,041	681,775,944
Italy	9	1,238	1,838,410	678,819	631,668,847
Netherlands	8	460	606,190	245,226	89,136,200
Switzerland (headquarters: activities for all markets)	134	2,747	13,165,381	593,040	494,447,717
USA (with Canada)	14/(2)	816	2,073,553	629,249	236,863,535
UK (with Ireland)	11	1,696	1,193,899	402,464	277,713,211
Active markets					
Australia (with New Zealand and Oceania)	1/(1)	483	231,339	37,782	9,381,848
Belgium (with Luxembourg)	2	550	427,168	81,080	71,022,223
Japan	6	172	648,746	125,743	274,091,960
Canada	2	incl. with USA			
South Korea	4	555	189,552	162,861	436,854,549
The Nordic countries (Denmark, Finland, Norway, Sweden)	(3)	59	191,045	301,649	52,341,238
Austria (with Hungary)	1/(1)	549	237,214	41,756	32,586,132
Poland	(2)	275	165,903	72,415	90,711,175
Spain	3	319	875,146	236,344	63,092,324
Czech Republic	(2)	408	152,704	83,272	33,018,694
Strategic growth markets					
Brazil	(2)	33	296,429	257,403	339,553,364
Gulf states	3	189	633,454	69,405	108,069,672
India	(6)	353	382,433	454,220	1,132,998,630
Russia	5	916	441,887	75,293	379,157,451
Southeast Asia (Indonesia, Malaysia, Singapore, Thailand)	2/(4)	83	297,847	31,434	21,802,824

() Mandated staff

* 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, participants of the competition, fans/followers social media channels

Targeted marketing processes.

ST follows a dual strategy: keeping a strong presence on traditional markets, while intensifying its activities on growth markets.

Visitors from traditional European markets enjoy spending their Swiss holiday in both rural and urban destinations, while guests from long-haul markets continue to clearly favour the cities. This geographical distribution of visitors calls for a dual strategy. ST thus continues to tap into the growth potential of long-haul markets, while staying strongly present in traditional markets.

In Europe, ST is prioritising less price-sensitive markets and segments, while in Asia, the focus is on high-quality individual tourism.

As a holiday destination, Switzerland is becoming more and more popular in the Gulf countries, India and the USA. In 2016, European markets began to show the first signs of a slight recovery. However, developments in the UK are less positive: the stronger Swiss franc vs. the British pound and a weakened consumer confidence have had a negative influence.