

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

Artikel: "Switzerland, meeting excellence"
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-685634>

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: 15.04.2026

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

“Switzerland. meeting excellence.”

In 1964, several farsighted Swiss destinations together with the Association of Swiss Conference Cities (ASK) called the world's first national convention bureau into being. 50 years later Switzerland had become a global village.

In 2014, 1,000 experts on angels met in Basel for their international congress. That this get-together took place in Switzerland was thanks to the hard work of the Switzerland Convention and Incentive Bureau (SCIB), which celebrated its 50th anniversary that year. Raymond Jaussi, tourism director for Montreux in 1964, had the idea to launch a nationally orchestrated congress marketing effort, working with Bern, Engelberg, Interlaken, Lausanne, St. Moritz and Zurich to get the project off the ground. In 1969 they were joined by the SNTO, Swissair, SBB and PTT/Swiss Post.

It was heavy work: the tourism directors plied their trade around the world with a 40-kg case in tow, carrying slides and a projector. In 1991 the ASK got its own office and five years later was renamed the SCIB. Since 1999 the events specialists have been an established component of Switzerland Tourism.

Popular incentive trips

In collaboration with 28 other partners, the SCIB is active at home and abroad, for example, to bring such unusual events as the “Tall People Convention” to Zurich. It successfully communicates information about Switzerland as a land of exhibitions and conferences and represents Swiss destinations and providers in bids to host events. The result is that around 775 events take place every year across the country.

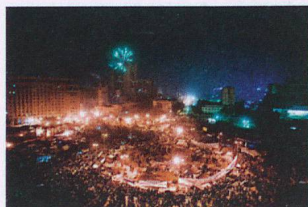
One area of SCIB's business which is particularly on-trend these days is incentive trips for successful employees of major international companies. Switzerland is centrally located, easily accessible and an extremely desirable reward. For global players from Asia in particular, these incentive trips to our country are a huge success. Over 500 have taken place since 2011, with more booked each year.

Swiss Travel System.



Switzerland Tourism, the SBB and other transport providers founded Swiss Travel System (STS) to bundle the marketing of public transport abroad.

2010



Start of the Arab spring. Tourism suffered a significant downturn in many North African and Middle Eastern countries.



Launch of the Prix Bienvenu: annual prize for the most hospitable hotels according to guest reviews.

2013

Both images: © Switzerland Tourism

Switzerland as host and conference location: for example the European Meetings and Events Conference, held for the second time in Montreux in 2013.



Constantly growing: incentive trips to beautiful Switzerland for outstanding employees from Asian companies.