

**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>

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# “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 SNTU, 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



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.