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Autor: [s.n.]
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J.C. MULLER ZÜRICH

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A great success: skiing became a national sport – and was later even sung about in the hit record “Everyone’s a skier”.

In love with Switzerland

The favourite country of the Swiss is Switzerland: being able to experience nature right outside your own front door is priceless. The Swiss are particularly loyal tourists.

From its very beginnings, the national tourism organisation has always exploited its home advantage with great skill. The backbone of this strategy is "Revue Schweiz" – packed full of inspiring reports and images, it has been sending Swiss visitors off on trips for 65 years. The importance of this home market is demonstrated every time that the franc gets into turbulent waters – as last happened on 15 January 2015. When the Swiss National Bank decided to discontinue the minimum exchange rate for the euro, the franc rapidly rose in value. Switzerland Tourism reacted immediately with

the special multimedia campaign #INLOVEWITH-SWITZERLAND. Using the popular hashtag, Swiss people declare their love for their homeland in words and pictures, second by second on social media.

"Everyone's a skier"

The campaign "Everyone's a skier" in the 1940s was a spectacular revolution for Switzerland as a nation of tourism. The intention was to shift winter sports from an elite hobby to a popular pastime – and it worked. All Swiss people are systematically taught to ski and, ever since, the snowplough has been a part of Switzerland's educational heritage.

Mr and Mrs Switzerland feel particularly at home in the mountains, which are still the travel destination par excellence for Swiss people today – they are still the top travel destination today. Campaigns such as "After every foreign holiday a Swiss holiday" (1967) and "Good things are so close at hand" (1970) were intended to awaken a desire amongst the Swiss to discover the paradise on their doorstep as well as the exotic beaches and distant cities of overseas travel.



150th anniversary of winter tourism in Switzerland. Since 1864 Switzerland had been the original winter destination par excellence.



Opening of the Gotthard Base Tunnel. The holiday region of Ticino came even closer to the rest of Switzerland.



Summer campaign "Nature wants you back!" For the second time in 55 years, nature was once again the focus of a tourism campaign.

2014

2016

2017



UN Year of Sustainable Tourism for Development. A programme for sustainable tourism as a driver of development.