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The best Switzerland Tourism sales event bar none:  
Switzerland Travel Mart 2015, for the first time unconventionally transplanted from the conference centre to the mountain village of Zermatt.



A major presence  
since 2004: China is  
becoming a mainstay  
of Swiss tourism.



# Book the bestseller with a travel pro

At one time it was the British, then the Japanese, and since 2004 the Chinese. They are all drawn to Switzerland – and no wonder: “Switzerland Specialists” around the world are selling the country through all available channels.

Eternal ice on the Jungfrauoch, snow on Mount Titlis, selfies on the Chapel Bridge: there are countless reasons for discovering the heart of Europe. Our Alpine paradise tops wish lists around the world. Switzerland has had a magnetic pull in China since 2004, when it was granted Approved Destination Status (ADS) – and in 1998 it became the first European country with its own office in Beijing. Since that time, Chinese holidaymakers have been travelling to Switzerland with official approval.

## Welcome to the club

The label means that Switzerland Tourism is now also free to advertise in China. The training of travel agents plays a key role. A systematic programme of training and promotion was introduced in 1997 and

has been successfully producing “Switzerland Specialists” overseas ever since, with over 6,000 members now certified. A total of over 10,000 agents have picked up a wealth of knowledge in countless workshops and on study tours. These representatives are now busily helping Switzerland appeal to their compatriots. Overnight stays from China rose from 240,000 in 2004 to a remarkable 1.5 million in 2015.

In addition, international tour operators regularly get together at the renowned Switzerland Travel Mart (STM), the sales fair for tour operators and their Swiss partners since 1981. Those involved in selling Switzerland were out and about visiting their best customers long before that, however, with organised promotional tours for doctors in the 1920s.

**Launch of the “Enjoy Switzerland” product development.** The Enjoy projects handed marketing and market knowledge to tourism partners.

2003



2008

*The international financial crisis also affected Switzerland as a country of tourism.*



**Switzerland Tourism indulged in another April Fool's joke** and called on people to come and help clean the mountains.

2009