

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

Artikel: Creative campaigns meet zeitgeist
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-685622>

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: 19.01.2026

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

Creative campaigns meet zeitgeist

World events always play a role in the marketing of Switzerland. Switzerland Tourism stays up-to-date by devising skilful campaigns that pick up on current trends – but also by creating new trends of their own.

In 1945, pictures of happy soldiers spending time in Switzerland at the SNTO's invitation went right around the world. GIs smiling and waving from a chairlift, gazing through the windows of clock shops and conquering summits on touring skis. Of course Switzerland's invitation to US troops stationed in Europe was not without an ulterior motive: it was hoped that the uniformed guests would help reinvigorate foreign tourism. The idea was a hit: with over 20 million overnight stays in hotel and spa businesses, in 1947 tourism in Switzerland reached heights never before attained. Much of the success

was also due to later arrivals from the US, who in a 1968 survey voted Switzerland their "dream travel destination".

"Attack is the best form of defence"

Creative inspiration was already in demand in the crisis-ridden 1930s, when the image of Switzerland as an expensive enclave weighed heavily on the entire country. Quick as a flash, motor tourists were tempted into Switzerland with "cut-price tourist petrol", package offers were created for "wedding couples", and fees for mountain guides were brought down. In the 1970s, amidst the oil crisis, Switzerland's creative tourism minds were once again put to the test. SNTO director Kämpfen's rallying cry was loud and clear: "Attack is the best form of defence!" Within a short time a catalogue of 300 summer offers was created, and a new hotel guide was distributed to all Swissair passengers. Messages such as "Switzerland – treat your money to a well-earned holiday" clearly set out the way in which Switzerland intended to sell itself. Campaigns courted quality-conscious individual travellers with "Tailor-made holidays, not mass tourism".



A new chapter for Swiss tourism began with the construction of Zurich International Airport.

1946

Swissair

Swissair's first transatlantic flight flew from Geneva to New York (diverted to Washington due to weather).

1947

1948

St. Moritz hosted the Winter Olympics for the second time.





© H. Guggenbühl / Copyright reserved



© H. Guggenbühl / Copyright reserved



© Keystone/MAGNUM PHOTOS/Werner Bischof

Creative courage pays off: US soldiers acted as advertising ambassadors, helping to kick-start foreign tourism after World War II.