

Marketing strategy

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Marketing strategy.

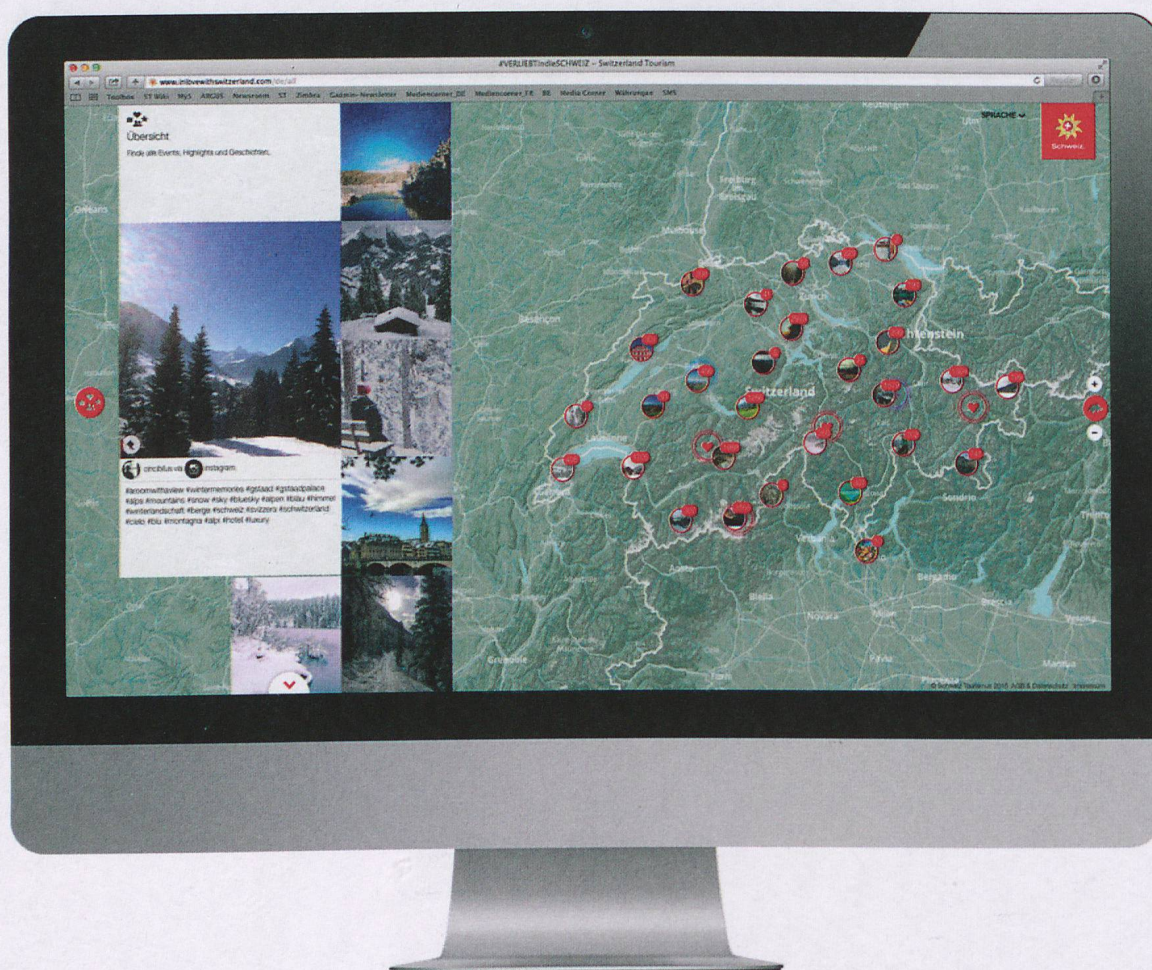
On the right track: the Hardbrücke interchange in Zurich.
© Jan Geerk

Marketing strategy: experiential tourism.

Unpegging the franc from the euro shifted the nature of demand for Switzerland as a destination. To reflect this, ST is building its marketing strategy around emotion- and experience-based selling points for different guest segments.

Swiss leisure and conference tourism cannot produce tourism products as cheaply as its competitors; consequently, its offerings are more expensive than elsewhere in Europe. The Swiss National Bank's decision to abandon the Swiss franc's peg against the euro at the start of 2015, and the resulting volatility and strength of the franc, exacerbated an already difficult economic situation. Furthermore,

we are facing a paradigm shift. While city and conference tourism is undergoing a renaissance, this changed demand has forced Alpine and rural tourism to rethink its entire framework, or at least to focus unflinchingly on innovation and quality. In this context, ST has been shifting its marketing strategy, with global efforts selling the emotional appeal of Switzerland to well-defined visitor segments. The guest's discerning taste for authentic experiences is at the crux of this new approach, coupled with the need for Switzerland to be seen as a key player in this sector. With this in mind, ST has also redoubled its social media activities. Making a big splash is our hashtag #INLOVEWITHSWITZERLAND, which users can add to their contributions on an interactive map of the country. The public's stories and photos are reviewed at ST, categorised by theme and location, then presented on the online map in real time.



Switzerland is buzzing: on the website inlovewithswitzerland.com, ST curates photos and stories uploaded by users. This benefits website visitors, who are inspired to discover their own Switzerland and let in on countless insider tips.

Marketing strategy: seamless and all-encompassing.

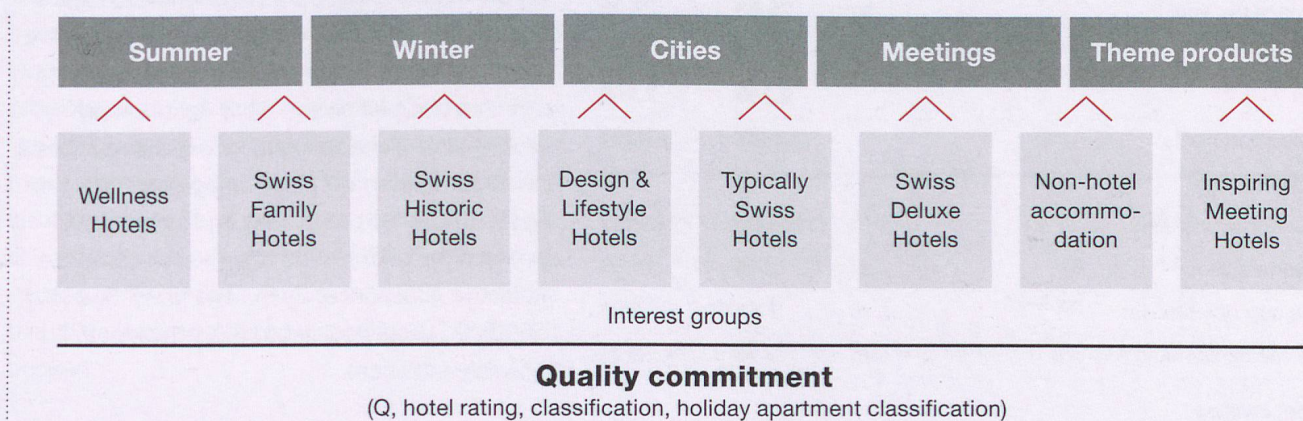
ST targets its marketing predominantly to the early stages of visitor acquisition, using colourful campaigns, inspiring tips and great experiences to pique the world's interest in Switzerland and promote wanderlust in potential guests. With their appetites whetted, visitors are seamlessly forwarded to the best deals from key tour operators, industry partners and sales partners.

Integrated marketing by ST.

Product	Inspiration	Information	Planning	Booking	Experience
Product development <ul style="list-style-type: none"> ■ Enjoy Switzerland ■ Q ■ Theme-setting ■ Hotel groups ■ Ratings 	Promotion TV spots/print advertisements/flyers/print supplements/events Key Media Management Media work/media events eMarketing Banners/Campaigns	Trade fairs Media conferences	Brochures/Contact Centre offer flyers/Contact Centre Reader trips eOffers/eNewsletter	Service providers Sales partners	
Etudes de marché		MySwitzerland.com/eBroschüren/Tablets/Apps/Social Media/Search Engine Optimisation			
		Key Account Management	Tour operators Sales intermediaries Meeting planners		
Share Twitter	Facebook Youtube Pinterest Instagram	Facebook Youtube	Facebook		Facebook Youtube Pinterest Instagram

Attention is precious. Winning it, converting it to sales and earning customers' loyalty is ST's core responsibility. The marketing model of ST allows a flexible, market-specific marketing mix.

The hotel cooperations.



The four pillars of ST's integrated marketing.

One last appearance
as ST ambassadors
for the well-loved
Sebi & Paul.



The promotion.

Memorable TV adverts with ST stalwarts Sebi & Paul, brochures and pull-outs, special deals, live initiatives and the trade fair circuit... ST ensures plenty of promotional opportunities to showcase Switzerland in all its glory and variety to the world.

Example of a TV promo:

Sebi & Paul work their magic

Popular ambassadors Sebi & Paul returned to do ST another favour by publicising the new Grand Tour of Switzerland. In a TV spot the likeable duo encourage two couples who are exploring Switzerland by car to visit outstanding places which they link up on a map. The duo prove to be the best guides the visitors could have hoped for. Translated into four languages on TV and online, it showcased the Grand Tour to domestic and international audiences, reaching nearly 47.44 million viewers.

E-marketing.

ST is reinforcing its online communications with a comprehensive web presence, robust social media activity across all platforms, and innovative in-house apps. In 2015, ST was delighted to have 2.25 million social media contacts.

Web example:

virtual tour with real appeal

You don't have to get behind the wheel to experience the Grand Tour of Switzerland; you can have a go in front of your computer. The online route lets users discover selected highlights simply by scrolling with clickable logos for expanded information about a particular place. Image galleries, film clips, 360-degree panoramas and street views appear in the background to provide a complete interactive experience. By the end of 2015, a total of 690,000 users had visited this virtual route on MySwitzerland.com.

Facts and figures.

Promotion		2015	2014
Advertising & marketing contacts *	bn	4.99	5.05
Brochures distributed **	m	34.06	35.67
High-value customer contacts ***	m	5.49	4.92

* Contacts resulting from paid advertising (banners, posters, TV ads, events, etc.)

** Proactive distribution of advertising material (inserts, flyers, etc.)

*** Number of E-newsletter subscribers, contacts via the call centre (phone calls, emails, letters), brochure requests and downloads, travellers booking at STC / MySwitzerland.com, respondents via MySwitzerland.com, STC and tour operators, app downloads, feedback / likes on Facebook, followers on Twitter

Almost like the
real thing: the
Grand Tour online.



Facts and figures.

E-marketing		2015	2014
Web visits per day *		73,500	74,098
Web visits per year *	m	26.83	27.05
Languages		16	16
Hotels		2,353	2,260
Holiday apartments		22,667	23,691
E-CRM partners		30	32
Newsletter subscribers		796,000	743,601
Newsletters sent	m	8.68	11.61
Mobile app downloads	m	2.53	2.23
Social media contacts **	m	2.25	2.01

* WEMF-certified

** Number of followers on Facebook, Twitter, YouTube, Pinterest, Instagram, Tumblr, LinkedIn, Vine, Weibo, Ren Ren

Key Media Management (KMM).

One of ST's key functions is keeping in touch with the media by assisting opinion-leaders in their research, launching themed campaigns, and organising press trips and conferences for media professionals.

Media trip case study: facets of Switzerland

This year, ST's key international media trip was held at Lake Geneva. 139 travel journalists from 35 countries accepted a joint invitation from ST and Lake Geneva Region, and enjoyed some of the outstanding attractions along the Grand Tour of Switzerland. They were then divided into smaller groups to experience the diverse regions further east. These included the unique Alpine routes of Graubünden, the Rhone Valley, the urban charms of Bern, Fribourg and St. Gallen, and the castles of the Aarau region. The media coverage generated was worth around CHF 5 million in advertising value.



The backdrop of your dreams: media movers and shakers at Lavaux during a media trip.

Facts and figures.

Key Media Management		2015	2014
Media contacts	bn	11.09	10.49
Media reports generated		15,612	14,080
Participants on ST media trips		2,100	2,058
Media conferences		98	115
Top media results*		1,900	1,638

* Positive media reports with prominent placing, images and tourist content, which appear in a key medium

Key Account Management (KAM).

Given that most long-haul visitors to Switzerland book through a travel agency, ST is in regular touch with key specialists, and devises business plans with some of these agencies to boost their Switzerland coverage, online and offline.

Travel agent case study: promotion for independent travellers from Asia

The aim of this initiative was to attract independent travellers from long-haul markets who typically stay longer than average in the country. Thanks to a promotions and training programme, ST succeeded in getting over 10,000 travel agencies to persuade their customers to book trips to Switzerland of at least four days. As an agent incentive, a special loyalty programme was offered by GTA, the largest Asian supplier for independent travel. ST assessed that this initiative netted an extra 20,000 hotel nights booked.



The champion sellers of independent Swiss tours in 2015: ST invited the ten most successful Asian travel agencies to Thun to collect their awards and celebrate with representatives of ST and the industry.

Facts and figures.

Key Account Management		2015	2014
KAM-generated overnights	m	4.81	4.42
Tourism turnover*	CHF bn	1.17	1.14

* KAM-generated overnights multiplied by the daily spending for the relevant country