www.MySwitzerland.com

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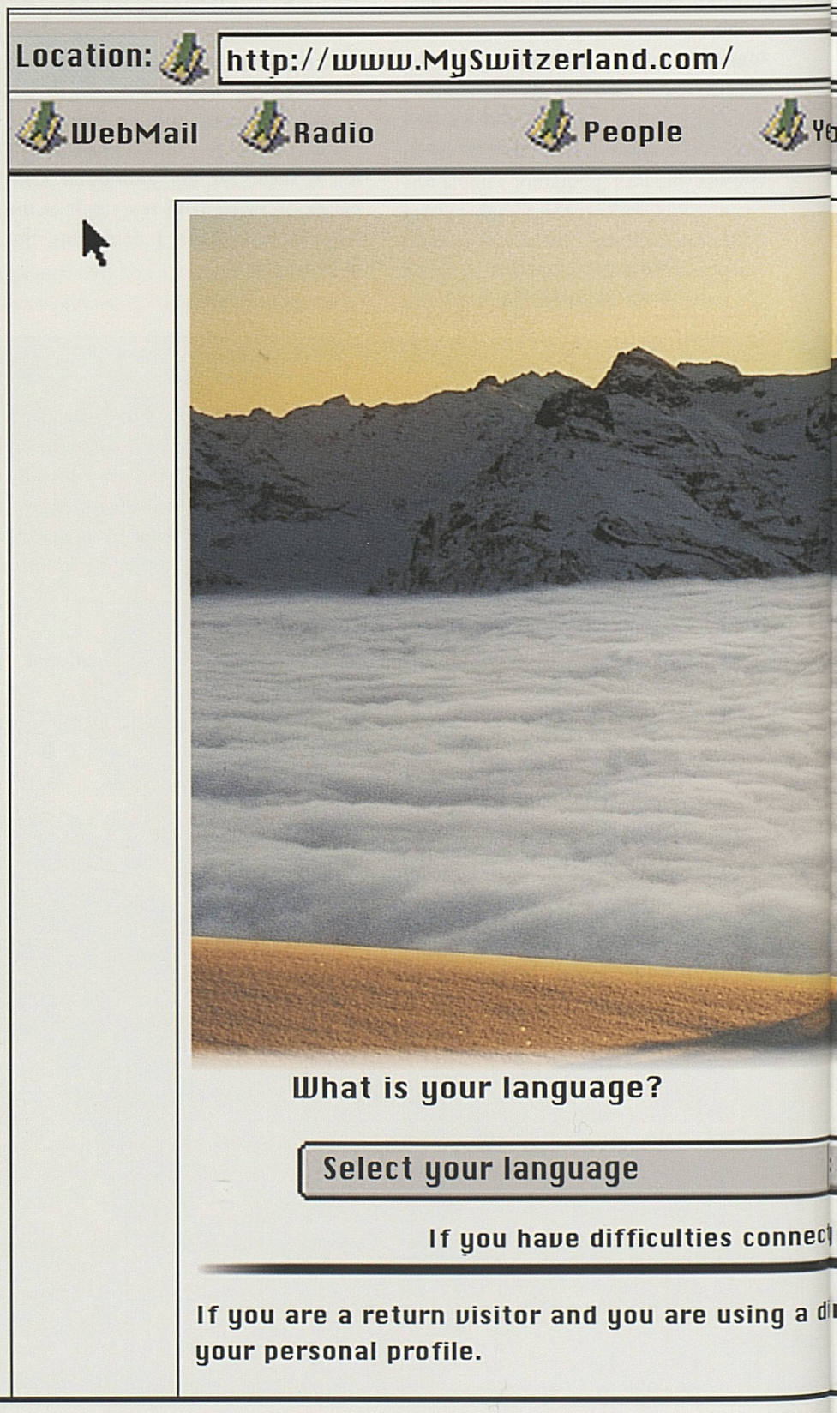
www.MySwitzerland.com

In the year 2002, more than 250 million people worldwide will communicate online. At the present time, 1.3 million Swiss use the Internet on a regular basis, 670 000 of them surf the Internet daily. In future, the match will be determined by how effectively a travel destination is presented on the web. This is so because to a growing extent, leisure travellers will initially compose a virtual trip on their screens by making use of the voluminous information available on the web.

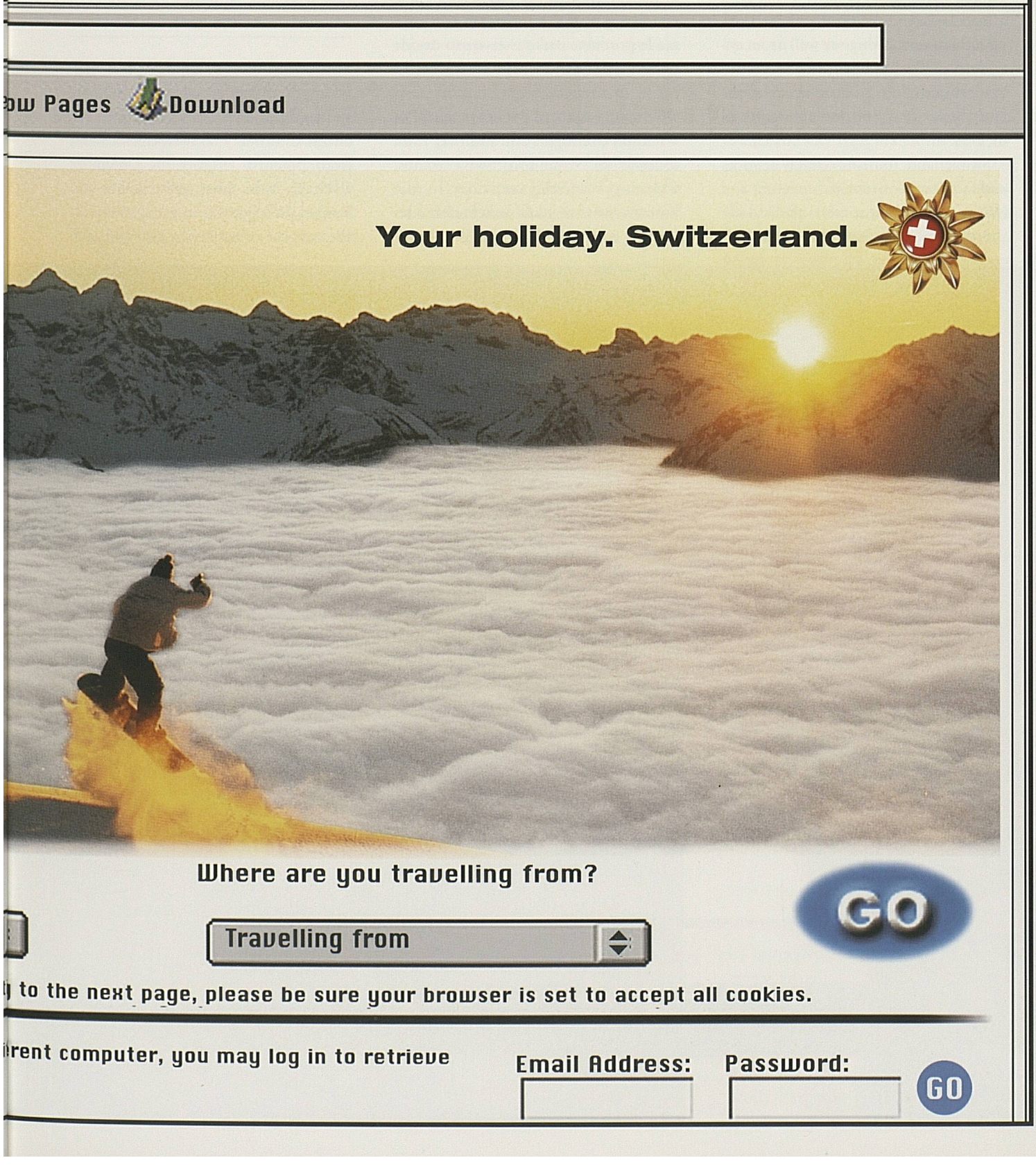
The e-commerce volume in the travel sector is estimated to grow more than tenfold over the next three years. The demands placed by Internet users on the contents and appeal of the websites will grow in equal measure. Switzerland Tourism is far in the lead in this respect: by launching **www.MySwitzerland.com** in November of 1999, it set new standards worldwide. Appearing in six languages and adapted to the specific needs of more than 30 markets, the new website is evolving into a central gateway for information and the booking of holidays and travel within Switzerland. To dream, to plan – and then three clicks to book the trip.

www.MySwitzerland.com is closely integrated into the marketing strategy of Switzerland Tourism and strengthens the Switzerland brand around the globe. With its new website Switzerland Tourism not only accents the strong innovative spirit for which Switzerland is renowned for but has also assumed a leading position in the worldwide e-commerce sector of tourism while operating in an environment of growing competition.

www.MySwitzerland.com is more than a mere marketing tool. Switzerland Tourism uses it to demonstrate its commitment to close customer relations and outstanding services. On his first visit to **www.MySwitzerland.com** the user is asked to provide his e-mail address and give a password. On his next visit he will be served in the language desired and given the market information specific to the country selected. Potential holidaymakers can obtain information and advice online about any place and any product or activity in their chosen language. With another click, they can book their travel arrangements directly online.



«To E or not to BE...»

www.MySwitzerland.com is clearly oriented at the trading system of the future, the e-commerce. It is easy to understand why this sales platform should be used by the Swiss destinations and suppliers. It should be pointed out, however, that Switzerland Tourism also aims at the online integration of the major international tour operators and agencies.

Today, some 7000 persons visit the **www.MySwitzerland.com** site every day. The aim is to double the number of visitors by the end of the year 2000 and through cooperation with key players in the e-business to establish **www.MySwitzerland.com** worldwide among the top twenty of the travel destination sites. Internet means transparence when comparing products. In addition, the interests and booking behaviours of the virtual visitors can easily be tracked.