

# Target-oriented and constructive

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# Target-oriented and constructive.

The goal has been clearly defined. Under the terms of the Federal Decree dated 16 December 1994, the role of Switzerland Tourism is to increase and broaden the demand for Switzerland as a holiday, travel and conference destination. For this purpose Switzerland Tourism operates a three-year plan. For the time span from 2001 to 2003, Switzerland Tourism plans to establish more than 4.8 billion contacts worldwide through its own activities, to generate 5.7 million additional, directly verifiable overnights and to produce tourism revenues of 1.1 billion Swiss

francs. Switzerland Tourism will make every effort to return the overall overnights figure of Swiss tourism to the high levels of the early nineties. In those years the annual figures in the hotel and supplementary accommodation sectors were in the 78 million range. Regardless of a stronger competitive environment worldwide, it is the organization's goal to ensure that Switzerland will continue to rank among the world's leading innovative travel destinations. It is said that all roads lead to Rome – or better still to Switzerland as the ideal holiday desti-

nation. However, this ambitious target can be achieved only in close collaboration with our partners in the travel industry and the business world. Varying types of cooperation models are available to partners and suppliers in the tourism industry. Depending on the requirements of the supplier, participation in the overall marketing program of Switzerland Tourism can be implemented in stages on the basis of a simple «building block» system. This embraces a basic program, additional market presence, specific product and individual programs.



### Marketing cooperation model.

For all interested partners, Switzerland Tourism offers an integrated basic marketing program. Services such as a fairs infrastructure, workshops, brochures, and publication activities are further available. In addition, there is opportunity to participate in product programs created by Switzerland Tourism together with travel and tourism industry specialists. Finally, individual programs are available to selected and major partners such as destinations or business partners wishing to access various markets with their own concept. Knowledge, experience and the resources of Switzerland Tourism and its partners are combined in a joint effort to develop goals and concepts for successful marketing campaigns.

Individual programs e.g.	Destinations	Regions	Railways/Business partners	Hotel chains
<b>Product programs</b>	<ul style="list-style-type: none"> <li>• Swisscities</li> <li>• Expo.02</li> </ul>	<ul style="list-style-type: none"> <li>• Public transport</li> <li>• SCIB</li> </ul>	<ul style="list-style-type: none"> <li>• Swisscom</li> <li>• Swiss Dairy Food</li> </ul>	
<b>Additional market presence</b>	<ul style="list-style-type: none"> <li>• Fairs</li> <li>• Media Events</li> </ul>	<ul style="list-style-type: none"> <li>• STE Switzerland</li> <li>• Travel</li> <li>• Experience/Road Shows</li> <li>• Direct Mailings</li> </ul>	<ul style="list-style-type: none"> <li>• Special offers in brochures</li> <li>• Special offers on web</li> </ul>	
<b>Basic marketing program</b>	<ul style="list-style-type: none"> <li>• Access to the global market</li> <li>• Market/Trend research</li> <li>• International media presence</li> <li>• Distribution channels</li> <li>• Web-presence</li> <li>• Client information</li> <li>• Quality information</li> <li>• Brand name Switzerland</li> </ul>			

