

# Marketing strategy

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Marketing strategy.



## ST marketing strategy: clear positioning.

**To awaken global interest in Switzerland, ST offers clearly-structured, needs-oriented worlds of experience in its campaigns and theme products.**

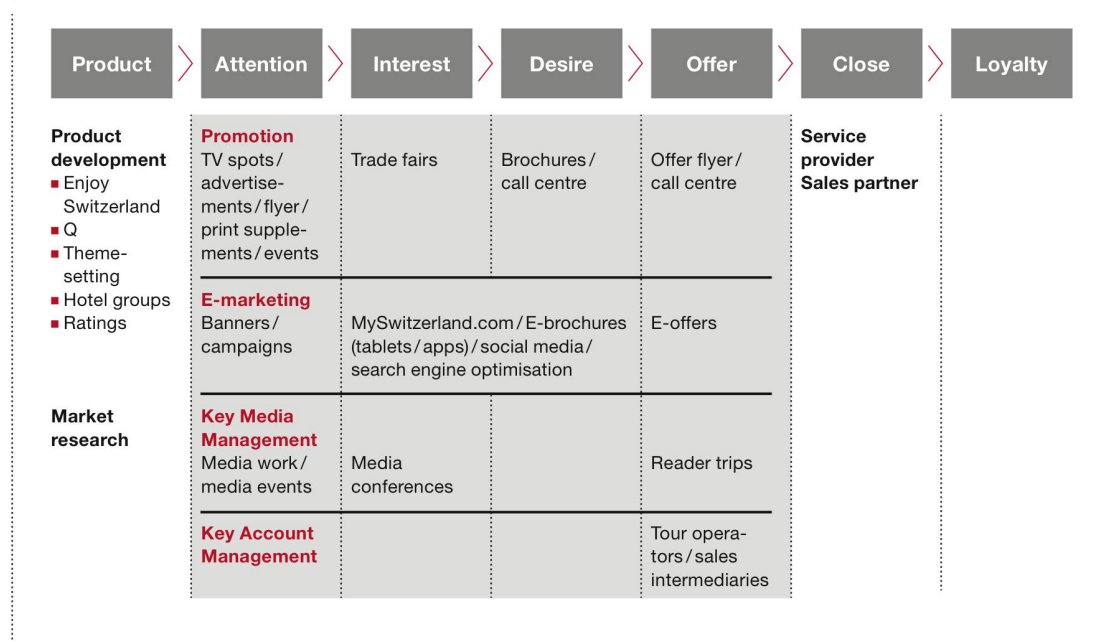
Attracting the attention of potential visitors is the industry's most valuable asset – and its greatest profit incentive. With the campaigns Summer, Winter, Cities and Meetings, as well as its theme

products, ST promotes global interest in Switzerland as a country for holidays, journeys and conferences.

Once the desire to travel has been awakened, ST guides direct interest to the best offers from tourism service providers, industry and sales partners. Marketing is thus of central importance, with clearly positioned hotel groups and non-hotel accommodation meeting guests' needs in the areas of Design & Lifestyle, Family Holidays, History, Luxury, Typically Swiss, Wellness and Conference Hotels.

### Integrated marketing by ST.

Attention is precious. Winning it, converting it to sales and earning customers' loyalty is ST's core responsibility. To achieve this, ST uses the so-called "four-wheel drive" (see page 23), which allows a flexible, market-specific marketing mix.



### Integration in ST marketing campaigns.

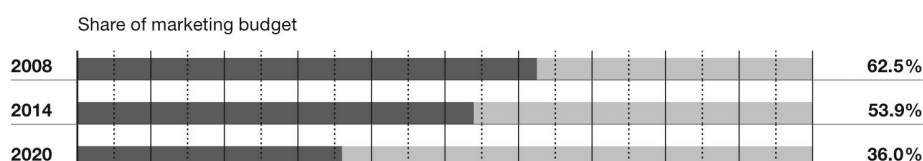


## Budget allocation to the four elements of ST marketing.

**ST's marketing model allows for the flexible implementation of different tools according to market requirements. Only the right mix will be rewarding and effective.**

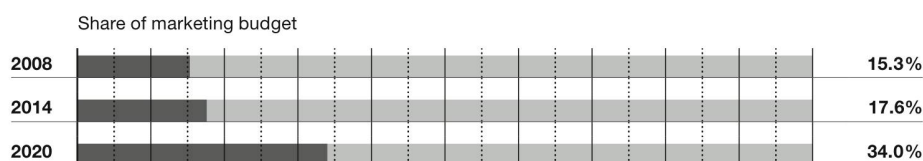
### Promotion: stimulating interest

The promotion mix ranges from advertising to events and mailings. Print products aim primarily to make an emotional connection with the reader. Top-quality images stimulate curiosity; text is reduced to expert tips, omitting so-called "generic content". Readers are directed online for more detailed information.



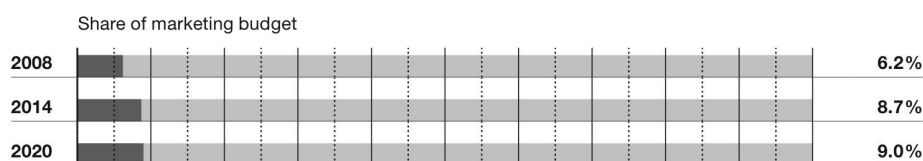
### E-marketing: conducting dialogue

Global networks offer tremendous potential. ST is boosting communication by social media and meeting the growing demand for mobile information with the development of consumer-oriented apps. ST is also driving a shift from print brochures to multimedia platforms, especially iPad apps.



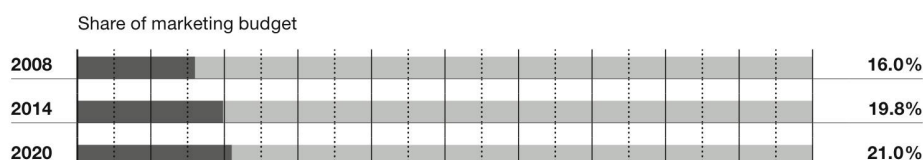
### Key Media Management: helping the media

Editorial features are becoming ever shorter, journalists' time ever tighter. ST is countering this by providing individual, media-specific information, media trips and by communicating proactively via social media channels. Prompt responses to requests and a personal, professional approach with contacts remain top priorities.



### Key Account Management: creating tours

As well as conducting shared marketing measures with Swiss and foreign tour operators, ST places special focus on developing attractive new theme routes and products. Since 2013 ST is coordinating collaboration with the most important tour operators worldwide centrally from its headquarters in Zurich.



## The four key elements of integrated marketing.

Sebi and Paul also grabbed TV viewers in 2014.



### Facts and figures.

Promotion		2014	2013
Advertising & marketing contacts *	bn	5,05	5,90
Brochures distributed **	m	35,67	34,13
High-value customer contacts ***	m	4,92	3,37

\* 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

Just find and book: the "Best Swiss Hotels" app.



### Facts and figures.

E-marketing		2014	2013
Web visits per day *		74 098	71 873 **
Web visits per year *	m	27,05	26,23 **
Languages		16	16
Hotels		2 260	2 111
Holiday apartments		23 691	24 290
Partner websites		61	68
E-CRM partners		32	27
Newsletter subscribers		743 601	685 215
Newsletters sent	m	11,61	9,59
Mobile app downloads	m	2,23	1,91
Social media contacts	m	2,01	947 451

\* WEMF-certified; \*\* Including impulse programme (until April 2013)

### Promotion.

Charming TV ads with the ST celebrities Sebi and Paul, classic advertisements, exclusive special offers, surprising live campaigns and trade-fair appearances: ST uses every kind of promotion to market the contrasts of Switzerland worldwide.

### For example, the summer magazine: a spectacular panorama thanks to new technology

The ST summer magazine inspired its readers with gripping stories on the topic of "Views", with breathtaking photos by the artist Yann Arthus-Bertrand, as well as more magnificent panoramic pictures. Thanks to augmented reality technology, some images became spectacular 360° panoramas with the aid of the "Swiss Extend" app. ST distributed 500,000 copies of the magazine worldwide.

### E-marketing.

ST continues to expand its digital communication: in addition to a substantial web presence and strong social media platforms, it also scored in the online world with its apps.

### For example, accommodation marketing: ST's "Best Swiss Hotels" app

People are increasingly searching for and booking accommodation on mobile devices. ST is meeting this need with innovative apps for mobile devices, integrating over 400 hotels of all varieties in its app "Best Swiss Hotels". In it users can find the hotel that suits them and book it directly using the app. ST's new way of marketing accommodation won an award at Best of Swiss App (see page 48).



## Key media management (KMM).

**One of ST's most important roles is working with those who shape public opinion. ST helps the media with research, promotes campaign themes and organises media trips and conferences.**

### **For example, national park: communicating "wilderness" globally**

Under the slogan "100 years of pure wilderness", the Swiss National Park (SNP) celebrated its centenary with numerous attractions and package deals. ST promoted the centenary of the alpine region's oldest national park through global communication actions. In Switzerland, ST organised a joint media conference with SNP and the Swiss Parks Network, and produced a newspaper insert which reached around 766,000 readers.



The Swiss National Park enthusiastically celebrated its centenary.

## Facts and figures.

Key Media Management		2014	2013
Media contacts	bn	10,49	10,28
Media reports generated		14 080	13 790
Participants on ST media trips		2 058	2 045
Media conferences		115	93
Top media results*		1 638	–

\* Positive media reports with prominent placing, images and tourist content, which appear in a key medium (from 2014)

## Key account management (KAM).

**Since visitors from longhaul markets mostly book through travel agencies, ST works intensively with leading tour operators, pushing Switzerland's presence in brochures and running informative workshops.**

### **For example, Latin America: bringing the best closer to our best customers**

Working closely together, ST took Latin America's 50 most important tour operators across Switzerland over six days. They were the best customers of Europamundo, the leading global tour operator in Latin America, which held its annual conference in Zurich. ST thereby gained access to the relevant decision makers and expects almost 10 % increase in hotel overnights in 2015.



Well organised:  
Luis García, CEO  
Europamundo;  
Sandra Babey, ST  
Spain; and Adrien  
Genier, ST Brazil.

## Facts and figures.

Key Account Management		2014	2013
KAM-generated overnights	m	4,42	4,61
Tourism turnover*	CHF bn	1,14	1,20

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





A spectacular view of the Matterhorn:  
Allalinhorn in Saas-Almagell, Valais.