

Records as opportunities

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Objektyp: **Preface**

Zeitschrift: **Annual Report / Switzerland Tourism**

Band (Jahr): **- (2000)**

PDF erstellt am: **26.05.2024**

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Records as opportunities.

In the year 2000 records were not only set at the Olympics, but also in tourism. Swiss hotels and health resorts, for example, recorded 5.5% more overnight stays – a growth that has not been reached for 20 years. The absolute highlight was the month of December, when the Swiss hotel industry achieved the best December result ever, with 2.11 million overnight stays. The number of visitors is also pleasing – never before have so many Japanese guests travelled around our country than in the year 2000.

Stable currency rates, the millennium winter of the previous year and a firm global economy certainly contributed to the success. One of the key factors behind these positive results is the integrated marketing of Switzerland Tourism. It is supplemented by efficient media work as well as permanent support given to tour operators in the various markets. And last but not least, one must mention the cooperation with partners from tourism and business that make it possible to be present on the markets with more financial power. Switzerland Tourism has far exceeded the goals set with regard to the number of overnight stays and contacts. Another record result, in other words! I cordially thank all employees worldwide for this and for their great commitment!

The central booking platform Switzerland Destination Management Co. (SDM) is a perfect example of the new innovative strength of the Swiss tourism industry. The Milestone prize received in autumn is highly motivating.



As the President of Switzerland Tourism, it is one of my main tasks to provide the management team as well as the men and women of Switzerland Tourism with an environment in which their business can unfold and which forms a solid base for success. This momentum must be used for the coming years to build up further on the positive emotive situation and to take tomorrow's structural challenges at high speed. Structural improvements are inevitable in the tourism industry and the financial situation of several suppliers is still a matter of concern. We are, however, undoubtedly on the right track, although we do have some tough work ahead. Let's get down to business and strive for success: we know we can do it again!

Dick F. Marty

*Dick F. Marty, Chairman
Switzerland Tourism*