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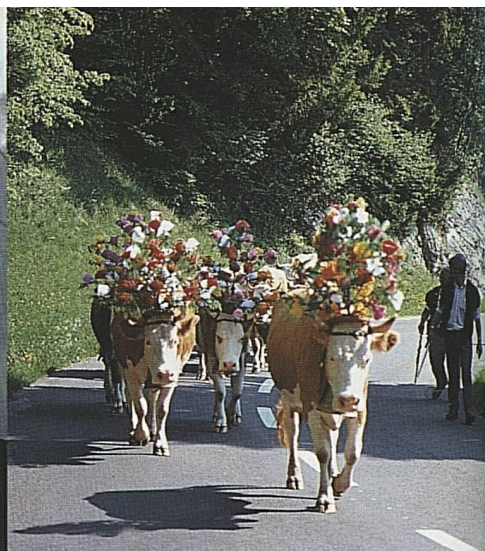
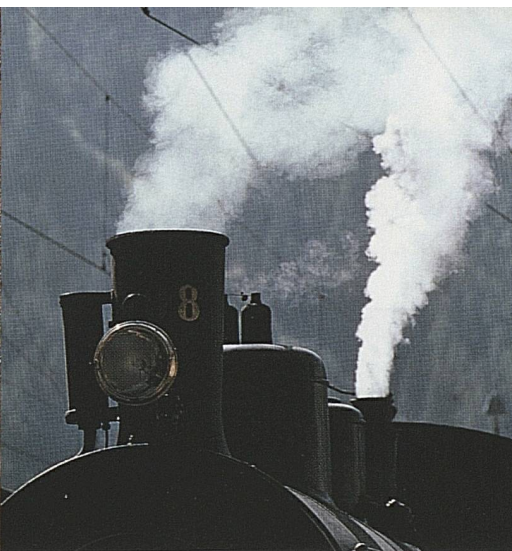
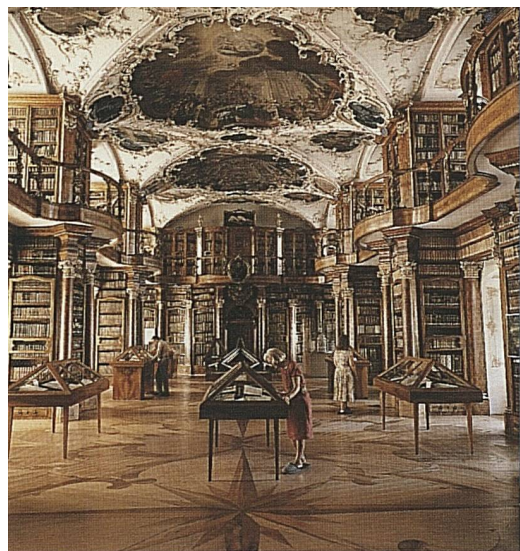
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Autumn, winter, spring, summer, Switzerland.

Bonus points for conferences and incentives in Switzerland.

Switzerland Tourism was the first national tourist organization to establish a loyalty programme for foreign organizers of meetings, conventions, conferences and incentive schemes. Entitled the «Switzerland Conference & Incentive Club», it was first launched in Great Britain, and subsequently in Germany, France and Benelux. Organizers are awarded bonus points in respect of each bed-night in Switzerland and each flight booked with Swissair. Point-collectors are rewarded with credit vouchers towards their next function in Switzerland or with personal incentive merchandise. Up to the end of 1997, foreign Club members had generated over 5,000 overnights in Switzerland.

«Switzerland, because punctuality is proverbial here, first-class service is a reality, and the chocolate simply tastes better here than anywhere else.» (Reiner Greza, Event Management, Novartis GmbH, Germany)

Best of Switzerland.

The «Best of Switzerland» product line is aimed specifically at a public which travels here from a great distance and wishes to familiarise itself with the best that Switzerland has to offer within a relatively short period. The new mini-brochure «Welcome to the Best of Switzerland» has been translated into twelve languages, is extremely popular, and has been in high demand. It sets out all the key information about Switzerland as a holiday and travel destination in a compact, eight-page booklet.

At the invitation of Switzerland Tourism, especially TV teams from the emerging markets have been making film portraits of Switzerland's most attractive features. Television viewers in Australia



and China were able to watch the programmes in their homes at peak viewing times. In October 1997, the television-series «The Eternal Confederation» came to its conclusion on the Hungarian MTV channel. Over a two-year period, two million viewers followed its 21 episodes depicting all of Switzerland's cantons.

For the third time, a promotional campaign conducted jointly with American Express and Swissair, entitled «Look no further. Switzerland.» was successfully carried out. It focused on the offer of one week's holiday in Switzerland for US\$ 999, including flight, hotel, and rail tickets or car hire. 54,000 requests were received for the special «Vacation Planner» brochure, and over 37,000 additional overnights were generated.

150 years of Swiss Railways.

In connection with the «150 years of Swiss Railways» festivities, Switzerland Tourism has worked together with major rail travel agencies throughout the world to design special jubilee holiday packages and promote them to the public via the media.

The German rail travel agency Ameropa achieved an increase of more than 25% in sales of trips to Switzerland with its special Switzerland Programme, prepared jointly for the railway jubilee with Switzerland Tourism. Bavarian Broadcasting produced a 45-minute film entitled «Rail-mad(e) Switzerland», which was broadcast on over ten television networks and stimulated a total of 110 press articles. More than 85,000 Germany-to-Switzerland jubilee rail tickets were sold in the first half-year. Thanks to this success, the special «Swiss-saver» ticket offer was extended indefinitely.

Special rail programmes and fares arranged jointly with tour operators in Great Britain and Ireland generated some 5,000 overnights in Switzerland. In North America, TV and radio broadcasts and many press articles reported on the railway

jubilee. The popular TV programme «Freeze Frame Switzerland» was broadcast twenty times on the Travel Channel.

In connection with the railway jubilee, Switzerland Tourism Austria collaborated with the Kurier newspaper and their key partner Rail Tours Austria to organise a four-day trip to Switzerland for readers. The tour was booked out within two hours. In Belgium, Switzerland Tourism was given the opportunity to decorate a Belgian railway carriage with children's drawings. The carriage travelled daily on the Belgium-Luxembourg-Basel-Milan route during the summer timetable. In Switzerland itself, Switzerland Tourism worked closely with Railtour Suisse.

Switzerland. For the Pleasure of Wellness.

Unwinding, enjoying, indulging. On a wellness holiday, all the senses are taken care of, so that body, mind and soul are restored. In the second edition of the «Switzerland. For the Pleasure of

Wellness.» catalogue, fifty hotels in popular holiday and spa locations again presented their facilities in words and pictures. In 1997, Wellness hotels succeeded in raising their occupancy rates by 11% above the preceding year, representing almost 100,000 additional overnights.

Switzerland. For Festival Lovers.

Switzerland Tourism's 1997 brochure «Switzerland. For Festival Lovers.» included 29 top festivals involving artists of international calibre. The brochure offered visitors easy-to-book packages in a range of price categories and including festival entry and accommodation. The catalogue also incorporated valuable «inside knowledge» and suggestions for making the most of one's holiday before and after the festival visit.

On Zurich's Paradeplatz, Swiss Bank Corporation decorated its thirty windows with festival holiday packages for a month-and-a-half.

