

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2001)

Artikel: "Switzerland's true wealth"
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DOI: <https://doi.org/10.5169/seals-630112>

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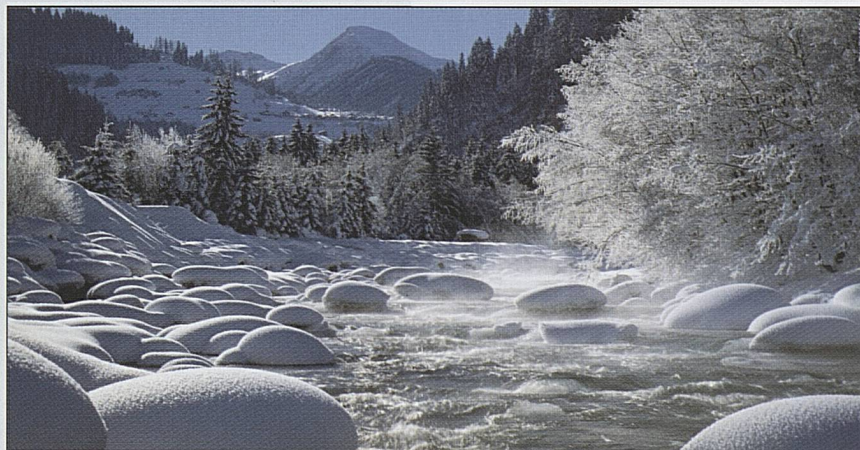
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«Switzerland's True Wealth.»

The tragic events of September and October 2001 led to expectations that the number of visitors from overseas would fall dramatically by about a third. To compensate for the anticipated losses by attracting more visitors from Switzerland and the rest of Europe, Switzerland Tourism developed the international PR campaign «Switzerland's True Wealth.».

The winter season is highly significant for tourism in Switzerland. The winter business accounts for almost half the overnights and the value added rate exceeds 50%, climbing as high as 83% for the mountain railways. Fascinating, mystical winterscape images were employed to awaken interest for the Swiss winter, «the true winter, the original». The photos conveyed an atmosphere of peace and security in a period of uncertainty and thus captured the zeitgeist absolutely. Not only that, «Switzerland's most valuable asset – the nature in our mountains – is available for free», promised adverts in the print media. Yet there was even more for free: winter visitors in the early and late season received a welcome present consisting of a free ski pass at 14 top winter destinations as part of the SkiFree promotion.

The campaign concentrated on the nearby markets Germany, France, Italy and the Netherlands as well as the domestic market. Full-page adverts were placed in the principal media and giant posters were displayed at German railway stations, on Milan buses and, for the first time ever, in the Paris metro. An audience exposure of some 345 million was generated in all the markets. Prepared and implemented at short notice, the



Der wahre Reichtum der Schweiz.

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Winterwandern genießen: Sie werden noch an schönen Erinnerungen nach Hause kommen. Informationen und Buchungen bei Schweiz Tourismus über www.Myswitzerland.com. Gratis-telefon 00800 100 200 33 oder in Ihrem Reisebüro. **Endlich Ferien. Ihre Schweiz.**



campaign enjoyed the spontaneous backing and participation of major industry partners and associations, demonstrating yet again the quality of the cooperation in the Swiss tourism industry. Eva Brechtbühl, responsible for partnerships at Switzerland Tourism, was delighted with the support from within the industry, saying: «In difficult times it is especially important for us to combine our strengths and resources, to adopt a united approach and to speak with one voice».

A data-based analysis conducted by Demoscope shows: The winter campaign was knowingly seen by some 10% of the residential population in the areas under examination (Switzerland, parts of France and Germany). More than 75% said they thought the campaign was good and they liked it very much. As a rough estimate the campaign can be said to have generated some 1.2 million overnights and direct value added amounting to CHF 240 million.