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# A direct line to five million visitors.

Despite the slow-down in the technology sector, the success of MySwitzerland.com, Switzerland Tourism's web portal, is undiminished.

«Dream – Plan – Go» sums up the philosophy behind the latest version that went online in February with a brand new hardware and software platform.

**Dream:** Visitors are introduced to what Switzerland has to offer tourists by the attractive website content.

**Plan:** MySwitzerland.com enables visitors to plan a trip in detail by providing general information as well as specific information for the selected region or destination.

**Go:** As the SDM (Switzerland Destination Management) booking platform is integrated in the site, visitors can reserve and pay for all kinds of services online.

MySwitzerland.com is the only portal in the world to assemble all the information on Switzerland as a travel destination, a place for holidays or a venue for congresses. MySwitzerland.com is also available as a platform for every provider in the Swiss tourism industry. As a result of its unique content and its high technical availability, a growing number of travel and general information portals are taking an interest in the content of Switzerland Tourism's site. To date, it has been possible to conclude more than 20 national and international cooperation agreements with major platforms such as Bluewin, Search, Yahoo!, Travelocity and T-Online. Swiss Federal Railways have also recently started to show information on destinations from MySwitzerland.com whenever a timetable enquiry is made, with direct

booking of hotel rooms also possible.

Interest in MySwitzerland.com is growing constantly, and its websites are regularly developed and optimised.

MySwitzerland.com is also increasingly being tailored to specific market requirements. Consequently, the platform has appeared in eight languages thus far, with each site featuring offers and news that have been adapted to the countries in question. The Japan and Korea sites were developed locally, with the colours specially chosen to meet the specific expectations of these markets. Switzerland Tourism is thus confirming its leading position in e-business and e-commerce in the tourism sector. This lead over the competition needs to be maintained for the benefit of our partners in the tourism industry and also for the people travelling to and holidaying in Switzerland.

## Strong growth

MySwitzerland.com will shortly be going online in Russian, making nine languages in all. 2001 was also characterised by growing interest in our website: for the first time ever, more than 500,000 visitors to MySwitzerland.com were recorded in December – and these visitors accessed more than 3 million links on the site. This represents an 80% increase over the previous year. Each visitor stayed on the site for an average of nine minutes. As far as distribution by country is concerned, Switzerland occupied a 26% share of the market in December, Germany 20%, USA 19%, UK 6.5%, Netherlands 5.9%, Italy 3.6% and France 3.3%. During the same period, 11,800 Switzerland Tourism brochures were also downloaded from MySwitzerland.com as pdf files.

