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# The industry event.

## The Switzerland Vacation Day

«Switzerland Vacation Day», which was held in Interlaken on 26 and 27 April 2001 and attended by 600 professionals from the tourism business, is a permanent fixture in the calendar for the exchange of information in the tourism industry.

Switzerland Tourism used the event to present its strategy for the years ahead.

The greatest challenge facing the industry is the vicious circle of quality, structure, profit and financial resources. Also, holiday and travel behaviour continues to change. The length of stay is decreasing, loyalty is dwindling, decisions on holidays are increasingly being taken at short notice, the distance between home and the holiday destination is becoming less and less important, and e-informa-

tion is fast becoming e-commerce.

As hope cannot be a strategy in itself, Switzerland Tourism has revised its positioning policy. The core of the brand is the nature experience on offer in Switzerland, and the core components of this are the sport experience, the city experience, wine & dine, culture and people, history and art, quality and MICE.

Switzerland Tourism is concentrating on cultivating the following markets: the top six nearby markets, the top long-distance markets, future markets such as India, Southeast Asia, Korea, Russia, the CIS states and the Gulf States, and finally the electronic markets.

In the various customer segments emphasis will be placed on the following areas: families, DINKS, the over-fifties and corporate business. The product strategy concentrates on strengthening and developing the following areas: the low-season, year-round offerings («wellness», the city experience), non-hotel accommodation and the summer business.

At Switzerland Tourism the following principles apply in our marketing work: «Information to customer, not customer to information»; «Value for money, not cheap»; «Collectively, not individually»; and «Experiences, not product catalogues».

## Positioning of the Switzerland Tourism brand



## Switzerland Tourism Marketing Strategy

