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# Success stories.

## North America:

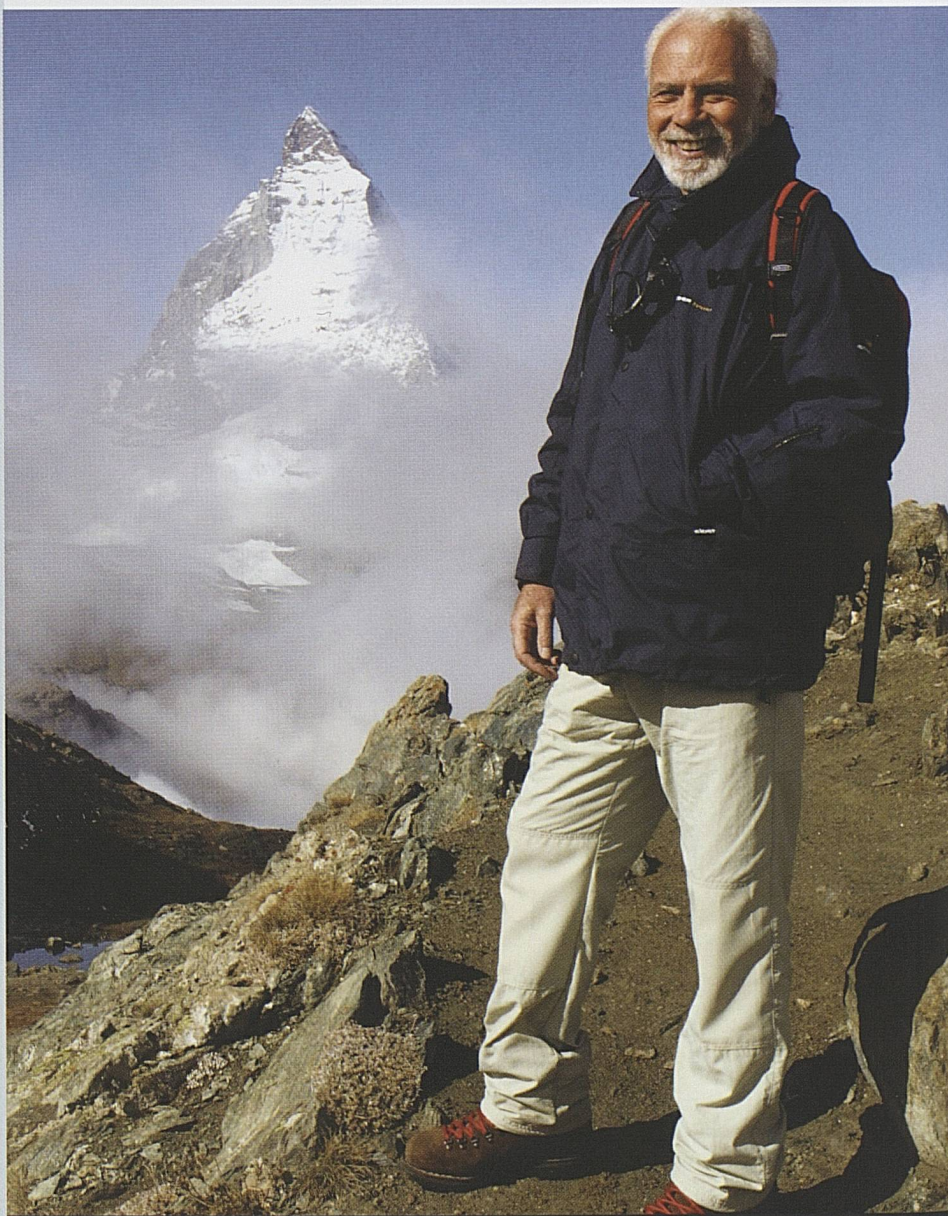
### 520 million on a journey through Switzerland

In North America, and especially in the United States, being seen and heard is a costly business. That is why Switzerland Tourism North America, as part of an alliance with selected tour operators and key media, aims to multiply its message in such a way that it really does get noticed, but at reasonable expense.

A prime example of this is the «Travel and Traditions» television programme made by well-known TV journalist Burt Wolf, who produced nine half-hour programmes in association with Switzerland Tourism in 2001. The programmes took the viewer from Zurich via Lake Geneva to Valais, Ticino and Graubünden and then on to Basle, Berne and into the Bernese Mittelland. Burt Wolf guides his viewers through Switzerland with plenty of humour and an obvious love for our country. He wanders through the countryside and talks about the people he meets ... He visits some interesting museums, partakes of a glass of wine with some winegrowers, looks over the shoulder of a watchmaker at work and switches on Geneva's Jet d'Eau with the push of a button. He also peers into the saucepans of some famous chefs, gets thoroughly spoiled by the hoteliers and learns how a paddle-steamer works. And as he boards a train and a Post Bus, he proudly shows off his Swiss Pass.

Switzerland Tourism was able to play an active part in the script and therefore knew the programme content at an early stage. For the purpose of marketing the holiday regions and offerings shown in the programmes Switzerland Tourism

**In its marketing activities on the North American market Switzerland Tourism strives to achieve an adequate share of voice using multipliers.**



**Burt Wolf, renowned US television producer.**

was able to secure the services of tour operator Collette Vacations, through whom bookings can be made for all the places featured in the nine programmes. In an additional alliance the major travel portal Travelocity.com was tasked with the online referral of the products offered by Collette Vacations.

These three partners are promoting the holiday destination of Switzerland with

a quality and intensity that Switzerland Tourism could never achieve, let alone pay for, on its own. Each programme has more than 10 million viewers and will be repeated four times over the years. In total, this communications package will generate a fantastic 520 million customer contacts, the majority attributable to the half-hour television programmes.



**With the spectacular twinning of the most celebrated mountains in Switzerland and China the Zermatt tourism region and Switzerland Tourism have attracted plenty of affection and attention in the emerging Chinese market.**

### **China: The Matterhorn acquires a sacred brother**

Wenjia Zhang of Switzerland Tourism China pulled off an incredible coup when she succeeded in twinning the Matterhorn with the 5,596-metre high sacred Yulong Snow Mountain in Lijiang. This is Switzerland's second alliance of this kind since the twinning of Kunming and Zurich in 1982, and it establishes a family link between the Matterhorn and the Valais to China's best-known mountain region in the south of the legendary Himalayan range.

As a result of this twinning arrangement Switzerland has secured the illustrious first place among the Alpine countries in the popular mountain region in Yunnan province. From now on millions of visitors to Yulong Snow Mountain will also be visiting the Matterhorn in a small way, and will learn more about Zermatt, the Valais and Switzerland. Permanent local promotional activities will ensure this is the case. The Chinese tourism authorities are proud of this twinning as it puts the tourism regions of Zermatt and the Valais on the same level as Yunnan province. Yet they can also take pride in their own tourism region, which quite justifiably bears the epithet «Shangri-La» (or «Hidden Paradise»). It is also the location of the city of Lijiang, which was declared a World Cultural Heritage Site by UNESCO in 1997.

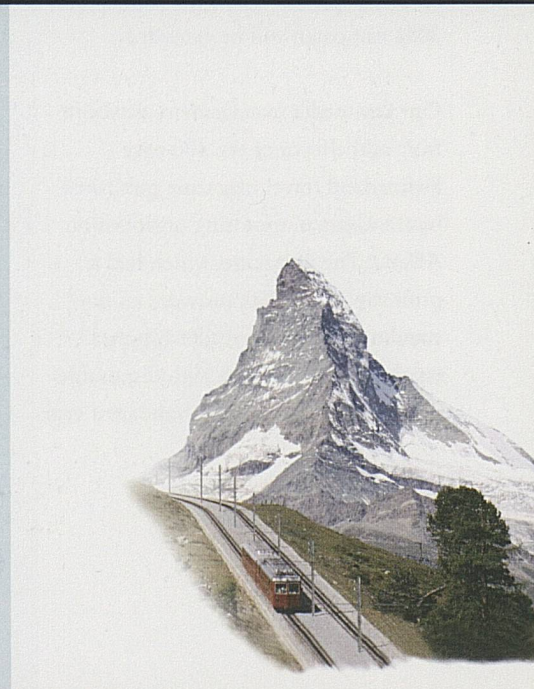
The Chinese media, which expressed great enthusiasm for the twinning project, will henceforth be showing an even greater interest in Switzerland and its tourism offerings. Plans are already afoot for television crews from China to visit our country. Moreover, the Chinese are



**Yulong sacred mountain in Lijiang, China.**

not allowing the current international turmoil to prevent them from travelling to Switzerland. In 2001 the number of overnights attributable to Chinese visitors rose by 15%. In 2002, it is believed 100,000 overnights will be achieved for the first time.

Celebrations to mark the twinning took place at the opening of Asia's largest tourism fair, the China International Travel Market (CITM), in Kunming on 8 November 2001, with all the Chinese tour operators in attendance. The event was watched by over 300 million television viewers.







#### Germany:

##### **An integral approach to tackling the market**

In 2001 Switzerland Tourism Germany conducted an integral umbrella campaign with Valais Tourism, Graubünden Holidays and Ticino Tourism for the first time ever. The campaign focused on the use of regional brochures, which were distributed as supplements in magazines, at trade fairs and through our mailing house. As well as a series of supporting adverts, keywords were lodged with the most important German search engines. A total of 8 million contacts was achieved. Indeed, the response to the campaign was so positive that the 2002 campaign will be extended.

Our key media management also bore fruit in the form of the 200-page Switzerland travel magazine published by the German motoring organisation ADAC. The magazine, which had a print run of 221,000, provides an outstanding guide for a readership that enjoys travelling, has a high disposable income and takes several holidays a year.

#### France:

##### **Powder snow in the Paris Metro**

800 giant posters went on display in the Paris Metro in November to promote the winter campaign, «Switzerland's True Wealth.». For two weeks, some 4 million passengers journeyed past Swiss powder snow that glistened like diamonds in the sun. Jean-Luc Payot, the new head of Switzerland Tourism France, feels there is unexploited potential in his market. «Since the introduction of the 35-hour week many French people have more time for short breaks and long-weekend excursions. As a French-speaking neighbour, Switzerland is the perfect choice.» The posters in the Metro showed Switzerland's wealth in impressive fashion. And Payot has even more trump cards up his sleeve for the coming year: Expo.02 and the UN International Year of the Mountains. There's also the Switzerland nature experience, which many French people will hopefully still remember even though the snow in the Paris Metro has long since melted.

#### United Kingdom:

##### **Substantial interest in Ticino**

2001 was a successful year in the UK market, which grew by 4% despite extremely negative conditions for tourism. The promotions run by Switzerland Tourism ranged from walking holidays to offerings specifically tailored to appeal to British garden-lovers. An advertising campaign carried in the most important national papers such as The Times and The Daily Telegraph achieved a stunning 39 million customer contacts on its own.

The main emphasis of the marketing work was Ticino, which was selectively marketed on the basis of a cooperation agreement with Ticino Tourism. As well as culture, architecture and dining out, events such as the jazz festivals in Ascona and Lugano were featured. Benefiting from our close cooperation with local tour operators across various channels, the Ticino offerings met with great interest. The main tour operators alone recorded an additional 26,727 overnights, representing an impressive 14% increase.





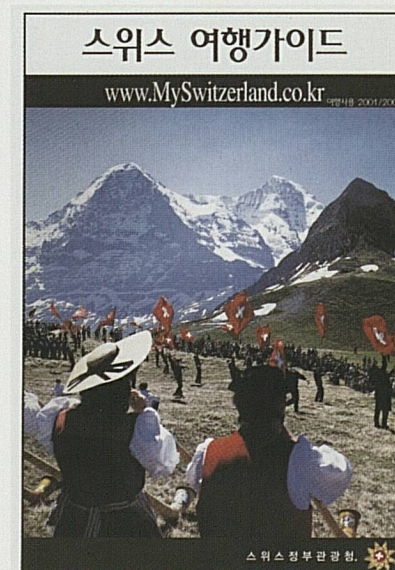
### **Japan: Moved to tears in front of 46 million households**

Switzerland Tourism Tokyo was able to secure the services of national television channel TV Asahi for a Sunday special on Switzerland, which reached 46 million Japanese households and was a great success.

The two-hour programme showed well-known actress Naomi Zaizen on a journey through Switzerland in autumn. It featured landscapes with autumn colours, wine, game, mushrooms and cheese, themes used in the brochures and posters for the autumn campaign running in Japan. Special highlights for Ms Zaizen and her partner Yuka Itaya were the grape harvest near Sion, the impressive panoramic views at Diavolezza, and a visit to the Audrey Hepburn Pavilion in Tolochenaz, where Naomi was moved to tears in front of the camera. It was a moment that caused many eyes to moisten throughout Japan as well, and one that reinforced the programme's personal touch. It was a dream journey not only for Naomi Zaizen, but also for Switzerland Tourism and its partners, and the hard work done by key media management certainly paid off.

### **The Gulf States: An individual, high quality clientele**

The number of visitors from the Gulf States has been rising for many years. Of significance for Switzerland is not only their spending power, but also the fact that their average length of stay is over a week. In summer Geneva is the secret capital of the Middle East. But Lake Geneva, the Bernese Oberland and Zurich are also extremely popular locations. As well as the Valais Alps, Crans-Montana and Zermatt, the preferred destinations for visitors from the Gulf States are private clinics and wellness resorts. Switzerland Tourism is now considering setting up an office in Dubai as a way of developing this highly desirable customer base.



### **Korea: How do you write Heidi in Korean?**

Switzerland's popularity rating in the Far East remains constant. The number of overnights recorded for visitors from Korea, in particular, has risen substantially. To support this development, Switzerland Tourism has adapted its Internet platform MySwitzerland.com accordingly.

Following on from MySwiss.jp in Japan, the Korean site MySwitzerland.co.kr went online in March 2001. For technical and linguistic reasons, both websites were developed locally and, in addition to the specific content for the respective markets, both sites also feature innovative products. These include, on the Korean site, a map-based travel planner with timetables and a custom-programmable calendar with pre-inserted events in Switzerland. Korea has the highest rate of Internet users in Asia, and the attractive offerings and functions to be found on MySwitzerland.co.kr are being used with great enthusiasm.



