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# With zeal, spirit, commitment and enjoyment.

Last year Switzerland Tourism put down marks in the marketing of Switzerland's tourism offerings. In integrated campaigns we successfully promoted tourism in summer and autumn, both areas with plenty of potential. After being swiftly put together and launched on our neighbouring European markets, our winter campaign minimised the potentially massive losses in the wake of the tragic events in the USA and the worsening of the economic situation in most of our markets. And despite what was a very hectic and difficult year for the industry, the drop in bookings, at just one percent, is indeed nominal.



The manifold developments of recent years indicate how solid and dynamic our industry is and demonstrates its inherent potential. Our job is to develop this potential and to communicate Switzerland's attractive tourism offerings around the world. We embarked upon our mission with plenty of zeal, spirit, commitment and enjoyment, and we shall continue in this vein. The year 2001 brought reward for our work. Hopefully the future will do so, too. In 2002, the Year of the Mountains, we look forward to taking full advantage of our core strengths, our mountains and the unique nature experience that is Switzerland.

*Jürg Schmid*  
CEO Switzerland Tourism

Our managers in the nearby and long-distance markets have contributed much to this success. In Germany, Switzerland Tourism greatly increased its investments in integrated marketing in association with strong marketing and media partners. The United Kingdom showed that the potential of this market is far from exhausted, achieving 4% growth despite the year's events. In the Benelux countries knowledge of Switzerland as a tourism destination was enhanced by a number of attractive facets in various alliances. In France a new management began drawing the attention of the French people to their neighbour Switzerland. In the Far East enthusiasm for Switzerland increased in both our leading market Japan and in Korea, a market of the future. New websites aimed specifically at these markets have contributed to this process. In other future markets such as India, China, Russia, the CIS states and the Gulf region, creative and solid marketing generated above-average growth rates.



