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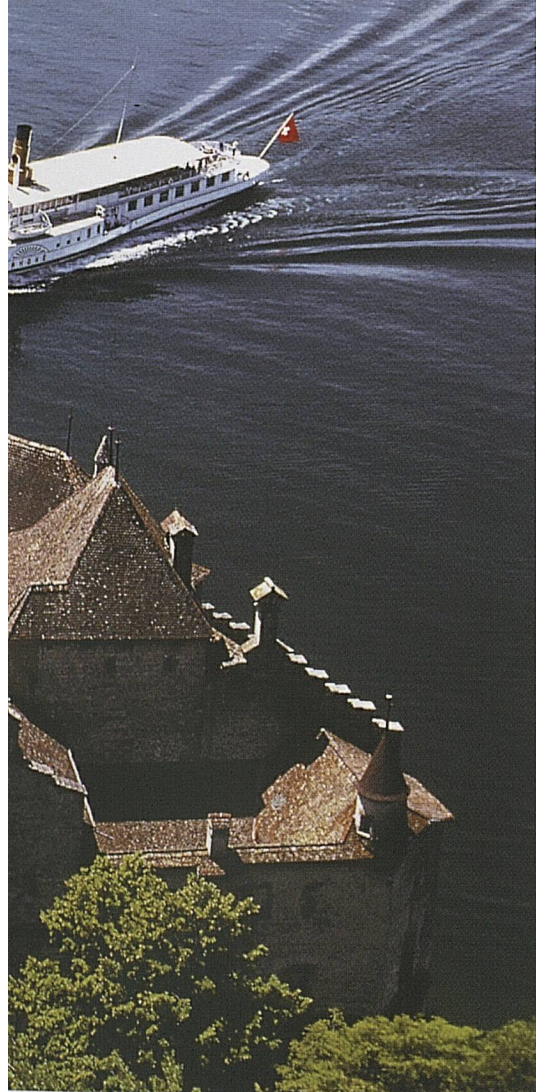
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management, remains at an ambitious and healthy level. In the 2001 business year our marketing operations focused mainly on key media management, resulting in a further 70% increase in our media contacts compared to the previous year.

The incorporation of additional business plans with tour operators and directly bookable top offerings from our partners in the tourism industry led to an increase in the number of room nights influenced by Switzerland Tourism in 2001 that was far beyond our target.

Tourism revenues generated by each franc spent on marketing (marketing leverage) climbed to almost CHF 21.50 as a result of additional marketing campaigns and the more efficient use of marketing tools. In overall terms the tourism revenues influenced by Switzerland Tourism increased markedly. All in all it is safe to say that Switzerland Tourism continues to make more efficient and productive use of the funds at its disposal.

## Did you know that ...

- as a holiday destination Switzerland is represented by Switzerland Tourism on 20 leading Internet portals worldwide?
- we accompanied 1,344 journalists and 90 TV crews through Switzerland and organised 73 media conferences in 2001?
- some 1,000 images are publicised on [swiss-image.ch](http://swiss-image.ch), our media image service, and were downloaded a total of 17,847 times in 2001?
- we employ 170 people?
- some 16,000 people interested in Switzerland visit [MySwitzerland.com](http://MySwitzerland.com) each day, staying for an average of ten minutes and viewing five pages?
- our photo archive contains more than 2,500 images?
- we produce most brochures in 19 languages, but some in as many as 43?
- Switzerland Tourism has 540 members and that the trend is rising?
- we have our own branches in 20 markets and mandates in 14?
- we maintain some 200 business plans with key accounts?