

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (2002)  
  
**Rubrik:** Success stories

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# Success stori

**Vacations begin and end at home.**

Customer orientation also means going to the customers,  
maintaining a presence in their domestic markets and conducting a dialog.  
This is the task of the market managers.





es.



Pliz Bernina, Graubünden





Wildhaus in the Toggenburg valley, Eastern Switzerland, at 1090 m (3576 ft).

# Speaking the language of the mountains the world over.

Switzerland Tourism has offices in 28 markets and has the support of celebrity ambassadors. Yet our work abroad will achieve nothing, if the best ambassadors are not those at home in Switzerland among the holidaymakers.

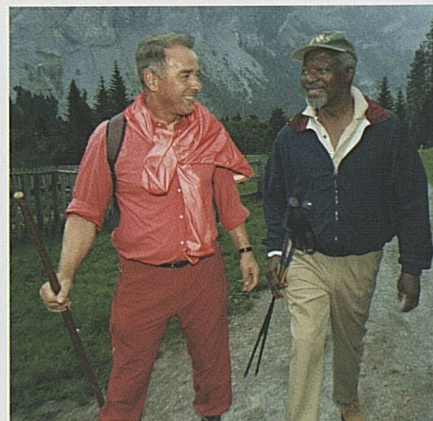
## Success stories

Switzerland Tourism maintains a presence in 28 countries. This is because it realizes that the marketing of Switzerland must be anchored locally. Only during the day-to-day work on the ground can the opportunities be spotted and the alliances formulated that will help Switzerland Tourism reach its market audiences with its messages.

The foreign presence has undergone a transformation, though. Having an office at a prime location is no longer what counts. It is now about being as close to the customers as possible using various channels such as call centers, which are able to provide as detailed answers as possible and are backed by efficient downstream fulfillment processes. It is also about permanently exploiting the best opportunities for exposure by launching adverts and posters, organizing events and promotions or attending trade shows.

Also important are credible backers. Michael Schumacher and Sophia Loren, for example, have promoted Switzerland in a series of spectacular pictures. UN General Secretary Kofi Annan has also taken the mountains to his heart, as he revealed in an interview. For him the mountains are a source of great strength: "People who understand the language of the mountains keep on coming back."

Ultimately, the success gained by deploying market representatives all over the world depends upon the friendliness and obligingness of the local hosts and the quality of the products and services. It is only this interaction between communications and performance that ensures visitors will leave Switzerland happy and return again soon.



Former Federal President Adolf Ogi pictured with UN General Secretary Kofi Annan, Nobel Peace Prize Winner in 2001, while hiking in the Bernese Oberland.



The Switzerland Tourism balloon was used for trips across Switzerland in a television special.



## Getting to know Switzerland from the air.

For once the summer travel reports on Swiss television focused on local attractions instead of distant ones, both from the air and on the ground. All with the active support of Switzerland Tourism.

### Switzerland

Following in the tradition of the great summer travel reports, Swiss television elected to show a series of a special kind. The programs in the "Homesick" series highlighted a seven-stage balloon trip through various Swiss regions. High in the air in a hot-air balloon and accompanied on the ground by a team of video journalists, the programs yielded some unexpected insights into Switzerland at the dictate of the wind. Insights from the lofty view of those traveling in the balloon and from the reporters at ground level, who contributed to the program with stories and details of their encounters along the way.

At nine o'clock every Tuesday evening during prime time some four million viewers were introduced to a new piece of Switzerland over seven weeks. Switzerland Tourism could provide a Swiss television team with information on the various regions and assist in overcoming the logistical challenges involved in the production and in organizing the overnight accommodation for the team. Switzerland Tourism also served as technology provider to the program and established links between the program websites and MySwitzerland.com.



Presenters Kurt Schaad and Monika Schärer.





Presenters Pamela Grosser and Dennis Wilms with the children in front of 2000 spectators during recording in Zermatt.

The "Tiger Duck Club" in Zermatt, Canton Valais. Storming the Breithorn (4164 m/13 661 ft).



## German "Tiger Ducks" on the Matterhorn.

The "Tiger Duck Club", a popular children's program on German television, showed the Valais at its best. Around eight million viewers were given an insight into Switzerland as a country to experience nature and spend a family vacation.

### Germany

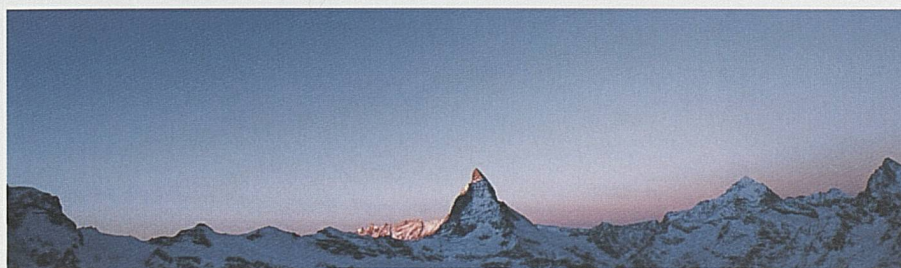
In one of the highlights of the mountain summer campaign in Germany, the channel SWR recorded the 350<sup>th</sup> edition of the "Tiger Duck Club" children's program in Zermatt in September on behalf of German station ARD. The program came about through copious discussions with SWR. Before it was recorded, ten children from Germany and Switzerland were invited on a trekking tour through the Valais mountains. Accompanied by guides, they explored mountains, glaciers and rivers, and they even climbed the Breithorn (4164 m/ 13 661 ft above sea level). On the day of the shoot they met celebrities such as balloonist Bertrand Piccard and the Kelly Family, a popular band in Germany. Apart from the children, some 2000 spectators watched the program being made.

The anniversary program looked at not one but two of Switzerland Tourism's promotional themes, the mountain summer and families. The mountain summer campaign also attracted much attention in other media. The glossy magazine Geo Special, for example, devoted an edition to Switzerland. Switzerland thus enjoyed good publicity in a summer that already saw numerous positive reports on the Expo.02. The articles and programs triggered by Switzerland Tourism's targeted media work alone generated more than 112 million exposures in Germany.

### Facts.

The aim of the programs was to place Mountains.<sup>®</sup> campaign themes in the German media.

Medium	Television
Number of programs	4
Minutes broadcast	300
TV audience	8 million



The Matterhorn, Zermatt.



The Traveller edition that focused on Swiss cities and the Expo.02 was the highest-selling issue in 2002.

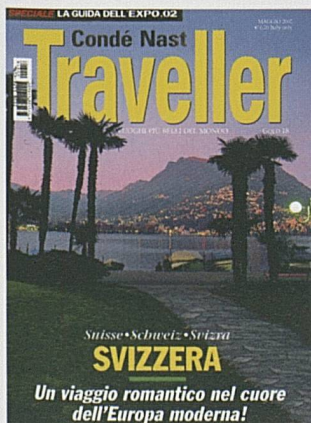


## Italians love Swiss cities.

Switzerland Tourism Italy assisted in the production of a travel magazine on Swiss cities and the Expo.02, thus contributing to its success.

### Italy

The Condé Nast Traveller puts out elaborate monthly travel magazines which are more like travel guides than magazines. In May, an issue dedicated to Swiss cities appeared in Italy. Switzerland Tourism was involved in this production on a concept, content and logistics level. Themes were discussed, content prepared for editors and various media tours organized. Under the headline "Switzerland. A romantic journey to the heart of modern Europe!" the 284-page issue painted an attractive picture of Swiss cities, tourism regions, products, restaurants and leading museums.



Swiss edition of Traveller.

To launch the monthly magazine a media and VIP event was held at the Swiss embassy in Rome on May 21, an event that was repeated at the Centro Svizzero in Milan a day later. A total of 50 000 posters were put up to publicize the new issue and adverts were placed in the most important national newspapers (Corriere della Sera, La Repubblica, Il Sole 24 Ore), selected local editions (La Stampa, Il Messaggero, Il Mattino) and the monthly magazines published by Condé Nast. The magazine was also promoted on pay TV tourism channel Marcopolo TV and on Radio Dimensione Suono (RDS).

This was the second time Switzerland Tourism has cooperated with Condé Nast. In winter 2001 one of their magazines focused on the Swiss Alps. The May Switzerland edition was the highest-selling issue in 2002.

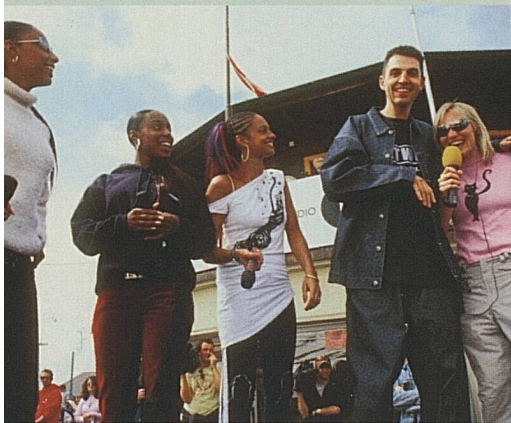
## Facts.

The aim of the travel magazine was to serve as a multiplier. Switzerland Tourism helped to produce it and backed the launch with media work and adverts.

Circulation	71 058
Readers	175 000



Mis-teeq, the UK's number one girl band, appeared live for Radio 1 at Snowbombing in Villars.



Villars remains the venue for Snowbombing 2003 and 2004.

## British sounds and beats in the Alps.

An event that caused a stir both in Britain and Switzerland has defined new dimensions for winter sport activities and attracted new and interesting target audiences to the Swiss mountains.

### United Kingdom

Snowbombing 2002 in Villars was a spectacular success. The weeklong event attracted 1200 visitors and was dubbed "the biggest snowboarding and music festival the Alps have ever seen" by British television channel ITV.

The event combines a three-day snowboarding competition with first-class clubbing and chilling out. Its organizers place their faith in world class acts throughout, with the world's best snowboarders taking part in the races, and the world's best DJs and bands appearing in the clubs. BBC Radio 1 served as media partner to the event and reported from Villars along with 60 other media representatives and ten film teams, leading to more than 3000 pieces in the press and on television. Snowbombing also featured on more than 1000 websites.

Switzerland Tourism and the Lake Geneva Region succeeded in bringing Snowbombing to Switzerland for the first time in 2002 and also secured the rights until 2004. For two years previously it had taken place in Risoul, France. Snowbombing is a prestigious event that addresses interesting target audiences and distinguishes the profile of winter sport in Switzerland in a positive way.



Snowbombing flyer.

## Facts.

The UK team succeeded in taking one of the best known winter sport events in Britain to Switzerland and made a massive contribution to its planning and organisation.

Media	radio, print, internet
Participants	1200 UK visitors
Overnights	8400
Exposures	8 million (BBC Radio 1) 400 million (other print media and TV)





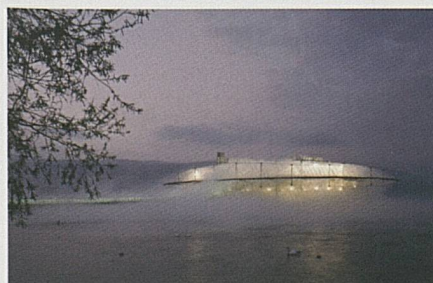
Expo.02 posters at the Gare de Lyon, Paris.

# Fresh Swiss images for French train stations.

Using the icons of the Expo arteplages the French office of Switzerland Tourism enchanted France and painted an unexpectedly fresh picture of Switzerland.

## France

The Swiss national exhibition Expo.02 offered the opportunity to convey a wholly unexpected and fresh picture of Switzerland to our French guests. So "Discover a different Switzerland" was the core message of a promotion that concentrated on Paris and the border regions of Alsace and Rhône Alps.



Expo.02 arteplage in Yverdon-les-Bains.

Part of the campaign was formed by adverts in leading newspapers and magazines and a poster campaign at the train stations in Strasbourg, Lyon and Paris. An exemplary campaign was run in Paris, where five king-size posters adorned the impressive main station building at the Gare de Lyon for two weeks at the end of May. These posters displayed spectacular images of the five Expo.02 arteplages [literally: art beaches]. The Expo.02, and Switzerland as a tourist destination, was also presented to Parisians at a special information and entertainment booth. The images had the desired effect and gave the thousands of travelers who passed through the building each day an opportunity to see Switzerland in a whole new light.

Our targeted media work pursued exactly the same objective. We were therefore able to place dozens of reports on the Expo.02, reports which reached an audience of almost 20 million readers with their exceedingly positive message. A great success, then, from which Swiss tourism will continue to benefit in the future.

## Facts.

The fascinating and surprising world of the Expo.02 was used to present a new image of Switzerland in France.

Activities

Poster campaign

Direct mail

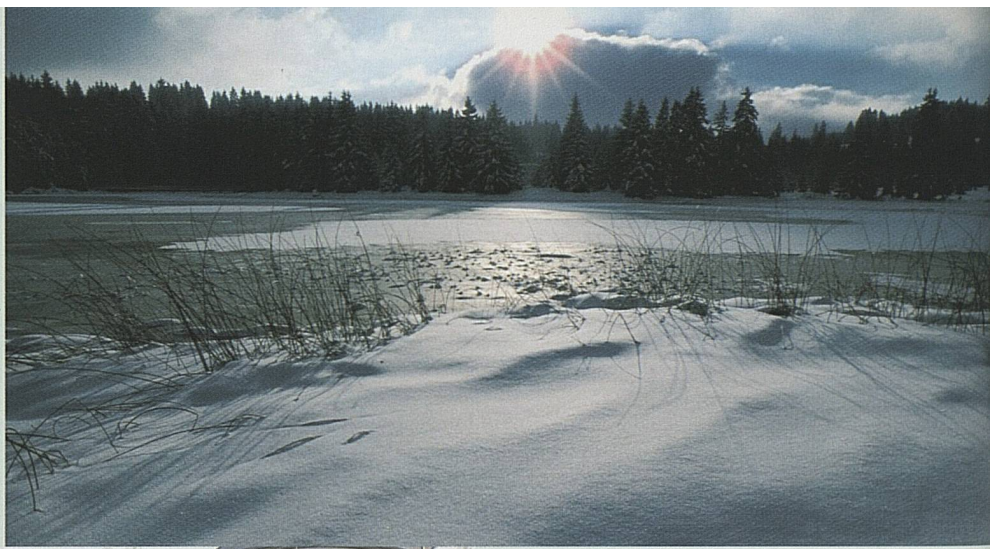
Advertising

Media work

Exposures

40 million





Etang de la Gruère (998 m/3274 ft) in hibernation.  
Les Cerlätze in the Freiberge region, Canton Jura.



Switzerland Tourism served as exclusive sponsor to the indoor ski slope at Spaarnwoude near Amsterdam.

## Awakening interest for real mountains in the lowlands.

Switzerland, the land of the mountains, is a favorite vacation destination in the Netherlands. The local Switzerland Tourism office used the UN Year of the Mountains as the core of its promotional work and tapped into new dialog groups.

### The Netherlands

Switzerland Tourism Amsterdam succeeded in securing Ronald Naar, a very well-known mountaineer in the Netherlands, as an "Ambassador for Swiss Tourism". He created a major media echo with a tour of journalists to the Swiss mountains and a readers' tour organized by the *Algemeen Dagblad*, a major Dutch daily and also featured in mailings and on the Dutch version of *MySwitzerland.com*.

Great weight was attached to e-marketing, as the Internet has gained in importance as an information and booking tool in the Netherlands. The average number of visitors per month has almost doubled and the length of stay and the number of electronic newsletter subscriptions also increased.

Switzerland Tourism also entered into a rather unusual cooperation with the Snow Planet indoor ski slope just outside Amsterdam. With its 235 m (771 ft) long slope, the Snow Planet has been in operation for three years and is an extremely popular attraction, pulling in more than 300 000 visitors a year.

In association with its partners Valais, Graubünden, Jungfrau, Engelberg and the airline SWISS, Switzerland Tourism developed a joint marketing platform, giving them a presence inside the building, integrating them in the marketing activities of Snow Planet and affording them the opportunity to use the complex for weekend events and co-promotions with other organisations. It therefore represented a direct channel to skiers and snowboarders in the Netherlands.

### The promotion.

The aim of the promotion was to communicate the fascination of the mountain country of Switzerland and to address the potential target audience without any significant wastage.



Winter sport fun at the Snow Planet indoor ski slope.





Catalog of the Swedish fashion label Peak Performance.



Russian version of MySwitzerland.com.

## From Stockholm to Moscow.

### Scandinavia

#### A catalog full of snowy Swiss mountains.

Sensational images were used to attract the attention of sports enthusiasts among the customers of the Swedish fashion label "Peak Performance" to St. Moritz and Switzerland.

Whilst it might appear to be a case of selling refrigerators to the Eskimos, the World Alpine Ski Championships in St. Moritz nevertheless inspired "Peak Performance", a Swedish manufacturer of sports fashion and official supplier of sportswear to the World Championships, to make St. Moritz and the Swiss mountains the subject of its communications for its 2002/2003 winter catalog, giving Switzerland Tourism an opportunity to establish a strong presence in Scandinavia and in other countries.

"Peak Performance" deployed some spectacular images in its campaign and was able to count on the support of Switzerland Tourism in the process. Information was gathered, tours organized and contacts made with local tourism partners.

With its clothing collection and the St. Moritz promotion, "Peak Performance" targeted sports fans all over Europe and combined the excellent image enjoyed by the "Peak Performance" brand with St. Moritz for the benefit of both.

### Russian Federation

#### Switzerland. A land of porters?

The Swiss tourism industry is strengthening its long-term presence on the Russian market with a local version of MySwitzerland.com.

In the Russian Federation even the children have heard of "the Swiss" because that's what hotel porters are known as in Russian, probably not without coincidence. So to give the Russians an opportunity to learn a whole lot more about Switzerland. MySwitzerland.ru was launched on March 28.

Alongside the strategic partners a total of 23 local travel agencies and tour operators are integrated in MySwitzerland.ru. The content of MySwitzerland.ru targets the interests and wants of visitors from the Russian Federation and the CIS states.

With its attractive and up-to-date pages, MySwitzerland.ru has become an intensively visited site that is often quoted on Russian news sites and portals.

## Facts.

### Russian Federation

A market that is regaining its traditional strength and represents a very attractive customer segment.

Overnights	209 000 (2001)
	232 000 (2002)
Favorite destinations	Geneva
	Zurich
	Zermatt





Mountains.® poster at Grand Central Station in New York.



Posters on a Manhattan bus.

## The mountain city of New York.

"Switzerland. Home of the Mountains." was a highly visible presence in New York.

### USA

"Think big" is one of the core elements of American thinking and one that Switzerland Tourism's US office took to heart for its mountain summer campaign. More than 100 giant posters with images from the Mountains.® and a SWISS image campaign were plastered all over Grand Central Terminal, New York's biggest train station. In addition, 2500 posters were simultaneously displayed on suburban trains, while 200 Manhattan buses were adorned with Swiss mountain scenes and SWISS airline images.



Urs Eberhard, North America Director, during an on-the-spot education in Lugano for American travel agency staff organized under the Switzerland Network Education scheme.

The strategy was a tremendous success. Each day for two months half a million commuters, travelers and visitors enjoyed the Swiss mountainscapes. Parallel to the promotion, a number of television stations whose attention had been drawn to the "Switzerland. Home of the Mountains." campaign broadcast reports on Switzerland and its mountains. In addition, 800 000 copies of the Mountains.® brochure were distributed in Travel Vacation magazine.

## Facts.

### Integrated concept

Mountains.® poster campaign on 100 buses in Manhattan and on suburban trains.  
Distribution of the Mountains.® brochure to 800 000 Travel Vacation subscribers.  
On-pack Gerber Cheese promotion.  
Direct mailing to 475 000 addresses.  
30-minute "Travel Café" TV program.  
300 TV spots on CBS.  
Promotions on Internet portals  
Frommers.com, Travelocity.com,  
VisitEurope.com and Igougo.com.

### Result:

7 million exposures through television programs  
70 million viewers of TV spots  
2.4 million readers via Travel Vacation  
47 million website hits  
75 million exposures through the poster campaign  
475 000 mailing recipients  
With more than 300 000 responses and over 250 000 bookings through various key accounts and Switzerland specialists.



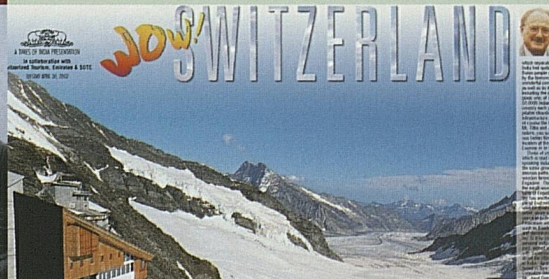


Roland Imboden (Director of Zermatt Tourism), Jean-Jacques Rey-Bellet (Vice-President of the Valais Government).



From left to right: Michel Ferla (Vice Director of Switzerland Tourism), Wenjia Zhang (Switzerland Tourism representative in Beijing) and Jean-Jacques Rey-Bellet (Vice-President of the Valais Government).

"Wow Switzerland" – cover of a four-page insert in the "Times of India". Circulation: five million.



# China and India show the Alps.

## China

### Mountains on tour.

The fraternization of the Matterhorn with the Jade Dragon mountains has opened up a platform for intensive tourism collaboration and promotion in China.

The partnership between the Lijiang Prefecture and Switzerland, symbolized by the twinning of the legendary Jade Dragon mountains and the Matterhorn, was consolidated during the year of the report. The first exhibit for a planned alpine museum, a 580 kilogram (0.639 US tons) granite boulder taken from the Matterhorn was transported to the city of Lijiang in Yunnan Province, South-West China. The Switzerland Matterhorn Alpine Museum, which is due to open in 2004, aims to raise awareness in China for the celebrated Matterhorn and by extension the tourism country of Switzerland. The Chinese partners would also like to cooperate with Switzerland in the areas of environmental protection, transport development and tourism promotion.

Through this partnership the Swiss tourism industry is building lasting links with the emerging market of China. And it is doing so with great success. Exit visas may still be quite difficult to obtain, but as Urs Zenhäusern, Director of Valais Tourism, said at the foundation stone laying ceremony for the alpine museum in Lijiang, "Success goes to who ever's first on the market."

## India

### An effective Indian insert.

On the Indian subcontinent the people's love of Switzerland continued unabated in 2002, as the growth rate recorded for overnights (+9 %) demonstrates. Much of the credit for this goes to Switzerland Tourism's key account partner Kuoni SOTC. As part of their ongoing promotion of Switzerland's tourism portfolio, Switzerland Tourism and Kuoni SOTC have entered into a media partnership with the largest Indian daily, the Times of India, the biggest-selling English-language newspaper in the world.

A four-page insert that appeared in April covered a journey across Switzerland undertaken by two well-known Indian actresses. More than five million readers discovered all kinds of things about the most popular Swiss destinations for Indian tourists and were offered an unbeatable package deal by the tour organizer. As a result no fewer than 400 tours were sold within two weeks of the insert appearing. The supplement was also an important promotional tool for the Swiss offerings of other tour operators, who reported a marked increase in bookings after its publication.

## Facts.

### China

China is the long-haul market with probably the greatest quantitative potential, potential that is steadily being developed. The numbers give good grounds for confidence:

Overnights	90 000 (2001)
	120 000 (2002)

Favorite destinations	Zurich
	Geneva
	Lucerne

### India

Switzerland's massive presence in Indian films and the active marketing efforts of Switzerland Tourism and its partners in India are attracting more and more tourists from this important market each year.

Overnights	184 000 (2001)
	200 000 (2002)

Favorite destinations	Engelberg
	Zurich
	Geneva