

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2013)

Inhaltsverzeichnis

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 23.07.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Contents.

Marketing organisation.

Switzerland Tourism in brief.	8
The ST network.	10
ST membership.	11
Market key figures.	12
Impulse programmes.	13
Industry partnerships.	14
Business partnerships.	15
Evolution of hotel overnights.	16
Tourism Development Index (TDI).	17
Tourism marketing: a modular approach.	18
Distinction through quality and cooperation.	19
Enjoy Switzerland.	19

Marketing strategy.

ST marketing strategy.	22
Budget allocation to the four elements of ST marketing.	23

Campaigns.

Cities.	28
Meetings.	30
Summer.	32
Winter.	36
Themed campaigns.	40

Focus.

ST department: Content Management.	44
Special issue of Switzerland magazine.	45
Focus market Southeast Asia.	46
Focus market USA.	47
Award-winning Switzerland.	48
Outlook.	49

Figures and names.	50
---------------------------	-----------



Publisher

Switzerland Tourism
Tödistrasse 7, Postfach
CH-8027 Zürich

www.MySwitzerland.com
www.MySwitzerland.com/newsletter
www.MySwitzerland.com/facebook
www.MySwitzerland.com/twitter

Addresses and contact details for all ST representatives worldwide can be found at www.stnet.ch/vertretungen

Project managers

Daniela Bär, Sylvie Ruppli

Design

Festland AG, St. Gallen / Zürich

Copy

Matthias Mächler, diemagaziner.ch

Title page

New Year's Eve Spirits in Appenzell

Picture credits

Title page and pages 26 / 27:
Marcel Grubenmann
Page 19: Canton Glarus marketing,
www.dasbild.ch
Pages 50 / 51: Victorinox AG
All others: Switzerland Tourism

Printer

Abächerli Media AG, Sarnen

Print run

5,500 copies (German, French,
Italian and English)

Contact

media@switzerland.com

A commitment to sustainability

Switzerland Tourism understands that nature is our most precious resource, and is committed to principles of sustainability. At its headquarters and at events, ST applies environmental standards laid out in ISO 14001 and ISO 9001. These cover areas such as the environmental impact of the workplace, energy use, waste management and use of paper and printers.



printed in
switzerland

