

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

Vorwort: Editorial
Autor: Roth, Jean François / Schmid, Jürg

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: 25.07.2025

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



Jean-François Roth, President Switzerland Tourism

“Positive outlook for the industry.”

How do you assess 2013?

2013 marked a turning point. After two years marked by a strong franc, neighbouring markets are beginning to show a return to growth. Alongside that, improvement in our strategic growth markets was excellent. The global outlook for the industry is positive.

Which areas of the tourism sector performed particularly well?

Investment volume stayed consistent despite demanding economic conditions. There were significant new milestones in terms of infrastructure this year. Above and beyond that, service providers developed new price models in response to the strong franc, and improved cooperation within the sector.

Name one chance that the tourism industry should take.

With safety, proximity, a perfect natural setting for gentle activity and plenty of wellness opportunities, Switzerland has everything it needs to attract a Western European target group which is growing all the time – the active over-50s, or “Best Agers”.



Jürg Schmid, CEO of Switzerland Tourism

“We’re still dealing with a strong franc.”

Does every summer campaign need its own theme, like “living traditions”?

Absolutely! A central theme not only draws international media attention, but also offers the opportunity to emphasise the strengths of providers in a targeted way. 2013’s original adventure attractions helped to bring the public closer to our traditions, increasing the demand for products like these.

Which market surprised you this year?

The UK. With a 6% increase in overnights, this market turned around very quickly. But it will take a very long time for us to get back to 2008 levels.

Are you still dealing with a strong franc?

Yes, although Swiss tourism in Europe has bottomed out and is entering a recovery phase. ST’s dual strategy of investing in traditional markets as well as increasingly developing new markets is crucial.