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Campaigns.



# Cities.

## Much-loved Swiss “boutique towns”.

**In the heart of world-class art and culture, closely surrounded by nature, in front of a beautiful backdrop – and all within walking distance: ST is betting on Swiss cities’ trump cards.**

Using the guiding theme of “boutique towns”, ST emphasised the richness of experiences available in Switzerland’s manageable, stress-free cities, which lie very close to some of the best of the country’s landscapes. The Cities campaign ran globally, with special emphasis on Germany, France, Italy, Spain and the UK. ST also adopted the year’s theme of “Views” for the Cities campaign, highlighting the beautiful vistas from towers, rooftop bars and lakefronts.

ST showcased its A-partner cities\* in high-quality printed material with a run of over two million copies, offering tips for the perfect weekend in every city. ST also presented all 23 partner cities and their highlights in an E-brochure and on MySwitzerland.com.

\*Basel, Bern, Geneva, Lausanne, Lucerne, Lugano, St.Gallen, Winterthur, Zurich

### Cities

“Swiss cities are boutique towns. Tidy old towns with a feel-good character invite you to linger. Visitors find themselves amidst world-class art and culture, within easy reach of water or nearby mountains.”

#### Core content

- **high density of experience:**  
art, culture, gastronomy and shopping
- **close together:**  
stress-free, manageable
- **gateway to nature:**  
just a short distance from the spectacular Swiss countryside

#### Partners

- **Swiss Cities**
- **A+ (Basel, Bern, Geneva, Lausanne, Lucerne, Lugano and Zurich)**

## Facts and figures.

Cities		2014	2013
Budget	CHF m	10,1	8,5
Share of total budget	%	10,6	8,9
Target markets	BE, CH, DE, ES, FR, IT, RU, UK, US (with CA)		
Brochures distributed	m	9,9	5,9
Participants on ST media trips		369	332
Media conferences (home and abroad)		36	26
Media contacts (readers, viewers, listeners)	bn	2,09	2,13

Main partners of the Cities campaign:





ST advertised its popular "SuissePocket" app on buses in Paris.



### Popular "SuissePocket" app.

As part of their A+ Cities campaign, ST launched their "SuissePocket" app in France, and its success increased interest in Swiss boutique towns. In the app, 40 young ambassadors offer tips for their cities, including less well-known insider knowledge. A promotion with TGV Lyria led to the sale of an additional 1,500 train tickets. The campaign generated 86.9 million media contacts and the app was downloaded 17,600 times.



86,863,000

### Campaign views

The "SuissePocket" app to accompany the A+ campaign was downloaded 17,600 times. The campaign itself received over 86.9 million views.



### Photographers and bloggers on tour.

Cameras at the ready, brandishing their pens, seven Korean bloggers and photographers visited Switzerland. In conjunction with Korean partners Sony and Lonely Planet Korea, ST invited them on a one-week tour through Switzerland as part of an integrated marketing campaign. The campaign generated 125,000 media contacts.



Focusing on urban culture: ST at the Leipzig Book Fair.



### The host country at the Leipzig Book Fair.

With 175,000 visitors, the Leipzig Book Fair is the largest public fair of its kind in German-speaking countries and it presented Switzerland as a focus country. ST introduced Switzerland as a holiday destination for cultural visitors, focusing on cities and their cultural activities. Its presence was accompanied by media trips on the topic of "Literature in Switzerland". The result was 26.7 million media contacts.

Putting them in the picture: Korean bloggers in St. Gallen's Abbey Library.



# Meetings.

## Switzerland as an international meeting point.

**The meetings sector remains a central pillar: almost one in five hotel overnights is related to a meeting. The Switzerland Meetings Report 2014 attests to the competitiveness of this sector.**

Through the Switzerland Meetings Report 2014, published by the Switzerland Convention & Incentive Bureau (SCIB), it is possible for the first time to see how Switzerland has developed as a location for meetings over the last three years. Switzerland has proven itself to be extremely competitive in this sector. Gratifyingly, the report showed an increase in business meetings – especially in rural areas.

The SCIB comprises 22 ST specialists worldwide, who market Switzerland as a venue for meetings. In doing so, they focus on the acquisition of multi-day events from foreign firms and international associations. In 2014, SCIB celebrated its 50th anniversary.

### Meetings

“Switzerland stands for sustainable and perfectly organised meetings with uniquely spectacular views, every inch of space packed with experiences.”

#### Core content

- added values and services
- supporting programmes and activities
- centres of knowledge
- conference centres
- conference hotels
- transport / accessibility
- SCIB 50th anniversary

#### Partner

- SCIB members



*“The meetings sector remains a linchpin of the tourist off-season.”*

Jürg Schmid, CEO Switzerland Tourism

### Facts and figures.

Meetings		2014	2013
Budget	CHF m	7,7	6,5
Share of total budget	%	8,1	6,8
Tourism revenue	CHF m	67,0	56,0
Visits to MySwitzerland.com/meetings		263 157	284 300
KAM-generated overnights		201 170	167 830
Number of meetings, events & conferences		759	714
Number of quotation requests processed by SCIB		1 456	1 388

The sound of money: meeting planners attending a "coin rolling" in Appenzell.



## International

### Successful Asia Trophy.

SCIB strengthened its relationship to the Kuoni Group Travel Experts Asia (KGTE) and its top clients. Incentive travel agents from Southeast Asia, China and India were invited to a four-day "Asia Trophy" trip around Switzerland, in order to attract more meetings and incentives from Asia. The project was a marked success, generating over 26,000 directly influenced overnights and revenue of approximately CHF 9 million.



### Roadshow opens its doors.

In Russia, SCIB invited the representatives of seven partners to roadshows in Moscow and St. Petersburg in order to present the ST annual theme "Views" for the meetings sector. 163 agencies and corporate meeting planners, as well as 23 media representatives, took part in networking events. SCIB gained 36 % more enquiries than in the previous year.



### New staff for SCIB.

Since January 2014 SCIB has had representation in Singapore. The increasing number of overnights and the high growth potential in Southeast Asia encouraged SCIB to take this step, in order to attract more meetings and incentives from the region. SCIB Singapore has already received 61 enquiries, which led to 18,000 overnights. This represents revenue of nearly CHF 6 million.



The participants at the networking event in Moscow are discussing Switzerland's potential for meetings and incentive travel.

The world's very first convention bureau was established in Switzerland.



## International

### SCIB turns 50.

50 years ago, Switzerland founded the world's first national convention bureau. This "Association of Swiss Conference Venues" has developed into today's Switzerland Convention & Incentive Bureau (SCIB). With a presence in 12 countries SCIB has contributed significantly to Switzerland's success as a conference destination. ST launched an integrated campaign in the UK to celebrate the SCIB's 50th anniversary. Among other activities, they created a brochure with 50 tips for meeting and incentive trips to Switzerland as an insert for the British meetings industry magazine "M&IT".



# Summer.

## Flying high with the best views.

**The summer campaign ensured fresh perspectives: ST presented fantastic alpine panoramas and surprising urban vistas within the guiding theme of “Views”.**

Airy trips in cable cars, eventful excursions in panorama trains and spectacular urban views – ST highlighted the grandest vistas and shone the spotlight on the most beautiful peaks and lookout spots.

In a TV ad, our heroes Sebi and Paul showed with a wink that they can be effortlessly reached by all, thanks to our mountain railways.

ST relied on all the elements of integrated marketing, and together with UBS as a presenting partner, produced the brochure “The 100 Finest Views”. In addition, ST developed the E-brochure “Swiss Summer” and the Summer magazine “mySwitzerland”. The summer campaign generated 4.6 billion media contacts worldwide and 2.8 million hotel overnights.

### Summer

“Our mountain trips are spectacular, taking you way up high, where the air is clear, the views inspiring and the moments moving.”

#### Core content

- outdoor (hiking, cycling, mountain biking)
- cable cars
- nature parks/ecotourism
- hotels with a view
- cities

#### Partners

- regions
- destinations
- Swiss Parks
- SwitzerlandMobility

## Facts and figures.

Summer		2014	2013
Budget	CHF m	43,6	36,8
Share of total budget	%	45,9	38,6
Target markets		worldwide	worldwide
Brochures distributed	m	20,0	23,0
Visits to MySwitzerland.com	m	13,4*	13,0*
Participants on ST media trips		966	896
Media contacts (readers, viewers, listeners)	bn	4,6	3,9
KAM-generated overnights	m	2,8	2,9

\* Including Cities campaign content

Tourism partners of the Summer campaign:



Switzerland from above: the Yann Arthus-Bertrand exhibition in Paris.



## Heavenly images.

The world-famous French photographer Yann Arthus-Bertrand captured the most beautiful Swiss landscapes for ST, and presented them at the exhibition "Switzerland From Above" in Paris. Thanks to Arthus-Bertrand's imagery, ST generated 39.6 million media contacts in France and neighbouring Switzerland. His pictures were also exhibited at events in other countries, including Russia and the US.

[www.switzerlandfromabove.com](http://www.switzerlandfromabove.com)

Captivated by Switzerland: China's popular "Photographic Travel Magazine".



## A picture-perfect country.

In its October issue, China's popular "Photographic Travel Magazine" presented 58 pages of the best views of Switzerland. ST invited three journalists, two camera operators, two photographers and a renowned Chinese musician and director on a media trip for this purpose. The magazine has a circulation of 380,000 and its app had been downloaded 120,000 times by the end of the year.



Woolly ambassadors: Zermatt blacknose sheep.

## International

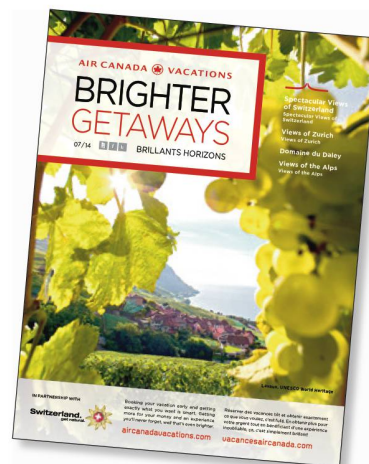
## Travel journalists from all over the world.

At the Matterhorn, the Aletsch Glacier and Monte San Salvatore 137 travel journalists from 33 countries were able to experience numerous panoramic landscapes and cities. ST invited them as part of an international media trip, guiding them through various Swiss tourist regions over the course of a week. Their media reports can be considered equivalent to around CHF 5 million worth of advertising.



## An opulent in-flight magazine.

Passengers on Air Canada who read the inflight magazine "Brighter Getaways" or used the inflight entertainment had access to the most beautiful Swiss views. ST promoted Switzerland's offerings with an integrated marketing campaign, generating 1.7 million contacts with Air Canada's global network.



The vineyards of Lavaux, Lake Geneva Region: the cover of Air Canada's inflight magazine.





Celebrity cook Juna at a farmhouse in Seegräben ZH.



## A Swiss banquet for eight million people.

In May, the celebrated Indonesian TV chef Juna travelled through Switzerland with ST. Along the way, he cooked local Swiss dishes for his show "Arjuna" on Global TV. This was the first time ST partnered an Indonesian TV show for a large-scale tourism project. Juna's team filmed 28 episodes in Switzerland, reaching an audience of eight million people.



Close cooperation with ST: special issues on Switzerland in Polish and Austrian magazines.



## Switzerland special issue.

Poland's "National Geographic Traveler" published a special issue on Switzerland for the first time. The renowned travel magazine, with a readership of 480,000, devoted 132 pages to Switzerland – and its publishers, Burda, also promoted Switzerland in some of their other titles, with a circulation of two million. Switzerland was also the main topic in "Auto Touring Extra", a magazine from the Austrian Automobile Association (ÖAMTC). ST generated 500,000 media contacts in Austria.



The Coop paper delivers: ST's summer special.



## Coop brochure boosts overnights.

In conjunction with ST, Coop produced a joint summer insert with 75 accommodation deals over 70 pages. They covered all of rural and alpine Switzerland, and also featured excursion tips from experts. Coop proved to be an ideal partner: the Coop paper reaches nearly two-thirds of all Swiss households, with 2.7 million copies and 3.6 million readers. This summer insert generated over 18,000 overnights, 6,000 more than in the previous year.



ST posters in Shinjuku train station: it holds the world record for the most passengers.



## Switzerland and Japan: many reasons to celebrate.

Switzerland and Japan celebrated the 150th anniversary of diplomatic relations in 2014. The Rhaetian Railway and the Japanese Hakone Tozan Railway (HTT) also celebrated their 35th anniversary as partners. HTT is part of Odakyu Hakone Holding in Tokyo, which in conjunction with ST advertised Switzerland through its channels in a wide-reaching campaign. ST Japan attracted 50,000 visitors to a Switzerland Fair, generating 100 million contacts via advertising posters and 23 million contacts through newspaper advertisements.



The best advertisement for Switzerland: Arabic TV stars in Lucerne.

#### Gulf states

### Lucerne as an enticing backdrop.

Rotana TV's Saudi soap opera is a perennial favourite in the Gulf region, with 450 million viewers. ST scored a coup by inviting the production team to Lucerne. They filmed thirty 45-minute episodes on Lake Lucerne. This resulted in a very positive spike in overnights from the Gulf states, with 2014 seeing an increase of 23.7 %.



### First MICE workshop.

In conjunction with SCIB and the Polish Association of MICE Organisers, ST Poland invited five partners and around 28 participants from the MICE sector to a workshop in Warsaw, in order to present the advantages of Switzerland as a conference venue. This workshop, the first of its kind, met with high demand: ST sold around 1,000 additional hotel overnights.



On track: the "Swiss Made Challenge" was well-received in India.



### Young Indians conquer Switzerland.

Good-looking, entertaining and keen for adventure: that describes the seven winners of a contest on the Indian lifestyle channel NDTV Good Times. They qualified from a pool of 76,000 hopefuls for the reality show "Swiss Made Challenge". ST organised their trip, complete with bungy jumping, raft building and abseiling down a glacier crevasse. 410 million viewers followed their adventures. Twitter recorded 372,000 interactions; Facebook over 1.2 million.



In Hong Kong they're discovering cycling – with Switzerland's help.



### Tour de Suisse for Hong Kong Chinese.

Outdoor activities are becoming more and more popular in Hong Kong. Having introduced its customers to hiking as part of a group trip, a local tour operator asked ST Hong Kong to present the idea of a cycling experience as well. 150 cycling enthusiasts kicked off the series, riding their own bikes through Switzerland and generating 805 overnights. ST reached an addition 4.6 million media contacts with this promotion of cycling tours.



# Winter.

## Switzerland – The Original Winter.

**ST celebrated its 150th anniversary with the motto “Switzerland – The Original Winter. Since 1864.” This put snowy winter experiences and nostalgic charm into the global spotlight.**

In autumn 1864, the St. Moritz hotelier Johannes Badrutt made a legendary bet to try and convince his English guests of the virtues of the Swiss winter. The guests were not disappointed and stayed until Easter. They returned home tanned and told “half of England” about their holidays. Winter tourism was born.

ST pulled out all the stops in marketing this 150th anniversary with a range of initiatives including the “mySwitzerland” winter holiday magazine, the “150 years of Swiss winter holidays” brochure with UBS, and a TV ad with Sebi and Paul. ST also invited 663 journalists to Switzerland, held 38 media conferences and generated 1.9 billion media contacts.

### Hiver

“Switzerland is the original destination for active, snowy winter adventures – with the warmth of an open fire.”

#### Core content

- **topography:**  
genuine, snow-white winter adventures with a high degree of relaxation
- **brand and innovation:**  
Swissness, authenticity & convenience
- **pioneer spirit, tradition and history:**  
mountain railways, winter sport schools, variety of winter sports

#### Partners

- **regions**
- **destinations**
- **Swiss Snowsports**
- **Snow Users' Association**



### Facts and figures.

Winter		2014	2013
Budget	CHF m	24,3	18,4*
Share of total budget	%	25,6	19,3
Target markets		worldwide	worldwide
Brochures distributed	m	15,0	19,0
Visits to MySwitzerland.com	m	13,7**	13,2**
Participants on ST media trips		663	640
Media contacts (readers, viewers, listeners)	bn	1,9	3,3
KAM-generated overnights	m	1,3	1,3

\*Including impulse programme (until April 2013); \*\*Including Cities campaign content

Tourism partners for the Winter campaign:





Federal Councillor Johann Schneider-Ammann at a VIP event at Jelmoni.



## Major winter promotion in Jelmoni.

ST and the exclusive Zurich department store Jelmoni celebrated winter with a three-week special promotion, including exclusive evening events. Various ST partners were involved, running presentations for visitors. ST also distributed 13,300 brochures and 20,000 postcard sets. Jelmoni also marked the anniversary in their own winter magazine, which has a run of 124,000 copies and reaches a readership of 310,000. Jelmoni received 400,000 customers over the three weeks.



The first STMS led to 125,000 additional overnights.

### International

## B2B premiere in St. Moritz.

In order to position the Swiss winter early for new markets, ST organised the first "Snow Travel Mart Switzerland" (STMS) in St. Moritz in March. The results were positive: ST brought together Swiss tourism providers with 180 buyers from 44 countries, 26% of them from strategic growth markets. Thanks to STMS, around 125,000 additional hotel overnights were sold, which represents revenue of approximately CHF 31 million.



Totally retro: the anniversary poster by Matthias Gnehm.

### International

## Homage to history: Gnehm's anniversary poster.

The Zurich illustrator Matthias Gnehm's anniversary poster enjoyed special significance in the campaign. His homage to classic tourism posters shows a skier in front of a snow-white landscape with an imposing mountain backdrop. The 70-page ST winter magazine, with its retro-styled cover showing a graceful figure skater, invited readers to delve into the past and draw inspiration for holidaying in the Swiss winter.



## Nostalgia in Britain – where it all began.

The first winter visitors to Switzerland came from the UK, and ST's anniversary winter campaign in Britain was correspondingly high-profile, with a "Monocle" special (see next page) and cooperation with the Ski Club of Great Britain, including promotion through all club channels, as well as an exclusive touch of nostalgia in the 43 branches of the John Lewis chain. In addition ST invited 200 guests from the media, business and tourism to an exclusive evening in London. These activities resulted in 34 million media contacts.



## International

### A cheerful trip through time with Sebi and Paul.

Sebi and Paul, ST's likeable heroes, took a trip through time in 2014. In the winter TV ad, we find them in 1864, giving their own light-hearted version of how Swiss winter tourism all began.



# 115,850,894

## Ad views

The ad "Switzerland – The Original Winter" reached 115.85 million viewers through YouTube and television until the end of February 2015.



Praise for Switzerland: winter insert in "Monocle".

## International

### Stylish travel guide in the cult magazine "Monocle".

Husky tours in Verbier, wellness in Adelboden, train experiences on the Bernina Express – lifestyle guru Tyler Brülé's international magazine "Monocle" inspired 200,000 readers with their high-class "Switzerland Travel Guide", an editorially created insert devoted to the Swiss winter.



### Thrills on the summit: cooperation with Warren Miller.

Legendary Californian producer and director of spectacular skiing and snowboarding films Warren Miller included sensational Swiss imagery in his most recent work "No Turning Back". Through ST's efforts, Swiss landscapes, as well as our partners SWISS and Mammút, are present in ten of the film's 90 minutes. Thanks to integrated marketing ST was able to strengthen the US image of Switzerland as a preferred winter destination to an audience of around 150,000.

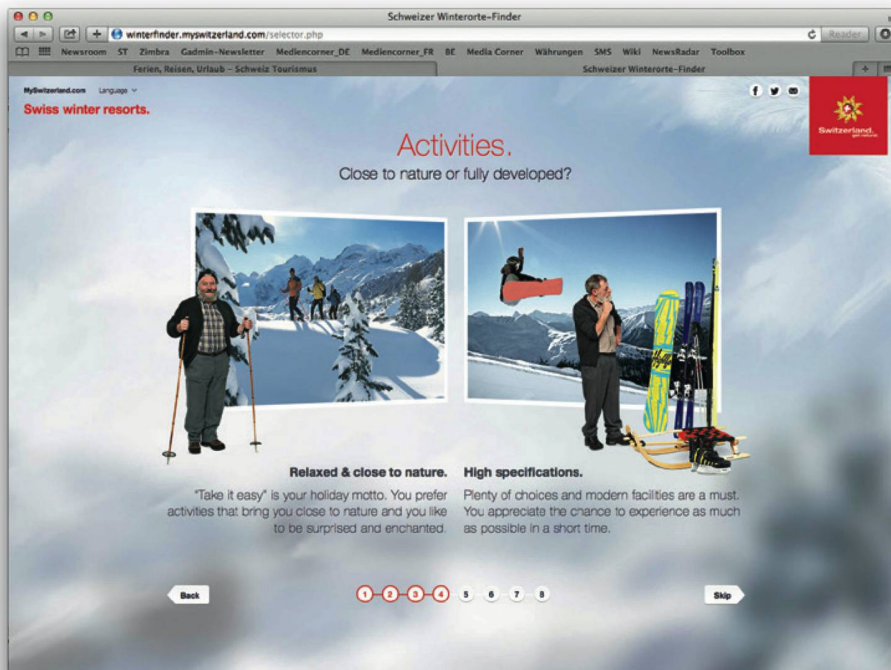


Winter workshop in The Hague's Koninklijke Schouwburg.



### Winter's regal onset.

The Hague's Koninklijke Schouwburg was the perfect spot in the Netherlands for ST to herald the start of winter. To celebrate the winter anniversary, and the arrival of a new Swiss ambassador in The Hague, ST and the Swiss Embassy invited over a hundred guests to a VIP event. 20 trade partners and 50 representatives from the media and business took part in a winter workshop.



A new favourite place is just a few clicks away: ST's winter resort finder.

## International

### A digital short-cut to the perfect winter resort.

What do you like? The new winter resort finder at MySwitzerland.com/winter gives winter visitors what they're looking for. An interactive search engine playfully puts together a profile of the user's desires, matching the guest to the perfect resort, whether modern or rustic, tranquil or lively. It includes information on the location and booking opportunities. The site has been visited 132,500 times.



### Glamorous Italian adventure show.

"Donnavventura" is a popular Italian TV show in a multi-media format, in which its young reporters travel the world. ST shared a six-month marketing project with "Donnavventura", which involved a substantial media and social media presence. ST accompanied the reporting team during shooting in Switzerland, where two episodes were filmed. ST generated 14.6 million media and online contacts.



Switzerland is considered a snowboarder's paradise in South Korea.



### Korean snowboard pros enthused.

Four famous pro snowboarders from South Korea visited Zermatt and Saas-Fee with their film crew. ST helped them make inspiring films to enthuse Koreans about the Swiss winter world and to teach the ABC of winter sports. The films were distributed via YouTube and social media, generating almost 75,000 contacts.

Tremendous pleasure: Italian reporters in Zermatt.



# Themed campaigns.

## Panoramic trips: picking up the pace.

**ST brought famous Swiss panoramic routes to life – to be enjoyed from the comfort of your own armchair.**

In close partnership with Swiss Travel System (STS), ST launched the themed campaign “Panorama pleasures”: ten of the most beautiful routes to be enjoyed by train, bus and boat. The interactive

panoramic trips on MySwitzerland.com offer a special experience, designed to inspire users to experience the route in real life.

In addition to panoramic trips, the two themed campaigns “Outdoor. Swiss made.” and Families were key in 2014. ST presented the entire outdoor experience and Switzerland as a family destination in its marketing mix, also showcasing natural and cultural tips together alongside WWF Switzerland in “Ecotourism”.

### Facts and figures.

#### Themed campaign Families

		2014	2013
Budget	CHF m	0,5	0,8
Share of total budget	%	0,5	0,8
Target markets	CH, BE, GCC, IT, NL	CH, BE, DE, IT, NL	
Brochures distributed	m	0,2	0,45
Visits to MySwitzerland.com	m	0,5	0,56
iApp downloads		27 000	70 000

#### Themed campaign Outdoor. Swiss made.

KAM-generated overnights	CHF m	0,6	0,6
Share of total budget	%	0,6	0,6
Target markets	CH, DE, IT, ES, NL, UK	CH, DE, IT, ES	
Brochures distributed	m	0,34	0,44
Visits to MySwitzerland.com	m	0,1	0,18

Atmospheric: the brochure presenting the unique Swiss rail network.



### International

#### Setting off on spectacular train trips.

Four virtual panoramic train trips from ST offered a small taste of “real” trips. Online trips on MySwitzerland.com took users all across Switzerland, letting them discover highlights along the route with videos and 360-degree panoramas. These microsites have generated 90,000 page views in 2014. ST and STS stoked anticipation still further with the brochure “Panorama pleasures”, with a print run of 145,000 copies.

**MySwitzerland.com/panorama**



For the environment's sake: WWF and ST promoted holidays in Switzerland.



## 200 ideas for holidaying at home.

A new collaboration between ST and WWF Switzerland encouraged people to discover Switzerland – and at the same time take care of the environment. They presented around 200 ideas for holidays and excursions close to nature at MySwitzerland.com/ecotourism (which had 60,000 page views), including ten recommended trips that were a particularly close fit with the requirements of sustainable tourism. WWF Switzerland adopted these for their “Stay at home” initiative, a campaign of theirs to encourage domestic tourism.



Captivated by trains: the documentary was very well received.

## North America

### Back on track:

### Switzerland as a land of trains.

A brilliantly produced documentary for US public television offered an hour of Swissness and a feast for the eyes with Swiss railways, showing off panoramic trains, historic trains and the most beautiful views. “Real Rail Adventures: Switzerland” was made by ST (in collaboration with a TV production company), STS and Rail Europe. The TV broadcast reached an audience of approximately 12 million.



The Czech magazine “Cykloturistika” drew cyclists to the Swiss mountains.



## Experience Graubünden by bike.

The Czech cycling industry magazine “Cykloturistika” depicted Graubünden’s most beautiful bike tours in a ten-page title story. It appeared in a run of 14,500 copies. ST and its partner Graubünden Tourism reached a readership of over 36,000, offering tips and suggestions for Czech cyclists.





The largest waterfall in Europe:  
the Rhine Falls near Schaffhausen,  
Eastern Switzerland/Liechtenstein.