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# “Switzerland. get natural.”

The familiar saying “Back to nature” by Genevan philosopher Jean-Jacques Rousseau represents the DNA of Swiss tourism. Conquering Switzerland’s most important resource – our mountains – is the source of the continuing boom.

In May 1962 – on what would have been Jean-Jacques Rousseau’s 250th birthday – six mail coaches spent eight days travelling in star formation from Frankfurt, Munich, Milan, Lyon, Paris and Brussels to little St Peter’s Island, where the philosopher once found refuge. The SNT0 consciously focused on the enjoyment of nature and enriching encounters with people.

## Looking after our natural capital

Nature has been the bedrock of tourism in Switzerland since day one. Early on, it was aristocrats who dared to venture into the Alps, seeking fresh air in the mountains of Bern, Graubünden and Valais.

In the 1920s, spa cures became popular among visitors, and later the message was “Swiss Alps calling” (1951). It was not only children who led healthier lives thanks to Swiss holidays (1952); mountain air also made you thin, the Tourism Office claimed with a little wink (1969). The flood of tourists drawn back to nature, to blue lakes and snowy scenery grew ever wider. Here and there mountain trains reached up towards the Swiss sky, creating new destinations. As a consequence, in the 1960s and 70s, farsighted tourism industry operators warned of over-exploitation. After all: no nature – no tourism. And with no natural wealth of contrasts, there could be no sustainable growth in tourism.

Preserving nature is a core interest of Switzerland Tourism – and a decisive, strategic factor in the success of the organisation. The new slogan since 2003 “Switzerland. get natural.” went straight to the heart of the matter: witness the 18 new natural parks and the 2009 sustainability charter drawn up with industry partners. So it follows that the motto for the anniversary year 2017 harks back to the roots of tourism here: “Nature wants you back” – the fundamental reason for (re)discovering Switzerland.



At the National Exhibition in Lausanne the SNT0 presented a polyvision panorama show in special wide-screen format, in a spectacular pavilion.

Swiss TV introduced advertising breaks. The SNT0 presented an advertisement on the theme “Winter holidays in Switzerland”.

An agreement with Swissair enabled the creation of six tourist information points in South American cities.

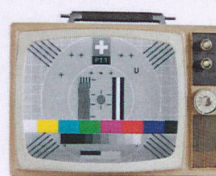


1964

1966

1967

1968



Introduction of colour TV in Switzerland: a new era and new opportunities for tourism advertising.