

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2016)

Artikel: Skilled media relations
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-685628>

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The result of many years of
media relations work: Destination
Switzerland as a supplement
in "National Geographic".

Skilled media relations

Media relations is part of our core business. Nothing can succeed unless we cultivate good relationships with those who write about and film our country. From “Good Morning America” to an Arabic-speaking internet star – the media report enthusiastically on our Alpine paradise with its wealth of history.

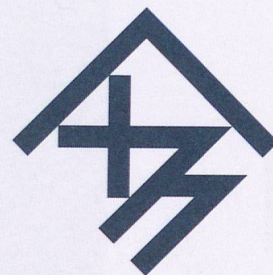
The 30-page report which appeared in 1986 in leading US magazine National Geographic, with its readership of 14 million, speaks volumes, depicting the Landsgemeinde (Cantonal Assembly) in a flurry of snow and a father packing for military service, before switching to the tough day-to-day existence of a mountain farmer. It was exactly this type of reporting that the Tourism Office sought, “to improve awareness of Switzerland and the image of the country abroad”. Since the late 1940s we have focused on journalistic credibility rather than purchasing advertising space, taking an outsider’s perspective rather than simply praising ourselves.

Host to the new media scene

Every year we invite several thousand journalists to Switzerland. Individually or in groups, they set off across the country with Swissair/SWISS, SBB and partners in search of stories. There are plenty of Hollywood-standard tales to report on – for example Matt Lauer of NBC’s Today Show on his trip from the Matterhorn to the Jungfraujoche in 2011, which was broadcast live to eight million viewers. Another fascinating story is the performance of the South Korean “Heidi”, acclaimed film and TV actress Ji Min Han, who worked on behalf of Switzerland Tourism from 2013 to 2015 as a “Swiss Friend” and was followed by many media representatives and bloggers. The future of social media belongs to them, to Instagram stars like Chris Burkard from California (2.2 million followers) and to Internet stars such as Taim al Falasi from Dubai (442,000 subscribers). Their views of Switzerland in 2016 reach the community live – in words and videos – right around the world.



Introduction of the tourist information phone line 120. Callers could ring this number for excursion ideas in all languages.



The federal government cut the SNTO budget. The Swiss Hoteliers Association (SHV) jumped in and paid one million francs to help.

1977

End of the recession – onwards and upwards. Switzerland Tourism was out in front as the world looked on, astonished. The SNTO showed, with its campaign “Switzerland works”, that the quality was right.

1979

1981