

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

Artikel: 100 campaigns in 100 years
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DOI: <https://doi.org/10.5169/seals-685617>

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100 campaigns in 100 years

Every campaign by Switzerland's national promoters reflects the "zeitgeist", or mood of the times. In order to grab attention, campaigns not only adopt the latest trends, but also showcase them in spectacular fashion. The first big promotions were aimed at spa visitors; these days, it's touring by road or rail.

"Bathe for health!" Even the Romans knew all about the healing properties of Switzerland's thermal springs. In 1926, one of the first major campaigns by the National Tourist Office was dedicated to spa cures. Posters and a colourful array of other advertising tools invited visitors to take the plunge in the spas of Bad Ragaz, Baden or Yverdon-les-Bains. The "Balneological & Climatological Commission" ensured that the joint campaign met both commercial and medical requirements.

A boom in holiday themes

Ever since, campaigns have been the driver of national advertising, with catchy slogans to target the tastes of particular visitor groups. One campaign might appeal to skiers (1943: "Everyone's a skier"), another to "slow travellers" and pilgrims (1995: "On the Way of Saint James through Switzer-

land – by bike and on foot"), the young and young-at-heart (1952: "Health and happy holidays for children in Switzerland") or those looking for a hobby and wanting to take up yodelling, rustic painting or mountaineering (1970s: "Hobby Holiday Catalogue"). Very early on, so-called off-season periods such as spring and autumn began to appear in campaigns (1921/22: "Holidays in Switzerland"). These topics were rediscovered after World War II (1945: "Spring holidays"). Themes have come and gone over the decades. What is critical is the accuracy of the advertisers' instinct for current trends. The Grand Tour of Switzerland (2015/16) can trace its roots back to the 1930s. It enables independent 21st-century visitors to give full expression to their spirit of discovery with whatever means of transport they desire.

The winter holiday – a sure-fire hit over the years:

- 1934: "Winter holiday – double the holiday"
- 1941: "Winter joy for inner strength"
- 1942: "Be clever – take a winter holiday"
- 1943: "Everyone's a skier"
- 2002/2003: "Mountains.©"
- 2009/2010: "We do whatever it takes to make your holiday perfect."

A hit with history – touring reloaded

- 1935: "All roads lead to Switzerland"
- 2015: "Grand Tour of Switzerland"

Targeting younger visitors

- 1952: "Health and happy holidays for children in Switzerland"
- 1971: "Switzerland as young as its visitors"
- 2001: "Room for children"



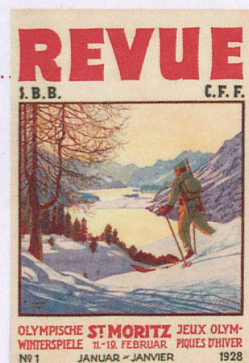
Opening of the SNTO's first independent agency outside Switzerland, in Nice – during their summer holidays on the French Riviera, the "rich and beautiful" were to be enticed to spend winter holidays in Switzerland.

Five days of touring for five francs:

Road toll offices gave out cheap "entry tickets" in order to "make driving easier".

1923

1927



1928

The Winter Olympics took place in Switzerland for the first time. St. Moritz put Switzerland on the map as a winter holiday destination.



"Switzerland's mineral springs and spa resorts" were the subject of the SNTO's first major campaign, in 1926.



In 1952, in-house photographer Philipp Giegel focused his lens on youngsters for the campaign "Health and happy holidays for children in Switzerland".