



Svizzera.
semplicemente naturale.

Nature and Tourism.

Martin Nydegger, CEO
21. June 2018



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The world has been discovered.

Globalisation means more and more of the same. Travel is cheap and has lost its prestige. The world has been discovered. This is leading to a new sense of yearning.



Back to nature.

Nature and authenticity are the major countertrends to globalisation and digitalisation. Tourism in harmony with nature is meaningful and chic; it has an intrinsic value. The new status symbol is being able to afford not to be reachable. The name of this mega trend is “Enlivenment”.



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Nature Lover.

The perfect holidaymaker...

... is generally between 40
and 60 years of age.

... likes regional specialities and
upmarket gastronomy.

... seeks peace and relaxation, takes
care of his/her health and likes river and
lakes.



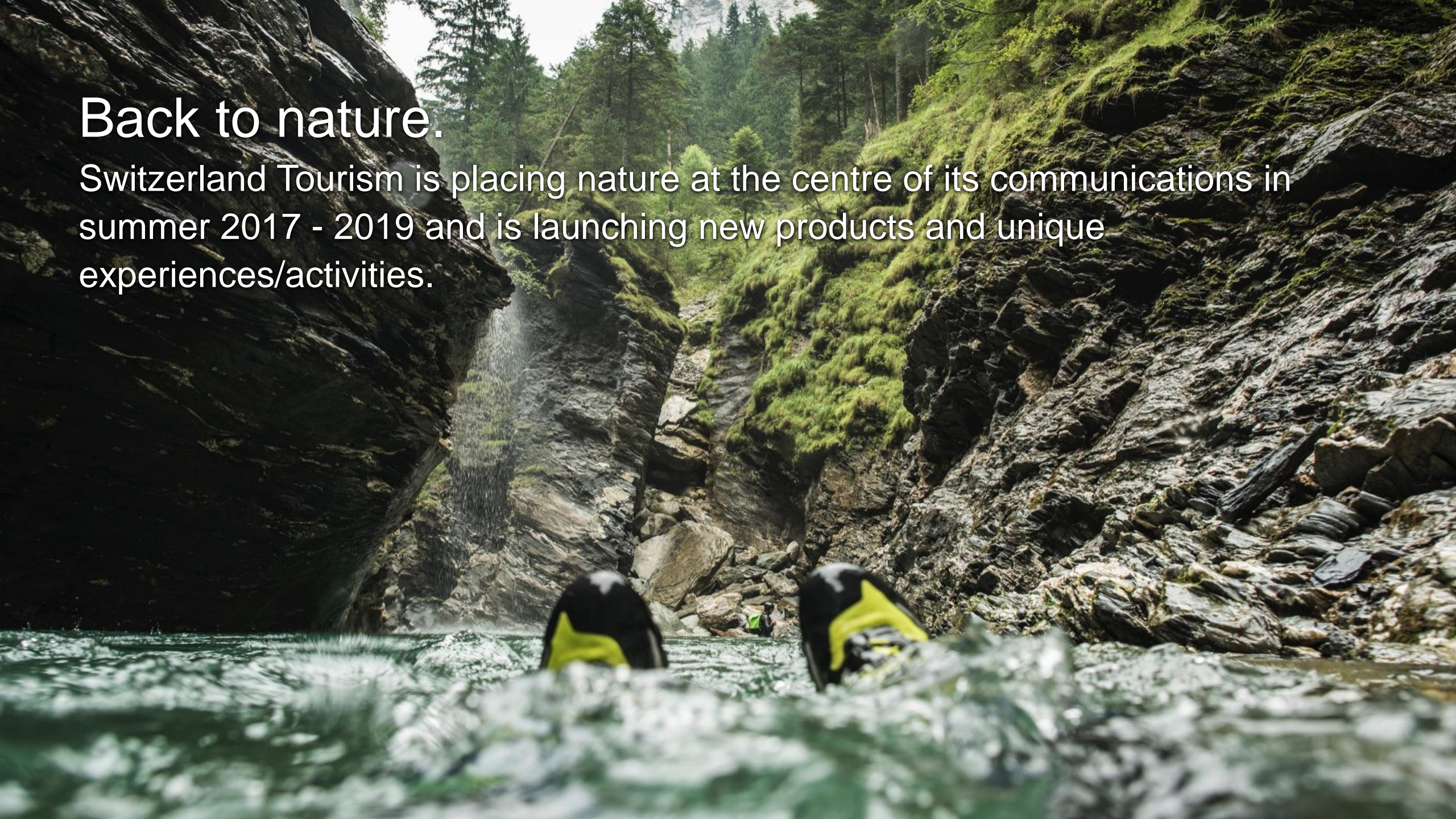
... spends up to 97% of
his/her holidays in the
mountains.

... stays longer than average in
Switzerland.

... comes mainly from Switzerland, Germany,
BeNeLux, the USA and Italy.

Back to nature.

Switzerland Tourism is placing nature at the centre of its communications in summer 2017 - 2019 and is launching new products and unique experiences/activities.



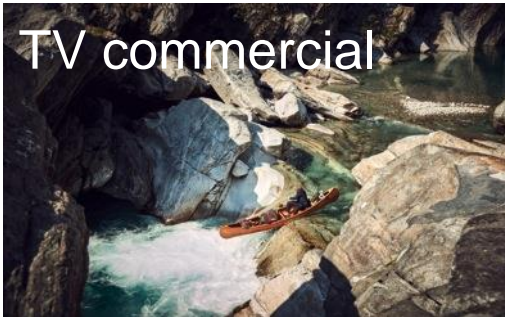
NATURE WANTS
YOU BACK.



Customer journey.



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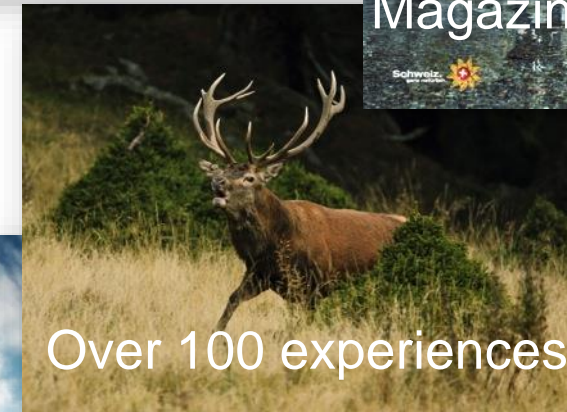
TV commercial



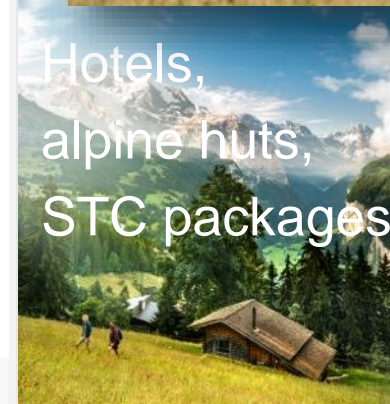
3 key stories



Magazine



Over 100 experiences



Hotels,
alpine huts,
STC packages



#InLovewithSwitzerland

Our guests discover the purity of Switzerland where nature and humans have mutually shaped each other for centuries. This is where they find their base because the experience in Switzerland's outdoors is intensive, genuine and provides pure strength.



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2017, 2018 & 2019 campaign: “Back to Nature”.

“Zurück zur Natur – Back to Nature” is the theme of the year for 2017, 2018 and 2019. Outdoor is a lifestyle and the focus of our positioning is on active experiences in nature.

- **2017 focus segment “Nature Lover”**
- **2018 focus segment “Outdoor Enthusiast” with a focus on cycling**
- **2019 focus segment “Outdoor Enthusiast” with a focus on hiking**

Fresh and local food.

Join Rolf Fischer for a sunrise boat trip and enjoy your catch of the day in Ermatingen, Eastern Switzerland.





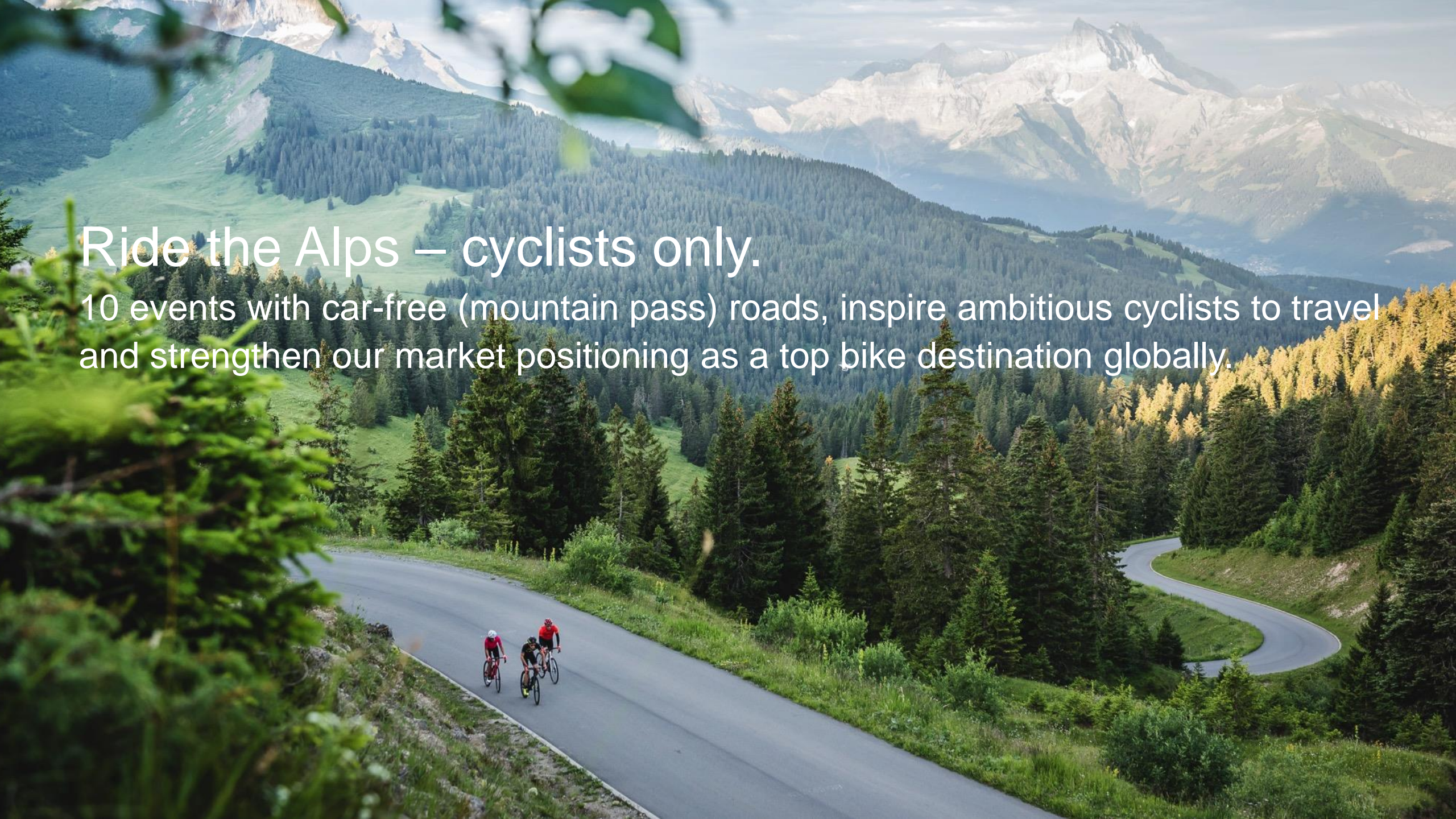
Sleeping as Heidi.

Hideaways und alpine huts close to nature
on [MySwitzerland.com](https://www.myswitzerland.com).

They await you.

Wildlife watching in Switzerland with professional guides
on [MySwitzerland.com](https://www.myswitzerland.com)



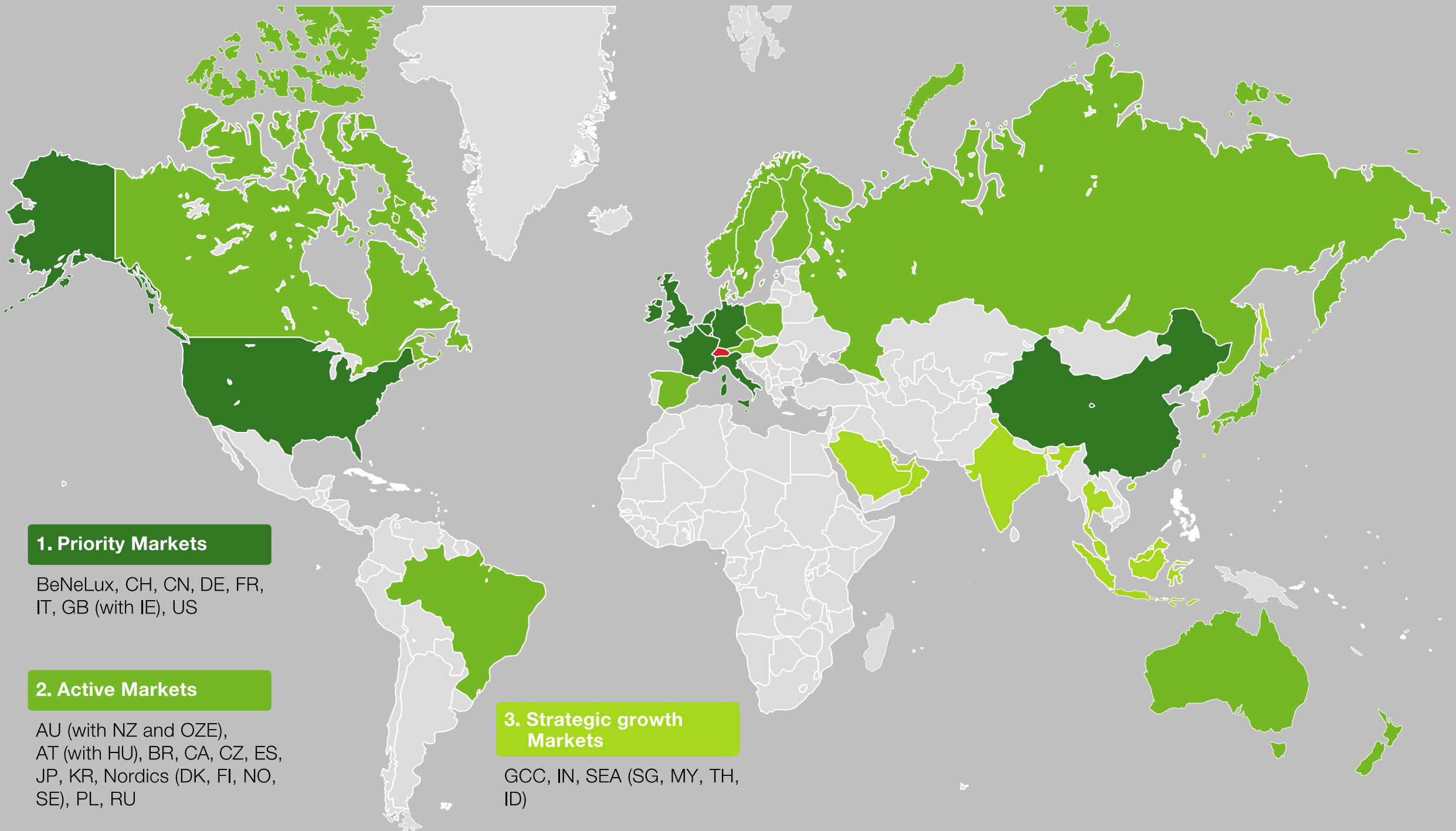


Ride the Alps – cyclists only.

10 events with car-free (mountain pass) roads, inspire ambitious cyclists to travel and strengthen our market positioning as a top bike destination globally.

To find more inspiration and
unique experiences visit
[MySwitzerland.com](https://www.myswitzerland.com)





1. Priority Markets

BeNeLux, CH, CN, DE, FR, IT, GB (with IE), US

2. Active Markets

AU (with NZ and OZE), AT (with HU), BR, CA, CZ, ES, JP, KR, Nordics (DK, FI, NO, SE), PL, RU

3. Strategic growth Markets

GCC, IN, SEA (SG, MY, TH, ID)



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India.

KMM: Switzerland special.

- 150 page monothematic Switzerland Special Issue with Lonely Planet Magazine India
- Focus: “Back to Nature”
- Print contacts: 950,000
- Online: 112,816,100 impressions

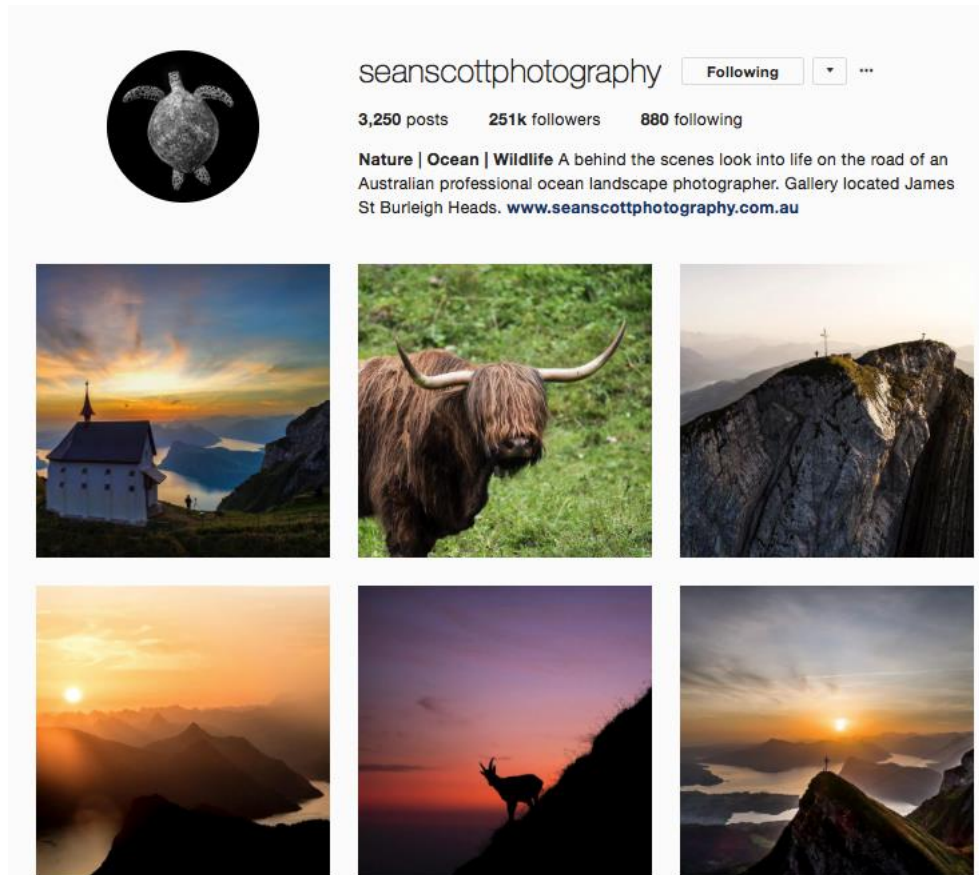




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Australia.

KMM: Influencer trip.

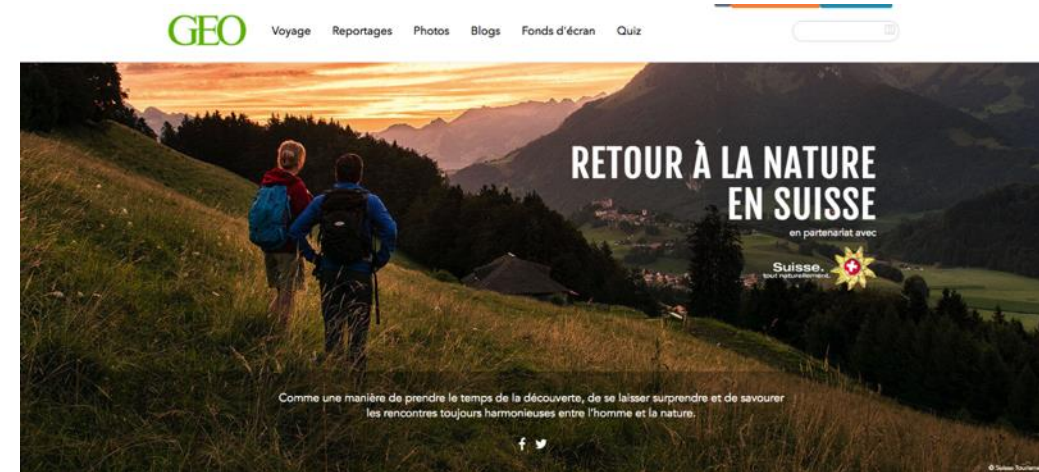


- Sean Scott
- Instagram:
 - 251'000 followers
 - 20 images posted during trip
 - 84'000 likes on Swiss images
- Facebook:
 - 112'000 likes on Facebook
 - 16 images posted during trip
 - 1058 likes on Swiss images

France. Digital Marketing.

Dedicated website on Geo.fr

- www.amoureuxdelasuisse.geo.fr
- 30 500 visits
- 2 834 618 impressions
- 3 Summer key stories
- MySwissExperience
- Social wall
- Stay close to nature accommodation
- Newsletter to the Geo database :
150 000 contacts.





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Russia.

Digital: Instastories.

- Instastories with famous Russian actress and active Instagram contributor – Mrs Ravshana Kurkova
- Marketing contacts: 25 million
- Media contacts: 8 million
- 10'000 new subscribers on ST Instagram page





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Brazil.

KAM: Sales Manual.

- Sales Manual: Experience Switzerland
- Experience tips, grouped according to interest
- 40'000 copies





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semplimente naturale.

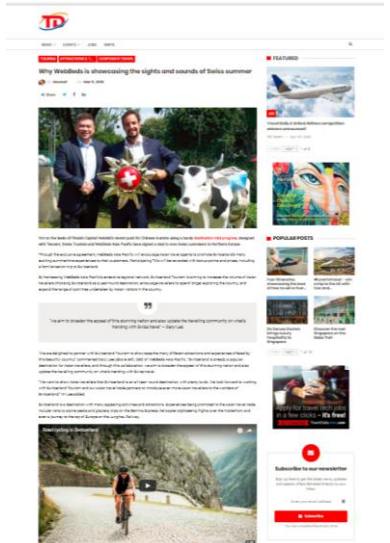
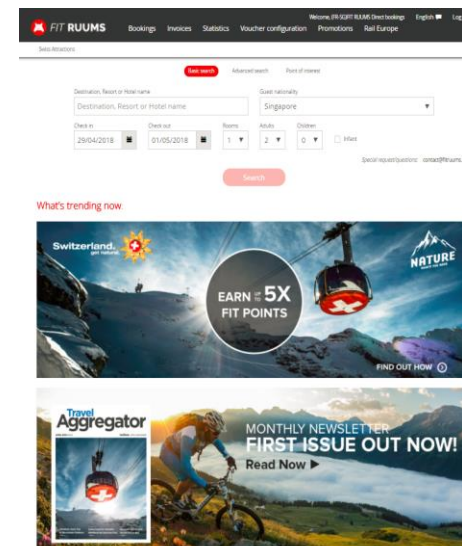
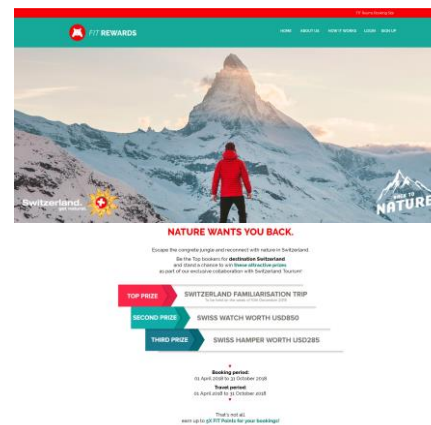
South East Asia. KAM: FIT offers.

- Promotion with WEBBEDS + FIT Ruums in SEA, Taiwan and HKG
- Targeting: 50 % more overnights during 6 month campaign period.
- Increase the average length of stay per booking by 25%.
- Launch 20 CH experiences in the market: Generating 500+ bookings.

Destination promotions
WebBeds Asia Pacific and Switzerland Tourism embark on Asian road-show to showcase summertime experiences

AUTHOR: TATIANA ROKOU / DATE: FRI, 04/06/2018 - 13:18

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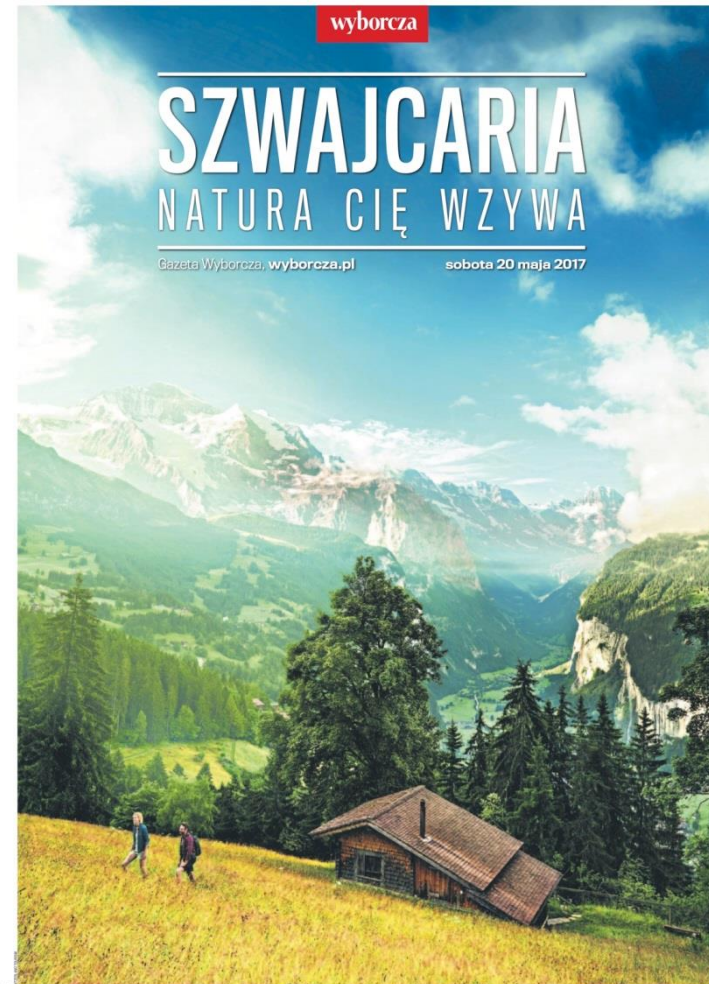


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Poland.

Promotion: Supplement.

- Supplement in Gazeta Wyborcza, biggest daily quality newspaper in Poland
- A2, 12 pages, 280'000 copies
- Key stories and highlights of “nature wants you back”





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USA.

Promotion: Coop with Sierra Club.

- 3.5 Million members (growing)
- Magazine with 20 million circulation
- Five pages Switzerland
- 15 native articles (digital)
- Instagram and digital sweepstakes
- Trade (Sierra Club Outings)
- sierraclub.org/sierra/visit-switzerland



Switzerland's Most Beautiful Alpine Rail
Sparkling gems in Switzerland's Gilded Crown

Gornergrat - Zermatt
The Matterhorn was first climbed more than 150 years ago, but that didn't dispel its mystique. From the sunny 10,134-foot summit terrace of the Gornergrat Railway, views of the enigmatic Matterhorn and Gorner Glacier dominate with Monte Rosa, the country's highest peak, and 29 other 13,000-foot mountains in view. Get lucky and you'll glimpse Alpine ibex as you set out on your hike.



Saas-Fee
Car-free Saas-Fee is tucked in at the foot of Switzerland's second highest mountain, the Dom. It's often called "The Pearl of the Alps" for its privileged perspective on the surrounding cluster of 13,000-foot peaks. Twenty-two railways lead to Saas, including the Metro Alpin, which takes passengers to the world's highest revolving restaurant. More than 200 miles of hiking trails weave around the Saas villages. Walk to Mattmark—Saas Almagell's natural dam, or to Saas Balen—home to the Late Baroque circular church and the Fall Brook.



Kiel
Two-way Schynige Platte



Schynige Platte This classic cog railway forests, wildflower pastures and high peak Schynige Platte. It's been taking hikers to the Louchhorn circular trail for 125 years. The Alpine Garden, which has 500 species of ferns. Then relax on the patio of the cafe and listen for the symphonic strains of the used by shepherds to call the cows for mil

Nearly all public transportation is accessible with the Swiss Travel Pass, available at rail-rpce.com. With unlimited train, bus and boat trips between 80 towns and cities, and entry to 500 museums, you can experience these highlights:



Switzerland

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LAKE LUCERNE



GOTTHARD PANORAMA EXPRESS

See Switzerland

Explore the country with the world's most robust public transportation system



GLACIER EXPRESS



MOUNT RIGI



GLACIER EXPRESS

Glacier Express
The slowest express train in the world snakes through the Swiss Alps from Zermatt to St. Moritz, spanning 291 bridges, 51 tunnels carved into granite peaks, fairytale valleys and steep mountain villages before crossing Switzerland's "Grand Canyon."

Gornergrat Bahn
Take the train to Gornergrat Ridge viewing platform, where twenty-nine 13,000-foot peaks, including the Matterhorn, surround you. Gornergrat Bahn is Europe's highest open-air cogwheel railway, reaching 10,213 feet.

Grand Train Tour of Switzerland
This tour puts Switzerland's most stunning sights on a single ticket: the Swiss Travel Pass. Eight routes covering 795 miles make up the Grand Train Tour. Start, stop and step off in ten different cities or at eleven UNESCO World Heritage sites.

The Majestic Round Trip
A five-hour excursion from Lucerne, the Majestic Round Trip combines lake cruising and cogwheel-railway riding. After a tour of Lake Lucerne, board Europe's oldest cogwheel railway to Rigi Kulm for views of 13 lakes, a sea of peaks and parts of Germany and France.

Cruise Lake Lucerne
A historic paddle steamer will take you on a tour of Lake Lucerne's most famous landmarks and vistas, or circumnavigate the lake by train, road and foot. The 22-mile Swiss Path was built in 1991 to commemorate the country's 700th anniversary.

CabriO Stanserhorn
Open wooden coaches have transported guests from Stans to Stanserhorn since 1893. Transfer at mid-station to a double-decker CabriO aerial tram with an open-air, rooftop deck. After 360° views to the summit, stretch your legs in Stanserhorn and learn about wildflowers from mountain rangers on the summit circular walk.



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China.

Promotion: Pocket guide.

- New summer pocket guide for FIT and public
- 200 pages including summer stories, local summer partners and information of Switzerland
- 10,000 copies



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Italy.

Promotion: Event.

- Host country at garden fair “Orticola” in Milan
- Media launch and various activities.



Issues

Overtourism.



Mountain/City-Hub.



No Attraction \neq Nature Attraction.



Convenience is the new quality.



Grazie. Merci. Danke. Grazia.



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