

TGIM.

TGIM.

Welcome

## Jörg P. Krebs (66).



- 28 years in Tourism
- Bern - Leysin - MexicoCity - Frai  
Madrid - Hamburg - Zürich
- Commercial clerk - languages - |  
University Berne (IFM-GFM)
- Highlights (extract): BRD/DDR -  
Suiza - Cycling Switzerland - Sn  
Mountains© - CD/CI, Get natura  
EURO'08 - Market development
- Now: 10-90° east
- Married, 2 kids // Music, football,  
arts, people

## Agenda.

- 09.15-09.40: 25' Introduction Switzerland Tourism and Tourism Brand (History)
- 09:40-10:15: 35' (incl. break): Workgroup
- 10:15-10:45: 30' Workgroup presentation
- 10.45-11:00: 15' Break
- 11:00-11:30: 30' ST Brand and Branding today
- 11:30-12:00: 30' Case study EURO 200

Switzerland  
ge

# Switzerland Tourism.

Part I

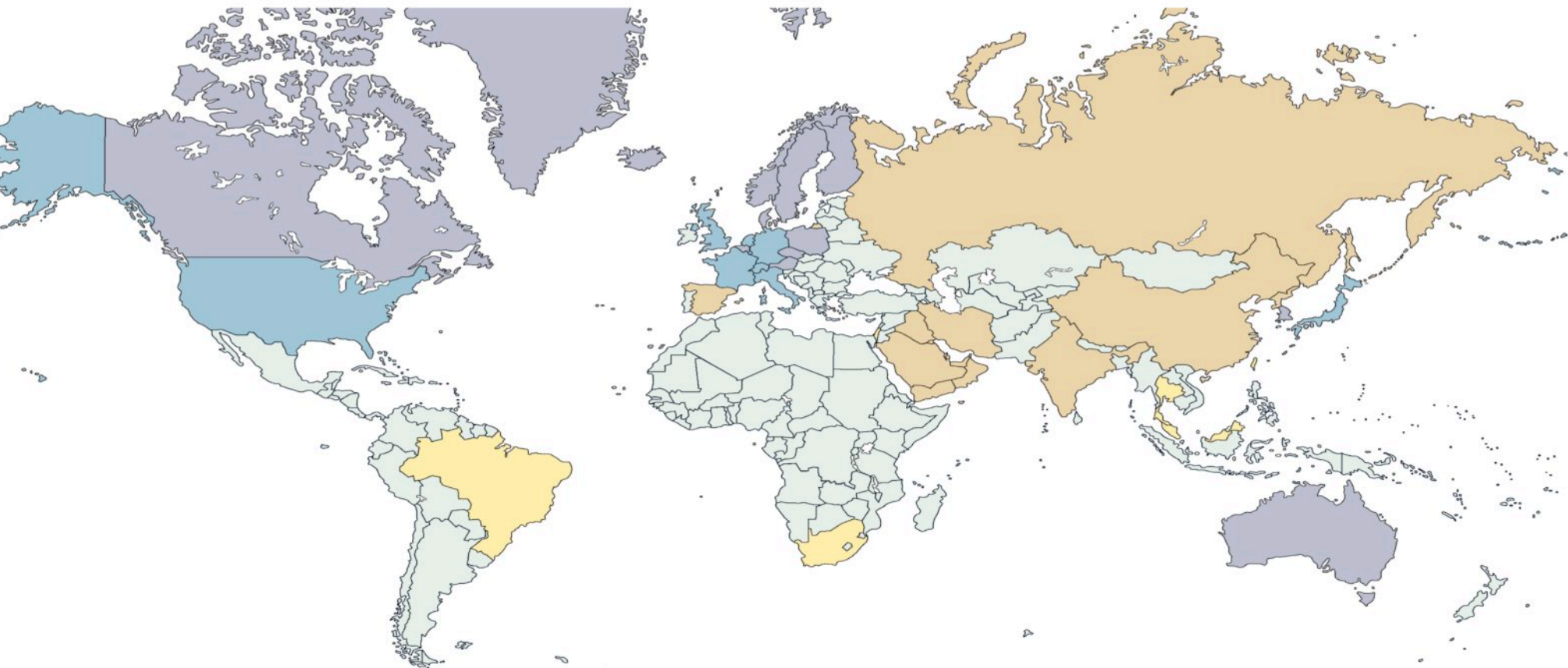


# Who is Switzerland Tourism?

- Official national marketing organization to promote Switzerland as a t  
leisure & business destination.
- Financed by the Swiss government and Swiss partners of tourism ind
- Philosophy: Leadership thru quality
- 28 countries, 37 markets, 230 employees
- 12 KPI's, e.g.
  - 8.7 bn media contacts
  - 3.1 bn marketing contacts
  - 21 m web visits
  - 1,5 m qualified customer reactions

# International network (ST markets).

1. Prioritätsmärkte	2. Aktivmärkte	3. Strategische Wachstumsmärkte	4. Aufbaumärkte
CH, DE, FR, IT, JP, NL, UK, USA 85.5% der Logiernächte (LN)	AT, AU, B, Kanada, Korea, Nordische Län- der, POL, Tschech. Rep. 7.5% der LN	China (inkl. HK), Golf- staaten, Indien, RUSS, Spanien 5.3% der LN	Brasilien, Israel, Malaysia, Singapur, Südafrika, Thailand 1.7% der LN



# Tourism is strategic for Switzerland.

- 7.6 mio population
- 18 mio visitors
- 63 mio overnights (35,6 in hotels)
- Revenue 30,4 bn.
- 4rd biggest sector industry
- 240'000 work places (138'000 full time jobs)
- 6 - 6.8 % of GDP

Switzerland Tourism Branding  
over the years.

**Nationale Vereinigung zur Förderung des Reiseverkehrs, 28. November 1917  
(Swiss National Promotion Office)**



# Presaging advertisement - the 20s.



A vibrant illustration of a winter scene in Switzerland. In the foreground, a large stone pillar stands on a snowy path. To the left, a group of people in winter attire, including a woman in a blue coat and a man in a grey suit, are gathered. In the middle ground, a horse-drawn sleigh is being pulled by a team of horses. The background features rolling snow-covered hills with small evergreen trees and a clear blue sky. The overall style is characteristic of early 20th-century travel posters.

**WINTER in SWITZERLAND**

DO YOU KNOW THE SWISS WINTER STATIONS AND THEIR SPORT FACILITIES? FULL INFORMATION AND BOOKLETS BY THOS. COOK & SON IN ALL PARTS OF THE WORLD.

WOLFSBERG ZÜRICH



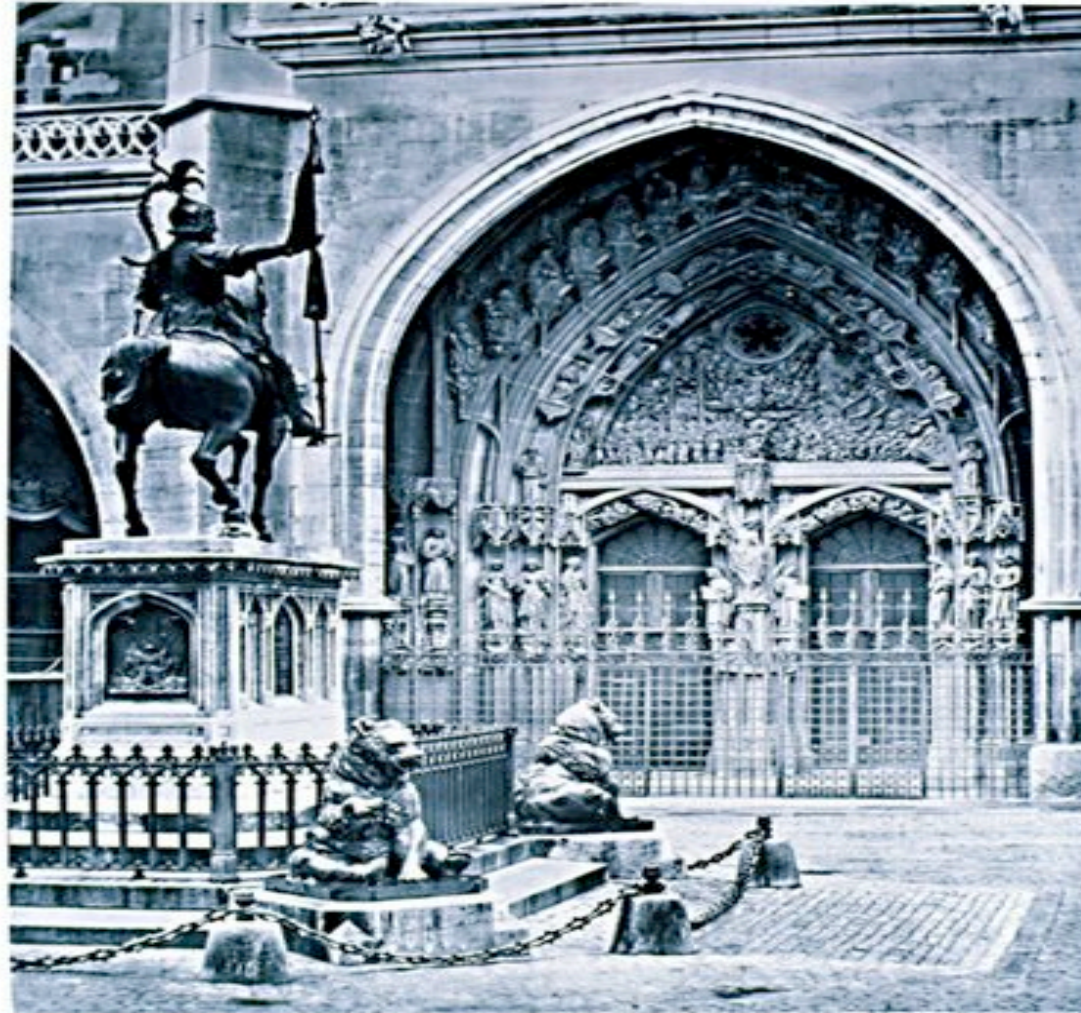
A vibrant illustration of a summer scene in Switzerland. In the foreground, a woman in a yellow jacket and white skirt sits on a large rock, looking towards the viewer. To her right, a man in a white shirt and hat stands on a higher rock, holding a walking stick. The background features a steep, rocky mountain slope under a deep blue sky with large, white, billowing clouds. The overall style is characteristic of early 20th-century travel posters.

**SOMMER in der SCHWEIZ**

HERAUSGEGEBEN VON DER SCHWEIZ VERKEHRSZENTRALE, ZÜRICH

# Informative advertisement - the 30s.





Basel, Münster und Jakobskathedrale

Photo: N. Sch. A. G. Kollberg

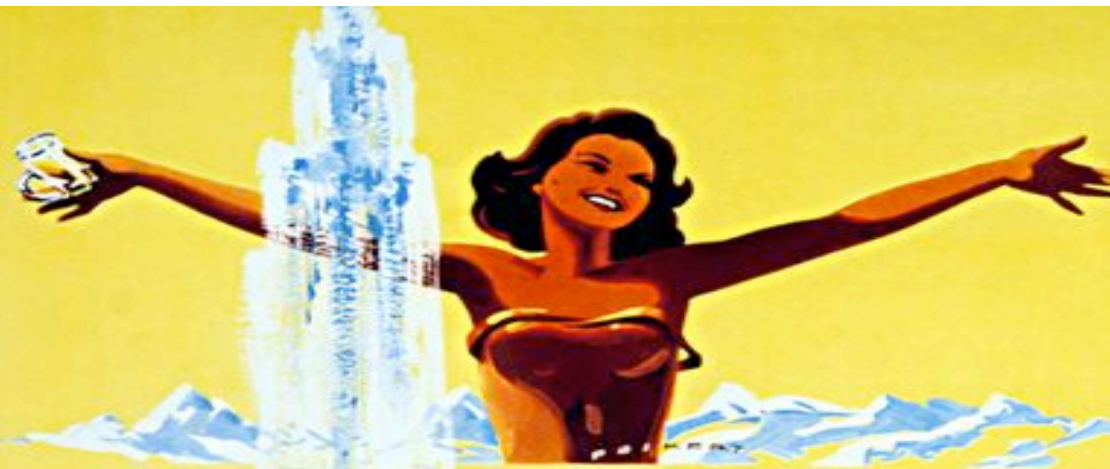
DIE MALERISCHEN STÄDTE DER

# SCHWEIZ

sind angenehme Aufenthaltsorte im Bereich der hohen Berge

Auskünfte und Prospekte kostenlos bei allen Reise-Agenturen

Herausgegeben von der Schweiz, Verkehrszentrale Zürich und Lausanne



**VORBEUGEN - HEILEN - VERJÜNGEN**

*durch Schweizer Heilbäder*



**Gesundheit ist das höchste Gut**

**Machen Sie eine Badekur in einem der  
21 Schweizer Heilbäder :**

Alvaneu-Bad	Lavey-les-Bains	St. Moritz-Bad
Andeer	Lenk im Simmental	Schinznachbad
Baden	Leukerbad	Scuol-Tarasp-Vulpera
Bex-les-Bains	Passugg	Stabio
Brestenberg	Bad-Ragaz-Pfäfers	Tenigerbad
Disentis	Rheinfelden	Vals
Heustrich-Bad	Rietbad	Val Sinestra

# Promotion advertisement - the 40s to 60s.

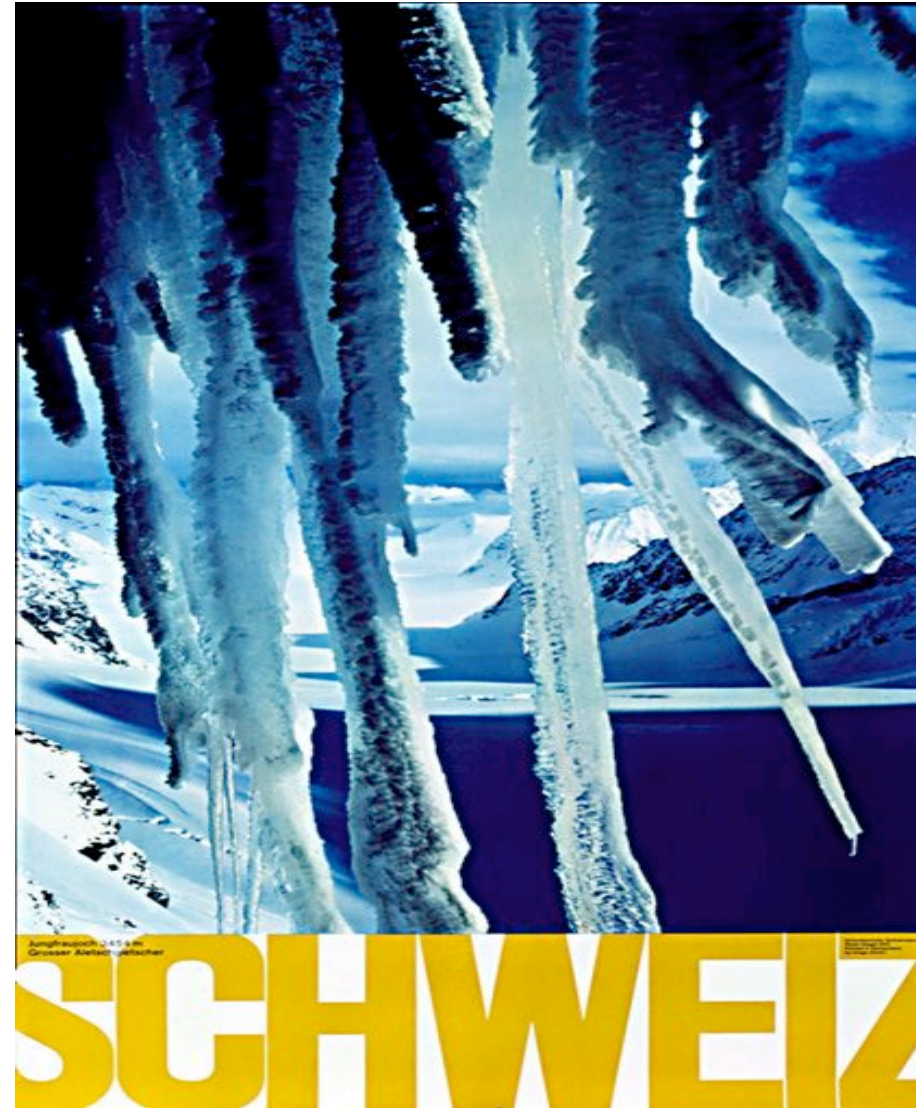
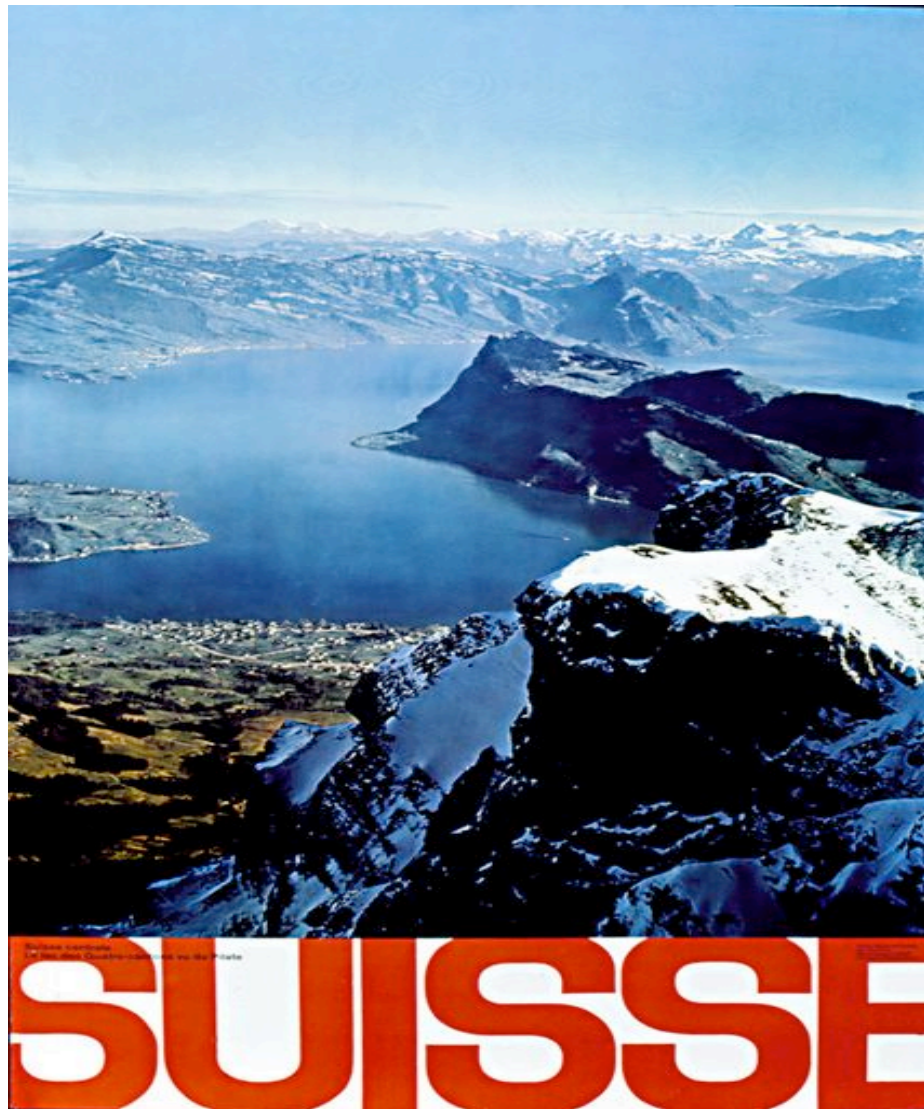




LA SUISSE VOUS APPELLE AUX  
**JEUX OLYMPIQUES D'HIVER**  
ST MORITZ  30.1. / 8.2. 1948

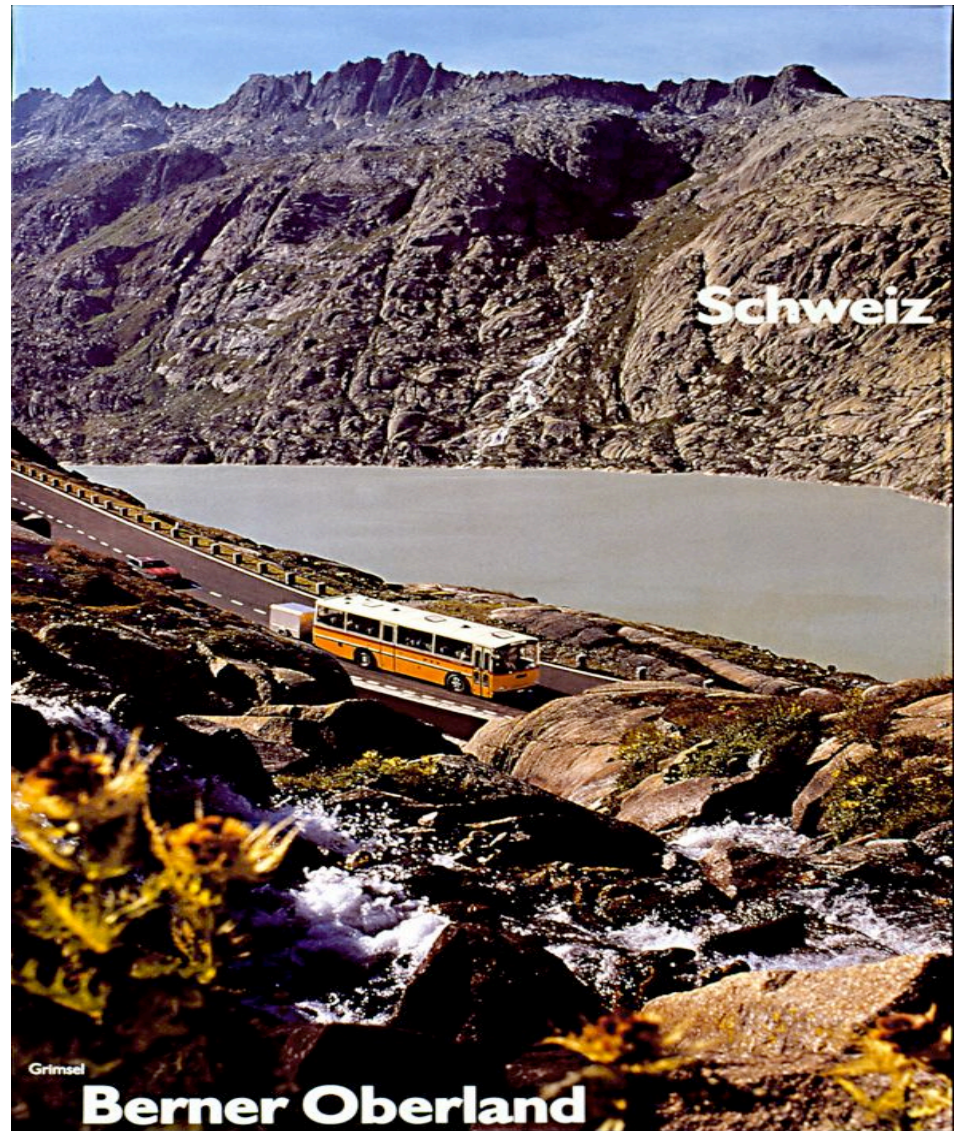
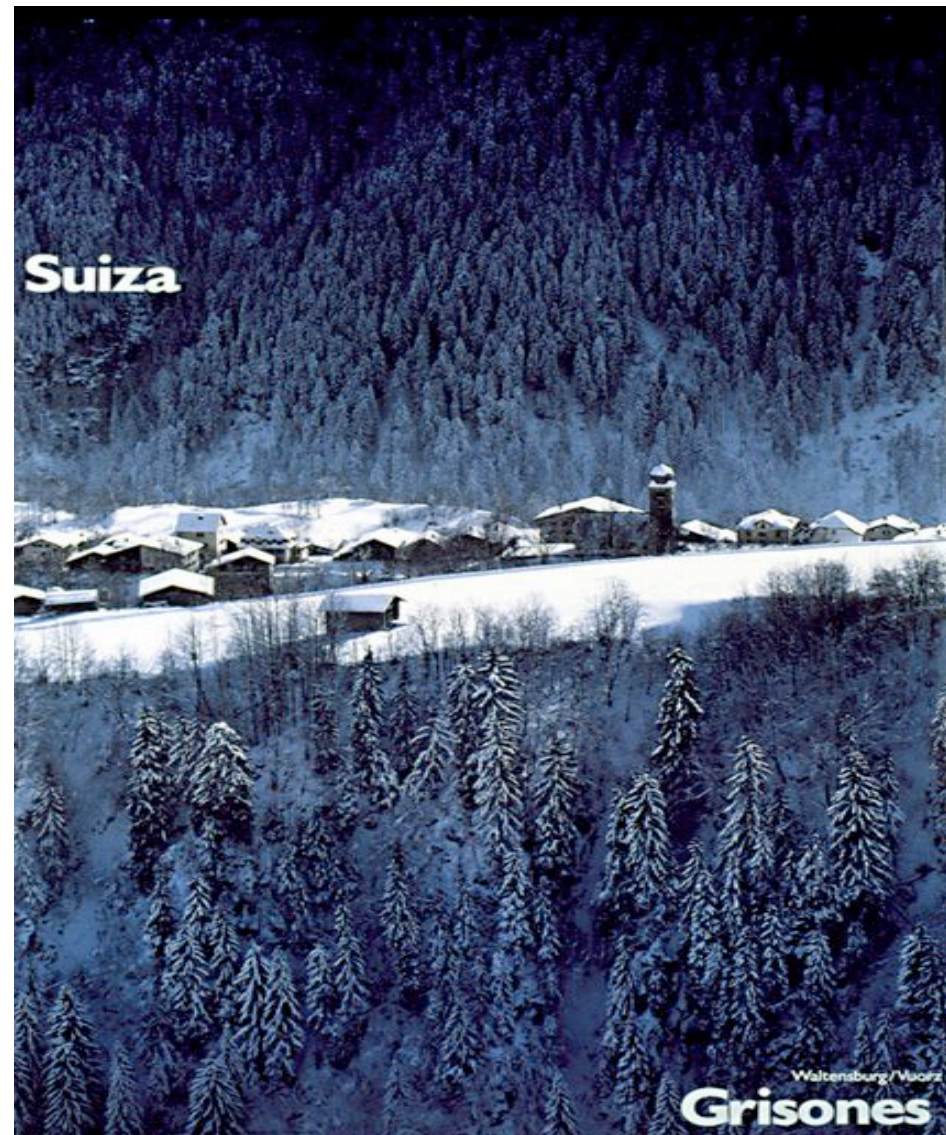


# Branding advertisement - the 60s.





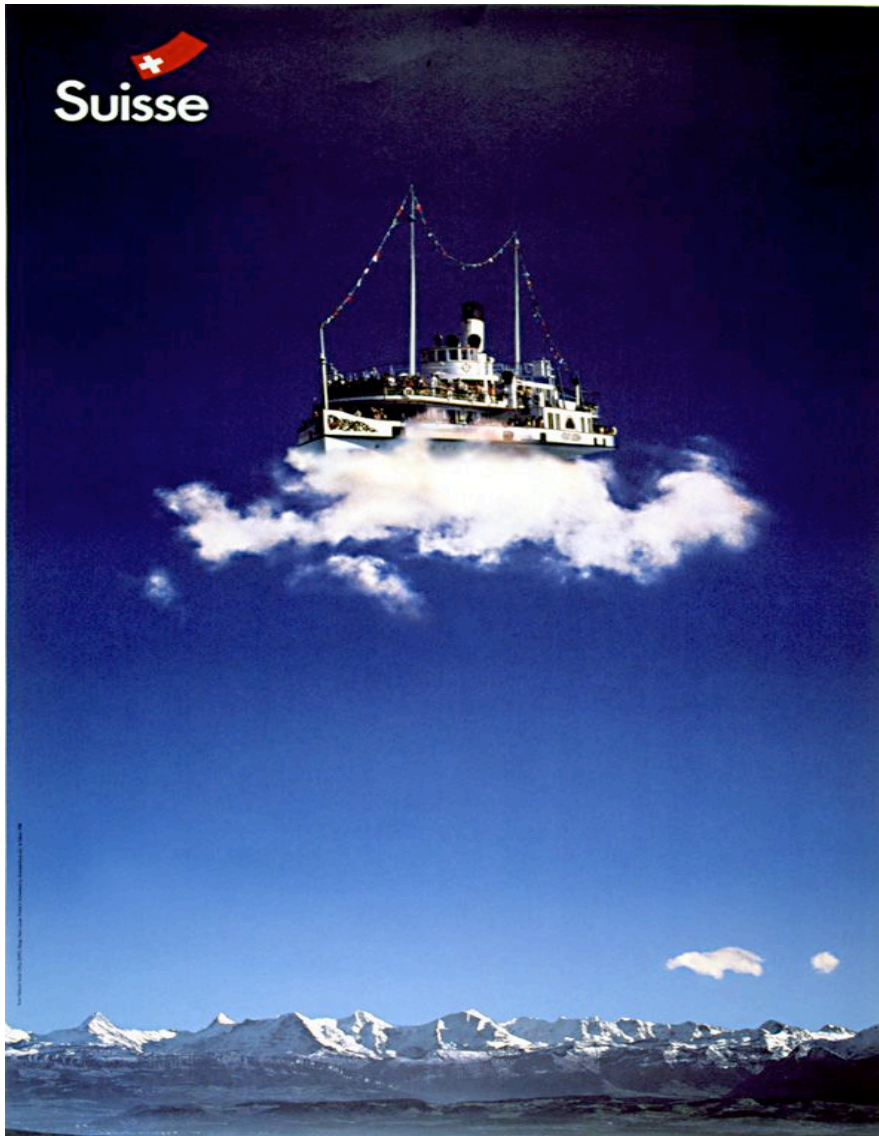
# Advertisement for regions - the 70s.



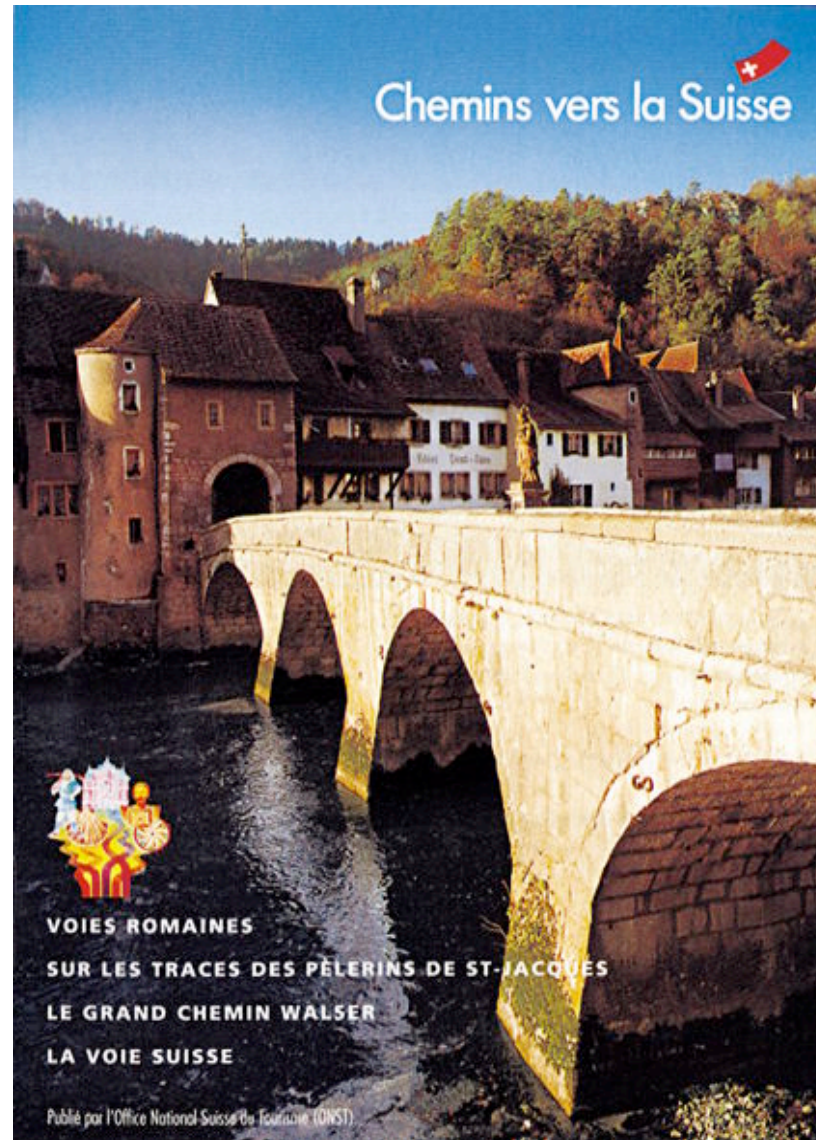
Schweiz Suisse Svizzera Svizzera Svizzera

Schweizerische Verkehrszentrale (SVZ)  
Office National Suisse du Tourisme (ONST)  
Ufficio Nazionale Svizzero del Turismo (UNST)  
Swiss National Tourist Office (SNTO)

# 'wink' advertisement - late 70s.



# The 1st co-branding advertisement - the 80s.



Svizzera

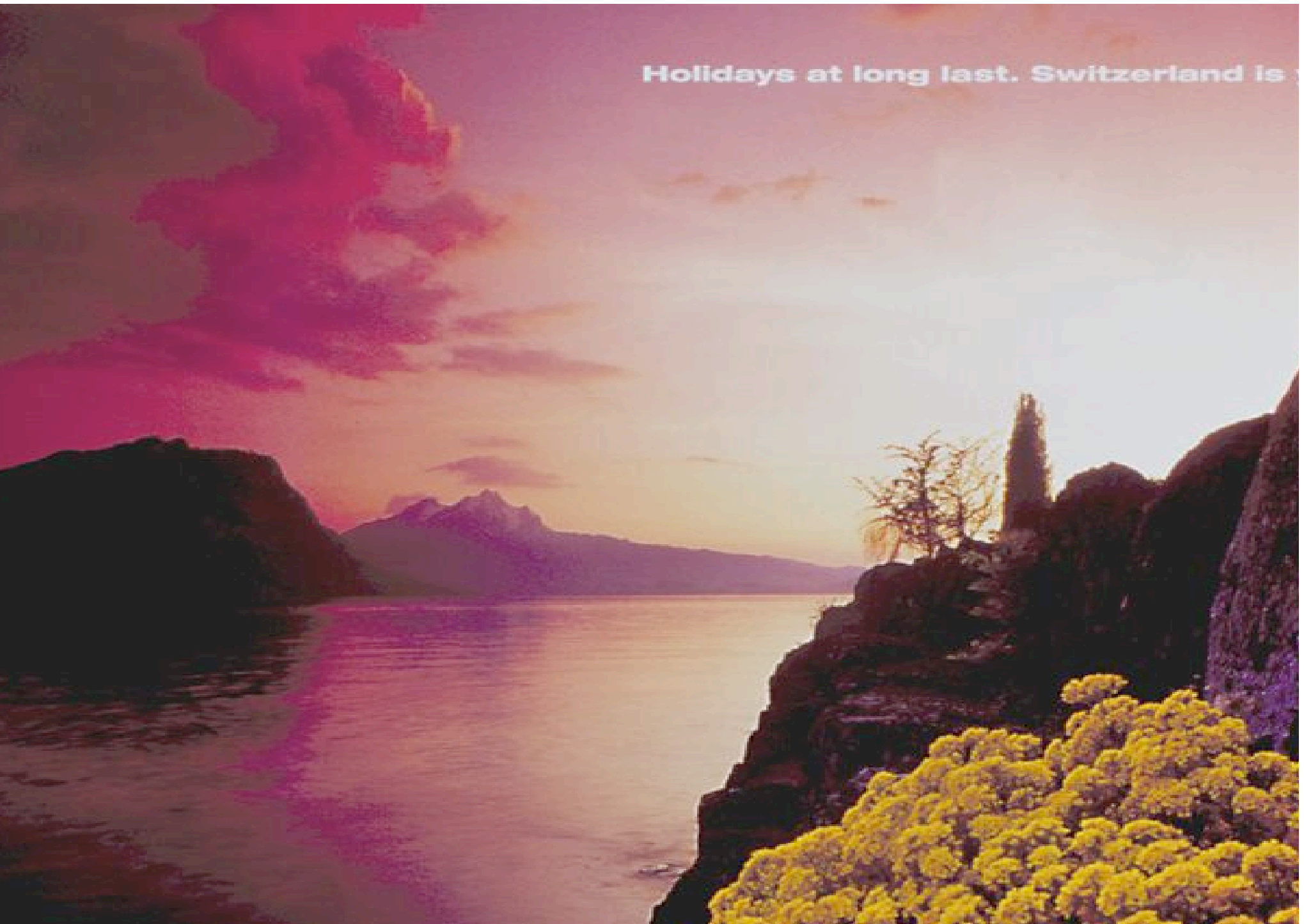


**Schweiz Tourismus.**



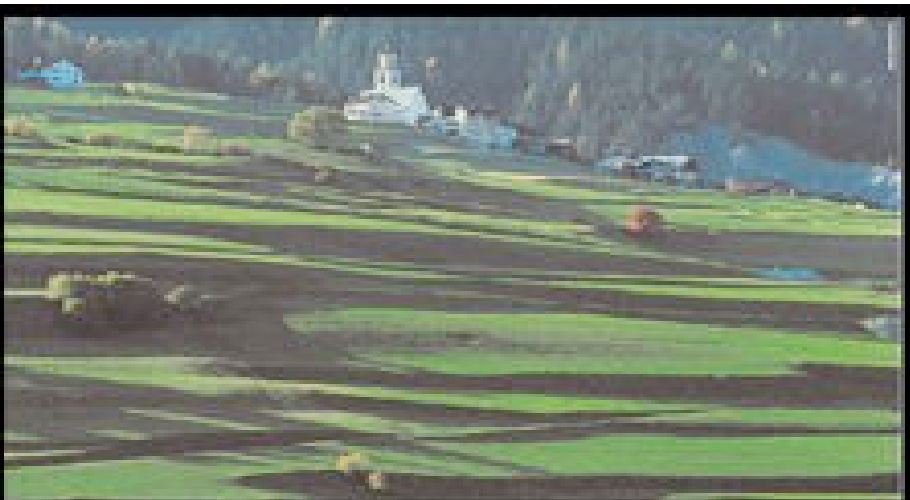
# Image advertisement: 1990 to 1995

Holidays at long last. Switzerland is



# Image and promotion advertisement: 1995 to 2001

# Don't tourist me, I am on vacation (1996).



**Tourismus  
braucht keiner.  
Ferien jeder.**

Wann hat der Tourismus Sie die letzte Mal hier gesehen? In der Schweiz sind die Ferienorte Baden, Badles und Schwyz. Und alle können darüber reden. Nicht nur zum Shopping. Und mehr, viele Museen sind für eine Überraschung. Die Schweiz hat Ihnen alles zu bieten, von Wildpark über Kunst- und Wanderrouten bis zu Familien und Natur. Nur die Schweizer, die immer bei uns sind, machen. Mehr Infos unter [www.schweiz.ch](http://www.schweiz.ch) oder unter [info@schweiz.ch](mailto:info@schweiz.ch). **Swissish Perfekt. Ihre Schweiz.**



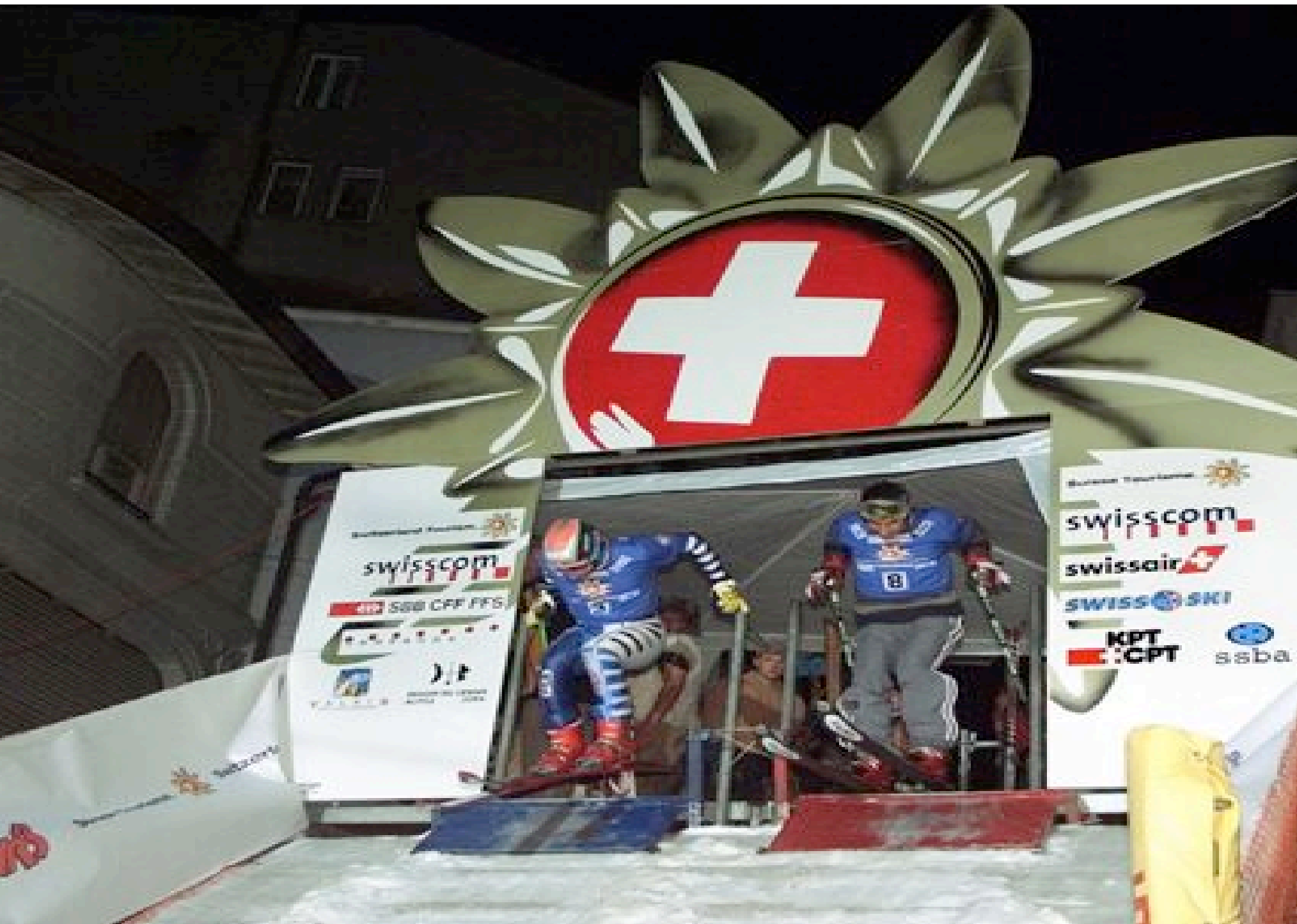
**Wann haben Sie  
zuletzt Ferien  
vom Tourismus  
gemacht?**

Wann hat der Tourismus Sie die letzte Mal hier gesehen? In der Schweiz sind die Ferienorte Baden, Badles und Schwyz. Und alle können darüber reden. Nicht nur zum Shopping. Und mehr, viele Museen sind für eine Überraschung. Die Schweiz hat Ihnen alles zu bieten, von Wildpark über Kunst- und Wanderrouten bis zu Familien und Natur. Nur die Schweizer, die immer bei uns sind, machen. Mehr Infos unter [www.schweiz.ch](http://www.schweiz.ch) oder unter [info@schweiz.ch](mailto:info@schweiz.ch). **Swissish Perfekt. Ihre Schweiz.**



# Product campaigns: from 2000







# La vraie richesse de la Suisse

[mySwitzerland.com](http://mySwitzerland.com)

Enfin les vacances. A vous la Suisse



schumacher. Aletschgletscher (UNESCO Weltkulturerbe).

Sch  
MySwit



Luotsee Muragl, St. Moritz / Engadine.

Switzerland  
MySwitzerland

Since 2002...

**Switzerland.**  
get natural.



Svizzera.  
cemente naturale.



Schweiz.  
ganz natürlich.



Suisse.  
tout naturellement.



Switzer

ейцария.



Ελβετία.  
φυσικά.



Svizra.  
simplamain natirala.



Zwitsers

ýcarsko.  
přirozeně.



Szwajcaria.  
Tak naturalnie.



Suïssa.  
naturalment.



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سوئیسرا



スイス政府観光局



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Switzerland  
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# Strategic partnerships.



# Partner.

MySwitzerland.com/sponsors  
Von Schweiz Tourismus empfohlen.



## Strategische Partner.



Bahnen  
[www.sbb.ch](http://www.sbb.ch)



Flugreisen  
[www.swiss.com](http://www.swiss.com)



Der Unternehmensverband der Schweizer Hotellerie  
[www.swiss-hotels.com](http://www.swiss-hotels.com)

## Flughafen Zürich

Gateway to the Alps  
[www.zurich-airport.com](http://www.zurich-airport.com)



Der Erzberg Cheese Marketing  
[www.berzberg-cheese.com](http://www.berzberg-cheese.com)



American Express in der Schweiz  
[www.americanexpress.ch](http://www.americanexpress.ch)



Schweizer Schokolade  
[www.chocolate.ch](http://www.chocolate.ch)



Post, Zahlungsverkehr  
und öffentlicher Verkehr  
[www.swisspost.ch](http://www.swisspost.ch)



Mietwagen  
[www.europcar.ch](http://www.europcar.ch)



Telekommunikation  
[www.swisscom.com](http://www.swisscom.com)



Ferienhäuser und Wohnungen  
[www.interhome.ch](http://www.interhome.ch)

## Offizielle Partner.

BUCHERER  
[www.bucherer.com](http://www.bucherer.com)

GASTRO SUISSE  
[www.gastro-suisse.ch](http://www.gastro-suisse.ch)

goba  
[www.goba.ch](http://www.goba.ch)

jura  
[www.jura.ch](http://www.jura.ch)

maestro  
[www.maestro.ch](http://www.maestro.ch)

premier suisse  
[www.premiersuisse.com](http://www.premiersuisse.com)

Red Bull  
[www.redbull.com](http://www.redbull.com)

SWISS MILK  
[www.swissmilk.com](http://www.swissmilk.com)

swissinfo.ch  
[www.swissinfo.ch](http://www.swissinfo.ch)

St. Gallen  
[www.stgallen.com](http://www.stgallen.com)

The Events  
of Switzerland  
[www.events.ch](http://www.events.ch)

VICTORINOX  
[www.victorinox.com](http://www.victorinox.com)

Switzerland  
ge

# Enjoy Switzerland.



Low budget?


Creativity, humor and  
integrated marketing.

en-air theater.



Switzerland.  
get culture.

Our GPS.



MySwitzerland.com

Switzerland.  
get culture.

Our entertainer.



MySwitzerland.com

Switzerland.  
get culture.

Our playground




MySwitzerland.com

er coaster.



Switzerland.  
get culture.


Our traffic light.



MySwitzerland.com

Switzerland.  
get culture.


Our penthouse.



MySwitzerland.com

Switzerland.  
get culture.

Our graffiti.



MySwitzerland.com

cuzzi.



Switzerland.  
get culture.


Our conference centre.



MySwitzerland.com

Switzerland.  
get culture.


Our conference centre.



MySwitzerland.com

Switzerland.  
get culture.

Unsere Neuge

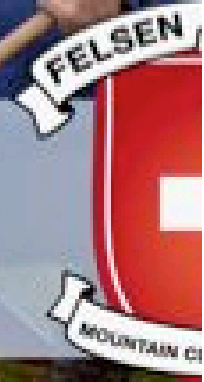


MySwitzerland.com.





[www.MySwitzerland.com/felsenputzer](http://www.MySwitzerland.com/felsenputzer)



It's your turn!  
Workgroup

## Rules.

- Time: 35 minutes  
3 questions (8 min. each/9 minutes for conclusion)
- Groups: 6 groups / 8 people (4 national/2 international team)
- Showcase: 2 groups to present  
1 presenter (10-15 minutes)

## **Job: You are the general marketing and brand manager Switzerland Tourism.**

- How do you see the Tourism Brand of Switzerland. What components would you include (strengths/weakness)?
- What opportunities and threats has a Tourism Brand for a country?
- How do you rate exogenic unforeseen factors (conflicts as Lybia, Bank Taxsystem)

**Please present your results and justify your decisions.**

**Switzerland.**  
get natural.

