

ONE COUNTRY, MANY DESTINATIONS

HIGH QUALITY STANDARDS

THE UNINTERRUPTED AND UNIQUE TRAVEL EXPERIENCE SWITZERLAND

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FACTS & FIGURES

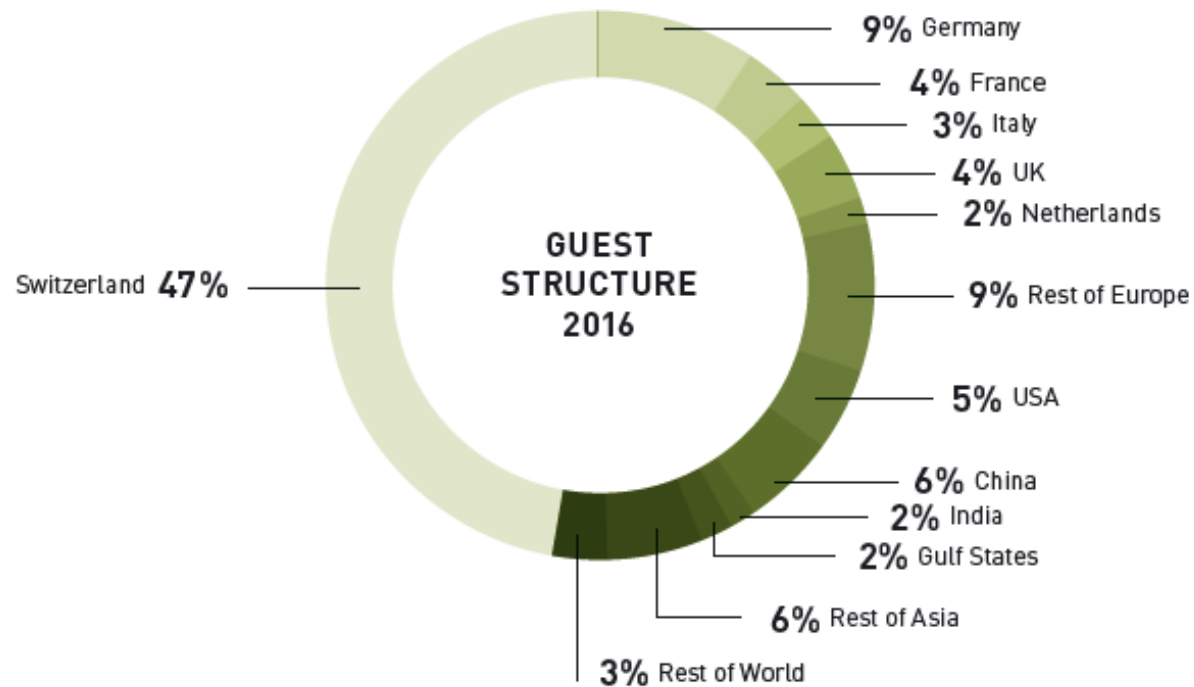
14 TOURISM REGIONS



- 1 Graubünden
- 2 Ostschweiz
- 3 Zürich Region
- 4 Luzern/Vierwaldstättersee
- 5 Basel Region
- 6 Bern Region *
- 8 Jura & Drei-Seen-Land
- 9 Genferseegebiet (Waadtland)
- 10 Genf
- 11 Wallis
- 12 Tessin
- 13 Fribourg Region
- 14 Region Aargau

* Die Tourismusregionen «Bern Region» (Nr. 6) und «Berner Oberland» (Nr. 7) haben Anfang 2017 fusioniert und bilden die neue Tourismusregion «Bern Region».

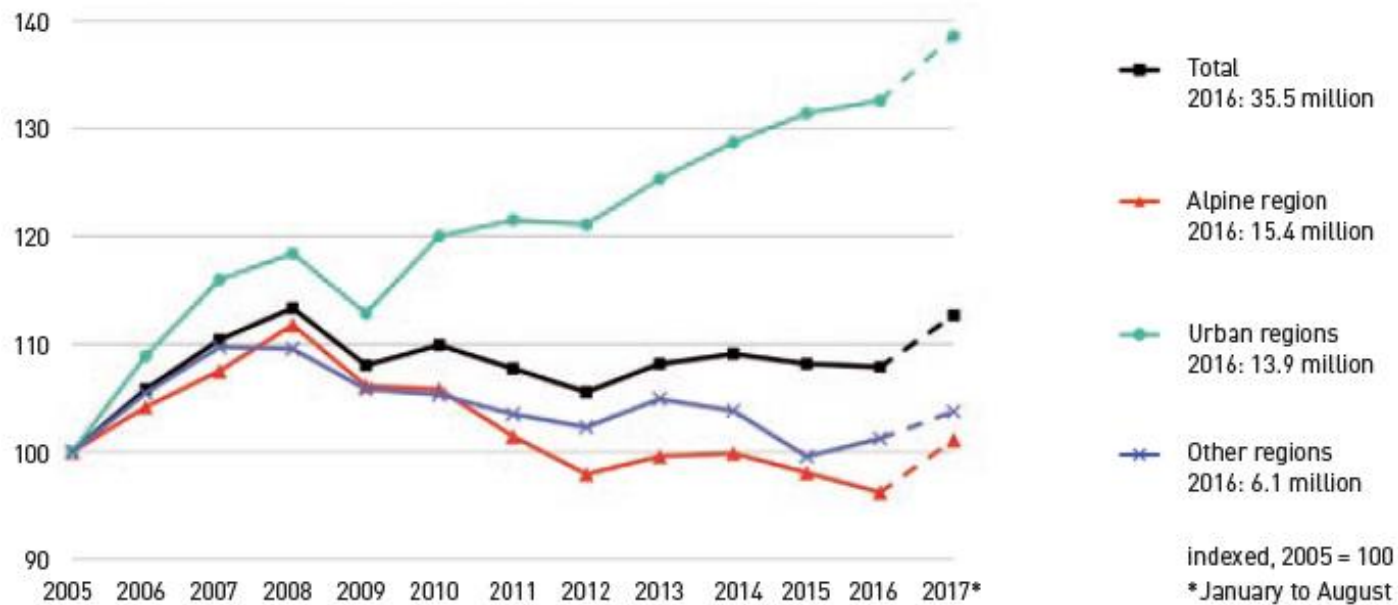
Figure 1: Guest structure of Swiss hotels by country of residence, hotel arrivals in 2016



Source: FSO

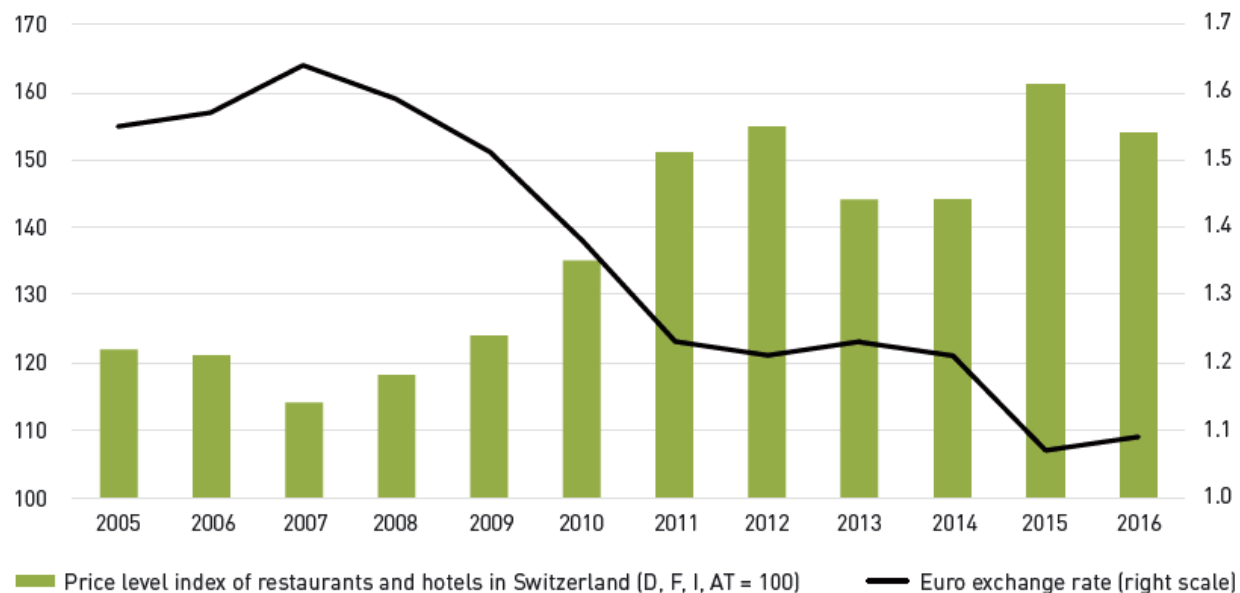
OVERNIGHT STAYS SWITZERLAND

Figure 4: Development of the number of overnight stays in hotels in the tourist regions



COMPETITIVENESS OF PRICES

Figure 3: Competitiveness of prices in Swiss tourism



Source: Eurostat, SNB, own calculations.

STRENGTHS AND WEAKNESSES

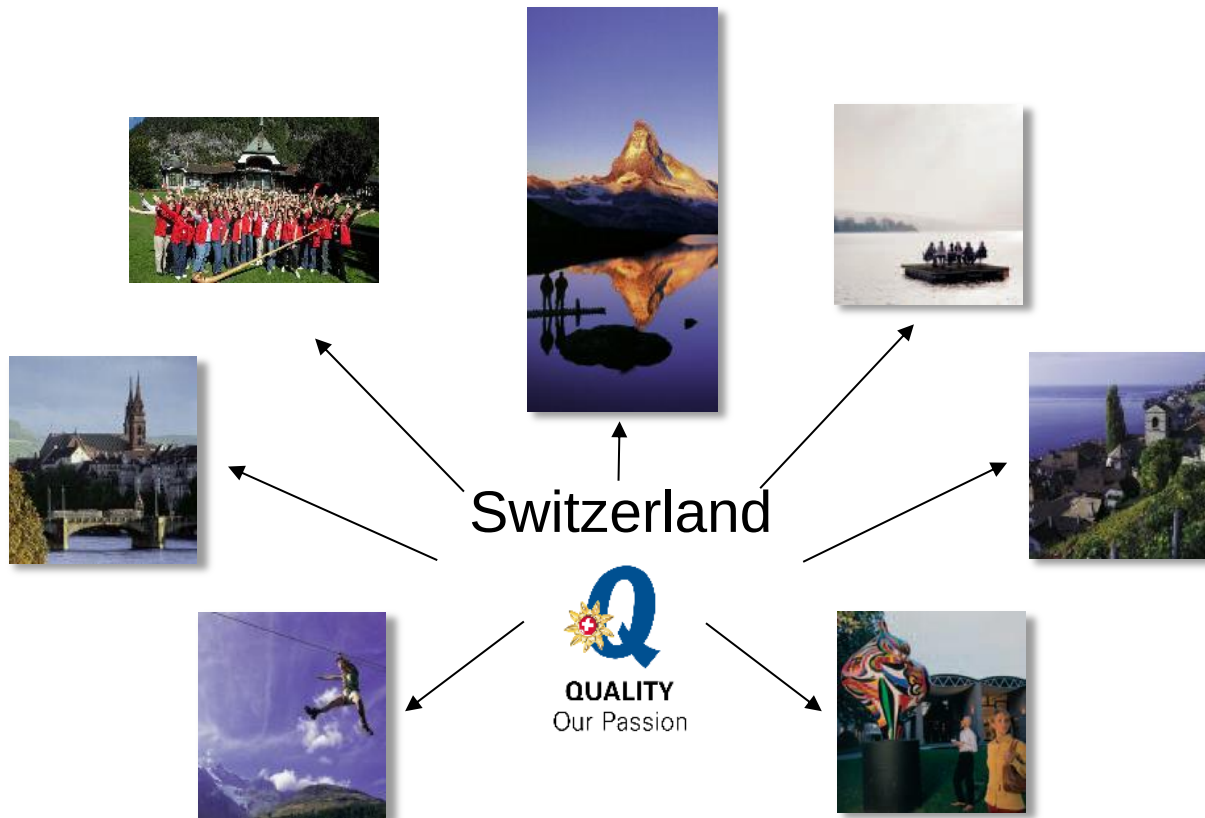
Strengths

- Central location in Europe and good transport infrastructure
- Attractive landscape
- Attractive, varied tourist offers
- Existing human capital
- Positive country image, safety and reliability, quality

Weaknesses

- Destination structures / political structures
- Fragmented company and industry structures
- High input costs
- Low labour productivity
- Currency
- Low willingness of domestic investors to invest
- Optimizable hospitality

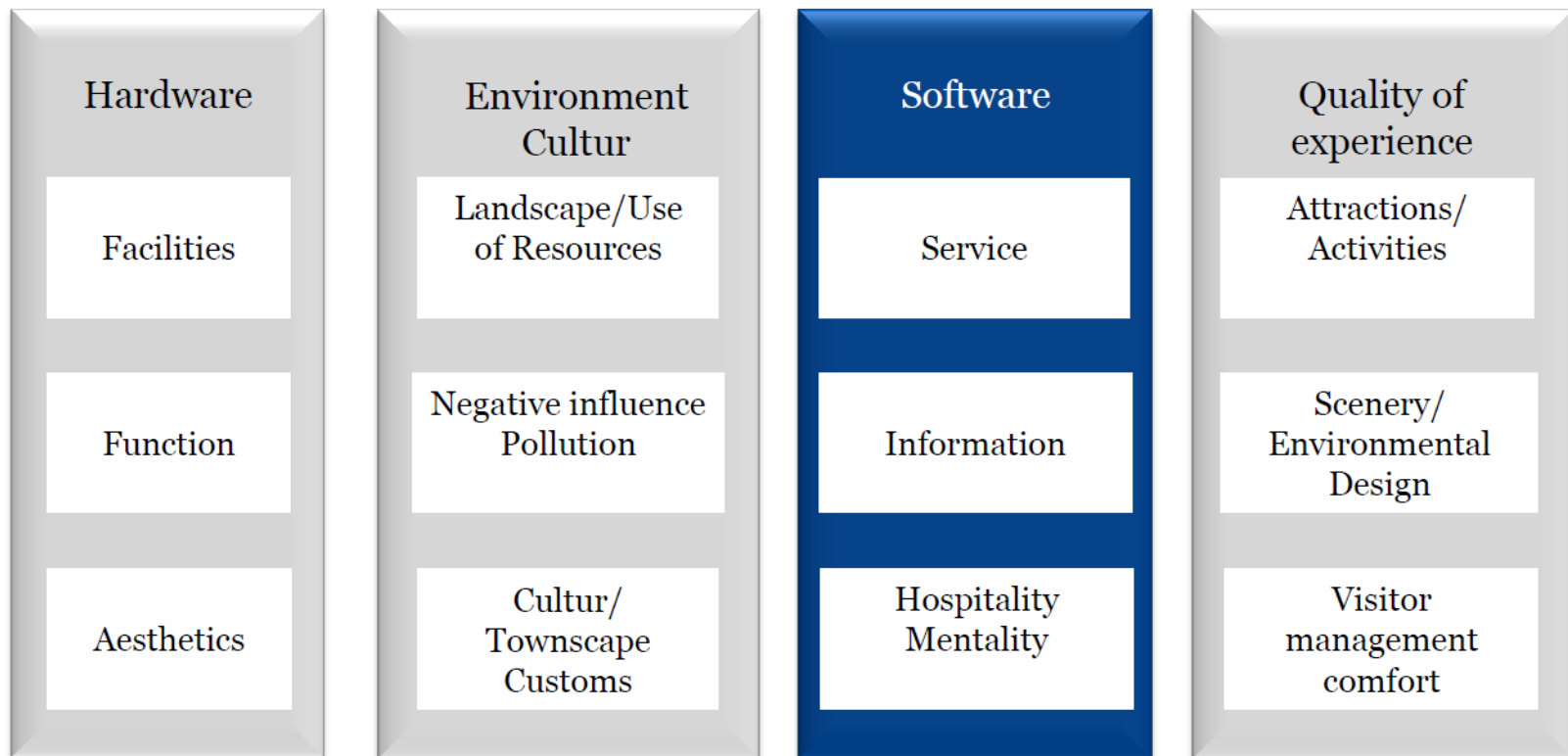
QUALITY EXPERIENCE





<https://youtu.be/5vtN0NAog4o>

QUALITY IN TOURISM



QUALITY LABELS



QUALITY
Our Passion



FAMILY
Destination



WELLNESS
Destination

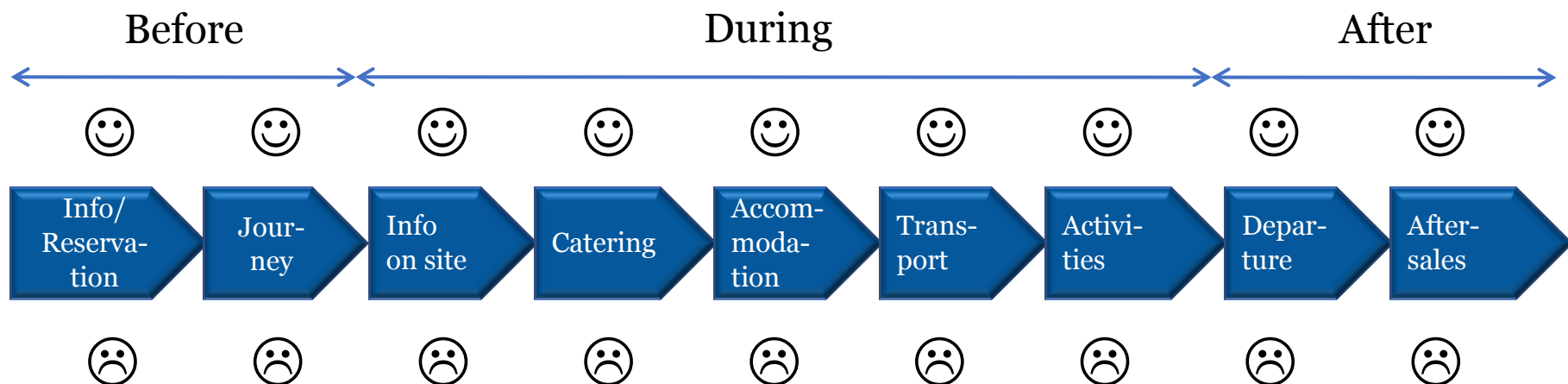


APARTMENT
Holiday Comfort

QUALITY PROGRAMME OF SWISS TOURISM



QUALITY PROGRAMME

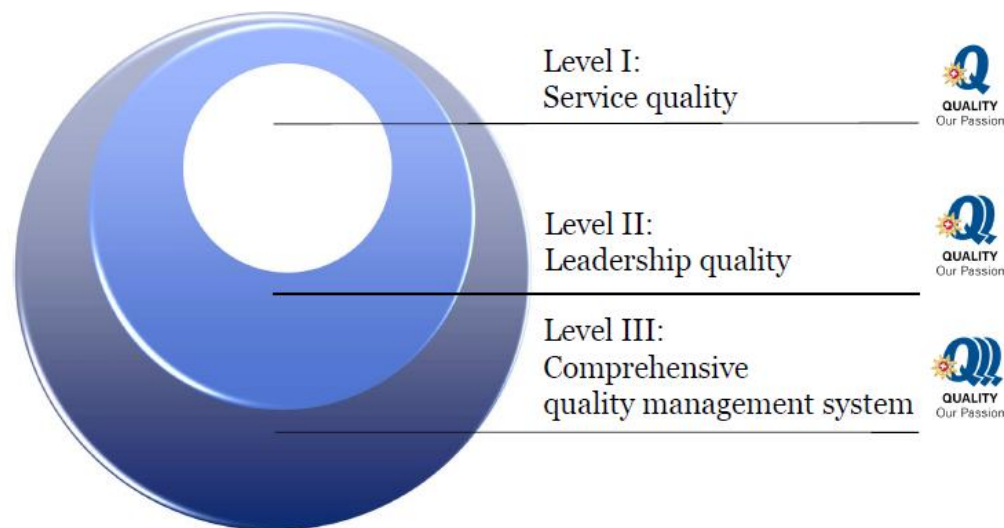


- The guest's experience is considered a comprehensive service chain
- Quality Programme creates a uniform standard for the entire service chain
- Easy access to quality management for the entire tourism industry
- Promotes employee motivation, cooperation in the industry

☺ = Good service
 ☹ = Critical event

QUALITY PROGRAMME

- Since 1998 over 8,587 awarded labels and 11,949 trained persons
- 350 QI, 80 QII, 100 QIII per year
- Label valid for 3 years
- Courses: Q-Coach (QI), Q-Trainer (QII)
- 11 umbrella organizations
- Relaunch: March 2017



MODULES QI

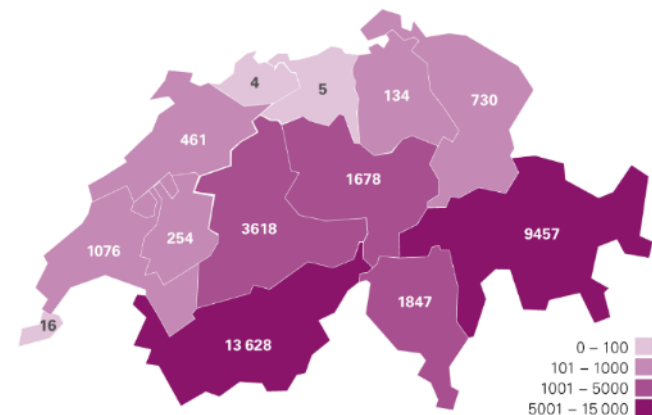
- Compulsory modules:
 - Business focus
 - Guest/customer focus
 - Quality focus
- Optional modules:
 - Exchange of experiences
 - Cooperation
 - Operational experience quality
 - Hospitality
 - Employee satisfaction
 - Environmental management

CLASSIFICATION FOR HOLIDAY APARTMENTS



CLASSIFICATION FOR HOLIDAY APARTMENTS

- >30'000 classed apartments > 500 guest rooms > 850 Bed and Breakfast
- Validity from classification date: 4 years
- 1-5 stars (and superior) with individual minimum and minimum requirements
- Sample control as quality assurance: 25% of the classified objects are inspected annually by trained inspectors.
- Transparency for the guest
- Better marketing: chalet.myswitzerland.com



FAMILY DESTINATION



FAMILY DESTINATION

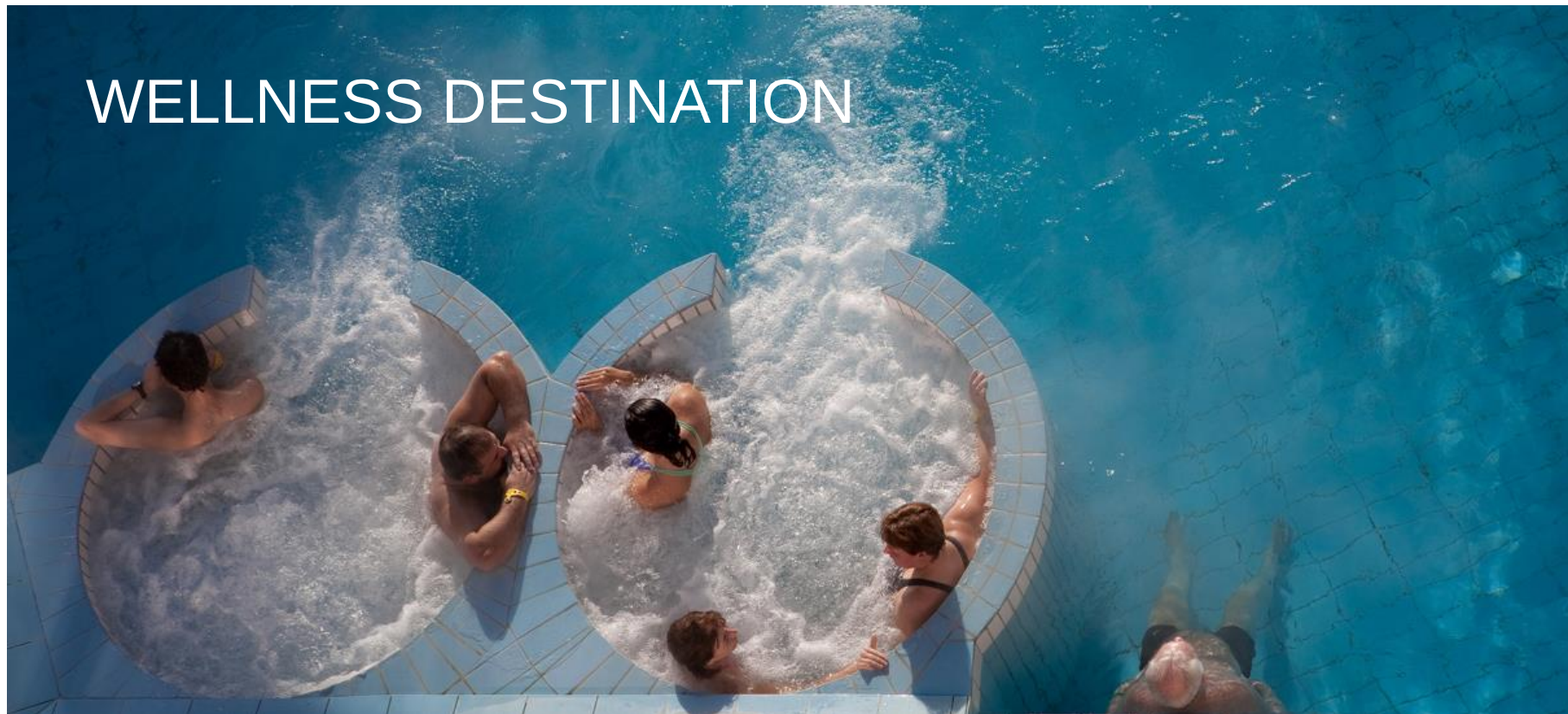
- Destination label, validity 3 years
- Period 2016-2018: 26 awarded destinations
- Destinations meet the criteria of the label, which ensure a high quality level in their offer
- Excellent destinations thus distinguish themselves from competitors in Germany and abroad
- Seal of approval offers the guests a guarantee for a high-quality offer
- Clear focus on the target group "families" strengthens image and tourism product of the destination

FAMILY DESTINATIONS 2016–2018



- | | |
|------------------|-----------------------------|
| 1 Fiesch | 14 Engelberg |
| 2 Riederalp | 15 Ascona-Locarno |
| 3 Bettmeralp | 16 Braunwald |
| 4 Blatten-Belalp | 17 Flims-Laax |
| 5 Bellwald | 18 Lenzerheide |
| 6 Crans-Montana | 19 Savognin |
| 7 Nendaz | 20 Arosa |
| 8 Lenk | 21 Davos |
| 9 Grächen | 22 Klosters |
| 10 Saas-Fee | 23 Pontresina |
| 11 Zermatt | 24 Zuoz |
| 12 Sörenberg | 25 Wildhaus-Alt. St. Johann |
| 13 Hasliberg | 26 Malbun |

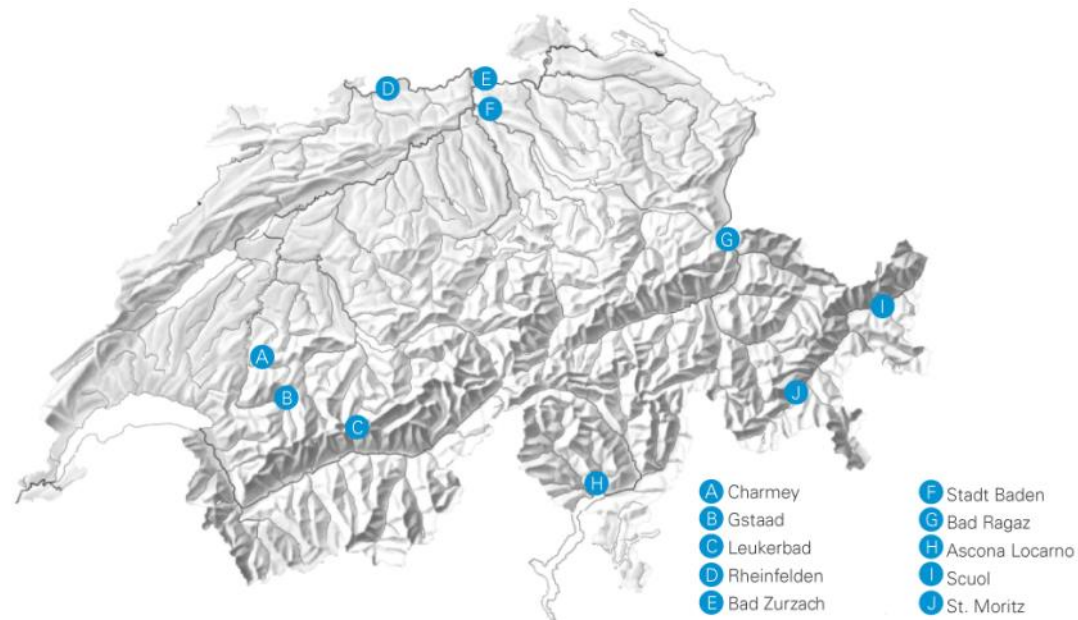
WELLNESS DESTINATION



WELLNESS DESTINATION

- Destination label, validity 3 years (2018-2020)
- 10 excellent destinations
- Destinations with a comprehensive and high-quality wellness offer and corresponding positioning in the market
- Cooperation with credo companies (signing Credo, label well visible, regular participation in the round table)

WELLNESS DESTINATIONS 2018–2020



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