Switzerland. get natural.
Design between 1996 and 2009
November 1996.

Switzerland Tourism is the official national marketing organisation for the destination Switzerland providing information, offers, packages and reservation opportunities for the travellers all over the world.

Switzerland Travel Mart, Crans-Montana, 6-8.4.1997

Pressekonferenz / Conference de presse, 18.3.97

continuously updated

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April 1997.
June 1998.
March 2000.
April 2000.

This spring, the Kunsthaus in Zurich features a unique retrospective dedicated to Paul Cézanne, one of the greatest painters of all times. The show includes over 120 so-called "unfinished" paintings and water colors, all dated from 1865 to 1906. It is indeed a fascinating overview of the historical development of the painter's work during this particular period. The pieces exhibited are on loan from many prestigious museums and private collections world-wide.

"Cézanne finished - unfinished" is one of the highlights of the European cultural spring 2001. To be seen at the Kunsthaus in Zurich from June 5 to July 16.
August 2002.
October 2003.
June 2006.
February 2007.
June 2009.
eMarketing.
Visitors’ development MySwitzerland.com.
MySwitzerland.com Facts 2009.

- Visitors: 23.4 million (+32%)
- Visitors’ average/day: 64’000
- Via Search Engine: 55%
- Subscriber to newsletter: 415'000
- Sent newsletter: 6.9 million
- Languages: 15
Optimizing the e-Presence.
Principle 1: quality makes the difference.
Hotelratings.

Arosa Kulm Hotel ****

Rate this hotel
Go to the hotel description of hotelleresuisse
Book this hotel

Latest hotel reviews: 20
average rating: 5.7

<table>
<thead>
<tr>
<th>Hotel:</th>
<th>Service:</th>
<th>Gastronomy:</th>
<th>Recommendation:</th>
<th>Room:</th>
<th>Location:</th>
<th>Sport:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.9</td>
<td>5.9</td>
<td>5.7</td>
<td>100%</td>
<td>5.6</td>
<td>5.5</td>
<td>5.6</td>
</tr>
</tbody>
</table>

5 stars = very good ... 1 star = unsatisfactory
*7 older hotel reviews can be found in the archive.

Offer of Hotel Arosa Kulm Hotel

<table>
<thead>
<tr>
<th>Arrival</th>
<th>Departure</th>
<th>Number of rooms:</th>
<th>Number of adults per room:</th>
</tr>
</thead>
</table>

You are here: Home > Accommodation > Review > Graubünden > Arosa > Arosa Kulm Hotel
Principle 2: it’s all about the finding.
It’s not the searching, it’s all about the finding.
Easy access to the content.

Find your hiking trail

Find your seminar hotel

Wanderfinder
Switzerland in 3, 5 or 10 days.
Google Maps.
Google Street View.
60 Weekend Video-Tips. Switzerland in 60 seconds

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Switzerland’s best kept excursion secrets revealed. Get the lowdown from eHeinz.

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Principle 3: increasing customer loyalty.
eCRM.

- Communicating regularly to our clients
- Increasing their interest
- Emotionalizing
- Creating communities
- Increasing being recommended

--> Permission marketing = licence to promote.
eCRM.

Dynamic profiling

Campaign management

Visitor

Web & Res. Systems

E-mail requests

Ordering brochures

Reservations

Click tracking

Ski

Family

Wellness

....
From emotions to bookings in one place.

Dream → Plan → Go

Emotions creation → Finding services → Reservation

Call & Sales Center STC (Switzerland Travel Center AG)
Switzerland Travel Center Ltd.

- Provides one stop shop for hotels, appartments, rail
tickets, air tickets, rental cars
- Is integrated with local and regional reservations systems
- Owned by Swiss Federal Railways (majority) and
Switzerland Tourism
Principle 5: one central knowledge base.
One single data input. Multiple worldwide usage.
Principle 6: servicing our tourism partners.
An integrated solution.

MySwitzerland for You

eCRM for You

Mailinghouse for You

Integrated Processes

Hotel & App. Reservationsystems
57 Destinations based on MySwitzerland.
Region du Leman.
Gstaad.
Strategy overview.
IT Innovation Cluster.

Datasource: Websites, Reservation systems, Call Centers

Customer Relationship Management System

ST
Grisons
Heidiland
Saas Fee
Valais

Functionality MySwitzerland-Applications

Content Management System (Switzerland Database)

Data Input Datanetwork (STNet, MySwitzerland)

Reservation Systems

CRM Integration

CMS Integration