

# TOURISM MARKETING STRATEGY FOR SWITZERLAND

**Location:** Switzerland

**Client:** United Nations World Tourism Organization, Federal Office for Labour

**Services:** Market Research, Marketing, Strategy



Switzerland was losing tourist market share to the Eastern European countries and needed a marketing strategy

## Project Objectives

- Undertake an assessment of the Swiss tourism product, the key source markets, and competing destinations in Europe.
- Identify the products that Switzerland can compete against other destinations with effectively, and also identify those markets that are attracted to them.
- Develop a marketing strategy for the country, making clear, implementable recommendations for the short, medium and long term, to attract the identified markets to the country..

## Our Recommendations:

- We undertook tour operator and travel consumer surveys to understand trade and tourist perceptions of Switzerland.
- An assessment of 15 competing destinations was made, comparing visitor numbers and expenditures, products, access to key markets, and tour operator coverage.
- The research identified three key strengths of Switzerland around which a marketing strategy was developed, aimed at increasing visitor numbers and expenditure in the country over three, five and ten year periods.