

Switzerland

Market Summary

Total Swiss visitor arrivals in the first six months of 2010 have increased by 9 per cent compared to the same period last year. The growth is mainly attributable to the relatively stable economy Switzerland experienced during the Global Financial Crisis. Wholesalers are still benefitting from relatively low (air and ground) fares and a strong Swiss Franc, which is driving demand amongst the consumers for leisure travel to Australia.

Swiss arrivals from all age groups have experienced a boost in numbers to Australia, with the 45-59 years age group showing double digit growth. This is an indicator that this age group which represents a third of Swiss visitors and is especially prone to economic uncertainty, is regaining confidence and starting to travel again.

1. Market News

- Swiss consumers are taking a more upbeat view on the economy and the security of their jobs. The Swiss consumer sentiment index improved to 14 points in the second quarter from -7 points in the first, representing the highest level since October 2007, the State Secretariat for Economic Affairs said. Source: *Euclid Infotech, May 12, 2010*
- Swiss unemployment decreased slightly from 3.8 per cent to 3.7 per cent in June, and is one of the lowest levels in the world. Source: *ecpulse.com. June 30, 2010*
- Swiss consumers look set to increase spending in coming months, according to UBS, whose consumption index for Switzerland in March rose to its highest level since the onset of the global economic crisis. Switzerland has emerged less bruised from the recession than many of its European neighbour's thanks mainly to its resilient consumers. Source: *Reuters, April 27, 2010*
- The travel industry, which contributes 3 per cent of total Swiss economic output and employs 4.2 per cent of the Swiss workforce, is facing tough times with overnight stays and tourist spend decreasing in the last year. Economic research group BAK Basel predicts worse to come, with a forecast 0.7 per cent drop in overnight stays this summer followed by a further 0.4 per cent drop next year. BAK predicts tourism will not recover until 2012. Source: www.swissinfo.ch, June 30, 2010

2. Consumer Insights

- Swiss people travelling abroad are tightening their belts and will spend an estimated 2.4 per cent less this year than last year. Source: www.swissinfo.com, June 22, 2010
- Sales of environmentally friendly products are set to double in Europe by 2015 says the Centre for Retail Research. The Swiss are the most environmentally aware and spend the most on green products at €555 a year. Source: *Reuters*, June 2, 2010
- Research has shown that Swiss shoppers still have to pay substantially more than European counterparts despite the euro losing ground to the Swiss franc for several months. The Swiss Consumer Protection Association says shoppers have to pay some 20-30 per cent more for the same goods as those in other European countries. Source: www.swissinfo.ch, June 28, 2010

For the latest in visitor arrivals, please visit 'Research & Statistics' at www.tourism.australia.com

3. Trade Update

- *Globetrotter Travel Service AG* has bought out Swiss language and group travel specialist *Media Touristik*. Major brands of *Media Touristik* are *Linguista* and *Globo Study*. *Globetrotter* has bought a 60 per cent share which will increase their annual turnover to approximately 220 million Swiss Francs. Source: www.derbund.ch, April 13, 2010
- *Globetrotter Travel Service AG* has opened its twentieth branch in Switzerland. The new office in Interlaken opened on 15 May 2010. Source: www.globetrotter.ch, July 21, 2010
- Diderika Tasma has resigned from her position with Etihad Airways (Senior Sales Executive) and left the company on 11 May 2010. She has been replaced by Alexandre Kunz. Source: www.travelinside.ch, July 20, 2010
- Christina Hollenweger has retired from her position as the PR Manager for Singapore Airlines at the end of March 2010. Source: www.schweizertouristik.ch, July 22, 2010
- As at June 2010, there were 249 Aussie Specialist agents, of which 56 per cent were fully qualified.

4. Airline News

- Etihad has introduced new combination fares that allows for travel in the airline's Pearl Business Class on the flight from Bangkok to Abu Dhabi, and in Coral Economy Class to 10 destinations that include Geneva. Swiss passengers traveling on Etihad to Australia will be able to experience this new service. Source: www.asiastraveltips.com, April 8, 2010

5. Competitor News

- Abu Dhabi counted 5,750 Swiss hotel guests in the year 2009, representing an increase of 14.7 per cent compared to the previous year. The trend seems to continue in the first quarter of 2010 with 1,704 Swiss hotel guests (an increase of 16.2 per cent). Furthermore the average length of stay has increased by 21 per cent. Source: *Travel inside newsletter, May 26, 2010*
- In 2009 there were 14,997 Swiss visitors to New Zealand, an increase of 3.2 per cent compared to 2008. Increases were also noted in January and February 2010 (up by 16.7 and 11.2 per cent respectively). Source: *Travel inside Newsletter, April 29, 2010*

6. Key Campaigns and Activities in Market

Current Campaigns and Activities (April – June 2010)				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
April 2010	June 2010	<p><i>International Media Hosting Program:</i> Tourism Australia pitched stories to media, arranging visits to Australia for print/ online/ broadcast channels in return for destination coverage. In the April-June period the following visits were delivered:</p> <ul style="list-style-type: none"> • Reiseblick /Art&Reise magazines travelled to the Northern Territory and Queensland to cover outback and reef stories, • 20 Minuten/ Friday magazine daily travelled to the Northern Territory and New South Wales to cover luxury outback stories and city experiences, • Travel trade magazine Travel Inside attended the Australian Tourism Exchange in Adelaide to write about the latest trends in Australian tourism. 	Swiss First Time Experience Seekers	Qantas Airways, Tourism Northern Territory, Tourism Queensland, Tourism New South Wales, South Australian Tourism Commission
April 2010	April 2010	<p><i>Travel agency mailing:</i> Direct mailing to 350 travel agencies throughout Switzerland, which included the new Skytours Australia brochure, an "Aussie Slang" dictionary and a four page leaflet which featured the Aussie Specialist Program.</p>	Swiss travel agents	Skytours, Qantas Airways
1 May 2010	30 June 2010	<p><i>Joint online-campaign:</i> www.globetrotter.ch to feature dedicated Australia sub-site including a raffle for a trip to Australia. Special to be advertised prominently on the starting page of www.globetrotter.ch. The raffle was advertised through Search Engine Marketing as well as stand-up displays in front of Globetrotter stores (about 20 throughout Switzerland).</p>	Swiss First Time Experience Seekers, aged 18-30	Globetrotter Travel Service, Singapore Airlines
2 May 2010	16 May 2010	<p><i>Corroboree 2010:</i> Training event for 298 Aussie Specialist travel agents from across Europe and South Africa. Workshops with Australian industry were held on 5 – 8 May in Melbourne followed by famils throughout Australia (22 itineraries in total). 14 Swiss agents attended this event.</p>	Aussie Specialist travel agents throughout Europe	Qantas Airways, Tourism Victoria, all State and Territory Tourism Organisations

3 May 2010	24 May 2010	<i>20minuten Online campaign:</i> Web promotion on www.20minuten.ch including banners, a splash-site focusing on youth travel	Swiss First Time Experience Seekers, aged 18-30	None
25 May 2010	8 June 2010	<i>Cross Media Promotion with 20Minuten:</i> Online and print targeting young Swiss travellers. The promotion included online and print advertisement, a raffle to win a trip to Australia as well as Australia branding in all STA Travel retails stores.	Swiss First Time Experience Seekers, aged 18-30	STA, Qantas

Upcoming Campaigns and Activities (July – September 2010)

START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
July 2010	September 2010	<p><i>International Media Hosting Program:</i> Tourism Australia continues to pitch stories to media, arranging visits to Australia for print/online/broadcast channels in return for destination coverage. In the July-September period the following visit will be delivered:</p> <ul style="list-style-type: none"> Schweizer Illustrierte will travel to New South Wales and South Australia to cover touring stories. 	Swiss First Time Experience Seekers	Qantas Airways, Tourism New South Wales, South Australian Tourism Commission