

swi+zerland

«Travel Better» und nationale Kommunikationsinstrumente

«Travel Better» et les outils de communication nationaux

Synergy Day

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swi⁺zerland

**Our shared goal: Tourism that
strengthens nature, communities
and the economy – not one that
comes at their expense.**

Right guest.

Right time.

Right place.

Travel Better

Year-Round
Tourism



Flows of
Visitors



Length of
stay



Sustainable



Tourism
Acceptance



Year-Round
Tourism



Flows of
Visitors



Length of
stay



Swisstainable



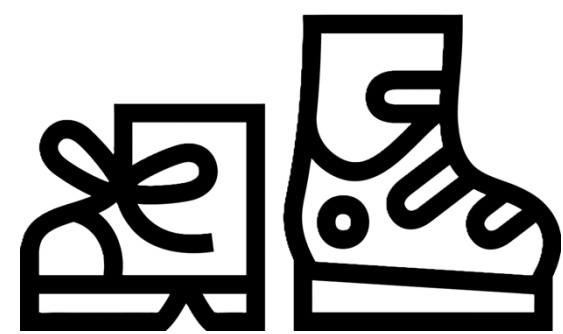
Tourism
Acceptance





Year-Round Tourism





Year-Round Tourism:

Weak months should grow faster

Measures

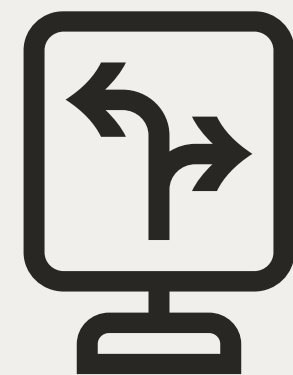
Positioning autumn & spring as attractive travel times through high-impact campaigns.

Challenges

Spreading demand isn't just a marketing task — it needs hotels and operators to actually rethink their opening seasons.

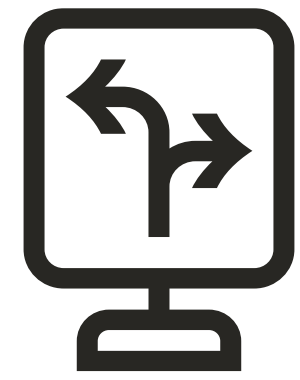
Tourism Vision for Parks

Year-round demand = more stable jobs, reliable income for local businesses & less peak pressure on nature.
Strengthening the economy & local value creation.



Flows of Visitors





Flows of visitors: Destinations outside the top 20 should get more market share

Measures

Spreading visitors beyond the top 20 destinations through content & campaigns (e.g. YouTube Campaign Culinary Grand Tour).

Challenges

Hidden gems are double-edged: visibility creates value, but can overwhelm sensitive places. How do we protect what we promote?

Tourism Vision for Parks

Parks are natural «hidden gems»: Conservation and enhancement of nature and landscape (reducing impacts).



Length of Stay





Length of stay: **Guests should stay more nights per visit**

Measures

Encouraging longer stays through multi-day experiences & extended trip campaigns (e.g. Bleisure = Business + Leisure).

Challenges

Limitation within data: HESTA does not capture a guest's full journey across multiple hotels.

Tourism Vision for Parks

Local Value Creation & Circular Economy. Longer stays = deeper connection with place, more spending in local businesses & less transit tourism.



Swisstainable





Swisstainable: The certified Level III - leading base should grow.

Measures

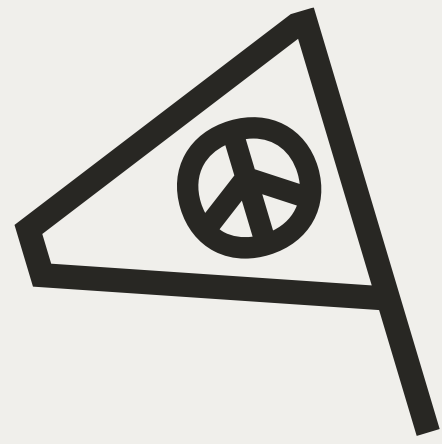
Swisstainable Programm:
Visibility, credibility & orientation
for guests. 3 levels with
increasing external verification.
Toolbox for authentic
sustainability communication (5
modules).

Challenges

A low entry threshold keeps the
programme accessible, but
credibility depends on real
progress, not just sign-ups.
Sustainability Communication
becomes increasingly more
complex (eg. EmpCo).

Tourism Vision for Parks

Continuous Improvement
Process (Beacons of
Sustainability). Parks are often
ahead in sustainability –
Swisstainable makes this visible.
Credibility is the biggest asset.



Tourism Acceptance



Toolbox

6 Modules

- Securing long-term local acceptance of tourism (alternativ: *Ensure long-term acceptance of tourism among the local population*)
- Increasing added value for residents, guests, and businesses (alternativ: *Enhance added value for...*)
- Practical examples, step-by-step guides, and checklists

[To the Toolbox](#)



Tourism acceptance: Public approval should rise

Measures

Toolbox (6 modules): Practical support, step-by-step guides & checklists for partners. National Campaign: Out-of-home & digital — nudging guests towards respectful behaviour.

Challenges

Acceptance is the hardest of the five to act on quickly, it's a long-term cultural shift, not a quick marketing fix. Periodic national surveys will give insights.

Tourism Vision for Parks

Well-being: Engaging people and the population (raising awareness and fostering mutual understanding). Parks live at the intersection of guests, nature & residents.

Impressions Lucerne and Bern



Tourist Office
Interlaken



Rosenloui-Schlucht
Rastplatz



TITLIS, Talstation

A high-angle photograph of a mountain valley. In the foreground, a lush green meadow slopes down towards a small cluster of buildings, including a large barn-like structure and a smaller house. To the left, a dense forest of evergreen trees covers a hillside. In the background, majestic, rugged mountains with rocky peaks and green slopes rise against a clear blue sky. The lighting suggests late afternoon or early morning, with long shadows and warm tones.

What counts is the
commitment of us all.



"Questions,
inputs, feedback?
Get in touch!"



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Tourism
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