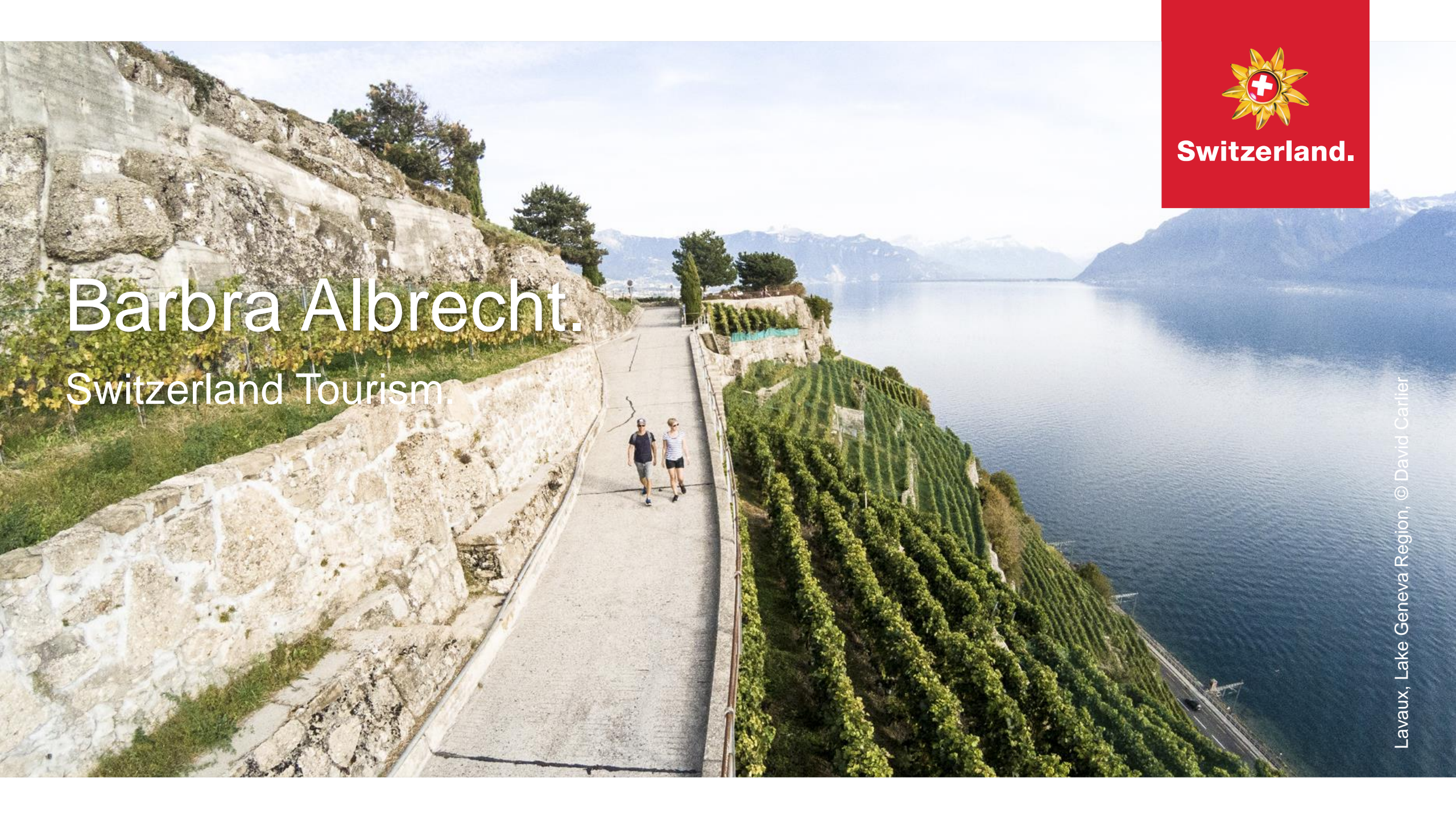




**Switzerland.**





# Barbra Albrecht.

Switzerland Tourism.



Switzerland.





# Tourism Objectives.

1

## Inspiring new visitors

ST takes on the complex and expensive task of addressing new visitors.

2

## Increasing overnight stays and frequency

The existing excellent tourism infrastructure is exploited as effectively as possible.

3

## Increasing length of stay

Visitors come to Switzerland for as long as possible.

4

## Increasing added value

As a premium destination, Switzerland generates high tourism-related added value, thus enabling innovations and investments.

5

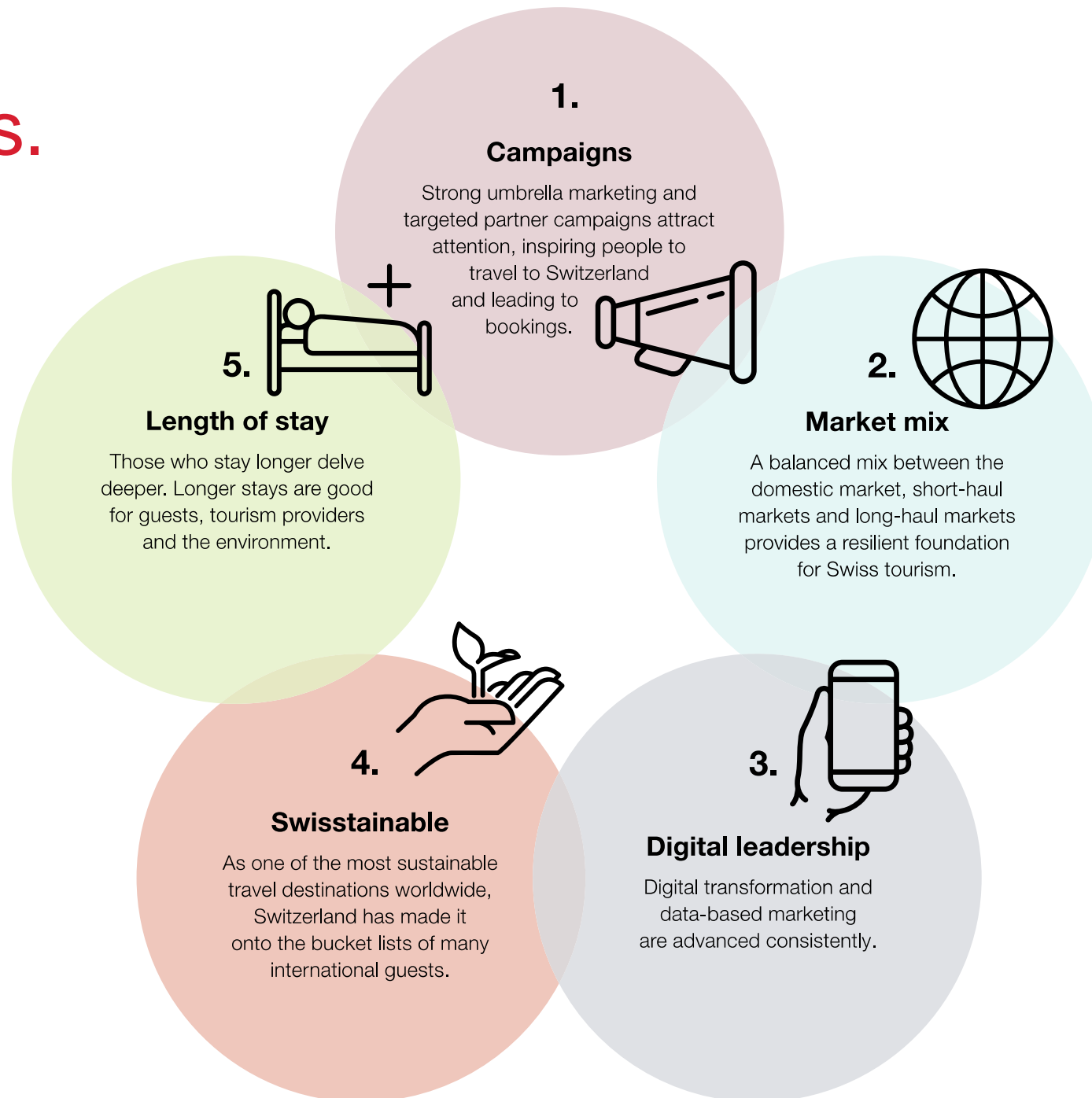
## Seeking sustainable balance

Seasonal and geographical diversification, a balanced mix of guests and responsible action will ensure sustainable tourism development.

# Priorities.



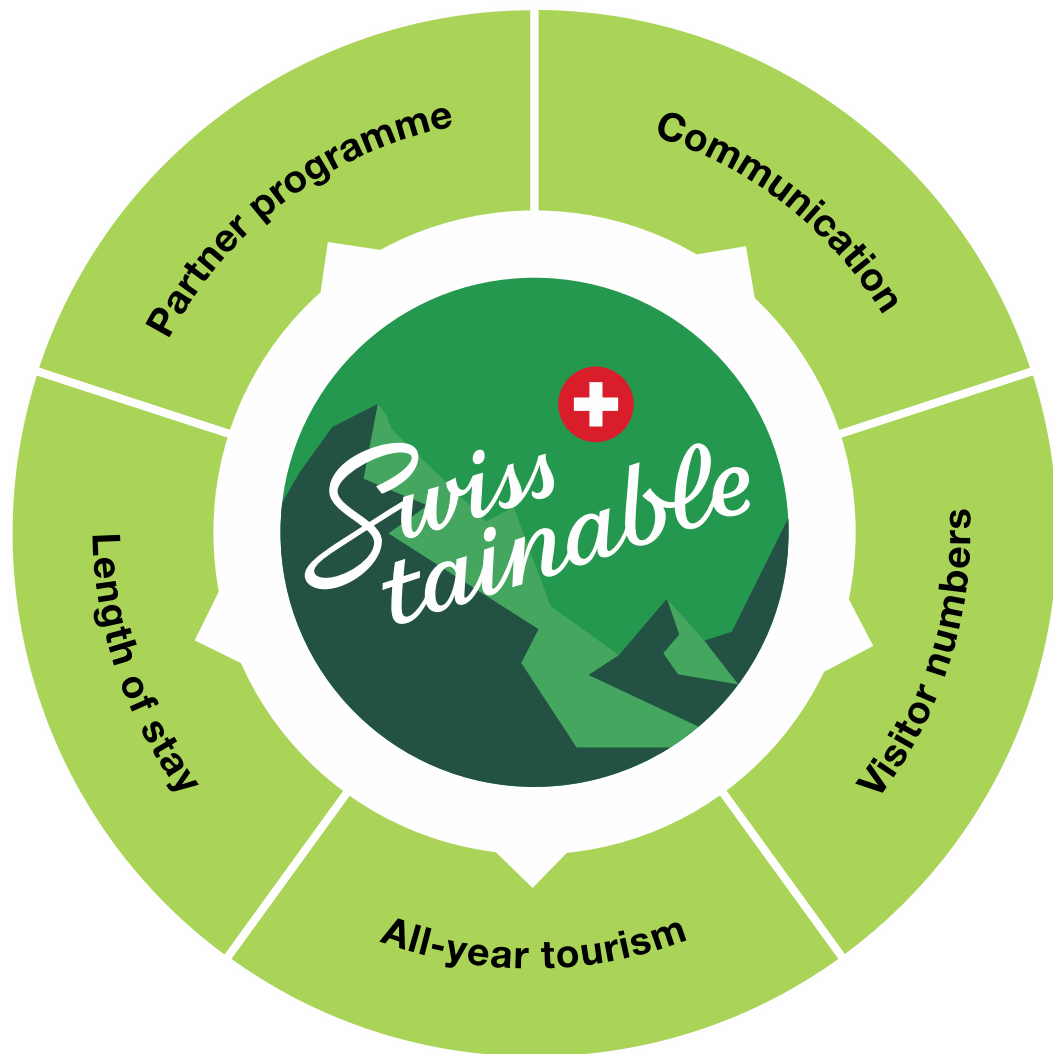
Switzerland.





Switzerland.

# Key Objective: Promoting Sustainability.



Essential dimensions taking into account all aspects of sustainability (society, economy, environment):

- Commitment of all tourism providers and guests' orientation: Swisstainable
- Spatial diversification of guest flows
- Temporal diversification of guest flows
- Extension of the length of stay







**Bleisure**



Thank you.





**Switzerland.**