Schweiz.
ganz natürlich.
Nature beckons.
Why nature parks represent a major tourism opportunity.

Sabina Brack, Switzerland expert
The world has been discovered.

Globalisation means more and more of the same. Travel is cheap and has lost its prestige. The world has been discovered. This is leading to a new sense of yearning.
Back to nature.

Nature and authenticity are the major countertrends to globalisation and digitalisation. Tourism in harmony with nature is meaningful and chic; it has an intrinsic value. The new status symbol is being able to afford not to be reachable. The name of this mega trend is “Enlivenment”.*

Nature Lover.
The perfect holidaymaker...

... is generally between 40 and 60 years of age.

... spends up to 97% of his/her holidays in the mountains.

... likes regional specialities and upmarket gastronomy.

... stays longer than average in Switzerland.

... seeks peace and relaxation, takes care of his/her health and likes river and lakes.

... comes mainly from Switzerland, Germany, BeNeLux, the USA and Italy.

Source: Tourismus Monitor Schweiz, ST, 2013 (comparative details of all summer holidaymakers)
Back to nature.

Switzerland Tourism is placing nature at the centre of its communications in summer 2017 and is launching new products and unique experiences/activities.
Nature wants you back!
Customer journey.
Nature parks – where Switzerland is at its most beautiful.

For holidaymakers, the natural parks label is a reason to travel and a navigation aid. It guarantees excellent natural experiences and is a response to a travel trend. Switzerland’s parks are at the centre of ST’s worldwide summer campaign.
Natur pur

Storytelling.
Creating experiences.

The label provides access to tourism-related prosperity but with no guarantee yet. Experiences must be created. Encounters with local hosts are key; they deliver enduring memories.
Making experiences accessible. The beauty of nature alone is a reason to travel, but it does not necessarily translate into a reservation. Today’s unimaginative and time-pressed holidaymakers want guaranteed experiences they can book ahead, e.g. wildlife watching.
Generating value. Nature parks give a fresh impetus and generate tourism innovation and product development – far beyond the park perimeters.