



Zurich, May 27st, 2020

New “Clean & Safe” label to boost guests’ confidence in Switzerland as a travel destination.

Switzerland is in a transitional phase - from lockdown to gradual relaxation of its rules. The need for information on safety and cleanliness remains high. To strengthen the confidence of guests in Switzerland as a safe and clean travel destination, the tourism industry associations have created a “Clean & Safe” label. This campaign was initiated by Switzerland Tourism (ST) as part of its "Recovery Plan" for tourism in Switzerland. When visiting tourism establishments/infrastructures, the label shows guests that the latter have made a conscious commitment to comply with protection plans.

With the first two relaxation sets of measures on April 30 and May 11, Switzerland is slowly returning to normality. But it is a new normality to which the Swiss people will have to get used to. Hotels, museums and restaurants have resumed operations and shopping is possible again. Mountain railways, navigation and tourist attractions are expected to follow on June 8, while the opening of the borders with Austria, France and Germany is scheduled for June 15. This step-by-step reopening of the tourist infrastructure is very positive and must be coordinated with the guests' increased need for safety and hygiene.

Strengthening the confidence of all guests

The implementation of protection plans drawn up by the federal government and industry associations for the reopening of businesses is mandatory. The cantonal authorities are responsible for monitoring compliance with the latter. For some guests, however, the step into the new normality may generate doubts and uncertainty. In order to strengthen guests' confidence in Switzerland as a holiday destination, the tourism industry associations *HotellerieSuisse*, *Cableways Switzerland*, *IG Parahotellerie Schweiz*, *Verband Öffentlicher Verkehrsmittel*, *Verband Schweizer Schifffahrtsunternehmen*, *Verband Schweizer Tourismusmanager* and *GastroSuisse* are launching the “Clean & Safe” campaign on the initiative of ST. The involvement of other associations is being planned. The campaign includes a new label and the information platform www.clean-and-safe.ch, which provides an overview of all industry-specific protection concepts.

Clear and uniform means of communication

With the "Clean & Safe" label, a uniform and easily identifiable means of communication was created. With the label, businesses have the opportunity to communicate their commitment to providing a clean and safe guest experience. At the same time, guests from home and abroad are relieved of a certain amount of uncertainty, since the label clearly signals that a given establishment has consciously committed itself to adhering to a specific protection plan.

Implementation of the campaign

The "Clean & Safe" label is provided by the respective industry associations. A total of six industry-specific labels are available, which are visually derived from the cross-industry label (for hotels, restaurants, navigation companies, cable cars, public transportation and meeting facilities).



All companies wishing to use the label that suits their type of activities must register online with their respective association and confirm their compliance with the protection concepts with their signature. The form (online, physical) in which the label is used is always decided in consultation with the relevant trade association, depending on requirements.

Safety and hygiene become competitive factors

As a country with a reputation for being clean and safe, Switzerland has good assets, especially in times of pandemics. An evaluation by Tripadvisor users shows that Switzerland achieves very high ratings in terms of cleanliness: “In addition to a written review, our users can rate criteria such as location, service, value for money and cleanliness for the property they visited”, says Fabrizio Orlando, Global Senior Manager Industry Relations at Tripadvisor. “When compared to the other European countries with at least 5,000 accommodation reviews, accommodations in Switzerland previously achieved the highest score in the category “cleanliness” on Tripadvisor in 2019”, he adds.

As part of its “Recovery Plan”, ST will thus explicitly promote the strict protection plans implemented by Swiss hotels, restaurants, cable cars, navigation companies and public transportation. By the start of the summer tourist season, the Swiss population should have knowledge of this label, and its existence will be promoted in the most important guest markets abroad. The aim is that it should be widely used by tourism businesses throughout Switzerland.

Available for download:

- Cross-industry "Clean & Safe" label
- Media release in Word format

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