



EMBARGO

March 29th 2021, 08:00 CET

Zurich, 29 March 2021

Roger Federer teams up with Switzerland Tourism.

After years of positively representing Switzerland through his sporting excellence and friendly, down-to-earth manner, Roger Federer has now become an official brand ambassador for the destination of Switzerland. He's entering into a long-term cooperation with the Swiss national tourism board, Switzerland Tourism (ST). The common goal: attracting guests to visit Switzerland with its energizing nature.

Roger Federer and Switzerland Tourism (ST) will together develop initiatives to promote Switzerland globally. The support is much needed at this time, emerging from the biggest tourism crisis since the Second World War. Nobody is more equipped to do so than this iconic personality wearing the Swiss Flag, officials at ST are convinced. "This is a perfect match, because Switzerland and its unblemished nature have clearly contributed to Roger's unprecedented career" explains ST's CEO, Martin Nydegger. "I have always felt, whenever I step on the court, I am representing Switzerland. Whenever it says my name, there is a Swiss flag next to it. I have been very proud to do that for the first 22 years I have been on tour, and it will always be like that. To join forces with ST now is a logical step for me" says Roger Federer in a conversation with Nydegger. Both are excited to start this long-term partnership.

Energized by Swiss nature

Communication activities will begin throughout the month of April with a focus on European cities followed by the USA and Asia Pacific. A series of visuals and short clips will showcase Roger Federer being energized by Swiss nature. On MySwitzerland.com, guests will be able to discover Switzerland through Roger's eyes. He presents his preferred places, Swiss highlights as well as hidden gems. "I have been all over the world. My favourite place has always remained Switzerland. It's the country I miss the most, when I'm travelling" confesses Federer.

The stage is set

"Switzerland Tourism and Roger Federer share countless values. Establishing this partnership is a unique opportunity and of great importance to us. Making a difference while recovering from the challenges of the past months and beyond will be a journey with numerous highlights," emphasizes Nydegger. Roger Federer is highly motivated to support his home country, and he will do it for a charitable cause. The compensation for his appearances as new ambassador for ST goes to the Roger Federer Foundation supporting disadvantaged children in Switzerland. The stage is set – Switzerland Tourism and Roger are ready to officially become partners.



The Swiss national tourism board Switzerland Tourism

Switzerland Tourism is a federal corporation under public law tasked with promoting domestic and international tourism demand for Switzerland as a holiday, travel and convention destination.

The development and implementation of demand-enhancing marketing programmes and the profiling of the strong, traditional yet modern Swiss tourism brand both nationally and internationally are its key priorities. ST works in close collaboration with the Swiss tourism sector, which contributes around half of the budget. The other half consists of federal funds. The organisation is oriented towards customers and markets and is managed in accordance with commercial criteria.

ST is present in 22 markets worldwide, employing around 240 people.