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Switzerland Tourism: Alex Herrmann to take over the UK/Ireland market.

Alex Herrmann, who has served as Director Americas and Market Manager North America at Switzerland Tourism (ST) for over 10 years, will take over responsibility for the UK/Ireland market. The company is delighted that he will now be able to use his proven expertise in international tourism marketing in London.

The United Kingdom is the fourth largest foreign market for Swiss tourism, after Germany, the US and Greater China. 1.6 million hotel overnights were registered in 2017*, with figures for 2018 expected to be up around 2%. Between 2019 and 2022, cumulative growth of hotel overnights is forecasted to reach up to 8.7%. The UK, together with Ireland, has always been a major market for Switzerland, with the British being the pioneers of tourism to Switzerland. Despite the current political uncertainties, the British are still enthusiastic, loyal and long-standing visitors to Switzerland. They are also among the European tourists with the highest daily spending in Switzerland**.

A strong presence in London is crucial.

Since 2007, Alex Herrmann has shaped the development of the North American market for tourism in Switzerland and established the ST branch office in Brazil. The quality of his leadership is reflected in the market's long-term success, which has seen continuous growth over the last ten years. ST will rely on his expertise to manage the key UK market throughout the turbulent Brexit process and in the decisive years ahead. Martin Nydegger, CEO of Switzerland Tourism, welcomes this appointment: "A strong presence in the UK is more important now than ever. With Alex Herrmann and his extensive experience in marketing and communications, we have the right man in London."

Before joining ST, Alex Herrmann worked for IBM in various international management positions in the communications sector. He holds a master's degree in economics from the University of St. Gallen, as well as a federal diploma in PR consulting. He took up his new position August 1st, 2019. "After eleven successful years in North America, I am now looking forward to taking on an exciting new challenge in the UK," he declared.

His predecessor, Corinne Genoud, is moving to Stockholm as ST's market manager for the Nordic countries.

** Tourist accommodation statistics, Federal Statistical Office.*

*** Tourism Monitor Switzerland 2017, Switzerland Tourism.*

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