

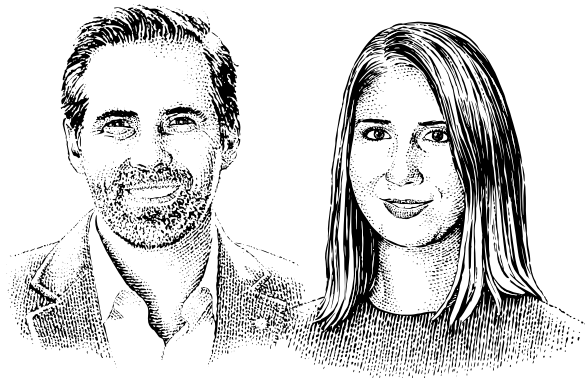
Switzerland Tourism.



Swisstainable

Strategy for the sustainable development
of Switzerland as a travel destination

The dawn of a new era.



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We are living in the age of sustainability, and the pandemic has increased our desire for authenticity, proximity to nature and considerate consumption. No other destination meets this need quite like Switzerland does. We have always taken care to strike a balance between the needs of our guests, the needs of the local population and the needs of the environment.

In the future, we intend to strengthen this position and also convey it to our guests, and we will. In keeping with this goal, as part of the new Swisustainable sustainability strategy, we want to launch an effective movement together with the entire Swiss tourism industry.

With Swisustainable, we are taking the first big step towards securing the long-term success of Switzerland as a travel destination and making it the world's most sustainable destination.

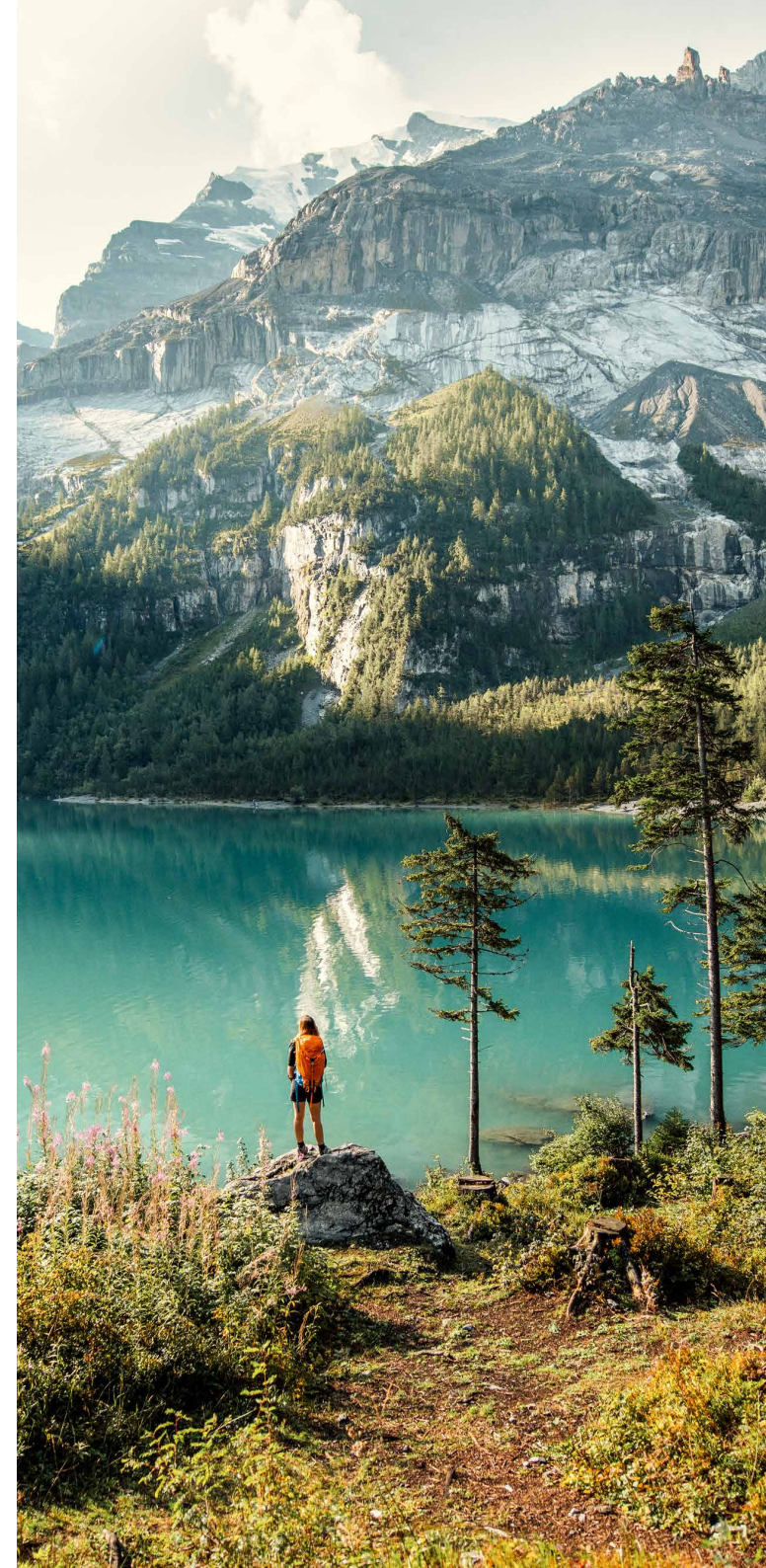
Where we are today.

Sustainability is no longer a niche topic, but has made its way into the mainstream. Politicians, businesses and consumers have understood that everyone will have to work together to use resources responsibly in future. The United Nations has adopted 17 overarching global goals for sustainable development: the Sustainable Development Goals.

The Swiss Federal Council has committed to a climate-neutral Switzerland by 2050, and attached special significance to sustainability as part of the new tourism strategy. For this reason, and because consistent positioning within the sphere of sustainability is a perfect fit for Switzerland as a travel destination, this will be a key topic for our 2021–2023 strategy.

There are numerous tourism providers who are already committed to sustainable development. However, it is difficult for our guests to determine the sustainability of the different offers available. This is precisely the gap we are aiming to close with Swiss-sustainable. In addition, together with the tourism industry associations, we are establishing a movement and motivating service providers to commit to a more sustainable development of Switzerland as a travel destination.

Switzerland's pristine nature is one of our guests' main reasons for coming here. At the same time, tourism clearly has an impact on these natural resources. Even so, it would be wrong to renounce tourism altogether, since the positive economic effects and the valuable intercultural exchange are essential. This is precisely why we must treat our resources with respect and continue to sustainably develop Switzerland as a travel destination.



No future without sustainability.

In the future, the decision on where to travel next will be increasingly influenced by how sustainable the offering is. What's more, sustainability justifies a more premium price point.

According to a recent study, one in two travellers would like to travel more sustainably, and 69% of those surveyed would like to see more sustainable travel options.*

Focusing on sustainability is therefore also necessary from the guests' perspective and offers many pleasant side effects. For example, it has a positive effect on the price perception and quality perception of our guests: According to a survey of Switzerland Tourism, guests associate sustainability with high quality. As a result, they expect higher prices, and are also willing to pay them.**

* Source: Study by booking.com, 2020

** Source: Visitor survey by Tourism Monitor Switzerland (TMS) of Switzerland Tourism (ST), 2019



From a “hidden champion” to a leader in sustainability.

Our guests associate sustainability with public transport, nature, environmental friendliness, hiking and regional products.★ These topics are very much in line with our strengths in tourism since sustainability is part of our DNA.

Sustainability has been shaping Switzerland for decades. Be it the predominant use of hydro-power, the high environmental awareness of the Swiss people or the early and comprehensive expansion of public transport, which illustrates what sustainability looks like in Swiss tourism: created for the regional population, enjoyed by guests from all over the world.

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Switzerland is number 1 in “environmental sustainability” in the Travel & Tourism Competitiveness Report, making it the global leader.**

Our country also leads the way in many other sustainability rankings. However, although this may have been clearly shown in studies, guests have yet to fully catch on: they only rarely associate Switzerland with sustainability. For example, a study we conducted in the Benelux market shows that only 15% of those surveyed associate Switzerland with sustainability.***

This is something we want to change.

Mobility

Every day, 9,000 trains travel along the roughly 3,000-kilometre-long SBB network. Virtually every Swiss town can be reached by public transport, and SBB sells around 3 million travelcards every year.

Water

Switzerland invites guests to swim in the middle of its cities – a truly unique experience. Boasting 1,500 lakes, Switzerland is seen as Europe’s moated bastion, and is home to the sources of many rivers, including the Rhine.

Nature conservation

Nature parks make up more than one eighth of the land in Switzerland (5,269km²), with 19 of these in total. For the past 125 years, the Swiss Forest Act has also been ensuring that 30% of Switzerland remains forested – and this number is rising.

Air

The air quality in Switzerland is excellent. We have always been appreciated as a destination renowned for its healthy climate and clean air, with beneficial therapeutic effects, and the health-promoting climate of Davos’ mountain air was discovered as far back as 1853.

Food

We consume the most organic products per capita in the world. And Swiss retailers have been leading the international sustainability rankings for years.

Recycling

Switzerland is one of the world’s leading countries when it comes to recycling and waste management, with almost 90% of PET bottles being put to new use.

* Source: TMS visitor survey of ST, 2019

** Source: Travel & Tourism Competitiveness Report 2019 – World Economic Forum (WEF)

*** Source: ST Conscious Travel Project, 2019

Switzerland as a travel destination differentiates itself through sustainability.

We want to draw on our strengths to clearly differentiate ourselves from the competition. In 2019, we refocused our brand. Our promise – “Our Nature Energises You.” – calls for a consistent focus on sustainability. We offer our guests authentic and rich naturalness, and live by this with our values of originality, reliability and safety.



Sustainability as an enrichment.

Sustainable travel doesn't mean doing without, but rather travelling with greater awareness and appreciation. That's why we make the following recommendations to our guests:

1. Enjoy nature up-close and at first hand
2. Experience the local culture in an authentic way
3. Consume regional products
4. Stay for longer and delve deeper

What our visitors seek to experience in Switzerland – hiking, skiing, mountain-climbing, exploring cities, etc. – does not stand at odds with sustainability. After all, travelling sustainably always means being “closer” and therefore experiencing the country and its people, culture and identity in a more authentic way. Whether that's by travelling by public transport or putting an emphasis on trying local products.



We are fully committed to sustainability.

Sustainable tourism should involve everyone. Together with all tourism service providers, we want to get involved in the three dimensions of sustainable development:

Environment

- Acting on a long-term commitment to the conservation and sustainable use of the natural environment
- Respecting sensitive natural habitats and protected areas, and minimising damage to the landscape
- Reducing waste and resource consumption and focusing on environmentally friendly mobility

Society

- Addressing, cultivating and promoting regional culture, and enabling exchange between visitors and local people
- Responding to guests' specific needs, such as accessibility or family-friendliness
- Transparently informing our guests about our commitment to sustainable development, and motivating them to act considerately

Economy

- Giving preference to local products and partnerships, thereby strengthening regional cycles
- Offering attractive jobs and involving employees in the sustainable further development of our offers
- Embedding our sustainability efforts in our corporate strategy and defining and implementing measures in a targeted manner

Not alone, but together.

With the Swisstainable sustainability strategy, we would like to address three groups:

1. Guests

Our guests should perceive sustainability as an enrichment and commit to it themselves. Our programme aims to provide orientation and visibility to sustainable products. We also inform our guests and provide them with valuable travel tips.

2. Tourism industry

The movement will only gain momentum if the entire tourism industry gets involved. We are creating a platform across sectors and, together with all tourism industry associations, are committed to increased cooperation, sharing knowledge and promoting networking.

3. Switzerland Tourism

Switzerland Tourism is putting the focus on sustainability: together with our employees, we will reduce our organisation's footprint, be a role model for sustainability, and by doing so take a clear social stance.

Swisstainable. Excellence in Sustainability.

By fusing together the terms “Swiss” and “sustainable”, we are signalling an independent and, above all, Switzerland-specific sustainability strategy. In our communications, we resolve the play on words in a clear and comprehensible manner with the claim “Excellence in Sustainability”. In this way, we emphasise our pioneering role and our ambitious vision.

Our goal: to become the most sustainable travel destination in the world.

Sustainability made in Switzerland.

As part of our Swisstainable programme, sustainable service providers will be awarded an emblem and thus act as role models.

The Swisstainable emblem visibly communicates a commitment to sustainability in our industry in a succinct manner. It is designed in such a way that it can be easily integrated into the communication of all service providers.



Not interchangeably “sustainable”, but uniquely “Swisstainable”.

Swisstainable is to develop a communication style typical of Switzerland that conveys sustainability in a refreshing way: never as a restriction – always as an enrichment.

Our principles for communication:

Convince rather than persuade

We make the conscious interaction with the environment enjoyable and overcome the preconception that responsible travel means a lack of comfort.

Reward rather than lecture

We communicate in a positive and inspiring way to show our guests how they can have a profound experience by taking advantage of sustainable offers.

Put people at the centre of things

We show people who treat the environment with respect every day, thereby giving a face to our communications.

Focus on nature and regional assets

We increasingly talk about these topics, as they are our guests' main reasons for coming here and something they can specifically experience.



One sustainability programme for everyone.

Visitors looking for sustainable offers are often lost in the vast landscape of labels. Swisstainable does not intend to be yet another certification, but rather to provide guidance for our guests. At the same time, we want to create a movement in which the entire industry can get involved.

As a key component of the sustainability strategy, we have therefore defined a programme in collaboration with the Lucerne University of Applied Sciences and Arts and external experts. We have developed a grid of criteria for this purpose, according to which offers are inventoried

and awarded a three-level emblem. The Swisstainable programme is open to all Swiss tourism businesses, no matter whether they already have extensive sustainability certifications or have newly embarked on this journey.

A significant benefit for the industry:

1. Positive economic impact by attracting new target groups
2. Review and further development of one's own sustainability
3. Positioning as a responsible business
4. Increased attractiveness as an employer
5. Use of the Swisstainable emblem to position the company
6. Web presence on MySwitzerland.com
7. Integration into specific Swisstainable marketing activities
8. Contribution to the sustainable development of Switzerland as a travel destination

The three levels of the Swisstainable programme.

All those who join the movement and participate in the programme may use the Swisstainable emblem. Depending on the prerequisites and commitment level, we have subdivided the programme into three levels.



Full communication speed ahead.

We will introduce Swisstainable by means of a broad-based communication campaign. From summer 2021 onwards, the programme will be the central theme for the next three years, and effectively staged in all contexts: Summer, Autumn, Winter, Business events, and Cities. For the first year, we will focus on the Swiss market. From 2022 onwards, we will expand our focus globally.

Swisstainable will be launched in three phases:

2021 Launch

Swisstainable will be launched within the tourism industry and communicated to guests. Existing sustainable offers will be separately highlighted. The campaign's focus will be on the Swiss market.

2022 Establishment

The campaign will be communicated globally. Tourism service providers will join the movement in large numbers. New, sustainable offers will be developed for our visitors.

2023 Impact

Visitors will perceive Switzerland as a leader in sustainability. Both the tourism industry and visitors will actively participate in the movement and appreciate sustainable travel in Switzerland as added value.

Measures taken by Switzerland Tourism.

1. Acting as a role model and consistently shaping our own business towards sustainability
2. Informing and connecting tourism service providers, thereby supporting them in their sustainability efforts
3. Recording and inventorying the tourism industry's sustainable offerings and awarding tourism service providers with the Swisstainable emblem, thereby providing our guests with guidance
4. Launching powerful communication campaigns that focus on our Swisstainable destination and successfully position Switzerland
5. Carrying out an annual flagship initiative in the area of sustainability and using it to attract attention

We measure our impact.

Over the next three years, we are planning to evaluate our measures and activities against the following goals:

Guests

- Switzerland will be perceived as a sustainable destination by 10% more guests by the end of 2023 compared to 2020.
- Realisation of one landmark initiative per year that garners attention.
- The duration of guests' stays will be increased and measured in future. This key figure will be supplemented from the next TMS visitor survey onwards.

Tourism industry

Extensive participation of tourism businesses and organisations in the Swisstayable programme:

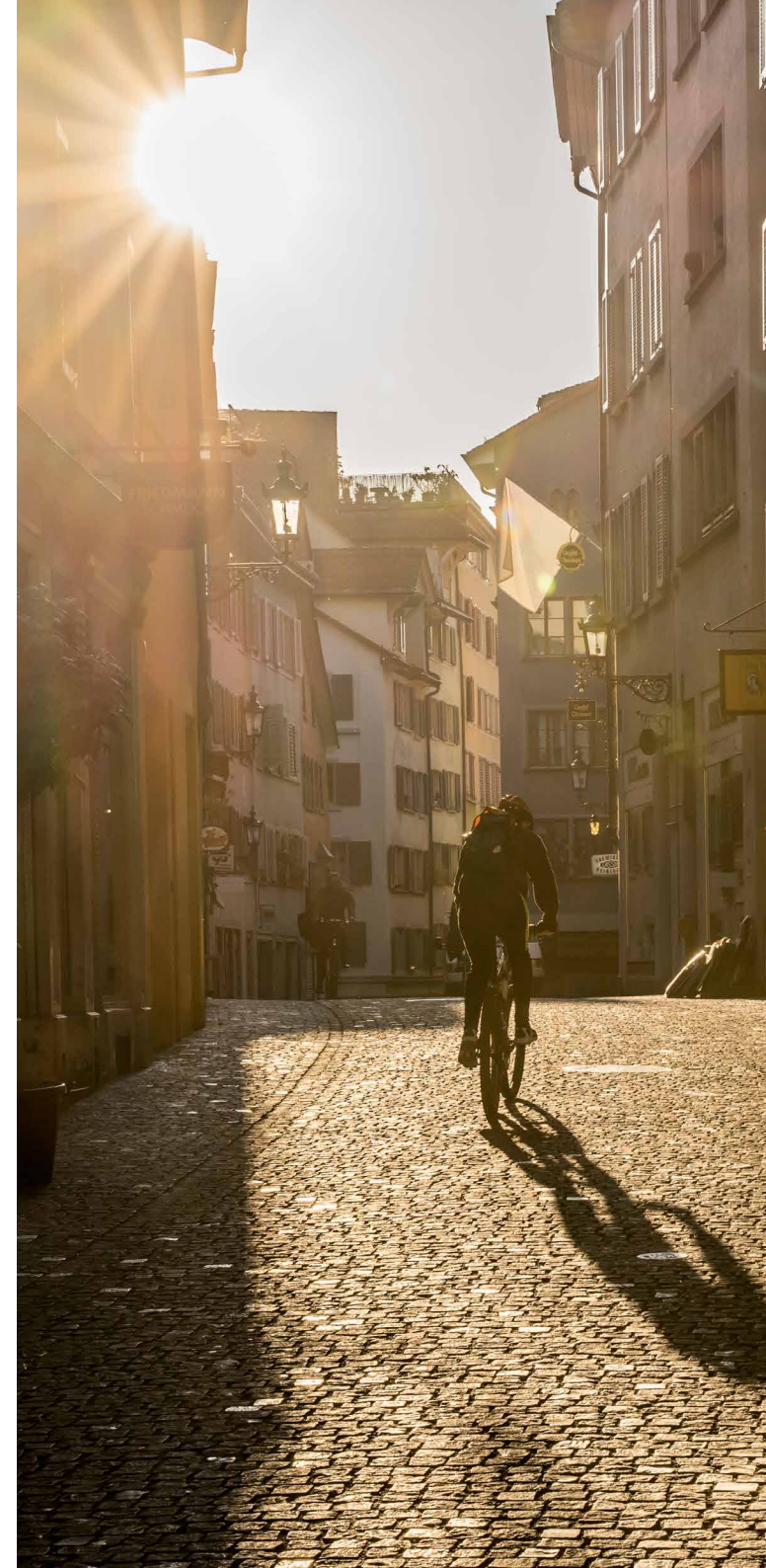
- 1,500 businesses and organisations by the end of 2021
- 2,500 businesses and organisations by the end of 2022
- 4,000 businesses and organisations by the end of 2023

Switzerland Tourism

- The number of business trips taken by our employees will decrease by 10% by the end of 2023 compared to 2019, which will save 400 tonnes of CO₂ per year.
- By the end of 2021, all employees will be trained in sustainability and will have earned internal certification.
- We will review and revise our travel regulations, organise sustainable events and reduce emissions when producing marketing materials.

Rankings

- We want to not only defend Switzerland's first place in the WEF sustainability rankings, but extend its lead even further.
- We want to remain in the top three in the Yale and ATTA sustainability rankings.



A person stands on a grassy hilltop, arms raised in a gesture of triumph or joy, overlooking a vast, hazy mountain valley. The foreground is filled with golden-brown grasses, and the background shows rolling green hills and distant mountain ranges under a bright, slightly overcast sky.

Now it's your turn!

How will you become Swisstainable?

Register now:

stnet.ch/swisstainable