



Toronto, July 28th, 2022

Market Canada: Oliver Weibel appointed new Director Switzerland Tourism in Canada

Oliver Weibel to assume the role of Director, Canada for Switzerland Tourism (ST). Switzerland Tourism's current Director of Canada, Pascal Prinz, will be taking on a new role as Director, Global Accounts at ST based out of Zurich. No stranger to tourism marketing, Weibel has worked at the national tourism board's headquarters since 2017 as marketing manager, accommodations & hospitality. The change in leadership at ST's Toronto office will take effect on November 1, 2022.

Prinz's passion and legacy as not only the face of Switzerland Tourism in Canada but also the face of the European Travel Commission, Canada, will be missed. He leaves Weibel with an incredible network of loyal industry colleagues, friends, and media contacts who have worked tirelessly to build and rebuild the business from Canada to Switzerland.

"It's been an honor to represent Switzerland and Europe in Canada for the past 4.5 years. My heart is full of gratitude for all I have learned and the wonderful people I have met", says a wistful Prinz. "I'm proud of how as "Team Europe," we have navigated this crisis in Canada and that people can now travel again. Travel is the best education there is! I wish my successor Oliver Weibel all the best and an excellent start, and I look forward to championing his success from my new perch overseeing global accounts at ST!"

In 2019, the Canadian market generated 275,000 hotel room nights for Switzerland, representing a 17% growth from 2015*. The average daily spend of Canadian travelers to Switzerland is CHF 290 (CAD 388), placing them in the top third of this ranking**. The post-pandemic enthusiasm of guests from North America is also reflected in Canadian tourists. ST expects 75% of Canadian hotel room nights to return this year (compared to 2019).

*Hospitality statistics, Swiss Federal Statistical Office.

**Tourism Monitor Switzerland 2017, Switzerland Tourism.

A tourism and marketing expert for Toronto.

Oliver Weibel holds a bachelor's degree in "International Hospitality Management" from EHL Hospitality Business School in Lausanne. Weibel knows the hotel and hospitality business worldwide personally from experience. Before joining Switzerland Tourism, Weibel held several positions in the international hotel industry, most recently working as Head of Sales & Marketing and Congresses & Events at the Hotel Einstein in St. Gallen, where he was responsible for the North American market. At ST, he has been part of the accommodation & hospitality marketing team in Zurich since 2017.



"We are sad to say farewell to Pascal but know he will continue to guide our global success in his new role. We want to thank him for his amazing contributions to the Canadian business and the recovery effort for travel to Switzerland and Europe, says Claudio Zemp, Director of Americas at Switzerland Tourism. 'With Oliver, we have a tourism expert joining us with experience from the core part of our business. He has worked extensively with our partners in Switzerland and knows our business well. And, with his extensive experience in North America, he is the ideal man with proven expertise in both marketing and the hotel and hospitality industry,'" Zemp continued.

Oliver Weibel will take up his new position on November 1, 2022, and be responsible for tourism marketing for ST in Canada, based out of Toronto.



Oliver Weibel



Pascal Prinz

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