

SWITZERLAND TOURISM 2012 TO FOCUS ON WATER



The promotion campaigns of Switzerland tourism for next year are to focus on water and its role in the lives of Swiss people.

Whatever its use, water is selling well. Switzerland Tourism will make it the central theme of their campaign for summer 2012.

"The only source of thermal mineral water of the Grisons is in Vals," says Adrian Vieli, director of Visit Vals, a region that has built its tourism marketing on the famous mineral water "Waltz". More than 100 million bottles were sold last year in Switzerland. On site, the marketing trick is a dive into the interactive exhibition called "The World Water Waltz", which is a total success, according to Adrian Vieli.

Other Swiss resorts and destinations however use water as the central element of their destination promotion too. At the Grand Resort hotels in Bad Ragaz for example water from their own hot spring Tamina is everywhere. Clients use the thermal water for everything, even for brushing teeth or taking a shower as well as for drinking of course. Water is thus at the heart of communication here.

Switzerland Tourism (ST) encourages its partners to exploit the theme of water for the 2012 promotion campaigns. Even away from the spas, Switzerland is a lakes and rivers galore. Hence the central role that water plays in the marketing of many tourist establishments. Switzerland Tourism already officially announced that water would be the main theme of their campaign for the summer 2012, reported Htr.ch.

Daniela Baer, communications director of ST affirms: "We encourage our partners to integrate the topic into their marketing plan." From the restaurant of the Grand Hotel Kempinski in St. Moritz to Hotel Fischerzunft at the large table of Schaffhausen, water is a recurring theme. The Kempinski restaurant for instance offers a menu of 30 to 50 different mineral waters, "highly valued by customers, especially Arab guests concerned about the quality of the water," according to Betina Welter, spokeswoman. Fischerzunft favors a varied selection of mineral water served at the right temperature. "We pay the same attention to water as to wine and present it in beautiful decanters on the table of the restaurant," says the owner Andrew Jaeger.

However water is not a luxury item. In summer, the hotel Fafleralp in Lötschental Valais will provide its electrical supply through its own hydroelectric plant and serves its proper "Faflerwasser" from a nearby spring in a personalized carafe.

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