



# VISIT USA ROADSHOW 2025



USA  
[VisitTheUSA.com](http://VisitTheUSA.com)

Brand USA

# VISIT USA SWITZERLAND



The Visit USA Committee Switzerland was established in 1984 at the initiative of the U.S. Embassy in Bern in order to make up for the lack of a relevant U.S. government agency such as the former USTTA. The founders included local travel industry representatives such as TO's, airlines and U.S. destinations, resp. their local representations.

The primary goal is to pool the scarce resources with the goal of educating and informing the Swiss trade and to provide U.S. industry with an attractive and cost effective promotional platform. In 2007 the Committee expanded its member services providing market information, economic data and additional events complementing the annual Visit USA Switzerland educational event. A new and cost-effective group membership (DACH) including the German and Austrian Visit USA Committees is now available. It allows to cover the German speaking part of Europe by means of joint promotional activities.

The «Visit USA Committee Switzerland» operates in close coordination and support of «TheBrandUSA» the (ppa) agency for the promotion of travel and tourism to the U.S.



## EXECUTIVE BOARD



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ZIMMERMANN**  
Committee Chairman



**RETO  
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KOHLI**  
knecht reisen ag

## OUR COMMITTEE

Air France KLM Delta • American Airlines • Avis Budget Car Rental • Dutchess Tourism, Inc. • FTI Touristik AG  
Go2travel • Hertz Car Rental • Hotelplan Suisse • knecht reisen ag • Kuoni – DER Touristik Schweiz AG  
Para Tours • Swiss International Air Lines Ltd • Travel Hub Sagl • TUI Suisse Ltd • United Airlines

## ORGANIZATION

Top Line Marketing, a company which has extensive experience in marketing/communication/ PR and event management, is responsible for the organization of the Visit USA Switzerland events.

### TOP LINE GROUP

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**ROSA GIORDANO**  
Project Manager  
Visit USA Switzerland

# WHY IS THE SWISS MARKET WORTH YOUR TIME & MONEY?



## The U.S. is the by far most popular long haul vacation destination of the Swiss

450'000 to over 500'000 Swiss visited the U.S. annually for over one decade (before the pandemic). After the pandemic, the numbers are already back at well over 420'000 travelers from Switzerland.



## Positive economic development in the Swiss market

Thanks to a currently **low unemployment rate of only 2 %**, and Europe's highest per capita income.



## Willingness to travel

According to studies, the **Swiss take a vacation 3.2 times** per year – unique in Europe!



## Profitable market

People living in Switzerland enjoy one of the world's highest per capita incomes. A strong Swiss Franc combined with **high incomes provide for a high purchasing power.**



## Less price sensitive market

Travellers **willing to pay for quality & service.**

# FACTS & FIGURES ABOUT THE SWISS MARKET



**USD 292**  
per person/day

The daily allowance budget of a Swiss traveller abroad amounts to USD 292 per person, which is among the highest in the world.



**ONLY 1%**  
inflation rate (April 2024)

Lowest rate of inflation in Europe: Switzerland 2.6% in May. Average inflation rate in Europe: 8.3% (end of March)



**54% OF CUSTOMERS**  
**Book their travels to the U.S. at a travel agency**

### Swiss people are different

- Cautious
- Prefer calculated risks
- Like to be well informed



# VISIT USA ROADSHOW



SEPTEMBER 16 – 18.9.2025  
ST. GALLEN · ZÜRICH · LUCERNE · BASEL  
BERN · LAUSANNE (OPTIONAL)

The participation is **limited to some 12 partners**. Six cities are covered in three days with either a morning or late afternoon event each of approx 4 hours duration. The program consists of workshops at tables in groups of 6–10 allowing a close contact. A breakfast is offered in the morning, while the late afternoon event concludes with a apéro riche. Transportation between the cities can be booked optionally. The 3 days USA Roadshow is very popular among partners and guests.

**Partners participating**  
in both events will be considered first (Island Hopping and Roadshow).

**Please be advised**  
that tourism boards and tour operators may be given priority.



\*subject to change

## DATES 2025

### German-speaking Switzerland

- **Tuesday, 16.9.2025:** St. Gallen & Zurich
- **Wednesday, 17.9.2025:** Lucerne & Basel
- **Thursday, 18.9.2025:** Bern (morning)

### French-speaking Switzerland (optional)

- **Thursday, 18.9.2025:** Lausanne (afternoon)  
You may present in English or in French. Please provide brochures in either English or French.

## PROGRAM

### We will visit 2 cities per day:

- **Morning: 8.00–13.00 h\***  
incl. breakfast buffet
- **Afternoon: 16.00–21.00 h\***  
incl. apéro riche (non-alc. beverages)  
Exception: In Lausanne the apéro riche will be at the end (incl. alc. beverages), until approx. 21.30 h.

## YOUR BENEFITS!

- ★ Personal contact with approx. 250 travel agents
- ★ 15-minutes product presentations in small groups
- ★ Higher product awareness
- ★ Improved know-how of the participants
- ★ Time for individuals talks
- ★ Good value: 6 cities in 3 days



## PARTICIPATION OPPORTUNITIES

### All 6 cities

German-speaking Switzerland only  
French-speaking Switzerland only

CHF 4'500

CHF 4'100

CHF 1'100

**REGISTER  
NOW**

[ROADSHOW.VUSA.CH](https://roadshow.vusa.ch)







# BECOME A VISIT USA COMMITTEE MEMBER AND BENEFIT FROM MANY ADVANTAGES:

## **VUSA MEMBER FEES:**

- ★ Switzerland only: CHF 350
- ★ DACH Member (Switzerland, Germany, Austria): CHF 1'550

May we send you more information about VUSA member benefits?  
Contact e-mail: [event@vusa.ch](mailto:event@vusa.ch)



**WE ARE LOOKING  
FORWARD TO  
SUCCESSFULLY  
COLLABORATE  
WITH YOU!**

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