



# VISIT USA SWITZERLAND 2024



The most important market data, information and  
partner participation options at one glance



Visit  
TheUSA  
.de

# 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



**HEINZ  
ZIMMERMANN**  
Committee Chairman



**RETO  
SCHNEIDER**  
Co-Vice Chairman,  
United



**TINO  
SWOBODA**  
Co-Vice Chairman,  
Kuoni – DER Touristik Suisse



**MARKUS  
KOHLI**  
knecht reisen ag



**ANDREAS  
HEINZER**  
Swiss International Air Lines



**FABIO  
DI CANIO**  
Travelhouse/Hotelplan Suisse



**MICHAEL  
BÖTSCHI**  
go2travel GmbH

## 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 MARKETING

Heinrichstrasse 239  
8005 Zurich, Switzerland  
Phone: +41 (0)44 749 25 25  
Email: [event@vusa.ch](mailto:event@vusa.ch)



**CARLA  
VICECONTE**  
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 **300,000 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 2.6%**  
inflation rate (end of March 2023)

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 travel at a travel agency

## Swiss people are different

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

# WHAT DO WE OFFER FOR 2024?



## 1 «U.S. ISLAND HOPPING»

Save the date: January 31, 2024

## 2 ROADSHOW

The popular Visit USA Roadshow will take place in its proven format in 2024. You have to be fast, because the number of participants is limited.

## 3 INDIVIDUAL MARKETING SUPPORT

The Visit USA Committee, in cooperation with the marketing agency «Top Line Group» offers individual marketing measures tailored to your specific needs to establish your product on the Swiss market and raise awareness.

Learn more about the individual  
trade events and collaboration  
opportunities on the next pages.

We are  
looking forward  
to a good  
cooperation

1

# «U.S. ISLAND HOPPING»

JANUARY 31, 2024 · ZURICH



The annual educational event is organized in close cooperation with the trade and its requirements. It is the only major promotional and educational trade event in the country for all of the USA. The educational event is particularly important to agencies away from «centers» such as Zurich where individual U.S. states or city CVB's etc. tend to show flag. Limited time allows only few to participate in such events. It explains why the annual educational event attracts a significant number of visitors from around the country who travel up to 2 hours one way to get an update and do relevant networking.



## MAIN FACTS OF THE VUSA SEMINAR IN A NUTSHELL:

- ★ **Approx 250 attendees** from around the country.
- ★ **Sole update and educational opportunity** for the trade covering the U.S. as a whole. Particularly important for agencies away from major cities.
- ★ **All retail channels as well as major TO's** use the educational event for their sales staff as a compulsory educational platform and for updates. Attendees are rotated from year to year.
- ★ **Good mix of attendees** including «mature» visitors as well as younger people at the start of their professional career who are in need of relevant education/training.



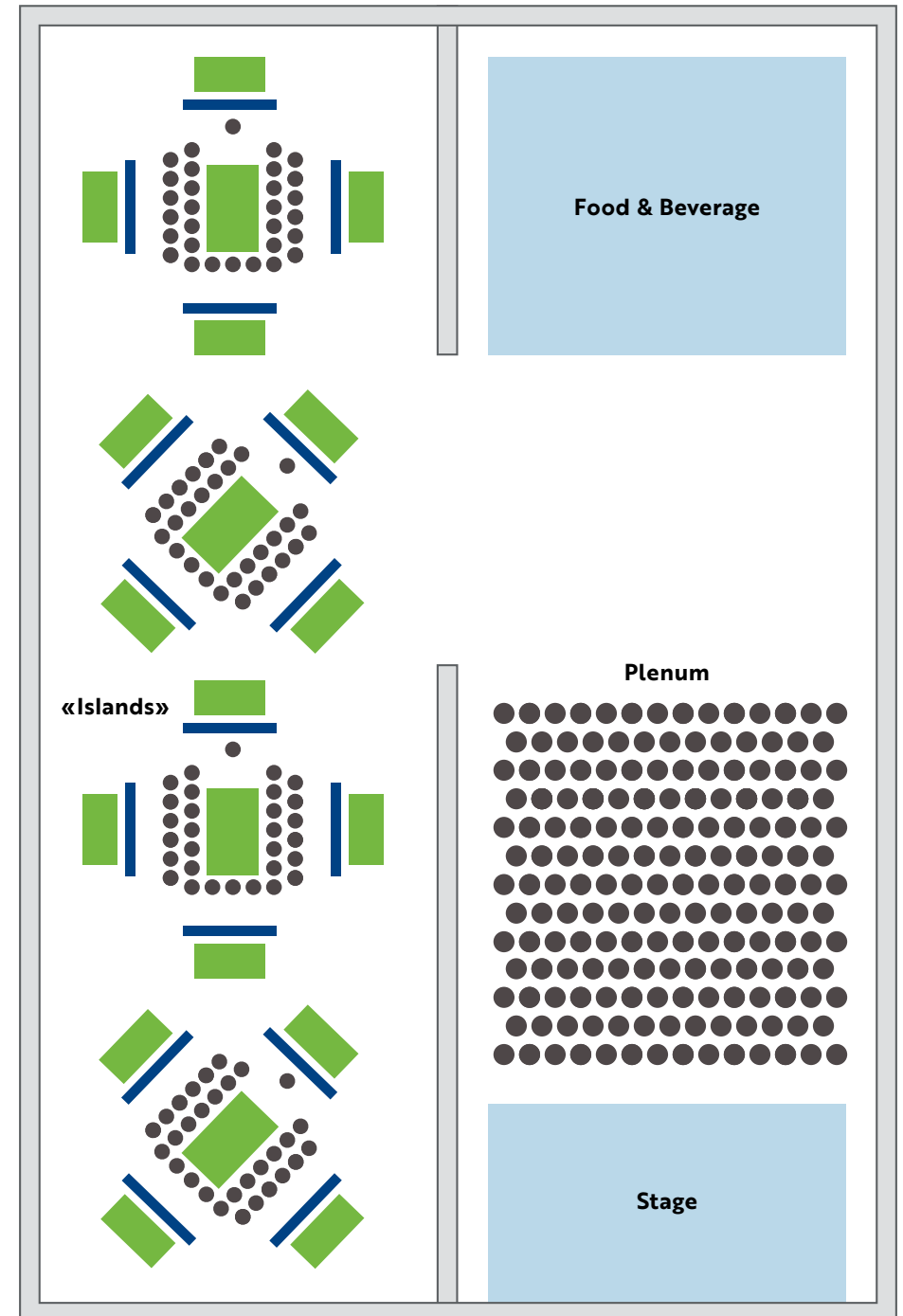


# CONCEPT



**More quality instead of quantity is the «topic» of the largest B2B educational platform for the USA in the Swiss market. The individual needs and objectives of both, visitors and our partners are in the foreground.**

- ★ Before the event takes place visitors use the new online tool to select their preferred islands when registering, are grouped according to geographical or topicspecific criteria (3–4 partners each).
- ★ Each partner presents its product to the rotating small groups (approx. 8–10 groups depending on the total number of participants), which are composed depending upon their individual selections, resp. interests (10 min. presentation).
- ★ «Free flow time» allows visitors to have individual conversations with partners or allows visits to islands that were pre-selected at registration.
- ★ If you want to provide more detailed information, you may also book an additional 20-minute presentation in the plenum which is attended by all attendees (the number of these presentations is limited to a maximum of 6).
- ★ There will also be more delegates from tour operators on site.



# YOUR BENEFITS OF THE «U.S. ISLAND HOPPING» CONCEPT

- 1 The infamous former questionnaires were abolished and the somewhat hectic run from stand to stand was eliminated.
- 2 Only high quality contacts with motivated participants which preselected their «islands» of particular interest.
- 3 Decorated light stand and 10-min. presentations included in the costs.
- 4 The format allows our partners to attend the event with only one person resulting in cost savings.

## WHICH ELEMENTS ARE PART OF THE EVENT AND CAN BE BOOKED?



### COMPLETE LIGHT STAND incl. 10-min.-presentations

CHF 3000

**Package:** Ready to move-in booth, incl. «10 minutes Island presentations» in a rotation system. Space for the presentation of flyers and brochures. F&B for two.

**Added Value:** All booths are furnished with a table for flyers and brochures, chairs and provided with the exhibitor name and standard decorations. In a nutshell – you get a decorated «ready-to-move-in booth». Experience shows that setting-up time in a standard booth takes about 20 min. average.



Very  
limited –  
first come  
first serve

### PRESENTATION IN THE PLENUM CHF 2500

**Booking only possible together with point A.**

**Including:** 20-minute presentation to the assembled audience, technical equipment such as laptop, projector and screen, F&B for two people

**Added Value:** Workshops presentations will be uploaded on [www.vusa.ch](http://www.vusa.ch) for later use.

**Important:** It is standard procedure to preview all workshops the day before the seminar per se.

## ARE YOU INTERESTED IN BEING A PART OF THE «U.S. ISLAND HOPPING»?

REGISTER  
NOW!

[REGISTRATION.VUSA.CH](http://REGISTRATION.VUSA.CH)

Registration deadline: October 31, 2023





## FEATURED DESTINATION

**COSTS: CHF 11'000**

Be in the center of the attention right from the start! The format of the Featured Destination has been created to offer a given state, region or city the opportunity to get special exposure. Tourism services typical for the U.S. or themes like the National Parks may also be considered as featured highlights.

**Reserved  
to only one  
carefully  
selected  
partner!**



## BENEFITS

- ★ One «Featured Destination Island» (featured destination and 3 sub-partners are included. Additional sub-partners can be booked at a price of CHF 2500.).
- ★ Booth decorations and signage (exhibitors names) are included. Basic decorations (U. S. colors) may be completed with typical decorations as deemed appropriate.
- ★ A 30-minutes time slot is available to present your product/ destination and partners on main stage.
- ★ A technician/operator incl. relevant equipment (mics, beamer etc.) are provided.
- ★ A press/media conference may be organized upon request.
- ★ All marketing measures (invitations, adds etc.) incl. images and logo of the featured destination.
- ★ Description of all Partners on vusa.ch website 3 months in advance.

## HOW TO APPLY

You may contact us any time to inform us of your interest in being Featured Destination. Expressing your interest is not yet a commitment.

**Heinz Zimmermann, Chairman Visit USA Switzerland**

Visit USA Switzerland, Phone +41 (0)44 749 25 25, Email: heinz.zimmermann@vusa.ch



# FONDUE DINNER



## FABULOUS SWISS FONDUE DINNER



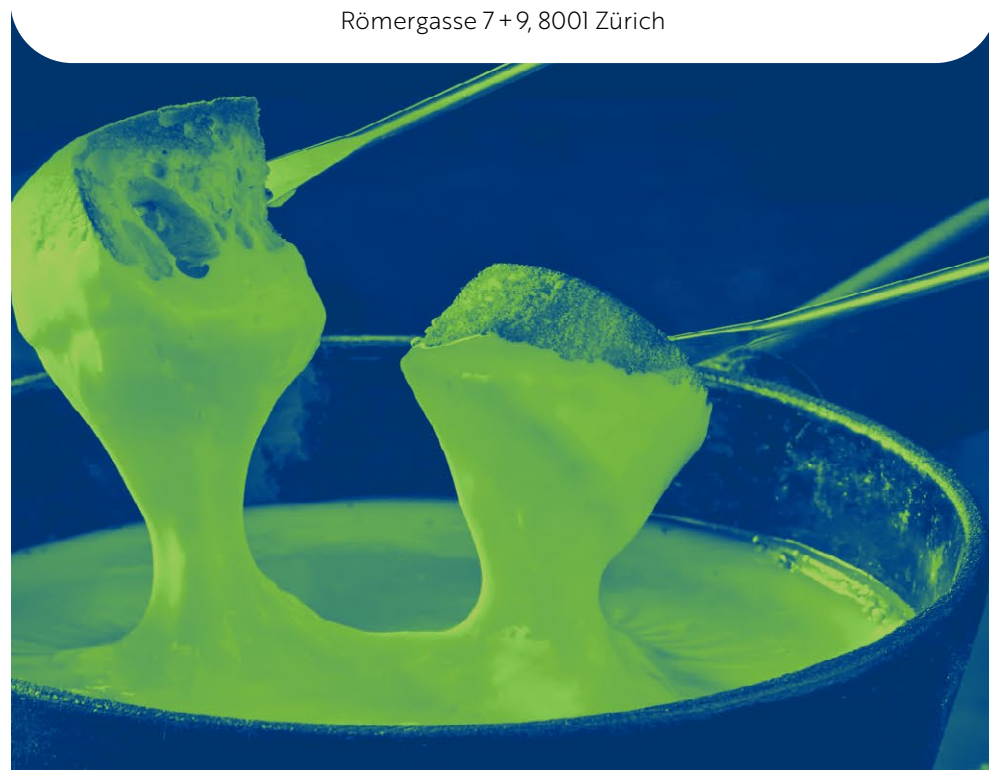
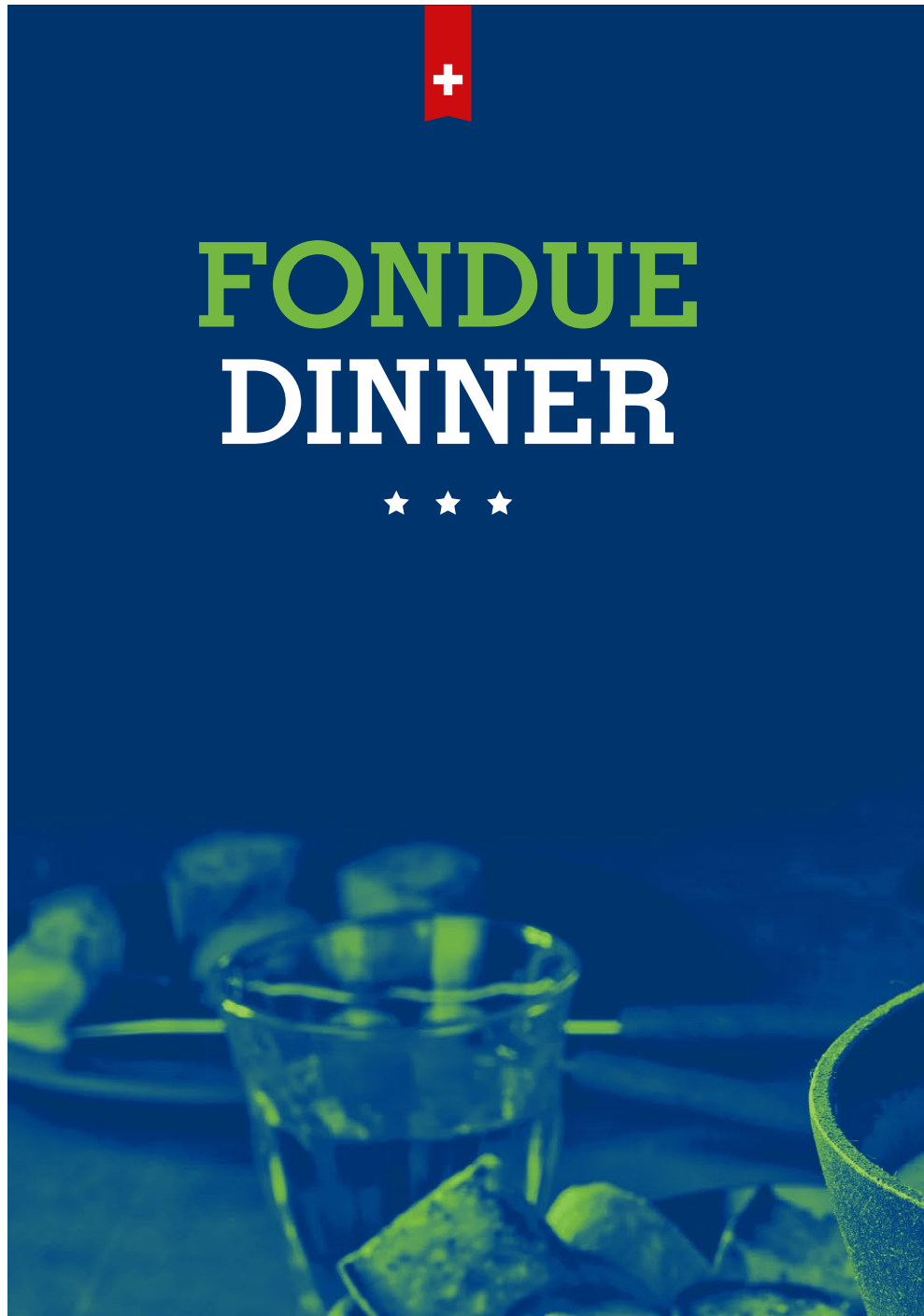
The Swiss Fondue Dinner is part of the Island Hopping and included in the total package. On the evening before the event, the traditional fondue dinner takes place as a get together of the tourism industry.

The fondue is organized by the Top Line Group. All exhibitors, important contact persons from Tour Operating and well-known personalities from the tourism industry will be invited. With a traditional fondue and a good wine it are the perfect conditions to exchange ideas and network.



**The «Swiss Dinner» will take place at the «Le Dézaley»**

Römergasse 7 + 9, 8001 Zürich





2

# VISIT USA ROADSHOW



17<sup>TH</sup> – 19<sup>TH</sup> SEPTEMBER 2024

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.

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

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



\*subject to change

## DATES 2024

### German-speaking Switzerland

- **Tuesday, 17.9.2024:** St. Gallen & Zurich
- **Wednesday, 18.9.2024:** Lucerne & Basel
- **Thursday, 19.9.2024:** Bern (morning)

### French-speaking Switzerland (optional)

- **Thursday, 19.9.2024:** 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. 300 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 4'200

CHF 3'800

CHF 1'100

REGISTRATION  
OPENS ON THE  
15TH JANUARY  
**2024**

[ROADSHOW.VUSA.CH](https://ROADSHOW.VUSA.CH)

3

## VISIT USA INDIVIDUAL MARKETING SUPPORT



**WE CREATE  
SOLUTIONS  
TAILORED TO  
YOUR NEEDS  
TO BE BETTER  
ESTABLISHED  
IN THE SWISS  
MARKET.**

### **YOUR BENEFITS!**

- ★ Our insider knowledge helps us to create the perfect solution for your brand/product to establish it on the Swiss market.
- ★ Many years of know-how in the tourism industry and especially in the American business.
- ★ Our vast network of important contacts to tour operators, media, important personalities and whatever your heart desires help us to reach the right target group.
- ★ A large pool of specialists helps you to put your product in the limelight.
- ★ Co-branding with Visit USA Switzerland is possible.
- ★ A representative of the Visit USA Switzerland Committee will attend at your tailored event and we also offer you to give the opening speech.

### **ARE YOU INTERESTED?**

**You may contact us any time.** We are happy if we can help you to establish yourself in the Swiss market.

**Carla Viceconte, Project Manager**

Visit USA Switzerland, Phone +41 (0)44 749 25 25, Email: [event@vusa.ch](mailto:event@vusa.ch)



# WE ARE LOOKING FORWARD TO SUCCESSFULLY COLLABORATE WITH YOU!

## **Visit USA Switzerland**

Heinrichstrasse 239,  
8005 Zurich, Switzerland  
Phone: +41 (0)44 749 25 25  
E-mail: [event@vusa.ch](mailto:event@vusa.ch)  
[www.vusa.ch](http://www.vusa.ch)



Visit  
TheUSA  
.de

