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# Développement de produits @ST Comment et pourquoi.

Journée du tourisme  
14 mars 2023





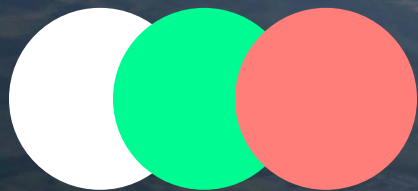
«The imagination is wonderful, but the experience is even more wonderful».

Oscar Wilde



# Anouk Bütikofer

Développement de produits @Suisse Tourisme







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# L'équipe DP de ST

Rahel Ammon



Anouk Bütikofer



Anja Roggo



Anina Sonderegger



Anja Studer





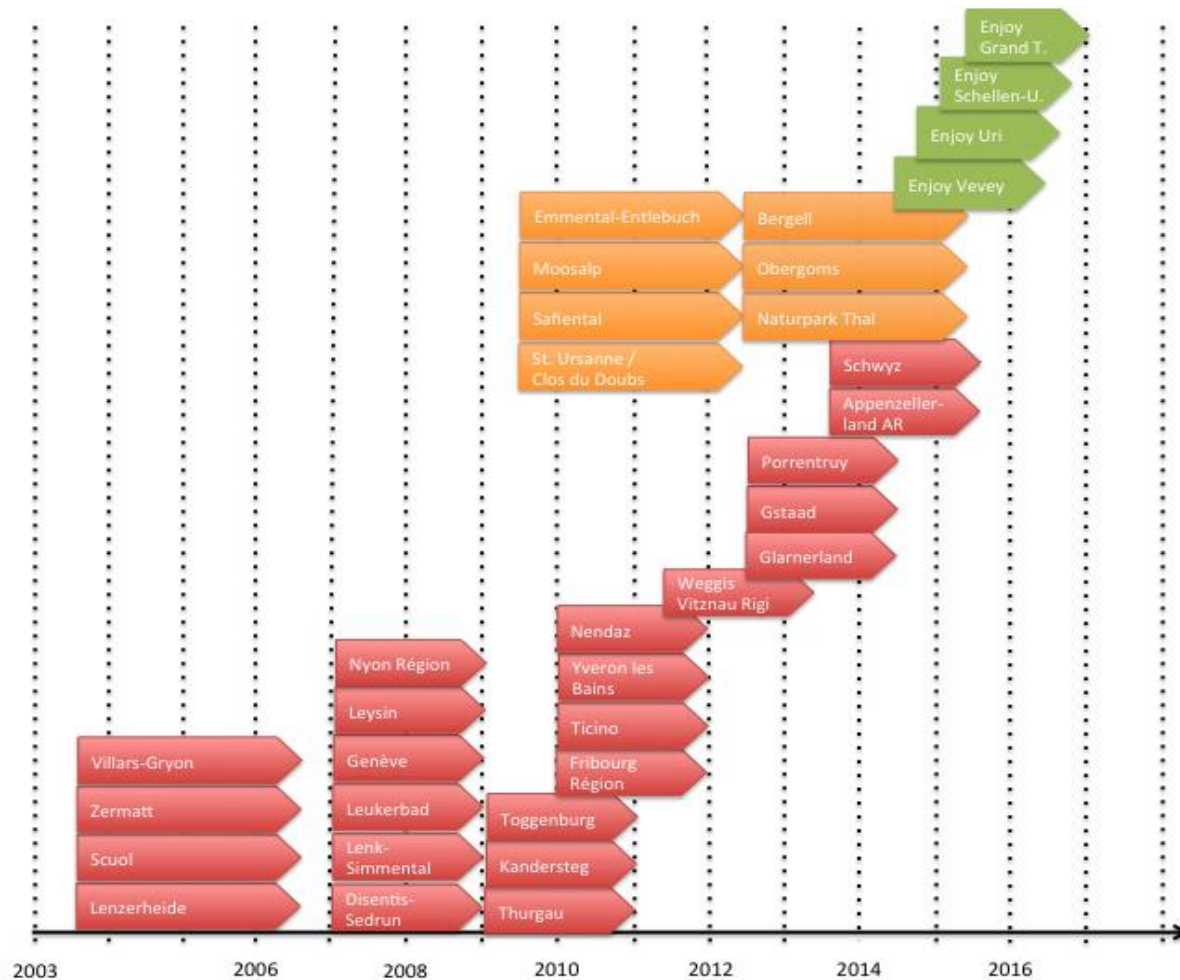


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# Le développement de produits?



# De Enjoy Switzerland ....



Au développement de produits nationaux.



**PRODUCT DEVELOPMENT.**

DEDICATED TO CUSTOMER EXPERIENCE.



Développer des offres innovantes  
pour des expériences inoubliables  
pour les visiteurs.

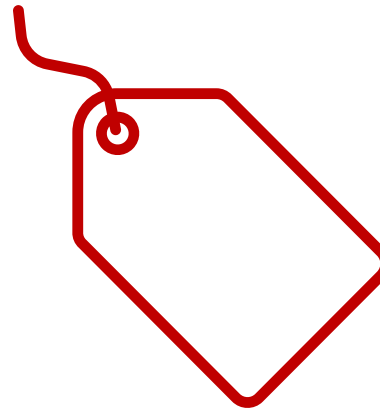
# Buts du développement de produits?

**Nouveautés**



**Nouvelles perspectives**

**Branche**



**Offres compétitives**

**Talking piece**



**Earned media**





**Shine  
Or  
Sell**

**Longterm  
Product  
Ownership**

**DP ensemble  
avec concept de  
communication**

**Think BIG**  
**PD à l'échelle  
nationale &  
économies d'échelle  
internationales**



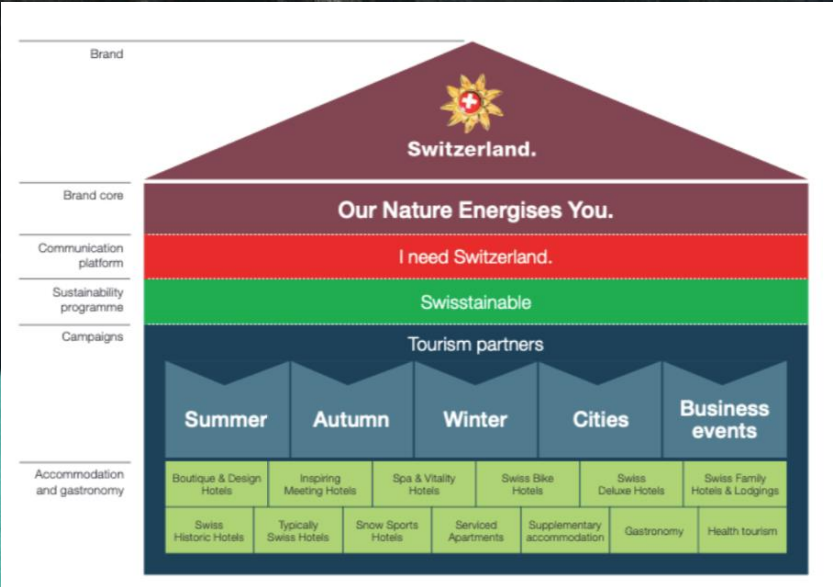
- 1 Attracting new visitors**  
ST takes on the complex and expensive task of attracting new visitors.
- 2 Increasing overnight stays and frequency**  
The existing excellent tourism infrastructure is exploited as effectively as possible.
- 3 Increasing length of stay**  
Visitors come to Switzerland for as long as possible.
- 4 Increasing added value**  
As a premium destination, Switzerland generates high tourism-related added value, thus enabling innovations and investments.
- 5 Seeking sustainable balance**  
Seasonal and geographical diversification, a balanced mix of guests and responsible action will ensure sustainable tourism development.

- Nature Lover
- Outdoor Enthusiast
- Attractions Tourer
- Family
- Health Traveller

Snow Lover

<b>ESCAPISTS/DOWN PACERS</b> Escapists/Down Pacers want to escape from everyday life and worries and to have a carefree time.	<b>EXPERIENCE/ADVENTURE SEEKERS</b> Experience/Adventure Seekers want to go where they have never been before, look for their own adventure off the beaten track.	<b>PLEASURE/EXCLUSIVITY SEEKERS</b> Pleasure/Exclusivity Seekers want to enjoy the beauty of the world. Are aesthetes and connoisseurs. Travel for curiosity and inspiration.	<b>BONDING EDUCATORS</b> Bonding Educators want to indulge and educate their children/friends.	<b>HIGHLIGHT TRAVELLERS</b> Highlight Travellers want to see the world's highlights in a comfortable and well-organised fashion.
<b>GENERAL VALUES</b> health, self care, peace of mind, work-life balance	never stop exploring, authenticity, development, continuous learning, achieve something, self-realization	high demands on themselves and others, Pamper your loved ones, engagement, security, can afford things	provide a good start for their children, family, openness, safety, leave something for a better world	family, security, comfort, wellbeing, respect, quality

# STRATEGIC FIT







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# Exemples de produits.







100% Women



Foto Spots



Cabanes de montagnes



Million Stars Hotel



AG été, Pass 4 jours, Spécial bagages



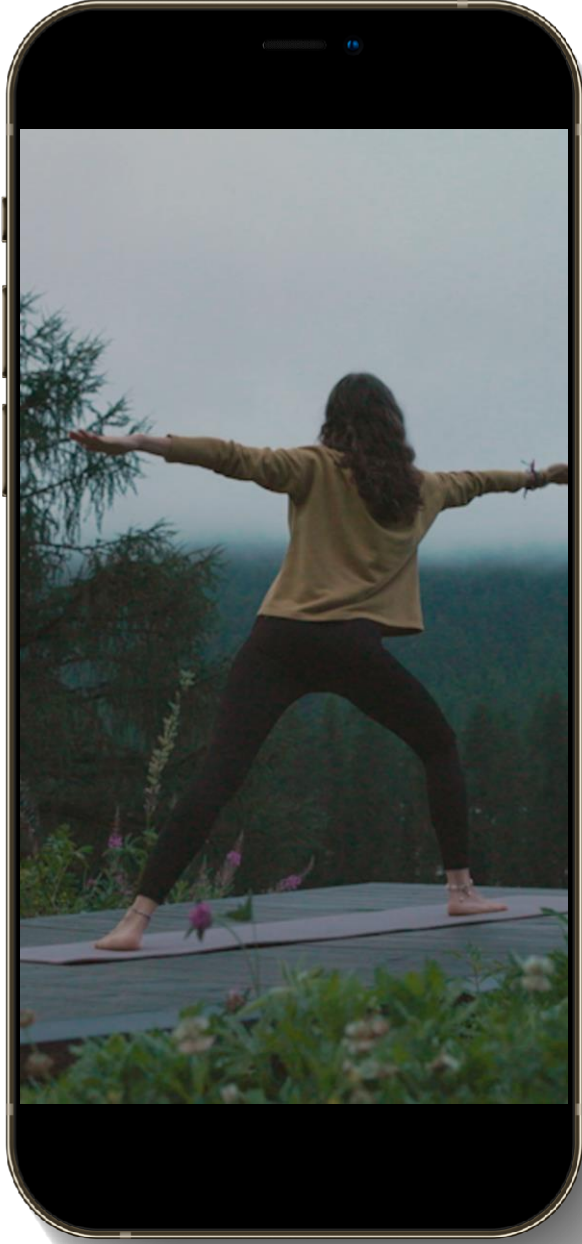
Nature Spa



Via Alpina



Nature Spa.



Snow25.



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# Pipeline 2023.



# Pipeline PD : suivant le plan triennal de la campagne.

ST Campaign	2023	2024	2025
Summer	 <p><b>100% Women – cycling</b></p> <p>Swisstainable on Public Transport</p> <p><b>Swisstainable unterwegs</b> Swisstainable Coop Packages inc. public transport</p>	<ul style="list-style-type: none"> <li>▪ Roger goes Asia or Roger goes Autumn</li> <li>▪ Cycling+ (incl. 100% Women)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Roger promotes Hospitality</li> <li>▪ (Option: Family Off-season)</li> </ul>
Cities	 <p><b>Fountain Dip</b></p>	<ul style="list-style-type: none"> <li>▪ Roger goes Asia and/or Roger goes Autumn</li> <li>▪ AMoS Campaign</li> </ul>	<ul style="list-style-type: none"> <li>▪ Roger promotes Hospitality</li> <li>▪ AMoS Campaign</li> </ul>
Autumn	<ul style="list-style-type: none"> <li>▪ <b>Swisstainable on Senses (Regionality &amp; Hospitality)</b></li> </ul>	 <p><b>Grape Escapes</b></p>	<ul style="list-style-type: none"> <li>▪ Swisstainable on Senses (Regionality &amp; Hospitality)</li> </ul>
Winter	 <p><b>ride&amp;slide 2.0</b></p>	<ul style="list-style-type: none"> <li>▪ Swisstainable on Public Transport / Future Generation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Swisstainable on Public Transport / Future Generation</li> </ul>



# «Swisstainable unterwegs» 2023.

Forfaits hôteliers incluant un voyage gratuit en transports publics  
(offre limitée)





# 100% Women 2023 Cycling.

Toute categorie et style confondu



The background image is a panoramic view of a Swiss valley during autumn. In the foreground, there are terraced vineyards with golden-yellow leaves. A small village is visible in the middle ground, nestled in the valley. The background features steep, forested mountains under a soft, hazy sky. The overall tone is warm and scenic.

Campagne 2024

# Grape Escapes.

Nous célébrons les hébergements spéciaux dans les vignobles suisses.





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# Processus.

Osterfinger, Ostschweiz



# D'où viennent nos idées?



Processus PD



Tendances



Top Down

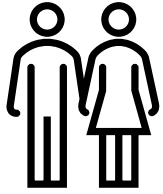


Bottom up

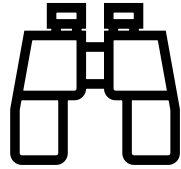




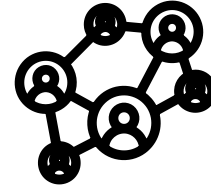




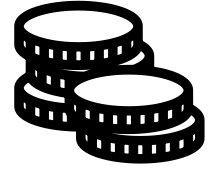
Hôtes



Tendances



Parties  
prenantes



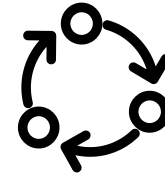
Communication



Projet pilote



Produit  
commercial



Résultats

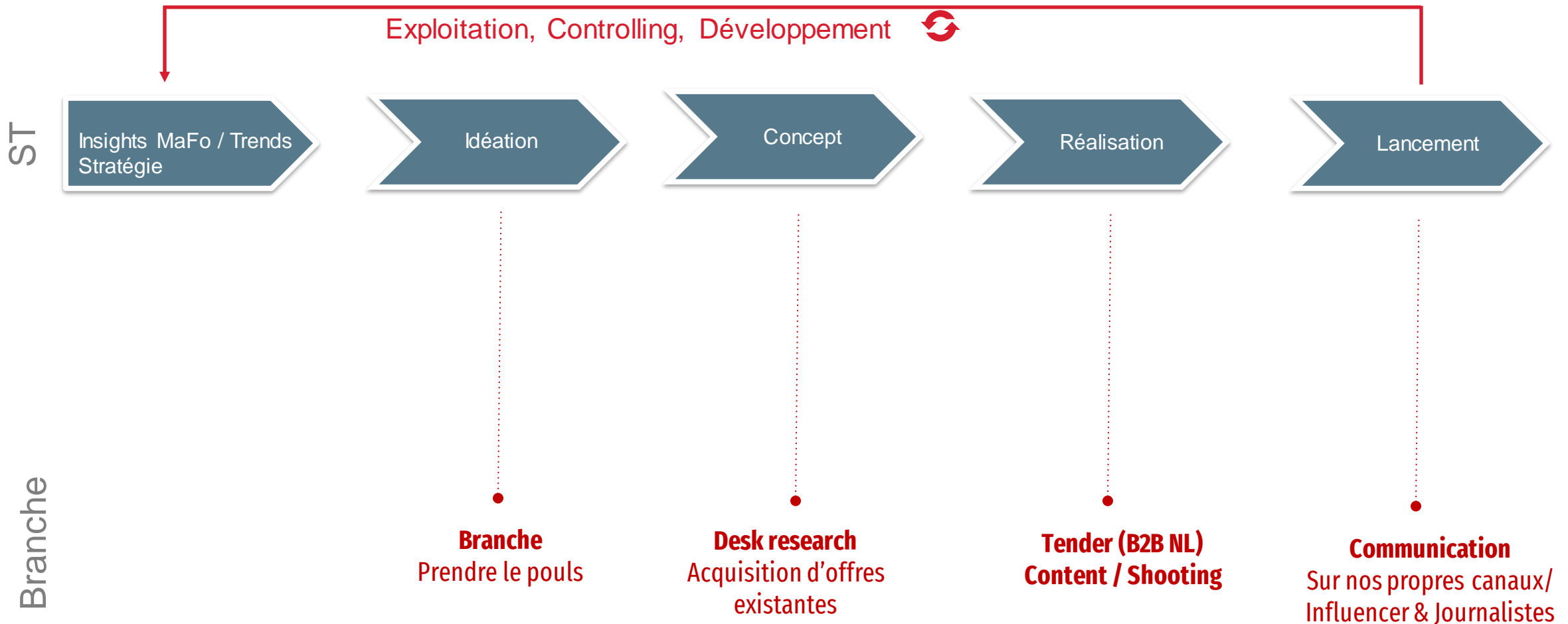




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Comment travailler  
ensemble.

# Processus de développement de produits @ST & interactions avec la branche.







Elargissement de  
la gamme de  
produits &  
développement de  
l'avantage  
concurrentiel

Pourquoi participer au  
développement de  
produits avec ST?

Participation  
gratuite

CH 0.-



Commercialisation  
(inter)nationale des  
produits / de la région  
dans des campagnes  
ST





Pour développer des  
produits innovants ...

**Nous avons besoin  
de vous!**



A woman with blonde hair in a ponytail, wearing a dark jacket and a backpack, is seen from behind. She is reaching out with her right hand to touch the translucent blue ice wall of a glacier tunnel. The tunnel is formed by the ice of a waterfall, with water cascading over the top and sides. The lighting is soft and blue, creating a serene and majestic atmosphere.

**Contactez-nous**  
**[productdevelopment@switzerland.com](mailto:productdevelopment@switzerland.com)**

Danke. Merci. Grazie. Grazia.





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