



Suisse.



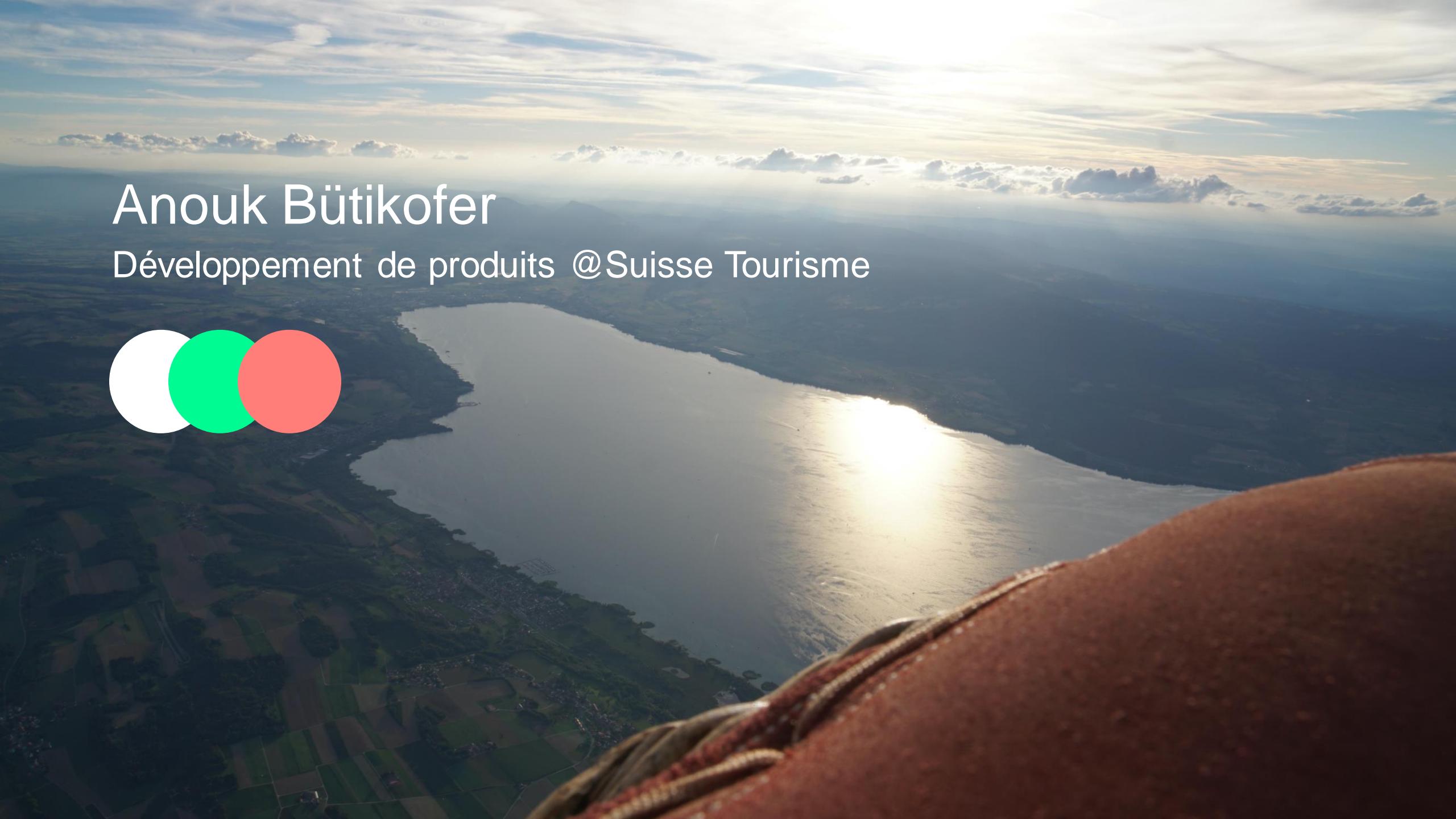
Développement de
produits @ST
Comment et pourquoi.

Journée du tourisme
14 mars 2023



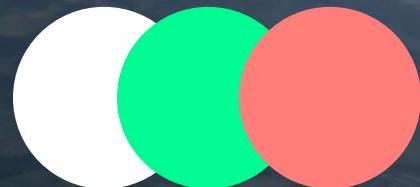
«The imagination is wonderful, but the experience is even more wonderful».

Oscar Wilde

The background image is a wide-angle aerial photograph of a Swiss landscape. In the foreground, a large, calm lake stretches towards the horizon, its surface reflecting the warm light of a setting sun. The lake is framed by a mix of green fields and dark, forested areas. In the far distance, the silhouette of mountains is visible against a sky filled with scattered, wispy clouds. The overall atmosphere is serene and suggests a high vantage point, possibly from a hot air balloon or a high mountain peak.

Anouk Bütkofer

Développement de produits @Suisse Tourisme



L'équipe DP de ST

Rahel Ammon



Anouk Bütkofer



Anja Roggo



Anina Sonderegger



Anja Studer





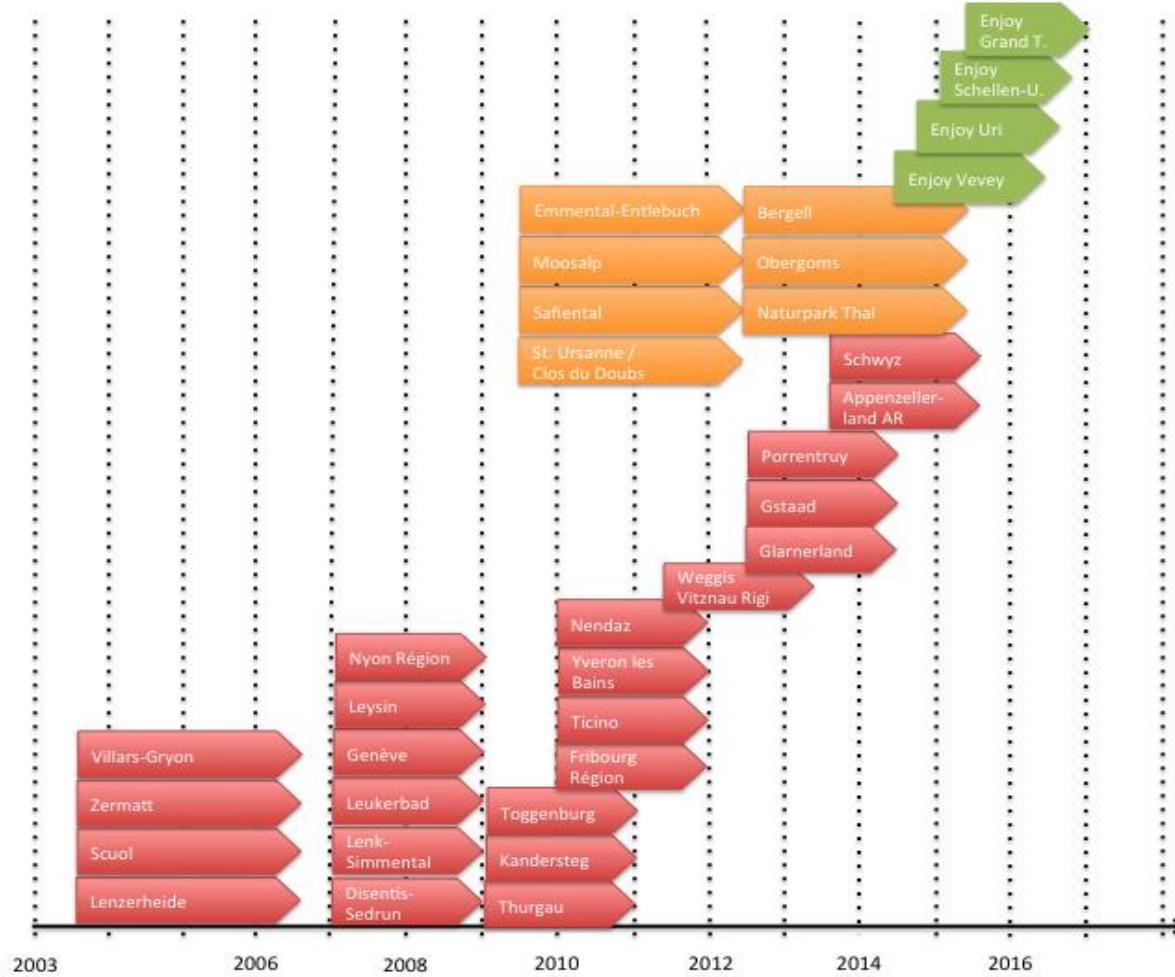
Suisse.

Le développement de produits?



Riederalp, Wallis

De Enjoy Switzerland



Au développement de produits nationaux.



PRODUCT DEVELOPMENT.
DEDICATED TO CUSTOMER EXPERIENCE.

A photograph of a couple relaxing in a large wooden hot tub on a grassy hillside. They are both holding glasses of white wine. In the background, there are several wooden structures, possibly sauna pods, and a range of mountains under a blue sky with scattered clouds.

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

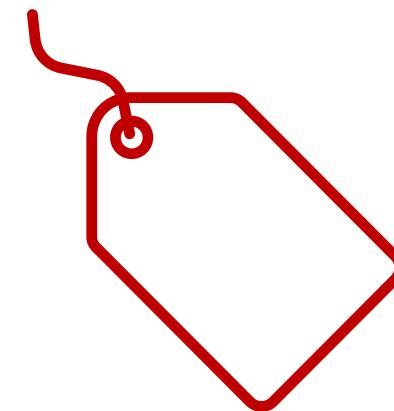
Buts du développement de produits?

Nouveautés



Nouvelles perspectives

Branche



Offres compétitives

Talking piece



Earned media



A person with long hair, seen from behind, looking out over a scenic mountain landscape under a clear blue sky.

**Shine
Or
Sell**

**Longterm
Product
Ownership**

DP ensemble
avec **concept de
communication**

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





Suisse.

Exemples de produits.



Bubble Hotel, Thurgau





Suisse.

Nature Spa.



Snow25.





Pipeline 2023.

Pipeline PD : suivant le plan triennal de la campagne.

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



«Swisstainable unterwegs» 2023.

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



100% Women 2023 Cycling.

Toute catégorie et style confondu





Campagne 2024

Grape Escapes.

Nous célébrons les hébergements spéciaux dans les vignobles suisses.



Suisse.

Processus.

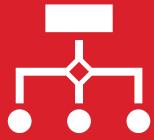
D'où viennent nos idées?



Processus PD



Tendances



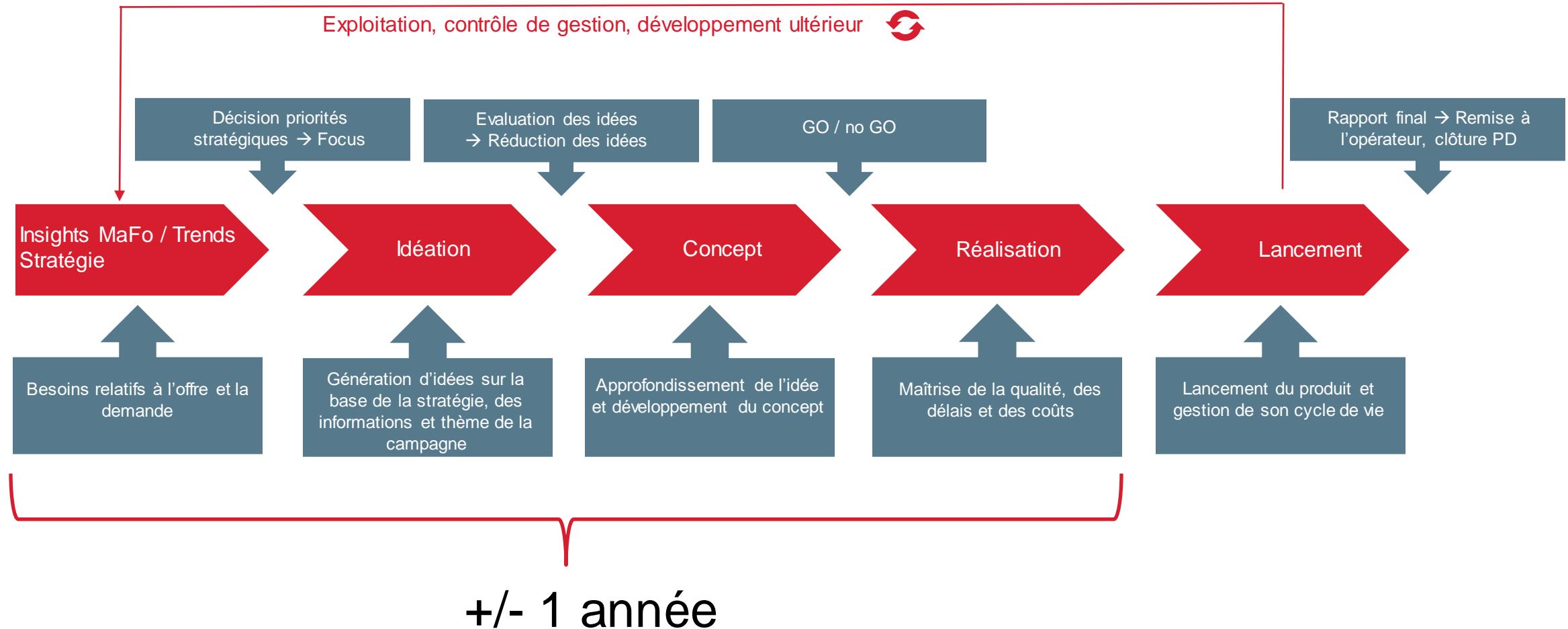
Top Down

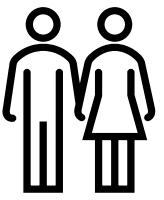


Bottom up

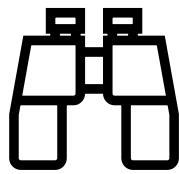


Processus du développement de produits.

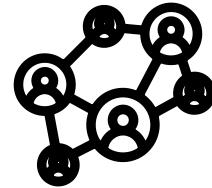




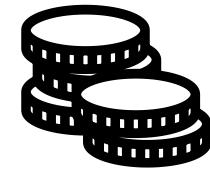
Hôtes



Tendances



Parties
prenantes



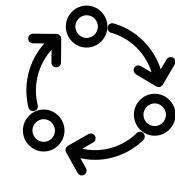
Communication



Projet pilote



Produit
commercial

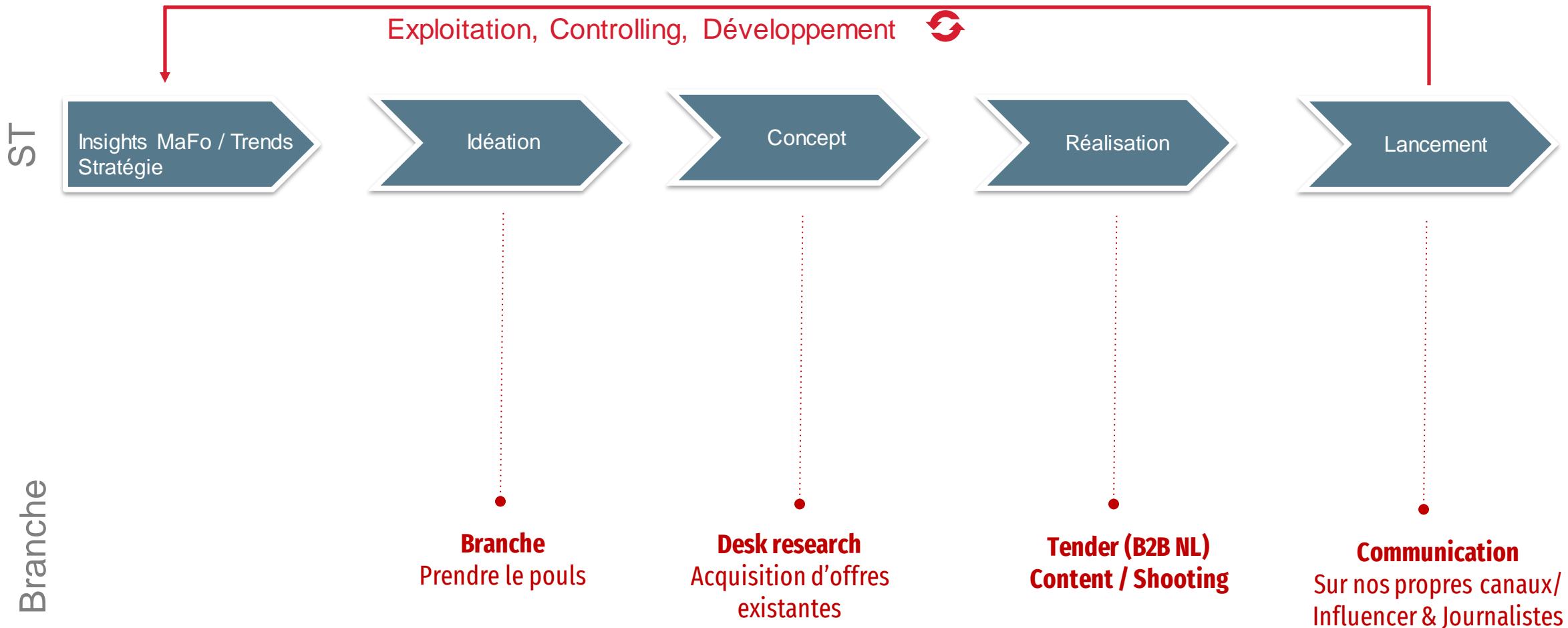


Résultats



Comment travailler
ensemble.

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



**Participation
gratuite**

CH 0.-



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



Pourquoi participer au
développement de
produits avec ST?

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





Pour développer des
produits innovants ...

Nous avons besoin
de vous!



Contactez-nous
productdevelopment@switzerland.com

Danke. Merci. Grazie. Grazia.



Suisse.