

瑞士山岳旅遊之策略與經驗

瑞士商務辦事處 Rolf Frei 處長



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Tourism.....

Swiss people (8 mio.) are world champion: 87% take vacation, 2/3 of the trips are abroad (20 Mio. trips within Europe, 1.5 Mio out of Europe)

World Tourism Organisation: 2015, record 1.14 Bio. Tourists, 4.7% more than 2014
OECD: By 2030, number of tourists will double

Mass tourism puts pressure on World's Eco-System
World heritage sites suffer: Angkor Wat, Machu Picchu.....

➔ tourism destroys what it is looking for

United Nations declares 2017 as the International Year of Sustainable Tourism for Development



觀光這檔事

- 瑞士人民（800 萬）世界冠軍：87% 人口喜好度假，2/3 旅遊行程至國外（歐洲境內 2 千萬次、歐洲境外 150 萬次）
- 世界觀光組織統計：2015 年記錄達 11.4 億遊客，較 2014 年成長 4.7%
- OECD 統計：屆 2030 年遊客人數將翻倍
- 大眾旅遊不利世界生態系統
- 世界遺產景點瀕臨危險：吳哥窟、馬丘比丘...

➔ 觀光行為反而毀了觀光景點

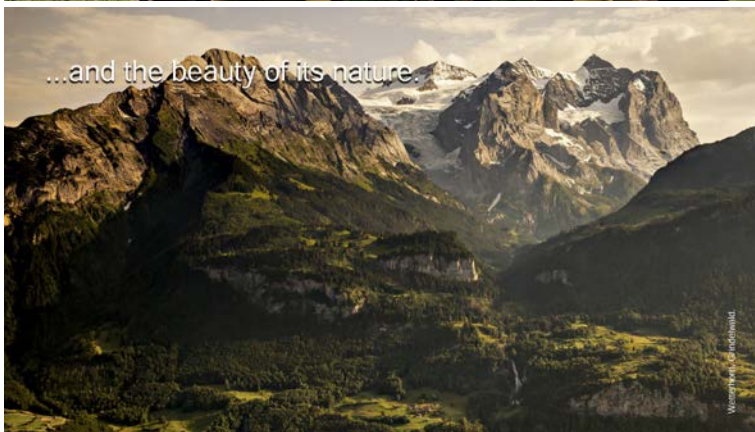
聯合國宣布 2017 為國際永續觀光發展年



瑞士從未享有天然資源



奠定瑞士發展的磐石
人民智慧與自然美景



250 年前，瑞士人仍畏懼高山，
而是英國人捷足先登



2016 年現在，壯闊的戶外景致
已成為我們認同的一部分



Back to nature: In times of globalization many people wish silence, recreation and real experiences. A huge trend which is supporting ecotourism.

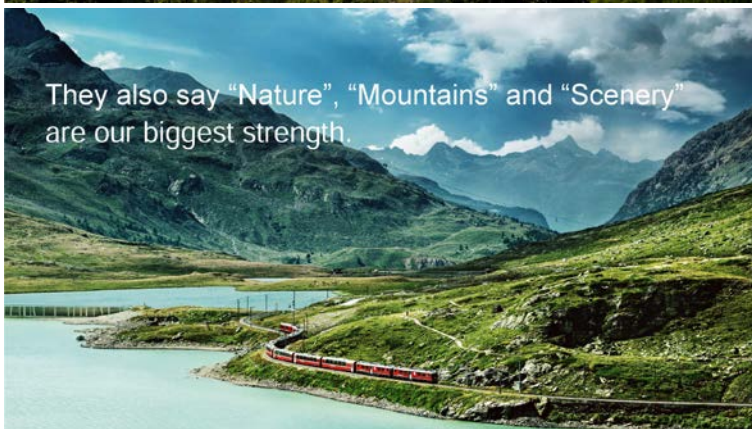
重回自然：全球化時代，許多人渴望寧靜、休憩與真實體驗。這股龐大趨勢催生了生態旅遊。

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「自然」與「山岳」是瑞士夏季旅遊的兩大熱門

2013 年一份統計指出，94%登山客、92%登山車騎士、89%單車騎士認為，誘人風景是規劃旅程最重要的因素



受訪者也認為「自然」、「山峰」及「景觀」是瑞士最強項

Positioning.



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定位
自然+原創=瑞士經驗
口號「邁向自然」

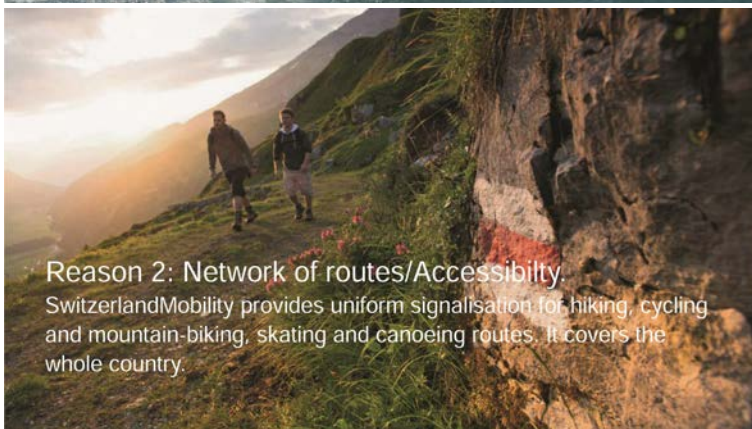


生態旅遊在瑞士成功發展的三大原因：



一、公共運輸：

瑞士公共運輸系統在世界上獨一無二，以環境友善的方式串連全國



二、路線網絡/易達性

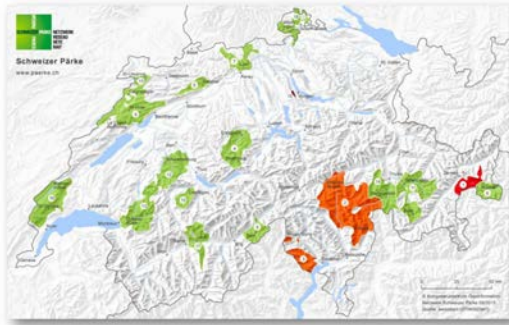
「SwitzerlandMobility」系統打造全國一致的號誌路標，涵蓋健行、單車、登山車、滑雪、泛舟等路線



三、多樣性

瑞士小而巧，多樣性豐富：印象深刻的冰河地貌、棕櫚、在地文化、生活傳統、四種官方語言

Swiss Nature Parks I/II.



///ALOVEVIT///SWITZERLAND 16

瑞士自然公園 I/II

Swiss Nature Parks II/II.



- Nature and Cultural Heritage Protection Act (since 1st of Dec. 2007)
- Parks are areas with high nature and landscape values.
- There are 3 different park categories:
 - national park
 - regional nature park
 - nature discovery park
- The cantons support efforts to create parks and ensure the participation of the population of the communities concerned.
- The federal government guarantees financial support to the cantons in establishing, operating and for the quality assurance of parks of national importance.

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瑞士自然公園 II/II

- 自然與文化遺產保護法（2007年12月1日開始實行）
- 公園為富含高度自然與景觀價值之區域
- 三種分類：
 1. 國家公園
 2. 區域自然公園
 3. 自然探索公園
- 各州致力打造公園，並鼓勵民眾及社群參與
- 聯邦政府確保各州有足夠經費來經營維護，使公園具有國家級象徵及品質

A Swiss nature park is not only about nature protection. It's also about supporting the local economy and keeping local traditions alive.

瑞士自然公園不只是生態保育，更能促進地方經濟、活化在地傳統

Swiss Alpine Club.



- The Swiss Alpine Club is providing trainings for mountain guides etc.
- They manage 152 alpine huts for individual guests and groups (hikers, climbers, mountain bikers etc.).
- An authentic and real nature experience in the Swiss Alps.



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瑞士登山俱樂部

- 瑞士登山俱樂部為導遊提供訓練
- 管理 152 座登山小屋給個人與團體遊客（健行、爬山、登山車等）
- 瑞士阿爾卑斯山真正純淨的自然體驗

Hugh Potential for Summer – Alpine Produkt.

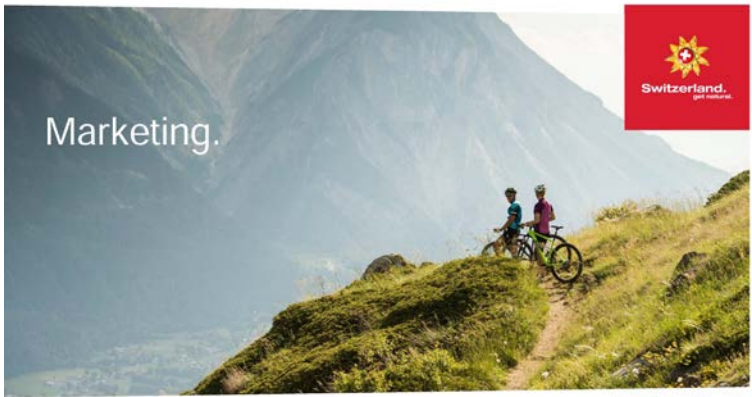


	ST Priority Markets										ST Strategic Growth Markets					ST Active Markets						
	CH	DE	FR	IT	NL	UK	USA	CN	BR	SEA	GCC	IND	PLC Z/HU	RU	AU	BE/LU	AT	JP	KR	CA	ES	Nordics
Nature Lover 4th place of summer tourism in the world of winter tourism	45%	43%	44%	43%	39%	42%	40%	41%	39%	39%	40%	39%	32%	36%	39%	44%	39%	40%	31%	41%	43%	39%
Outdoor Enthusiast 2nd place of summer tourism in the world of winter tourism	26%	28%	23%	22%	26%	24%	21%	17%	17%	19%	19%	17%	28%	19%	23%	26%	22%	23%	22%	18%	25%	24%
Attractions Tourist 7th place of summer tourism in the world of winter tourism	14%	18%	20%	21%	22%	24%	28%	30%	30%	29%	23%	28%	29%	26%	26%	33%	25%	24%	31%	30%	22%	21%
Lifestyle Traveler 8th place of summer tourism in the world of winter tourism	9.3%	6.8%	9.2%	10%	10%	8.8%	8.9%	10%	13%	10%	12%	12%	8.0%	13%	10%	11%	10%	10%	32%	9.4%	6.3%	12%
Spa & Vitality Guest 2nd place of winter tourism in the world of summer tourism	3.4%	2.0%	1.8%	2.5%	1.1%	0.7%	0.4%	1.0%	0.8%	0.8%	2.9%	0.9%	1.8%	3.5%	1.1%	2.0%	1.5%	0.7%	2.0%	1.2%	1.4%	1.8%
Family 2nd place of winter tourism in the world of summer tourism	2.5%	1.7%	2.2%	1.8%	2.5%	1.5%	1.5%	1.4%	0.4%	1.9%	4.2%	2.8%	0.9%	1.5%	1.7%	3.4%	1.6%	1.3%	1.1%	0.2%	1.3%	2.2%
Market Share 4th place of winter tourism in the world of summer tourism	50.7%	12.9%	2.3%	1.9%	2.2%	4.0%	3.6%	4.2%	0.2%	0.7%	2.5%	1.9%	0.7%	0.6%	0.5%	2.9%	0.9%	2.6%	1.2%	0.4%	0.5%	0.8%

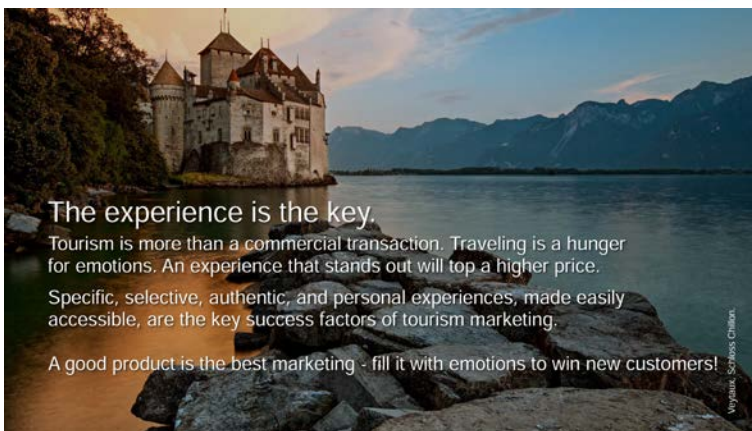
夏季旅遊的發展潛力



遊客。國內市場的大好機會



行銷



關鍵在於體驗

- 觀光不只是商業活動。旅遊解的是內心的渴。體驗升級，自然帶來更大獲利。
- 旅遊行銷的關鍵成功因素：特定性、選擇性、原創性、個人體驗、易達性
- 優秀產品就是最棒口碑。投注滿滿熱情吸引新的旅客！



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###ILOVEYITHISWITZERLAND 25



The hiking and cycling trails are leading our guest in an eco-friendly way into remote alpine areas where the local economy benefits from it.

健行與自行車道讓遊客以生態友善的方式深入偏遠山區，為當地經濟帶來獲益

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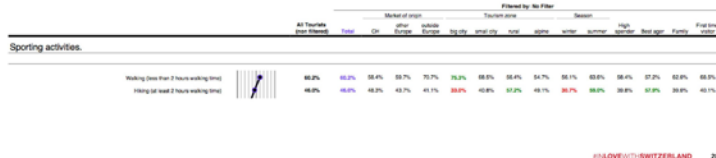
In 2013, mountain bikers on a multi-day tour spent USD 227.00, cyclists USD 210.00 and hikers USD 125.00 per person and day.

2013 年統計，為期數天的旅程
平均每人每天花費為：
登山車騎士 227 美元
單車騎士 210 美元
健行者 125 美元

2010/2011: Years of hiking I/II.



- In 2010 and 2011 Switzerland Tourism focused its marketing on the hiking experience as we knew this is the most popular activity in Switzerland.
- To attract new guests we defined top 32 hikes as best-of selection so we focused on a specific amount even we have 60'000 km of hiking trails.



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2010/2011：登山年 I/II

- 瑞士觀光局於2010-2011年度重點為推廣登山體驗，也就是瑞士最熱門的旅遊活動。
- 為了吸引新遊客，我們從總長6萬公里的步道嚴選出32條登山步道

2010/2011: Years of hiking II/II.



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2010/2011：登山年 II/II

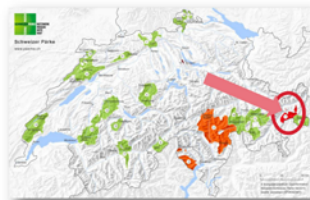


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2014: 100 years of Swiss National Park I/II.



- The oldest National Park in Europe is offering pure wilderness and enjoys a huge popularity in Switzerland.
- In 2014 we celebrated its 100 years since its creation.
- Challenge: How can we celebrate the jubilee and use it as marketing platform for all other Swiss Parks?



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2014 年

瑞士國家公園百年發展

- 全歐洲歷史最悠久的國家公園！純淨自然與超高人氣
- 2014年慶祝成立100週年
- 挑戰：慶生的同時如何連帶行銷其他公園？

2014: 100 years of Swiss National Park II/II.



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2016 & 2017: Intense marketing for cyclists.



- In 2016 ST is promoting cycling holidays in Switzerland as cycling is an increasing trend in many markets – mostly urban areas.
- Content is king and without content there is no marketing:
 - For 2016 ST is producing new web content on MySwitzerland.com for mountain bikers.
 - For 2017 ST is producing new web content on MySwitzerland.com for road cyclists.
- ST is developing specialized hotels called "Swiss Bike Hotels" to complete the Swiss cycling experience.
- Further on ST cooperates with BMC Switzerland as well known premium brand in the cycling industry to get access into the communities.

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2016 & 2017 年 針對單車騎士行銷

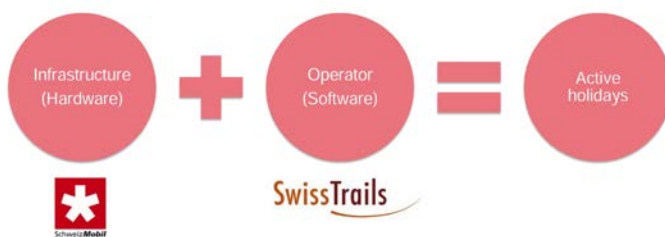
- 2016 年瑞士觀光局大力推廣假日單車出遊，都市區及許多市場蔚為風潮
- 內容才是王道。無內容，無行銷
 - 2016 年 登山車網站
<http://www.myswitzerland.com/>
 - 2017 年 公路車網站
<http://www.myswitzerland.com/>
- 發展專業住宿「瑞士單車旅舍」以完備單車體驗
- 瑞士觀光局與頂級單車品牌 BMC Switzerland 合作經營社群



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如何將 Switzerland Mobility 整合到觀光產業

How to use a trail network for tourism.



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步道網絡的觀光運用
基礎建設 + 營運 = 積極出遊
(硬體) (軟體)

SwissTrails as official operator for self-guided tours.



獨立遊客

可使用官方營運 SwissTrails

- SwissTrails (www.swisstrails.ch) is offering an all-in-one solution:
 - attractive packages for active holidays
 - luggage transport
 - rental bikes
 - helpline
 - meet & greet at the airport
 - transfer services
- SwissTrails is supported by every touristic region. In return SwissTrails is packaging attractive active holiday offers for each region and operates them.

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- SwissTrails <http://www.swisstrails.ch/> 提供一步到位的服務：
 - 豐富的套裝行程
 - 行李運送
 - 單車租賃
 - 熱線聯絡
 - 機場接送
 - 轉乘服務
- 各個觀光地區皆支援 SwissTrails，為各區域打造行程並營運管理

SwissTrails offer packaging.



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SwissTrails offer packaging

SwissTrails hiking and biking offers.



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SwissTrails hiking and biking offers

Thank you.

感謝聆聽