

travel swi+zerland

Swiss Travel System AG

Corporate Presentation

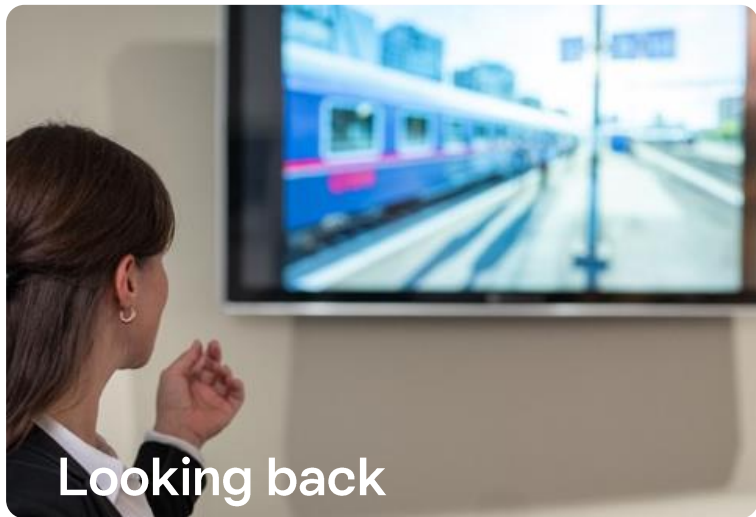
Schaffhau

Schaffhau
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June 2024

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Let us introduce ourselves



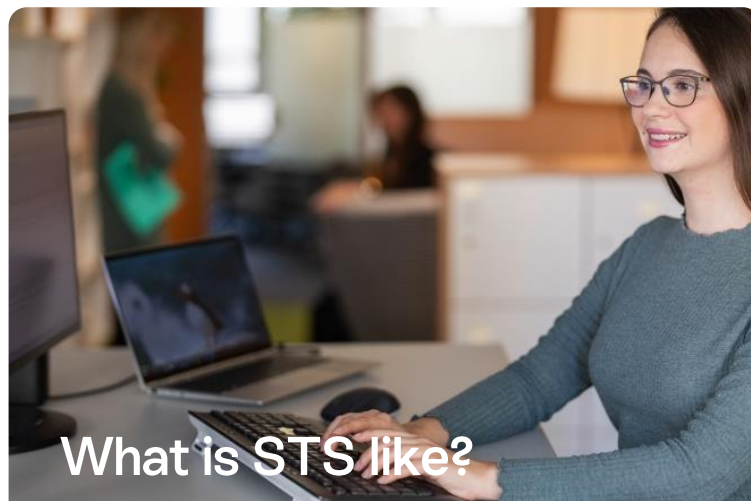
Looking back



What does STS AG do



Our Team



What is STS like?



Location

Looking back



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Looking back

- Until 1841, people travelled exclusively for the following reasons: trade, religion, health, knowledge and culture
- For most, leisure travel was only possible after railways emerged
- Until 1917, the Swiss Railways were entrusted with promoting Switzerland as a tourist destination
- In 1917, Switzerland Tourism was founded



Paving the way for STS AG.

*Options examined: SBB / RailAway / ST / STC or own, independent organisation with shareholders ÖV and ST

Launch of incoming brand „Swiss Travel System“ with flagship product „Swiss Travel Pass“ under the leadership of SBB passenger traffic division in Bern

1989

Incoming Services position at Zurich Airport, marketing support

1991

Separation of responsibilities – SBB passenger traffic division: incoming overseas markets – RailAway: incoming Europe

2005

Start of "Project WINCO" with a focus on the incoming segment

2009

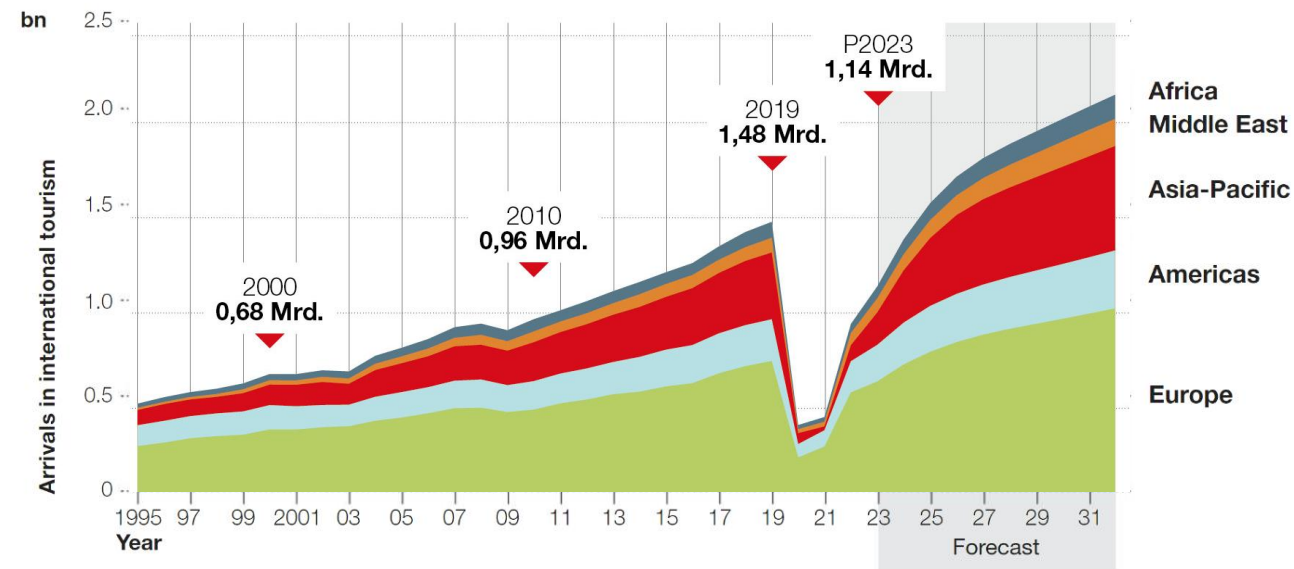
Decision to found STS AG, first day of operation on 01.01.2011*

2010

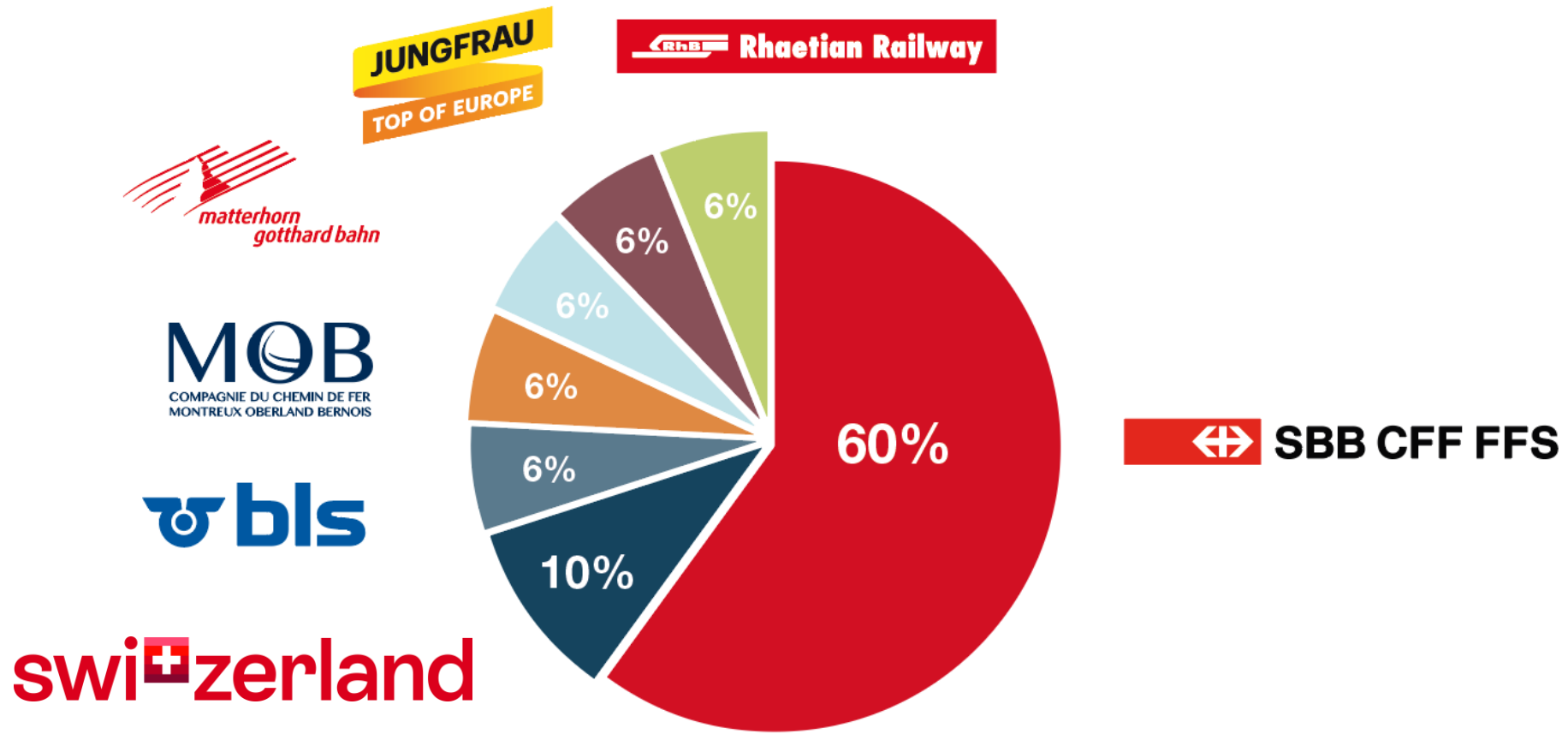
Tourism is rich in opportunities

- The tourism industry is one of the largest in terms of growth
- In Switzerland, there are twice as many guests as there are residents
- All visitors depend on some form of transport to move around while on vacation
- During peak travel times, tourists are still enjoying their breakfast
- The coronavirus pandemic has not put a stop to people's desire to travel, but rather simply delayed it

Impressive global growth following on from the pandemic slump¹



The shareholders



Vision

All visitors
travel around
Switzerland by
train, bus and
boat.



Mission

As the principal marketing agency for the Swiss Travel System, we provide our mandate partners with clear added value in the field of incoming marketing.

Our focus rests on steadily furthering sales in a sustainable manner.





What does STS AG do

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Main mandates

Global Public Transport mandate

Increasing revenue for Swiss public transport through guests from abroad.

Budget: approx. CHF 5.4 million



Cross-border mandate

Promoting cross-border incoming traffic

Budget: approx. CHF 1.6 million



Swiss Travel Pass

Swiss Travel Pass as flagship product:

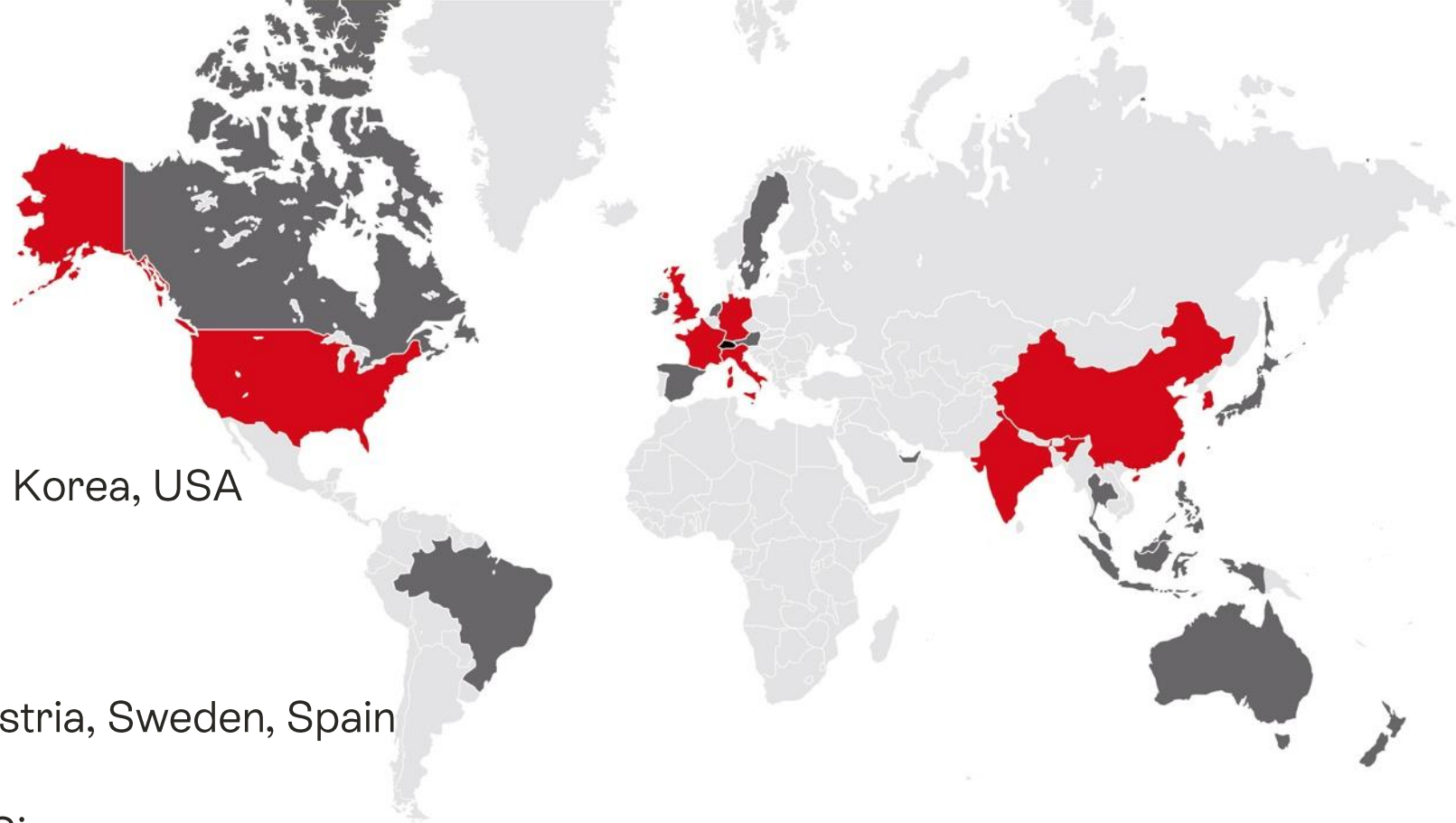
- Unlimited travel by train, bus and boat
- Public transport in over 90 cities
- 500+ museums included
- 50% discount on most mountain railways

Further tickets:

- Point-to-point tickets
- Eurail, Interrail
- Cross-border tickets, regional passes etc.



Our target markets



Priority markets

Europe: Germany, France, Italy, UK

Overseas: Greater China, India, South Korea, USA

Global: Switzerland Incoming

Active markets

Europe: Niederlande, Netherlands, Austria, Sweden, Spain

Overseas: Australia, Brazil, Indonesia,
Japan, Canada, Malaysia, Philippines, Singapore,
Thailand, UAE

Reactive markets

Various reactive markets

Target groups – how we reach them

Strategic direction

STS AG works with multipliers in the field of trade and media.

By pursuing its touchpoint marketing approach with the help of multipliers, STS AG ensures that the messages reach the intended personas.

Media-Management



Trade-Management



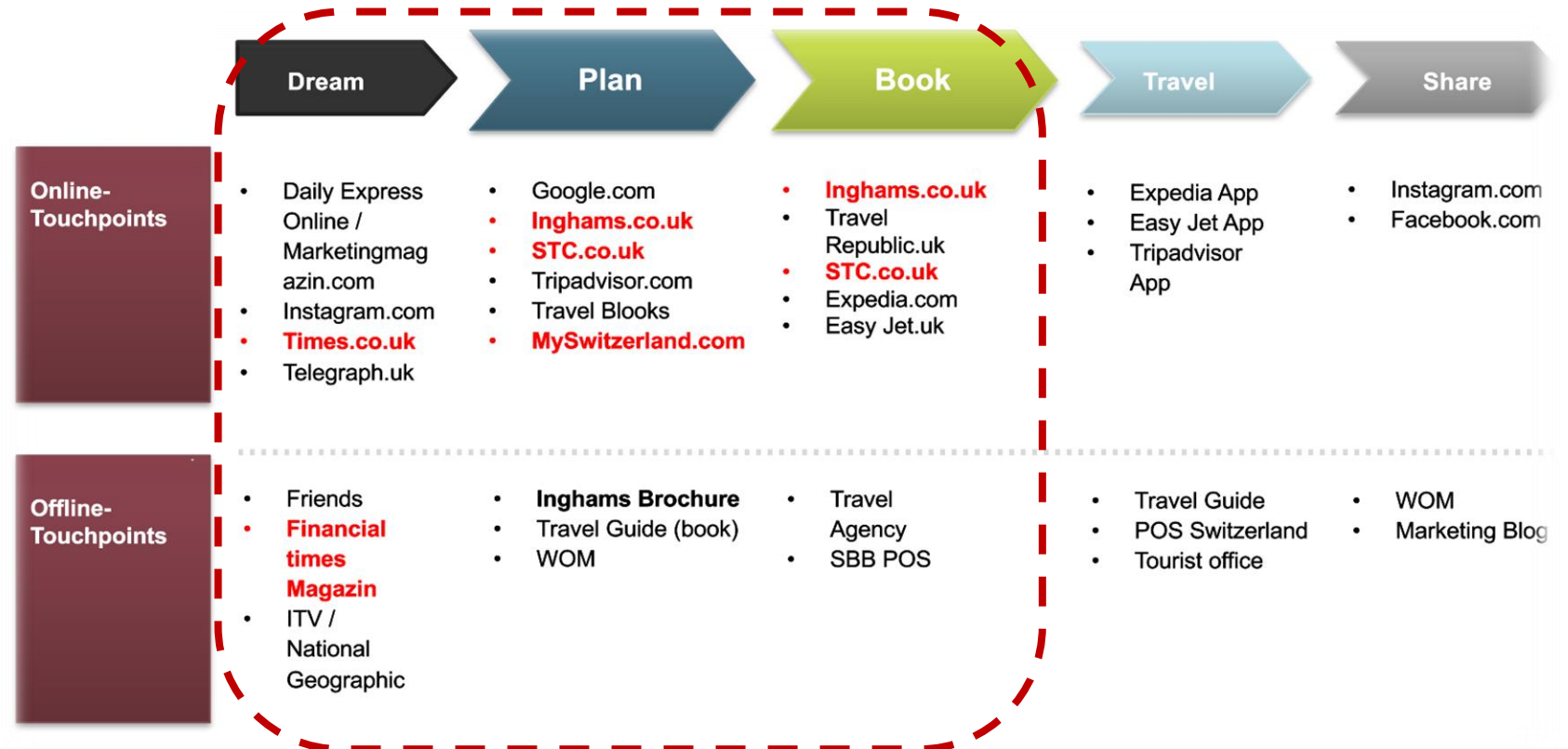
Personas

Focusing on the touchpoints

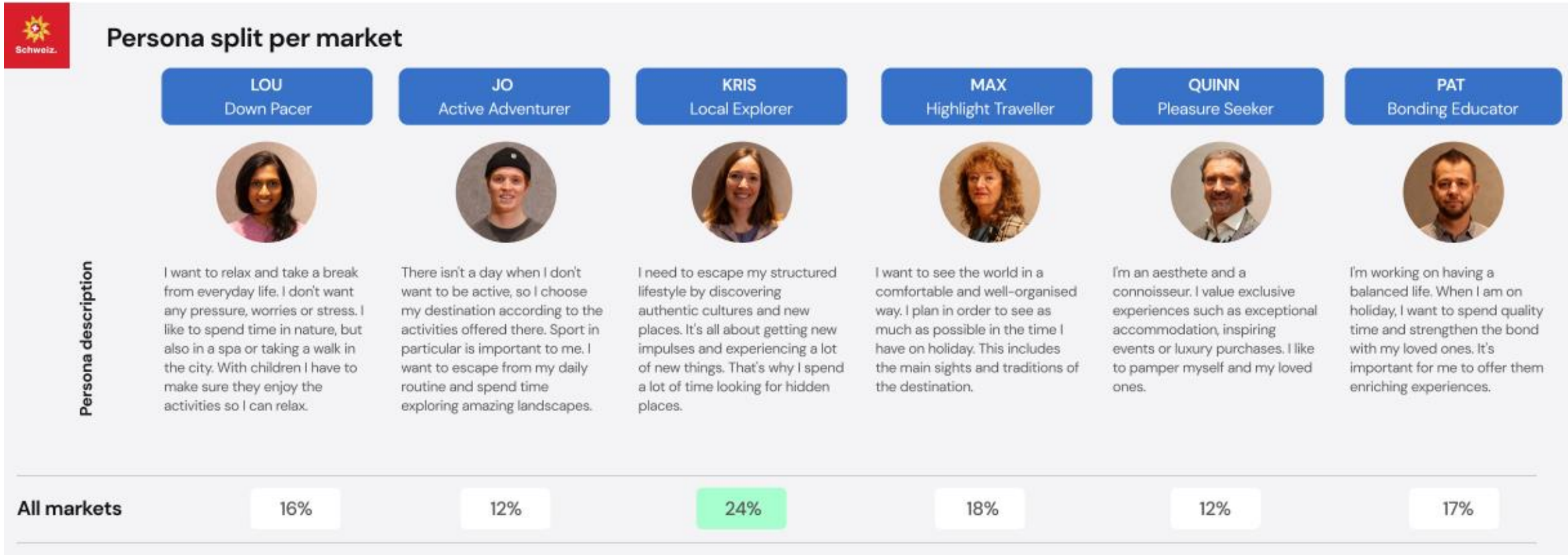
STS AG focuses on the stages «Plan» and «Book».

The seminal touchpoints for communication and sales.

The most important marketing activities are based on these touchpoints.



Focusing on ST-Personas

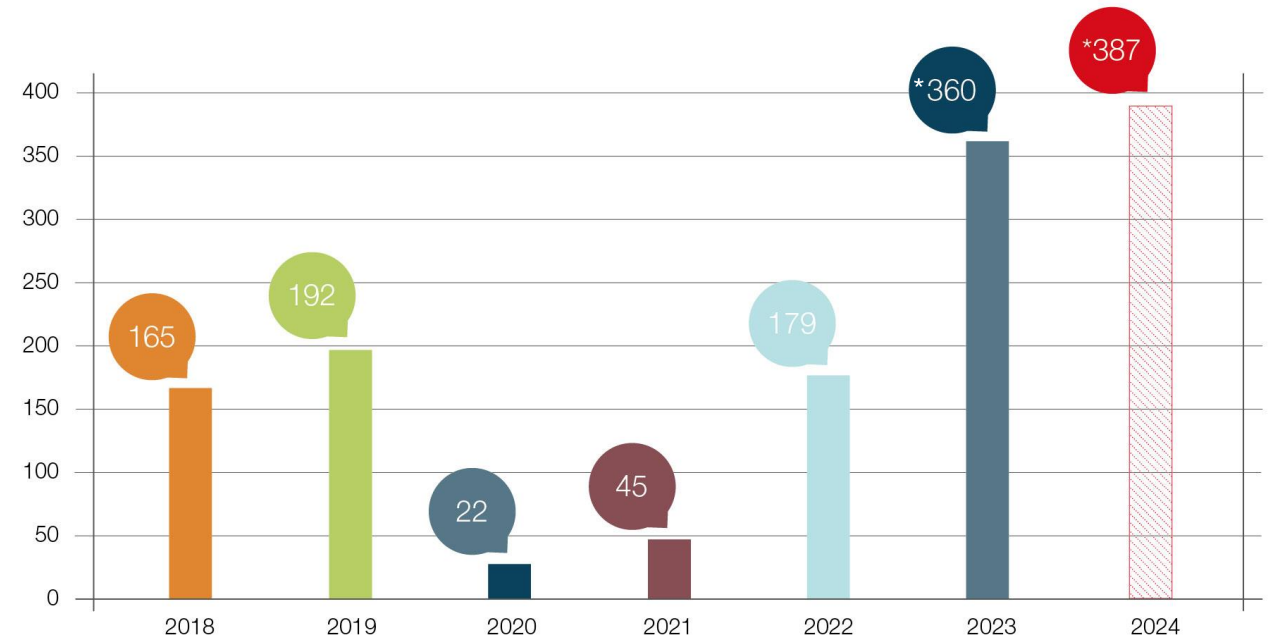


STS revenue over the last years

The revenue from guests from abroad recovered faster than expected after the covid pandemic.

From 2023, STS AG will also be responsible for part of the revenue generated by sbb.ch. This results in a revenue record of CHF 360 million for 2023.

Revenue in CHF M



*Revenue since 2023 incl. sbb.ch sales to tourists

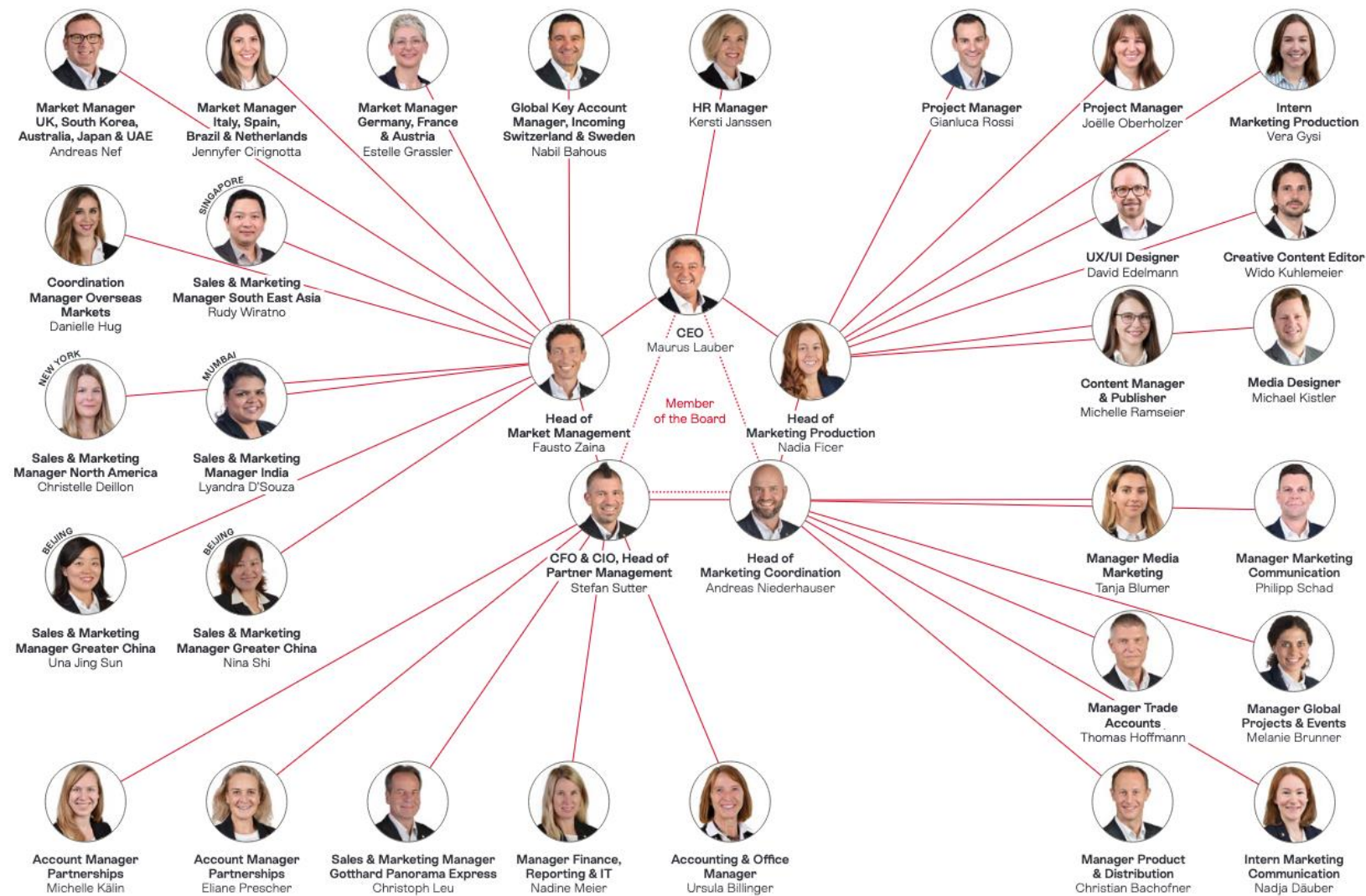


Team

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Organisation Chart

June 2024



The organisation



Partner Management:

«We cater to the needs of our mandate partners, ensure that the mandates are executed accordingly and facilitate the exchange of knowledge.»



Marketing Coordination:

«We steer and coordinate the optimal allocation of resources to achieve our revenue and marketing goals.»



Marketing Production:

«We act as an internal agency and guarantee the professional execution of all marketing communication measures.»



Market Management:

«We use our market expertise to design marketing activities that have maximum impact, resulting in clear added value for our mandate partners.»



Meet the «Tourism Marketing Family»

Organisation	Main focus
Switzerland Tourism	Promoting Switzerland as a travel destination with the aim to increase overall value for the country .
Swiss Travel System AG	Promoting the Swiss Travel System abroad to achieve sustainable increase in revenue .
Switzerland Travel Centre	Sale of touristic offers in Switzerland – mainly hotels and public transport .
RailAway AG	Promoting the Swiss Travel System among leisure travelers residing in Switzerland .



Collaboration with Switzerland Tourism

To ensure maximum brand recognition abroad, STS AG...

- ... shares the „Switzerland“ brand and uses the CI/CD of ST.
- ... is aligned with ST through the common "MySwitzerland.com" website to reach a B2C audience.
- ... has its market managers make use of the office facilities at ST.

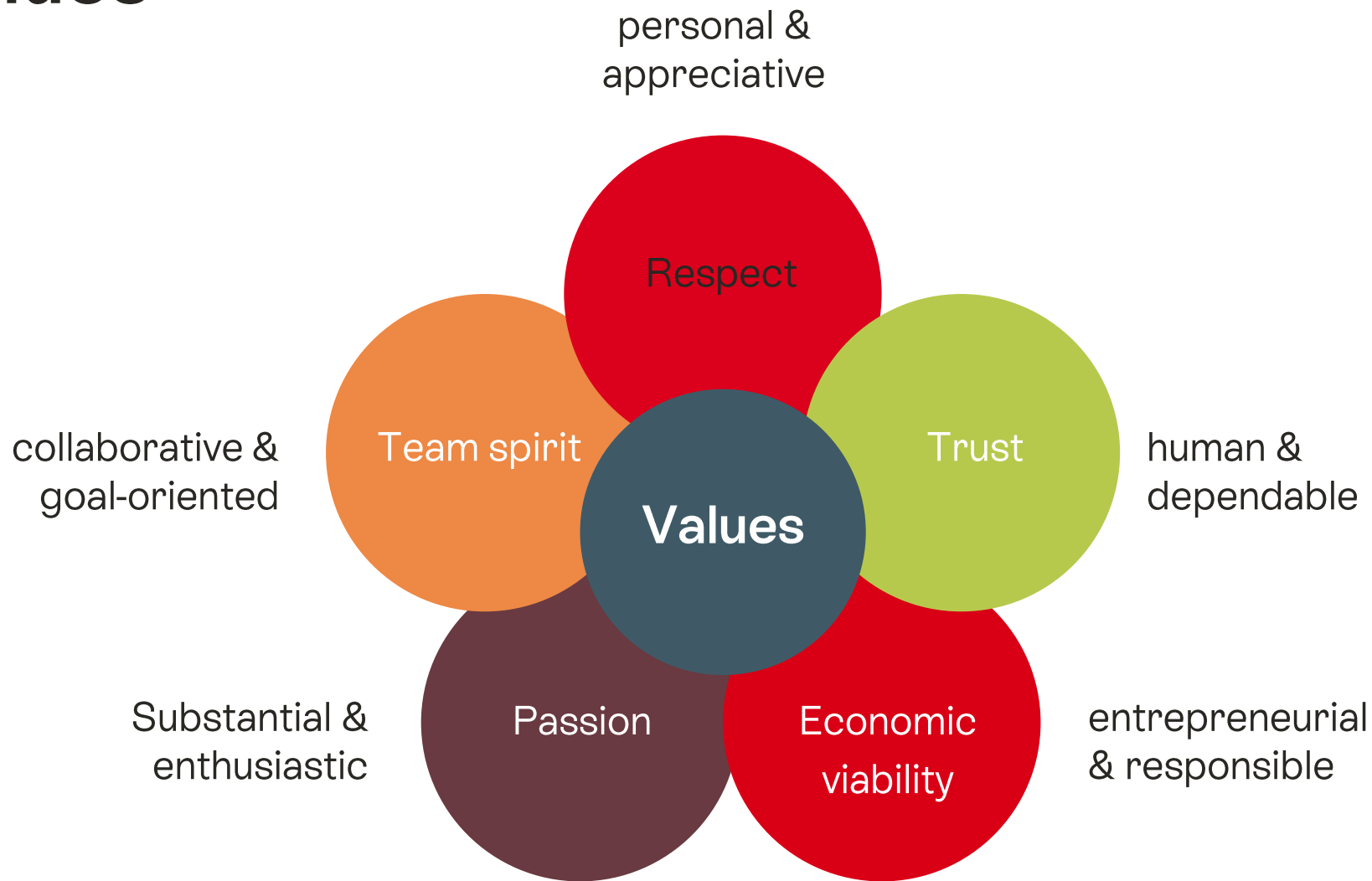
The logo for Switzerland Tourism, featuring the word "switzerland" in a bold, red, lowercase sans-serif font. A white square with a red cross is positioned between the "i" and "z".

A woman with long dark hair, wearing glasses and a green sweater, is sitting at a desk in an office. She is smiling and looking towards the camera while typing on a keyboard. In front of her is a laptop and a large monitor. The background is a blurred office environment with other people working.

What is STS like?

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Our values



Terms of employment and fringe benefits



Headquarters in downtown Zurich



5 weeks of paid vacation, 6 weeks for employees aged 50 and over



Small team with flat hierarchy



Generous Fringe Benefits



Modern workspaces and option to work up to 50% from home



Occasional aperitifs and events



Annual working time based on a 41-hour week



Above average social security benefits

A scenic view of Zurich, Switzerland, featuring the Limmat river, the Grossmünster towers, and a boat named 'TURICUM' on the water. The Grossmünster towers are prominent in the background, and the boat is moving across the river, leaving a white wake. The sky is overcast with grey clouds. In the foreground, several swans are visible in the water.

Location

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How to find and contact us

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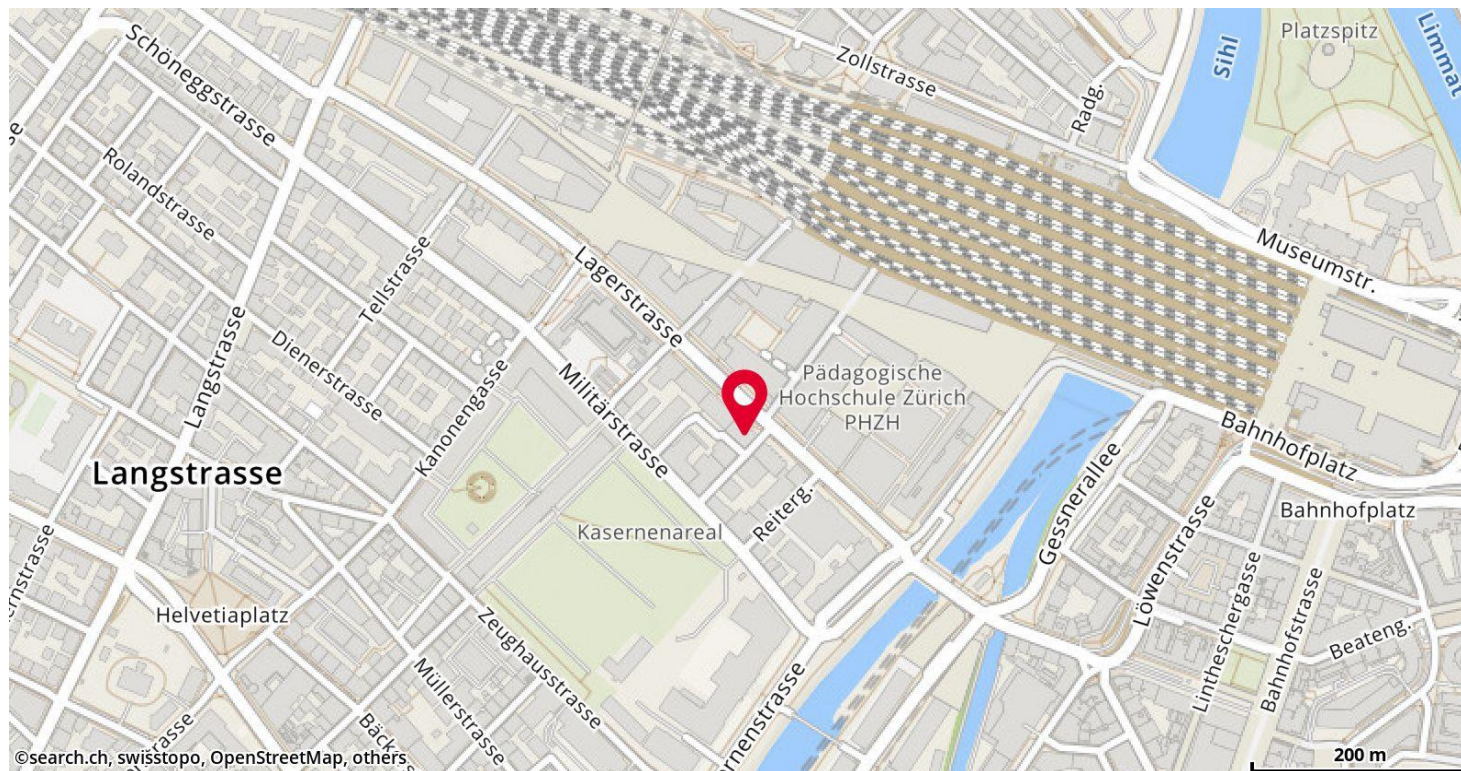
 @travelswitzerland_official

 Travel Switzerland

 @SwissTravelSystem

 @Travel_CH_

 @travelswitzerland_official



5 minutes walk from Zurich main station
15 minutes by train from Zurich Airport

The background of the image features a stylized mountain range composed of several overlapping, jagged peaks. The peaks are rendered in various shades of red and orange, creating a sense of depth and texture. The colors range from a deep, dark red at the base to a bright, vibrant orange at the top of the peaks. The overall composition is clean and modern, with a strong emphasis on geometric shapes and a warm color palette.

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