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« HIGHLIGHTS LAKE GENEVA REGION »

PRE-TASK 2

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INTRODUCTION

Lake Geneva Region is situated in the canton of Vaud, in the French speaking part of Switzerland between the lake of Geneva and the Alps. The region is attractive thanks to its landscape and all the activities that it has to offer. You can discover the local gastronomy, taste some wine, live the traditions but also take part in the different events and open-air sports activities.

“Highlights Lake Geneva Region” as they name it, is a collaboration since 2012 between four companies that are situated in the canton of Vaud: Chillon Castle, Glacier 3000, GoldenPass and Meylan Jewellery. The main purpose of this collaboration is on one hand to increase the occupancy rate and the revenue of the companies and on the other hand make a specific market discover four different worlds in one day. For only CHF 100.- (approx. € 90.-) you have an idea of what Switzerland looks like. From Gstaad, in 60 minutes you will be at the Glacier 3000 for a two hours excursion on the glacier. Then a bus will bring you to the Chillon Castle by the Geneva lake where you will have a short visit and a wine tasting. Finally, you will be in the skin of a watchmaker at the Meylan Jewellery in Vevey.

The “Highlights Lake Geneva Region” adapt their offer by targeting new market like India, China and South-East Asia (Thailand, Philippines, Singapore, Indonesia, Vietnam and Malaysia). Together, they co-finance three representatives of the product in these countries in order to attract a new segment of tourists in the canton of Vaud.

The different highlights will be presented in order to understand better the benefits of this collaboration on each company.

CHINESE MARKET

The Chinese market is really interesting for Switzerland because of its size and spending. In fact, the average Chinese spends approximately CHF 350.- per day (€ 325.-) without counting the trip fees. In comparison another tourist will spend only CHF 180.- (€ 165.-). With this money he buys mostly luxury products like watches. However, the Chinese tourist won't spend a lot for the accommodation, only a maximum of CHF 90.- per night (€ 83.-), which are generally 3 stars hotels.

As Chinese most travel in groups they benefit from special prices. The aim is to attract them in smaller groups because they will spend more money and it generates more revenue for the country, especially for the accommodations, transports and restaurants. The Chinese market appreciate the authenticity of Switzerland and the beauty of the landscape. However, they have some specific expectations particularly for the food. They love hot dishes like rice and noodles for breakfast. That is why, if Switzerland want to, attract a new market and generate more revenues, she has to adapt her services to these demanding clients.

Concerning the marketing, the four companies have sent three representatives in Asia to promote the collaboration: one in Beijing, one in Bangkok and the last one in Bombay. Their main role is to have a feedback, to represent the four products and to give credibility to the salesmen there.

GOLDENPASS

The GoldenPass line is a touristic train route through the Swiss Alps. It connects Montreux (VD) to Lucerne (LU). It all begins on the 17th of December 1901, this date marks the beginning of a great rail adventure, with the opening of the first stretch of track between Montreux and Zweisimmen (BE). The entire line (63 kilometres in total) was later finished on 6 July 1905. On 8 June 1912, a new 13-kilometre stretch between Zweisimmen and Lenk was finished. The Montreux-Oberland Bernois (MOB) line was the first line of its size to be electrified and formed part of the great Montreux - Interlaken - Lucerne alpine cross-country line, known by the name of Golden Pass.

The line attracted a great deal of attention when it opened and came into service and its reputation quickly spread beyond Switzerland, particularly to Anglo-Saxon countries. Keen to ensure that its passengers had the

most comfortable experience possible, the MOB Company set about acquiring high quality, comfortable rolling stock. From 1906, a dining car service was available between Montreux and Zweisimmen.

Today, the GoldenPass line is internationally known and has three separate train lines with panoramic train:

- Montreux – Oberland Bernois (Via Gstaad)
- BLS: Zweisimmen – Interlaken (Via Spiez)
- Interlaken – Lucerne (via the Brünig Pass)

Chinese market

GoldenPass has a special interest for the Chinese market. Indeed, Chinese love Scenic trains. They appreciate a good quality train and the beauty of the landscape. The company has already a good image in China, therefore it takes the role of leader for the three others companies of the collaboration on this market.

Benefit of the collaboration

Thanks to the collaboration, the occupancy rate of the GoldenPass has strongly increased. Since the collaboration started the company has seen a rise of more or less 10'000 Chinese every year.

Advantages

One of the biggest advantage of this collaboration is the costs sharing. For example, the three representatives in Asia is a common charge for the four companies. The cost of a marketing campaign is usually really high, especially if you have to do it on another continent. The fact that all the companies involved participate and pay for it is a real bonus for them.

Also, if the tourists like the journey proposed in the Highlights (Gstaad-Montreux) they may be keen to do another one like the Chocolat train line for example. It benefits the GoldenPass Company as they have several journeys to offer.

Disadvantages

The main disadvantage is the revenue sharing. The product of the tickets sale is divided between the four companies and GoldenPass has no other type of income on this offer. The ticket costing only CHF 100.- (approx. € 90), is a plus for the tourists but not for the GoldenPass. The maintenance of the trains being very expensive it cannot be covered by it.

GLACIER 3000

The *Glacier3000* is a ski station created in 1963 and it had its first cable car in Pillon. The Glacier 3000 is between Gstaad and Les Diablerets, both ski stations in the Alps. Nowadays Glacier 3000 has different facilities to join each cities and stations in this region in order to be reach easily. On the glacier they offer skiing slopes, hiking, via ferrata, walk paths, etc. . Actually they have a diversity of products like the Alpine Coaster, the snow bus and the new Peak Walk By Tissot. This new attraction attracts tourists from all over the world because people can walk on a bridge on the top of the glacier. From there, you can enjoy the beautiful view over the landscape which is an unforgettable experience.

Market:

In Glacier 3000 team there are three people that care about different regions: South Asia, China and India. We can conclude that these countries represent an important "market part". Unfortunately, we cannot get more informations about the Chinese market.

MEYLAN JEWELLERY:

For 25 years, the Meylan family has been transmitted its passion for the watchmaking to their clients. They represent the most beautiful jewellery and watchmaking brands of the world in the heart of Vevey, on the lakeside of Lake Geneva. They share daily their knowledge with their customers which make the jewellery a must-see of the highlights. Lionel Meylan, the founder, has transmitted his skills and passion for the profession to his two sons, who are now the directors of the jewellery shops. Actually, they run together the two boutiques in Vevey and the one on the top of the Glacier 3000. The latest is the highest watch boutique in Western Switzerland which was inaugurated in 2014. In 2015, they celebrate the jubilee of their jewellery. They are thankful to the trust of their clients and partners who are always aware of the service they offer.

Chinese market

Jewellery Meylan has seen an increase of his frequentation thanks to the Chinese market. They particularly love the « watch making experience » which consists in being in the skin of the watch maker. Unfortunately, the watches selling has not increased. Indeed, this market has a habit of buying in Interlaken or Lucerne because the guides bring them to these different places. Moreover, the shop in Vevey is small and cannot attract many tourists. They cannot afford neither a saleswoman who speaks Chinese because it costs too much according to the products sales to the Chinese market.

Benefit of the collaboration

The jewellery benefits from a lot of free advertising thanks to the different press releases made with the Chillon Castle, Glacier 3000 and the GoldenPass. Actually, the jewellery does not have to do some marketing because the tourism offices, the journalists and the tour operators are by themselves interested by the jewellery.

Advantages

One of the big advantage of this collaboration is towards the Chinese tourists who come for a second time in Switzerland. They already know what the mountains look like and discovering a family jewellery is a plus for them. Moreover, the Riviera area has still a lot to develop and has enough place to attract more Chinese people in order to offer them product that covers their expectations. The jewellery is a good example because during the last 5 years it adapted herself to the clients by integrating 5 new watches brands in her shop as Rolex and Cartier for example.

The jewellery has another big advantage, contrary to its partners, it benefits from the welcoming and the contact with the clients. The Chinese are directly in contact with the seller and can discuss with him what they would like to bring back in their country.

CHÂTEAU DE CHILLON

Chillon Castle, a romantic site par excellence, is located near Montreux and built on a rocky islet on Lake Geneva against a steep forest slope. This rocky islet on Lake Geneva has been occupied since the Bronze Age for strategic reasons. The castle, as it is today, dates from the 13th century. It was built by the House of Savoy to control the passage along Lake Geneva. The fortress was also used as an arsenal, prison, and temporary residence of the Dukes of Savoy.

One scene of Jean-Jacques Rousseau's sentimental novel "Julie or the New Heloise" (1762) was set in Chillon Castle. Intrigued, Lord Byron visited the castle and found the inspiration to write "The Prisoner of Chillon" (1816). This work describes the sufferings of François Bonivard (1493-1570), a prior that was imprisoned for his anti-Savoy positions.

There have been recent alterations to improve the visit to the Castle and its dungeon. Indeed, its private chapel, its ancient weapons and its lookout path have been renovated. Chillon Castle remains a highly valued site: it attracts more than 300,000 visitors a year, 75% of which are foreign tourists.

Chinese market

One of the most important, foreign target is the Chinese market. In the past, Chillon Castle offered a tour of 50 minutes, which was too long for the busy Chinese. They calculate a very short time for each place they visit. The Chinese tourists usually just took some pictures of the castle and they continue right away to the next place. Chillon Castle adapts its product for the Chinese by reducing the time of the tour to 30 minutes. They added a degustation of different local wines at the end of the small tour in order to have a nice souvenir of the castle.

CONCLUSION

“Together we are stronger”, that resume effectively the main idea of the products “Highlights Lake Geneva Region”. The collaboration between brands to adapt all in one product addressed particularly to the Asian public increase the number of visitors and incomes in the Geneva Lake Region. Even if Asian public can be difficult to manage because of their different cultures we can see that Switzerland found a way to be attractive for them and to keep his authenticity and simplicity. As we said there are advantages and disadvantages but we have to make some compromises to generate a good and adapted product for our new main interesting visitors. Moreover, their aim of the collaboration for the next years is to integrate a new brand in the “Highlights Lake Geneva Region”. It may be the Cailler House in Broc, the Chaplin Museum in Vevey or the Olympic Museum in Lausanne. All are touristic attractions of the area. However, they do not want to be more than six in the collaboration because they want to keep the authenticity of this offer. They want to be a unique experience for the Chinese, Indian and South-East Asia market.

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