



# VISIT USA SWITZERLAND 2026



The most important market data, information and  
partner participation options at one glance



# VISIT USA SWITZERLAND



The Visit USA Committee Switzerland was established in 1984 at the initiative of the U.S. Embassy in Bern in order to make up for the lack of a relevant U.S. government agency such as the former USTTA. The founders included local travel industry representatives such as TO's, airlines and U.S. destinations, resp. their local representations.

**The primary goal is to pool the scarce resources with the goal of educating and informing the Swiss trade and to provide U.S. industry with an attractive and cost effective promotional platform.** In 2007 the Committee expanded its member services providing market information, economic data and additional events complementing the annual Visit USA Switzerland educational event. An attractive cost-effective group membership (DACH) including the German and Austrian Visit USA Committees is available. It allows to cover the German speaking part of Europe by means of joint promotional activities.

The «Visit USA Committee Switzerland» operates in close coordination and support of «TheBrandUSA» the (ppa) agency for the promotion of travel and tourism to the U.S.



## EXECUTIVE BOARD



**HEINZ  
ZIMMERMANN**  
Committee Chairman



**RETO  
SCHNEIDER**  
Co-Vice Chairman,  
United



**TINO  
SWOBODA**  
Co-Vice Chairman,  
Kuoni – DERTOUR Suisse AG



**MICHAEL  
BÖTSCHI**  
go2travel GmbH



**MELISSA  
CLAUSEN**  
Travelhouse/Hotelplan Suisse



**ANDREAS  
HEINZER**  
Swiss International Air Lines



**THOMAS  
JENZER**  
TUI Suisse



**MARKUS  
KOHLI**  
knecht reisen ag

## OUR COMMITTEE

Air France KLM Delta • American Airlines • Go2travel • Hotelplan/travelhouse • knecht reisen ag  
Kuoni – DERTOUR Suisse AG • Swiss International Air Lines Ltd • TUI Suisse Ltd • United Airlines

## ORGANIZATION

Top Line Group, a company which has extensive experience in marketing/communication/ PR and event management, is responsible for the organization of the Visit USA Switzerland events.

### TOP LINE GROUP

Heinrichstrasse 239  
8005 Zurich, Switzerland  
Phone: +41 (0)44 749 25 23  
Email: [event@vusa.ch](mailto:event@vusa.ch)



**ROSA GIORDANO**  
Project Manager  
Visit USA Switzerland

# SWISS MARKET FACTS & FIGURES





# FACTS & FIGURES ECONOMIC FIGURES



UNEMPLOYMENT RATE

**3%**



POPULATION

**8,927,007**



INFLATION RATE

**1,7%**

# FACTS & FIGURES ECONOMIC FIGURES



Gross domestic product (GDP)  
in the DACH countries in 2023

**GERMANY**

**AUSTRIA**

**SWITZERLAND**

**USD 53'565**

**USD 56'856**

**USD 101'510**

# FACTS & FIGURES ECONOMIC FIGURES



Average purchasing power per capita  
(DACH) on average net income 2024

**GERMANY** PER CAPITA

**EUR 27'848**

**AUSTRIA** PER CAPITA

**EUR 29'266**

**SWITZERLAND** PER CAPITA

**EUR 52'566**

**FACTS & FIGURES**  
**TOURISM**  
**INDUSTRY**



**TURNOVER, EXTRAPOLATED  
VACATION TRIPS ABROAD**

**CHF 10 MIA.**

**TURNOVER, EXTRAPOLATED  
TRAVELING ABROAD**

**CHF 14 MIA.**



# FACTS & FIGURES TOURISM INDUSTRY



LONGER TRIPS 2024

**2,2 x**

2023: 2,0 x



SHORT TRIPS 2024

**2,6 x**

2023: 2,3 x



LONGER VACATION

**16%**

**MORE THAN 4 TIMES PER YEAR**



# FACTS & FIGURES TRAVEL AGENCY BOOKINGS



## 54%

OF CUSTOMERS BOOK  
THEIR TRIPS THROUGH  
A TRAVEL AGENCY

SERVICE AND EXPERTISE AS  
THE MOST IMPORTANT FACTORS;  
SECURITY IN THE BACKGROUND

Personal advice and specialized knowledge

34%

All services from a single source

31%

Assistance

27%

# FACTS & FIGURES TOURISM INDUSTRY



WHAT DO CUSTOMERS PAY  
THE MOST ATTENTION TO  
WHEN BOOKING?

Quality

40%

Price

35%

Safety

20%

# FACTS & FIGURES

## WORKATION – THE START OF A TREND?



### WHAT EXPERIENCE DO I HAVE WITH WORKATION?

**11%**

have already  
completed a  
workation

**38%**

of U45-year-olds  
have no experience  
but would like to do  
a workation

### WHERE DO I WANT TO SPEND MY WORKATION?

Rented vacation apartment/holiday home

48%

Your own vacation apartment/holiday home

25%

Hotel

23%

Camping/caravan/  
tent

9%

Don't know/no answer

24%

### WHAT RESTRICTIONS ARE THERE?

Lack of knowledge  
and/or information

**13%**

know that workation is not  
allowed

**5%**

know that their employer  
supports Workation

Local dependency  
of individual  
occupational groups

The work of every 5<sup>th</sup>  
**respondent** can be done from  
any location

# FACTS & FIGURES RISING TEMPERATURES



Rising temperatures influence the choice of holiday destination and the time of vacation.

## 31%

THINK NATURAL  
DISASTERS ARE LIKELY  
DURING THE TRIP

## 31%

WOULD LIKE TO TRAVEL  
TO MORE NORTHERN  
DESTINATIONS

## 54%

COULD IMAGINE  
TRAVELING TO CLASSIC  
SUMMER DESTINATIONS  
IN SPRING OR AUTUMN

VISIT USA 2026

# WHAT DO WE OFFER



# WHAT DO WE OFFER FOR 2026?



## 1 «U.S. ISLAND HOPPING»

The official Swiss education- and training day for the USA  
**Save the date: February 5, 2026**

## 2 NEWSLETTER

Inform all travel experts four times a year personally about your destination, your products, highlights and news. The newsletter is coordinated with Visit USA Germany.

## 3 INDIVIDUAL MARKETING SUPPORT

The Visit USA Committee, in cooperation with the marketing agency «Top Line Group» offers individual marketing measures tailored to your specific needs to establish your product on the Swiss market and raise awareness.

Learn more about the individual  
trade events and collaboration  
opportunities on the next pages.

We are  
looking forward  
to a good  
cooperation

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# «U.S. ISLAND HOPPING»

FEBRUARY 5, 2026 · ZURICH



**THIS IS THE OFFICIAL EDUCATION- AND TRAINING DAY  
OF THE SWISS TOURISM INDUSTRY FOR THE USA,  
WHICH IS SUPPORTED BY ALL MARKET PARTICIPANTS.**

The annual educational event is organized in close cooperation with the trade and its requirements. It is the only major promotional and educational trade event in the country for all of the USA. The educational event is particularly important to agencies away from «centers» such as Zurich where individual U.S. states or city CVB's etc. tend to show flag. Limited time allows only few to participate in such events. It explains why the annual educational event attracts a significant number of visitors from around the country who travel up to 2 hours one way to get an update and do relevant networking.



## FACTS AND FIGURES OF THE VUSA ISLAND HOPPING IN A NUTSHELL:

- ★ **Approx 250 attendees** from around the country.
- ★ **Sole update and educational opportunity** for the trade covering the U.S. as a whole. Particularly important for agencies away from major cities.
- ★ **All retail channels as well as major TO's** use the educational event for their sales staff as a compulsory educational platform and for updates. Attendees are rotated from year to year.
- ★ **Good mix of attendees** including «mature» visitors as well as younger people at the start of their professional career who are in need of relevant education/training.

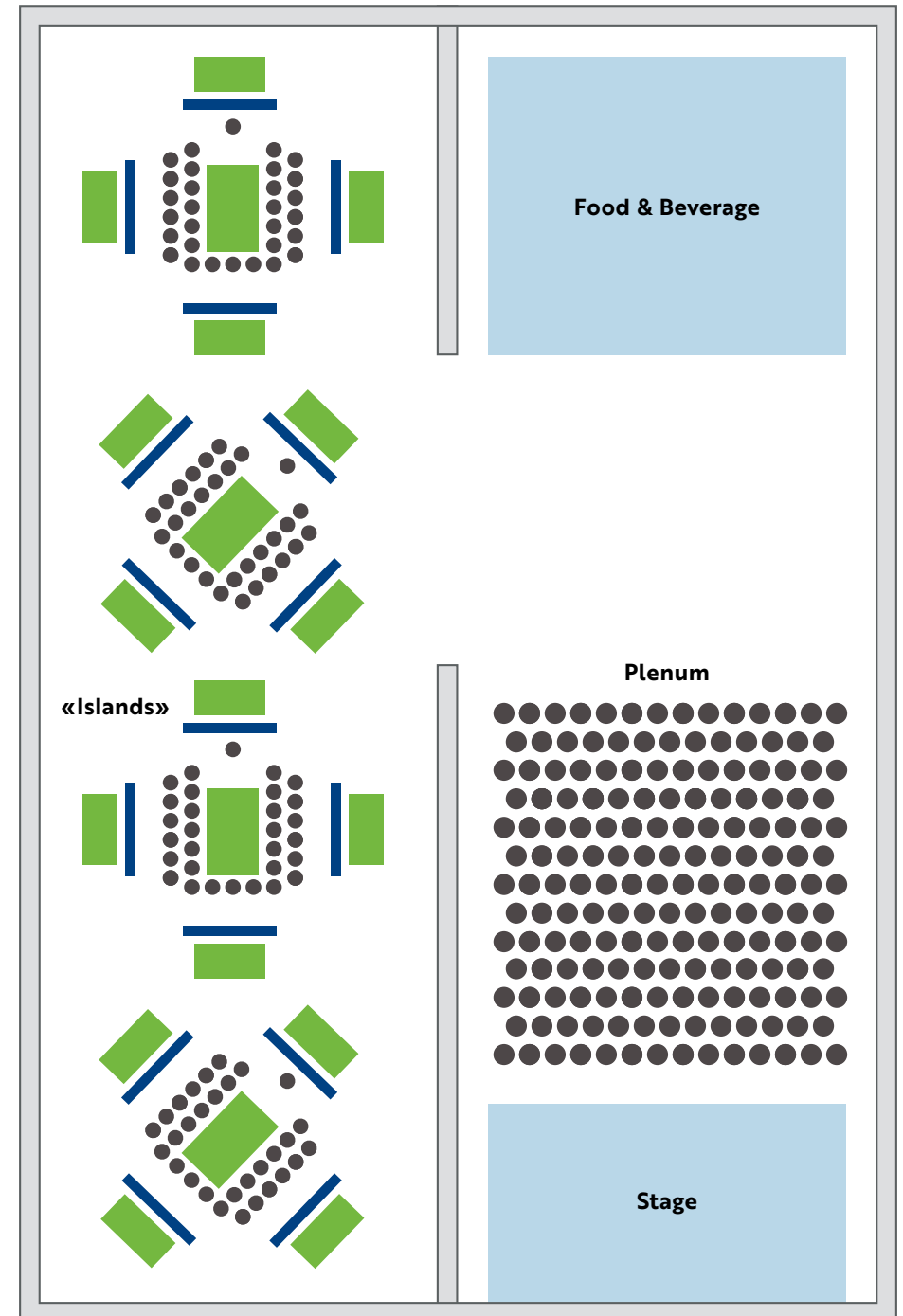


# CONCEPT



**More quality instead of quantity is the «topic» of the largest B2B educational platform for the USA in the Swiss market. The individual needs and objectives of both, visitors and our partners are in the foreground.**

- ★ Before the event takes place visitors use the new online tool to select their preferred islands when registering, are grouped according to geographical or topicspecific criteria (3–4 partners each).
- ★ Each partner presents its product to the rotating small groups (approx. 8–10 groups depending on the total number of participants), which are composed depending upon their individual selections, resp. interests (10 min. presentation).
- ★ «Free flow time» allows visitors to have individual conversations with partners or allows visits to islands that were pre-selected at registration.
- ★ If you want to provide more detailed information, you may also book an additional 20-minute presentation in the plenum which is attended by all attendees (the number of these presentations is limited to a maximum of 6).
- ★ There will also be more delegates from tour operators on site.







# YOUR BENEFITS OF THE «U.S. ISLAND HOPPING» CONCEPT

- 1 The infamous former questionnaires were abolished and the somewhat hectic run from stand to stand was eliminated.
- 2 Only high quality contacts with motivated participants which preselected their «islands» of particular interest.
- 3 Decorated light stand and 10-min.-presentations included in the costs.
- 4 The format allows our partners to attend the event with only one person resulting in cost savings.

## WHICH ELEMENTS ARE PART OF THE EVENT AND CAN BE BOOKED?



### ILLUMINATED BOOTH DACH MEMBERS

CHF 3200  
CHF 3000

incl. 10-min.-presentations in a rotation system

**Package:** Ready to move-in booth, incl. «10 minutes Island presentations» in a rotation system. Space for the presentation of flyers and brochures. F&B for two.

**Added Value:** All booths are furnished with a table for flyers and brochures, chairs and provided with the exhibitor name and standard decorations. In a nutshell – you get a decorated «ready-to-move-in booth». Experience shows that setting-up time in a standard booth takes about 20 min. average.



Very limited:  
Tourist desti-  
nations have  
first priority

### PRESENTATION IN THE PLENUM CHF 2500

Booking only possible together with Illuminated booth.

**Including:** 20-minute presentation to the assembled audience, technical equipment such as laptop, projector and screen, F&B for two people

**Added Value:** Workshops presentations will be uploaded on [www.vusa.ch](http://www.vusa.ch) for later use.

**Important:** It is standard procedure to preview all workshops the day before the seminar per se.

ARE YOU INTERESTED  
IN BEING A PART OF THE  
«U.S. ISLAND HOPPING»?

REGIS-  
TRATION  
DEADLINE:  
15. 11.2025

REGISTER NOW: [REGISTRATION.VUSA.CH](http://REGISTRATION.VUSA.CH)



## FEATURED DESTINATION

**COSTS: CHF 13'000**

**Value of the «Featured Destination Package»:  
approx. USD 25'000**

Be in the center of the attention right from the start! The format of the Featured Destination has been created to offer a given state, region or city the opportunity to get special exposure. Tourism services typical for the U.S. or themes like the National Parks may also be considered as featured highlights.

**Reserved  
to only one  
carefully  
selected  
partner!**

## BENEFITS

- ★ One «Featured Destination Island» (featured destination and 3 local sub-partners are included. Additional sub-partners can be booked at a price of CHF 2500.).
- ★ Booth decorations and signage (exhibitors names) are included. Basic decorations (U. S. colors) may be completed with typical decorations as deemed appropriate.
- ★ A 30-minutes time slot is available to present your product/destination and partners on main stage.
- ★ Only the featured destination will be given an exclusive 30-minute presentation time on the main stage to showcase the destination, products and partners.
- ★ A technician/operator incl. relevant equipment (mics, beamer etc.) are provided.
- ★ A press/media conference may be organized upon request.
- ★ All marketing measures (invitations, adds etc.) incl. images and logo of the featured destination.
- ★ Description of all Partners on vusa.ch website 3 months in advance.



## HOW TO APPLY

You may contact us any time to inform us of your interest in being Featured Destination. Expressing your interest is not yet a commitment.

**Heinz Zimmermann, Chairman Visit USA Switzerland**

Visit USA Switzerland, Phone +41 (0)44 749 25 23, Email: heinz.zimmermann@vusa.ch





# FONDUE DINNER

FEBRUARY 4, 2026 · ZÜRICH



The Fondue Dinner  
is included for  
all partners who  
participating in  
the event «Island  
Hopping 2026» on  
the following day.

## DELICIOUS FONDUE DINNER



**ALL EXHIBITORS, IMPORTANT KEY PERSONS AND  
THE TOP MANAGEMENT OF TOUR OPERATORS/AIRLINES  
AS WELL AS WELL-KNOWN PERSONALITIES  
FROM THE TOURISM INDUSTRY ARE INVITED.**

The Fondue Dinner is part of the Island Hopping and included in the total package. On the evening before the event, the traditional fondue dinner takes place as a get together of the tourism industry. With a traditional fondue and a good wine it are the perfect conditions to exchange ideas and network.

**The «Fondue Dinner» will take place at the «Le Dézaley»**

Römergasse 7 + 9, 8001 Zürich



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## NEWSLETTER DISPATCH FOR DACH MEMBERS



The VUSA Committee Switzerland sends out a newsletter every 2 months to all travel agencies and to the personal address of all registered travel consultants with information about destinations and products of the partners

### NEWSLETTER FACTS IN A NUTSHELL:

- ★ For VUSA «Swiss & DACH Members» free of charge
- ★ 6 x joint newsletter mailing in Germany and Switzerland with the same content or on request with additional information for the Swiss market only.

#### Recipients in Switzerland:

- Mailing to 1350 Swiss travel agencies
- Mailing to 3500 personal addresses of travel consultants

- ★ The content and exact dispatch dates of the newsletter mailings are coordinated by Visit USA Germany (Cristian Meuter).
- ★ Newsletter mailings that are only intended for the Swiss market and are sent exclusively for one partner/destination are generally possible. However, only on request. The cost contribution in this case is CHF 450 per mailing.

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## VISIT USA: INDIVIDUAL MARKETING SUPPORT FOR DACH MEMBERS



### WE CREATE SOLUTIONS TAILORED TO YOUR NEEDS TO BE BETTER ESTABLISHED IN THE SWISS MARKET.

#### YOUR BENEFITS!

- ★ Our insider knowledge helps us to create the perfect solution for your brand/product to establish it on the Swiss market.
- ★ Many years of know-how in the tourism industry and especially in the American business.
- ★ Our vast network of important contacts to tour operators, media, important personalities and whatever your heart desires help us to reach the right target group.
- ★ A large pool of specialists helps you to put your product in the limelight.
- ★ Co-branding with Visit USA Switzerland is possible.
- ★ A representative of the Visit USA Switzerland Committee will attend at your tailored event and we also offer you to give the opening speech.

## ARE YOU INTERESTED?

**You may contact us any time.** We are happy if we can help you to establish yourself in the Swiss market.

**Rosa Giordano, Project Manager**

Visit USA Switzerland, Phone +41 (0)44 749 25 23, Email: [event@vusa.ch](mailto:event@vusa.ch)



# WE ARE LOOKING FORWARD TO SUCCESSFULLY COLLABORATE WITH YOU!

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