



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 6

SWITZERLAND

CONTENT OF THE ANALYSIS OF SLOW TOURISM INTERNATIONAL DEMAND

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Terrassa, 8th January 2021

Elaborated by:

inytur

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Tour operators, institutions, media and fairs linked to “slow tourism” have been analysed for Swiss outbound market. In total number of companies/elements analysed are:

Tour operators	Institutions	Media	Fairs	Total
6	6	6	5	23

1. Tour operators specialised in “slow tourism”

The operators have been analysed considering all the information of the website. All the information about “slow tourism” has been extracted from sections such as "about us", “philosophy”, among others.

It is important to highlight that maybe tour operators do not explain that they offer “slow products” but some of the products can be classified as “slow”. In many cases, the information published by operators does not apply 100% to all products. For example, the same tour operator can have products accomplishing the majority “slow tourism” criteria, other products including just some of the criteria and other products far away from the “slow tourism” criteria.

For Switzerland, as explained in the "methodology", we have briefly analysed more than 70 tour operators. From those, we chose 36, who were commercialising “slow products” or who could end up marketing slow products. From those 36, 6 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Arcatour	www.arcatour.ch	nature, birdwatching, gardens and heritage
Cultours	www.cultours.ch	culture and music
Globtrek	www.globotrek.ch	walking
Nature-team	www.nature-team.ch	nature, birdwatching, adventure
Slow Travel	www.slow-travel.ch	culture, gastronomy & wine
Soul Travel Agency	www.soultravelagency.ch	diving

Characteristics of “slow tourism” tour operators¹

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are virtually no tour operators with 100% “slow” products. In addition, sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.
- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators who design tailor-made products are an opportunity to develop “slow tourism”.
- Swiss travellers are the ones with the highest income of the studied markets, so prices are sometimes, higher than other markets. It is important to consider that Switzerland has its own currency (Swiss franc).
- Switzerland have three official languages, and tour operators use different languages. Main tour operators use German.
- They have cross-selling in France, Switzerland and Italy.
- They are very conscientious about “slow” and “sustainability”, so they can be a potential operator to offer “slow tourism” products.
- Many of tour operators work on “100% carbon neutral” actions
- Some of them have a "slow tourism" section and others have the same or similar principles to slow tourism ones.
- We have found a tour operator specialized in slow tourism and tailor-made programs.
- Number of total products in/close to pilot areas², identified within total tour operators are:
 - o Egypt: 1
 - o Greece: 6
 - o Italy: 40
 - o Jordan: 22
 - o Palestine: 21
 - o Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
 - o Palestine: 8 in Bethlehem
 - o Greece: 6 (3 in Imathia and 3 in Pieria)
 - o Italy: 3 in Sabina-Reatina
 - o Jordan: no products

¹ Always based on the analysed tour operators and the consultants’ knowledge

² Pilot areas and its influence as it is described in the “Methodology” chapter.

- Spain: no products
- Egypt: no products
- Total number of products from selected Swiss tour operators in pilot areas:
 - Greece: no products
 - Italy: 1
 - Jordan: 2
 - Palestine: 1 (in Bethlehem)
 - Spain: no products
 - Egypt: no products

2. Main institutions and entities related to “slow tourism”

For the institution’s analysis, we have focused our search on:

- Institutions linked to travel, both for the public and for business.
- Public administrations that have seemed interesting to us due to various factors.
- Institutions linked to nature and/or sustainability.

During the research, many institutions linked to nature or the protection of fauna and flora or the environment have been found. In many cases, institutions have been ruled out because they were not linked in any way to “slow tourism”.

Most institutions that were only focused on the same country have been discarded, except for those that have been found interesting because members of the institution could be able to make "slow" trips or because the institution itself organized trips.

The portals, both those that are formally constituted as a non-profit association or as a private company, have been included in the “Media” chapter.

The magazines published by institutions are described into the “Observations” in the “Institutions sheet”. We have not analysed the magazine into “Media” chapter.

We have also found international organizations linked to the “slow movement” that we thought were important to consider, for future collaborations with Med Pearls. See the table below:

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

For Switzerland, we have found a first list with approximately 15 institutions concerning nature protection, environment, tourism, and other themes. After a first analysis, we chose 6 to be studied more in detail.

NAME	TYPE	WEB
Fair Unterwegs	Non-profit organization	www.fairunterwegs.org
Globetrotter Group AG	Private company	www.globetrotter-group.ch
International Association of Scientific Experts in Tourism (Aiest)	Non-profit organization	www.aiest.org
Schweizer Reisekasse (REKA)	Non-profit organization	www.reka.ch
Schweizer Reise-Verband (SRV)	Trade Association	www.srv.ch
Schweizer Tourismus-Verband (STV-FST)	Trade Association	www.stv-fst.ch

Characteristics for institutions and entities related to “slow tourism”

The reached conclusions for Swiss institutions and entities after analysing them are the following:

- We have not found any Swiss institution 100% slow tourism.
- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- Business association have the website in one, two or three languages depending on their interests. For example, *Globetrotter* has the webpage only in German, while *Swiss Tourism Federation* has it in German, French and Italian.
- *Globetrotter* is a strong business holding. It publishes its own magazine.
- *Fair Unterwegs* work on social, cultural, economic and ecological impacts of tourism on development.

3. Media related to “slow tourism”

In order to analyse the media, we have analysed their websites and looked at the editor's webpages to extract more detailed information about the circulation, or what type of audience the magazine has. In some large media groups, you can find a “Media Kit” with this kind of information. As not all the magazines had this information, it has been added to the “Observations” section. Clearly, more detailed information can be found when magazines are part of large corporations.

The analysed media are mainly based on “Travel” but we have also analysed magazines about “Lifestyle”, “Gastronomy” and other themes, because we found that they had a travel section or that they could publish news about “slow tourism”. For example, we introduced some “gastronomy magazines” and discarded others because we only took those with “travel section”. We have also taken in consideration, the magazines aimed at professionals, like *Tourmag* or *Espaces*.

Some magazines, that may have some “slow content” but have very few readers or are very specialized with few readers, have been removed. On the other hand, we have included those specialized magazines that have a section or section on “tourism or travel” and that could deal with slow topics and have more than 5,000 followers on one of the networks.

Concerning blogs, we have only considered blogs with more than 1.000 followers or blogs with “slow tourism” content, even if they have less followers.

For Switzerland, we have found a first list with approximately 15 magazines, concerning lifestyle, outdoors, travel, gastronomy, health and general. After a first analysis, we chose 6 to study into more detail.

NAME	TYPE	THEME	WEB
Animan	Magazine & Portal	Nature & Travel	www.animan.com
Evaneos	Portal	Travel	www.evaneos.ch
Fernweh	Magazine & Site	Travel & Tourism	www.fernweh-magazin.com
Imagine	Magazine & Site	Travel	www.imaginemag.ch
Reisewelten	Magazine & Portal	Travel	www.reisewelten.ch
Salamandre	Magazine	Nature	www.salamandre.org

Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In some cases, users subscribe and can download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.
- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.
- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- Cross-selling with France and Germany.
- Two main media companies publish the main important travel & lifestyle magazines: Rundschau Medien (www.rundschau.medien.ch) and Knecht Reisen (www.knecht-reisen.ch).

4. Fairs related to “slow tourism”

As explained in the methodology, it has been considered appropriate to analyse only those fairs that were specifically on travel or that actually had a big part of travel. For example, gastronomy or nautical fairs, although these activities may be part of the slow products experience, have not been analysed if they do not have a travel section.

On the other hand, although not all fairs are equally interesting for Med Pearls, it has been considered that the analysis of smaller and not so well known tourism fairs may be interesting for DMC. Of course, there are fairs that are more attractive and others that are less. For example, *Salon du Randonneur* in France, *Birdfair* in the UK and *Eurohorse* in Sweden have been included, because the three fairs are the most important in their sector and DMC can find tour operators and specialized agencies that may be interested in “slow” products.

For Switzerland, we have found a first list with approximately 10 fairs. After a first analysis, we chose 5 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Ferien	January	Bern	Travel	Regional	www.ferienmesse.ch/en/fea-en
Fespo	January	Zurich	Travel	National	www.fespo.ch
Grenzenlos	January	St Gallen	Travel	Regional	www.olma-messen.ch/de/messen/grenzenlos/besucher/uebersicht
Les Automnales	November	Geneva	Travel	National	www.automnales.ch/rencontres-entre-monts-et-vallees
Salon du Voyage Quo Vadis	February	Geneva	Travel	National	www.salondesvoyages.ch

Characteristics for fairs related to slow tourism

The reached conclusions for Swiss fairs after analysing them are the following:

- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The fairs have more and more, a section dedicated to “responsible tourism” or “sustainable tourism”.
- Fairs are divided according to the counties. Geneva has the tourism fairs for the French speaking market and Bern or Zurich have fairs for the German speaking market.
- *Salon des Voyages Quo Vadis* is small but an important tourism fair for the French speaking market in Switzerland.
- *Fespo and golf messe* is the most important Tourism Fair in Switzerland for German speaking.
- *Les Automnales* consists in 13 events/fairs at the same time, during 10 days. There are activities, workshops, games, shows, initiations, demonstrations.
- Due to Covid-19, main fairs in Switzerland have been cancelled and, so far, these are not held virtually.

5. Factsheets

5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Arcatour	www.arcatour.ch	nature, birdwatching, gardens and heritage
Cultours	www.cultours.ch	culture and music
Globtrek	www.globotrek.ch	walking
Nature-team	www.nature-team.ch	nature, birdwatching, adventure
Slow Travel	www.slow-travel.ch	culture, gastronomy & wine
Soul Travel Agency	www.soultravelagency.ch	diving



Name Slow Travel
Address Im Grossacher 8
Post code CH -8127 Forch
Town Zürich
Country Switzerland
Telephone +41 (0)76 339 01 06
E-Mail slowtravel@bluewin.ch
WEB Page www.slow-travel.ch

Products

Culture ✓

Gastronomy & wine ✓

General Information

Foundation: Not found

Client type: Adult & Family

Product type: Guided & self-guided **Booking & Payment on-line:** No

Newsletter: No

Social Network: No



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They have a slow Tourism section where they explain their concept about “slow travel” and “slow food”.
- ✓ Individual and small groups (tailor-made).
- ✓ Challenges/weaknesses: any comment or explanation about sustainability.



Sustainability communication

- ✓ No information on “sustainability”



Observations

- Agency specialized in slow tourism and tailor-made programs.
- Website in Germany. They don't offer examples of any product/travel. In the main menu, clients can search by Destination or To travel (themes). It includes a "Impression" section, that corresponds a gallery of photos.
- Main classification of products: round trips, wellness, gourmet & wine tours, discovery trips, group travels, incentives or luxury.
- They offer few countries but they explain that they are looking to offer more countries and that they work with exclusive contacts.



Interest for Med Pearls

- Agency specialized in slow tourism and tailor-made programs, who would like to offer new countries.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

ARCATOUR

sinnvoll reisen

Name Arcatour
Address Zinggertorstrasse 1
Post code CH-6006
Town Luzern
Country Switzerland
Telephone +41 (0)41 418 65 80
E-Mail arcatour@arcatour.ch
WEB Page www.arcatour.ch

Products

Diving ✓

General Information

Foundation: not found

Client type: Adult & Family

Product type: Guided

Booking & Payment on-line: Yes

Newsletter Yes

Social Network: Not found



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but some of their products has the same principles as "slow tourism".
- ✓ Individual and Small groups.
- ✓ Challenges/weaknesses: not all their travels could be considered as "slow tourism"



Sustainability communication

- ✓ Section about "Sustainable Tourism" and the projects they are involved in.
- ✓ For all their "Pro Natura trips", 5% of the package price goes towards the project work of this organization.
- ✓ 5% of ornithological packages goes to Swiss Ornithological Institute, which supports projects abroad



Observations

- Agency specialized in specialist for theme-related and nature-based travel, traveling around the world in small groups under professional guidance.
- “Sinnvoll reisen” means “travel sensibly”.
- Website in Germany with a search engine to filter the products. In the main menu, clients can search by Nature Experience, Culture and Garden, Birdwatching, Group Travel. They offers also hiking and cycling trips and painting trips.
- On-line brochures and on paper by request: Painting and Experiences, Biking guided, Hiking and Walking guided, Cycling and Walking self-guided, Culture and Garden, Birdwatching and Nature.



Interest for Med Pearls

- They offer guided and self-guided tours. They have different activities based in nature, from observation to hiking or cycling.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.arcatour.ch/reise/fruehling-auf-sizilien-9203/
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Cultours
Address Postfach 36
Post code CH-3602
Town Thun
Country Switzerland
Telephone +41 033 251 36 66
E-Mail mail@cultours.ch
WEB Page www.cultours.ch

Products

Culture ✓

Main data

Foundation: not found

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network: Not found



Slow Tourism Information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They do not have a "slow tourism" section, but some of their products has the same principles as "slow tourism".
- ✓ Individual and Small groups



Sustainability

- ✓ No information on "sustainability"



Observations

- Agency specialized in organizing exclusive cultural trips for smaller groups with a maximum of 25 participants in cooperation with our long-term partners. Their trips are always tailored to the schedules of the opera and concert halls.
- Website in Germany. There is no engine search and clients can search the tours by calendar
- PDF trips available, with the detailed information about the trip.
- The website has a recommendation travel-specific reading tips.
- They collaborate with the association “SRF Kulturclub”, a radio program specialized in music



Interest for Med Pearls

- Very specific music/cultural touroperator. It combines guided visits to heritage sites with music festivals or music concert.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Nature Team
Address Jubiläumstrasse 91
Post code CH-3005
Town Bern
Country Switzerland
Telephone +41 031 318 48 55
E-Mail info@nature-team.ch
WEB Page www.nature-team.ch

Products

nature ✓
 Birdwatching ✓
 Adventure ✓

General Information

Foundation: 1990

Client type: Adult

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network No



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They do not have a “slow tourism” section, but they have “Travel Philosophy”, where they explain how they create and focus the programs. Their principles are the same as “slow tourism” principles.
- ✓ Individual and small groups



Sustainability

- ✓ Section about “Sustainable Travel” and the projects they are involved in.
- ✓ 100% CO2 emissions compensation, they pay a flat fee to “myclimate” organization for each guest
- ✓ They work against the exploitation of children and young people, and they support OceanCare's work to protect the oceans.
- ✓ TourCert label (www.tourcert.org).



Observations

- Agency specialized in adventure travel around the world.
- Website in Germany. In the main menu, clients can search by Group Travel (calendar or destination), individual tour (destination) or Desinations. It is not possible to search by "Activity or Theme".
- They have another brand: www.desert-team.ch, based on camel treks and discovery trips into the deserts of the world.
- They have been representing Wikingen Reisen (www.wikingen-reisen.de), in Switzerland since 1996. Wikingen Reisen is one of the most important tour operators in Germany.
- Paper brochure by request.
- Member of Globetrotter Group AG (the Swiss Travel Group).



Interest for Med Pearls

- Big agency based in adventure trips: culture, hiking, cycling and other activities.
- Offer a big range of slow products principles



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	https://www.nature-team.ch/reisen/16/orient/jordanien/wanderreise-petra-jordanien-217.html
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name Globo Trek
Address Neuengasse 30
Post code CH-3001
Town Bern
Country Switzerland
Telephone +41 31 313 00 10
E-Mail info@globotrek.ch
WEB Page www.globotrek.ch

Products

Walking ✓

General Information

Foundation: 1990

Client type: Adult

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They do not have a “slow tourism” section, but they have some products cataloged as “sustainable tourism”, which accomplishes the criteria for “slow tourism”. <https://www.globotrek.ch/ueber-uns/nachhaltigkeit/>
- ✓ Individual and small groups (maximum 14 participants with a Swiss guide and 12 participants with a local guide)
- ✓ One of their slogans is “The luxury of slowness combined with the desire to move”.



Sustainability

- ✓ Section about “Sustainable Tourism” and the projects they are involved in.
- ✓ They sensitize their business partners to environmentally friendly and socially responsible tourism and are committed to various aid-organizations’ projects and enable real encounters with the local population on their trips.

Observations

- Agency specialized in trekking, adventure and nature. They have three more brands. 1) Bakground (<https://www.background.ch/>) specialized in study trips. 2) Globotrain (<https://www.globotrain.ch/>) specialized in train trips. 3) Globoship (<https://www.globoship.ch/>) specialized in freighter and ship trips and cruises.
- New and clear website in Germany. In the main menu, clients can search by Destinations. Once, clients are into the Destination, there is a search engine to change the research or to filter in more detail by level, calendar and travel time.
- Bot to contact directly to the company for advice or any question.
- Brochure on-line and on paper by request.



Interest for Med Pearls

- Specialised in trekking with slow products. They have other brands with also slow tourism criteria



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	https://www.globotrek.ch/afrika-orient/jordanien/jordanien-detail/glanzlichter-jordaniens/
PALESTINE	
Palestine Jenin	
Bethlehem	https://www.globotrek.ch/afrika-orient/israel/israel-detail/spezialreise-israel-auf-hirtenpfaden-nach-ierusalem/ IN
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

5.2. Institutions and entities

5.2.1. Swiss Institutions and entities

NAME	TYPE	WEB
Fair Unterwegs	Non-profit organization	www.fairunterwegs.org
Globetrotter Group AG	Private company	www.globetrotter-group.ch
International Association of Scientific Experts in Tourism (Aiest)	Non-profit organization	www.aiest.org
Schweizer Reisekasse (REKA)	Non-profit organization	www.reka.ch
Schweizer Reise-Verband (SRV)	Trade Association	www.srv.ch
Schweizer Tourismus-Verband (STV-FST)	Trade Association	www.stv-fst.ch

FAIR UNTERWEGS

Fair Unterwegs – arbeitskreis tourismus & entwicklung (Working Group on Tourism and Development, akte) is a non-profit organisation concerned with the social, cultural, economic and ecological impacts of tourism on development.



General information

Type: Non-profit organisation

Number of members: 130

Foundation: 1977

Address: Missionsstrasse 21

City: 4009 Basilea

Phone: +41 (0) 61261 47 42

Email: info@fairunterwegs.org

Website: www.fairunterwegs.org

Social Media:



2.358 fans on facebook

862 followers on twitter



Slow Tourism Information

There are some contents about “slow travel”. All the principles of the organization are the same as the “slow travel” principles.



Observations

- It was founded by a group of Swiss development agencies, the Swiss Agency for Development and Cooperation (SDC) and committed tourism operators.
- The organization is committed to a fair travel culture that inspires travelers to a new quality of life, conserves scarce resources and opens up new perspectives for the population in the holiday regions. One of the 5 rules is “take time”.
- Its aim has been to promote the cause of the disadvantaged population in tourist destinations by raising public awareness, advocating fair trade in tourism in a critical dialogue with the travel industry, and by encouraging travellers to be informed consumers.
- Website very complete with information about “Sustainable tourism”. It has four main sections: “Fair on the way”, “Prior to travel”, “Country information” and “Time out in everyday life”.



Interest for Med Pearls

- ✓ Association with the same principles of “slow tourism”. Opportunity to promote the project and meet sensitized tour operators.

LOBETROTTER GROUP AG



Globetrotter Group is a business holding. The different companies are all independent and operate with their own managers. It provides to individual traveller of any age, professional and creative solutions for global travel in 22 branches.

General information

Type: Private company

Number of members: 13

Foundation: 2009

Address: Neuengasse 30

City: 3001 Bern

Phone: +41 31 313 00 32

Email: info@globetrotter-group.ch

Website: www.globetrotter-group.ch

Social Media:



25.049 fans on facebook



Slow Tourism Information

Specific information not found.



Observations

- The Globetrotter Group AG is a business holding. The different companies are all independent and operate with their own managers. It offers to its affiliates cheap flights to every destination, the offer also includes rental cars and campers, flight, train and bus passes, hotel arrangements and language trips.
- Globetrotter Group AG includes, in addition to Globetrotter Travel Service AG (founded in 1976), a specialist in tailor-made trips.
- The Globetrotter Club publishes the "Globetrotter" magazine, the travel magazine for world explorers. With an average circulation of 45,000 copies, the magazine is Switzerland's largest travel magazine.



Interest for Med Pearls

- ✓ Powerful holding of travel agencies that organize tailor-made trips. An opportunity to promote the project and sell through the holding the "slow products" of the project.

INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM (Aiest)



The *International Association of Scientific Experts in Tourism (Aiest)* aim is to improve the travel and tourism industry through analysis of trends and latest developments in tourism and look for new solutions.

General information

Type: Non-profit organization

Number of members: 300

Foundation: 1951

Address: Dufourstrasse 40a

City: CH-9000 St. Gallen

Phone: +41 71 224 25 30

Email: info@aiest.org

Website: www.aiest.org

Social Media:



669 fans on facebook



Slow Tourism Information

Specific information not found.



Observations

- The association has around 300 members from 49 countries on all continents.
- It is a social network platform for a scientific and practical exchange. It supports the activity of scientific institutes of tourism, or other centres of research and education specialized in tourism.
- It organizes an annual meeting and an annual scientific conference to discuss new trends and all the new information of the tourism sector.



Interest for Med Pearls

- ✓ Good platform to promote Med Pearls project.

SCHWEIZER REISEKASSE (REKA)



Reka is a non-profit cooperative which offers to its member's discounts for trips and holidays in Switzerland and abroad.

General information

Type: Non-profit organisation

Number of members: around 500

Foundation: 1939

Address: Neuengasse 15

City: CH-3001 Bern

Phone: +41 (0)31 329 66 33

Email: info@reka.ch

Website: www.reka.ch

Social Media:



14.488 fans on facebook
520 followers on linkedin
948 followers on Instagram
79 subscribers on Xing
350 subscribers on youtube



Slow Tourism Information

Specific information not found.



Observations

- It was founded as a not-for-profit cooperative, supported by major Swiss companies, employee associations and tourism organizations.
- Members of the cooperative are companies, employee associations, service providers, transport and tourism organizations, as well as other natural and legal persons. The members of the cooperative renounce the profitability of their shares in favor of the non-profit objects of the company.
- *Reka* uses its profits for social tourism purposes. It makes Reka-Checks cheaper, offers reduced prices for family holidays in their own holiday complexes and offers families with particularly low incomes special holiday offers.
- Reka is number 1 for family holidays in Switzerland.
- The cooperative has their own villa holidays and apartments. It has its own portal to commercialize holidays and accommodation.



Interest for Med Pearls

- ✓ Important entity to promote Med Pearls project and try to enter the "slow product" portfolio in its portal.

SCHWEIZER REISE- VERBAND (SRV)



The *Swiss Travel Association (SRV)* is an association of travel agencies, tour operators, online travel agents and incoming agencies in Switzerland and Liechtenstein.

General information

Type: Professional association

Number of members: around 700

Foundation: 1928

Address: Etzelstrasse 42

City: 8038 Zürich

Phone: +41 (0)44 487 30 50

Email: mail@srv.ch

Website: www.srv.ch

Social Media:



630 fans on facebook

342 followers on linkedin



Slow Tourism Information

Specific information not found.



Observations

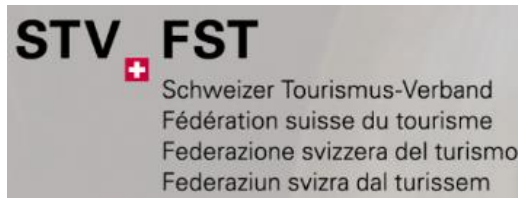
- It represents the interests of its members on a national and international level, is active in helping to shape economic framework conditions and lobbying politics, business and the public.
- The *SRV* provides a wide range of services for the benefit of its members and advocates fair framework conditions for the entire travel industry. It keeps informed all the members about industry trends, news, laws. It has also an “educational and training” area.
- It has a search engine to look for a travel agency or tour operator in Switzerland.



Interest for Med Pearls

- ✓ Big association to promote Med Pearls project.
- ✓ Members of Switzerland and Liechtenstein.

SCHWEIZER TOURISMUS- VERBAND (STV-FST)



The *Swiss Tourism Federation* (STV-FST) is the national umbrella organisation of the Swiss Tourism and ensures the outstanding importance of the tourism industry for the Swiss economy

General information

Type: Professional association

Number of members: around 550

Foundation: Not found

Address: Finkenhubelweg 11

City: 3012 Bern

Phone: +41 031 307 47 47

Email: info@stv-fst.ch

Website: www.stv-fst.ch

Social Media:



762 fans on facebook

306 followers on twitter

373 followers on linkedin



Slow Tourism Information

Specific information not found.



Observations

- Swiss Tourism Association represents the interests of Swiss tourism vis-à-vis authorities, in politics, in the media and in public. It coordinates the concerns of the various tourism stakeholders.
- The association is an active partner in the creation and further development in tourism training.
- Website in German, French, Italian and English.



Interest for Med Pearls

- ✓ National association to promote Med Pearls project.

5.2.2. International Institutions and entities

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

Europe by Rail

EUROPE BY RAIL

Exploring Europe by train is easy, economical and enjoyable train guide.

General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: editors@europebyrail.eu

Website: www.europebyrail.eu

Social Media:



3.588 fans on Facebook
12.330 followers on twitter
753 followers on Instagram



Slow Tourism Information

Specific information not found but they propose travelling around Europe by train.



Observations

- Europe by Rail is a guidebook featuring over fifty great routes, country information and off-beat diversions.
- It is also a website with updated news about railways and train in Europe.



Interest for Med Pearls

- ✓ Interesting platform to publish the Med Pearls project and the products linked to train tours.

SLOW ART DAY



Slow Art Day is a global event with a simple mission: help more people discover for themselves the joy of looking at and loving art.

General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: pterry@slowartday.com

Website: www.slowartday.com

Social Media:



8.089 fans on Facebook
2.593 followers on twitter



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- April 4 in 2020 – people all over the world visit local museums and galleries to look at art *slowly*. Participants look at five works of art for 10 minutes each and then meet together over lunch to talk about their experience.
- The goal is to focus on the art and the art of seeing.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about “slow” movement.
- ✓ DMC’s could introduce the “slow art day” in some of their products, to reinforce the “slow movement”.

SLOW FOOD INTERNATIONAL



Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: international@slowfood.it

Website: www.slowfood.com

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



Slow Tourism Information

It is a webpage about "slow food movement" and it is a section exclusively for "[Slow Food Travel](http://www.slowfood.com/what-we-do/themes/slow-food-travel/)". In this section, they offer a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions. www.slowfood.com/what-we-do/themes/slow-food-travel/



Observations

- Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.
- Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.
- Slow Food has launched a global partnership with Airbnb to promote sustainable tourism, by providing tourists with unique insights to local food cultures and debates while supporting our local network.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement.
- ✓ DMC's could introduce "slow food" label in their products as a member or introducing providers with the label.

SLOW PHOTOGRAPHY MOVEMENT



Platform for passioners for a slow approach, both fellow photographers and the community with which we share the photographers work.

General Information

Type: Website

Website:

Address: not found

www.slowphotographymovement.com

City: not found

Social Media:

Phone: not found



Email:

slowphotographymovement@gmail.com

302 fans on facebook

3.167 followers in instagram



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- Their main goals are:
 - o Encourage a slow and more personal approach to visiting, appreciating, and photographing a place. Foster thoughtful and respectful attitudes towards photographic subjects.
 - o Focus on the quality of the photographic experience, in a way that enhances the end result.
 - o Nurture dialogue among photographers about what slow photography means to them, examine their unique perspectives and approaches, and celebrate common experiences.
- There is a blog with posts and news about "slow photography".



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement

5.3. Media

NAME	TYPE	THEME	WEB
Animan	Magazine & Portal	Nature & Travel	www.animan.com
Evaneos	Portal	Travel	www.evaneos.ch
Fernweh	Magazine & Site	Travel & Tourism	www.fernweh-magazin.com
Imagine	Magazine & Site	Travel	www.imaginemag.ch
Reisewelten	Magazine & Portal	Travel	www.reisewelten.ch
Salamandre	Magazine	Nature	www.salamandre.org

ANIMAN

Animan is a magazine about nature and preservation. It offers a section about destinations and trips



General Information

Type: Magazine & portal

Theme: Nature and travel

Language: French and German

Publications: 6 issues per year

Paper: Yes

Commercialization on-line: No

Newsletter: Yes

Website: www.animan.com

Social media:



1.755 fans on facebook

1.651 followers on instagram



Slow Tourism Information

Specific information not found. But through the website and the magazine, they promote the values of a sustainable planet.



Observations

- The magazine has more than 91.000 readers (39% men and 52% women). The average age is: 13% from 14 to 34 years old, 29% from 35 to 54 years old and 48% more than 55 years old. The net household incoming is, 36% from 3.690€ to 7.380€, and 37% more than 7.400€.
- The magazine is published in French and German. The circulation of the magazine is of 15,000 copies monthly.
- Distribution: French-speaking Switzerland, German-speaking Switzerland and France.
- The website has a "Travel" section, which is a portal where clients can buy trips around the world, related to safaris and nature observation.
- The website has also a blog with news from destinations from all over the world, as well as, information about nature, flora and fauna.



Interest for Med Pearls

- ✓ Very interesting magazine to introduce "slow products" linked to fauna and flora.
- ✓ Cross-selling French and German speaking market in Switzerland.

EVANEOS

Evaneos is a platform that connects travelers and selected local agencies around the world, allowing them to create trips directly with travelers.



General Information

Type: Portal

Theme: Travel

Language: German

Newsletter: Yes

Website: www.evaneos.ch

Social media (French)³:



64.783 fans on facebook
26.168 followers on instagram
5.868 followers on twitter
1.430 subscribers on youtube



Slow Tourism Information

Specific information not found, but all their philosophy is based on “responsible tourism”, looking to work with local responsible travel agencies, creating a model to beneficiate the local communities and promoting meetings and minimizing local impact.



Observations

- Evaneos is a worldwide brand with national platforms in different countries. In 2009, the French platform was the first one to connect travellers with local agents. There is a Switzerland portal.
- It does not exist specific information for the Switzerland portal.
- In general, Evaneos group:
 - o offers 160 destinations.
 - o collaborates with more than 2.000 local agencies.
 - o designs 8.000 tailor-made tours.
 - o has 500.000 clients who trusted them.
 - o has more than 1 million members.



Interest for Med Pearls

- ✓ Good opportunity to enter as a local agent, as the trips are tailor-made.

³ Only French data found.

FERNWEH

Fernweh offers travel ideas and reports, news from the world of travel, information about countries and lots of information about travel planning.



General Information

Type: Magazine

Theme: Travel

Language: German

Publications: 6 issues per year

Paper: Yes

Commercialization on-line: No

Newsletter: No

Website: www.fernweh-magazin.com

Social media:



189 followers on twitter



Slow Tourism Information

Specific information not found. But there are some reports on “slow travel” destinations and products.



Observations

- *Fernweh* is read by more than 18.550 subscribers (December 2018).
- Edition: 57.500 copies, sold in newsstands (over 10,000), travel agencies, hotels, events, Zurich airport, EuroAirport Basel, Bern airport, national and foreign tourist centres, and centres like medical offices or golf and tennis clubs.
- A team of specialized journalists investigate in situ, the particularities of the region where the reader can get to know the country, the culture, and the history. Each magazine has many news and articles related to the world of travel.
- In these magazines, readers find everything that includes the trip, from planning to choosing the destination to tour operators and hotels.
- Website and magazine only in German.



Interest for Med Pearls

- ✓ The magazine includes the names of travel agencies and tour operators in its reports/news section, which might be interesting for the Med Pearls Project.

IMAGINE

Imagine is a travel and lifestyle magazine that shows small places and looks for “inspiring” moments in the destinations, regions and countries around the world.



General Information

Type: Magazine

Theme: Travel

Language: German

Publications: 4 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.imaginemag.ch

Social media:



389 fans on facebook



Slow Tourism Information

Yes. There are some posts about “slow travel” and also reports and news about “slow products” and “slow destinations”.



Observations

- Magazine readers are 45% men and 55% women. The age average is: 11% from 20 to 34 years old, 75% from 35 to 65 years old and 12% more than 65 years old. The net household incoming annually is 57% from 92.000€ to 184.000. 54% lives in cities, 34% in the metropolitan area and 12% in rural areas.
- Edition: 42.500 copies, sold in newsstand tour operators, transport and travel agencies, hotels, Zurich and Basel airports, centers like medical offices or golf and tennis clubs and so on. On around 600 long and short-haul flights per quarter Edelweiss Air passengers can read the magazine.
- Webpage with a lot of information, news and reports. Webpage users: 75.832. Page views: 122.583. Readers can have the last edited magazine on-line in “e-magazine” section for free. Website only in German.
- This magazine-brand forms part of the portfolio of the Rundschaumедien (www.rundschaumедien.ch).



Interest for Med Pearls

- ✓ Magazine with “slow travel” news and destinations, that shares the same principles.

REISEWELTEN

Reisewelten is a magazine and also a website. It combines exciting reports, informative background reports and interviews, insider columns and the latest news from the world of travel. The readers benefit from many insider tips from the travel editors.



General Information

Type: Magazine & portal

Theme: Travel

Language: German

Publications: 2 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.reisewelten.ch

Social media:



71 fans on facebook
176 followers on instagram
1 followers on pinterest



Slow Tourism Information

Specific information not found.



Observations

- All the reports are illustrated with photographs of extraordinary beauty and with personal storytelling.
- Print run of 90.000 copies per issue.
- Readers will find on the website the magazine content of all issues with additional videos, picture galleries, and information exclusively on the app and on the website.
- There is also a portal where clients can buy trips around the world (www.reisewelt-neuhof.de). The same publishing company (www.knecht-reisen.ch) edited 17 travel brochures, once a year, that reaches more than 450.000 readers.
- Tour operators that take part in the portal are: Baumeler Reisen, Glur Reisen, Kira Reisen, Latino Travel, Let's Go Tours, Rolf Meier Reisen, Smeraldo Tours and Tourasia.



Interest for Med Pearls

- ✓ Magazine with a portal where project products can be sold.

SALAMANDRE

La Salamandre is an independent, non-profit publisher entirely dedicated to an essential cause: making people love nature.



General Information

Type: Magazine

Theme: Nature

Language: French

Publications: 6 issues per year

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.salamandre.org

Social media:



73.845 fans on facebook

10.900 followers on Instagram

2.388 followers on twitter

3.750 subscribers on youtube



Slow Tourism Information

Specific information not found. But some of the principles of “slow tourism” are linked to nature observation.



Observations

- *Salamandre* is a magazine specialized in nature. It is divided and classified according to age through *La Salamandre Junior* and *La Petite Salamandre*.
- It is sent to 32.000 children aged 4 to 12.
- Website very complete with many information. It has a section called “Balades”, where readers can find trips in Switzerland and abroad related to the “nature observation”. The website introduces many projects related to environment.
- Full of activities to do with the family.



Interest for Med Pearls

- ✓ Magazine specialized in nature but with a section linked to “nature observation trips”.
- ✓ It is a good media to promote the project and to propose “slow products” linked to fauna and flora.

5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Ferien	January	Bern	Travel	Regional	www.ferienmesse.ch/en/fea-en
Fespo	January	Zurich	Travel	National	www.fespo.ch
Grenzenlos	January	St Gallen	Travel	Regional	www.olma-messen.ch/de/messen/grenzenlos/besucher/uebersicht
Les Automnales	November	Geneva	Travel	National	www.automnales.ch/rencontres-entre-monts-et-vallees
Salon du Voyage Quo Vadis	February	Geneva	Travel	National	www.salondesvoyages.ch

FERIEN MESSE



The fair for holidays and travel in Bern. It shows to tourists, all the holidays for those seeking leisure and sun and those who simply need to kick back and relax.

General Information

Country: Switzerland

City: Bern

Place: Bernexpo

Address: Mingerstrasse 6

Code Post: CH-3000 Bern 22

Website: www.ferienmesse.ch

Social Media:



Specific Information

Type of fair: Travel

Classification: Regional

Next edition: January 2022 (13th to 16th).

Format: B2C

Number of visitors (2020): 40.000

Number of exhibitors (2020): 300



Slow Tourism Information

No specific information, but “slow tourism” products should be represented at least in “Sea & More” or “Mind & Body areas”.



Observations

- The exhibition has 4 thematic areas:
 - Mountain and Water: nature lovers & outdoor fans
 - Sea and More: beach & adventure holidays
 - Mind and Body: wellness, relaxation, sustainability, physical activity
 - Coaches and Travel: round trips and cultural trips by coach
- They offer different seminars/talks and activities during the fair.
- Exhibitors are tour operators, travel agencies, traffic agencies, transport companies, hotels, cruise lines, leisure providers. 50 foreign exhibitors and 250 domestic.
- 2021 exhibition has been cancelled due to Coronavirus.



Interest for Med Pearls

- ✓ It is the second most important travel fair in Switzerland.
- ✓ The fair is divided into themes, which can help partners to look for tour operators according their products.

FESPO & GOLF MESSE

Fespo & Golf Fair is a travel and golf fair taking place in Zurich. It is the largest Swiss travel fair and it's the meeting point for all those who look for vacation.



General Information

City: Zurich

Place: Zurich Exhibition Hall

Address: Messe Zürich, Wallisellenstrasse 49

Post Code: 8050 ZÜRICH

Website: www.fespo.ch

Social Media:



Specific Information

Type of fair: Travel & Golf

Classification: National

Format: B2B and B2C

Next edition: January 2022 (27th to 30th)

Number of visitors (2020): 60.000

Number of exhibitors (2020): 600



Slow Tourism Information

Specific information not found.



Observations

- It is one of the most important tourism trade business in Switzerland. It offers different seminars/talks and activities during the fair.
- It incorporates simultaneously a specific pavilion for golf tourism called GOLF MESSE of great interest both for destinations with golf offer and for tour operators. More information www.golfmesse.ch.
- Exhibitors are tour operators, sports associations, tourist associations, health resorts, airlines, national agencies, photo, wellness, railways, bus companies, hotels, shipping, diving and golf.
- Visitors are basically consumers and travel professionals.
- 2021 exhibition has been cancelled due to Coronavirus.
- Website only in German.



Interest for Med Pearls

- ✓ It is the most important Tourism Fair in Switzerland for German speakers.
- ✓ It includes the main fair about Golf in Switzerland in the same exhibition.

GRENZENLOS

Greenzenlos is a camping and holiday fair. It offers multiple types of vacations, from spa and beach vacations to language courses and adventure vacations. In addition to the fair itself there are numerous special exhibitions offering culinary and cultural delights.



Treffpunkt für
Freizeit und Fernweh

General Information

City: St. Gallen

Place : Genossenschaft Olma Messen St.Gallen

Address : Splügenstrasse 12

Code Post : 9008

Website: www.olma-

messen.ch/de/messen/grenzenlos/besucher/uebersicht

Social Media:



Specific information

Type of fair: Travel

Classification: Regional

Next edition: January 2022 (21st to 23rd)

Format: B2B and B2C

Number of visitors (2020): 34.000

Number of exhibitors (2020): 330



Slow Tourism Information

It does not have specific mention, but it can be included in other areas as a gastronomy, nature or language courses.



Observations

- The fair has a "Challenging Sports Travel" section, where visitors can try different experiences. The fair is organised jointly with OCA, an important camping fair.
- Exhibitors are tour operators, travel agencies, hotels, national agencies, tourism and tourist bus companies, airlines, ship and cruise companies, language schools, excursion destinations, wellness, spa and bathing centers.
- 2021 exhibition has been cancelled due to Coronavirus.
- Webpage only in German.



Interest for Med Pearls

- ✓ It is the third most important travel fair in Switzerland.
- ✓ Fair for the German speaking market in Switzerland.

SALON DE LA MONTAGNE

Salon de la Montagne is an outdoor fair taking place in Geneva. It offers activities and trips outdoors.

**les
autom
nales**

General Information

City: Geneva

Place: Palexpo

Address: Rourte François-Peyrot 30

Post code: 1218

Website: www.automnales.ch/rencontres-entre-monts-et-vallees

Social Media



Specific Information

Type of fair: Outdoor

Classification: National

Format: B2C

Next edition: November 2021 (13th to 15th)

Number of visitors (2018): 140.000

Number of exhibitors: Non found



Slow Tourism Information

Specific information not found.



Observations

- Les Automnales consists in 13 events/fairs at the same time, during 10 days. "Salon de la Montagne" is one of these fairs. There are also activities, workshops, games, shows, initiations, demonstrations.
- 2020 exhibition has been cancelled due to Coronavirus
- The most important fair/event in Geneva
- Webpage only in French.



Interest for Med Pearls

- ✓ It is not specifically focused on Tourism or Slow Tourism but it is based in outdoor and mountain activities, so it could be interesting to find new tour operators specialized in this type of activities/products.
- ✓ Fair for the French speaking market in Switzerland.

SALON DES VOYAGES QUO VADIS

Quo Vadis Travel fair promote responsible tourism by offering ecological and fair trips with the people of the countries visited.



General Information

City: Geneva
 Place: Palexpo
 Address: Rourte François-Peyrot 30
 Post code: 1218
 Website: www.salondesvoyages.ch
 Social Media



Specific Information

Type of fair: Travel
 Classification: National
 Format: B2B and B2C
 Next edition: February 2021 (6th to 7th)*
 Number of visitors (2020): 2.000
 Number of exhibitors (2020): 70



Slow Tourism Information

On the website there is a section about “Who We Are”, where the organization explains their mission, vision and values, all of them linked to sustainable and responsible tourism.



Observations

- The most important tourism fair in Geneva.
- They offer seminars, activities, demonstrations, workshops and one photo exposition.
- * It could be cancelled due to Coronavirus, as most of the main fairs in Switzerland have been cancelled.
- Webpage in French and English.



Interest for Med Pearls

- ✓ Small but important tourism fair for the French speaking market in Switzerland.
- ✓ Same fair philosophy as slow tourism principles.