

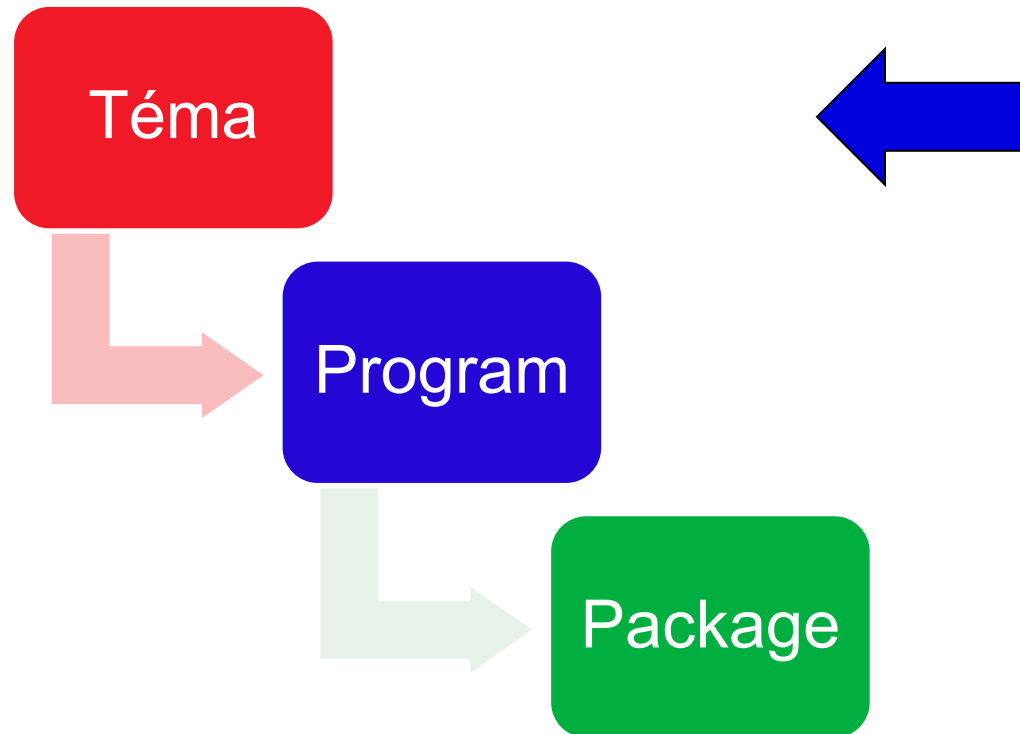
MUNI
ECON

Tvorba produktu cestovního ruchu pohledem destinace

Case: Grand Tour of Switzerland

Opakování

Struktura produktu v destinaci



Majákový produkt



Opakování

- Formulovat brand a marketingový claim
- Charakteristika produktu dle cílové skupiny (USP a Reason to Believe - RTB)
- Definovat zážitek z produktu
- Obsah produktu
 - Turistické atraktivity/itinerář
 - Zapojené služby
 - Akce
 - Benefity
 - Suvenýry a retail
- Marketingová spolupráce

I. Brand a marketingový claim



mySwitzerland



GRAND TOUR

The No. 1 road trip of the Alps

Switzerland.



Claim

Discover the No. 1 road trip
of Alps

MUNI
ECON

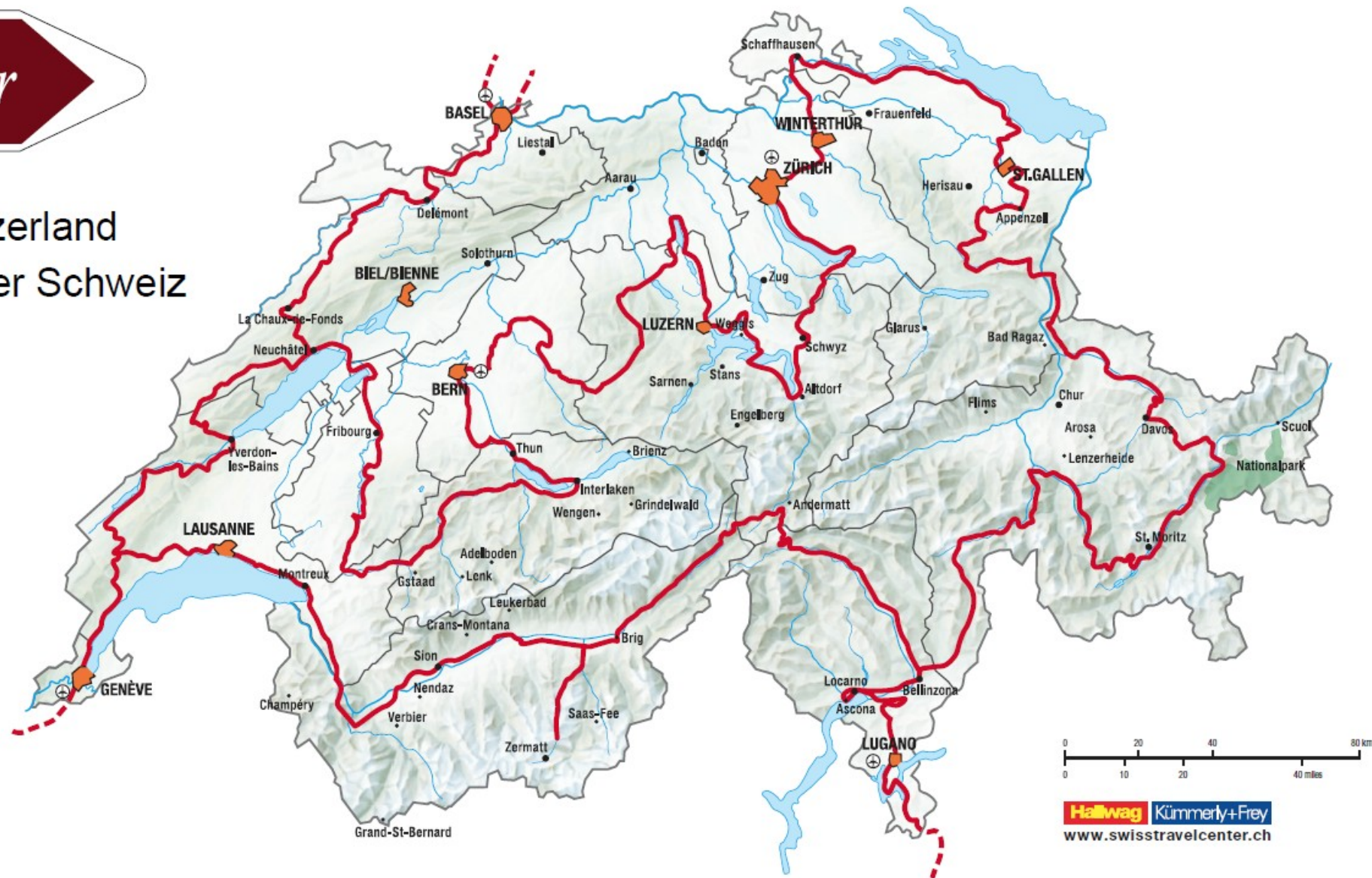
II. Charakteristika produktu

□ From palm-lined lakeshores to sparkling glaciers, from medieval villages to buzzing cities – **the Grand Tour of Switzerland packs in an incredible number of sights.** The concentration of attractions is unrivalled worldwide. Discover Switzerland **at your own pace** on a road trip



Die Grand Tour of Switzerland vereint die Highlights der Schweiz auf einem Road Trip.

Jádro produktu



USP

The Road Trip of Switzerland

The Grand Tour of Switzerland is an unforgettable driving and holiday experience.

The well-signposted route snakes its way from palm-lined lakeshores to spectacular glaciers, from medieval villages to buzzing cities. The Grand Tour of Switzerland offers an unparalleled variety of incredible sights and highlights.

[More information](#)

Take part and you might just win!



1,643 KILOMETRES



4 LANGUAGE REGIONS



5 ALPINE PASSES



22 LAKES



45 HIGHLIGHTS



12 UNESCO WORLD HERITAGE SITES



Whether you're travelling by car or by motorcycle – mountain pass roads like the Tremola are one of the highlights of the Grand Tour of Switzerland.



Marvel at the sunrise over the Matterhorn at least once in your lifetime. Don't miss wandering through the vineyards of the winemaking villages of the Lavaux. Or conquering the cobblestoned Tremola on the south side of the Gotthard Pass. The Grand Tour of Switzerland is a magnificent holiday and driving experience – and a concentration of all things Swiss: this 1,600-kilometre road trip spans four linguistic regions, leads across five Alpine passes to 12 UNESCO World Heritage Sites and along 22 stunning lakes. MySwitzerland is happy to present a selection of highlights from 10 fascinating stages. Have fun exploring!



You will find a map of the Grand Tour at the back of the magazine. For more information, please see MySwitzerland.com/grandtour

Switzerland in 10 stages

- ① Zurich–St. Gallen
p. 12
- ② St. Gallen–St. Moritz
p. 15
- ③ St. Moritz–Lugano
p. 20
- ④ Chiasso/Lugano–Zermatt
p. 24
- ⑤ Zermatt–Lausanne
p. 30
- ⑥ Geneva–Neuchâtel
p. 32
- ⑦ Basel–Neuchâtel
p. 35
- ⑧ Neuchâtel–Bern
p. 40
- ⑨ Bern–Lucerne
p. 46
- ⑩ Lucerne–Zurich
p. 50



Reason to Believe

- Servis poskytovaný tvůrcem produktu
- Zaštitěné oficiální značkou



Service: the Grand Tour in a nutshell



DETERMINE THE LENGTH OF YOUR TRIP

For the core route, you will need seven days if you travel for five hours per day.
Be sure to plan extra days for side trips and sightseeing.

MySwitzerland.com, webcode: A218696



GET ADVICE, THEN BOOK

Thanks to our extensive knowledge of Switzerland, your Grand Tour is sure to be the experience of a lifetime. Our tip: enquire about special offers and packages at

00800 100 200 30

(freephone*)



ARRIVE IN COMFORT

All the tips and information you need for travelling to Switzerland. Whether by plane, train or automobile: Switzerland offers excellent international connections.

MySwitzerland.com, webcode: A25321



FIND ACCOMMODATION

Lifestyle hotel, wellness palace or bed of hay? Switzerland offers a wide range of accommodation options, as well as quick reservations.

MySwitzerland.com, webcode: A72940



STAY IN THE KNOW

Thanks to Hallwag Kümmmerly+Frey's road map and guidebook, as well as the new road book for motorcyclists, you won't miss a single tour highlight.

MySwitzerland.com, webcode: B211695

*Local charges may apply

III. Definování zážitku

JUST LIKE OLD FRIENDS

The Grand Tour of Switzerland is a journey of sights and discoveries. You will meet many different people along the tour, and thus enjoy the most enriching of experiences.



Sepp Betschart, volunteer on the Stoos ridge trail, Schwyz

“Along with my trusty workmates, we’re toiling away to make this breathtaking ridge path into a safe mountain trail. My reward? The thanks I get from passing hikers.”





Raffaele Peduzzi, microbiologist in Val Piora, Ticino
“Lago Cadagno has a secret that attracts researchers from all over the world: its middle water column is bright pink! Hikers and walkers particularly appreciate the idyllic setting of the mountain lake.”





Alexander Balajew, brewer and musician

“The quality of life in Bern has a lot to do with time. The locals take their time for living. They listen to each other.”

Zurich–St. Gallen: 152 km



A guest of Frau Gerold's

Small shops, fresh cooking, lively events, art – Frau Gerold's Garten in the trendy "Züri West" district is an oasis of urban green and a wonderful place to meet people.

Storytelling



In the Zurich Region, "Zürhoniig" is included in the Grand Tour Snack Box. This Snack Box is available in the Zurich restaurant Adltsberg.

Zurich honey **1** from a hotel rooftop

Zurich's Marriott Hotel accommodates almost one million extra guests – on its rooftop. These special guests are bees, living in 26 hives and cared for by beekeeper Peter Schneider. "City honey has more of a complex flavour and features more taste nuances than honey from the countryside, where bees often obtain nectar from monocultures", says the beekeeper, who also produces the honey for the Marriott Hotel.



Hiltl

If you find yourself delighted by limitless choice and the heavenly scents of curry, turmeric and masala, then you are probably standing in front of the Hiltl buffet in Zurich. With more than 100 home-made specialities and freshly squeezed juices, Hiltl – opened in 1898 by Ambrosius Hiltl – was the world's very first vegetarian restaurant, and today remains as popular as ever.



Zurich West

Once an industrial neighbourhood, today the centre of colourful urban life. Among the highlights in "Züri West" are the Prime Tower, the Toni-Areal, Frau Gerold's Garten and the FREITAG Tower, which is made up of 19 stacked containers.

5

specialities on the Grand Tour

2

Bratwurst

St. Gallen locals have always enjoyed their delicious bratwurst plain, with no mustard at all.



3

Capuns

A traditional Graubünden dumpling wrapped in chard leaf.

4

Minestrone

This vegetable soup from Ticino, available in countless varieties, always hits the spot.

5

Vaudois sausages

These smoked sausages, both cooked and raw, have been relished in the Canton of Vaud since medieval times.



IV. Obsah produktu

Detaily na:

<https://grandtour.myswitzerland.com/en/>

Památky

Architektura a design

Ubytování

Horské túry

Tradice

Gastronomie

Muzea

Historická města

Highlights

Umění

Action and fun

Fotospoty

Výhledy

Vodní plochy a řeky

Příroda a parky

Inovace a technologie



Durchgängige Signalisation.
650 Wegweiser im Uhrzeigersinn.

Vierwaldstättersee

GRAND TOUR
of Switzerland

Grand Tour Foto-Spots.

Die schönsten Aussichtspunkte entlang der Route.

MySwitzerland.com/fotospots

#SWISS GRAND TOUR

An den Foto-Spots erkennen Sie die
schönsten Aussichtspunkte der
Strecke. Teilen Sie Ihre besten Bilder
mit uns und Ihren Freunden:
[#VERLIEBTINDIESCHWEIZ](https://www.instagram.com/verliebtindieschweiz)
[#SwissGrandTour](https://www.instagram.com/SwissGrandTour)
[#grandtourphotospot](https://www.instagram.com/grandtourphotospot)

Swiss e-milestones

1947

The first authorised electric car drives through Zermatt. Today there are around 500.

1985

Launch of the Tour de Sol, with solar-powered cars driven between Romanshorn and Geneva.

1994

Nicolas Hayek presents the Swatch mobile featuring an environmentally friendly electric motor.

2007

Louis Palmer becomes the first man to drive a solar-powered car around the world.

2016

The "grimsel" electric racing car designed by ETH Zurich and Lucerne University breaks the world electronic car speed record, going from 0 to 100 km/h in 1.513 seconds!

2017

The Grand Tour is also accessible to electric cars.

Absolutely electric: the E-Grand Tour

The rustling of the forest, the ripple of the mountain stream and the chirping of birds – without any motor noise at all. With an electric car, the beauty of the Grand Tour stands out even more. The entire route is energised by an extensive network of more than just 300 charging stations, guaranteeing 1,600 kilometres of comfortable and clean driving pleasure. Charging and rapid charging stations are located both in hotels and restaurants as well as near the various sights and attractions.



The numerous charging stations along the route ensure that you always have enough energy.

This makes the Grand Tour of Switzerland the world's first road trip to be entirely navigable by electric vehicles.



In many places you can combine charging your batteries with a sightseeing visit.



More information and an overview of all charging stations at MySwitzerland.com/e-grandtour



THE VIRTUAL ROAD TRIP

Discover all the steps in the Grand Tour of Switzerland interactively, and experience the journey right from your sofa. By participating in the web tour first, you will look forward to the actual Grand Tour even more. grandtour.MySwitzerland.com

THE GRAND TOUR FROM A TO Z

Be well prepared for the Grand Tour. Get all the important information you need, from A to Z. MySwitzerland.com/grandtourfacts

DIGITAL MAPS

The "geotrails" map tool displays the full Grand Tour route online and comes with a zoom feature for inspecting individual sections in greater detail. We recommend that you download the GPX data to your tablet, smartphone or navigation device for when you are on the road. MySwitzerland.com/grandtourmap



THRILLING TOUR STORIES

#SwissGrandTour
#INLOVEWITHSWITZERLAND
#grandtourphotospot
Join us as we follow all the best live pictures, videos and stories by visitors to Switzerland on social media, and become a part of the community through their experiences.
facebook.com/MySwitzerland
instagram.com/MySwitzerland
twitter.com/MySwitzerland
Inlovewithswitzerland.com

V. Marketingová spolupráce



Harley-Davidson Whether you need wheels for a day or several weeks, with Harley-Davidson® Authorized Rentals you can reserve the latest models online with no hassle at all.

MySwitzerland.com, webcode A210968



Hertz To the lake in a convertible, into the mountains in an SUV or a family trip in an estate car – you can always find the perfect rental car for your road trip here.

MySwitzerland.com, webcode A233349



Valser Switzerland's most popular mineral water should be a standard item in every backpack. It bubbles out of St. Peter's spring at the foot of Piz Aul in Graubünden's Valsertal valley and gives those who drink it a sense of limitless possibilities. #FeelLimitless


MySwitzerland.com, webcode A253815

SNACK BOX



Snacking has never been so much fun

Pick up our Snack Box at over 50 different points of sale along the Grand Tour and refill it along the way with typical regional specialties. This box is the perfect way to enjoy the variety of culinary delights on offer in Switzerland. Plus the Snack Box is a cute little souvenir.

 MySwitzerland.com/snackbox

READY TO GO?

For an unforgettable Grand Tour, all you really need is a set of wheels and a passion for adventure. But thanks to the offers provided by our partners, the trip gets even better.



Victorinox Extremely robust, weighing only 3.2 kilos, the Spectra™ 2.0 Trolley has lots of space – including for last-minute souvenirs.

MySwitzerland.com, webcode C92608



Swiss Coupon Pass Take advantage of lucrative 2-for-1 deals all along the Grand Tour.

MySwitzerland.com, webcode A77043



Europcar From convertibles and vans to electric drive luxury limousines and SUVs, Switzerland's leading car hire company has up to 5,500 vehicles available in more than 90 locations.

MySwitzerland.com, webcode D91987

Grand Tour Map

Hallwag Kümmerly + Frey's road map with marked paths is the perfect navigational tool for exploring the Grand Tour.

MySwitzerland.com, webcode B211695



Official partners



We're here to get you there.

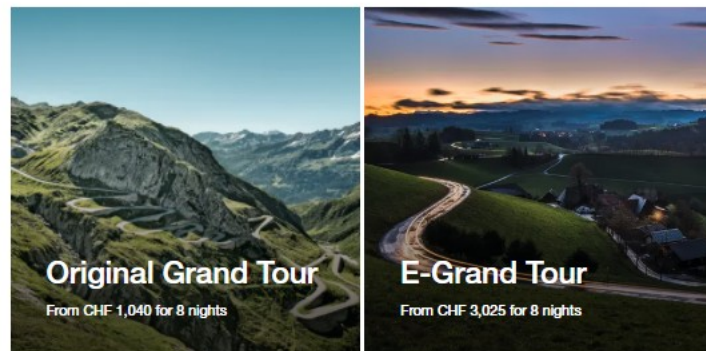


Packages

Our thematic offers for every taste



The entire Grand Tour of Switzerland in 9 days



Vision & Ziele.

Grand Tour of Switzerland zählt zu Top-5 Road Trips.
Jährlich 200'000 Gäste à Ø 6 Nächten bis 2021.

A scenic landscape featuring a winding asphalt road on the right side, bordered by a metal guardrail. The road curves along a steep, rocky cliffside covered in lush green trees. To the left of the road is a large, calm lake with a vibrant turquoise-green hue. In the background, rolling green hills and majestic mountains are visible under a bright blue sky with scattered white clouds. The overall scene is a picturesque representation of a natural environment.

Ein gutes Produkt ist
das beste Marketing.

<https://www.myswitzerland.com/en/grand-tour-of-switzerland.html>

Vyhledejte:

- Trasa – etapy
- Typy služeb
- Typy turistických cílů
- Akce
- Benefits
- Suvenýry
- Spolupráce s komerční sférou

Na jaké trendy produkt reaguje? Jaké trendy se v produktu odráží?
Nápady na další majákové produkty (jakákoliv destinace)