

# Report about Zurich's Destination Management Organization



## INTRODUCTION

This report is about the Zurich Destination Management Organization, which especially focuses on Zurich city, but it also considers the regions of the canton. This report focuses on the analysis of the DMO and how it does its job and what could be improved.

## 1. NETWORKING

At the end of a trip the tourist will give an overall grade of satisfaction, and not a partial evaluation of the destination. Therefore, the DMO has to network with different kind of organizations and companies in order to satisfy or even delight the tourists, so that they leave with a good overall memory of the destination. This is important for a long-term prosperity of the destination. Therefore, a DMO has to work with sport centers, hotels, the community and cable car.

Zurich's DMO serves the tourists very well, by offering a clear structured website ([www.zuerich.ch](http://www.zuerich.ch)), where they can find all the important information they need for their stay. Zurich recommends different hotels, gastronomic locals, tours, attractions, where the tourists can go shopping, events and cultural sights. In addition to that, they give information about transport and news about the canton. There is also the possibility to download a map of the town. They even provide a messaging system, where people who visit the website can directly send the DMO a message and ask questions. One of the employees will answer shortly after, which is very useful and timesaving for every tourist. This shows that Zurich's DMO really does everything that tourists can enjoy their stay.

Furthermore, Zurich does a great job in networking with different organizations. Zurich's DMO is connected with regional destination partners, the European Cities Marketing, the national DMO called Swiss tourism, the Swiss tourism organization, the Organization of Swiss Tourism management, the Regional Director Conference and the Organization for Zurich Hotel industry. In addition, they also work together with different event management organizations such as the Switzerland Convention and Incentive Bureau and the Zurich city's national celebration committee.

One thing that Zurich DMO could improve is to differentiate even more between summer and winter tourism, because if you do not read every page, you will not find out that there is a part on the Uetliberg where you can go sledging in winter.

## **2. FINANCE**

DMOs were invented because individual organizations and institutions had not enough money to reach their goals. And the public interest was not big enough to be directly financed through public money. Membership fees were the original revenue, and it is still important today. Additional money from the overnight taxes paid by the visitors was earned. Later on more revenue sources like; partnership platforms/initiatives and tourism taxes were added, because the DMOs took over more tasks and activities. The DMOs financial model has changed over time according to the tasks they had to fulfill.

Zurich tourism is a non-profit organization as usual for a DMO. It gains most of its money, around 9 million, from City tax revenue and 5 million are commercial revenue. On the other hand the DMOs in the Journal of Destination Marketing & Management receive most of their money from overnight taxes, in average 1.5 million. The canton of Zurich could adopt the system of using the overnight taxes for their purposes instead of the normal city taxes.

Most of their annual income goes directly into the marketing section, around 10 million. The rest is divided between salaries and commercial costs.

### 3. MARKETING OF ACTIVITIES

Concerning the marketing and promotions aspect of Zurich, the city is committed to ensuring that the Zurich area will be promoted more intensely by Zurich Tourism, the Greater Zurich Area, and the Canton and City of Zurich in the sense of integrated destination marketing. The City ensures that the "Zürich" brand will be in a stronger international position with a clear profile. Zurich continues to position itself internationally as a cultural and creative city together with partner organizations. As in the Article "TOWARDS A MODEL OF THE ROLES AND ACTIVITIES OF DESTINATION MANAGEMENT ORGANIZATIONS" Advertising and marketing is Zurich's most important tool of promotion (60% of the budget is used for marketing) using television, radio and internet media to promote the city. Zurich also promotes the cities attraction, culture and infrastructures with magazines such as "magazine Zurich" and "Zurich deluxe" The city of Zurich also uses internet sources to promote the city with attractive hotel and restaurant deals. In the Article "TOWARDS A MODEL OF THE ROLES AND ACTIVITIES OF DESTINATION MANAGEMENT ORGANIZATIONS" It states that the main publicity techniques are mostly special events and Zurich uses this technique to the fullest with international sport, festivals, and conferences such as Freestyle.ch, Zurich festival, Street parade and FESPO. These conferences and parades create a lot of Buzz and promotion of the city as many international visitors come to Zurich just for these events. Zurich also has many websites promoting the city such as "Stadt Zurich" and "Zuerich.com" and it is a very effective way of communicating marketing and other messages to stakeholders.

### CONCLUSION

Zurich DMO does a good job, but it could promote the destination better in order to attract more international tourists. They have done a great job by offering their page in many languages. Zurich tourism appears up in the front on the google page. They should especially make their website better known, because it gives a lot of important information about visiting Zurich, but unfortunately, foreigners do not actually go there. We believe that Zurich city has a very good marketing strategy as they use all of the aspects of advertising (Adverts, magazines, Internet websites) however I think that they could expand more their advertising and marketing outside of Switzerland.

## SOURCES

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