

Press release

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VAUD: AN AMBITIOUS BRAND TO APPEAL TO THE THE WORLD

Building on the canton's incredible combined strengths, Vaud Promotion is clearly setting out its new ambitions to win over the world and show that there's no better place to travel, live well together, learn and enjoy! Backed by the State Council, this new strategy includes, among other things, clear positioning, the development of 4-season tourism and a strengthening of collaboration with key players in the sector.

Lausanne, 14 September 2023 - Thanks to an innovative, multi-sectoral organisation, Vaud Promotion aims to raise the profile of the Canton of Vaud, generate economic returns and promote its terroir by developing synergies between all of the canton's key players. In order to achieve these objectives, Vaud Promotion was established in 2021 by the Vaud government to unite, harmonise and energise the various players in Vaud's economic, tourism, academic, cultural, wine, agricultural and sporting sectors. Together, they embody the canton's strengths and share common values.. Today, Vaud Promotion is unveiling its new strategy.

The two priority objectives of this new strategy are very clear: to raise the canton's profile and appeal, and to increase economic benefits by broadening the target audience of visitors while encouraging them to stay longer, given that the average length of stay in the canton is currently around 2 days. Among the immediate actions, the launch of digital campaigns will enable Vaud Promotion to showcase the products and experiences offered by its partners, the 13 tourism regions and the canton's destinations.

Isabelle Moret, State Councillor, responsible for Economy, Innovation, Employment and Heritage, emphasises: *«In my view, coordination with the various players involved in promotion, particularly tourism, is essential if we are to carry out coherent and impactful promotional initiatives. Our support for creating new offerings and modernising the infrastructure goes hand in hand with the development of 4-season tourism.»*

Valerie Dittli, State Councillor, responsible for Finance and Agriculture, enthuses : *«Vaud has an incomparably rich terroir, with its vineyards, farmers, producers and craftspeople who give meaning to the pleasures of the table. The 1,600 products and 160 producers who have been awarded the VAUD CERTIFIE D'ICI label are a tangible demonstration of Vaud's expertise and our commitment to short distribution channels and local, sustainable consumption.»*

Vaud Promotion, therefore, not only intends to attract new talent, students, tourists, visitors, sports fans, culture and nature lovers, who will stay longer, but will also seek to increase awareness and to market local products. To do this, it will be able to draw on its growing community of VAUD AMBASSADEUR, which includes some of the canton's most prestigious names, who represent all of the Canton's regions.

What promise will Vaud be making to the rest of the world?

That the Canton of Vaud is one of the best places on earth to travel, live well, eat well, work well, indulge in culture, sport, healthcare, education and marvel at the exceptional setting between lakes and mountains, rising to almost 3000 metres.

Michel Rochat, President of Vaud Promotion, is enthusiastic: *«What other region offers such a high quality of life, with one of the best hospitals in the world (CHUV), some of the best schools (EPFL - EHL - UNIL - HES), the most demanding MBAs (IMD), outstanding cultural venues and events (Montreux Jazz, Paléo, Plateforme 10), multi-starred gastronomy and hotels, wines acclaimed by the greatest critics, a world Olympic capital, a land of incredible sport, destinations with a wide variety of charms, resorts in our Vaud Alps that offer fabulous experiences, world known brands and an innovative and remarkable economic ecosystem?».*

«There are few equivalents in Switzerland or anywhere else in the world,» adds Florence Renggli, Managing Director of Vaud Promotion. *«This Swiss jewel may be little-known, but it won't remain so for long with this new strategy. It's not arrogance, it's our reality, it's what the people of Vaud experience every day, as a matter of course. It's up to us to share it better with others, because the Canton of Vaud is a showcase of the best that Switzerland has to offer: we need to move on from a time of genuine know-how to a time of making people aware of it».*

A tremendous asset for Switzerland

As a starting point for this new strategy, a campaign entitled «Ça commence ici» (It starts here) will be launched in the Canton of Vaud to encourage its residents to be proud of their region and to promote it to their networks. This will be followed by a roll-out in key tourism markets for the Canton of Vaud: Switzerland, France, Italy, Germany, Benelux, the UK, North America and the Middle East.

From a strategic point of view, whether international, national or cantonal, the promotion of Vaud will therefore have a thousand faces and a thousand places, in keeping with what our canton is: an incredibly rich place, a marvellous natural setting and a cluster of excellence that perfectly represents the essence of Switzerland in the eyes of the world.

The action plan for this new strategy will focus on the following areas:

- Working closely with Switzerland Tourism to raise the profile of our destinations and our 13 tourist regions, in Switzerland and around the world
- Increasing the average length of stay (currently less than 2 nights) by promoting the diversity of our offer
- Clearly positioning the canton as a land of sustainability and sustainable tourism experiences, by supporting the roll-out of new offers and by deploying the Swisstainable label
- Developing 4-season tourism thanks to the incredible variety of outdoor activities
- Cultural and gastronomic activities
- Increasing our digital presence with major communication campaigns and a new platform
- Strengthening the role of the Observatory to make better use of one of our most precious commodities: data
- Activating high added-value collaborations with our partners: the Vau-dois Wine Office, Gastrovaud, the ARH, Innovaud, tourism partners, cultural players, academics and higher education establishments
- Creation of the «Fan du Canton de Vaud» community
- Deployment of the VAUD brand with a strong promise and two labels: VAUD CERTIFIE D'ICI and VAUD AMBASSADEUR
- Increased visibility for the 1,600 products and 160 VAUD CERTIFIE D'ICI producers
- Increase in the number of VAUD AMBASSADEUR: companies or institutions that meet 23 geographical, organisational, sustainable, commercial and ethical criteria

VAUD in a few numbers

- 2.2 million overnight stays per year: **+14% in the 1st half of 2023**
- 14 higher education institutions with almost 40,000 students
- The EPFL is one of the Top 10 in the world and generates \$4 billion for the canton
- The CHUV is regularly ranked among the 15 best hospitals in the world
- More than 5,000 technology companies
- Vaud start-ups raise half a billion a year in venture capital
- Nearly 30 foreign companies established here every year
- Vaud's cultural sector is made up of 5,900 businesses that account for over 4% of jobs, including 100 museums
- 1 million festival-goers every year throughout the canton
- 100 Gault et Millau award-winning establishments and more than 10 Michelin-starred restaurants
- 2nd largest vineyard in Switzerland, with wines that regularly win awards
- Lausanne, Olympic capital, on the New York Times list of 52 must-see destinations
- 19 international organisations and 39 sports federations in Lausanne