



Solutions for the tourism.

More time to focus on your core business.

Excellence delivered.

SWISS POST 



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Swiss Post. We support you wherever you need us.


Whether you need carefully coordinated offers or customized all-in solutions: Swiss Post can offer you professional support in the various areas of your industry.





 Physical direct marketing


 Response Management


 Online Marketing


 SwissPostCard


 Holiday Infoshop


 VACATIONews


 Warehousing


 Lettershop


 Fulfilment


 Dispatch preparation

 Pick-up and transportation

 Customs clearance

 Postal delivery

 Value-added services

 Returns management

“By focusing on your core competencies,
you can increase customer benefit
and generate sustainable competitive advantage.”

Perfect teamwork: You focus on your core business. We take care of the rest.

Travelling is one of mankind's most popular pastimes. It is no wonder then, that the tourism industry is one of the biggest and most competitive sectors of the worldwide economy.

For you to be successful, it is therefore essential that you focus on the quality of your offering. Convenience and service are the key success factors for customers, and these days it is easier than ever to compare them on the Internet. In addition to conventional communication channels, pioneering online marketing is crucial to your business.

Moreover, if you want to be successful, you must be prepared to innovate your company, specialize and improve your price/performance ratio. This includes optimizing communication, production and distribution logistics for all catalogues and advertising media. You must be efficient and profitable at all operational levels.

With Swiss Post at your side, you will have no difficulty rising to these challenges. Our sector experts are familiar with your industry, the international market and the target groups. Our solutions take the pressure off you considerably, allowing more time for your core business – and in turn, improving the standard of service for your customers.

Swiss Post will help you maximize your added value.





Customer acquisition and retention: Establish new relationships and maintain them in the long term.

Acquire customers successfully

Professional direct marketing is part of our day-to-day business. We will help you acquire customers using tried-and-tested dialogue solutions as well as a wide range of products and services. We know how and when you can reach your target group most effectively – from dispatch planning, including address procurement and streamlining, to dispatch and efficient response management. Your measures are implemented in full and with a view to achieving success.

Boost the advertising impact with the SwissPostCard

Draw more attention to your company – with the SwissPostCard. Unlike promotional mailings, this customizable postcard results in high reader and response rates. You can design your card easily online and in accordance with your own requirements, add a personal message and send it anywhere in the world as a physical postcard mailing. Without needing to be opened, it immediately renders your message and its high-gloss finish lends it a particularly attractive appearance. It enables you to reach your customers personally, and significantly increase interest in your mailing.

Vouchers can also be easily integrated. The SwissPostCard is the perfect advertising media for invitations, campaign weeks, reminders, thank-you messages, birthday wishes and much more besides. Find out about all the possibilities at www.swisspost.com/swisspostcard.

Expand your market presence on a global scale

Would you like your catalogues to reach a wider audience? Simply contact Swiss Post. We will place your catalogues on our original Holiday Infoshop web portal free of charge and incorporate them into one or more of our varied subject areas in line with your requirements. People around the world will be able to view your catalogues and request them directly and free of charge.

As well as raising the profile, you will easily acquire address data from potential new customers which will be available to you at any time via your online account.

The benefits for you: On request, we will take over the fulfilment and shipping of your catalogues on your behalf. Find out more at www.holiday-infoshop.com.



“Customers appreciate the personal approach and like to have their individual needs catered for. Only companies offering added value in this way can set themselves apart from the competition in the long term.”

**Sustainable growth
thanks to long-term customer loyalty**

An original gift that is guaranteed to impress your customers: our VACATIONews.

Raise your profile before the start of the holidays. Deliver a customized paper to each guest before they arrive – including a wealth of information relating to their holiday. Include a welcome message, detailed booking information, a weather forecast for the holiday period in question, the services offered by your establishment, the cultural opportunities available at the holiday destination and leisure/insider tips for the region. On request, you can also include special additional offers such as vouchers, vignettes and other enclosures.

From a basic standard offering to an all-in solution including support and design customization, Swiss Post offers all the services you need to successfully develop and distribute your VACATIONews from a single source: professional design, programming, compiling your guest data as well as printing and dispatch.

The advantages for you are three-fold: for a relatively low price, you can surprise your guests with an innovative offering. Thanks to an increase in advance bookings for your leisure services, you can generate additional sales and thus plan the deployment of your employees as effectively as possible.

VACATIONews enables you to offer your guests a reading experience which is new to the market and to close the communication gap which exists between receiving a booking confirmation and arriving at the holiday destination. As such, you can ensure optimum customer retention even before your guests arrive.

The advantages for you:

- Sustainably positive contribution to the company's success thanks to successful customer acquisition and long-term retention.
- Increased awareness thanks to free market presence online.
- Efficient cross/up-selling with VACATIONews.
- Higher success rates for your mailings thanks to innovative solutions and low circulation waste.



Production: Rely on perfect organization for dispatch.

Optimize costs through efficient warehouse management

In order for you to process incoming requests and orders quickly, we offer you a complete set of services to manage your goods and advertising. Swiss Post can offer you an efficient, complete package, including order acceptance, warehousing, stock picking, packaging, franking and delivery. And you will always leave a positive impression on your customers.

Cultivate your image through good quality

Perfect the first impression created by your mailings. In line with your requirements, we will print personalized letters, produce creative and unusual mailings, and even compile info sets on your behalf. With our expertise and the technical facilities available at our lettershop, nothing is too much to ask. From data processing and performing duplicate checks to personalization, addressing, printing, labelling and individual franking, folding, packaging, postage optimization through to the packaging of 3D mailings and dispatch: anything is possible.

The advantages for you:

- Shorter delivery times through direct delivery abroad.
- Increased efficiency thanks to professional fulfilment and integrated production solutions.
- Stronger image by guaranteeing consistently high quality.
- Savings made on expensive storage by outsourcing information material and goods.



“The global dispatch of communication and advertising material must be precisely planned and efficiently organized so that it reaches customers at the right time.”

Distribution: Know the right time and place for your shipments.

Our logistics know-how sets new benchmarks in all areas. With Swiss Post at your side, you will always have access to flexible solutions. We can link you up to a global network of distribution and logistics partners and ensure that you have access to customized value-added services. Short delivery times and highly reliable services will help you reach your targets.

Optimize dispatch by means of efficient consignment preparation

Guarantee yourself a customized service at the best possible rate. As a company that ships large volumes of letters, direct mailings, publications and small goods abroad, we will address, package, frank and sort your consignments according to your individual needs.

Appear as a local company worldwide

Simulate proximity to your customers – even abroad. Our innovative franking solutions allow you to appear as a local company, even in other countries. On request, we can also provide you with a return address in the respective destination country for greater acceptance among your customers.

Seamless coordination of collection, forwarding and customs clearance

We know how important it is for your correspondence to be delivered reliably worldwide. As your professional partner, we also take care of logistics and administrative tasks related to the international distribution of your consignments.





Always use tailored delivery solutions

Would you like your mailing to be delivered in a timely, efficient and cost-effective manner? If so, you need look no further than our popular, tried-and-tested dispatch solutions which are tailored to meet your specific requirements. Thanks to our intelligent value-added services such as registered, personal delivery, consignment tracking and proof of delivery, your consignments will always reach their destination safely.

Delivery of cash on delivery (COD) items? No problem! On request, we will hand over your consignment upon payment of the COD amount. This method allows you to receive your money easily and securely, thus minimizing risk.

Process returns efficiently

Every mailing generates returns, even when using carefully updated address files. Leave the management of returns to us. We process returns quickly and directly in accordance with your instructions and update addresses.

The advantages for you:

- Punctual delivery worldwide thanks to tried-and-tested distribution solutions.
- Innovative solutions for maximum quality and reliability.
- Reduction in processing costs for returns.
- No more administrative work relating to customs clearance and transportation.



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