

Interview Japanese-TV with Dr. George M. Ganz, president SwitzerlandMobility, 9 september 2009 in Berne



Why is the Switzerland Mobility concept only complete with human-powered activities?

SwitzerlandMobility is in fact the national network for non-motorized traffic. By non-motorized traffic we mean human-powered activities, or in other words hiking, cycling, mountain-biking, skating, and canoeing, particularly in the leisure and tourism fields.

By offering various services, SwitzerlandMobility makes it easy for our guests to actively experience Switzerland in attractive ways within its network of non-motorized traffic. SwitzerlandMobility also coordinates the cooperation between public sector and private service providers, and SwitzerlandMobility is additionally responsible for the coordinated and effective marketing of active recreation in Switzerland.

All SwitzerlandMobility routes are linked to the services of numerous partners. These include public transportation, bicycle rentals, etc., overnight accommodations, and bookable offers with luggage transport on national and several regional routes.

Switzerland has a well-developed and excellent network of roads and public transportation, which means buses and railways, connecting all regions and towns throughout the country. What we lacked in the past was a network for slow traffic, for human-powered activities. SwitzerlandMobility is closing a gap in the extensive traffic system and the wide range of tourist services available in Switzerland.

How have tourists responded since the start of the project?

We had high expectations, and we are pleased to say that they have been far exceeded. The response to SwitzerlandMobility was very good, even enthusiastic, from the very beginning. The system is widely used. To give you a few figures: since the start of our operations in 2009 we have had 1.5 million visitors on our website from all over the world, including Japan, we are happy to say. We also noted that a lot of people

are printing out our maps. This is not only possible, we actually encourage it, and the maps are free. Our partners in the lodging industry report excellent reservation rates. Tour operators offering slow traffic trips in Switzerland have achieved record sales in spite of the economic crisis, with sales increasing as much as 30 percent.

Please tell us about the unique sales point of Switzerland Mobility

There are several reasons why SwitzerlandMobility is so successful. In an environment where life at work is becoming more and more hectic, people are increasingly looking for what I call “active relaxation” during their holiday. Key words are physical activity, a healthy environment and attractive scenery. SwitzerlandMobility meets precisely these needs. SwitzerlandMobility offers an incomparable experience for everybody: hiking through peaceful countryside, biking for those who prefer a more vigorous activity, or skating, always with the opportunity to explore a region at the same time. A holiday with SwitzerlandMobility can also include cultural events, sightseeing or a leisurely boat trip on one of the magnificent Swiss lakes, taking one of the hundreds of mountain railways to the top of the highest peaks and glaciers combined with an exciting downhill ride. The Swiss gastronomy offers culinary delights and hospitality anywhere, from farms to luxury hotels. In short: a wide variety of activities. Active holidays without stress!

Please tell us about the future objective and/or development of the project.

We do not intend to stop here. For example, we are planning to build in winter activities. We already have some ideas, such as hiking in the snow.

To me personally, adapting or developing routes for people with disabilities is a high priority. This project is well on its way. And it goes without saying that our goal is to improve our routes, keep up the quality and add other highlights, locally, regionally and throughout the country. We are proud of what we have to offer now, but we will continue to improve. As you can see, it is well worth it to get to know SwitzerlandMobility.
