

Asia Workshop

Largest &
most efficient
platform for
Asia!

2022 with a
modified
event concept

Monday, 14th November 2022
KAMEHA Grand Zurich



ASIAWORKSHOP

REGISTER NOW! exhibitor.asiaworkshop.ch

Asia Workshop

Any
questions?
We are pleased
to assist.

Asia Workshop Committee



Heinz Zimmermann
Top Line Marketing
Committee Chairman
Representative
Communication & visitors



Stephan Roemer
tourasia
Vice Chairman
Representative
Tour operating specialists



Jonas Roduner
Swiss International Air Lines
Representative
Airlines



Verda Birinci-Reed
DER Touristik Suisse
Representative
Tour operating generalists



Cedric Zhou
Singapore Tourism Board
Representative
Tourism Boards

Organization

Top Line Marketing, a
company which has
extensive experience
in communication / PR
and event management,
is responsible for the
organization of the Asia
Workshop.



Alina Edelmann
Project Manager Asia Workshop

Top Line Marketing
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Benefits of educational platform no. 1 for Asia

For 26 years the Asia Workshop has been the most
successful educational platform for Asia in the Swiss market.

Main facts in a nutshell:

- **About 250 attendees** from around the country.
- **Most successful educational platform for travel to Asia.**
Enjoys high status.
- **Major Swiss TO's** use the event for their sales staff
as a compulsory educational platform and for updates.
- **Travel agencies from all over Switzerland** are visiting the
educational event.
- **Visit and attention** of each participant guaranteed.
- **The short presentation at your stand** gives you the oppor-
tunity to inform the visitors about your product/destination
on a very personal level.
- **Top price/performance ratio**
- **Stands are fully equipped** and standardized

«We are often told that too many young people are attending the Asia Workshop. We interpret this very differently. In particular young people at the sales counter appear to take advantage and the educational results are significant. The Asia Workshop clearly is the unrivaled educational platform for travel to Asia.»

Annette Kreczy
Vice President Sales,
DER Touristik Suisse AG



Facts & figures Swiss retail channel

Due to the pandemic and various crises that have been experienced, bookings in travel agencies are increasing again. The appreciation of travel agencies and travel consultants is clearly higher than 2 years ago.

In terms of sales channel, **54% of the people** interviewed book their travels in a travel agency and only about 41 % go through with online bookings.

A representative survey has shown that **28% of the population** would like to travel again as the first priority after the pandemic.

Why is the Swiss market worth your time & money?

Positive economic development in the Swiss market

Thanks to a currently low **unemployment rate of only 2.4%**, the very high average income compared to Europe and the currently strong Swiss franc, travel journeys are carried out promptly!

Willingness to travel

According to studies, the **Swiss go on vacation 3.2 times a year** on average – unique in Europe!

Asia is the most popular tourist region of the Swiss.

Profitable market

People living in Switzerland enjoy one of the **world's highest per capita incomes**.

Less price sensitive market

Travellers **willing to pay for quality & service**.

Comparison figures

Country	Arrivals in Thailand (2019)	Population	Ratio
Switzerland	192'156	8.5 Mio	2.26 %
Germany	857'487	83 Mio	1.03 %
France	745'290	67 Mio	1.11 %
UK	994'018	67 Mio	1.48 %

(source: www.bfs.admin.ch/bfs/en/home/statistics/tourism/travel-behaviour.html)

Facts & Figures about the Swiss market

- The daily allowance of a Swiss traveller abroad amounts to USD 292 per person, which is among the highest in the world.
- Lowest rate of inflation in Europe (end of March): Switzerland 2.4 % Average inflation rate in Europe: 7.4 %

The AW is more important than ever in order to «restart» and push Asia.

Concept & Marketplace

A mix of personal presentations in small groups at your stand and exclusive speeches on the big main stage will put your product in the focus of the Swiss travel agents.



The event

Exhibitors from the whole Asian region respectively with reference to the Asian travel market are represented at the Asia Workshop. In order to give you the opportunity to use your time efficiently for personal talks and networking with the travel agency representatives, the event will last one full day.

Added value for you as exhibitor

We offer you an additional added value without any extra cost. Having the aim to offer you, as a valued partner, an attractive package with top price / performance ratio, the concept was

adapted – to your advantage: All participants will be divided into small groups of about 8 people, visiting your stand and listening to you with great interest for 5 minutes before moving on. Thanks to this rotation system, we can guarantee that all travel agents learn about your product / your destination and its benefits!

Your stand

As an exhibitor, you'll have the opportunity to book a stand on the Marketplace. Your exhibition stand will be decorated with Asian elements and signed with your company name. All you have to do is bring your brochures, roll-ups etc.



Your advantages

- Fantastic price / performance ratio
- No run for the most attractive stand among the exhibitors because stands are standardized
- Highest priority given to quality of contacts
- F & B for 2 people included

Important

- It is prohibited to place further decoration elements (roll-ups etc.) to the left or the right of the stand, the space behind the stand may be used
- One sub-exhibitor permitted per stand

Top price /
performance
ratio

How to participate

Register now directly for one of the following services:
exhibitor.asiaworkshop.ch

COST

Standard stand CHF 2'900

- 5 minutes presentation including the mentioned benefits.

Sub-exhibitor CHF 1'000

- Two exhibitors may share one stand upon payment of a supplement (in addition to stand costs). **Conditions:** The sub-exhibitor is not entitled to the 5-minute presentation unless the main tenant agrees to share the 5-minute time slot.
- We ensure that each exhibitor will be individually signposted at the stand and mentioned separately ahead of the event. But if, for example, two hotel brands appear under the same parent brand, then no supplement will be charged.

REGISTER NOW!

exhibitor.asiaworkshop.ch

Deadline: 31.08.2022

Workshops

The perfect opportunity to introduce your product to approx. 250 representatives of travel agencies.

Limited number!



Pictures say more than words

Introduce your destination or your product to all visitors in one presentation. With large impressive pictures projected onto a big screen impressions can be conveyed in addition to information.

Exclusive performance

You will be holding your presentation once on the main stage with everybody's full attention. This will guarantee a more effective appearance.

Quality is of the utmost importance

The workshop presentations, together with the Marketplace are the most important elements of the function and aim to bring all visitors up to date. In order to ensure the quality and guarantee a flawless technical operation, **the main rehearsal – which is obligatory for the participants – will take place on Sunday, 13th November 2022.**



IMPORTANT

- 15 minutes **presentation** in plenary
- Workshop presentations can only be **booked in combination with a stand**
- The number of workshops is limited. The principle applies: **«First come, first served»**
- At the registration of a presentation, the following prioritizing will take place:
 - 1. Tourism boards** (possible in conjunction with Home Carrier)
 - 2. Tour operators**
 - 3. Hotels /Airlines**
- The presentations **must be sent** to the organizers before the event
- The **Committee undertakes to check** substantial parts of the content of the presentations

COST

Workshops: CHF 2'500

Rehearsal: 13th November 2022

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Deadline: 31.08.2022

First come – first served!



Host Country

Best platform to generate a growing number of Swiss travels to your destination.

Be the focus of attention for one day!

Being the host country you will enjoy an appearance that is unforgettable for visitors. You will have the opportunity to make your country, its people and culture more accessible to the retailers in the best possible way. In the middle of the exhibition area, the large «host country island» features palm trees and basic decorations. F&B will be served there, ensuring a high visitor frequency. There is also a decorated standard exhibition stand included, which is integrated in the island and offers the opportunity to display and hand out brochures, flyers etc.



Your added value

What is included?

1 Market stand

- Separate stand within the host country island
- Opportunity to hand out brochures, flyers, giveaways etc.

Important

A separate stand is mandatory for further representatives of that region.

2 Catering island / bar

- The centre of the marketplace
- Bar tables are available for individual meetings and networking
- Basic decoration available

3 Plenary lecture

As hosts, you have the opportunity to attract visitor attention with a plenary lecture and make your country more accessible to the visitors in an informative and entertaining manner (max. 30 min.). Technical equipment is provided.

4 Service staff

You receive the opportunity to provide your own T-shirts with your logo for hotel staff to wear during the event, thus increasing your exposure even further. Open for ideas!

5 Gain favour

As the catering is integrated in the host country island, visitors will assume that the host country offers F&B. This generates a huge amount of favour among visitors.

6 Press / media conference

A press / media conference may be organized upon request.

7 Online

One column exclusively reserved for the host country to present your travel tips, photos etc. on www.asiaworkshop.ch

Host country – the criteria

- First come – first served!
- Tourist potential for the Swiss market – to be decided by the Committee

COST

Host country package

CHF 9'500

Please contact us to discuss further details!

Alina Edelmann, Project Manager Asia Workshop, info@asiaworkshop.ch

Media Feedback

«You listen, learn and make new contacts: it is the most important platform on the Swiss market to exchange knowledge and know-how about the Asian destinations.»

Travelnews

«Two basic features make Asia Workshop totally different from most of the other training events in the travel sector in Switzerland: the quality concept and the neutrality which are conveyed along with the knowledge of the destination.»

Travel Inside

«The concept – an interactive mix of prestigious workshops, the marketplace, good networking, a very interesting host country, excellent culinary highlights and a prize raffle which concludes the event – has a very good response at the desks of the professional experts.»

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