

Asia Workshop

Largest &
most efficient
platform for
Asia!

Monday, 17th November 2025
KAMEHA Grand Zurich



ASIAWORKSHOP

Asia Workshop Committee

Any questions? We are pleased to assist.



Heinz Zimmermann
Top Line Marketing
Committee Chairman
Representative
Communication & visitors



Stephan Roemer
tourasia
Vice Chairman
Representative
Tour operating specialists



Andreas Gerber
Swiss International Air Lines
Representative
Airlines



Verda Birinci-Reed
DERTOUR Suisse
Representative
Tour operating generalists



Denitsa Arabadzhieva
Singapore Tourism Board
Representative
Tourism Boards

Organization

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

Top Line Marketing
Heinrichstrasse 239, 8005 Zurich, Switzerland
Phone: +41 (0)44 749 25 23
Email: info@asiaworkshop.ch



Rosa Giordano
Project Manager Asia Workshop





Benefits of educational platform No. 1 for Asia

The only official education and training platform of the Swiss tourism industry for Asia, which is supported by all market participants and actively promoted by all distribution channels.



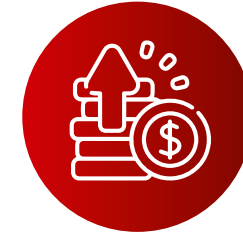
Main facts in a nutshell

- **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 opportunity to inform the visitors about your product/destination on a very personal level.
- **Top price/performance ratio.**
- **Stands are fully equipped** and standardized.

SWISS MARKET
FACTS &
FIGURES



FACTS & FIGURES ECONOMIC FIGURES



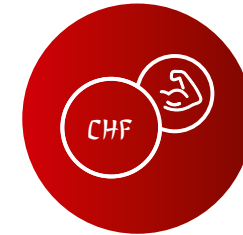
Unemployment rate

3%



Population

8,927,007



Inflation rate

1,7%

FACTS & FIGURES ECONOMIC FIGURES



Gross domestic product (GDP)
in the DACH countries in 2023

Germany

USD 53'565

Austria

USD 56'856

Switzerland

USD 101'510

FACTS & FIGURES ECONOMIC FIGURES



Average purchasing power per capita
(DACH) on average net income 2024

Germany per capita

EUR 27'848

Austria per capita

EUR 29'266

Switzerland per capita

EUR 52'566

FACTS & FIGURES
TOURISM INDUSTRY

Turnover, extrapolated
Vacation trips abroad

CHF 10 MIA.

Turnover, extrapolated
Traveling abroad

CHF 14 MIA.



FACTS & FIGURES TOURISM INDUSTRY



Longer trips 2024

2,2 x
2023: 2,0 x



Short trips 2024

2,6 x
2023: 2,3 x



Longer vacation

16%
more than 4 times per year

FACTS & FIGURES TRAVEL AGENCY BOOKINGS



54%

of customers book their trips
through a travel agency

**Service and expertise as the most important
factors; security in the background**

Personal advice and specialized knowledge

34%

All services from a single source

31%

Assistance

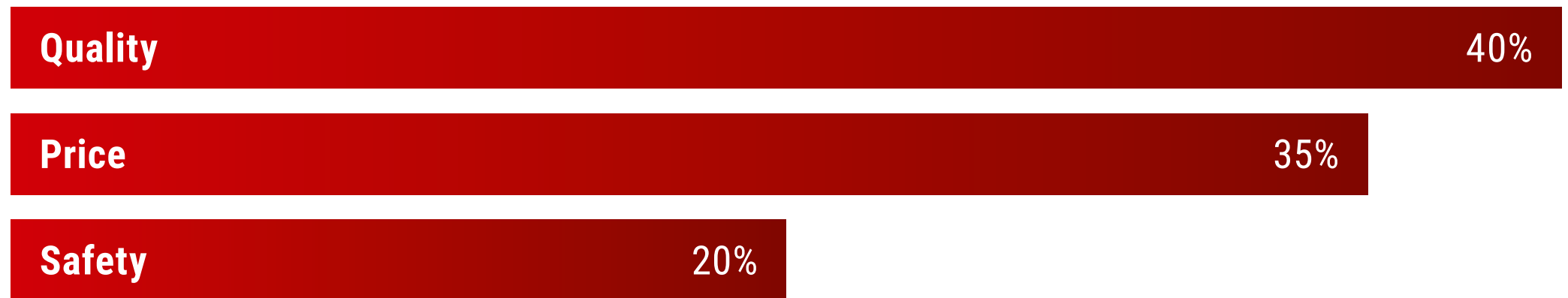
27%

FACTS & FIGURES

TOURISM INDUSTRY



What do customers pay the most attention to when booking?



FACTS & FIGURES

WORKATION – THE START OF A TREND?



What experience do I have with Workation?

11%
have already completed a
workation

38%
of U45-year-olds have no
experience but would like
to do a workation

Where do I want to spend my workation?

Rented vacation apartment/holiday home

48%

Your own vacation apartment/holiday home

25%

Hotel

23%

Camping/
caravan/tent

9%

Don't know/no answer

24%

What restrictions are there?

Lack of knowledge and/or
information

13%
know that workation is not allowed

5%
know that their employer supports
Workation

Local dependency of indivi-
dual occupational groups

The work of every **5th respondent** can be
done from any location

FACTS & FIGURES RISING TEMPERATURES



Rising temperatures influence the choice of holiday destination and the time of vacation.

31%

think natural disasters are likely during the trip

31%

would like to travel to more northern destinations

54%

could imagine traveling to classic summer destinations in spring or autumn

An aerial photograph of terraced rice fields in a tropical setting. The terraces are carved into a hillside, creating a series of concentric, wavy steps. The water in the terraces reflects the sky, giving them a shimmering, iridescent appearance. The surrounding landscape is lush with greenery, including palm trees and dense foliage. A small white building is visible on the right side of the image, nestled among the trees. The overall scene is vibrant and scenic, capturing the beauty of traditional agricultural practices in a tropical environment.

ASIA WORKSHOP 2025

WHAT DO
WE OFFER

Concept & Marketplace

A mix of personal presentations in small groups at your stand and exklusive 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

Please note

- 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



1 Stand on Marketplace

Costs

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
31.08.2025



2 Workshops

First come –
first served!
Very limited
number!

Products and services on a impressive big screen to approx. 250 experts of travel agencies from all around Switzerland.

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, 16th November 2025.**

Costs

Workshops CHF 2'500

Rehearsal: 16th November 2025

Main facts in a nutshell

- 15 minutes **presentation** in plenary (approx. 250 participants)
- Workshop presentations can only be **booked in combination with a stand**
- The number of workshops is limited.
- The presentations **must be sent** to the organizers before the event
- The **Committee undertakes to check** substantial parts of the content of the presentations

Please note

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**



Register now: exhibitor.asiaworkshop.ch

Deadline
31.08.2025

3 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.

Costs

Workshops CHF 9'500

(Value of the Package: approx. CHF 20'000)

Please note

Host country – the criteria:

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



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

Please contact us to discuss further details!
info@asiaworkshop.ch



Media Feedback

«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.»

«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



Asia Workshop
 Heinrichstrasse 239, CH-8005 Zurich
 Phone +41 (0)44 749 25 23
 E-Mail: info@asiaworkshop.ch
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