

# Asia Workshop

Largest &  
most efficient  
platform for  
Asia!

**Monday, 18<sup>th</sup> November 2019**  
Swissôtel Zurich



**ASIA**WORKSHOP

[www.asiaworkshop.ch](http://www.asiaworkshop.ch)

# Asia Workshop Committee

Just  
ask us!



**Heinz Zimmermann**  
Top Line Marketing  
Committee Chairman  
Representative  
Communication & visitors



**Stephan Roemer**  
tourasia  
Vice Chairman  
Representative  
Tour operating specialists



**Brigitte U. Fleischauer**  
Singapore Tourism Board  
Representative  
Tourism Boards



**Christian Sigg**  
Swiss International Air Lines  
Representative  
Airlines



**Verda Birinci-Reed**  
DER Touristik Suisse  
Representative  
Tour operating generalists

## 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.



**Louisa Bordewieck**  
Project Manager Asia Workshop

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# Benefits of educational platform no. 1 for Asia

For 23 years the Asia Workshop has been the most successful educational platform for Asia in the Swiss market – main facts in a nutshell:

- **350 – 400 attendees** from around the country.
- **Most successful educational platform for travel to Asia.** Particularly important for agencies away from major cities. Enjoys high status.
- **Major Swiss TO's** use the event for their sales staff as a compulsory educational platform and for updates (they receive a certificate after the event) – each year different travel agents attend the event (rotation).
- **Interactive program** of a mix of 12 workshop presentations and individual meetings at the marketplace.
- **Best price / performance** ratio compared to other major events in the travel industry. Costs for a standard stand: only CHF 1'950.
- **Fondue diner evening** prior to the event – a social get together of our partners with tour operators as well as industry VIP's and opinion leaders.
- **Facts & Figures about the Swiss market**
  - According to a representative study (source is Kuoni survey) 46 % of the Swiss intend to spend USD 2'000 – 5'000 per capita in 2019. 5 % even more than USD 10'000 per capita.
  - 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 portrait of Daniel Reinhart, a middle-aged man with grey hair, wearing a dark blue suit jacket over a white button-down shirt. He is smiling and looking towards the camera. The background is a light grey gradient.

«Asia Workshop is one of the **best educational platforms** for Asia and serves our company as the official training resp. educational event for travel to Asia. **Each of our 104 agencies sends at least one specialist to attend.** Important: every year different agents are selected to participate to allow as many as possible to improve their Asia expertise and the feedback is always very positive.»

**Daniel Reinhart**  
VP Sales, Hotelplan Suisse

# Why is the Swiss market worth your time & money?

## Asiaworkshop.ch



- All details of the event
- All photos of the event can be downloaded
- Your contact details will be listed at time of event
- Workshop presentations will be uploaded for free use

## Personal certificate for travel agents



Each attendee who successfully completed the event is provided with a personalized certificate. It is intended to serve as a proof of professionalism, quality and relevant competence.

## Positive economic development in the Swiss market

Thanks to a currently low unemployment rate, 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 2.3 times a year on average – unique in Europe!

**Asia is the most popular tourist region of the Swiss.**

## The number of Swiss travelers to Asia

represents almost a quarter of the ten times larger German market, regardless of the purchasing power of the Swiss.

# Concept & Marketplace

A dynamic mix of individual meetings at the marketplace, networking and workshops.





**Best price /  
performance  
ratio**

### 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



### Frequency guaranteed

The event format provides for a dynamic mix of individual meetings at the marketplace and workshops. Each participant will visit your stand with provided knowledge questionnaires.

### Stand – neutrality guaranteed

All stands (neatly made of wood) are standardized and provided with the exhibitor's name.

### COST

**Standard stand**  
Sub-exhibitor

**CHF 1'950**  
**CHF 1'300**

# Workshops

**A total number of 12 workshops –  
the perfect opportunity to introduce  
your country to approx.  
350 – 400 representatives  
of travel agencies.**

**Limited  
number!**







## The way to get maximum attention

We give you the opportunity to make your country or your tourist services more accessible to travel agents. By booking a workshop, you have the opportunity to introduce your country or your product to groups of 50 – 60 participants each during 15-minute presentations.

Thus, you will personally and directly reach approx. 350 – 400 very interested representatives of travel agencies. The workshops guarantee that your money is being invested in the best possible way. The day's objective is that all participants gather as much information about Asia as possible.

## Compulsory for all speakers

The final rehearsal for quality control purposes will take place on Sunday afternoon, 17<sup>th</sup> November 2019 (details regarding the programme will follow).

## Important

- Your reservation will be taken into consideration according to the date of receipt. However, tourism boards and tour operators are given priority.
- The presentations must be of top quality. This applies to the presentation technique as well as content. The Committee reserves the right to check the quality of the presentations and to decide on the final selection of workshops.
- A workshop can only be booked in combination with a stand in the marketplace.

## Included in the workshop package

- Workshop presentations of 15 minutes each
- Technical equipment such as laptop, projector and screen
- F&B for 2 people

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## COST

Workshop

CHF 2'300



# 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.



## 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)
- Basic decoration available (palm trees included)

### 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](http://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

# Media Feedback

«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.»

«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

«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



**ASIAWORKSHOP**

## Asia Workshop

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# REGISTRATION

## ASIA WORKSHOP 2019



We would like to register for the Asia Workshop on 18<sup>th</sup> November 2019:

- Standard stand in the marketplace** CHF 1'950  
 **Sub-exhibitor** CHF 1'300 at the stand of:

- 
- Standard stand in the marketplace and workshop** (presentation time 15 minutes) CHF 1'950  
incl. overhead projector, screen and laptop CHF 2'300  
Tourism boards and tour operators will be given priority at the workshops.

**Name to be displayed at stand:** \_\_\_\_\_

### Payment terms/confirmation

Payment is due within 30 days of receipt of invoice.

Full payment is required until 01.11.2019 in order to have a guaranteed exhibition stand.

### Cancellation policy

After registration up to 31.07.2019 – 50 %, after 01.08.2019 – 100 % of the registration fee.

### Location

swissôtel ZÜRICH

Schulstrasse 44, 8050 Zurich-Oerlikon, Switzerland  
www.swissotel.com/zuerich, Phone +41 (0)44 317 31 11

Company: \_\_\_\_\_ Person in charge: \_\_\_\_\_

Street/No.: \_\_\_\_\_ Phone: \_\_\_\_\_

Postcode/City: \_\_\_\_\_ E-mail: \_\_\_\_\_

Country: \_\_\_\_\_ Date/Signature: \_\_\_\_\_

**Please register no later than 30<sup>th</sup> June 2019 online on [www.asiaworkshop.ch](http://www.asiaworkshop.ch)  
or send us this application form by email to [info@asiaworkshop.ch](mailto:info@asiaworkshop.ch).**

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