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# ‘Digital B2B Market Place’.

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# Goals of the 'Digital B2B Market Place'.

- ST is perceived as a digital leader, also among the global travel trade (ST Priorities 2021-2023: Digital Leadership)
- ST creates additional, more balanced overnights and higher spending by facilitating the work of the global travel trade
- ST creates added value for its partners/members
- ST leverages its excellent global network of KAM managers and our top-rated events, the STMs



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# Idea of the 'Digital B2B Market Place'.

Redesign match-making and trip planning through a digital platform for the global travel trade, KAMs & the Swiss tourism industry to

- achieve more engagement and overnight stays (lagging and leading indicators are increased)
- rationalise and standardise the KAMs work processes, freeing up more time for relationship building
- create added value for ST partners with a high quality offer
- guest management can be targeted to prevent over-tourism

# Requirements for the 'Digital B2B Market Place'.



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- Help qualifying buyers/tour operators find selected suppliers in three categories: Activities, Accommodation, Transport
- Comprehensive, attractive catalogues with multiple entry points and search functionalities
- Connecting buyers and suppliers through trust and transparency
- KAM as facilitators, creating measurable engagement
- Building an ST-exclusive global community with most important buyers
- Opportunity to leverage platform for information and education

# Project Status.



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- Management Board approved project/budget for 2021, review via MOM
- Three workshops
- External support via 89grad, Bern
- Interviews with about 25 internal and external experts incl. representative RDK
- Presentation and demo at KAM Exchange in August
- Booth at STM 2021 – with a Beta version!





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# Role of the Regions and Destinations.

- Suppliers create the quality content the buyers are looking for.
  - Regions and Destinations are included as direct contacts plus as suppliers.
  - Final role of Regions and Destinations to be defined – role in overseeing ‘their’ suppliers.
- 
- We need the support of the Regions and Destinations.



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# A new Name...

- 'Digital B2B Market Place' – misleading

Candidates:

- 'Switzerland Travel Match' (could be shortened to STM+)
- 'Business Exchange Switzerland Tourism' - BEST
- myswitzerlandPRO

# DEMO.



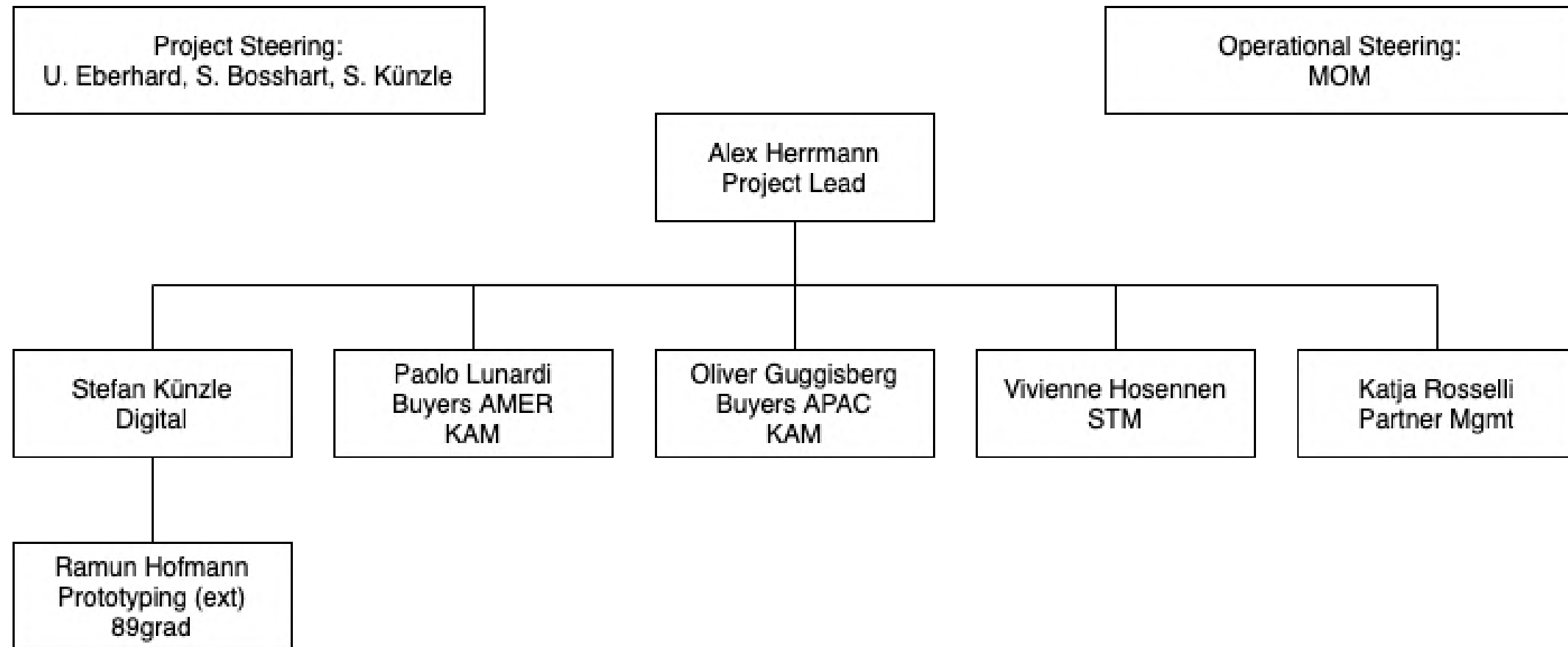
To follow.





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# The Team – THANK YOU!





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