

Guest speaker Martin Nydegger CEO of Switzerland Tourism

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Martin Nydegger
CEO of Switzerland Tourism

Tourism in Switzerland has taken a rough hit since 2008. Despite seeing the turnaround approaching, the alpine zone and visitors from Europe remain big challenges. Marketing strategies need to be adapted with segmentation replacing mass communication, storytelling and product development instead of inventory presentation and appropriate application of digital platforms.

Short facts about Martin Nydegger

Since 1 January 2018, Martin Nydegger (47) is CEO of Switzerland Tourism. He has been a member of the Executive Board since 2008 and was in charge of Business Development until the end of 2017. He had previously managed the ST branch office in Amsterdam for three years. Prior to joining ST, he already held a number of positions in the tourism sector, including six years as Director of the Engadin/Scuol Tourism Board. A native of Bern, Nydegger holds an Executive MBA in Strategic Corporate Management and has repeatedly undergone further training in the field of marketing management. He is married and has an 12-year-old son.

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