Lucerne - Lake Lucerne Region

Martin Bütikofer, Chairman Lucerne Tourism
COMPANY PROFILE
TOURISM IN LUCERNE
12'500 employees
1'324 million CHF
added value

"HEADQUARTERS"
1st FLOOR
Hotels & Accommodation
Gastronomy
Tour operator
Sport & Leisure

PARTERRE
Retail & Shopping
Music events
Museums & Art

"Branches"
Mountain experiences
Shipping
Transport
Festivals
Our Mission

- Competence center
- Regional network partners
- Brand management
- Strengthening awareness
Our Focus

- Destination development
- Digital leadership
- Offer and product development
- Tourist value creation
- Sustainability in Tourism
- Image enhancement in the tourism industry
Management principles

For the achievement of jointly defined strategic goals

- Clear focus on results
- Making a contribution to the whole - beyond your own department
- Concentration on the important - "less is often more".
- Using strengths
- Mutual trust
- Positive thinking - the glass is always half full!
- Learning never stops - constant quality checks and further education
Thank you!