



# Lucerne - Lake Lucerne Region

Martin Bütikofer, Chairman Lucerne Tourism

**COMPANY PROFILE**  
**TOURISM IN LUCERNE**

12'500 employees  
1'324 million CHF  
added value



**TOURISM IN  
LUCERNE**



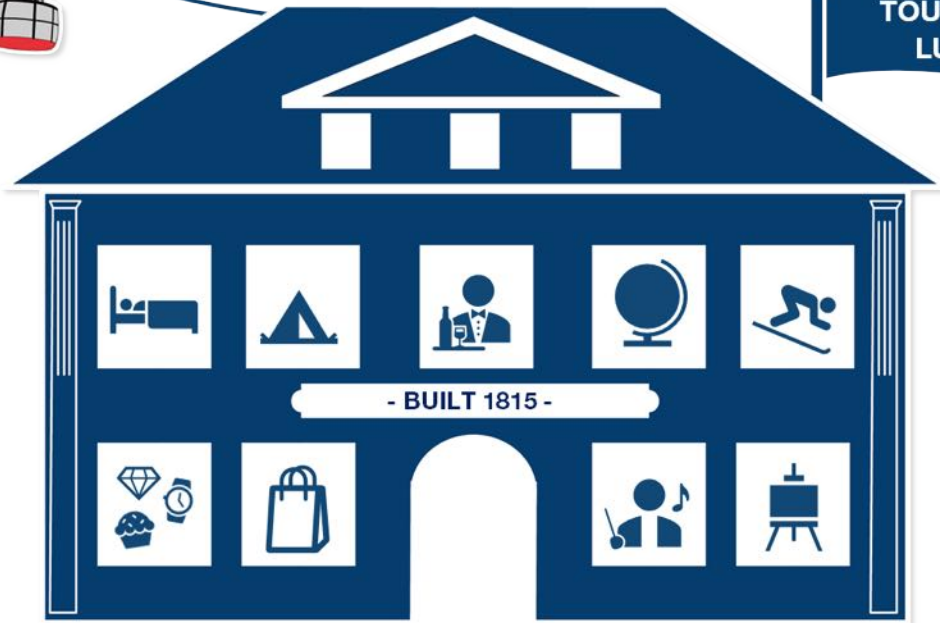
«HEADQUARTERS»

**1st FLOOR**

Hotels & Accommodation  
Gastronomy  
Tour operator  
Sport & Leisure

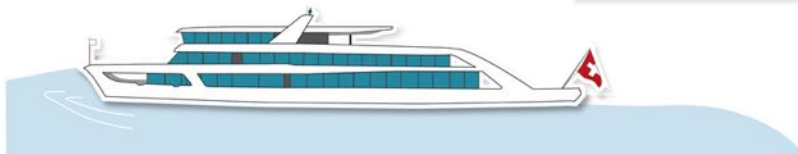
**PARTERRE**

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!

