



Stockholm, Sweden — 24th October 2023

Proposed division:

Hallo/Bonjour/Ciao/Allegra!

As you probably know, people keep mixing up Sweden and Switzerland. Since all previous attempts to solve this issue have failed, we suggest taking concrete steps. Our proposal is that we draw a clear line between our two travel destinations, by deciding who talks about what. It's all very simple.

We have divided the most relevant topics between the two countries in what we regard as a fair and clear way. We have our topics, and you have yours. As long as both tourism organisations stick to this division in all communication with the outside world, the confusion should come to an end. Everyone will learn that Switzerland is Switzerland, and Sweden is a destination of a different nature.

If you agree with the division presented on the right, please sign this document digitally or physically and send it to swedennotswitzerland@visitsweden.com

Switzerland

Red and white
Banks
Mountain tops
Lake Geneva
Cowbells
Yodelling
LSD
Leather couture
Crypto mining
Particle accelerators
Bungee jumping
Watches
Gold
Luxury
Mountain climbing
After-sun
Cheeseballs
Exclusive skiing resorts
Car shows
Cows
Grapes
Mousse
Ice buckets
Red flags

Sweden

Blue and yellow
Sandbanks
Rooftops
100,000 lakes
Dala horses
Silence
Northern Lights
Contemporary fashion
Oyster diving
Winding down
Island hopping
Forgetting about time
Forest gold
A different kind of luxury
Accessible nature
Midnight Sun
Meatballs
Affordable skiing resorts
Music festivals
Plant-based fine dining
Strawberries
Moose
Ice baths
Red cabins

Stockholm 24/10/23

Date and Place

CEO
Visit Sweden

Date and Place

Representative
of Switzerland

