



Press release (final)

## Switzerland Tourism helps women reach the top.

**Women should be able to achieve their full potential – also even when on holiday in Switzerland. That is why Switzerland Tourism (ST) is launching the “100% Women” initiative today on International Women’s Day. This project created by women for women with the aim of bringing women together and providing a different perspective on new experiences, especially applies to outdoor activities and mountain sports, which will be particularly important after the pandemic. As part of the 100% Women Peak Challenge, ST is joining forces with the Swiss Alpine Club (SAC), the Swiss Mountain Guide Association and Mammut to encourage female mountaineers to climb all 48 4,000m peaks in Switzerland – in teams made up exclusively of women. More than 230 tourism offers throughout Switzerland that are specially geared towards women with female guides, enable all women to be part of 100% Women.**

Exactly 50 years ago today, women were granted the vote here in Switzerland. Exactly 150 years ago, British mountaineer Lucy Walker became the first woman to conquer the Matterhorn. So, it’s high time for women to be given more prominence in Swiss mountain sports. The aim of the **100% Women Peak Challenge** is to encourage women-only teams to ascend the 48 highest peaks in the Swiss Alps. The campaign will run from 8th March to 8th October 2021. It will be accompanied by an interactive landing page **Peakchallenge.myswitzerland.com** – and topped off by selfies of those taking part from the various peaks. ST is running the challenge together with its partners, the Swiss Alpine Club (SAC), the Swiss Mountain Guide Association and Swiss outdoor brand Mammut. The campaign is not about competing against one another – but rather the focus is on experiencing the 48 4,000m peaks together. One famous face among those taking part in the campaign is Swiss Schlager singer Beatrice Egli, who will be fulfilling a lifelong dream in July and climbing the Matterhorn. Another is the first Saudi woman to reach the summit of Mount Everest, Raha Moharrak, who now plans to ascend Switzerland’s highest peak, the Dufourspitze.

### Offers by women for women

It doesn’t necessarily have to be a 4,000m peak. Together with the tourism industry, ST is delighted to present around 230 offers and events that are specially geared towards women and provide a female perspective of Switzerland at **MySwitzerland.com/women**. All experiences – ranging from just a few hours to several days – are led by women, to give them and their achievements a platform and provide other women with positive role models. Around half of the experiences have been newly conceived, especially for this campaign. An expert jury selected the offers on the basis of defined criteria. Its main focus was on offers taking place in the great outdoors – all as part of women-only groups. One example of this would be the five-day mountaineering tour in the Monte Rosa massif, run by the Mammut Alpine School – and guided by professional mountaineer and mountain guide Caro North.. Men are also invited

to discover Switzerland but the focus here would be totally on the women – for e.g., on more than 40 different city and cultural tours the theme will be all about women and their achievements.

### **Women-only travel is booming**

Why the focus on women? Because 80% of travel decisions are taken by women, regardless of who they are travelling with<sup>[1]</sup>. Among tourists booking adventure, cultural or nature holidays, 75% are women between the ages of 20 and 70<sup>[2]</sup>. National Geographic identified women-only trips as one of 2020's top travel trends. Demand has shifted away from traditional wellness trips towards a broader spectrum of interests. In the outdoor segment in particular, ST sees great potential in attracting women as new visitors and encouraging those already keen on outdoor activities (such as hiking) to try something a little different (high-altitude hikes, mountain biking, etc.). Women-only offers, led by female mountaineers or guides, can help inspire many women to get out of their comfort zone in the company of other like-minded individuals (to embark on a mountain tour they would never have dared to try otherwise, for example). Back in February 2020, ST invited the tourism industry to a workshop in order to discuss women's needs with respect to outdoor sports under the direction of female experts. The results were compiled in a set of industry guidelines.

#### **100% Women Peak Challenge – the first international ski mountaineering tour starts today and will ascend three 4,000m peaks!**

From 8th to 11th March, mountain guides and Mammut ProAthletes Caro North (Switzerland) and Nadine Wallner (Austria) will be climbing three 4,000m peaks in the Valais – the Allalinhorn, the Alphubel and the Strahlhorn – together with athletes and influencers Chemmy Alcott (UK), Caja Schöpf (Deutschland) und Johanna Ratschiller (Italy). Follow their tour on ST's social media channels. #peakchallenge

**More detailed information can be found via the links below:**

#### **100% Women Peak Challenge**

- [Peakchallenge.myswitzerland.com](https://peakchallenge.myswitzerland.com)

#### **100% Women – offers for women**

- [MySwitzerland.com/women](https://myswitzerland.com/women)

#### **Pictures**

[Key visuals Peak Challenge](#)

[Pictures 100% Women Offers](#)

Comprehensive media dossier with detailed information on the campaign

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Press release and further information available at: [MySwitzerland.com/media](https://myswitzerland.com/media)

<sup>[1]</sup> Source: Forbes, 2014 <sup>[2]</sup> Source: Forbes, 2014