



**MEET THE LOCALS (IN SWITZERLAND?)** |



# MEET *THE* LOCALS

<https://www.youtube.com/watch?v=t7k92mqje84&t=2s>

# HOW DOES IT WORK?

<https://meetthelocals.se/en/>

# IN SWITZERLAND ?

- ❖ MySwitzerland.com
- ❖ Voluntary based
- ❖ Change perception
- ❖ Engage locals
- ❖ Masstourism
- ❖ Hiking, bike, lake, ski, fondue, raclette, wine → All year long
- ❖ Secret places of Switzerland
- ❖ Authentic experience

# SOURCES

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Observatoire Valaisan du Tourisme. (2017). Quelle place pour les citoyens dans les stratégies touristiques?. Retrieved from <https://www.tourobs.ch/fr/actualites-et-articles/articles/id-6025-quelle-place-pour-le-citoyen-dans-les-strategies-touristiques-/>

Meet the Locals. (2017). Retrieved from <https://meetthelocals.se/en/>