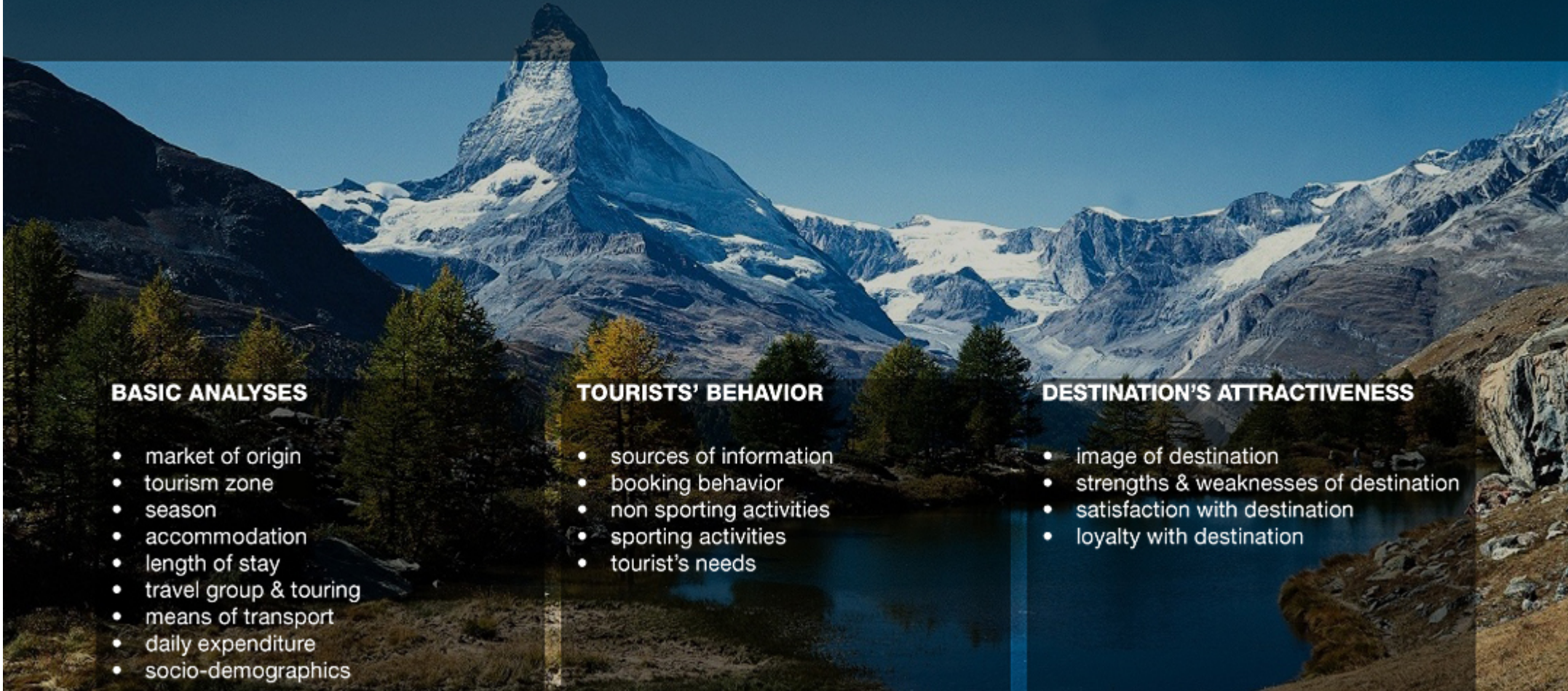


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BASIC ANALYSES

- market of origin
- tourism zone
- season
- accommodation
- length of stay
- travel group & touring
- means of transport
- daily expenditure
- socio-demographics

TOURISTS' BEHAVIOR

- sources of information
- booking behavior
- non sporting activities
- sporting activities
- tourist's needs

DESTINATION'S ATTRACTIVENESS

- image of destination
- strengths & weaknesses of destination
- satisfaction with destination
- loyalty with destination

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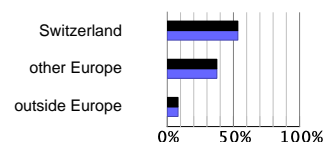
Market of origin.

	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Market of origin (23 markets).															
Switzerland	53.2%	53.2%	100.0%	0.0%	0.0%	14.7%	55.8%	61.6%	61.0%	52.2%	54.0%	53.0%	58.6%	61.5%	7.6%
Germany	17.1%	17.1%	0.0%	45.6%	0.0%	23.4%	14.5%	17.0%	17.3%	19.7%	14.9%	11.9%	19.7%	15.4%	14.3%
Netherlands	4.3%	4.3%	0.0%	11.4%	0.0%	4.2%	4.0%	2.1%	4.2%	3.7%	4.7%	2.9%	5.0%	4.0%	6.1%
United Kingdom	3.5%	3.5%	0.0%	9.2%	0.0%	5.5%	2.8%	1.7%	3.1%	3.9%	3.1%	4.6%	3.0%	2.7%	6.7%
France	3.1%	3.1%	0.0%	8.4%	0.0%	7.3%	3.3%	2.9%	2.3%	3.4%	2.9%	3.1%	2.9%	2.9%	5.5%
other country	2.9%	2.9%	0.0%	1.6%	14.0%	9.0%	3.5%	2.0%	1.2%	2.8%	3.0%	3.7%	1.4%	1.6%	10.5%
Belgium/Luxembourg	2.5%	2.5%	0.0%	6.7%	0.0%	1.7%	1.1%	2.1%	3.0%	2.8%	2.3%	2.3%	1.6%	3.9%	3.1%
USA	2.4%	2.4%	0.0%	0.0%	29.4%	6.3%	2.7%	1.9%	1.2%	1.7%	3.0%	4.1%	2.6%	1.1%	9.1%
Italy	2.2%	2.2%	0.0%	5.9%	0.0%	4.6%	2.6%	1.5%	1.7%	2.2%	2.2%	1.9%	1.7%	1.9%	4.3%
Nordics	1.1%	1.1%	0.0%	2.9%	0.0%	2.2%	0.7%	0.5%	1.0%	1.3%	0.9%	1.0%	0.4%	0.8%	2.5%
Eastern Europe (HU, CZ, PL)	1.0%	1.0%	0.0%	2.7%	0.0%	2.3%	1.1%	2.3%	0.6%	0.8%	1.2%	0.7%	0.6%	0.4%	2.6%
Spain	0.8%	0.8%	0.0%	2.2%	0.0%	2.6%	0.9%	1.0%	0.3%	0.6%	1.0%	0.7%	0.2%	0.7%	3.1%
Japan	0.7%	0.7%	0.0%	0.0%	9.1%	2.0%	0.5%	0.4%	0.6%	0.3%	1.1%	1.2%	0.4%	0.2%	2.8%
China	0.7%	0.7%	0.0%	0.0%	8.7%	1.8%	1.1%	0.4%	0.3%	0.5%	0.9%	1.3%	0.1%	0.2%	3.3%
Russia	0.7%	0.7%	0.0%	1.9%	0.0%	2.5%	0.9%	0.2%	0.4%	0.9%	0.5%	1.0%	0.1%	0.4%	3.1%
India	0.6%	0.6%	0.0%	0.0%	7.4%	1.2%	0.8%	0.2%	0.4%	0.3%	0.9%	1.2%	0.1%	0.7%	2.9%
Gulf Countries (GCC)	0.6%	0.6%	0.0%	0.0%	7.3%	1.2%	0.6%	0.2%	0.3%	0.3%	0.8%	1.7%	0.0%	0.8%	2.4%
Austria	0.6%	0.6%	0.0%	1.6%	0.0%	1.8%	0.7%	0.8%	0.4%	0.8%	0.4%	0.7%	0.4%	0.2%	1.6%
Australia	0.5%	0.5%	0.0%	0.0%	6.3%	1.4%	0.8%	0.8%	0.2%	0.3%	0.7%	0.8%	0.6%	0.1%	2.0%
Brazil	0.5%	0.5%	0.0%	0.0%	6.2%	1.7%	0.4%	0.0%	0.1%	0.8%	0.3%	0.9%	0.0%	0.1%	2.4%
South East Asia (SG, MY, TH)	0.4%	0.4%	0.0%	0.0%	5.4%	1.2%	0.6%	0.3%	0.2%	0.3%	0.6%	0.6%	0.0%	0.2%	1.7%
Canada	0.3%	0.3%	0.0%	0.0%	4.0%	1.2%	0.4%	0.3%	0.1%	0.2%	0.4%	0.5%	0.4%	0.1%	1.4%
Korea	0.2%	0.2%	0.0%	0.0%	2.3%	0.2%	0.3%	0.0%	0.1%	0.1%	0.3%	0.3%	0.0%	0.1%	0.9%
	N=9168	N=9168	N=1641	N=4637	N=2539	N=1957	N=1335	N=286	N=4577	N=3221	N=5947	N=2226	N=1354	N=2211	N=3395

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Market of origin.

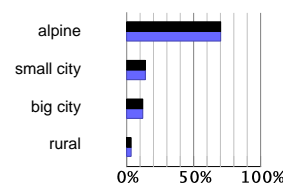
Market of origin (3 market groups).



All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Switzerland	53.8%	100.0%	0.0%	0.0%	15.2%	56.6%	61.9%	61.4%	53.6%	54.0%	53.7%	58.9%	61.9%	7.9%
other Europe	37.9%	0.0%	100.0%	0.0%	62.4%	33.7%	32.6%	34.6%	41.3%	35.1%	31.9%	36.0%	33.7%	57.3%
outside Europe	8.3%	0.0%	0.0%	100.0%	22.4%	9.6%	5.4%	4.0%	5.1%	10.8%	14.4%	5.1%	4.4%	34.8%
N=8817	N=8817	N=1641	N=4637	N=2539	N=1848	N=1279	N=281	N=4446	N=2872	N=5945	N=2134	N=1327	N=2153	N=3208

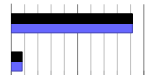

Tourism zone.

Tourism zone.



alpine	70.4%	78.4%	64.9%	40.4%	0.0%	0.0%	0.0%	100.0%	86.9%	56.5%	77.0%	74.8%	78.9%	43.3%
small city	14.0%	14.3%	12.5%	19.2%	0.0%	100.0%	0.0%	0.0%	4.8%	21.9%	10.9%	14.8%	12.1%	16.8%
big city	12.0%	3.2%	19.4%	37.6%	100.0%	0.0%	0.0%	0.0%	7.4%	15.9%	10.4%	6.7%	5.1%	36.7%
rural	3.6%	4.0%	3.1%	2.8%	0.0%	0.0%	100.0%	0.0%	0.9%	5.8%	1.7%	3.8%	4.0%	3.2%
N=8155	N=8155	N=1584	N=4225	N=2045	N=1957	N=1335	N=286	N=4577	N=2957	N=5198	N=1963	N=1261	N=2025	N=2769

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Season.																
Season.																
winter		45.1%	45.1%	44.3%	48.5%	27.6%	28.3%	15.5%	11.8%	56.5%	100.0%	0.0%	57.0%	42.2%	47.5%	36.9%
summer		54.9%	54.9%	55.7%	51.5%	72.4%	71.7%	84.5%	88.2%	43.5%	0.0%	100.0%	43.0%	57.8%	52.5%	63.1%
		N=9168	N=9168	N=1641	N=4637	N=2539	N=1957	N=1335	N=286	N=4577	N=3221	N=5947	N=2226	N=1354	N=2211	N=3395
Accommodation & length of stay.																
Accommodation.																
Hotel / health establishment / clinic		39.4%	39.4%	35.7%	39.3%	62.7%	47.5%	34.9%	28.3%	39.3%	38.1%	40.5%	67.3%	48.8%	25.4%	50.5%
supplementary accommodation		60.6%	60.6%	64.3%	60.7%	37.3%	52.5%	65.1%	71.7%	60.7%	61.9%	59.5%	32.7%	51.2%	74.6%	49.5%
		N=8907	N=8907	N=1586	N=4523	N=2460	N=1893	N=1294	N=272	N=4494	N=3126	N=5781	N=2188	N=1323	N=2158	N=3291
Nights.																
Nights.																
Mean		8.0	8.0	8.6	7.4	7.4	6.0	8.0	7.6	8.5	8.2	7.9	7.2	10.5	9.0	6.4
1-3 nights		26.9%	26.9%	27.1%	24.2%	36.1%	47.7%	33.5%	36.1%	20.6%	22.0%	30.9%	30.5%	19.5%	12.9%	38.7%
4-7 nights		44.9%	44.9%	45.0%	46.7%	36.7%	35.1%	37.1%	37.7%	49.4%	54.0%	37.4%	46.4%	41.5%	53.5%	40.8%
8+ nights		28.2%	28.2%	27.9%	29.1%	27.3%	17.2%	29.5%	26.3%	30.0%	24.0%	31.8%	23.1%	39.0%	33.6%	20.5%
		N=8959	N=8959	N=1592	N=4521	N=2498	N=1896	N=1300	N=278	N=4516	N=3166	N=5793	N=2203	N=1340	N=2180	N=3315

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Travel group & touring.																
Form of travel.																
individually (no organized group)		91.4%	91.4%	93.8%	89.7%	84.7%	93.2%	93.0%	95.5%	91.0%	88.8%	93.5%	90.3%	93.2%	98.4%	84.9%
organized group		8.6%	8.6%	6.2%	10.3%	15.3%	6.8%	7.0%	4.5%	9.0%	11.2%	6.5%	9.7%	6.8%	1.6%	15.1%
		N=9154	N=9154	N=1639	N=4632	N=2534	N=1954	N=1334	N=285	N=4572	N=3212	N=5942	N=2222	N=1352	N=2209	N=3386
Size of travel group (mean).																
Mean		3.2	3.2	3.3	3.2	2.8	2.5	2.7	3.0	3.5	3.5	2.9	3.2	2.7	4.5	2.8
		N=8070	N=8070	N=1536	N=4120	N=2129	N=1758	N=1176	N=267	N=4048	N=2751	N=5319	N=1912	N=1206	N=2169	N=2804
Touring.																
Staying in one particular place in Switzerland		80.7%	80.7%	91.6%	77.4%	28.1%	61.0%	75.6%	76.1%	88.1%	89.5%	73.5%	79.2%	84.9%	89.0%	49.0%
Touring within CH/Europe		19.3%	19.3%	8.4%	22.6%	71.9%	39.0%	24.4%	23.9%	11.9%	10.5%	26.5%	20.8%	15.1%	11.0%	51.0%
		N=9163	N=9163	N=1641	N=4634	N=2537	N=1955	N=1335	N=286	N=4575	N=3217	N=5946	N=2225	N=1353	N=2209	N=3392

Filtered by: No Filter														
All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Means of transport.

Means of transport to Switzerland from abroad (across the border).

By air		27.4%	27.4%	19.2%	60.5%	43.9%	28.9%	25.5%	19.3%	26.6%	28.0%	38.6%	17.9%	19.8%	40.3%	
By train		16.0%	16.0%	13.5%	26.8%	25.6%	18.2%	8.8%	11.5%	13.7%	17.9%	14.0%	13.0%	7.2%	22.8%	
		N=7503	N=7503	N=null	N=4623	N=2530	N=1897	N=1063	N=210	N=3380	N=2685	N=4818	N=1895	N=1007	N=1624	N=3354

Airport in Switzerland.

Airport Zürich		66.5%	66.5%	68.8%	58.4%	77.3%	62.8%	73.7%	70.9%	68.4%	66.7%	66.3%	69.5%	70.0%	65.4%	66.6%
Aéroport International de Genève		25.4%	25.4%	16.7%	31.6%	18.6%	29.7%	17.6%	18.9%	23.5%	24.4%	26.3%	23.8%	19.9%	24.2%	27.2%
Euro-Airport Basel Mulhouse Freiburg		7.0%	7.0%	14.6%	8.5%	3.2%	6.2%	8.2%	9.7%	7.2%	8.0%	6.2%	5.4%	8.6%	8.7%	4.9%
Flughafen Bern-Belp (Regionalflygplatz Bern-Belp)		0.3%	0.3%	0.0%	0.4%	0.4%	0.4%	0.0%	0.0%	0.4%	0.4%	0.3%	0.6%	0.4%	0.5%	0.3%
Airport Grenchen		0.3%	0.3%	0.0%	0.4%	0.1%	0.4%	0.0%	0.0%	0.3%	0.3%	0.3%	0.1%	0.3%	0.6%	0.4%
Lugano Airport		0.2%	0.2%	0.0%	0.2%	0.1%	0.1%	0.3%	0.0%	0.1%	0.2%	0.1%	0.1%	0.6%	0.1%	0.1%
Business Airport St. Gallen		0.2%	0.2%	0.0%	0.2%	0.1%	0.4%	0.2%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%
Engadin Airport		0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.3%	0.0%	0.5%	0.1%
Airport Sion/Sitten		0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
		N=2933	N=2933	N=34	N=1217	N=1486	N=973	N=418	N=79	N=1025	N=1057	N=1876	N=948	N=285	N=538	N=1581

Filtered by: No Filter


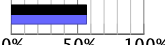

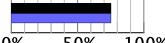

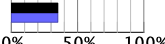
Means of transport.






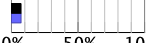
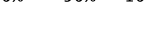


	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor	
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer					
Airline.																
Swiss International Air Lines	24.1%	24.1%	23.6%	25.3%	24.0%	23.1%	26.6%	12.0%	28.1%	26.7%	21.8%	27.2%	28.6%	25.1%	19.1%	
EasyJet	17.7%	17.7%	20.1%	26.5%	5.5%	16.1%	12.8%	23.5%	20.2%	19.5%	16.1%	12.6%	16.2%	16.9%	16.4%	
British Airways	6.6%	6.6%	12.5%	7.3%	4.3%	4.8%	4.3%	6.4%	9.4%	8.2%	5.2%	8.4%	8.9%	10.6%	5.3%	
Lufthansa	5.4%	5.4%	9.0%	4.6%	5.7%	8.0%	4.4%	2.4%	4.3%	4.7%	6.1%	4.2%	5.5%	4.9%	4.7%	
Air Berlin	5.4%	5.4%	3.5%	9.1%	1.3%	5.8%	11.9%	14.7%	3.2%	4.6%	6.1%	4.9%	2.2%	4.1%	4.8%	
Emirates, The International Airline of the UAE	3.5%	3.5%	7.0%	0.1%	7.8%	1.4%	2.5%	2.8%	4.5%	3.1%	3.9%	5.3%	1.0%	4.7%	5.0%	
KLM Royal Dutch Airlines	2.9%	2.9%	0.0%	3.4%	3.1%	3.4%	1.0%	0.7%	2.9%	2.8%	3.0%	3.5%	2.4%	3.8%	3.5%	
other	2.9%	2.9%	2.1%	1.5%	5.5%	4.5%	3.4%	0.5%	1.7%	0.0%	5.5%	3.3%	2.7%	3.2%	4.3%	
SAS Scandinavian Airlines	2.7%	2.7%	0.0%	4.6%	0.7%	0.5%	3.1%	2.2%	4.9%	4.3%	1.3%	2.3%	2.3%	3.4%	2.6%	
Air France	2.6%	2.6%	0.0%	1.9%	4.0%	2.8%	2.9%	3.9%	2.1%	2.8%	2.4%	3.2%	3.7%	2.1%	3.3%	
Singapore Airlines	2.4%	2.4%	3.5%	0.8%	3.5%	2.6%	3.3%	1.7%	1.5%	2.2%	2.7%	2.2%	3.0%	3.2%	2.9%	
United Airlines	2.1%	2.1%	3.5%	0.0%	5.0%	1.8%	1.8%	1.8%	1.3%	2.7%	1.6%	2.6%	1.8%	0.6%	3.4%	
Delta Air Lines, Inc.	2.0%	2.0%	3.5%	0.0%	4.7%	1.9%	2.0%	2.9%	1.4%	1.7%	2.3%	1.6%	5.3%	1.2%	2.0%	
Finnair	1.7%	1.7%	2.1%	1.4%	1.5%	1.6%	1.6%	1.4%	1.6%	1.1%	2.2%	1.3%	1.9%	1.8%	1.8%	
Iberia	1.4%	1.4%	0.0%	1.9%	1.0%	1.9%	1.9%	3.4%	0.7%	1.3%	1.5%	1.3%	1.0%	1.9%	2.0%	
Germanwings	1.3%	1.3%	0.0%	2.5%	0.1%	3.1%	0.0%	0.0%	0.8%	1.1%	1.5%	0.5%	1.6%	0.2%	1.3%	
Qatar Airways	1.2%	1.2%	0.0%	0.1%	3.2%	1.8%	1.2%	3.2%	0.7%	0.9%	1.6%	1.6%	0.0%	1.5%	1.6%	
American Airlines	1.1%	1.1%	0.0%	0.0%	3.2%	0.7%	2.4%	4.3%	0.7%	0.1%	2.0%	1.0%	1.2%	0.8%	1.5%	
Air Canada	1.1%	1.1%	0.0%	0.1%	2.4%	1.5%	0.4%	1.4%	0.7%	1.0%	1.2%	1.1%	1.0%	0.6%	1.5%	
Thai Airways	1.1%	1.1%	0.0%	0.0%	2.3%	1.0%	1.5%	0.0%	0.8%	1.0%	1.1%	1.1%	0.5%	1.4%	1.4%	
Continental Airlines, Inc.	0.9%	0.9%	0.0%	0.1%	2.2%	1.0%	0.9%	1.4%	0.9%	0.7%	1.0%	1.3%	1.8%	0.8%	0.9%	
Aeroflot Russian International Airlines	0.8%	0.8%	0.0%	1.5%	0.2%	1.2%	0.8%	0.0%	0.9%	1.2%	0.5%	1.1%	0.0%	1.0%	1.2%	
TAP Portugal	0.7%	0.7%	0.0%	0.7%	0.7%	1.0%	0.5%	0.0%	0.3%	0.4%	0.9%	0.5%	0.5%	0.4%	0.9%	
Turkish Airlines	0.7%	0.7%	2.1%	0.1%	0.9%	0.6%	0.5%	0.0%	0.2%	0.5%	0.8%	0.8%	0.0%	0.4%	0.7%	
Aer Lingus	0.6%	0.6%	0.0%	0.6%	0.7%	0.4%	0.9%	0.8%	0.6%	0.8%	0.5%	0.1%	0.3%	0.2%	0.9%	
	N=2941	N=2941	N=34	N=1221	N=1490	N=980	N=418	N=79	N=1026	N=1057	N=1884	N=949	N=287	N=539	N=1589	

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Airline. (cont.)																
	Air China	0.6%	0.6%	3.5%	0.0%	0.6%	0.4%	0.3%	0.0%	0.1%	0.8%	0.3%	1.5%	0.1%	0.2%	1.1%
	EL AL Israel Airlines	0.6%	0.6%	0.0%	0.0%	1.3%	0.2%	0.2%	0.0%	1.1%	0.6%	0.5%	0.9%	1.6%	0.5%	0.4%
	Austrian Airlines AUA	0.5%	0.5%	0.0%	0.5%	0.5%	0.7%	0.6%	2.0%	0.3%	0.4%	0.5%	0.5%	0.0%	0.3%	0.6%
	bmi British Midland	0.5%	0.5%	0.0%	0.9%	0.0%	0.1%	0.0%	0.0%	1.0%	0.5%	0.4%	0.4%	2.4%	0.2%	0.2%
	Air Baltic	0.5%	0.5%	0.0%	0.7%	0.1%	0.8%	0.4%	1.0%	0.2%	0.4%	0.5%	0.1%	0.2%	0.1%	0.4%
	Swiss Leisure Flights (mit Flugnummern LX8000-LX9999)	0.3%	0.3%	0.0%	0.5%	0.1%	0.1%	0.0%	0.0%	0.7%	0.7%	0.1%	0.3%	0.0%	0.9%	0.3%
	Blue 1	0.3%	0.3%	0.0%	0.5%	0.0%	0.3%	0.2%	0.0%	0.4%	0.6%	0.1%	0.0%	0.0%	0.5%	0.2%
	Qantas Airways	0.3%	0.3%	2.1%	0.0%	0.4%	0.2%	0.2%	0.0%	0.6%	0.0%	0.6%	0.4%	0.4%	0.1%	0.2%
	CSA Czech Airlines	0.3%	0.3%	0.0%	0.4%	0.1%	0.4%	0.8%	1.3%	0.0%	0.2%	0.3%	0.3%	0.0%	0.1%	0.4%
	Edelweiss Air AG	0.2%	0.2%	2.1%	0.0%	0.1%	0.1%	1.5%	0.0%	0.1%	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%
	Brussels Airlines	0.2%	0.2%	0.0%	0.3%	0.2%	0.5%	0.0%	0.0%	0.1%	0.1%	0.4%	0.1%	0.0%	0.3%	0.3%
	Malev Hungarian Airlines	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.8%	0.0%	0.0%	0.2%	0.2%	0.1%	0.0%	0.0%	0.2%
	Korean Air	0.2%	0.2%	0.0%	0.0%	0.5%	0.3%	0.0%	0.5%	0.0%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
	Egyptair	0.2%	0.2%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.1%	0.1%	0.3%	0.3%	0.3%	0.2%	0.1%
	Fly Niki	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%	0.4%	0.0%	0.0%	0.1%	0.2%	0.3%	0.4%	0.0%	0.3%
	Tarom	0.2%	0.2%	0.0%	0.1%	0.0%	0.2%	0.4%	0.0%	0.1%	0.2%	0.1%	0.1%	0.3%	0.1%	0.2%
	Air Malta	0.1%	0.1%	0.0%	0.2%	0.0%	0.2%	0.2%	0.0%	0.1%	0.1%	0.2%	0.1%	0.0%	0.3%	0.1%
	Tuify	0.1%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.1%	0.4%	0.0%	0.1%
	Royal Jordanian	0.1%	0.1%	0.0%	0.0%	0.3%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.4%	0.2%
	JAT Airways	0.1%	0.1%	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.3%	0.1%
	JAL Japan Airlines	0.1%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	2.3%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
	Ukraine International Airlines	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%
	Croatia Airlines	0.1%	0.1%	0.0%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%
	ANA All Nippon Airways	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%
	LOT Polish Airlines	0.1%	0.1%	0.0%	0.2%	0.0%	0.1%	0.0%	1.3%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
		N=2941	N=2941	N=34	N=1221	N=1490	N=980	N=418	N=79	N=1026	N=1057	N=1884	N=949	N=287	N=539	N=1589

Means of transport.

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Airline. (cont.)																
	Helvetic Airways AG	0.1%	0.1%	0.0%	0.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%
	City Airline	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	OLT Ostfriesische Lufttransport GmbH	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Air India	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.0%
	South African Airways	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
	Adria Airways	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
	Bulgaria Air	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
	Cyprus Airways	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
	Armavia	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%
	Cathay Pacific Airways	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
	Blue Islands	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%
	Sun Express	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Tunisair	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%
	Spanair	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
	China Southern	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Pegasus Airlines	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
	Air Europa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Intersky	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		N=2941	N=2941	N=34	N=1221	N=1490	N=980	N=418	N=79	N=1026	N=1057	N=1884	N=949	N=287	N=539	N=1589

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Means of transport.																
Means of transport within Switzerland: train.																
Yes		43.3%	43.3%	38.1%	42.8%	75.4%	62.8%	41.3%	35.0%	40.1%	39.5%	46.3%	42.4%	42.7%	30.5%	58.3%
No		56.7%	56.7%	61.9%	57.2%	24.6%	37.2%	58.7%	65.0%	59.9%	60.5%	53.7%	57.6%	57.3%	69.5%	41.7%
		N=9168	N=9168	N=1641	N=4637	N=2539	N=1957	N=1335	N=286	N=4577	N=3221	N=5947	N=2226	N=1354	N=2211	N=3395
Means of transport within Switzerland: bus, postal bus, motorcoach.																
Yes		24.9%	24.9%	20.3%	28.2%	38.1%	31.6%	20.4%	18.1%	23.9%	23.1%	26.5%	22.0%	25.9%	20.0%	32.6%
No		75.1%	75.1%	79.7%	71.8%	61.9%	68.4%	79.6%	81.9%	76.1%	76.9%	73.5%	78.0%	74.1%	80.0%	67.4%
		N=9168	N=9168	N=1641	N=4637	N=2539	N=1957	N=1335	N=286	N=4577	N=3221	N=5947	N=2226	N=1354	N=2211	N=3395
Means of transport within Switzerland: private transport (e.g. car, motorhome).																
Yes		64.6%	64.6%	72.5%	62.9%	25.6%	36.4%	68.5%	77.1%	69.3%	64.8%	64.4%	63.2%	67.3%	80.9%	39.8%
No		35.4%	35.4%	27.5%	37.1%	74.4%	63.6%	31.5%	22.9%	30.7%	35.2%	35.6%	36.8%	32.7%	19.1%	60.2%
		N=9168	N=9168	N=1641	N=4637	N=2539	N=1957	N=1335	N=286	N=4577	N=3221	N=5947	N=2226	N=1354	N=2211	N=3395

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Daily expenditures (7 categories).																
<50 CHF		9.3%	9.3%	8.4%	11.3%	5.7%	13.3%	12.6%	18.1%	7.2%	5.4%	12.5%	0.0%	5.7%	11.8%	10.4%
50-99 CHF		20.4%	20.4%	19.0%	23.9%	14.6%	27.2%	24.5%	26.9%	18.0%	16.5%	23.7%	0.0%	14.3%	22.5%	21.7%
100-149 CHF		22.7%	22.7%	21.1%	25.3%	20.3%	20.8%	24.1%	25.9%	22.7%	22.7%	22.6%	0.0%	20.8%	22.3%	22.8%
150-199 CHF		13.2%	13.2%	16.4%	9.8%	8.7%	9.6%	10.5%	13.4%	14.6%	13.7%	12.7%	0.0%	17.2%	12.6%	9.6%
200-249 CHF		12.8%	12.8%	13.6%	11.5%	13.1%	10.3%	11.6%	5.3%	13.9%	14.3%	11.5%	0.0%	17.5%	10.6%	12.1%
250-399 CHF		14.3%	14.3%	15.5%	11.6%	18.8%	11.1%	10.7%	8.8%	16.0%	18.2%	11.1%	65.9%	18.1%	11.9%	13.0%
400+		7.4%	7.4%	6.1%	6.7%	18.8%	7.8%	6.1%	1.5%	7.7%	9.2%	5.9%	34.1%	6.5%	8.2%	10.3%
		N=9138	N=9138	N=1639	N=4620	N=2528	N=1953	N=1334	N=284	N=4558	N=3217	N=5921	N=2226	N=1346	N=2207	N=3383
High spender (yes/no).																
No high spender (< 250 CHF)		78.3%	78.3%	78.4%	81.8%	62.4%	81.2%	83.3%	89.7%	76.3%	72.6%	83.0%	0.0%	75.5%	79.9%	76.7%
High spender (250+ CHF)		21.7%	21.7%	21.6%	18.2%	37.6%	18.8%	16.7%	10.3%	23.7%	27.4%	17.0%	100.0%	24.5%	20.1%	23.3%
		N=9138	N=9138	N=1639	N=4620	N=2528	N=1953	N=1334	N=284	N=4558	N=3217	N=5921	N=2226	N=1346	N=2207	N=3383

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Socio-demographics.																
Best Ager.																
16-55 years		81.3%	81.3%	79.4%	82.1%	88.4%	89.3%	79.6%	79.6%	79.5%	82.5%	80.3%	78.8%	0.0%	94.0%	92.8%
56+ years		18.7%	18.7%	20.6%	17.9%	11.6%	10.7%	20.4%	20.4%	20.5%	17.5%	19.7%	21.2%	100.0%	6.0%	7.2%
		N=9151	N=9151	N=1639	N=4630	N=2534	N=1952	N=1329	N=286	N=4572	N=3213	N=5938	N=2218	N=1354	N=2210	N=3388
Family.																
non-family		67.0%	67.0%	62.7%	70.1%	81.0%	85.9%	71.5%	64.0%	62.4%	64.6%	69.0%	69.0%	89.7%	0.0%	78.3%
family		33.0%	33.0%	37.3%	29.9%	19.0%	14.1%	28.5%	36.0%	37.6%	35.4%	31.0%	31.0%	10.3%	100.0%	21.7%
		N=8187	N=8187	N=1556	N=4204	N=2136	N=1779	N=1186	N=270	N=4119	N=2817	N=5370	N=1931	N=1224	N=2211	N=2830
Sex.																
male		53.2%	53.2%	51.3%	55.5%	55.4%	49.7%	52.1%	48.1%	54.4%	55.5%	51.4%	59.5%	64.2%	48.7%	52.9%
female		46.8%	46.8%	48.7%	44.5%	44.6%	50.3%	47.9%	51.9%	45.6%	44.5%	48.6%	40.5%	35.8%	51.3%	47.1%
		N=9117	N=9117	N=1630	N=4613	N=2527	N=1950	N=1327	N=286	N=4544	N=3195	N=5922	N=2205	N=1351	N=2196	N=3378

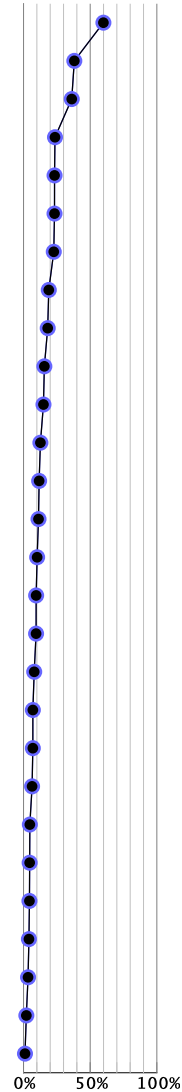
Socio-demographics.

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Age (3 categories).																
16-35 years		32.5%	32.5%	27.6%	34.7%	50.4%	57.5%	36.4%	30.8%	26.1%	31.4%	33.4%	23.1%	0.0%	18.4%	56.1%
36-55 years		48.8%	48.8%	51.8%	47.3%	37.9%	31.8%	43.2%	48.9%	53.5%	51.1%	46.9%	55.7%	0.0%	75.7%	36.7%
56+ years		18.7%	18.7%	20.6%	17.9%	11.6%	10.7%	20.4%	20.4%	20.5%	17.5%	19.7%	21.2%	100.0%	6.0%	7.2%
		N=9151	N=9151	N=1639	N=4630	N=2534	N=1952	N=1329	N=286	N=4572	N=3213	N=5938	N=2218	N=1354	N=2210	N=3388
Age (17 categories).																
16-20 years		3.4%	3.4%	3.4%	3.3%	4.1%	5.9%	4.8%	3.3%	2.5%	2.7%	4.1%	1.4%	0.0%	2.9%	5.0%
21-25 years		7.9%	7.9%	5.9%	9.0%	14.7%	17.3%	9.1%	5.7%	5.4%	7.4%	8.3%	3.7%	0.0%	1.3%	17.5%
26-30 years		10.1%	10.1%	8.0%	11.2%	16.9%	20.8%	10.8%	8.4%	8.0%	10.5%	9.8%	7.1%	0.0%	3.3%	18.7%
31-35 years		11.0%	11.0%	10.2%	11.1%	14.7%	13.5%	11.8%	13.4%	10.2%	10.8%	11.2%	10.8%	0.0%	10.8%	14.9%
36-40 years		12.4%	12.4%	13.1%	11.4%	12.4%	10.1%	12.4%	10.9%	12.8%	13.1%	11.8%	13.3%	0.0%	24.4%	12.3%
41-45 years		14.5%	14.5%	15.5%	13.9%	10.8%	9.2%	12.6%	14.8%	16.0%	15.7%	13.5%	16.0%	0.0%	29.1%	10.9%
46-50 years		12.4%	12.4%	12.9%	12.8%	8.2%	7.3%	9.1%	14.7%	14.0%	13.2%	11.8%	15.4%	0.0%	17.9%	8.3%
51-55 years		9.5%	9.5%	10.3%	9.2%	6.6%	5.2%	9.1%	8.4%	10.6%	9.2%	9.8%	11.0%	0.0%	4.3%	5.1%
56-60 years		7.5%	7.5%	7.5%	8.1%	5.0%	5.1%	6.0%	4.1%	8.7%	7.5%	7.5%	9.2%	39.9%	2.3%	3.5%
61-65 years		5.6%	5.6%	6.3%	5.1%	3.7%	2.8%	7.0%	8.7%	5.8%	5.3%	5.8%	6.0%	29.9%	1.6%	2.4%
66-70 years		3.4%	3.4%	3.9%	3.2%	1.6%	1.6%	4.8%	5.5%	3.6%	2.9%	3.9%	3.1%	18.4%	1.6%	0.9%
71-75 years		1.5%	1.5%	1.8%	1.1%	1.2%	1.2%	2.0%	1.9%	1.5%	1.0%	1.8%	1.9%	7.8%	0.2%	0.4%
76-80 years		0.7%	0.7%	1.0%	0.3%	0.1%	0.1%	0.6%	0.0%	0.8%	0.8%	0.5%	0.9%	3.5%	0.1%	0.0%
81-85 years		0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%	0.1%	0.1%	0.3%	0.0%	0.0%
86-90 years		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
96-100 years		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
		N=9150	N=9150	N=1639	N=4630	N=2533	N=1952	N=1329	N=286	N=4571	N=3213	N=5937	N=2218	N=1353	N=2209	N=3387

Filtered by: No Filter

Sources of information (strongly influencing: 8-10 of a 10-point scale).

	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Recommendation from friends, acquaintances or relatives	59.9%	59.9%	56.4%	62.3%	65.3%	72.0%	61.8%	72.1%	56.1%	61.0%	59.1%	55.8%	52.7%	57.1%	67.4%
Internet site of a hotel/holiday-apartment owner/campsite etc.	38.1%	38.1%	44.9%	31.6%	31.1%	21.5%	42.4%	31.8%	41.3%	41.5%	35.6%	47.6%	39.0%	44.8%	26.7%
Internet site of a regional/local tourist organisation	36.2%	36.2%	42.5%	31.3%	26.2%	20.7%	31.1%	34.8%	41.0%	41.6%	32.1%	34.1%	35.4%	39.0%	24.1%
Guidebooks etc.	23.6%	23.6%	14.6%	26.0%	51.4%	37.9%	30.4%	30.2%	18.3%	17.4%	28.2%	24.4%	21.9%	16.5%	40.3%
Brochure, leaflet... from a hotel/holiday-apartment owner/campsite etc	23.3%	23.3%	25.1%	20.4%	24.3%	18.9%	25.6%	16.4%	24.0%	23.2%	23.3%	26.3%	29.4%	28.4%	21.6%
Internet site of Switzerland Tourism	23.2%	23.2%	22.2%	21.4%	32.6%	25.0%	25.0%	28.0%	21.2%	21.1%	24.8%	26.4%	18.5%	22.0%	28.1%
Information obtained in person/by phone from a hotel/holiday-apartment owner/campsite	22.7%	22.7%	26.8%	18.6%	19.1%	11.0%	20.9%	21.3%	26.4%	26.5%	19.8%	27.7%	29.5%	24.9%	13.9%
Brochure, leaflet... from a regional/local tourist organisation	18.9%	18.9%	18.1%	17.4%	26.1%	20.4%	16.2%	21.6%	19.1%	17.9%	19.7%	20.4%	22.0%	19.3%	20.2%
Internet site of a tour operator/transport company	18.1%	18.1%	18.1%	14.0%	31.2%	22.5%	17.3%	18.0%	17.2%	17.5%	18.6%	21.2%	11.4%	15.0%	21.1%
Report in a newspaper/magazine about destination	15.6%	15.6%	18.3%	11.1%	17.9%	12.9%	17.5%	15.3%	15.6%	15.3%	15.8%	17.6%	15.3%	13.5%	15.1%
Report in a newspaper/magazine about Switzerland	14.9%	14.9%	16.6%	11.5%	18.4%	16.7%	16.9%	6.4%	14.3%	13.4%	16.1%	17.9%	14.9%	15.3%	15.7%
Brochure, leaflet... from a tour operator/transport company	12.6%	12.6%	9.0%	11.5%	29.8%	16.7%	13.8%	8.5%	11.6%	11.6%	13.5%	16.3%	11.4%	10.2%	21.0%
Report on TV/radio about Switzerland	11.7%	11.7%	12.0%	9.5%	16.9%	12.8%	13.3%	10.5%	11.1%	11.5%	11.9%	11.4%	14.4%	12.1%	12.8%
Brochure, leaflet... from Switzerland Tourism	11.2%	11.2%	7.1%	11.7%	25.0%	19.2%	15.1%	6.1%	9.0%	8.9%	12.9%	14.4%	11.1%	10.4%	18.1%
Information obtained in person/by phone from a regional/local tourist organisation	10.2%	10.2%	10.1%	8.3%	16.2%	9.2%	7.9%	17.9%	10.4%	10.7%	9.8%	13.4%	11.1%	9.0%	11.5%
Report on TV/radio about destination	9.4%	9.4%	11.3%	5.9%	12.9%	9.9%	11.0%	9.7%	9.0%	10.2%	8.9%	7.9%	10.3%	8.1%	8.9%
Newspaper, poster, TV/radio advertising from a hotel/holiday-apartment owner/campsite	9.4%	9.4%	10.0%	7.1%	13.7%	6.8%	13.5%	9.6%	9.2%	7.8%	10.6%	11.8%	17.1%	9.6%	9.0%
Newspaper, poster, TV/radio advertising from a regional/local tourist organisation	8.0%	8.0%	9.1%	4.9%	12.9%	9.0%	8.4%	10.7%	7.6%	6.4%	9.2%	10.5%	10.9%	7.4%	8.5%
Newspaper, poster, TV/radio advertising from Switzerland Tourism	7.0%	7.0%	7.6%	4.7%	10.8%	10.7%	6.5%	7.4%	6.0%	6.1%	7.7%	9.1%	8.6%	6.1%	8.9%
Information obtained in person/by phone from a tour operator/transport company	7.0%	7.0%	4.7%	5.9%	18.9%	9.3%	7.7%	3.6%	6.2%	7.5%	6.6%	10.2%	7.3%	4.5%	12.3%
Newspaper, poster, TV/radio advertising from a tour operator/transport company	6.4%	6.4%	5.0%	4.8%	16.4%	8.0%	9.1%	6.3%	5.3%	5.6%	7.0%	8.7%	6.9%	5.2%	10.2%
Holiday fair	4.7%	4.7%	4.6%	3.3%	8.8%	6.1%	4.6%	1.1%	4.5%	4.2%	5.1%	7.5%	5.5%	4.4%	6.4%
Information obtained in person/by phone from Switzerland Tourism	4.6%	4.6%	2.8%	4.2%	12.1%	7.3%	4.1%	6.8%	3.7%	3.3%	5.5%	7.7%	3.8%	4.2%	8.5%
Newsletter (email news) from Switzerland Tourism	4.4%	4.4%	3.3%	4.0%	9.3%	5.2%	2.9%	2.1%	4.4%	4.3%	4.5%	6.0%	5.6%	3.5%	6.4%
Cinema/feature films	4.0%	4.0%	2.1%	3.8%	12.4%	7.8%	5.1%	7.4%	2.5%	3.4%	4.5%	4.5%	1.6%	3.8%	10.0%
Other internet site	3.4%	3.4%	3.4%	3.0%	4.5%	4.4%	3.3%	7.3%	3.1%	4.2%	2.8%	4.0%	3.0%	2.2%	3.0%
Other sources of information	2.1%	2.1%	1.8%	2.4%	2.4%	2.0%	2.2%	0.5%	2.3%	2.1%	2.1%	2.3%	3.8%	1.0%	2.4%
Other newsletter	1.1%	1.1%	1.4%	0.9%	0.4%	0.5%	0.8%	2.3%	1.1%	0.9%	1.2%	1.5%	3.5%	0.3%	0.4%
	N=3982	N=3982	N=583	N=1900	N=1371	N=878	N=603	N=115	N=1934	N=1281	N=2701	N=1079	N=563	N=941	N=1605



Booking behavior.

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Pre booking / no pre booking.																
Booked lodging separately		48.5%	48.5%	51.3%	46.7%	41.1%	38.0%	41.1%	51.0%	52.7%	41.5%	54.3%	55.0%	52.1%	55.2%	41.1%
No advance booking		30.6%	30.6%	35.6%	27.6%	14.5%	29.4%	42.9%	34.2%	28.1%	29.6%	31.5%	18.2%	29.3%	31.3%	21.7%
Booked travel to Switzerland separately		17.2%	17.2%	10.5%	20.7%	42.7%	36.3%	17.7%	10.8%	13.2%	16.1%	18.1%	19.1%	13.3%	11.4%	29.3%
Booked a travel and lodging package		10.5%	10.5%	7.2%	11.8%	23.3%	11.8%	6.9%	7.6%	10.7%	13.0%	8.3%	14.3%	10.9%	6.4%	21.0%
		N=9053	N=9053	N=1623	N=4602	N=2478	N=1921	N=1318	N=284	N=4533	N=3217	N=5836	N=2189	N=1342	N=2172	N=3330
Pre booking accommodation: where.																
Directly at place of lodging		74.6%	74.6%	83.8%	68.0%	47.7%	62.6%	78.5%	86.6%	75.8%	73.7%	75.1%	71.6%	76.8%	77.9%	51.6%
Travel agency		16.5%	16.5%	7.3%	23.1%	43.4%	29.8%	12.6%	8.8%	14.8%	15.0%	17.3%	19.0%	14.8%	14.2%	38.0%
Tourist office at destination		4.6%	4.6%	4.8%	4.7%	2.8%	1.8%	2.8%	0.7%	5.6%	6.5%	3.6%	4.7%	4.7%	4.6%	3.6%
Switzerland Tourism / Switzerland Travel Center (STC)		2.8%	2.8%	2.5%	2.9%	4.8%	4.3%	4.2%	2.6%	2.4%	1.6%	3.5%	3.5%	1.9%	2.4%	4.8%
Carrier, mountain railway		1.5%	1.5%	1.6%	1.3%	1.2%	1.5%	1.9%	1.3%	1.4%	3.2%	0.6%	1.3%	1.8%	1.0%	2.1%
		N=4924	N=4924	N=925	N=2307	N=1583	N=967	N=654	N=132	N=2639	N=1211	N=3713	N=1429	N=781	N=1274	N=1941

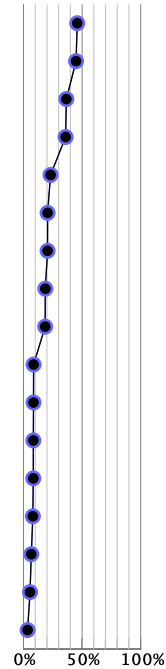
		Filtered by: No Filter																
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor		
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer						
Pre booking accommodation: Days before travelling.																		
	Mean	82.3	82.3	86.0	86.3	48.6	35.9	62.8	73.7	94.7	113.5	66.7	81.1	90.6	112.7	52.7		
Pre booking accommodation: Days before travelling. 10 categories																		
	1-3 days	7.5%	7.5%	8.5%	5.0%	10.6%	13.2%	6.2%	8.1%	6.7%	6.1%	8.2%	7.8%	8.0%	3.0%	9.4%		
	4-7 days	10.1%	10.1%	10.9%	8.8%	10.3%	14.3%	8.6%	13.6%	9.2%	7.9%	11.2%	9.4%	6.6%	7.2%	12.5%		
	8-15 days	11.7%	11.7%	10.4%	12.5%	16.0%	17.9%	14.7%	11.0%	10.4%	9.8%	12.6%	13.3%	11.4%	8.5%	14.3%		
	16-30 days	18.1%	18.1%	17.5%	17.1%	24.4%	25.2%	28.8%	17.5%	15.1%	12.6%	20.9%	17.4%	15.8%	14.7%	22.5%		
	31-60 days	15.3%	15.3%	14.6%	15.5%	19.1%	14.5%	14.0%	19.0%	15.3%	13.6%	16.2%	16.2%	15.9%	15.4%	17.6%		
	61-90 days	9.6%	9.6%	9.7%	10.0%	7.7%	7.2%	8.8%	10.5%	10.1%	10.4%	9.2%	10.0%	13.4%	10.0%	9.4%		
	91-120 days	6.6%	6.6%	6.3%	7.7%	3.9%	3.8%	6.4%	2.4%	7.4%	7.8%	6.0%	5.5%	7.3%	9.0%	4.8%		
	121-150 days	4.4%	4.4%	4.2%	5.5%	1.4%	0.8%	2.5%	5.8%	5.2%	6.0%	3.6%	4.3%	3.6%	6.6%	2.3%		
	151 - 180 days	5.1%	5.1%	5.0%	5.8%	2.7%	1.6%	3.5%	0.7%	6.1%	5.2%	5.0%	4.3%	5.2%	6.7%	2.8%		
	181+ days	11.6%	11.6%	12.8%	12.1%	3.9%	1.5%	6.5%	11.4%	14.6%	20.6%	7.2%	11.9%	12.8%	18.8%	4.4%		
Pre booking accommodation: Days before travelling. 3 categories																		
	1-7 days	17.6%	17.6%	19.4%	13.8%	20.9%	27.5%	14.9%	21.8%	16.0%	13.9%	19.4%	17.2%	14.6%	10.2%	21.9%		
	8-120 days	61.3%	61.3%	58.5%	62.8%	71.1%	68.6%	72.7%	60.3%	58.2%	54.2%	64.9%	62.4%	63.7%	57.7%	68.6%		
	121+ days	21.1%	21.1%	22.1%	23.4%	8.0%	3.9%	12.5%	17.9%	25.9%	31.8%	15.8%	20.4%	21.6%	32.1%	9.5%		
		N=4846	N=4846	N=902	N=2272	N=1563	N=954	N=643	N=131	N=2596	N=1186	N=3660	N=1416	N=759	N=1265	N=1921		

Non-sporting activities.

	All Tourists (non filtered)	Filtered by: No Filter													
		Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Summer.															
Excursions by mountain railway / gondola	55.3%	55.3%	60.1%	48.2%	54.4%	33.1%	48.3%	45.9%	67.2%	55.3%	59.8%	59.9%	63.8%	47.5%	
Taste the regional cuisine (specialities)	45.1%	45.1%	45.2%	45.0%	44.8%	44.9%	49.0%	50.6%	43.0%	45.1%	50.0%	49.6%	41.4%	43.1%	
Visit natural attractions	40.6%	40.6%	34.0%	44.0%	61.9%	37.8%	33.5%	31.4%	43.9%	40.6%	45.3%	36.3%	43.7%	52.1%	
Shopping	40.4%	40.4%	40.7%	37.8%	47.0%	46.3%	50.5%	35.8%	34.9%	40.4%	48.5%	33.0%	44.2%	41.7%	
Excursions outside of your destination	40.3%	40.3%	44.9%	37.5%	26.2%	31.7%	49.7%	50.6%	39.4%	40.3%	35.0%	47.3%	44.3%	29.9%	
Enjoy an elegant meal	36.5%	36.5%	43.8%	28.1%	28.1%	29.0%	39.1%	32.0%	39.2%	36.5%	46.6%	43.3%	31.2%	23.8%	
Visit historic and cultural attractions	35.5%	35.5%	25.3%	47.3%	48.9%	59.6%	34.1%	46.9%	26.2%	35.5%	35.2%	38.8%	28.6%	50.1%	
Excursions by boat	27.4%	27.4%	23.3%	29.1%	41.8%	38.3%	47.7%	37.5%	14.2%	27.4%	32.9%	28.8%	27.0%	35.0%	
Visit a nature park	23.4%	23.4%	20.8%	24.5%	32.8%	25.3%	16.8%	21.4%	24.0%	23.4%	29.7%	22.5%	25.2%	29.1%	
Visits to museums of cultural history /exhibitions	21.1%	21.1%	14.9%	27.1%	32.7%	39.0%	15.8%	22.3%	16.7%	21.1%	26.4%	23.6%	18.7%	31.1%	
Attend concerts, open air events, festivals	13.9%	13.9%	14.1%	13.4%	14.7%	15.2%	18.4%	11.7%	12.0%	13.9%	16.8%	20.8%	9.0%	11.8%	
Use wellness, beauty and health services	12.6%	12.6%	16.4%	8.6%	6.6%	5.7%	3.9%	6.1%	19.1%	12.6%	20.5%	12.0%	13.2%	6.2%	
Visits to contemporary architectonic sights of interest	12.3%	12.3%	8.1%	17.1%	17.8%	24.0%	12.0%	12.6%	8.1%	12.3%	14.8%	15.5%	8.5%	18.8%	
Attend folklore events and festivals (such as Christmas markets, carnivals, New Year...)	10.9%	10.9%	10.9%	10.5%	12.5%	9.6%	11.4%	11.3%	10.8%	10.9%	11.6%	11.4%	11.9%	9.8%	
Amusement park visits	9.7%	9.7%	11.5%	7.2%	8.8%	8.6%	12.8%	10.6%	8.7%	9.7%	10.2%	5.1%	19.7%	9.1%	
Nightlife: go to bars, clubs, discos	8.8%	8.8%	7.3%	10.1%	12.0%	18.7%	9.5%	3.3%	6.0%	8.8%	9.3%	2.2%	2.8%	13.1%	
Visits to contemporary arts and cultural events (design, fashion, art galleries)	7.4%	7.4%	4.7%	9.8%	13.4%	14.6%	8.1%	5.1%	4.9%	7.4%	10.5%	10.4%	4.2%	10.5%	
Guided round-trips	7.0%	7.0%	4.5%	8.6%	14.6%	11.9%	4.7%	5.9%	5.9%	7.0%	12.1%	8.7%	5.6%	13.1%	
Go to the theatre / cinema	5.9%	5.9%	5.7%	5.9%	6.8%	10.4%	5.1%	2.0%	5.3%	5.9%	6.6%	4.7%	5.0%	5.7%	
Attend sporting events	5.1%	5.1%	5.7%	4.4%	4.4%	5.8%	4.6%	4.1%	5.4%	5.1%	4.8%	4.5%	5.4%	4.5%	
Other:	2.5%	2.5%	2.9%	2.3%	1.2%	3.0%	3.3%	2.3%	2.3%	2.5%	1.6%	1.8%	2.3%	1.4%	
	N=5864	N=5864	N=1097	N=2783	N=1982	N=1482	N=1058	N=246	N=2339	N=null	N=5864	N=1287	N=845	N=1365	N=2436

Non-sporting activities.

	All Tourists (non filtered)	Filtered by: No Filter													
		Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Winter.															
Taste the regional cuisine (specialities)	45.8%	45.8%	41.3%	50.4%	55.6%	49.3%	47.2%	51.5%	45.2%	45.8%	49.1%	49.4%	40.3%	46.6%	
Enjoy an elegant meal	44.8%	44.8%	50.7%	39.1%	39.0%	35.3%	33.7%	43.9%	46.7%	44.8%	54.8%	47.9%	42.0%	33.8%	
Shopping	36.5%	36.5%	33.9%	37.6%	51.7%	41.4%	42.9%	36.8%	35.0%	36.5%	42.6%	29.3%	39.0%	42.8%	
Excursions by mountain railway / gondola	35.9%	35.9%	37.0%	32.2%	52.5%	29.4%	36.5%	39.3%	36.5%	35.9%	34.9%	45.6%	34.6%	40.7%	
Use wellness, beauty and health services	23.1%	23.1%	27.8%	19.6%	9.3%	5.6%	9.5%	24.6%	26.1%	23.1%	29.9%	28.4%	22.1%	9.8%	
Excursions outside of your destination	20.5%	20.5%	18.6%	22.1%	24.7%	30.2%	33.1%	14.8%	19.3%	20.5%	19.1%	30.0%	16.9%	23.1%	
Visit natural attractions	20.5%	20.5%	14.5%	22.4%	52.1%	39.9%	32.7%	45.7%	16.7%	20.5%	19.4%	23.7%	14.9%	41.1%	
Nightlife: go to bars, clubs, discos	18.6%	18.6%	20.5%	15.2%	26.0%	25.2%	15.8%	8.2%	18.0%	18.6%	21.4%	7.0%	7.9%	23.3%	
Visit historic and cultural attractions	18.5%	18.5%	12.7%	21.1%	47.5%	47.8%	46.3%	31.8%	13.2%	18.5%	18.2%	24.6%	13.5%	35.6%	
Relax in chill out areas on the slope	8.6%	8.6%	7.0%	10.3%	10.1%	6.7%	7.2%	3.9%	8.8%	8.6%	8.8%	8.0%	6.2%	9.6%	
Attend sporting events	8.5%	8.5%	10.0%	7.0%	7.4%	3.4%	2.9%	0.8%	9.3%	8.5%	8.0%	9.0%	6.6%	4.1%	
Après ski	8.4%	8.4%	8.6%	8.0%	7.2%	8.3%	4.3%	1.5%	8.9%	8.4%	8.5%	3.9%	6.1%	8.7%	
Attend concerts, open air events, festivals	8.3%	8.3%	8.6%	7.6%	11.2%	13.0%	11.1%	14.4%	7.6%	8.3%	8.6%	12.7%	5.4%	7.4%	
Visit a nature park	7.9%	7.9%	5.3%	8.7%	20.0%	25.0%	19.8%	37.4%	4.6%	7.9%	5.2%	5.5%	6.5%	19.5%	
Attend folklore events and festivals (such as Christmas markets, carnivals, New Year...)	6.6%	6.6%	6.8%	5.3%	12.7%	9.8%	12.1%	17.2%	5.6%	6.6%	6.0%	7.8%	5.0%	9.0%	
Go to the theatre / cinema	5.6%	5.6%	7.6%	3.3%	3.4%	10.3%	7.1%	11.3%	4.9%	5.6%	5.2%	7.2%	3.7%	4.5%	
Other:	3.5%	3.5%	3.3%	3.9%	3.0%	1.5%	3.9%	1.5%	3.6%	3.5%	3.0%	4.4%	4.3%	2.4%	
	N=3166	N=3166	N=511	N=1768	N=542	N=459	N=268	N=39	N=2140	N=3166	N=null	N=920	N=485	N=809	N=930



Sporting activities.

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Summer.																
Walking (less than 2 hours' walking time)		68.8%	68.8%	68.7%	67.1%	74.7%	76.3%	72.4%	69.1%	65.7%	68.8%	71.5%	64.1%	76.5%	72.0%	
Hiking (at least 2 hours' walking time)		56.6%	56.6%	66.8%	49.1%	28.6%	29.0%	44.0%	55.7%	71.3%	56.6%	50.8%	66.0%	59.3%	30.6%	
Swimming (lake, pool, indoor pool)		39.5%	39.5%	47.3%	33.7%	18.1%	26.0%	44.5%	42.3%	41.9%	39.5%	38.1%	31.1%	57.5%	21.3%	
Cycling		20.8%	20.8%	25.1%	16.5%	12.9%	12.3%	32.9%	23.9%	18.7%	20.8%	17.8%	20.3%	27.8%	13.4%	
Mountain climbing (very energetic, above the treeline, surefootedness...)		14.2%	14.2%	13.3%	17.0%	9.5%	7.8%	6.0%	7.0%	20.2%	14.2%	13.9%	16.6%	9.4%	9.5%	
Mountain biking		11.8%	11.8%	14.5%	9.7%	5.3%	4.0%	11.5%	8.0%	14.9%	11.8%	12.2%	5.8%	15.5%	6.3%	
Running/Jogging		10.3%	10.3%	11.4%	9.4%	7.9%	8.9%	10.8%	8.3%	10.8%	10.3%	12.6%	4.8%	13.0%	7.5%	
Long-distance walking (at least 2 days)		9.2%	9.2%	6.1%	11.4%	17.8%	11.4%	5.0%	2.0%	10.2%	9.2%	10.6%	6.0%	6.7%	15.8%	
Nordic Walking		6.4%	6.4%	7.6%	4.9%	4.9%	2.2%	7.0%	7.1%	7.6%	6.4%	7.0%	8.4%	5.9%	4.2%	
Snow/ice sports (skiing, snowboarding, snow-shoe walking, ice-climbing)		6.0%	6.0%	5.8%	5.2%	9.7%	4.2%	2.1%	1.4%	8.2%	6.0%	8.3%	4.5%	7.1%	5.9%	
Climbing in the alpine environment		5.9%	5.9%	4.1%	6.6%	13.0%	5.1%	3.2%	4.0%	6.6%	5.9%	7.3%	2.1%	6.5%	9.3%	
Tennis		4.3%	4.3%	4.8%	3.9%	3.4%	4.2%	3.9%	2.1%	4.7%	4.3%	5.9%	2.6%	6.5%	4.4%	
Fixed rope climbing		4.2%	4.2%	3.9%	5.0%	3.4%	1.6%	2.4%	2.0%	5.7%	4.2%	4.6%	2.8%	5.2%	3.5%	
Visiting a fitness centre, weight training		4.0%	4.0%	4.5%	3.1%	3.9%	2.8%	3.4%	3.9%	4.8%	4.0%	9.4%	5.7%	3.4%	2.1%	
other		3.5%	3.5%	3.7%	3.2%	3.2%	4.5%	3.4%	3.6%	3.2%	3.5%	4.2%	3.2%	3.6%	3.6%	
Rowing / canoeing		2.8%	2.8%	2.9%	2.5%	3.0%	2.5%	4.4%	4.9%	1.7%	2.8%	3.7%	1.4%	5.2%	2.5%	
Gymnastics/keep fit/fitness trail		2.6%	2.6%	3.4%	1.8%	1.3%	1.9%	1.9%	3.2%	3.1%	2.6%	3.9%	3.8%	2.7%	1.2%	
Golf		2.4%	2.4%	2.2%	2.7%	2.4%	2.0%	2.7%	0.2%	2.7%	2.4%	3.5%	2.6%	3.2%	1.7%	
Inline-Skating		1.9%	1.9%	2.1%	1.5%	1.8%	1.8%	4.0%	1.2%	1.2%	1.9%	1.8%	1.8%	2.6%	1.5%	
Adventure sports (canyoning, river rafting, bunjee jumping)		1.8%	1.8%	1.1%	1.9%	5.3%	2.1%	1.6%	0.3%	1.8%	1.8%	3.6%	0.3%	1.8%	3.9%	
Riding		1.7%	1.7%	1.1%	1.8%	4.6%	2.4%	1.5%	0.8%	1.5%	1.7%	2.8%	0.8%	2.1%	3.1%	
		N=5642	N=5642	N=1086	N=2663	N=1891	N=1380	N=1004	N=238	N=2325	N=null	N=5642	N=1222	N=818	N=1333	N=2298

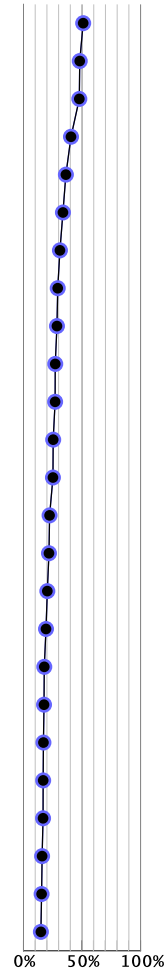
Sporting activities.

Filtered by: No Filter															
	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Winter.															
Alpine skiing	51.4%	51.4%	54.8%	53.1%	20.6%	15.2%	17.7%	34.8%	58.5%	51.4%	53.0%	53.8%	62.7%	29.3%	
Walking (less than 2 hours' walking time)	46.3%	46.3%	46.6%	43.4%	59.5%	58.8%	55.2%	44.6%	44.7%	46.3%	48.3%	47.6%	47.1%	53.6%	
Hiking (at least 2 hours' walking time)	27.5%	27.5%	29.9%	26.0%	19.3%	25.9%	20.7%	46.9%	28.4%	27.5%	28.2%	48.6%	20.8%	23.5%	
Sledding / tobogganing	26.1%	26.1%	33.5%	18.8%	14.7%	6.7%	21.8%	41.6%	28.7%	26.1%	27.5%	12.0%	38.8%	14.9%	
Swimming (lake, pool, indoor pool)	14.7%	14.7%	16.3%	14.6%	3.7%	4.2%	3.8%	14.3%	16.7%	14.7%	15.6%	19.5%	20.4%	8.9%	
Freeride (alpine skiing & snowboarding off groomed runs)	11.3%	11.3%	11.2%	12.4%	6.6%	3.7%	2.4%	2.6%	12.2%	11.3%	10.4%	5.2%	11.1%	6.6%	
Snowboarding	10.3%	10.3%	12.5%	8.0%	6.1%	6.1%	5.3%	11.3%	11.4%	10.3%	9.2%	1.3%	13.0%	6.0%	
Take ski lessons	10.2%	10.2%	10.0%	10.9%	8.9%	4.1%	8.8%	12.8%	11.0%	10.2%	12.2%	2.1%	21.1%	9.1%	
Cross-country skiing	8.9%	8.9%	8.8%	10.5%	1.4%	1.8%	2.2%	3.6%	10.1%	8.9%	9.3%	15.1%	7.6%	2.6%	
Snowshoe hiking (on marked trails)	8.7%	8.7%	11.4%	6.0%	5.7%	5.8%	7.8%	16.0%	9.2%	8.7%	5.8%	8.7%	7.7%	5.8%	
Ice skating, ice hockey, curling	7.2%	7.2%	8.2%	6.0%	7.4%	6.1%	7.3%	2.0%	7.5%	7.2%	8.2%	3.9%	12.3%	7.5%	
other	5.0%	5.0%	4.6%	5.0%	7.2%	15.4%	10.9%	16.2%	3.4%	5.0%	4.0%	2.4%	3.1%	8.0%	
Nordic Walking	3.1%	3.1%	3.6%	2.5%	1.8%	2.6%	4.9%	11.7%	2.7%	3.1%	3.3%	4.6%	2.2%	2.3%	
Winter adventure sport (such as airboard, snow tubing, snow kiting)	1.4%	1.4%	1.6%	0.9%	2.6%	2.5%	0.7%	0.0%	1.3%	1.4%	1.4%	1.2%	1.9%	1.8%	
Snowmobiling	1.1%	1.1%	1.0%	0.9%	3.4%	1.9%	1.1%	0.0%	1.0%	1.1%	1.1%	0.2%	0.9%	1.5%	
Winter and ice climbing	0.7%	0.7%	0.4%	0.8%	1.6%	1.4%	0.8%	0.0%	0.5%	0.7%	1.1%	0.2%	0.5%	1.0%	
	N=3061	N=3061	N=502	N=1706	N=518	N=450	N=259	N=39	N=2065	N=3061	N=null	N=875	N=475	N=799	N=891

Filtered by: No Filter

Tourist's needs.

	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor	
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer					
50 tourist's needs.																
Nature	51.0%	51.0%	51.6%	51.2%	45.4%	43.1%	45.4%	54.4%	53.6%	49.5%	52.2%	49.0%	52.0%	50.7%	47.7%	
Hospitality	48.0%	48.0%	54.7%	41.9%	34.2%	39.0%	49.9%	49.0%	50.3%	52.0%	44.8%	52.8%	54.5%	50.8%	38.3%	
Good price / benefit ratio	47.7%	47.7%	52.4%	42.4%	41.4%	44.8%	48.7%	43.4%	48.4%	51.5%	44.5%	40.6%	47.7%	50.9%	43.5%	
Pleasant climate / weather	40.6%	40.6%	42.0%	39.5%	36.5%	37.1%	53.9%	48.0%	38.4%	36.5%	43.9%	40.5%	41.6%	40.8%	36.9%	
Easy to reach	36.2%	36.2%	40.6%	30.5%	32.8%	31.1%	36.2%	28.4%	37.9%	43.6%	30.2%	37.2%	39.5%	38.9%	30.0%	
Peace and quiet	33.7%	33.7%	33.8%	34.8%	29.0%	26.8%	36.3%	41.6%	34.2%	27.8%	38.5%	31.3%	42.7%	32.4%	30.1%	
Recreational value	31.1%	31.1%	37.5%	26.3%	14.9%	19.2%	40.4%	33.6%	32.2%	27.5%	34.2%	30.2%	35.1%	33.4%	17.3%	
Snow conditions (only winter)	29.2%	29.2%	30.6%	31.8%	8.3%	8.0%	4.5%	5.0%	40.5%	64.8%	0.0%	39.4%	28.6%	33.9%	13.5%	
Quality	28.6%	28.6%	29.5%	27.4%	27.9%	27.2%	27.8%	24.6%	29.3%	30.9%	26.7%	36.6%	28.3%	28.6%	27.3%	
Atmosphere	27.1%	27.1%	25.4%	28.7%	29.8%	30.9%	26.3%	26.3%	26.7%	29.7%	25.0%	30.7%	23.2%	25.1%	27.8%	
Family friendly	27.0%	27.0%	31.6%	22.1%	20.2%	14.7%	27.5%	34.0%	28.9%	27.1%	27.0%	22.5%	12.9%	66.6%	20.2%	
Sports activities	25.4%	25.4%	31.2%	21.1%	9.0%	13.1%	21.2%	19.1%	29.8%	29.2%	22.2%	25.2%	21.1%	29.9%	11.5%	
Mountains (only summer)	25.1%	25.1%	26.2%	24.1%	26.5%	20.1%	28.1%	28.1%	25.4%	0.0%	45.8%	19.2%	31.6%	24.2%	22.1%	
Hiking offers	22.3%	22.3%	27.1%	17.6%	14.1%	14.6%	24.8%	32.6%	23.0%	3.3%	37.9%	15.4%	28.1%	22.4%	15.9%	
Welcoming	21.8%	21.8%	20.2%	21.9%	29.9%	27.1%	21.6%	27.0%	20.5%	22.8%	20.9%	23.5%	17.8%	20.8%	27.5%	
Comfort	20.4%	20.4%	16.2%	22.3%	35.9%	26.8%	21.8%	17.9%	18.3%	20.2%	20.5%	27.3%	22.4%	19.0%	30.0%	
Quality of ski runs (only winter)	19.2%	19.2%	18.0%	24.1%	5.5%	4.2%	2.5%	2.8%	26.9%	42.6%	0.0%	25.7%	19.7%	20.2%	10.0%	
Special natural attractions	17.8%	17.8%	14.3%	19.5%	31.2%	22.8%	18.5%	20.8%	16.1%	11.5%	22.9%	19.1%	17.6%	15.8%	24.1%	
Few / restricted traffic at destination	17.5%	17.5%	21.3%	15.2%	5.9%	7.2%	12.4%	16.9%	21.3%	18.0%	17.1%	19.1%	24.5%	19.4%	6.7%	
Authentic / original	17.0%	17.0%	14.4%	20.0%	20.8%	21.5%	14.1%	20.7%	16.5%	17.9%	16.3%	17.5%	14.8%	15.0%	18.7%	
Credible / honest / trustworthy	16.8%	16.8%	15.6%	17.3%	22.1%	19.7%	16.2%	17.6%	16.2%	18.0%	15.9%	18.7%	17.9%	16.4%	18.3%	
Size of ski area (only winter)	16.7%	16.7%	16.1%	20.4%	4.5%	3.2%	2.3%	1.6%	23.4%	37.0%	0.0%	23.4%	16.4%	17.9%	7.8%	
Public transport at the location (only summer)	15.9%	15.9%	17.9%	11.6%	24.9%	22.6%	22.3%	22.2%	13.1%	0.0%	29.0%	12.5%	21.4%	12.9%	16.4%	
Waters (only summer)	15.5%	15.5%	18.5%	11.7%	15.5%	17.3%	37.4%	38.1%	9.5%	0.0%	28.2%	11.7%	15.1%	17.1%	13.2%	
Interesting	14.9%	14.9%	12.5%	15.4%	27.8%	29.0%	18.5%	20.7%	10.7%	7.7%	20.7%	14.4%	9.7%	11.6%	23.7%	
	N=9165	N=9165	N=1640	N=4636	N=2538	N=1957	N=1335	N=286	N=4575	N=3219	N=5946	N=2226	N=1354	N=2210	N=3395	



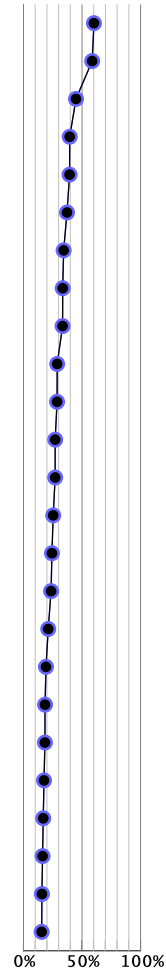
Filtered by: No Filter																
All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor		
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer						
50 tourist's needs. (cont.)																
Sustainability / environmental compatibility	14.4%	14.4%	15.8%	13.6%	9.9%	14.6%	11.6%	15.9%	15.0%	14.9%	14.0%	14.2%	13.6%	13.9%	11.0%	
Bad weather options	13.8%	13.8%	18.2%	9.3%	6.4%	9.8%	13.0%	10.5%	15.1%	13.6%	13.8%	13.3%	10.6%	20.3%	8.8%	
Cultural experience value	13.6%	13.6%	9.6%	15.5%	29.3%	32.9%	19.0%	16.8%	8.4%	9.2%	17.2%	14.1%	13.6%	8.2%	25.9%	
Variety of options	13.6%	13.6%	14.5%	11.4%	17.8%	16.8%	16.8%	9.0%	12.5%	11.7%	15.1%	12.9%	10.1%	14.2%	15.9%	
Historic experience value (buildings, sites, etc.)	13.5%	13.5%	7.5%	18.3%	29.1%	34.8%	16.7%	22.5%	8.0%	8.1%	17.9%	12.4%	13.6%	8.6%	26.5%	
Wellbeing	12.7%	12.7%	12.1%	14.0%	10.2%	16.5%	12.6%	11.5%	12.1%	10.9%	14.1%	15.4%	13.3%	10.4%	13.9%	
Uniqueness	10.6%	10.6%	8.5%	11.1%	21.3%	16.1%	9.8%	13.3%	8.9%	9.5%	11.5%	13.1%	8.6%	7.8%	17.3%	
Culinaric offers (only summer)	10.5%	10.5%	11.7%	8.4%	13.4%	14.3%	16.8%	18.9%	8.0%	0.0%	19.1%	12.1%	11.8%	8.6%	11.0%	
Fascinating	10.1%	10.1%	8.0%	10.9%	18.8%	17.8%	9.7%	8.2%	8.2%	8.5%	11.4%	11.2%	6.5%	5.8%	17.2%	
Adventure	9.6%	9.6%	8.0%	9.9%	17.1%	12.8%	10.5%	7.5%	8.7%	7.1%	11.6%	7.4%	2.1%	9.1%	13.5%	
State-of-the-art mountain railways (only winter)	9.1%	9.1%	9.1%	10.1%	4.1%	2.4%	1.6%	0.1%	12.9%	20.1%	0.0%	12.8%	8.8%	9.8%	4.8%	
Entertainment value	7.5%	7.5%	6.4%	7.7%	13.2%	14.2%	9.4%	5.5%	5.8%	7.4%	7.6%	7.3%	3.5%	5.2%	12.4%	
Evening events / nightlife	7.5%	7.5%	7.3%	7.2%	9.5%	11.9%	6.8%	4.3%	6.9%	9.0%	6.2%	9.3%	2.0%	3.2%	10.0%	
Wellness and beauty services	7.0%	7.0%	9.0%	4.9%	3.6%	4.8%	2.3%	0.9%	8.9%	8.3%	5.8%	13.4%	9.2%	5.5%	4.3%	
Special attractions (except nature)	6.9%	6.9%	5.6%	6.9%	14.4%	15.6%	8.5%	7.4%	4.5%	4.3%	9.0%	6.8%	5.2%	5.8%	13.5%	
Online Information (webcam, weather report, pictures, videos) (only winter)	6.5%	6.5%	5.9%	7.7%	4.7%	3.9%	2.5%	0.7%	8.1%	14.5%	0.0%	6.6%	5.5%	5.7%	5.7%	
Ski and snowboard lessons (only winter)	5.9%	5.9%	6.4%	6.2%	1.8%	2.2%	0.8%	0.6%	8.3%	13.2%	0.0%	6.9%	2.5%	13.9%	3.7%	
Special ski areas (e.g. for children, adults or different skiing styles) (only winter)	5.9%	5.9%	5.2%	7.8%	1.9%	1.9%	1.1%	0.9%	8.1%	13.1%	0.0%	7.2%	4.1%	11.1%	3.4%	
Contact possibilities with local folks (only summer)	5.6%	5.6%	4.3%	6.6%	10.3%	11.1%	8.0%	11.4%	3.7%	0.0%	10.1%	3.6%	6.6%	3.4%	8.0%	
Luxury	5.5%	5.5%	3.9%	6.6%	9.5%	5.4%	3.8%	2.2%	5.9%	7.9%	3.5%	13.0%	5.4%	5.2%	6.7%	
Exclusivity	4.3%	4.3%	4.2%	4.4%	4.8%	6.3%	4.3%	4.6%	3.8%	3.8%	4.6%	6.5%	3.5%	4.5%	4.5%	
Hip or cool	3.3%	3.3%	3.3%	3.0%	4.4%	5.8%	3.3%	0.9%	2.7%	4.1%	2.6%	4.4%	0.4%	2.3%	4.0%	
Other	1.8%	1.8%	2.1%	1.4%	1.2%	1.9%	1.3%	0.9%	1.9%	2.0%	1.6%	1.9%	2.2%	1.5%	1.3%	
Prestige (only summer)	1.0%	1.0%	0.6%	1.1%	3.8%	2.6%	1.3%	1.0%	0.5%	0.0%	1.8%	1.2%	0.3%	0.7%	2.7%	
	N=9165	N=9165	N=1640	N=4636	N=2538	N=1957	N=1335	N=286	N=4575	N=3219	N=5946	N=2226	N=1354	N=2210	N=3395	

Filtered by: No Filter

Image of destination (only summer).

43 image items of destination.

	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Mountains	60.2%	60.2%	61.8%	58.9%	56.0%	32.6%	39.5%	38.0%	79.6%	60.2%	56.9%	59.2%	66.3%	54.3%	
Nature	58.7%	58.7%	60.3%	56.8%	56.6%	37.4%	48.5%	63.8%	68.6%	58.7%	59.4%	59.0%	60.9%	56.1%	
Hiking offers	44.8%	44.8%	56.6%	34.9%	18.3%	11.1%	32.2%	39.2%	62.5%	44.8%	39.2%	53.7%	50.7%	21.3%	
Hospitality	39.5%	39.5%	43.0%	36.4%	31.8%	31.8%	41.9%	37.5%	41.3%	39.5%	39.8%	46.0%	38.8%	31.6%	
Peace and quiet	39.4%	39.4%	40.4%	39.1%	34.9%	24.9%	32.2%	40.4%	46.0%	39.4%	39.9%	41.1%	39.7%	35.4%	
Pleasant climate / weather	37.2%	37.2%	40.1%	33.2%	35.5%	30.1%	57.9%	35.3%	31.6%	37.2%	37.4%	41.3%	38.2%	31.5%	
Recreational value	34.3%	34.3%	43.9%	26.7%	11.0%	12.2%	36.7%	35.2%	41.1%	34.3%	30.2%	38.7%	39.4%	13.2%	
Easy to reach	33.5%	33.5%	38.7%	27.1%	28.4%	35.3%	39.5%	27.2%	32.1%	33.5%	34.3%	38.5%	35.4%	26.8%	
Public transport at the location	33.4%	33.4%	35.3%	28.7%	39.1%	39.0%	30.1%	27.4%	34.5%	33.4%	34.3%	43.8%	29.8%	31.7%	
Atmosphere	28.7%	28.7%	26.7%	31.0%	31.9%	33.8%	33.8%	20.4%	26.6%	28.7%	29.9%	31.1%	25.3%	30.8%	
Waters	28.7%	28.7%	32.9%	24.0%	22.4%	28.2%	49.0%	33.5%	20.9%	28.7%	27.7%	27.2%	33.0%	22.6%	
Special natural attractions	27.1%	27.1%	24.2%	28.3%	37.1%	18.4%	20.3%	20.4%	32.3%	27.1%	29.8%	26.4%	27.1%	32.7%	
Family friendly	27.0%	27.0%	32.4%	20.0%	23.2%	15.6%	26.8%	34.9%	30.1%	27.0%	19.4%	16.8%	60.2%	20.2%	
Good price / benefit ratio	25.4%	25.4%	31.1%	17.7%	21.7%	15.0%	25.9%	33.7%	27.0%	25.4%	23.1%	31.4%	27.7%	19.6%	
Quality	24.3%	24.3%	24.3%	24.6%	23.2%	23.4%	25.4%	18.0%	24.8%	24.3%	30.4%	27.3%	23.7%	22.2%	
Sports activities	23.6%	23.6%	30.7%	17.4%	8.2%	8.6%	19.1%	13.7%	32.1%	23.6%	22.1%	21.8%	28.0%	10.5%	
Welcoming	21.1%	21.1%	18.4%	22.4%	30.4%	23.7%	19.8%	23.7%	19.9%	21.1%	22.0%	20.2%	19.1%	25.8%	
Interesting	19.2%	19.2%	14.5%	23.7%	28.3%	34.4%	17.6%	15.9%	14.6%	19.2%	21.1%	18.9%	15.5%	27.3%	
Historic experience value (buildings, sites, etc.)	18.4%	18.4%	12.2%	24.7%	28.5%	43.4%	18.6%	19.8%	10.2%	18.4%	19.4%	20.6%	13.1%	29.5%	
Comfort	18.3%	18.3%	15.9%	17.9%	31.5%	20.1%	18.2%	13.7%	17.0%	18.3%	29.3%	21.3%	16.7%	22.8%	
Authentic / original	17.5%	17.5%	15.8%	19.5%	19.8%	17.7%	13.2%	25.1%	17.9%	17.5%	17.5%	15.8%	15.9%	19.7%	
Few / restricted traffic at destination	16.9%	16.9%	22.5%	11.7%	5.3%	4.7%	10.5%	23.7%	22.6%	16.9%	15.9%	22.1%	17.8%	6.6%	
Uniqueness	16.3%	16.3%	15.0%	16.4%	22.6%	18.5%	12.5%	20.4%	16.6%	16.3%	19.9%	15.8%	15.3%	19.5%	
Cultural experience value	15.7%	15.7%	10.3%	21.2%	25.2%	39.2%	16.5%	16.2%	8.0%	15.7%	17.5%	18.2%	11.1%	24.9%	
Culinaric offers	15.5%	15.5%	17.3%	12.6%	15.9%	17.0%	17.9%	16.2%	14.1%	15.5%	23.8%	19.1%	12.9%	13.2%	
	N=5946	N=5946	N=1114	N=2834	N=1996	N=1495	N=1065	N=247	N=2391	N=null	N=5946	N=1295	N=864	N=1377	N=2461



															Filtered by: No Filter			
	All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor			
			CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer							
43 image items of destination. (cont.)																		
Credible / honest / trustworthy	15.0%	15.0%	14.1%	15.2%	18.4%	16.1%	13.7%	16.1%	14.6%		15.0%	14.3%	18.5%	14.1%	15.7%			
Wellbeing	14.4%	14.4%	14.9%	15.1%	9.4%	12.5%	9.6%	13.2%	17.0%		14.4%	15.3%	14.7%	12.8%	12.6%			
Fascinating	14.3%	14.3%	11.5%	16.4%	21.8%	17.2%	11.0%	7.8%	15.0%		14.3%	14.0%	12.0%	12.6%	19.8%			
Variety of options	13.9%	13.9%	14.5%	13.2%	13.0%	17.8%	13.2%	4.4%	14.4%		13.9%	13.8%	14.3%	14.4%	13.3%			
Sustainability / environmental compatibility	10.6%	10.6%	9.7%	11.8%	11.6%	10.3%	6.1%	11.3%	12.4%		10.6%	9.7%	11.6%	9.8%	11.7%			
Adventure	9.1%	9.1%	7.5%	9.2%	16.9%	8.0%	6.1%	3.7%	10.1%		9.1%	9.1%	3.7%	10.5%	13.5%			
Contact possibilities with local folks	8.8%	8.8%	8.3%	8.4%	11.9%	9.7%	7.2%	10.3%	8.7%		8.8%	9.4%	10.4%	8.2%	9.2%			
Bad weather options	7.9%	7.9%	10.0%	5.7%	4.5%	7.9%	6.0%	3.1%	9.3%		7.9%	7.8%	4.7%	12.3%	3.7%			
Special attractions (except nature)	7.6%	7.6%	6.4%	7.7%	13.5%	13.9%	7.3%	4.5%	6.0%		7.6%	7.1%	6.8%	7.2%	11.5%			
Exclusivity	6.5%	6.5%	6.7%	6.9%	4.4%	8.6%	5.2%	4.9%	6.3%		6.5%	9.5%	6.2%	6.1%	6.8%			
Wellness and beauty services	6.4%	6.4%	8.7%	3.5%	3.8%	3.9%	2.1%	2.2%	9.7%		6.4%	11.3%	8.0%	5.7%	3.4%			
Entertainment value	6.2%	6.2%	5.3%	7.3%	7.1%	11.2%	8.1%	3.5%	4.0%		6.2%	9.0%	4.2%	6.0%	8.6%			
Evening events / nightlife	5.6%	5.6%	5.3%	6.1%	5.5%	10.8%	7.9%	1.7%	3.4%		5.6%	7.1%	2.6%	2.4%	7.1%			
Luxury	4.5%	4.5%	3.6%	5.1%	6.7%	6.0%	3.5%	0.4%	4.4%		4.5%	9.4%	3.6%	4.6%	6.0%			
Prestige	3.4%	3.4%	2.3%	4.1%	6.1%	6.5%	2.0%	2.4%	2.7%		3.4%	3.6%	3.0%	2.4%	6.7%			
Hip or cool	2.9%	2.9%	2.5%	3.4%	3.5%	7.4%	2.6%	1.4%	1.9%		2.9%	2.7%	0.4%	2.1%	4.5%			
Other:	1.5%	1.5%	1.4%	1.7%	1.3%	2.0%	1.1%	1.9%	1.4%		1.5%	1.1%	1.7%	1.7%	1.6%			
	N=5946	N=5946	N=1114	N=2834	N=1996	N=1495	N=1065	N=247	N=2391	N=null	N=5946	N=1295	N=864	N=1377	N=2461			

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Strengths of destination (open question) (only summer).

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Strengths of destination (open question) (only summer).

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Strengths of destination (open question) (only summer).

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Weaknesses of destination (open question) (only summer).

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Weaknesses of destination (open question) (only summer).

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				















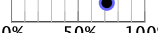


Satisfaction (only summer).

Filtered by: No Filter

All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
		CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				

Satisfaction (only summer).

Loyalty.

		Filtered by: No Filter														
		All Tourists (non filtered)	Total	Market of origin			Tourism zone				Season		High spender	Best ager	Family	First time visitor
				CH	other Europe	outside Europe	big city	small city	rural	alpine	winter	summer				
Frequency visiting Switzerland (3 categories).																
First-time visitor		16.1%	16.1%	2.3%	23.7%	65.7%	43.8%	17.2%	12.6%	8.8%	13.2%	18.6%	17.3%	6.2%	9.8%	100.0%
2-5 times		17.0%	17.0%	6.2%	30.2%	25.4%	30.6%	18.4%	19.0%	14.0%	15.4%	18.4%	15.5%	15.0%	14.6%	0.0%
More than 5 times		66.8%	66.8%	91.5%	46.1%	8.9%	25.6%	64.5%	68.4%	77.2%	71.4%	63.1%	67.2%	78.8%	75.6%	0.0%
		N=9165	N=9165	N=1639	N=4636	N=2539	N=1957	N=1335	N=286	N=4574	N=3219	N=5946	N=2226	N=1354	N=2209	N=3395
Year of last holiday spent in Switzerland.																
<2000		3.0%	3.0%	0.9%	5.6%	13.4%	8.5%	2.7%	3.8%	2.1%	2.3%	3.6%	2.7%	2.9%	2.7%	
2000		0.8%	0.8%	0.5%	1.0%	2.8%	1.6%	0.8%	0.4%	0.7%	1.0%	0.6%	0.7%	0.8%	0.6%	
2001		0.3%	0.3%	0.1%	0.6%	2.1%	0.5%	0.2%	0.3%	0.3%	0.4%	0.3%	0.7%	0.2%	0.2%	
2002		0.5%	0.5%	0.2%	0.9%	1.5%	1.7%	0.2%	0.8%	0.3%	0.5%	0.5%	0.2%	0.2%	0.5%	
2003		0.4%	0.4%	0.2%	0.8%	0.9%	1.5%	0.2%	1.0%	0.2%	0.4%	0.4%	0.1%	0.3%	0.3%	
2004		0.5%	0.5%	0.1%	1.1%	2.4%	1.5%	0.7%	0.3%	0.4%	0.4%	0.6%	0.3%	0.4%	0.4%	
2005		0.8%	0.8%	0.1%	1.8%	3.8%	2.0%	1.1%	0.9%	0.7%	0.7%	1.0%	0.6%	0.7%	0.4%	
2006		0.9%	0.9%	0.1%	2.2%	2.9%	2.3%	1.1%	1.0%	0.7%	0.9%	1.0%	0.6%	1.0%	0.8%	
2007		1.7%	1.7%	0.5%	3.6%	6.2%	4.5%	1.6%	0.9%	1.5%	1.6%	1.8%	1.7%	1.7%	1.6%	
2008		3.4%	3.4%	1.1%	6.9%	7.2%	7.1%	3.1%	2.3%	3.0%	3.4%	3.3%	2.9%	3.0%	2.6%	
2009		16.1%	16.1%	14.4%	19.2%	15.3%	17.4%	10.4%	12.6%	17.4%	20.5%	12.3%	14.6%	16.7%	17.7%	
2010		71.5%	71.5%	81.7%	56.3%	41.6%	51.5%	77.9%	75.5%	72.7%	67.9%	74.6%	74.6%	72.1%	72.3%	
		N=5768	N=5768	N=1605	N=3183	N=816	N=856	N=811	N=204	N=3511	N=2286	N=3482	N=1299	N=1141	N=1681	N=null
Price sensitivity.																
Would have considered other destinations if costs are 10% higher than now		47.3%	47.3%	41.2%	54.5%	55.0%	53.3%	47.4%	42.4%	45.4%	38.4%	47.8%	43.8%	41.3%	46.5%	57.9%
		N=6072	N=6072	N=1163	N=2901	N=2006	N=1494	N=1068	N=248	N=2511	N=139	N=5933	N=1336	N=888	N=1408	N=2467
Recommendation.																
Active recommendation of destination		57.7%	57.7%	59.2%	53.8%	63.1%	51.5%	54.9%	59.2%	60.3%	55.9%	57.8%	63.8%	61.4%	58.6%	63.8%
		N=6072	N=6072	N=1163	N=2901	N=2006	N=1494	N=1068	N=248	N=2511	N=139	N=5933	N=1336	N=888	N=1408	N=1336

Color legend.

- red color** underrepresentation [segment value = 0% or at least -25% below total value (all tourists)]
- green color** overrepresentation [segment value at least +25% over total value (all tourists)]

Research methodology.

- Sample** n=9'168 overnight tourists from all parts of the world staying in a Swiss destination
- Survey period** tourism year 2010
- Sampling method (>90% of cases)**
1. Email acquisition of tourists (person to person) at 100 representatively - in terms of geography and size - choosen Swiss destinations
 2. 1-2 weeks after Email acquisition: Email dispatch with survey link
 3. Computer assisted self-interviewing (CASI)
- Carried out by** Market Research, Switzerland Tourism
- Source** Switzerland Tourism