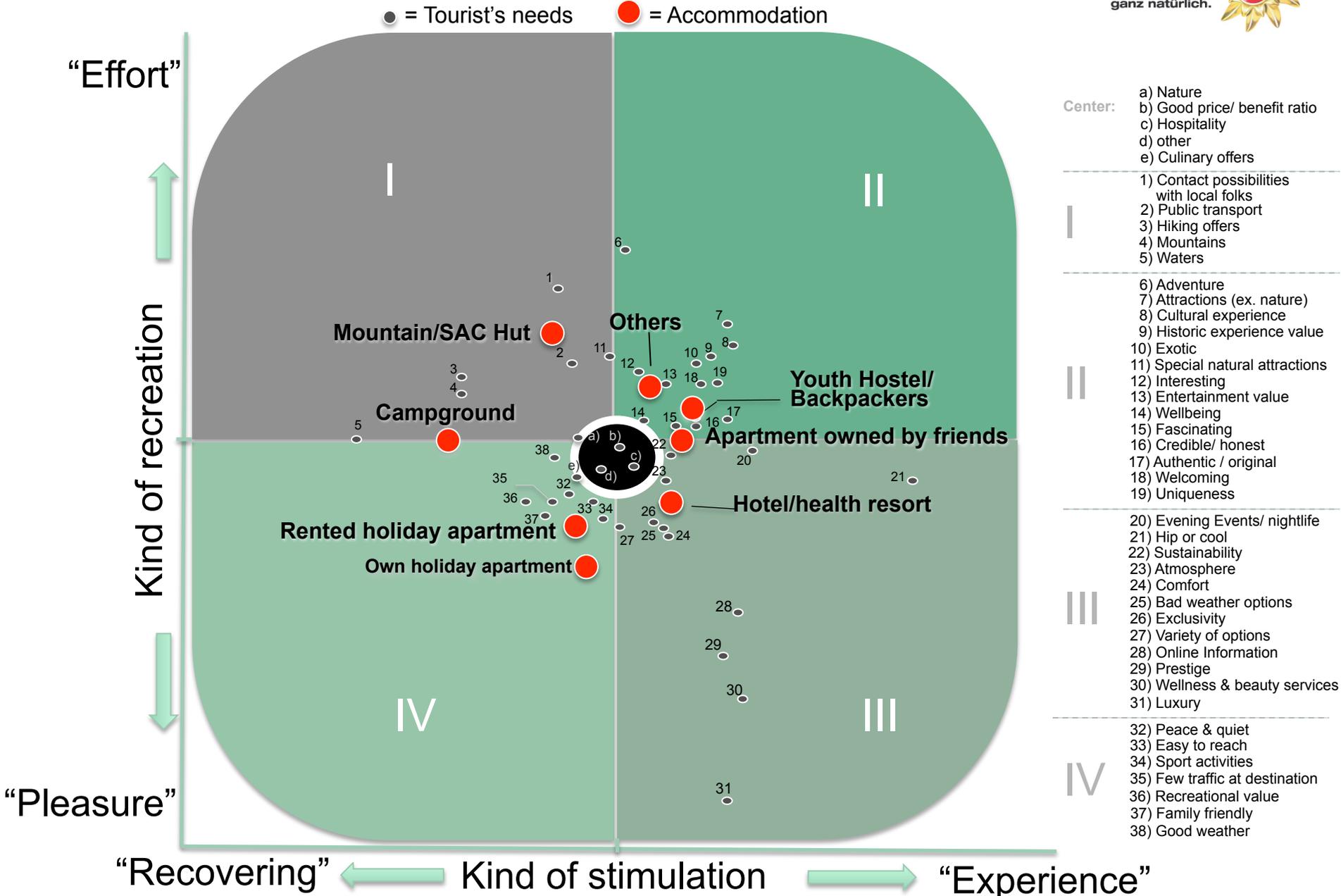


Map of tourist's needs.



Source: Tourism Monitor Switzerland 2010.

Some keys for interpreting the “Map of tourists’ needs”:

- Analysis is based on the national guest survey Tourism Monitor Switzerland (n > 9’000).
- Tourists can be clustered by their needs (gray points) .
- The spread of the different needs defines the two dimensions: “Kind of stimulation” and “Kind of recreation”. The needs, which are situated away from the origin (center of the grid) but close to each other, have similar profiles.
- The graph shows the relation between each form of accommodation (red points) and *all* tourists’ needs (gray points).
- The origin represents the average profile of all tourists.
Tourists’ needs near the origin do not contribute essentially to the spread of the different forms of accommodation.
- Needs with a larger distance from the center are overrepresented in the respective quadrant (and underrepresented in the other areas).
- The position of the different forms of accommodation shows the orientation of their guests.

Conclusion.

The overrepresentations are indicating starting points for a differentiated marketing (4 major trends*):

- Tourists in holiday apartments are seeking more often for pleasurable and relaxing holidays.
- Guests in Swiss hotels attach more importance to pleasurable, comfortable holidays with conveniences and special experiences.
- Guests in Youth Hotels/Backpackers want to discover the Swiss culture and history.
- Guests in SAC huts and at Campsites want to be flexible and independent, they are looking for individual outdoor challenges.