



Source market and destination

- Market of origin: source market
- Market of origin: market groups
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- Tourism region
- Image of destination
- Strengths & weaknesses of destination
- Satisfaction with destination
- Loyalty with destination

Type of travel

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- Accommodation
- Hotel classification
- Length of stay in destination
- Length of stay in Switzerland
- Touring
- Means of transportation within Switzerland
- Travel package
- Group size

Tourist related elements

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- Daily expenditure
- Tourists' needs
- Activities
- Main travel reason
- ST segments self-selection
- Frequency visiting the destination
- Frequency visiting Switzerland
- Socio-demographics
- Travelling with children

Segments.

Segment 1: “Austria”

Market of origin: source market: Austria

Segment 2: “Summer”

Tourism zone: countryside, mountain

Market of origin: source market: Austria

Season: summer

Segment 3: “Winter”

Tourism zone: countryside, mountain

Market of origin: source market: Austria











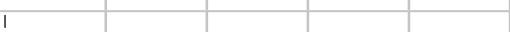














Season: winter

Segment 4: “Cities”

Tourism zone: big city, small city

Market of origin: source market: Austria

Market of origin.

Market of origin: source market.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Austria							0.6%	100.0% ↑	100.0% ↑	100.0% ↑	100.0% ↑
Argentina							0.1%	0.0%	0.0%	0.0%	0.0%
Australia							0.6%	0.0%	0.0%	0.0%	0.0%
Belgium							1.7%	0.0%	0.0%	0.0%	0.0%
Brazil							0.5%	0.0%	0.0%	0.0%	0.0%
Canada							0.5%	0.0%	0.0%	0.0%	0.0%
Czech Republic							0.5%	0.0%	0.0%	0.0%	0.0%
Denmark							0.3%	0.0%	0.0%	0.0%	0.0%
France							2.8%	0.0%	0.0%	0.0%	0.0%
Germany							12.5%	0.0%	0.0%	0.0%	0.0%
Greater China							2.4%	0.0%	0.0%	0.0%	0.0%
Hungary							0.1%	0.0%	0.0%	0.0%	0.0%
India							1.1%	0.0%	0.0%	0.0%	0.0%
Indonesia							0.1%	0.0%	0.0%	0.0%	0.0%
Israel							0.2%	0.0%	0.0%	0.0%	0.0%
Italy							1.9%	0.0%	0.0%	0.0%	0.0%
Japan							0.4%	0.0%	0.0%	0.0%	0.0%
Luxembourg							0.3%	0.0%	0.0%	0.0%	0.0%
Malaysia							0.3%	0.0%	0.0%	0.0%	0.0%
Mexico							0.2%	0.0%	0.0%	0.0%	0.0%
Netherlands							2.9%	0.0%	0.0%	0.0%	0.0%
New Zealand							0.1%	0.0%	0.0%	0.0%	0.0%
Philippines							0.1%	0.0%	0.0%	0.0%	0.0%
Poland							0.4%	0.0%	0.0%	0.0%	0.0%
Portugal							0.4%	0.0%	0.0%	0.0%	0.0%

Market of origin: source market.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Russia							0.5%	0.0%	0.0%	0.0%	0.0%
Saudi Arabia							0.2%	0.0%	0.0%	0.0%	0.0%
Singapore							0.3%	0.0%	0.0%	0.0%	0.0%
South Africa							0.1%	0.0%	0.0%	0.0%	0.0%
Korea, Rep.							0.7%	0.0%	0.0%	0.0%	0.0%
Spain							0.8%	0.0%	0.0%	0.0%	0.0%
Sweden							0.3%	0.0%	0.0%	0.0%	0.0%
Switzerland							56.8%	0.0%	0.0%	0.0%	0.0%
Thailand							0.5%	0.0%	0.0%	0.0%	0.0%
Turkey							0.2%	0.0%	0.0%	0.0%	0.0%
Ukraine							0.1%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates							0.2%	0.0%	0.0%	0.0%	0.0%
United Kingdom							3.0%	0.0%	0.0%	0.0%	0.0%
United States of America							3.0%	0.0%	0.0%	0.0%	0.0%
Finland / Norway							0.2%	0.0%	0.0%	0.0%	0.0%
other GCC (without UAE, Saudia Arabia)							0.1%	0.0%	0.0%	0.0%	0.0%
other Europe							1.3%	0.0%	0.0%	0.0%	0.0%
other Asia							0.3%	0.0%	0.0%	0.0%	0.0%
other North America & Caribbean							0.1%	0.0%	0.0%	0.0%	0.0%
other South America							0.3%	0.0%	0.0%	0.0%	0.0%
Oceania							0.0%	0.0%	0.0%	0.0%	0.0%
Africa							0.2%	0.0%	0.0%	0.0%	0.0%
							n=21'535	n=183	n=90	n=32	n=61

Market of origin: Switzerland – other Europe – overseas.		0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
other Europe								30.6%	100.0% ↑	100.0% ↑	100.0% ↑	100.0% ↑
Switzerland								56.8%	0.0%	0.0%	0.0%	0.0%
overseas								12.6%	0.0%	0.0%	0.0%	0.0%
								n=21'535	n=183	n=90	n=32	n=61

Permanent residence: region.		0%	20%	40%	60%	80%	100%	Austria	Summer	Winter	Cities
Vienna								26.1%	20.1%	34.3%	27.9%
Lower Austria								18.1%	25.0%	8.5%	16.1%
Upper Austria								11.3%	9.9%	10.5%	14.8%
Salzburg								10.9%	13.0%	12.8%	5.1%
Styria								9.9%	9.4%	4.2%	17.0%
Tirol								9.0%	11.3%	6.4%	7.7%
Vorarlberg								7.6%	6.9%	10.5%	5.5%
Carinthia								6.5%	4.4%	12.8%	3.6%
Burgenland								0.6%	0.0%	0.0%	2.3%
								n=183	n=90	n=32	n=61

Tourism zone.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
mountain							75.8%	70.4%	91.9%	100.0% ↑	0.0%
big city							11.1%	18.5% ↑	0.0%	0.0%	71.7% ↑
small city							7.9%	7.3%	0.0%	0.0%	28.3% ↑
countryside							5.3%	3.8% ↓	8.1% ↑	0.0%	0.0%
							n=21'531	n=183	n=90	n=32	n=61

Tourism region.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Graubünden							23.9%	41.0% ↑	45.3% ↑	72.0% ↑	0.0%
Zurich region							5.6%	12.7% ↑	4.1% ↓	0.0%	41.9% ↑
Valais							21.6%	12.3% ↓	20.5%	10.3% ↓	0.0%
Bern region							16.0%	8.3% ↓	10.7% ↓	5.4% ↓	7.0% ↓
Lucerne region							9.6%	7.6%	11.3%	3.4% ↓	5.7% ↓
Basel region							1.8%	4.5% ↑	0.0%	0.0%	17.3% ↑
Eastern Switzerland / Liechtenstein							5.8%	4.4% ↓	4.1% ↓	8.9% ↑	0.0%
Geneva Region							3.0%	4.0% ↑	0.0%	0.0%	15.3% ↑
Ticino							3.8%	2.0% ↓	2.0% ↓	0.0%	4.2%
Lake Geneva Region							5.0%	1.4% ↓	0.0%	0.0%	5.6%
Aargau Region							1.2%	0.9%	2.0% ↑	0.0%	0.0%
Jura & Three-lakes							1.1%	0.8%	0.0%	0.0%	3.0% ↑
Fribourg region							1.5%	0.0%	0.0%	0.0%	0.0%
							n=21'530	n=183	n=90	n=32	n=61

Season.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
summer							54.9%	62.5%	100.0% ↑	0.0%	62.5%
winter							45.1%	37.5%	0.0%	100.0% ↑	37.5%
							n=21'535	n=183	n=90	n=32	n=61

Accommodation.

Type of accommodation.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
hotel							41.1%	58.5% ↑	59.5% ↑	66.3% ↑	47.6%
holiday apartment (not paid)							21.8%	16.2% ↓	14.3% ↓	22.3%	12.2% ↓
campground							5.7%	7.9% ↑	14.9% ↑	0.0%	5.7%
youth hostel/guesthouse							3.7%	7.3% ↑	3.0%	6.3% ↑	15.6% ↑
airbnb or similar							3.5%	4.4% ↑	2.3% ↓	0.0%	13.3% ↑
rented holiday apartment							19.7%	2.9% ↓	2.1% ↓	2.9% ↓	4.2% ↓
bed & breakfast							1.7%	1.7%	3.1% ↑	0.0%	1.4%
group accommodation							1.2%	0.6% ↓	0.0%	2.1% ↑	0.0%
mountain hut/SAC							1.0%	0.4% ↓	0.8%	0.0%	0.0%
other							0.6%	0.0%	0.0%	0.0%	0.0%
							n=20'250	n=169	n=81	n=32	n=56

Hotel vs. supplementary accommodation.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
hotel							41.1%	58.5% ↑	59.5% ↑	66.3% ↑	47.6%
supplementary accommodation							58.9%	41.5% ↓	40.5% ↓	33.7% ↓	52.4%
							n=20'250	n=169	n=81	n=32	n=56

Hotel classification.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
*							0.5%	0.0%	0.0%	0.0%	0.0%
**							4.4%	4.0%	8.6% ↑	0.0%	1.5% ↓
***							45.2%	45.2%	41.0%	53.9%	39.0%
****							38.5%	37.7%	41.7%	21.5% ↓	56.7% ↑
*****							8.3%	12.2% ↑	6.3%	24.6% ↑	2.9% ↓
not classified							2.7%	1.0% ↓	2.4%	0.0%	0.0%
other classification							0.5%	0.0%	0.0%	0.0%	0.0%
							n=7'951	n=87	n=41	n=21	n=25

Length of stay.

Length of stay in destination.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
1-3 nights							46.5%	50.6%	43.7%	41.8%	72.1% ↑
4-7 nights							36.2%	41.2%	53.1% ↑	35.9%	25.7% ↓
8+ nights							17.4%	8.2% ↓	3.1% ↓	22.3% ↑	2.2% ↓
							n=21'520	n=183	n=90	n=32	n=61

Interpretation: Short stays (1-3 nights) account for 46.5% of the total overnight volume in the destination.

Length of stay in Switzerland.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
1-3 nights							26.6%	28.9%	15.0% ↓	38.2% ↑	43.7% ↑
4-7 nights							36.4%	50.8% ↑	63.1% ↑	31.8%	49.1% ↑
8+ nights							37.0%	20.4% ↓	21.9% ↓	30.1%	7.2% ↓
							n=21'500	n=183	n=90	n=32	n=61

Interpretation: Short stays (1-3 nights) account for 26.6% of the total overnight volume in Switzerland.

Touring.

Touring vs non-touring tourists.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
non-touring							71.5%	66.2%	57.3%	85.3%	61.5%
touring							28.5%	33.8%	42.7% ↑	14.7% ↓	38.5% ↑
							n=21'535	n=183	n=90	n=32	n=61

Touring 3 categories.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Non-touring							71.5%	66.2%	57.3%	85.3%	61.5%
Touring in CH							25.0%	28.8%	37.8% ↑	13.7% ↓	29.0%
Touring in Europe							3.5%	5.0% ↑	4.9% ↑	1.1% ↓	9.5% ↑
							n=21'535	n=183	n=90	n=32	n=61

Travel.

Means of transportation within Switzerland.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities	
car							57.1%	44.5%	48.0%	54.8%	27.0%	↓
train							31.9%	25.8%	15.8%	21.8%	48.1%	↑
light rail/public bus							4.0%	11.2%	7.5%	19.2%	9.2%	↑
private tour bus (e.g. for group travel)							1.8%	8.5%	14.9%	4.2%	1.9%	↑
bicycle, racing bike, mountain bike							0.8%	3.9%	5.5%	0.0%	5.1%	↑
camper/caravan							2.8%	3.0%	5.7%	0.0%	1.6%	↓
other							0.9%	2.1%	0.6%	0.0%	7.2%	↑
long-distance bus through Europe (with timetable)							0.3%	1.0%	2.1%	0.0%	0.0%	↑
motorcycle							0.4%	0.0%	0.0%	0.0%	0.0%	↑
							n=21'434	n=179	n=88	n=32	n=59	

Group size.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities	
1							8.1%	7.4%	3.9%	4.3%	17.1%	↑
2							40.9%	41.0%	27.8%	55.4%	49.0%	↑
3							11.7%	16.2%	21.2%	15.1%	8.6%	↓
4							17.2%	15.7%	20.6%	9.6%	13.4%	↓
5							6.9%	1.3%	1.5%	0.0%	2.3%	↓
6-9							8.5%	4.9%	0.5%	11.4%	5.7%	↓
10-19							3.3%	1.3%	1.7%	0.0%	2.1%	↓
20-49							2.6%	9.1%	18.7%	0.0%	1.8%	↓
50+							0.9%	3.1%	4.1%	4.2%	0.0%	↑
							n=21'501	n=183	n=90	n=32	n=61	

Sources of information.

Sources of information. Strongly influencing: 8-10 of a 10-point scale.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities	
recommendation from friends, family, acquaintances								49.6%	47.7%	43.7%	50.9%	51.6%
rating platform / discussion forum								21.3%	20.0%	10.6% ↓	27.2% ↑	29.3% ↑
social media from friends, family, acquaintances (networks, video, images sites)								16.1%	19.5%	13.5%	41.7% ↑	12.8%
internet site of accommodation								27.0%	18.7% ↓	14.8% ↓	27.3%	18.4% ↓
guidebooks								13.7%	13.3%	16.2%	7.7% ↓	12.8%
internet site of regional / local tourist organisation								19.5%	11.6% ↓	14.7%	2.9% ↓	13.2% ↓
brochure from accommodation								11.5%	9.5%	9.4%	14.0%	6.4% ↓
media report on television / radio about Switzerland								6.5%	7.8%	7.6%	10.7% ↑	6.0%
media report in a newspaper / magazine about destination								9.4%	7.7%	10.5%	2.9% ↓	6.8% ↓
media report on television / radio about destination								5.5%	7.6% ↑	5.5%	18.5% ↑	2.9% ↓
brochure from regional / local tourist organisation								9.6%	7.2% ↓	12.8% ↑	2.9% ↓	1.5% ↓
media report in a newspaper / magazine about Switzerland								10.3%	6.8% ↓	8.7%	2.9% ↓	6.8% ↓
internet site of tour operator / transport company								12.8%	6.1% ↓	7.4% ↓	3.9% ↓	5.9% ↓
social media from accommodation (networks, video, images sites)								4.2%	5.7% ↑	6.9% ↑	7.1% ↑	2.9% ↓
social media from regional / local tourist organisation (networks, video, images sites)								3.6%	5.0% ↑	4.0%	14.0% ↑	0.0% ↓
other newsletter								2.0%	5.0% ↑	6.8% ↑	7.8% ↑	0.0% ↓
blogs								7.2%	4.5% ↓	6.9%	0.0% ↓	4.2% ↓
other sources of information								1.2%	4.4% ↑	7.0% ↑	0.0% ↓	3.7% ↑
internet site of Switzerland Tourism								12.1%	4.2% ↓	5.3% ↓	2.9% ↓	3.3% ↓
brochure from tour operator / transport company								6.6%	3.4% ↓	2.0% ↓	0.0% ↓	8.0%
advertisement, poster, TV- / radio-spot from tour operator / transport company								3.3%	3.1%	2.9%	7.8% ↑	0.0% ↓
cinema / feature films								2.8%	3.1%	3.8% ↑	0.0% ↓	4.2% ↑
advertisement, poster, TV- / radio-spot from regional / local tourist organisation								3.6%	2.8%	1.0% ↓	10.7% ↑	0.0% ↓
information obtained in person from accommodation								13.4%	2.7% ↓	2.1% ↓	2.9% ↓	3.5% ↓

Sources of information. <i>Strongly influencing: 8-10 of a 10-point scale.</i>	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
advertisement, poster, TV- / radio-spot from accommodation							4.2%	2.2% ↓	1.0% ↓	2.9% ↓	3.5%
brochure from Switzerland Tourism							6.4%	2.1% ↓	0.0% ↓	6.2%	2.5% ↓
advertisement, poster, TV- / radio-spot from Switzerland Tourism							3.0%	2.1% ↓	0.0% ↓	6.2% ↑	2.5%
information obtained in person from regional / local tourist organisation							5.5%	2.0% ↓	2.8% ↓	2.9% ↓	0.0% ↓
other internet site							1.5%	1.9%	0.0% ↓	0.0% ↓	6.2% ↑
social media from Switzerland Tourism (networks, video, images sites)							3.9%	1.8% ↓	1.0% ↓	6.2% ↑	0.0% ↓
information obtained in person from Switzerland Tourism							1.9%	1.8%	0.0% ↓	2.9% ↑	3.7% ↑
other social media (networks, video, images sites)							0.9%	1.4% ↑	3.0% ↑	0.0% ↓	0.0% ↓
social media from tour operator / transport company (networks, video, images sites)							2.7%	0.5% ↓	1.0% ↓	0.0% ↓	0.0% ↓
holiday fair							1.9%	0.2% ↓	0.3% ↓	0.0% ↓	0.0% ↓
newsletter from Switzerland Tourism							2.1%	0.0% ↓	0.0% ↓	0.0% ↓	0.0% ↓
information obtained in person from tour operator / transport company							3.2%	0.0% ↓	0.0% ↓	0.0% ↓	0.0% ↓
							n=14,322	n=128	n=64	n=18	n=46

Daily expenditure.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
<50 CHF							16.9%	7.3% ↓	8.8% ↓	6.6% ↓	5.2% ↓
50-99 CHF							25.7%	25.0%	28.4%	14.1% ↓	30.2%
100-149 CHF							19.9%	22.8%	21.7%	20.9%	26.7% ↑
150-199 CHF							13.8%	15.1%	14.4%	20.0% ↑	11.3%
200-249 CHF							8.0%	13.2% ↑	11.9% ↑	19.7% ↑	8.7%
250-299 CHF							5.7%	4.8%	4.3%	8.0% ↑	2.6% ↓
300-399 CHF							5.0%	3.4% ↓	2.2% ↓	4.5%	4.3%
400-499 CHF							1.6%	2.5% ↑	1.4%	4.5% ↑	2.5% ↑
500+ CHF							3.4%	5.9% ↑	6.8% ↑	1.9% ↓	8.5% ↑
							n=20'819	n=181	n=89	n=31	n=61

Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities	
mountains							60.5%	51.7%	73.6%	47.4%	17.2%	↓
nature							51.7%	50.3%	66.9%	50.3%	20.8%	↓
panorama							40.1%	44.6%	55.7%	41.7%	27.9%	↓
relaxation							39.1%	32.8%	41.3%	29.3%	21.3%	↓
hospitable							25.2%	28.6%	31.3%	28.1%	24.6%	
quality							19.6%	27.5%	26.3%	32.5%	24.5%	↑
lakes/rivers							21.7%	25.0%	22.7%	8.5%	46.8%	↑
easy to reach							31.6%	24.4%	16.2%	25.9%	37.7%	
good value for the money							20.3%	24.3%	18.7%	37.9%	19.6%	
high-mountain experience							19.5%	24.0%	25.8%	41.8%	1.8%	↓
sports opportunities							24.3%	22.8%	22.9%	43.3%	0.7%	↓
quiet							34.0%	21.8%	31.6%	15.1%	11.8%	↓
atmosphere							27.2%	20.0%	17.8%	11.1%	33.6%	
historical experience (buildings, plazas, etc.)							9.7%	19.6%	15.4%	0.8%	47.2%	↑
safety							11.8%	18.0%	13.0%	16.2%	28.8%	↑
special nature attractions							17.1%	17.4%	24.5%	14.8%	7.2%	↓
city experience							7.7%	16.0%	8.3%	0.0%	47.1%	↑
local public transportation							16.7%	15.7%	19.0%	6.4%	19.7%	
traditional							12.0%	15.2%	16.0%	10.0%	19.4%	↑
glaciers/snow							22.8%	15.2%	10.4%	33.5%	4.1%	↓
family-friendly							21.4%	15.2%	21.5%	8.4%	11.1%	↓
pleasant climate/weather							22.9%	14.4%	17.1%	16.9%	7.1%	↓
popularity							8.0%	13.4%	13.3%	6.0%	21.8%	↑
emotional ties							18.3%	12.6%	10.1%	20.0%	8.9%	↓
fascinating							10.4%	12.4%	12.3%	14.0%	10.9%	
snow reliability							16.8%	12.1%	0.0%	43.5%	0.0%	

Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
comfortable							14.6%	11.9%	6.4% ↓	14.8%	18.8% ↑
small and compact							19.8%	11.8% ↓	17.1%	5.0% ↓	9.7% ↓
sustainable/ecological							7.9%	11.7% ↑	13.5% ↑	10.3% ↑	10.0% ↑
cultural event							6.9%	10.3% ↑	3.2% ↓	12.7% ↑	20.5% ↑
authentic/original							14.7%	10.2% ↓	11.8%	6.9% ↓	10.8% ↓
distinctive							9.4%	9.9%	8.2%	17.9% ↑	4.2% ↓
limited traffic at the destination							16.6%	9.8% ↓	18.8%	0.0%	4.3% ↓
warm-hearted							12.4%	9.5%	14.2%	4.2% ↓	6.7% ↓
exceptional accommodation							9.3%	8.9%	6.8% ↓	12.0% ↑	9.2%
special event							4.9%	8.8% ↑	2.4% ↓	21.3% ↑	6.8% ↑
culinary delights							9.9%	8.7%	10.1%	7.9%	7.3% ↓
range of available services							6.6%	7.7%	5.0%	9.0% ↑	11.2% ↑
mountain pass roads							6.0%	7.7% ↑	13.5% ↑	2.1% ↓	3.3% ↓
other							5.6%	7.4% ↑	8.9% ↑	0.0%	12.6% ↑
romantic							8.7%	7.0%	9.7%	4.5% ↓	4.7% ↓
exclusive							3.7%	6.4% ↑	6.9% ↑	1.8% ↓	10.4% ↑
art							3.5%	6.3% ↑	3.2%	2.1% ↓	16.5% ↑
shopping							5.0%	6.2%	5.2%	1.8% ↓	12.7% ↑
adventures							8.3%	6.1% ↓	5.7% ↓	6.3%	6.6%
special offers: discounts, free services, ...							5.3%	6.1%	5.5%	10.0% ↑	3.0% ↓
possibility to be in touch with the local population							7.4%	6.0%	6.2%	4.3% ↓	7.5%
language skills on site							3.5%	5.8% ↑	9.4% ↑	0.0%	5.6% ↑
activities in bad weather							5.8%	5.6%	9.4% ↑	2.1% ↓	2.5% ↓
luxurious							3.7%	5.3% ↑	1.1% ↓	6.0% ↑	12.1% ↑
special attractions (except nature)							5.4%	5.1%	2.7% ↓	6.3%	8.1% ↑
prestige							3.1%	4.7% ↑	0.0%	8.5% ↑	9.1% ↑

Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
wellness and beauty offers							7.0%	4.5% ↓	3.6% ↓	7.6%	3.0% ↓
entertainment							5.3%	4.5%	0.0%	8.4% ↑	8.4% ↑
evening programmes/nightlife							2.6%	3.9% ↑	0.2% ↓	4.3% ↑	10.1% ↑
large and multifaceted							3.7%	2.6% ↓	2.0% ↓	2.1% ↓	4.0%
customs							3.9%	2.2% ↓	3.0%	0.0%	2.9%
hip or cool							2.0%	2.1%	0.0%	4.2% ↑	3.5% ↑
exotic							1.8%	0.5% ↓	0.0%	0.0%	2.1%
health resort/rehabilitation							1.7%	0.0%	0.0%	0.0%	0.0%
prevention (e.g. check-ups)							0.2%	0.0%	0.0%	0.0%	0.0%
religious reasons							0.8%	0.0%	0.0%	0.0%	0.0%
							n=21'535	n=183	n=90	n=32	n=61

Non-sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
excursions by mountain transportation/cable car							41.1%	45.3%	67.0% ↑	30.9%	22.3% ↓
regional cuisine (specialties)							29.7%	33.2%	39.0% ↑	26.7%	29.9%
visit nature attractions							27.5%	28.3%	43.9% ↑	9.9% ↓	20.3% ↓
churches and cathedrals							16.5%	27.7% ↑	28.0% ↑	10.5% ↓	45.5% ↑
visit historical attractions							17.7%	25.0% ↑	24.7% ↑	4.2% ↓	48.0% ↑
museums and exhibits							15.0%	24.1% ↑	18.6%	14.5%	44.3% ↑
panorama trains							14.3%	22.8% ↑	32.2% ↑	20.9% ↑	7.9% ↓
shopping							22.8%	21.9%	12.6% ↓	27.3%	32.9% ↑
gourmet cuisine							12.5%	18.5% ↑	14.2%	35.8% ↑	7.7% ↓
boat excursions							14.0%	16.5%	15.8%	2.1% ↓	33.4% ↑
wildlife watching							13.3%	11.7%	18.6% ↑	10.6%	0.5% ↓
castles and forts							12.0%	11.4%	10.8%	0.0%	24.8% ↑
thermal bath							13.3%	10.2%	5.2% ↓	24.5% ↑	3.6% ↓
nightlife: bars, clubs, discos							8.3%	9.9%	4.1% ↓	18.0% ↑	11.5% ↑
none							11.9%	9.7%	6.3% ↓	16.9% ↑	8.1% ↓
guided tours							5.0%	9.4% ↑	15.2% ↑	0.0%	9.2% ↑
UNESCO nature parks/national parks							8.8%	8.5%	11.9% ↑	4.3% ↓	7.1%
view contemporary architecture							6.0%	8.3% ↑	5.0%	0.0%	22.9% ↑
wellness and beauty applications							9.6%	7.4%	5.4% ↓	14.0% ↑	3.6% ↓
leisure parks							5.8%	5.6%	6.1%	1.8% ↓	8.7% ↑
galleries and art fairs							3.7%	5.3% ↑	3.7%	8.5% ↑	4.8% ↑
music festivals, open-air concerts (no classical music)							4.5%	4.9%	3.9%	4.3%	7.4% ↑
education and knowledge transfer							3.2%	4.7% ↑	4.7% ↑	0.0%	9.7% ↑
folk/folklore festivals (e.g. Christmas markets, carnival, New Year's Eve)							5.1%	3.8% ↓	4.6%	2.1% ↓	4.2%
theater and literary performances							2.0%	3.8% ↑	0.0%	8.5% ↑	5.5% ↑
attend sports events							3.8%	3.7%	0.0%	12.7% ↑	0.7% ↓

Non-sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
film and photography events							2.2%	3.6% ↑	2.0%	6.0% ↑	3.9% ↑
classical concerts, opera, ballet, dance							2.7%	2.5%	1.9% ↓	4.2% ↑	1.8% ↓
other							2.4%	2.2%	2.4%	0.0%	4.2% ↑
fashion and design events							0.8%	1.1%	2.0% ↑	0.0%	0.7%
treatment for prevention (e.g. check-ups)							0.6%	0.2%	0.0%	0.0%	0.7%
							n=21'535	n=183	n=90	n=32	n=61

Sporting activities.	0% 20% 40% 60% 80% 100%					All tourists	Austria	Summer	Winter	Cities
hiking (at least 2 hours walking)						46.7%	38.4%	55.6%	30.3% ↓	16.2% ↓
none						17.7%	28.2% ↑	19.3%	14.8%	58.6% ↑
swimming						22.2%	19.2%	24.7%	14.8% ↓	14.2% ↓
alpine skiing						24.7%	17.5% ↓	3.2% ↓	54.8% ↑	2.9% ↓
bicycling						9.6%	11.2%	12.3% ↑	9.7%	10.9%
alpine mountaineering and climbing						6.5%	6.4%	12.7% ↑	0.0%	2.0% ↓
sledding						7.5%	5.7%	0.0%	19.2% ↑	1.3% ↓
mountain biking						5.7%	5.7%	11.6% ↑	0.0%	1.1% ↓
nordic walking						3.4%	5.0% ↑	10.0% ↑	0.0%	1.3% ↓
toboggan runs						3.3%	4.5% ↑	4.1%	6.0% ↑	3.6%
children's/family fun park						4.2%	4.4%	8.2% ↑	1.8% ↓	0.7% ↓
snowboarding						5.5%	4.0% ↓	0.0%	14.2% ↑	0.0%
rope park						2.8%	3.7% ↑	5.5% ↑	4.2% ↑	0.0%
snow park for freestyle						2.1%	3.7% ↑	0.0%	11.3% ↑	2.1%
fixed-rope climbing						1.7%	2.9% ↑	5.1% ↑	1.8%	0.0%
skating, ice hockey, curling						3.5%	2.7%	3.2%	4.3%	0.0%
adventure sports (e.g. river rafting, canyoning, ...)						1.5%	2.6% ↑	3.0% ↑	4.2% ↑	0.0%
ski school						4.6%	2.5% ↓	2.0% ↓	4.5%	1.3% ↓
cross-country skiing						4.6%	1.6% ↓	0.0%	4.3%	1.5% ↓
racing bike						1.5%	1.5%	0.7% ↓	4.2% ↑	0.0%
scooter						2.8%	1.4% ↓	3.0%	0.0%	0.0%
other						3.2%	1.3% ↓	2.1% ↓	0.0%	1.2% ↓
off-piste skiing (freeride and ski tours)						2.8%	1.1% ↓	0.0%	3.9% ↑	0.0%
golf						1.2%	0.9%	2.0% ↑	0.0%	0.0%
snowshoeing						4.2%	0.6% ↓	0.0%	1.1% ↓	1.3% ↓
trail running						2.4%	0.2% ↓	0.0%	0.8% ↓	0.0%

Sporting activities.	0% 20% 40% 60% 80% 100%					All tourists	Austria	Summer	Winter	Cities
long-distance hiking (at least 2 days)						2.9%	0.1% ↓	0.0%	0.0%	0.5% ↓
rowing/canoeing						1.8%	0.1% ↓	0.2% ↓	0.0%	0.0%
inline skating						0.7%	0.0%	0.0%	0.0%	0.0%
fatbike						0.4%	0.0%	0.0%	0.0%	0.0%
						n=21'535	n=183	n=90	n=32	n=61

Main travel reason. Single choice of 120 activities and needs	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
alpine skiing							6.0%	7.8% ↑	0.0%	28.0% ↑	0.0%
relaxation							7.6%	7.0%	8.6%	6.0%	5.3% ↓
family-friendly							8.9%	6.9%	11.0%	0.0%	7.2%
city experience							1.5%	6.3% ↑	4.1% ↑	0.0%	17.0% ↑
other need							3.6%	6.1% ↑	8.2% ↑	4.3%	4.2%
mountains							6.0%	5.8%	11.3% ↑	0.0%	2.3% ↓
sport opportunities							5.8%	4.6%	1.4% ↓	14.3% ↑	0.0%
nature							5.7%	4.3%	6.6%	2.1% ↓	2.7% ↓
excursions by mountain transportation/cable car							1.1%	4.3% ↑	5.6% ↑	3.4% ↑	3.0% ↑
special nature attractions							3.6%	4.2%	8.7% ↑	0.0%	0.6% ↓
quiet							5.0%	2.9% ↓	1.9% ↓	4.2%	3.4% ↓
glaciers/snow							3.1%	2.7%	1.9% ↓	5.3% ↑	1.3% ↓
good value for the money							0.9%	2.4% ↑	1.0%	4.3% ↑	3.0% ↑
sustainable/ecological							0.3%	2.4% ↑	1.0% ↑	4.3% ↑	3.0% ↑
hiking (at least 2 hours walking)							3.6%	2.1% ↓	4.6% ↑	0.0%	0.0%
hospitable							1.5%	2.0% ↑	4.1% ↑	0.0%	0.6% ↓
cultural event							0.3%	2.0% ↑	0.0%	4.2% ↑	3.3% ↑
special event							0.7%	2.0% ↑	0.0%	4.3% ↑	3.2% ↑
emotional ties							2.0%	1.8%	1.4% ↓	4.3% ↑	0.0%
visit historical attractions							0.3%	1.7% ↑	0.0%	0.0%	6.4% ↑
panorama trains							0.5%	1.6% ↑	3.2% ↑	0.0%	0.5%
authentic/original							1.3%	1.5%	1.9% ↑	0.8% ↓	1.3%
exceptional accommodation							1.0%	1.4%	0.0%	3.6% ↑	1.7% ↑
quality							0.3%	1.3% ↑	2.0% ↑	0.0%	1.3% ↑
art							0.3%	1.3% ↑	0.9% ↑	0.0%	3.3% ↑
evening programmes/nightlife							0.4%	1.2% ↑	0.0%	4.3% ↑	0.0%

Main travel reason. Single choice of 120 activities and needs	0% 20% 40% 60% 80% 100%					All tourists	Austria	Summer	Winter	Cities
bicycling						0.3%	1.0% ↑	1.0% ↑	2.1% ↑	0.0%
atmosphere						1.6%	0.9% ↓	0.0%	0.3% ↓	3.3% ↑
range of available services						0.6%	0.9%	2.0% ↑	0.0%	0.0%
popularity						0.3%	0.9% ↑	2.0% ↑	0.0%	0.0%
panorama						2.6%	0.9% ↓	1.9% ↓	0.0%	0.0%
museums and exhibits						0.2%	0.8% ↑	0.0%	0.0%	3.0% ↑
lakes/rivers						1.2%	0.7%	0.5% ↓	0.0%	2.0% ↑
historical experience (buildings, plazas, etc.)						1.0%	0.6%	0.0%	0.0%	2.3% ↑
education and knowledge transfer						0.2%	0.6%	0.0%	0.0%	2.3% ↑
music festivals, open-air concerts (no classical music)						0.2%	0.5%	0.0%	0.0%	2.1% ↑
mountain pass roads						0.6%	0.5%	1.1% ↑	0.0%	0.0%
easy to reach						0.9%	0.5%	0.0%	0.0%	1.9% ↑
comfortable						0.4%	0.5%	0.0%	0.0%	1.8% ↑
exclusive						0.0%	0.3%	0.7% ↑	0.0%	0.0%
mountaineering and climbing/alpine mountain tours (at least 2 hours walking)						0.4%	0.3%	0.7%	0.0%	0.0%
local public transportation						0.7%	0.3%	0.0%	0.0%	1.2% ↑
traditional						0.1%	0.3%	0.0%	0.0%	1.2% ↑
customs						0.1%	0.3%	0.0%	0.0%	1.2% ↑
other non-sporting activity						0.6%	0.3%	0.0%	0.0%	1.2% ↑
special offers: discounts, free services,...?						0.4%	0.2%	0.4%	0.0%	0.0%
swimming						0.3%	0.2%	0.0%	0.0%	0.7%
pleasant climate/weather						1.3%	0.2% ↓	0.0%	0.0%	0.6% ↓
fascinating						0.5%	0.1%	0.0%	0.0%	0.5%
classical concerts, opera, ballet, dance						0.1%	0.1%	0.2%	0.0%	0.0%
mountain biking						0.5%	0.0%	0.1%	0.0%	0.0%
warm-hearted						1.1%	0.0%	0.0%	0.0%	0.0%

Main travel reason. <i>Single choice of 120 activities and needs</i>	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
adventures							0.7%	0.0%	0.0%	0.0%	0.0%
romantic							0.7%	0.0%	0.0%	0.0%	0.0%
large and multifaceted							0.1%	0.0%	0.0%	0.0%	0.0%
wellness and beauty offers							0.3%	0.0%	0.0%	0.0%	0.0%
special attractions (except nature)							0.3%	0.0%	0.0%	0.0%	0.0%
distinctive							0.3%	0.0%	0.0%	0.0%	0.0%
luxurious							0.1%	0.0%	0.0%	0.0%	0.0%
possibility to be in touch with the local population							0.3%	0.0%	0.0%	0.0%	0.0%
limited traffic at the destination							0.2%	0.0%	0.0%	0.0%	0.0%
health resort/rehabilitation							0.2%	0.0%	0.0%	0.0%	0.0%
safety							0.4%	0.0%	0.0%	0.0%	0.0%
prevention (e.g. check-ups)							0.1%	0.0%	0.0%	0.0%	0.0%
small and compact							0.3%	0.0%	0.0%	0.0%	0.0%
hip or cool							0.1%	0.0%	0.0%	0.0%	0.0%
activities in bad weather							0.1%	0.0%	0.0%	0.0%	0.0%
entertainment							0.2%	0.0%	0.0%	0.0%	0.0%
prestige							0.0%	0.0%	0.0%	0.0%	0.0%
culinary delights							0.2%	0.0%	0.0%	0.0%	0.0%
exotic							0.1%	0.0%	0.0%	0.0%	0.0%
shopping							0.1%	0.0%	0.0%	0.0%	0.0%
religious reasons							0.1%	0.0%	0.0%	0.0%	0.0%
language skills on site							0.0%	0.0%	0.0%	0.0%	0.0%
high-mountain experience							1.0%	0.0%	0.0%	0.0%	0.0%
snow reliability							1.3%	0.0%	0.0%	0.0%	0.0%
boat excursions							0.2%	0.0%	0.0%	0.0%	0.0%
regional cuisine (specialties)							0.1%	0.0%	0.0%	0.0%	0.0%

Main travel reason. Single choice of 120 activities and needs	0% 20% 40% 60% 80% 100%					All tourists	Austria	Summer	Winter	Cities
guided tours						0.1%	0.0%	0.0%	0.0%	0.0%
view contemporary architecture						0.0%	0.0%	0.0%	0.0%	0.0%
fashion and design events						0.0%	0.0%	0.0%	0.0%	0.0%
theater and literary performances						0.0%	0.0%	0.0%	0.0%	0.0%
galleries and art fairs						0.0%	0.0%	0.0%	0.0%	0.0%
folk/folklore festivals (e.g. Christmas markets, carnival, New Year's Eve)						0.1%	0.0%	0.0%	0.0%	0.0%
attend sports events						0.1%	0.0%	0.0%	0.0%	0.0%
gourmet cuisine						0.1%	0.0%	0.0%	0.0%	0.0%
UNESCO nature parks/national parks						0.2%	0.0%	0.0%	0.0%	0.0%
entertainment parks						0.0%	0.0%	0.0%	0.0%	0.0%
castles and forts						0.1%	0.0%	0.0%	0.0%	0.0%
thermal bath						0.6%	0.0%	0.0%	0.0%	0.0%
wildlife watching						0.1%	0.0%	0.0%	0.0%	0.0%
churches and cathedrals						0.1%	0.0%	0.0%	0.0%	0.0%
film and photography events						0.0%	0.0%	0.0%	0.0%	0.0%
long-distance hiking (at least 2 days)						0.3%	0.0%	0.0%	0.0%	0.0%
rowing/canoeing						0.0%	0.0%	0.0%	0.0%	0.0%
toboggan runs						0.0%	0.0%	0.0%	0.0%	0.0%
scooter						0.0%	0.0%	0.0%	0.0%	0.0%
snowboarding						0.7%	0.0%	0.0%	0.0%	0.0%
ski school						0.3%	0.0%	0.0%	0.0%	0.0%
skating, ice hockey, curling						0.0%	0.0%	0.0%	0.0%	0.0%
off-piste skiing (freeride and ski tours)						0.2%	0.0%	0.0%	0.0%	0.0%
children/family fun park						0.1%	0.0%	0.0%	0.0%	0.0%
snow park for freestyle						0.0%	0.0%	0.0%	0.0%	0.0%
racing bike						0.1%	0.0%	0.0%	0.0%	0.0%

Main travel reason. <i>Single choice of 120 activities and needs</i>		0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
	golf							0.0%	0.0%	0.0%	0.0%	0.0%
	nordic walking							0.0%	0.0%	0.0%	0.0%	0.0%
	rope park							0.0%	0.0%	0.0%	0.0%	0.0%
	fixed-rope climbing							0.0%	0.0%	0.0%	0.0%	0.0%
	adventure sports (e.g. river rafting, canyoning, bungee jumping)							0.0%	0.0%	0.0%	0.0%	0.0%
	cross-country skiing							0.5%	0.0%	0.0%	0.0%	0.0%
	snowshoeing							0.1%	0.0%	0.0%	0.0%	0.0%
	sledding							0.1%	0.0%	0.0%	0.0%	0.0%
	fatbike							0.0%	0.0%	0.0%	0.0%	0.0%
	trail running							0.1%	0.0%	0.0%	0.0%	0.0%
	other sporting activity							0.4%	0.0%	0.0%	0.0%	0.0%
								n=21'535	n=183	n=90	n=32	n=61

ST Segments self-selection.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
nature lover							24.6%	21.5%	25.7%	14.8% ↓	21.4%
outdoor enthusiast							19.0%	19.6%	32.4% ↑	4.3% ↓	13.2% ↓
snow sports enthusiast							21.0%	16.2%	3.4% ↓	48.2% ↑	4.5% ↓
attractions tourer							6.6%	12.6% ↑	17.7% ↑	0.0%	17.1% ↑
none of the above							3.0%	10.3% ↑	8.9% ↑	12.8% ↑	10.1% ↑
family traveller							11.4%	5.4% ↓	7.8% ↓	0.0%	6.7% ↓
city breaker							2.2%	5.3% ↑	1.0% ↓	0.0%	18.9% ↑
snow lover							6.7%	3.8% ↓	0.4% ↓	11.2% ↑	1.8% ↓
culture traveller							2.8%	3.0%	1.8% ↓	4.2% ↑	3.6% ↑
spa & vitality guest							1.7%	2.0%	1.0% ↓	4.2% ↑	1.3%
luxury traveller							0.9%	0.4%	0.0%	0.3% ↓	1.3%
							n=21'533	n=183	n=90	n=32	n=61

Loyalty.

Frequency visiting the destination.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
first time							43.6%	70.1% ↑	72.3% ↑	60.9% ↑	76.2% ↑
2-5 times							23.0%	21.1%	21.3%	19.5%	22.6%
more than 5 times							33.4%	8.8% ↓	6.5% ↓	19.6% ↓	1.2% ↓
							n=21'535	n=183	n=90	n=32	n=61

Frequency visiting Switzerland.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
first time							16.2%	29.7% ↑	34.3% ↑	22.6% ↑	28.9% ↑
2-5 times							16.5%	37.9% ↑	40.5% ↑	21.6% ↑	50.9% ↑
more than 5 times							67.3%	32.4% ↓	25.1% ↓	55.9%	20.1% ↓
							n=21'535	n=183	n=90	n=32	n=61

Price sensitivity: Would have considered other destinations if costs were 10% higher than now.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
yes							39.5%	36.6%	34.5%	38.8%	37.9%
no							60.5%	63.4%	65.5%	61.2%	62.1%
							n=21'535	n=183	n=90	n=32	n=61

Active recommendation of the destination (Net Promoter Score NPS) [-100 to 100].

	0	20	40	60	80	100	All tourists	Austria	Summer	Winter	Cities
Net Promoter Score (NPS)							50.8	42.0	53.6	50.9	11.8
							n=21'535	n=183	n=90	n=32	n=61

Socio-demographics.

Age (3 categories).	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
16-35 years							27.9%	29.9%	10.7% ↓	50.0% ↑	42.6% ↑
36-55 years							44.2%	43.0%	52.7%	33.4%	36.1%
56+ years							28.0%	27.1%	36.7% ↑	16.6% ↓	21.3%
							n=21'535	n=183	n=90	n=32	n=61

Age (17 categories).	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
16-20 years							2.5%	2.7%	0.0%	8.5% ↑	1.3% ↓
21-25 years							6.7%	13.8% ↑	3.2% ↓	33.1% ↑	11.9% ↑
26-30 years							9.0%	9.4%	3.3% ↓	6.4% ↓	23.6% ↑
31-35 years							9.7%	4.0% ↓	4.1% ↓	2.1% ↓	5.7% ↓
36-40 years							10.8%	8.5%	6.6% ↓	6.1% ↓	14.4% ↑
41-45 years							11.3%	10.2%	13.3%	8.5%	6.5% ↓
46-50 years							10.8%	13.3%	19.4% ↑	8.2%	7.8% ↓
51-55 years							11.2%	11.0%	13.3%	10.5%	7.4% ↓
56-60 years							8.6%	8.7%	10.9% ↑	4.4% ↓	9.4%
61-65 years							8.1%	6.8%	9.9%	5.8% ↓	2.2% ↓
66-70 years							6.1%	4.4% ↓	5.7%	4.3% ↓	2.4% ↓
71-75 years							3.2%	3.6%	4.3% ↑	2.1% ↓	3.9%
76-80 years							1.3%	2.4% ↑	3.2% ↑	0.0%	3.4% ↑
81-85 years							0.5%	1.2% ↑	2.6% ↑	0.0%	0.0%
86-90 years							0.0%	0.0%	0.0%	0.0%	0.0%
91-95 years							0.0%	0.0%	0.0%	0.0%	0.0%
96-100 years							0.0%	0.0%	0.0%	0.0%	0.0%

Age (17 categories).	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
							n=21'535	n=183	n=90	n=32	n=61
Sex.	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
male							53.1%	55.2%	51.8%	58.9%	57.5%
female							46.9%	44.8%	48.2%	41.1%	42.5%
							n=21'535	n=183	n=90	n=32	n=61
Travelling with children (0-18 years).	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
yes							31.6%	20.0% ↓	28.1%	14.5% ↓	11.3% ↓
no							68.4%	80.0%	71.9%	85.5% ↑	88.7% ↑
							n=21'535	n=183	n=90	n=32	n=61

Strengths of destination (open question). percentage of responses (not per tourist)	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
water (lakes, rivers, waterfalls etc.)							3.9%	5.9% ↑	3.4%	2.0% ↓	12.2% ↑
panorama/scenery/landscape							6.9%	5.7%	6.4%	5.0% ↓	5.1% ↓
mountains							5.2%	5.6%	3.9%	9.6% ↑	5.0%
nature							5.0%	5.4%	8.4% ↑	3.9%	2.3% ↓
location (not specified)							3.6%	4.8% ↑	4.0%	8.6% ↑	3.2%
winter sports							3.9%	4.6%	0.8% ↓	17.9% ↑	0.0%
friendly/welcoming							3.3%	4.6% ↑	4.5% ↑	5.0% ↑	4.5% ↑
public transportation							3.2%	4.3% ↑	5.5% ↑	0.0%	5.9% ↑
rest & relaxation							5.9%	4.2% ↓	8.2% ↑	2.0% ↓	0.4% ↓
other							2.5%	3.6% ↑	1.6% ↓	6.3% ↑	4.3% ↑
easy to reach/centrally located for DAY TRIPS							2.9%	3.4%	3.9% ↑	3.9% ↑	2.3%
old town							0.7%	2.9% ↑	0.8%	1.9% ↑	6.5% ↑
range of services/variety/multifaceted							3.0%	2.7%	2.5%	3.4%	2.4%
sports opportunities							1.2%	2.6% ↑	2.0% ↑	7.1% ↑	0.0%
easy to reach FROM PLACE OF RESIDENCE							3.4%	2.5% ↓	3.0%	0.0%	3.6%
hiking							3.0%	2.3%	4.0% ↑	2.0% ↓	0.2% ↓
lovely & beautiful							2.4%	2.2%	1.5% ↓	1.9%	3.4% ↑
architecture							1.1%	2.0% ↑	2.5% ↑	0.8%	2.2% ↑
cleanliness							1.0%	1.9% ↑	2.9% ↑	0.0%	2.0% ↑
art & culture							1.2%	1.9% ↑	1.2%	0.0%	4.2% ↑
mountain railways							1.2%	1.9% ↑	3.1% ↑	2.0% ↑	0.0%
gastronomy/culinary offers							2.4%	1.8% ↓	2.5%	1.5% ↓	0.9% ↓
accommodation							1.8%	1.7%	2.1%	1.1% ↓	1.6%
traditional							0.9%	1.4%	2.3% ↑	0.0%	1.1%
small & compact							2.9%	1.3% ↓	1.8% ↓	0.4% ↓	1.4% ↓
infrastructure (not specified)							1.6%	1.2%	1.6%	1.9%	0.0%

Strengths of destination (open question). percentage of responses (not per tourist)	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
atmosphere							0.6%	1.2% ↑	1.0%	1.0%	1.6% ↑
touristic attractions							0.6%	1.1%	0.2%	0.0%	3.2% ↑
history							1.1%	1.1%	0.1% ↓	0.0%	3.1% ↑
authentic/genuine							1.2%	1.0%	1.6%	0.1% ↓	0.8%
shopping/stores							1.1%	1.0%	0.4% ↓	0.8%	1.9% ↑
cycling/mountain biking							0.4%	0.9%	1.7% ↑	0.0%	0.6%
international flair							0.3%	0.9% ↑	0.0%	1.0% ↑	2.0% ↑
glacier							0.4%	0.8%	0.8%	1.9% ↑	0.0%
cathedrals/monuments							0.6%	0.8%	0.8%	0.0%	1.3% ↑
reputation/prestige							0.3%	0.7%	0.6%	2.0% ↑	0.0%
boats/shipping							0.2%	0.7% ↑	0.0%	0.0%	2.2% ↑
clean air/water							0.2%	0.7%	1.5% ↑	0.0%	0.0%
festivals/cinemas/theatres/musicals/events...							0.5%	0.6%	0.4%	0.0%	1.4% ↑
quality (not specified)							0.6%	0.6%	0.0% ↓	2.0% ↑	0.4%
snow conditions/snow reliability							1.8%	0.6% ↓	0.0%	2.3% ↑	0.0%
nature attractions							1.3%	0.5% ↓	1.2%	0.0%	0.0%
convenience							0.6%	0.5%	0.4%	0.0%	1.1%
exclusive/luxury							0.4%	0.5%	0.8%	0.0%	0.4%
traffic-free/low traffic							1.3%	0.4% ↓	0.8% ↓	0.0%	0.2% ↓
unique							0.6%	0.4%	0.5%	0.0%	0.6%
reliable/well organized							0.6%	0.4%	0.4%	0.0%	0.7%
special offers for guests (e.g. guest card...)							0.5%	0.4%	0.5%	0.0%	0.5%
service quality							0.4%	0.3%	0.4%	0.7%	0.0%
climate/weather							1.3%	0.3% ↓	0.5% ↓	0.0%	0.4% ↓
museums/galleries/exhibits							0.4%	0.3%	0.0%	0.0%	1.0% ↑
price/price-performance ratio							0.9%	0.3% ↓	0.0%	0.0%	1.0%

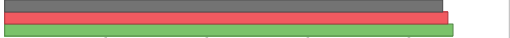
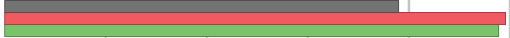
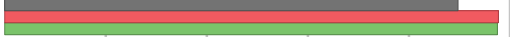






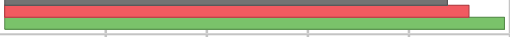










Strengths of destination (open question). percentage of responses (not per tourist)	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
offer (not specified)							0.2%	0.2%	0.3%	0.0%	0.2%
lively/exciting							0.2%	0.2%	0.0%	0.0%	0.5%
few tourists/not crowded							0.9%	0.1% ↓	0.3% ↓	0.0%	0.0%
untouched/intact nature							0.3%	0.1%	0.0%	0.0%	0.4%
village character							0.8%	0.1% ↓	0.2% ↓	0.0%	0.0%
family-friendly							1.9%	0.0%	0.0%	0.0%	0.0%
safe							0.5%	0.0%	0.0%	0.0%	0.0%
nightlife/bars							0.2%	0.0%	0.0%	0.0%	0.0%
Mediterranean/Italian/French/southern flair							0.1%	0.0%	0.0%	0.0%	0.0%
sustainability/nature preservation							0.1%	0.0%	0.0%	0.0%	0.0%
parks							0.1%	0.0%	0.0%	0.0%	0.0%
tourism office/marketing							0.2%	0.0%	0.0%	0.0%	0.0%
foreign language information/skills							0.1%	0.0%	0.0%	0.0%	0.0%
urban/metropolis							0.0%	0.0%	0.0%	0.0%	0.0%
comfort							0.2%	0.0%	0.0%	0.0%	0.0%
down to earth/not too chic							0.3%	0.0%	0.0%	0.0%	0.0%
wellness/spa							1.2%	0.0%	0.0%	0.0%	0.0%
swimming							0.2%	0.0%	0.0%	0.0%	0.0%
modernity/innovation							0.1%	0.0%	0.0%	0.0%	0.0%
							n=59'609	n=493	n=232	n=73	n=188

Weaknesses of destination (open question). <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
expensive/price-performance ratio							20.4%	31.9% ↑	28.1% ↑	25.5% ↑	42.4% ↑
does not offer enough/boring/too small							5.0%	5.5%	2.9% ↓	8.1% ↑	5.5%
other							7.0%	5.0% ↓	2.6% ↓	7.5%	4.9% ↓
too luxurious/only for the rich/too posh							0.7%	4.1% ↑	1.0%	11.2% ↑	0.0%
mountain railways							2.6%	3.7% ↑	6.5% ↑	4.4% ↑	0.0%
no (village) centre/too spread out							0.6%	3.1% ↑	0.0%	9.3% ↑	0.0%
nighlife: poor/not enough parties							2.5%	3.1% ↑	3.9% ↑	5.3% ↑	0.0%
too much traffic/traffic chaos							3.7%	3.0%	4.0%	0.0%	4.9% ↑
gastronomy/dining: quality							3.9%	2.7% ↓	4.5%	0.0%	3.7%
climate/weather							2.0%	2.6% ↑	1.6%	0.0%	6.1% ↑
public transportation: service, schedule etc.							4.1%	2.5% ↓	1.4% ↓	1.8% ↓	4.4%
not interesting for young people							0.6%	2.3% ↑	1.4% ↑	3.7% ↑	1.7% ↑
not touristy (enough)/not a typical place for tourism							0.5%	2.0% ↑	0.0%	3.7% ↑	2.5% ↑
bicycle paths/mountain biking routes: quality							0.3%	2.0% ↑	5.8% ↑	0.0%	0.0%
overbuilt (ski lifts, buildings)/construction sites							1.3%	2.0% ↑	3.4% ↑	0.9%	1.6%
too many tourists/too touristy							2.8%	1.9% ↓	1.4% ↓	0.0%	4.3% ↑
no signage/lack of information							1.3%	1.8%	2.9% ↑	0.0%	2.6% ↑
difficult to reach/remote/not centrally located							5.7%	1.8% ↓	2.6% ↓	0.0%	2.9% ↓
architecture/buildings: not attractive, not well maintained							1.4%	1.7%	3.3% ↑	1.8%	0.0%
restaurants/hotels: lack of, not much choice							2.1%	1.6%	2.5%	0.0%	2.5%
not enough parking							1.3%	1.6%	0.0%	0.3% ↓	4.7% ↑
noisy, chaotic, hectic, too large							1.1%	1.5%	3.0% ↑	0.0%	1.6%
place is dying/no natives/no life/emigration/"cold beds"							0.9%	1.5% ↑	0.8%	3.7% ↑	0.0%
internet access: not available/expensive							0.2%	1.2% ↑	0.0%	3.7% ↑	0.0%
not beautiful/not an attractive place (general)/lack of ambiance							1.7%	1.2% ↓	0.0%	3.7% ↑	0.0%
lodging: quality/difficult to book/offers							2.3%	1.2% ↓	3.0% ↑	0.0%	0.5% ↓

Weaknesses of destination (open question). <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
lack of foreign language skills/translation							1.0%	1.0%	2.9% ↑	0.0%	0.0%
few alternative bad weather options							0.9%	1.0%	2.9% ↑	0.0%	0.0%
swimming facilities: not available/quality							0.6%	1.0%	2.9% ↑	0.0%	0.0%
not enough stores/shopping							3.0%	0.9% ↓	2.8%	0.0%	0.0%
currency (unfavourable exchange rate)							0.5%	0.8%	0.5%	1.8% ↑	0.0%
wintersport options/snow conditions							4.4%	0.6% ↓	0.0%	1.8% ↓	0.0%
no/not enough art/cultural events/museums							0.9%	0.5%	0.0%	1.6% ↑	0.0%
unfriendly, not hospitable							1.8%	0.5% ↓	0.0%	0.0%	1.6%
unsafe/violence/crime/fringe group							0.2%	0.5%	0.0%	0.0%	1.6% ↑
service (general): quality/poorly organized							0.4%	0.5%	1.4% ↑	0.0%	0.0%
lack of infrastructure (general)							2.2%	0.0%	0.0%	0.0%	0.0%
not family-friendly							1.5%	0.0%	0.0%	0.0%	0.0%
gastronomy/dining: lack of special offers							0.4%	0.0%	0.0%	0.0%	0.0%
stores shopping: opening hours							1.0%	0.0%	0.0%	0.0%	0.0%
foreign citizens/foreign personnel							0.3%	0.0%	0.0%	0.0%	0.0%
snowshoeing/hiking trails (e.g. no signage)							0.7%	0.0%	0.0%	0.0%	0.0%
wellness: quality, services							0.4%	0.0%	0.0%	0.0%	0.0%
dirty/not clean							0.4%	0.0%	0.0%	0.0%	0.0%
tourism office: quality/opening hours/visitor's taxes etc.							0.6%	0.0%	0.0%	0.0%	0.0%
camping: infrastructure, quality							0.3%	0.0%	0.0%	0.0%	0.0%
not enough advertising							0.4%	0.0%	0.0%	0.0%	0.0%
athletic activities: not enough							0.2%	0.0%	0.0%	0.0%	0.0%
attractions: opening hours							0.1%	0.0%	0.0%	0.0%	0.0%
political/legal issues/mentality							0.3%	0.0%	0.0%	0.0%	0.0%
lack of lakes/rivers							0.1%	0.0%	0.0%	0.0%	0.0%
not enough nature (preservation)/green spaces/parks							0.3%	0.0%	0.0%	0.0%	0.0%

Weaknesses of destination (open question). <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
comfort/not enough luxury							0.1%	0.0%	0.0%	0.0%	0.0%
no guestcard/mountain railways not included in guestcard...							0.4%	0.0%	0.0%	0.0%	0.0%
in between seasons: nothing going on, restaurants/hotels closed							0.5%	0.0%	0.0%	0.0%	0.0%
							n=22'752	n=171	n=67	n=36	n=68

Satisfaction.

Overall satisfaction [0-100%].	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Mean							87%	88%	89%	90%	83%
							n=21'354	n=179	n=89	n=32	n=58
28 satisfaction items (3 of a 3 point scale).	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Entertainment / guest programme of the tourist office							77.9%	99.1% ↑	97.7% ↑	100.0% ↑	100.0% ↑
Written documentation / brochures at the tourist office							89.7%	97.7%	97.5%	100.0%	95.8%
All-inclusive offers							63.4%	94.3% ↑	96.6% ↑	100.0% ↑	79.1%
Friendliness of staff at the tourist office							90.6%	94.2%	91.9%	93.5%	100.0%
Satisfaction of bookings through the tourist office							88.4%	93.3%	98.2%	84.4%	100.0%
Walking and hiking trails							92.3%	93.2%	94.6%	87.7%	100.0%
Cleanliness							92.9%	92.2%	91.6%	89.6%	96.3%
Announcement of events and happenings of the tourist office							79.4%	91.9%	98.9%	84.4%	95.6%
Competence and advice at the tourist office							87.6%	91.9%	98.9%	77.3%	100.0%
Accessibility with public transport							75.5%	90.8%	93.9%	79.7%	97.8% ↑
Hospitality							83.0%	89.8%	96.0%	87.9%	83.4%
Mountainbike route offers							81.8%	89.6%	100.0%	66.7%	100.0%
Public transport at destination							75.3%	88.2%	93.8%	73.3%	96.9% ↑
Cycling route offers							80.4%	84.6%	90.3%	70.0%	90.0%
Tourist attractions							77.9%	79.7%	91.3%	56.0% ↓	88.7%
Signposting							80.0%	78.5%	83.3%	76.0%	74.1%
Accommodation							82.4%	77.7%	76.7%	77.3%	79.6%
Offers for children (entertainment programmes...)							66.4%	77.1%	77.2%	59.7%	100.0% ↑
Gastronomy							70.6%	74.5%	80.6%	63.2%	79.8%

28 satisfaction items (3 of a 3 point scale).	0%	20%	40%	60%	80%	100%	All tourists	Austria	Summer	Winter	Cities
Other cultural events							61.2%	72.5%	63.5%	61.8%	89.5% ↑
Events / festivals							59.2%	71.7%	68.5%	65.7%	84.4% ↑
Store opening hours							66.9%	71.5%	85.4% ↑	54.0%	78.5%
Shopping							58.6%	66.5%	65.5%	55.8%	86.5% ↑
Bad weather options							52.5%	65.8% ↑	38.1% ↓	84.9% ↑	76.8% ↑
Water sports offers							66.7%	63.7%	50.9%	59.8%	86.0% ↑
Parking							69.2%	59.7%	68.7%	57.7%	41.8% ↓
Evening entertainment / nightlife							47.0%	51.8%	43.0%	40.2%	80.6% ↑
Value for money							45.9%	23.7% ↓	25.7% ↓	26.2% ↓	17.8% ↓
							n=21'535	n=183	n=90	n=32	n=61

Legend.

- ⇓ segment value in relative terms at least -50% and in absolute terms at least -0.5% under total value (column 1)
- ↓ segment value in relative terms -25% to -49.9% and in absolute terms at least -0.5% under total value (column 1)
- ↑ segment value in relative terms 25% to 49.9% and in absolute terms at least +0.5% over total value (column 1)
- ⇑ segment value in relative terms at least +50% and in absolute terms at least +0.5% over total value (column 1)

Research methodology.

- Sample** n=21,535 overnight tourists from all parts of the world staying in a Swiss destination
- Survey period** tourism year 2017 (November 2016 - October 2017)
- Sampling method (>90% of cases)**
 1. Email acquisition of tourists (person to person) at 180 representatively - in terms of geography and size - chosen 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