



## Source market and destination

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

## Type of travel

- Season
- 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

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

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## Segments.

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### Segment 1: “Greater China”

Market of origin: source market: Greater China

### Segment 2: “Summer”

Tourism zone: countryside, mountain

Market of origin: source market: Greater China

Season: summer

### Segment 3: “Winter”

Tourism zone: countryside, mountain

Market of origin: source market: Greater China

Season: winter

### Segment 4: “Cities”

Tourism zone: big city, small city

Market of origin: source market: Greater China

# Greater China

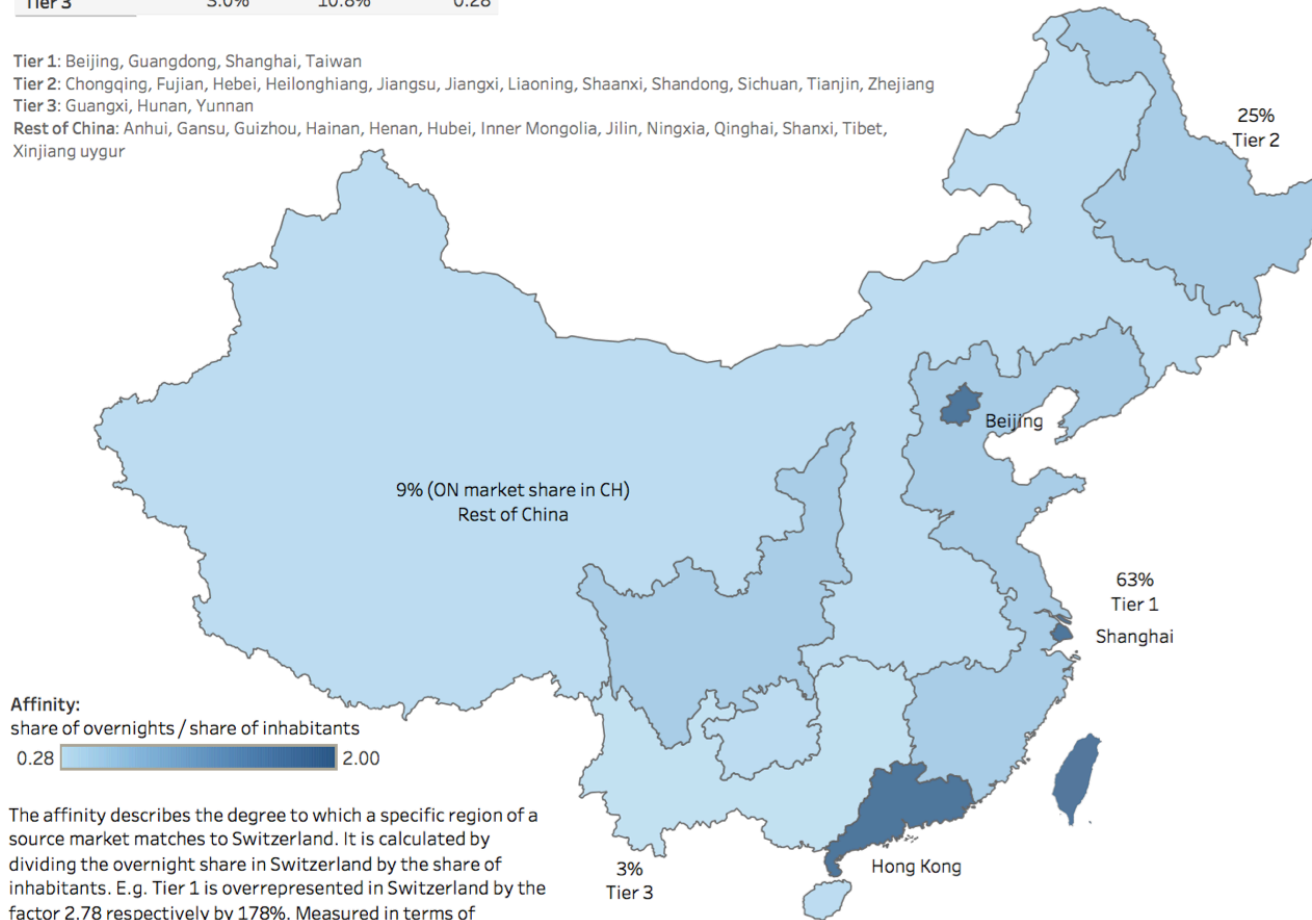
Region	Overnights	Inhabitants	Affinity
Tier 1	63.2%	22.7%	2.78
Tier 2	25.1%	42.8%	0.59
Rest of China	8.7%	23.7%	0.37
Tier 3	3.0%	10.8%	0.28

Tier 1: Beijing, Guangdong, Shanghai, Taiwan

Tier 2: Chongqing, Fujian, Hebei, Heilongjiang, Jiangsu, Jiangxi, Liaoning, Shaanxi, Shandong, Sichuan, Tianjin, Zhejiang

Tier 3: Guangxi, Hunan, Yunnan


























Rest of China: Anhui, Gansu, Guizhou, Hainan, Henan, Hubei, Inner Mongolia, Jilin, Ningxia, Qinghai, Shanxi, Tibet, Xinjiang uygur



**Affinity:**  
share of overnights / share of inhabitants  
0.28 ————— 2.00

The affinity describes the degree to which a specific region of a source market matches to Switzerland. It is calculated by dividing the overnight share in Switzerland by the share of inhabitants. E.g. Tier 1 is overrepresented in Switzerland by the factor 2.78 respectively by 178%. Measured in terms of population, tourists from Tier 1 are the most affine to Switzerland compared to all other Chinese regions.

## Market of origin.

Market of origin: source market.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
Greater China							2.4%	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%
Austria							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%
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	Greater China	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=870	n=200	n=187	n=482

Market of origin: Switzerland – other Europe – overseas.		0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
overseas								12.5%	100.0% ↑	100.0% ↑	100.0% ↑	100.0% ↑
Switzerland								56.8%	0.0%	0.0%	0.0%	0.0%
other Europe								30.7%	0.0%	0.0%	0.0%	0.0%
								n=21'535	n=870	n=200	n=187	n=482

Permanent residence: region.		0%	20%	40%	60%	80%	100%	Greater China	Summer	Winter	Cities
Hong Kong 香港								29.9%	35.1%	32.7%	21.8%
Taiwan 台湾								15.4%	19.0%	10.9%	13.2%
Beijing 北京								11.7%	11.2%	11.0%	12.6%
Shanghai 上海								10.3%	8.6%	9.1%	12.9%
Jiangsu 江苏								4.9%	2.8%	6.8%	6.6%
Zhejiang 浙江								3.9%	5.4%	2.0%	3.1%
Rest Guangdong								3.7%	1.3%	3.3%	6.7%
Pearl River Delta								2.5%	1.9%	2.1%	3.3%
Chendu + Chongqing								2.2%	2.2%	1.6%	2.4%
Liaoning 辽宁								1.6%	0.4%	2.8%	2.5%
Shandong 山东								1.4%	0.2%	1.0%	3.0%
Hubei 湖北								1.3%	2.1%	1.2%	0.5%
Fujian 福建								1.3%	1.2%	2.0%	1.0%
Henan 河南								1.3%	0.5%	2.1%	1.8%
Jilin 吉林								0.8%	1.8%	0.0%	0.1%
Shaanxi 陕西								0.8%	0.4%	3.0%	0.3%
Shanxi 山西								0.8%	0.0%	1.7%	1.3%
Guangxi 广西								0.8%	1.2%	0.4%	0.5%











Permanent residence: region.	0% 20% 40% 60% 80% 100%						Greater China	Summer	Winter	Cities
	Yunnan 云南							0.7%	0.0%	0.8%
Tianjin 天津							0.7%	0.5%	0.4%	1.1%
Hunan 湖南							0.6%	0.5%	0.6%	0.9%
Tibet / Xizang 西藏/西藏							0.5%	1.2%	0.0%	0.0%
Anhui 安徽							0.5%	0.0%	1.6%	0.5%
Rest Sichuan							0.4%	0.0%	0.8%	0.8%
Chongqing 渝							0.4%	0.9%	0.0%	0.0%
Guizhou 贵州							0.4%	0.8%	0.0%	0.0%
Hebei 河北							0.3%	0.4%	0.0%	0.4%
Gansu 甘肃							0.3%	0.0%	1.6%	0.0%
Macau 澳门							0.2%	0.4%	0.0%	0.1%
Inner Mongolia 内蒙古							0.2%	0.0%	0.4%	0.3%
Hainan 海南							0.1%	0.0%	0.0%	0.3%
Jiangxi 江西							0.1%	0.0%	0.0%	0.3%
Qinghai 青海							0.1%	0.0%	0.0%	0.2%
Heilongjiang 黑龙江							0.1%	0.0%	0.0%	0.1%
							<b>n=870</b>	<b>n=200</b>	<b>n=187</b>	<b>n=482</b>

Tourism zone.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
mountain							75.8%	57.3%	91.8%	93.3%	0.0%
big city							11.1%	19.7% ↑	0.0%	0.0%	52.0% ↑
small city							7.9%	18.2% ↑	0.0%	0.0%	48.0% ↑
countryside							5.3%	4.8%	8.2% ↑	6.7% ↑	0.0%
							n=21'531	n=869	n=200	n=187	n=482



Tourism region.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
Bern region							16.0%	32.3% ↑	44.9% ↑	42.9% ↑	12.6%
Lucerne region							9.6%	18.1% ↑	20.7% ↑	12.6% ↑	17.5% ↑
Zurich region							5.6%	11.1% ↑	0.1% ↓	0.0%	29.2% ↑
Valais							21.6%	9.5% ↓	15.2% ↓	15.4% ↓	0.0%
Graubünden							23.9%	7.7% ↓	10.9% ↓	15.9% ↓	0.0%
Lake Geneva Region							5.0%	6.1%	2.3% ↓	3.3% ↓	11.8% ↑
Geneva Region							3.0%	4.4% ↑	0.0%	0.0%	11.7% ↑
Eastern Switzerland / Liechtenstein							5.8%	4.0% ↓	3.5% ↓	6.6%	3.5% ↓
Aargau Region							1.2%	2.8% ↑	1.2%	0.0%	6.0% ↑
Fribourg region							1.5%	1.6%	1.2%	3.3% ↑	1.2%
Basel region							1.8%	1.3% ↓	0.0%	0.0%	3.4% ↑
Ticino							3.8%	0.7% ↓	0.0%	0.0%	1.8% ↓
Jura & Three-lakes							1.1%	0.5% ↓	0.0%	0.0%	1.2%
							n=21'530	n=869	n=200	n=187	n=482

Season.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
summer							54.9%	70.3% ↑	100.0% ↑	0.0%	68.5%
winter							45.1%	29.7% ↓	0.0%	100.0% ↑	31.5% ↓
							n=21'535	n=870	n=200	n=187	n=482

## Accommodation.

Type of accommodation.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
hotel							41.1%	56.3% ↑	55.1% ↑	51.1%	59.6% ↑
airbnb or similar							3.5%	13.4% ↑	13.4% ↑	13.0% ↑	13.7% ↑
bed & breakfast							1.7%	9.9% ↑	12.2% ↑	8.0% ↑	8.3% ↑
youth hostel/guesthouse							3.7%	6.4% ↑	4.5%	10.9% ↑	6.5% ↑
rented holiday apartment							19.7%	5.7% ↓	6.6% ↓	7.4% ↓	3.7% ↓
holiday apartment (not paid)							21.8%	5.6% ↓	5.0% ↓	5.2% ↓	6.5% ↓
mountain hut/SAC							1.0%	1.2%	1.8% ↑	2.2% ↑	0.0%
other							0.6%	0.8%	0.0%	1.7% ↑	1.3% ↑
campground							5.7%	0.7% ↓	1.4% ↓	0.4% ↓	0.0%
group accommodation							1.2%	0.2% ↓	0.0%	0.0%	0.5% ↓
							n=20'250	n=842	n=192	n=180	n=469

## Hotel vs. supplementary accommodation.

	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
hotel							41.1%	56.3% ↑	55.1% ↑	51.1%	59.6% ↑
supplementary accommodation							58.9%	43.7% ↓	44.9%	48.9%	40.4% ↓
							n=20'250	n=842	n=192	n=180	n=469

Hotel classification.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
*							0.5%	0.4%	0.0%	0.0%	0.9%
**							4.4%	3.8%	2.7% ↓	10.2% ↑	2.7% ↓
***							45.2%	42.8%	48.4%	39.6%	36.8%
****							38.5%	36.4%	31.7%	33.6%	43.2%
*****							8.3%	10.3%	9.0%	12.3% ↑	11.1% ↑
not classified							2.7%	6.0% ↑	7.7% ↑	4.3% ↑	4.9% ↑
other classification							0.5%	0.4%	0.5%	0.0%	0.3%
							n=7'951	n=437	n=96	n=81	n=259

## Length of stay.

Length of stay in destination.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
1-3 nights							46.5%	79.7% ↑	83.4% ↑	74.1% ↑	78.6% ↑
4-7 nights							36.2%	15.3% ↓	14.4% ↓	19.3% ↓	14.0% ↓
8+ nights							17.4%	5.0% ↓	2.3% ↓	6.5% ↓	7.4% ↓
							n=21'520	n=869	n=199	n=187	n=482

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	Greater China	Summer	Winter	Cities
1-3 nights							26.6%	18.5% ↓	14.8% ↓	20.8%	21.9%
4-7 nights							36.4%	39.1%	37.1%	46.1% ↑	38.6%
8+ nights							37.0%	42.4%	48.1% ↑	33.1%	39.5%
							n=21'500	n=869	n=199	n=187	n=482

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	Greater China	Summer	Winter	Cities
touring							28.5%	89.2% ↑	91.9% ↑	78.6% ↑	90.9% ↑
non-touring							71.5%	10.8% ↓	8.1% ↓	21.4% ↓	9.1% ↓
							n=21'535	n=870	n=200	n=187	n=482

Touring 3 categories.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
Touring in CH							25.0%	82.7% ↑	86.6% ↑	71.1% ↑	83.4% ↑
Non-touring							71.5%	10.8% ↓	8.1% ↓	21.4% ↓	9.1% ↓
Touring in Europe							3.5%	6.5% ↑	5.3% ↑	7.5% ↑	7.5% ↑
							n=21'535	n=870	n=200	n=187	n=482

## Travel.

Means of transportation within Switzerland.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
train							31.9%	71.9% ↑	75.4% ↑	69.0% ↑	69.8% ↑
car							57.1%	14.8% ↓	14.7% ↓	16.1% ↓	13.6% ↓
private tour bus (e.g. for group travel)							1.8%	6.4% ↑	7.4% ↑	5.0% ↑	5.9% ↑
light rail/public bus							4.0%	2.8% ↓	0.2% ↓	3.1%	5.8% ↑
long-distance bus through Europe (with timetable)							0.3%	2.0% ↑	0.5%	3.3% ↑	3.3% ↑
other							0.9%	0.8%	0.0%	2.1% ↑	1.3%
camper/caravan							2.8%	0.7% ↓	0.9% ↓	1.3% ↓	0.1% ↓
bicycle, racing bike, mountain bike							0.8%	0.5%	0.9%	0.0%	0.3% ↓
motorcycle							0.4%	0.0%	0.0%	0.1%	0.0%
							n=21'434	n=869	n=200	n=186	n=482

Group size.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
1							8.1%	10.7% ↑	8.0%	7.7%	15.3% ↑
2							40.9%	36.8%	40.5%	30.2% ↓	35.7%
3							11.7%	14.4%	16.0% ↑	15.9% ↑	11.9%
4							17.2%	12.3% ↓	13.4%	10.7% ↓	11.8% ↓
5							6.9%	4.0% ↓	3.1% ↓	7.8%	3.3% ↓
6-9							8.5%	6.6%	6.5%	5.8% ↓	6.4%
10-19							3.3%	3.7%	3.7%	5.4% ↑	2.8%
20-49							2.6%	10.9% ↑	8.8% ↑	14.4% ↑	11.7% ↑
50+							0.9%	0.8%	0.0%	2.0% ↑	1.2%
							n=21'501	n=870	n=200	n=187	n=482

## Sources of information.

Sources of information. Strongly influencing: 8-10 of a 10-point scale.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities	
recommendation from friends, family, acquaintances								49.6%	57.7%	53.3%	57.3%	62.7% ↑
social media from friends, family, acquaintances (networks, video, images sites)								16.1%	46.2% ↑	43.4% ↑	48.1% ↑	49.4% ↑
rating platform / discussion forum								21.3%	44.6% ↑	44.9% ↑	42.9% ↑	45.5% ↑
guidebooks								13.7%	38.9% ↑	36.2% ↑	38.5% ↑	42.8% ↑
internet site of tour operator / transport company								12.8%	35.3% ↑	35.4% ↑	36.6% ↑	35.1% ↑
blogs								7.2%	33.7% ↑	31.9% ↑	34.8% ↑	35.9% ↑
internet site of Switzerland Tourism								12.1%	29.3% ↑	29.6% ↑	24.6% ↑	31.5% ↑
internet site of accommodation								27.0%	27.4%	26.4%	30.0%	27.8%
media report in a newspaper / magazine about Switzerland								10.3%	26.8% ↑	26.4% ↑	30.7% ↑	26.0% ↑
internet site of regional / local tourist organisation								19.5%	26.5% ↑	28.1% ↑	20.5%	27.6% ↑
brochure from accommodation								11.5%	26.4% ↑	26.9% ↑	33.9% ↑	22.7% ↑
brochure from regional / local tourist organisation								9.6%	25.3% ↑	27.5% ↑	18.2% ↑	25.9% ↑
media report in a newspaper / magazine about destination								9.4%	25.1% ↑	25.4% ↑	22.8% ↑	26.0% ↑
brochure from tour operator / transport company								6.6%	22.9% ↑	25.4% ↑	29.4% ↑	17.2% ↑
brochure from Switzerland Tourism								6.4%	20.1% ↑	20.3% ↑	8.9% ↑	25.1% ↑
media report on television / radio about Switzerland								6.5%	19.1% ↑	16.5% ↑	21.7% ↑	21.4% ↑
media report on television / radio about destination								5.5%	17.8% ↑	14.2% ↑	21.7% ↑	20.7% ↑
social media from Switzerland Tourism (networks, video, images sites)								3.9%	16.9% ↑	16.2% ↑	12.2% ↑	20.1% ↑
social media from tour operator / transport company (networks, video, images sites)								2.7%	14.9% ↑	13.2% ↑	15.2% ↑	17.0% ↑
social media from accommodation (networks, video, images sites)								4.2%	13.9% ↑	11.7% ↑	16.3% ↑	15.9% ↑
advertisement, poster, TV- / radio-spot from tour operator / transport company								3.3%	12.8% ↑	11.6% ↑	14.4% ↑	13.8% ↑
information obtained in person from accommodation								13.4%	12.5%	13.7%	18.1% ↑	7.3% ↓
advertisement, poster, TV- / radio-spot from accommodation								4.2%	11.2% ↑	7.4% ↑	12.4% ↑	15.5% ↑
social media from regional / local tourist organisation (networks, video, images sites)								3.6%	10.9% ↑	9.1% ↑	15.0% ↑	11.4% ↑

<b>Sources of information.</b> <i>Strongly influencing: 8-10 of a 10-point scale.</i>	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
cinema / feature films							2.8%	10.6% ↑	9.7% ↑	12.8% ↑	11.0% ↑
information obtained in person from tour operator / transport company							3.2%	8.8% ↑	8.4% ↑	15.4% ↑	6.4% ↑
advertisement, poster, TV- / radio-spot from regional / local tourist organisation							3.6%	8.7% ↑	11.0% ↑	3.7%	8.0% ↑
advertisement, poster, TV- / radio-spot from Switzerland Tourism							3.0%	7.9% ↑	6.2% ↑	3.0%	12.3% ↑
information obtained in person from regional / local tourist organisation							5.5%	7.4% ↑	9.0% ↑	9.2% ↑	4.8%
newsletter from Switzerland Tourism							2.1%	5.1% ↑	8.0% ↑	1.2% ↓	3.3% ↑
holiday fair							1.9%	4.5% ↑	6.6% ↑	2.1%	3.1% ↑
information obtained in person from Switzerland Tourism							1.9%	2.7% ↑	3.6% ↑	2.2%	1.9%
other internet site							1.5%	2.5% ↑	3.2% ↑	0.0% ↓	2.8% ↑
other social media (networks, video, images sites)							0.9%	2.1% ↑	2.1% ↑	0.3% ↓	2.8% ↑
other newsletter							2.0%	1.0% ↓	1.4% ↓	0.0% ↓	0.8% ↓
other sources of information							1.2%	1.0%	0.7% ↓	2.2% ↑	0.8%
							n=14,322	n=535	n=136	n=107	n=291

Daily expenditure.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
<50 CHF							16.9%	3.6% ↓	3.4% ↓	2.8% ↓	4.3% ↓
50-99 CHF							25.7%	7.5% ↓	6.2% ↓	4.9% ↓	10.2% ↓
100-149 CHF							19.9%	12.7% ↓	12.5% ↓	15.1%	12.0% ↓
150-199 CHF							13.8%	18.4% ↑	21.1% ↑	14.9%	16.9%
200-249 CHF							8.0%	14.4% ↑	13.9% ↑	20.8% ↑	11.6% ↑
250-299 CHF							5.7%	10.4% ↑	12.5% ↑	8.7% ↑	8.8% ↑
300-399 CHF							5.0%	15.0% ↑	15.4% ↑	15.6% ↑	14.5% ↑
400-499 CHF							1.6%	5.2% ↑	4.7% ↑	3.4% ↑	6.5% ↑
500+ CHF							3.4%	12.8% ↑	10.3% ↑	13.9% ↑	15.2% ↑
							n=20'819	n=856	n=198	n=183	n=474

Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
nature							51.7%	44.6%	49.3%	46.2%	38.7% ↓
lakes/rivers							21.7%	40.7% ↑	40.6% ↑	27.5% ↑	47.2% ↑
special nature attractions							17.1%	38.3% ↑	51.1% ↑	33.0% ↑	26.0% ↑
quiet							34.0%	36.7%	38.3%	45.4% ↑	31.0%
mountains							60.5%	36.1% ↓	45.8%	46.4%	19.4% ↓
relaxation							39.1%	34.1%	36.5%	31.5%	32.8%
entertainment							5.3%	33.1% ↑	31.7% ↑	33.5% ↑	34.9% ↑
glaciers/snow							22.8%	33.1% ↑	36.8% ↑	56.0% ↑	17.6%
easy to reach							31.6%	31.7%	27.0%	21.8% ↓	42.0% ↑
comfortable							14.6%	29.0% ↑	27.4% ↑	26.9% ↑	32.0% ↑
pleasant climate/weather							22.9%	29.0% ↑	30.5% ↑	23.5%	29.2% ↑
high-mountain experience							19.5%	28.3% ↑	38.4% ↑	39.1% ↑	11.6% ↓
safety							11.8%	25.6% ↑	21.8% ↑	17.4% ↑	34.1% ↑
panorama							40.1%	20.5% ↓	27.2% ↓	26.4% ↓	9.9% ↓
atmosphere							27.2%	20.1% ↓	21.4%	17.4% ↓	20.0% ↓
fascinating							10.4%	18.8% ↑	19.4% ↑	18.9% ↑	18.2% ↑
hospitable							25.2%	17.9% ↓	19.0%	15.1% ↓	18.1% ↓
small and compact							19.8%	17.2%	17.9%	15.5%	17.4%
city experience							7.7%	16.9% ↑	8.9%	8.1%	30.5% ↑
exotic							1.8%	16.6% ↑	11.3% ↑	19.5% ↑	21.6% ↑
local public transportation							16.7%	16.3%	13.8%	10.4% ↓	22.1% ↑
quality							19.6%	16.2%	16.1%	12.2% ↓	18.2%
historical experience (buildings, plazas, etc.)							9.7%	14.4% ↑	6.7% ↓	9.1%	25.9% ↑
family-friendly							21.4%	14.1% ↓	14.1% ↓	16.3%	12.4% ↓
popularity							8.0%	13.5% ↑	14.4% ↑	8.1%	15.1% ↑
exclusive							3.7%	12.6% ↑	13.3% ↑	16.7% ↑	9.9% ↑

Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
distinctive							9.4%	11.7%	13.5% ↑	12.8% ↑	9.2%
sustainable/ecological							7.9%	11.5% ↑	11.1% ↑	11.8% ↑	11.9% ↑
exceptional accommodation							9.3%	10.5%	13.4% ↑	12.4% ↑	6.2% ↓
special attractions (except nature)							5.4%	10.0% ↑	7.3% ↑	12.4% ↑	12.2% ↑
romantic							8.7%	9.8%	7.3%	11.6% ↑	12.0% ↑
traditional							12.0%	9.5%	9.4%	10.3%	9.4%
possibility to be in touch with the local population							7.4%	8.4%	7.9%	7.4%	9.5% ↑
culinary delights							9.9%	8.0%	6.1% ↓	10.8%	8.9%
snow reliability							16.8%	7.9% ↓	4.5% ↓	24.9% ↑	4.2% ↓
cultural event							6.9%	7.4%	5.0% ↓	2.0% ↓	12.7% ↑
warm-hearted							12.4%	7.4% ↓	8.1% ↓	6.3% ↓	6.3% ↓
good value for the money							20.3%	7.1% ↓	11.1% ↓	5.6% ↓	3.1% ↓
special event							4.9%	7.1% ↑	9.6% ↑	7.3% ↑	4.0%
authentic/original							14.7%	7.0% ↓	5.3% ↓	11.9%	6.0% ↓
adventures							8.3%	6.9%	9.6%	5.9% ↓	4.3% ↓
sports opportunities							24.3%	6.7% ↓	6.0% ↓	19.3%	1.8% ↓
shopping							5.0%	6.5% ↑	2.9% ↓	3.6% ↓	12.0% ↑
language skills on site							3.5%	6.3% ↑	6.5% ↑	6.6% ↑	5.9% ↑
limited traffic at the destination							16.6%	6.1% ↓	6.6% ↓	7.5% ↓	5.0% ↓
health resort/rehabilitation							1.7%	5.3% ↑	6.8% ↑	2.8% ↑	4.7% ↑
prestige							3.1%	5.0% ↑	5.2% ↑	2.2% ↓	6.0% ↑
art							3.5%	4.5% ↑	2.0% ↓	2.5% ↓	8.3% ↑
range of available services							6.6%	4.2% ↓	3.5% ↓	3.3% ↓	5.5%
mountain pass roads							6.0%	4.1% ↓	5.4%	5.3%	2.0% ↓
customs							3.9%	3.8%	3.6%	4.5%	3.7%
luxurious							3.7%	3.6%	4.6%	4.6%	2.0% ↓

Tourists' needs.	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
	emotional ties						18.3%	3.3% ↓	1.8% ↓	5.9% ↓
special offers: discounts, free services, ...						5.3%	3.1% ↓	4.4%	3.4% ↓	1.5% ↓
activities in bad weather						5.8%	2.7% ↓	4.4%	2.0% ↓	1.0% ↓
large and multifaceted						3.7%	2.5% ↓	1.3% ↓	3.5%	3.4%
evening programmes/nightlife						2.6%	1.7% ↓	1.8% ↓	3.4% ↑	0.9% ↓
other						5.6%	1.6% ↓	2.3% ↓	0.7% ↓	1.2% ↓
wellness and beauty offers						7.0%	1.4% ↓	2.4% ↓	0.9% ↓	0.6% ↓
religious reasons						0.8%	1.0%	0.0%	0.0%	2.6% ↑
hip or cool						2.0%	0.9% ↓	0.0%	0.5% ↓	2.3%
prevention (e.g. check-ups)						0.2%	0.7%	1.2% ↑	0.0%	0.4%
						n=21'535	n=870	n=200	n=187	n=482

Non-sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
visit nature attractions							27.5%	66.9% ↑	72.2% ↑	56.6% ↑	65.9% ↑
excursions by mountain transportation/cable car							41.1%	58.8% ↑	64.8% ↑	51.7% ↑	54.8% ↑
shopping							22.8%	50.7% ↑	48.6% ↑	51.4% ↑	52.6% ↑
regional cuisine (specialties)							29.7%	45.6% ↑	48.9% ↑	42.1% ↑	43.6% ↑
panorama trains							14.3%	44.3% ↑	45.7% ↑	42.7% ↑	43.8% ↑
boat excursions							14.0%	44.3% ↑	50.4% ↑	24.8% ↑	46.4% ↑
visit historical attractions							17.7%	42.3% ↑	40.5% ↑	35.7% ↑	47.7% ↑
castles and forts							12.0%	35.6% ↑	34.3% ↑	27.3% ↑	41.1% ↑
museums and exhibits							15.0%	33.8% ↑	29.8% ↑	35.7% ↑	37.8% ↑
leisure parks							5.8%	33.3% ↑	31.1% ↑	33.4% ↑	36.1% ↑
churches and cathedrals							16.5%	31.8% ↑	33.0% ↑	19.5%	36.4% ↑
view contemporary architecture							6.0%	22.1% ↑	19.4% ↑	18.3% ↑	27.2% ↑
UNESCO nature parks/national parks							8.8%	18.0% ↑	18.2% ↑	15.6% ↑	19.1% ↑
gourmet cuisine							12.5%	15.4%	15.5%	11.0%	16.5% ↑
guided tours							5.0%	11.8% ↑	10.6% ↑	11.2% ↑	13.6% ↑
thermal bath							13.3%	9.4% ↓	11.9%	11.4%	5.6% ↓
wildlife watching							13.3%	9.1% ↓	9.0% ↓	10.3%	8.8% ↓
galleries and art fairs							3.7%	8.8% ↑	7.8% ↑	5.9% ↑	10.6% ↑
film and photography events							2.2%	8.8% ↑	11.4% ↑	6.2% ↑	6.9% ↑
music festivals, open-air concerts (no classical music)							4.5%	7.5% ↑	8.4% ↑	3.0% ↓	8.5% ↑
folk/folklore festivals (e.g. Christmas markets, carnival, New Year's Eve)							5.1%	7.3% ↑	5.5%	9.5% ↑	8.6% ↑
nightlife: bars, clubs, discos							8.3%	5.4% ↓	5.6% ↓	2.7% ↓	6.4%
education and knowledge transfer							3.2%	3.8%	4.1% ↑	3.9%	3.4%
theater and literary performances							2.0%	2.6% ↑	3.2% ↑	0.4% ↓	2.9% ↑
classical concerts, opera, ballet, dance							2.7%	2.6%	4.1% ↑	0.4% ↓	1.8% ↓
none							11.9%	2.4% ↓	3.3% ↓	3.3% ↓	1.0% ↓

Non-sporting activities.	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
	attend sports events						3.8%	2.3% ↓	2.4% ↓	3.6%
fashion and design events						0.8%	2.1% ↑	4.2% ↑	0.4%	0.3%
treatment for prevention (e.g. check-ups)						0.6%	1.3% ↑	0.8%	3.3% ↑	1.1% ↑
wellness and beauty applications						9.6%	1.1% ↓	0.8% ↓	1.6% ↓	1.2% ↓
other						2.4%	0.1% ↓	0.0%	0.6% ↓	0.0%
						n=21'535	n=870	n=200	n=187	n=482

Sporting activities.	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
hiking (at least 2 hours walking)						46.7%	47.4%	55.9%	28.0% ↓	46.6%
none						17.7%	26.7% ↑	20.9%	33.2% ↑	30.1% ↑
alpine mountaineering and climbing						6.5%	19.4% ↑	23.3% ↑	10.4% ↑	19.3% ↑
swimming						22.1%	10.7% ↓	15.4% ↓	4.7% ↓	8.0% ↓
bicycling						9.6%	7.9%	8.4%	5.2% ↓	8.7%
adventure sports (e.g. river rafting, canyoning, ...)						1.5%	5.8% ↑	8.9% ↑	4.7% ↑	2.8% ↑
alpine skiing						24.7%	5.8% ↓	3.0% ↓	14.9% ↓	4.9% ↓
nordic walking						3.4%	4.6% ↑	4.9% ↑	5.7% ↑	3.8%
children's/family fun park						4.2%	4.6%	6.9% ↑	3.4%	2.4% ↓
rowing/canoeing						1.8%	4.2% ↑	6.2% ↑	0.0%	3.7% ↑
sledding						7.5%	3.9% ↓	3.5% ↓	6.2%	3.2% ↓
ski school						4.6%	3.5%	1.4% ↓	13.8% ↑	1.2% ↓
snowshoeing						4.2%	3.0% ↓	0.3% ↓	9.1% ↑	3.5%
mountain biking						5.7%	2.9% ↓	4.1% ↓	0.4% ↓	2.7% ↓
trail running						2.4%	2.9%	4.4% ↑	1.1% ↓	2.0%
long-distance hiking (at least 2 days)						2.9%	2.8%	2.5%	2.4%	3.5%
toboggan runs						3.3%	2.7%	2.6%	5.6% ↑	1.4% ↓
scooter						2.8%	2.4%	3.5%	0.4% ↓	2.1%
off-piste skiing (freeride and ski tours)						2.8%	2.3%	2.2%	4.0% ↑	1.6% ↓
snowboarding						5.5%	2.1% ↓	1.6% ↓	5.3%	1.4% ↓
racing bike						1.5%	2.0%	2.8% ↑	0.4% ↓	1.8%
skating, ice hockey, curling						3.5%	1.8% ↓	0.9% ↓	6.8% ↑	0.5% ↓
inline skating						0.7%	1.6% ↑	2.7% ↑	0.9%	0.8%
snow park for freestyle						2.2%	1.5% ↓	1.4% ↓	2.6%	1.2% ↓
fatbike						0.5%	1.5% ↑	3.2% ↑	0.2%	0.1%
rope park						2.8%	1.4% ↓	1.3% ↓	2.0% ↓	1.4% ↓

Sporting activities.	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
	other						3.2%	1.3% ↓	2.3% ↓	0.0%
fixed-rope climbing						1.8%	1.1% ↓	0.8% ↓	1.6%	1.3%
golf						1.2%	0.8%	1.2%	0.0%	0.8%
cross-country skiing						4.6%	0.6% ↓	0.9% ↓	0.2% ↓	0.6% ↓
						n=21'535	n=870	n=200	n=187	n=482

Main travel reason. Single choice of 120 activities and needs	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
special nature attractions						3.6%	18.6% ↑	22.6% ↑	15.7% ↑	15.4% ↑
relaxation						7.6%	7.4%	10.5% ↑	3.2% ↓	5.9%
family-friendly						8.9%	6.4% ↓	6.8%	4.6% ↓	6.8%
quiet						5.0%	5.8%	6.2%	8.7% ↑	4.0%
glaciers/snow						3.1%	5.5% ↑	3.6%	12.5% ↑	4.5% ↑
nature						5.7%	4.8%	6.3%	2.3% ↓	4.1% ↓
safety						0.4%	4.1% ↑	3.0% ↑	2.6% ↑	6.0% ↑
comfortable						0.4%	3.6% ↑	3.4% ↑	2.8% ↑	4.2% ↑
city experience						1.5%	3.5% ↑	0.7% ↓	1.2%	7.9% ↑
mountains						6.0%	3.3% ↓	5.3%	1.8% ↓	0.8% ↓
pleasant climate/weather						1.3%	2.6% ↑	2.4% ↑	3.6% ↑	2.5% ↑
entertainment						0.2%	2.2% ↑	1.3% ↑	3.5% ↑	2.7% ↑
excursions by mountain transportation/cable car						1.1%	1.8% ↑	2.4% ↑	0.9%	1.6%
lakes/rivers						1.2%	1.7%	1.4%	0.2% ↓	2.8% ↑
historical experience (buildings, plazas, etc.)						1.0%	1.6% ↑	0.0%	1.6% ↑	3.6% ↑
atmosphere						1.6%	1.5%	2.1%	0.6% ↓	1.3%
warm-hearted						1.1%	1.5%	1.6%	0.0%	2.0% ↑
easy to reach						0.9%	1.4% ↑	1.2%	1.6% ↑	1.5% ↑
exotic						0.1%	1.4% ↑	0.0%	3.3% ↑	2.1% ↑
panorama						2.6%	1.3% ↓	2.7%	0.6% ↓	0.1% ↓
romantic						0.7%	1.3% ↑	1.8% ↑	1.2%	0.8%
local public transportation						0.7%	1.1%	1.4% ↑	0.4%	1.2%
fascinating						0.5%	1.1% ↑	1.1% ↑	0.6%	1.3% ↑
authentic/original						1.3%	0.9%	0.7% ↓	0.4% ↓	1.4%
other non-sporting activity						0.6%	0.9%	1.2% ↑	0.0%	0.9%
high-mountain experience						1.0%	0.8%	1.4%	0.9%	0.2% ↓

Main travel reason. Single choice of 120 activities and needs	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
hiking (at least 2 hours walking)						3.6%	0.8% ↓	1.3% ↓	0.5% ↓	0.4% ↓
culinary delights						0.2%	0.7% ↑	0.8% ↑	2.0% ↑	0.0%
sport opportunities						5.8%	0.7% ↓	0.6% ↓	2.4% ↓	0.0%
exceptional accommodation						1.0%	0.6%	0.0%	0.2% ↓	1.6% ↑
panorama trains						0.5%	0.6%	0.0%	2.0% ↑	0.7%
folk/folklore festivals (e.g. Christmas markets, carnival, New Year's Eve)						0.1%	0.6%	1.2% ↑	0.0%	0.1%
popularity						0.3%	0.5%	0.0%	2.0% ↑	0.5%
health resort/rehabilitation						0.2%	0.5%	1.2% ↑	0.0%	0.0%
mountaineering and climbing/alpine mountain tours (at least 2 hours walking)						0.4%	0.5%	0.0%	0.9%	0.8%
adventures						0.7%	0.5%	0.9%	0.4%	0.0%
sustainable/ecological						0.3%	0.4%	0.4%	0.4%	0.5%
hospitable						1.5%	0.4% ↓	0.0%	0.4% ↓	1.0%
prevention (e.g. check-ups)						0.1%	0.4%	0.3%	1.6% ↑	0.0%
quality						0.3%	0.4%	0.0%	0.4%	0.9% ↑
shopping						0.1%	0.4%	0.0%	1.4% ↑	0.5%
special attractions (except nature)						0.3%	0.4%	0.2%	0.0%	0.8% ↑
exclusive						0.0%	0.4%	0.3%	1.2% ↑	0.2%
snow reliability						1.3%	0.4% ↓	0.0%	2.1% ↑	0.0%
other need						3.6%	0.4% ↓	0.0%	0.5% ↓	0.7% ↓
snowboarding						0.7%	0.4%	0.0%	2.0% ↑	0.0%
distinctive						0.3%	0.3%	0.0%	1.0% ↑	0.4%
trail running						0.1%	0.3%	0.4%	0.0%	0.3%
nordic walking						0.0%	0.3%	0.0%	1.6% ↑	0.0%
possibility to be in touch with the local population						0.3%	0.3%	0.0%	0.0%	0.8%
visit historical attractions						0.3%	0.2%	0.0%	0.4%	0.5%
good value for the money						0.9%	0.2% ↓	0.4%	0.3% ↓	0.0%

Main travel reason. Single choice of 120 activities and needs	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
	regional cuisine (specialties)							0.1%	0.2%	0.0%	0.4%
fatbike							0.0%	0.2%	0.5%	0.0%	0.0%
art							0.3%	0.2%	0.0%	0.0%	0.5%
prestige							0.0%	0.2%	0.0%	0.5%	0.3%
mountain pass roads							0.6%	0.2%	0.4%	0.0%	0.0%
special offers: discounts, free services,...?							0.4%	0.2%	0.0%	0.0%	0.4%
UNESCO nature parks/national parks							0.2%	0.1%	0.0%	0.0%	0.4%
small and compact							0.3%	0.1%	0.0%	0.0%	0.3%
limited traffic at the destination							0.2%	0.1%	0.0%	0.0%	0.3%
alpine skiing							6.0%	0.1% ↓	0.0%	0.5% ↓	0.0%
fixed-rope climbing							0.0%	0.1%	0.0%	0.0%	0.2%
entertainment parks							0.0%	0.1%	0.0%	0.0%	0.2%
range of available services							0.6%	0.1% ↓	0.0%	0.0%	0.1%
special event							0.7%	0.1% ↓	0.0%	0.0%	0.1% ↓
emotional ties							2.0%	0.1% ↓	0.0%	0.0%	0.1% ↓
museums and exhibits							0.2%	0.0%	0.0%	0.0%	0.1%
wildlife watching							0.1%	0.0%	0.0%	0.0%	0.1%
castles and forts							0.1%	0.0%	0.0%	0.0%	0.1%
cross-country skiing							0.5%	0.0%	0.0%	0.2%	0.0%
children/family fun park							0.1%	0.0%	0.0%	0.0%	0.0%
evening programmes/nightlife							0.4%	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%
luxurious							0.1%	0.0%	0.0%	0.0%	0.0%
traditional							0.1%	0.0%	0.0%	0.0%	0.0%
customs							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	Greater China	Summer	Winter	Cities
cultural event						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%
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%
boat excursions						0.2%	0.0%	0.0%	0.0%	0.0%
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%
music festivals, open-air concerts (no classical music)						0.2%	0.0%	0.0%	0.0%	0.0%
classical concerts, opera, ballet, dance						0.1%	0.0%	0.0%	0.0%	0.0%
galleries and art fairs						0.0%	0.0%	0.0%	0.0%	0.0%
education and knowledge transfer						0.2%	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%
thermal bath						0.6%	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%
mountain biking						0.5%	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%
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%

Main travel reason. Single choice of 120 activities and needs	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
	off-piste skiing (freeride and ski tours)						0.2%	0.0%	0.0%	0.0%
snow park for freestyle						0.0%	0.0%	0.0%	0.0%	0.0%
bicycling						0.3%	0.0%	0.0%	0.0%	0.0%
racing bike						0.1%	0.0%	0.0%	0.0%	0.0%
golf						0.0%	0.0%	0.0%	0.0%	0.0%
swimming						0.3%	0.0%	0.0%	0.0%	0.0%
rope park						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%
snowshoeing						0.1%	0.0%	0.0%	0.0%	0.0%
sledding						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=870	n=200	n=187	n=482

ST Segments self-selection.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
nature lover							24.6%	46.3% ↑	57.1% ↑	28.2%	42.4% ↑
snow lover							6.7%	16.9% ↑	11.1% ↑	32.6% ↑	15.7% ↑
attractions tourer							6.6%	12.1% ↑	13.0% ↑	7.9%	13.2% ↑
outdoor enthusiast							19.0%	6.2% ↓	6.9% ↓	5.6% ↓	5.7% ↓
culture traveller							2.8%	5.0% ↑	3.0%	5.2% ↑	7.3% ↑
family traveller							11.4%	4.1% ↓	5.4% ↓	3.5% ↓	2.8% ↓
snow sports enthusiast							21.0%	4.0% ↓	0.9% ↓	12.3% ↓	3.8% ↓
city breaker							2.2%	2.3%	0.7% ↓	0.9% ↓	5.0% ↑
none of the above							3.0%	1.6% ↓	0.8% ↓	3.1%	1.8% ↓
luxury traveller							0.9%	0.9%	1.2%	0.4%	0.9%
spa & vitality guest							1.7%	0.6% ↓	0.0%	0.4% ↓	1.4%
							n=21'533	n=870	n=200	n=187	n=482

## Loyalty.

Frequency visiting the destination.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
first time							43.6%	87.9% ↑	92.2% ↑	86.2% ↑	83.5% ↑
2-5 times							23.0%	9.0% ↓	5.9% ↓	9.2% ↓	12.5% ↓
more than 5 times							33.4%	3.1% ↓	1.9% ↓	4.6% ↓	4.0% ↓
							n=21'535	n=870	n=200	n=187	n=482

Frequency visiting Switzerland.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
first time							16.2%	66.3% ↑	64.1% ↑	65.5% ↑	69.8% ↑
2-5 times							16.5%	24.7% ↑	25.2% ↑	25.6% ↑	23.8% ↑
more than 5 times							67.3%	9.0% ↓	10.6% ↓	8.9% ↓	6.4% ↓
							n=21'535	n=870	n=200	n=187	n=482

Price sensitivity: Would have considered other destinations if costs were 10% higher than now.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
yes							39.5%	58.1% ↑	52.6% ↑	65.1% ↑	61.7% ↑
no							60.5%	41.9% ↓	47.4%	34.9% ↓	38.3% ↓
							n=21'535	n=870	n=200	n=187	n=482

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

	0	20	40	60	80	100	All tourists	Greater China	Summer	Winter	Cities
Net Promoter Score (NPS)							50.8	60.3	63.7	60.0	57.0
							n=21'535	n=870	n=200	n=187	n=482

## Socio-demographics.

Age (3 categories).	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
16-35 years							27.9%	61.7% ↑	58.5% ↑	64.6% ↑	64.6% ↑
36-55 years							44.2%	34.3%	35.5%	33.8%	33.4%
56+ years							28.0%	4.0% ↓	6.0% ↓	1.6% ↓	2.0% ↓
							n=21'535	n=870	n=200	n=187	n=482

Age (17 categories).	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
16-20 years							2.5%	2.8%	2.9%	2.4%	2.8%
21-25 years							6.7%	17.6% ↑	15.0% ↑	19.8% ↑	19.8% ↑
26-30 years							9.0%	20.2% ↑	17.8% ↑	28.2% ↑	19.6% ↑
31-35 years							9.7%	21.0% ↑	22.7% ↑	14.1% ↑	22.4% ↑
36-40 years							10.8%	13.4%	14.8% ↑	14.1% ↑	11.6%
41-45 years							11.3%	10.3%	8.6%	13.8%	10.8%
46-50 years							10.8%	4.6% ↓	3.9% ↓	3.3% ↓	6.1% ↓
51-55 years							11.2%	5.9% ↓	8.2% ↓	2.6% ↓	4.8% ↓
56-60 years							8.6%	1.7% ↓	2.6% ↓	1.2% ↓	0.8% ↓
61-65 years							8.1%	1.9% ↓	3.0% ↓	0.0%	0.7% ↓
66-70 years							6.1%	0.4% ↓	0.4% ↓	0.0%	0.5% ↓
71-75 years							3.2%	0.1% ↓	0.0%	0.4% ↓	0.0%
76-80 years							1.3%	0.0% ↓	0.0%	0.0%	0.1% ↓
81-85 years							0.5%	0.0%	0.0%	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	Greater China	Summer	Winter	Cities
							n=21'535	n=870	n=200	n=187	n=482
Sex.	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
female							46.9%	51.9%	55.0%	49.7%	49.0%
male							53.1%	48.1%	45.0%	50.3%	51.0%
							n=21'535	n=870	n=200	n=187	n=482
Travelling with children (0-18 years).	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
yes							31.6%	18.5% ↓	22.3% ↓	17.6% ↓	14.5% ↓
no							68.4%	81.5%	77.7%	82.4%	85.5% ↑
							n=21'535	n=870	n=200	n=187	n=482

Strengths of destination (open question). percentage of responses (not per tourist)	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
panorama/scenery/landscape							6.9%	12.6% ↑	14.6% ↑	14.4% ↑	9.1% ↑
rest & relaxation							5.9%	8.6% ↑	9.3% ↑	9.0% ↑	7.0%
nature							5.0%	5.8%	7.0% ↑	4.5%	5.0%
mountains							5.2%	5.8%	8.4% ↑	6.5% ↑	2.1% ↓
public transportation							3.2%	5.8% ↑	5.4% ↑	4.1% ↑	7.2% ↑
convenience							0.6%	5.3% ↑	4.7% ↑	3.6% ↑	6.9% ↑
water (lakes, rivers, waterfalls etc.)							3.9%	4.2%	4.2%	2.4% ↓	5.1% ↑
lovely & beautiful							2.4%	3.4% ↑	2.5%	3.7% ↑	4.5% ↑
nature attractions							1.3%	3.3% ↑	5.0% ↑	4.2% ↑	0.7% ↓
easy to reach/centrally located for DAY TRIPS							2.9%	3.3%	3.3%	3.9% ↑	2.9%
friendly/welcoming							3.3%	2.5%	1.3% ↓	3.6%	3.6%
other							2.5%	2.4%	1.5% ↓	3.9% ↑	2.9%
unique							0.6%	2.2% ↑	2.9% ↑	2.1% ↑	1.2% ↑
location (not specified)							3.6%	2.1% ↓	2.7% ↓	2.9%	1.0% ↓
easy to reach FROM PLACE OF RESIDENCE							3.4%	2.1% ↓	2.0% ↓	0.8% ↓	2.9%
history							1.1%	1.8% ↑	0.5% ↓	0.0%	4.4% ↑
art & culture							1.2%	1.7% ↑	0.9%	0.0%	3.5% ↑
accommodation							1.8%	1.6%	2.1%	1.7%	0.7% ↓
climate/weather							1.3%	1.3%	1.6%	0.0% ↓	1.6%
shopping/stores							1.1%	1.3%	0.7%	1.0%	2.3% ↑
small & compact							2.9%	1.3% ↓	0.5% ↓	2.2%	1.8% ↓
architecture							1.1%	1.3%	0.5% ↓	0.8%	2.6% ↑
clean air/water							0.2%	1.2% ↑	1.4% ↑	1.7% ↑	0.7%
infrastructure (not specified)							1.6%	1.1%	1.3%	0.9% ↓	1.0% ↓
snow conditions/snow reliability							1.8%	1.1% ↓	1.1% ↓	2.7% ↑	0.2% ↓
safe							0.5%	1.1% ↑	0.5%	0.2%	2.3% ↑

Strengths of destination (open question). percentage of responses (not per tourist)	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
comfort							0.2%	0.9% ↑	1.0% ↑	0.0%	1.3% ↑
traditional							0.9%	0.9%	1.1%	0.1% ↓	1.0%
touristic attractions							0.6%	0.8%	0.5%	0.9%	1.2% ↑
cleanliness							1.0%	0.8%	0.7%	0.9%	1.0%
gastronomy/culinary offers							2.4%	0.8% ↓	0.5% ↓	1.2% ↓	1.0% ↓
winter sports							3.9%	0.8% ↓	0.2% ↓	4.1%	0.0%
range of services/variety/multifaceted							3.0%	0.7% ↓	1.1% ↓	0.9% ↓	0.2% ↓
down to earth/not too chic							0.3%	0.7%	1.1% ↑	0.2%	0.2%
old town							0.7%	0.6%	0.5%	0.8%	0.8%
atmosphere							0.6%	0.6%	0.7%	0.0%	0.8%
sustainability/nature preservation							0.1%	0.6%	1.0% ↑	0.0%	0.3%
hiking							3.0%	0.6% ↓	1.1% ↓	0.2% ↓	0.0% ↓
few tourists/not crowded							0.9%	0.6%	0.3% ↓	1.5% ↑	0.4% ↓
quality (not specified)							0.6%	0.5%	0.4%	0.8%	0.6%
price/price-performance ratio							0.9%	0.5%	0.4% ↓	1.2%	0.4%
wellness/spa							1.2%	0.5% ↓	1.1%	0.0%	0.0%
international flair							0.3%	0.5%	0.0%	0.0%	1.4% ↑
reputation/prestige							0.3%	0.4%	0.3%	0.2%	0.7%
service quality							0.4%	0.4%	0.3%	0.4%	0.6%
village character							0.8%	0.4%	0.5%	0.9%	0.0%
cathedrals/monuments							0.6%	0.4%	0.0%	0.7%	0.7%
modernity/innovation							0.1%	0.4%	0.0%	0.3%	0.9% ↑
exclusive/luxury							0.4%	0.3%	0.0%	1.0% ↑	0.4%
mountain railways							1.2%	0.3% ↓	0.3% ↓	0.6% ↓	0.1% ↓
reliable/well organized							0.6%	0.3%	0.0%	0.1% ↓	0.7%
festivals/cinemas/theatres/musicals/events...							0.5%	0.2%	0.5%	0.0%	0.0%

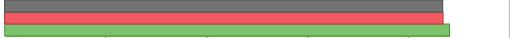

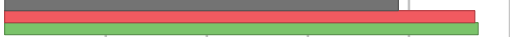

















Strengths of destination (open question). percentage of responses (not per tourist)	0% 20% 40% 60% 80% 100%					All tourists	Greater China	Summer	Winter	Cities
sports opportunities						1.2%	0.2% ↓	0.2% ↓	0.8%	0.0%
foreign language information/skills						0.1%	0.2%	0.2%	0.2%	0.1%
traffic-free/low traffic						1.3%	0.1% ↓	0.2% ↓	0.3% ↓	0.0%
tourism office/marketing						0.2%	0.1%	0.0%	0.2%	0.3%
family-friendly						1.9%	0.1% ↓	0.0%	0.7% ↓	0.0%
Mediterranean/Italian/French/southern flair						0.1%	0.1%	0.0%	0.0%	0.3%
museums/galleries/exhibits						0.4%	0.1%	0.0%	0.0%	0.3%
authentic/genuine						1.2%	0.1% ↓	0.0%	0.1% ↓	0.2% ↓
urban/metropolis						0.0%	0.1%	0.0%	0.0%	0.3%
boats/shipping						0.2%	0.1%	0.0%	0.0%	0.2%
lively/exciting						0.2%	0.1%	0.0%	0.0%	0.2%
untouched/intact nature						0.3%	0.0%	0.0%	0.1%	0.1%
glacier						0.4%	0.0%	0.0%	0.1%	0.0%
special offers for guests (e.g. guest card...)						0.5%	0.0%	0.0%	0.0%	0.0%
offer (not specified)						0.2%	0.0%	0.0%	0.0%	0.0%
swimming						0.2%	0.0%	0.0%	0.0%	0.0%
cycling/mountain biking						0.4%	0.0%	0.0%	0.0%	0.0%
nightlife/bars						0.2%	0.0%	0.0%	0.0%	0.0%
parks						0.1%	0.0%	0.0%	0.0%	0.0%
						n=59'609	n=2'047	n=487	n=451	n=1'107

<b>Weaknesses of destination (open question).</b> <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
expensive/price-performance ratio							20.4%	19.9%	16.5%	14.1% ↓	26.9% ↑
does not offer enough/boring/too small							5.0%	9.9% ↑	7.2% ↑	13.8% ↑	11.3% ↑
gastronomy/dining: quality							3.9%	5.2% ↑	6.0% ↑	7.7% ↑	3.1%
public transportation: service, schedule etc.							4.1%	5.2% ↑	5.2% ↑	8.4% ↑	3.6%
restaurants/hotels: lack of, not much choice							2.1%	5.0% ↑	7.2% ↑	6.7% ↑	1.5% ↓
other							7.0%	4.8% ↓	4.7% ↓	3.8% ↓	5.4%
difficult to reach/remote/not centrally located							5.7%	4.6%	6.5%	2.7% ↓	3.3% ↓
too many tourists/too touristy							2.8%	4.5% ↑	5.8% ↑	2.5%	3.8% ↑
stores shopping: opening hours							1.0%	4.4% ↑	5.5% ↑	3.0% ↑	3.7% ↑
not enough stores/shopping							3.0%	4.1% ↑	4.7% ↑	5.0% ↑	3.0%
lodging: quality/difficult to book/offers							2.3%	3.4% ↑	4.2% ↑	3.0% ↑	2.7%
climate/weather							2.0%	2.8% ↑	4.2% ↑	2.9% ↑	1.1% ↓
too much traffic/traffic chaos							3.7%	2.6% ↓	1.9% ↓	6.6% ↑	1.6% ↓
lack of foreign language skills/translation							1.0%	2.4% ↑	2.7% ↑	1.7% ↑	2.3% ↑
no signage/lack of information							1.3%	2.1% ↑	1.9% ↑	2.7% ↑	2.0% ↑
lack of infrastructure (general)							2.2%	2.0%	1.4% ↓	2.8% ↑	2.3%
not touristy (enough)/not a typical place for tourism							0.5%	1.7% ↑	2.1% ↑	0.4%	2.0% ↑
gastronomy/dining: lack of special offers							0.4%	1.6% ↑	2.3% ↑	0.6%	1.3% ↑
no/not enough art/cultural events/museums							0.9%	1.5% ↑	0.0%	2.3% ↑	2.8% ↑
not beautiful/not an attractive place (general)/lack of ambiance							1.7%	1.3%	1.5%	0.8% ↓	1.3%
service (general): quality/poorly organized							0.4%	1.2% ↑	2.2% ↑	0.5%	0.5%
not enough advertising							0.4%	1.2% ↑	0.3%	0.0%	2.0% ↑
nighlife: poor/not enough parties							2.5%	1.1% ↓	0.8% ↓	0.6% ↓	1.7% ↓
unfriendly, not hospitable							1.8%	1.0% ↓	0.8% ↓	1.1% ↓	1.2% ↓
not enough nature (preservation)/green spaces/parks							0.3%	0.9% ↑	0.0%	0.4%	2.3% ↑
internet access: not available/expensive							0.2%	0.8% ↑	1.8% ↑	0.0%	0.1%

<b>Weaknesses of destination (open question).</b> <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
dirty/not clean							0.4%	0.5%	0.0%	1.7% ↑	0.6%
place is dying/no natives/no life/emigration/"cold beds"							0.9%	0.5%	0.5%	1.7% ↑	0.0%
noisy, chaotic, hectic, too large							1.1%	0.5% ↓	0.5% ↓	0.0%	0.6%
currency (unfavourable exchange rate)							0.5%	0.5%	0.9%	0.0%	0.2%
not enough parking							1.3%	0.4% ↓	0.0%	0.0%	1.0%
too luxurious/only for the rich/too posh							0.7%	0.4%	0.0%	0.4%	0.8%
unsafe/violence/crime/fringe group							0.2%	0.3%	0.0%	0.0%	0.9% ↑
overbuilt (ski lifts, buildings)/construction sites							1.3%	0.3% ↓	0.0%	0.0%	0.7% ↓
architecture/buildings: not attractive, not well maintained							1.4%	0.2% ↓	0.0%	0.0%	0.7% ↓
political/legal issues/mentality							0.3%	0.2%	0.0%	0.4%	0.4%
foreign citizens/foreign personnel							0.3%	0.2%	0.5%	0.0%	0.0%
tourism office: quality/opening hours/visitor's taxes etc.							0.6%	0.2%	0.1% ↓	0.0%	0.4%
mountain railways							2.6%	0.1% ↓	0.0%	0.3% ↓	0.2% ↓
not family-friendly							1.5%	0.1% ↓	0.0%	0.2% ↓	0.3% ↓
swimming facilities: not available/quality							0.6%	0.1%	0.2%	0.2%	0.0%
no (village) centre/too spread out							0.6%	0.1% ↓	0.0%	0.0%	0.2%
wintersport options/snow conditions							4.4%	0.1% ↓	0.0%	0.3% ↓	0.0%
athletic activities: not enough							0.2%	0.1%	0.0%	0.0%	0.1%
wellness: quality, services							0.4%	0.1%	0.0%	0.3%	0.0%
not interesting for young people							0.6%	0.0% ↓	0.0%	0.0%	0.0% ↓
few alternative bad weather options							0.9%	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%
bicycle paths/mountain biking routes: quality							0.3%	0.0%	0.0%	0.0%	0.0%
camping: infrastructure, quality							0.3%	0.0%	0.0%	0.0%	0.0%
attractions: opening hours							0.1%	0.0%	0.0%	0.0%	0.0%
lack of lakes/rivers							0.1%	0.0%	0.0%	0.0%	0.0%

<b>Weaknesses of destination (open question).</b> <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Greater China	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=800	n=180	n=176	n=443

## Satisfaction.

Overall satisfaction [0-100%].	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
Mean							87%	87%	88%	85%	86%
							n=21'354	n=870	n=200	n=187	n=482
28 satisfaction items (3 of a 3 point scale).	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
Walking and hiking trails							92.3%	94.2%	92.8%	92.5%	96.7%
Tourist attractions							77.9%	93.0%	93.7%	88.2%	94.3%
Friendliness of staff at the tourist office							90.6%	92.7%	91.7%	96.2%	92.3%
Cleanliness							92.9%	92.6%	92.1%	94.4%	92.3%
Entertainment / guest programme of the tourist office							77.9%	92.5%	95.0%	88.2%	92.2%
Satisfaction of bookings through the tourist office							88.4%	92.3%	93.7%	90.2%	91.6%
Written documentation / brochures at the tourist office							89.7%	91.2%	89.8%	89.6%	93.4%
Competence and advice at the tourist office							87.6%	89.8%	88.6%	91.2%	90.6%
Cycling route offers							80.4%	88.1%	89.6%	84.7%	88.1%
Accessibility with public transport							75.5%	86.8%	84.1%	82.4%	91.9%
Public transport at destination							75.3%	86.5%	83.6%	82.8%	91.3%
Announcement of events and happenings of the tourist office							79.4%	86.3%	85.9%	80.4%	89.8%
Mountainbike route offers							81.8%	84.3%	83.0%	81.8%	87.1%
Offers for children (entertainment programmes...)							66.4%	84.0% ↑	84.4% ↑	84.2% ↑	83.5% ↑
All-inclusive offers							63.4%	83.8% ↑	80.9% ↑	84.8% ↑	86.4% ↑
Signposting							80.0%	83.0%	81.8%	86.0%	83.6%
Water sports offers							66.7%	80.9%	84.3% ↑	78.6%	78.4%
Hospitality							83.0%	80.7%	82.5%	87.8%	75.3%
Other cultural events							61.2%	80.1% ↑	79.1% ↑	77.8% ↑	82.2% ↑

28 satisfaction items (3 of a 3 point scale).	0%	20%	40%	60%	80%	100%	All tourists	Greater China	Summer	Winter	Cities
Events / festivals							59.2%	76.9% ↑	74.1% ↑	77.2% ↑	79.4% ↑
Parking							69.2%	73.1%	63.2%	78.1%	80.3%
Accommodation							82.4%	72.4%	71.9%	82.6%	68.9%
Shopping							58.6%	65.4%	58.6%	66.1%	72.0%
Gastronomy							70.6%	61.7%	63.9%	64.6%	58.8%
Bad weather options							52.5%	57.0%	55.9%	55.1%	59.2%
Value for money							45.9%	51.1%	57.1%	57.6% ↑	41.7%
Evening entertainment / nightlife							47.0%	50.8%	42.5%	66.9% ↑	50.7%
Store opening hours							66.9%	39.4% ↓	35.9% ↓	50.9%	37.1% ↓
							n=21'535	n=870	n=200	n=187	n=482

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## Legend.

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- ⇓ 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)

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## Research methodology.

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**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