



## 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.**

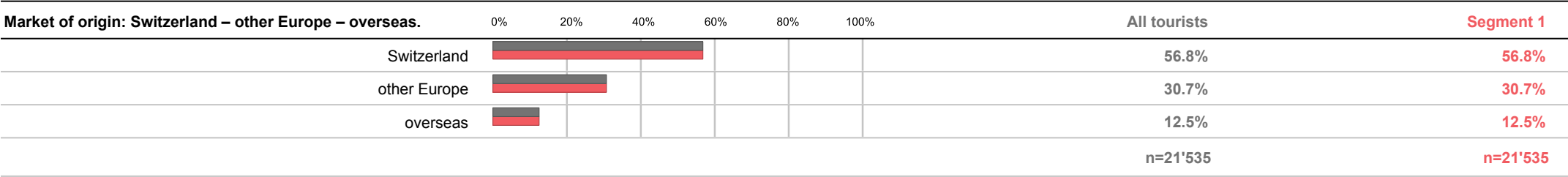
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**Segment 1**














## Market of origin.



Market of origin: source market.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
Switzerland							56.8%	56.8%
Germany							12.5%	12.5%
United Kingdom							3.0%	3.0%
United States of America							3.0%	3.0%
Netherlands							2.9%	2.9%
France							2.8%	2.8%
Greater China							2.4%	2.4%
Italy							1.9%	1.9%
Belgium							1.7%	1.7%
other Europe							1.3%	1.3%
India							1.1%	1.1%
Spain							0.8%	0.8%
Korea, Rep.							0.7%	0.7%
Austria							0.6%	0.6%
Australia							0.6%	0.6%
Brazil							0.5%	0.5%
Canada							0.5%	0.5%
Russia							0.5%	0.5%
Thailand							0.5%	0.5%
Czech Republic							0.5%	0.5%
Portugal							0.4%	0.4%
Japan							0.4%	0.4%
Poland							0.4%	0.4%
Singapore							0.3%	0.3%
Sweden							0.3%	0.3%

Market of origin: source market.		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	Luxembourg							0.3%	0.3%
	Malaysia							0.3%	0.3%
	other Asia							0.3%	0.3%
	Denmark							0.3%	0.3%
	other South America							0.3%	0.3%
	Finland / Norway							0.2%	0.2%
	United Arab Emirates							0.2%	0.2%
	Saudi Arabia							0.2%	0.2%
	Turkey							0.2%	0.2%
	Israel							0.2%	0.2%
	Africa							0.2%	0.2%
	Mexico							0.2%	0.2%
	Indonesia							0.1%	0.1%
	Ukraine							0.1%	0.1%
	Hungary							0.1%	0.1%
	other GCC (without UAE, Saudia Arabia)							0.1%	0.1%
	New Zealand							0.1%	0.1%
	Argentina							0.1%	0.1%
	South Africa							0.1%	0.1%
	Philippines							0.1%	0.1%
	other North America & Caribbean							0.1%	0.1%
	Oceania							0.0%	0.0%
								n=21'535	n=21'535

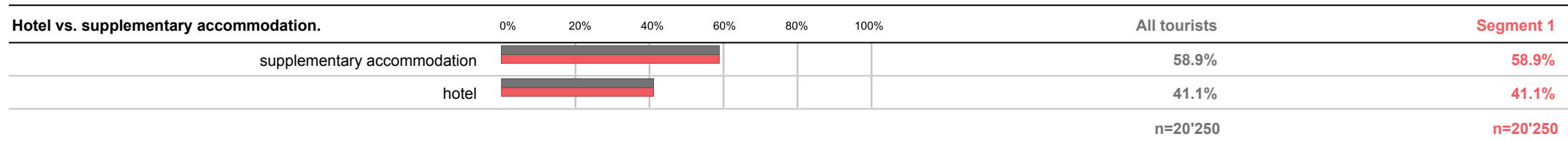
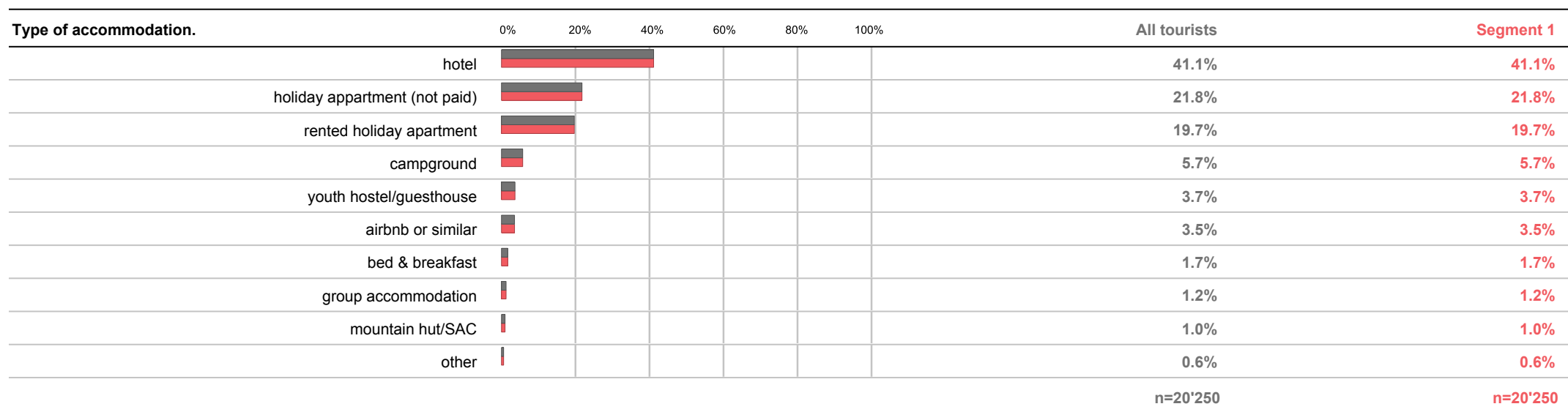


Tourism zone.		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	mountain							75.8%	75.8%
	big city							11.1%	11.1%
	small city							7.9%	7.9%
	countryside							5.3%	5.3%
								n=21'531	n=21'531

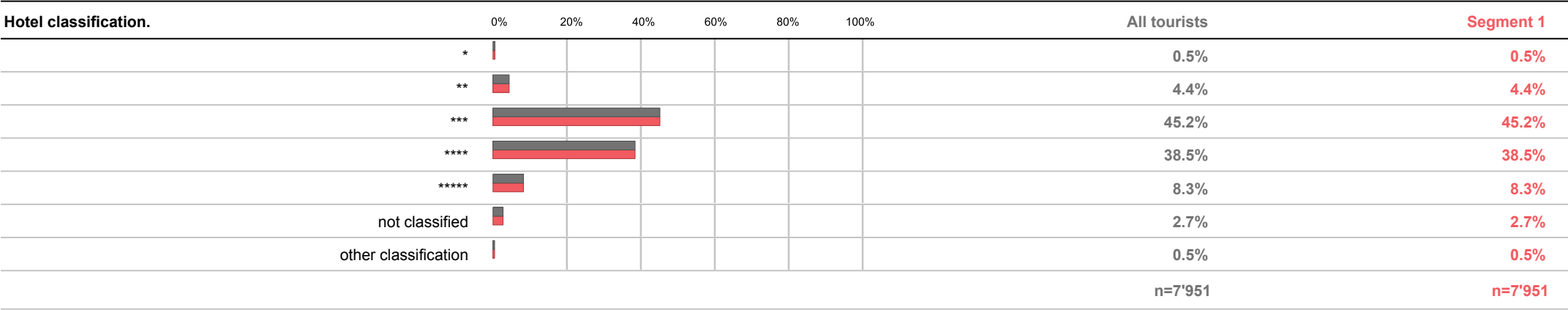
Tourism region.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
Graubünden							23.9%	23.9%
Valais							21.6%	21.6%
Bern region							16.0%	16.0%
Lucerne region							9.6%	9.6%
Eastern Switzerland / Liechtenstein							5.8%	5.8%
Zurich region							5.6%	5.6%
Lake Geneva Region							5.0%	5.0%
Ticino							3.8%	3.8%
Geneva Region							3.0%	3.0%
Basel region							1.8%	1.8%
Fribourg region							1.5%	1.5%
Aargau Region							1.2%	1.2%
Jura & Three-lakes							1.1%	1.1%
							n=21'530	n=21'530

Season.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
summer							54.9%	54.9%
winter							45.1%	45.1%
							n=21'535	n=21'535

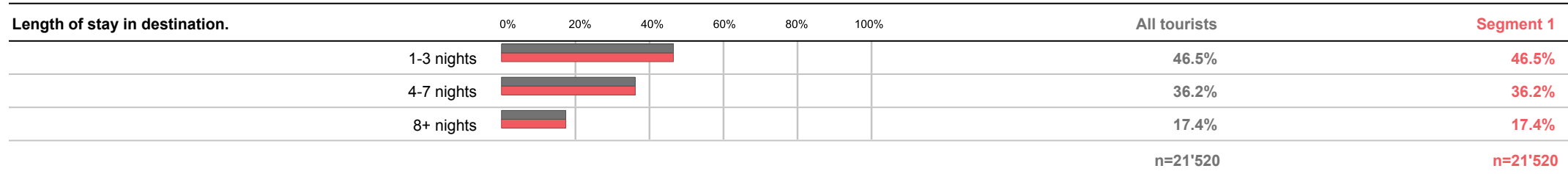
## Accommodation.



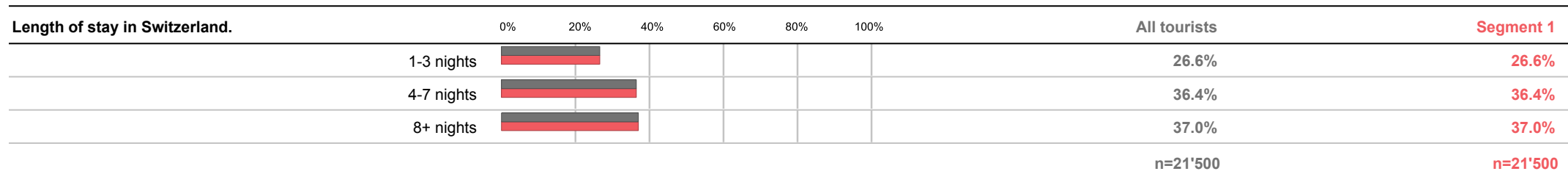




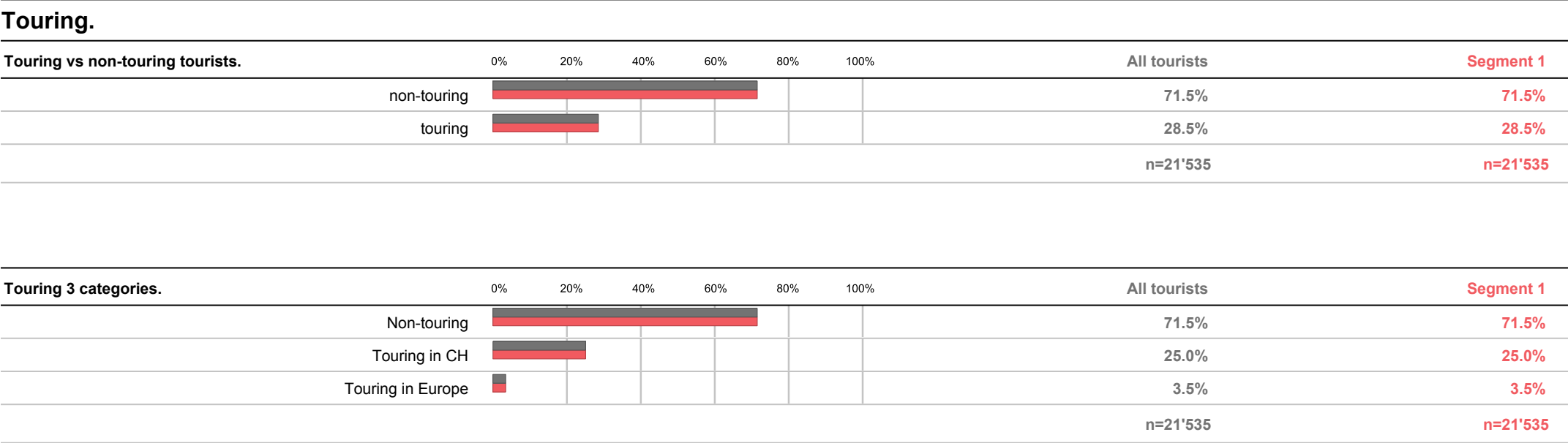
## Length of stay.



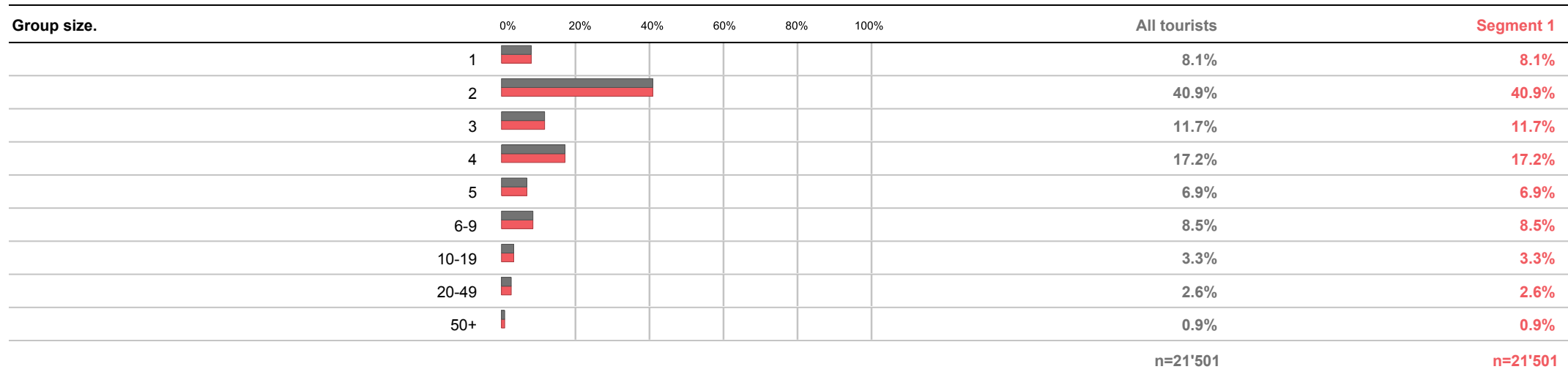
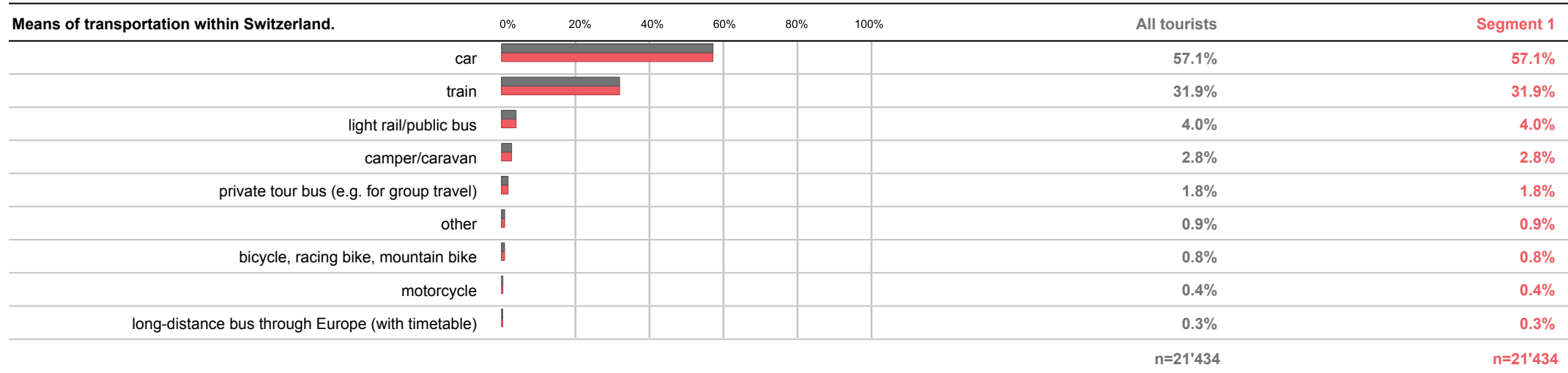
Interpretation: Short stays (1-3 nights) account for 46.5% of the total overnight volume in the destination.



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















## Travel.

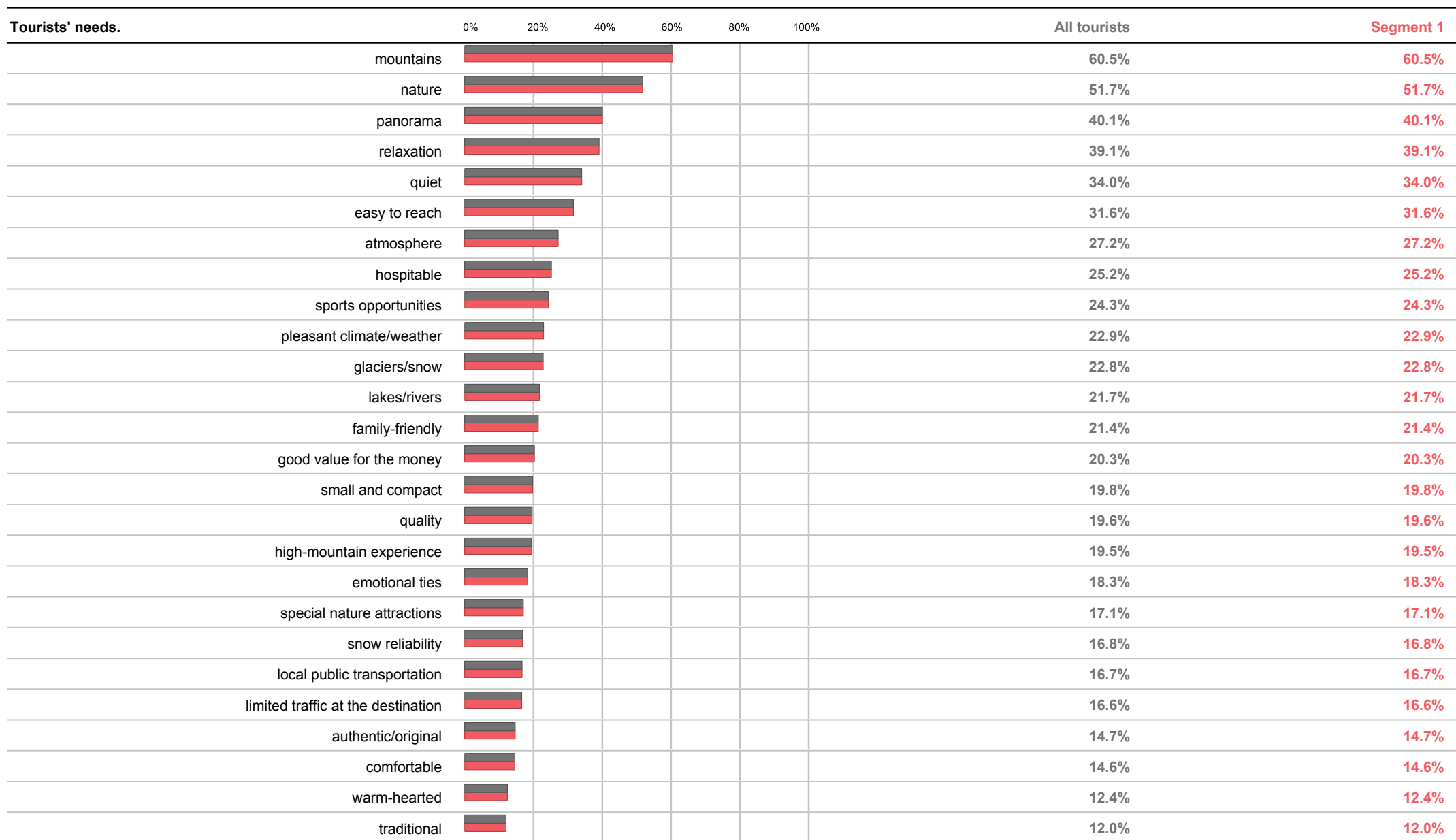


## Sources of information.

Sources of information. Strongly influencing: 8-10 of a 10-point scale.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
recommendation from friends, family, acquaintances							49.6%	49.6%
internet site of accommodation							27.0%	27.0%
rating platform / discussion forum							21.3%	21.3%
internet site of regional / local tourist organisation							19.5%	19.5%
social media from friends, family, acquaintances (networks, video, images sites)							16.1%	16.1%
guidebooks							13.7%	13.7%
information obtained in person from accommodation							13.4%	13.4%
internet site of tour operator / transport company							12.8%	12.8%
internet site of Switzerland Tourism							12.1%	12.1%
brochure from accommodation							11.5%	11.5%
media report in a newspaper / magazine about Switzerland							10.3%	10.3%
brochure from regional / local tourist organisation							9.6%	9.6%
media report in a newspaper / magazine about destination							9.4%	9.4%
blogs							7.2%	7.2%
brochure from tour operator / transport company							6.6%	6.6%
media report on television / radio about Switzerland							6.5%	6.5%
brochure from Switzerland Tourism							6.4%	6.4%
media report on television / radio about destination							5.5%	5.5%
information obtained in person from regional / local tourist organisation							5.5%	5.5%
social media from accommodation (networks, video, images sites)							4.2%	4.2%
advertisement, poster, TV- / radio-spot from accommodation							4.2%	4.2%
social media from Switzerland Tourism (networks, video, images sites)							3.9%	3.9%
social media from regional / local tourist organisation (networks, video, images sites)							3.6%	3.6%
advertisement, poster, TV- / radio-spot from regional / local tourist organisation							3.6%	3.6%










Sources of information. Strongly influencing: 8-10 of a 10-point scale.							All tourists	Segment 1
	0%	20%	40%	60%	80%	100%		
advertisement, poster, TV- / radio-spot from tour operator / transport company							3.3%	3.3%
information obtained in person from tour operator / transport company							3.2%	3.2%
advertisement, poster, TV- / radio-spot from Switzerland Tourism							3.0%	3.0%
cinema / feature films							2.8%	2.8%
social media from tour operator / transport company (networks, video, images sites)							2.7%	2.7%
newsletter from Switzerland Tourism							2.1%	2.1%
other newsletter							2.0%	2.0%
holiday fair							1.9%	1.9%
information obtained in person from Switzerland Tourism							1.9%	1.9%
other internet site							1.5%	1.5%
other sources of information							1.2%	1.2%
other social media (networks, video, images sites)							0.9%	0.9%
							n=14,322	n=14,322



























Daily expenditure.		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	<50 CHF							16.9%	16.9%
	50-99 CHF							25.7%	25.7%
	100-149 CHF							19.9%	19.9%
	150-199 CHF							13.8%	13.8%
	200-249 CHF							8.0%	8.0%
	250-299 CHF							5.7%	5.7%
	300-399 CHF							5.0%	5.0%
	400-499 CHF							1.6%	1.6%
	500+ CHF							3.4%	3.4%
								n=20'819	n=20'819








































Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
safety							11.8%	11.8%
fascinating							10.4%	10.4%
culinary delights							9.9%	9.9%
historical experience (buildings, plazas, etc.)							9.7%	9.7%
distinctive							9.4%	9.4%
exceptional accommodation							9.3%	9.3%
romantic							8.7%	8.7%
adventures							8.3%	8.3%
popularity							8.0%	8.0%
sustainable/ecological							7.9%	7.9%
city experience							7.7%	7.7%
possibility to be in touch with the local population							7.4%	7.4%
wellness and beauty offers							7.0%	7.0%
cultural event							6.9%	6.9%
range of available services							6.6%	6.6%
mountain pass roads							6.0%	6.0%
activities in bad weather							5.8%	5.8%
other							5.6%	5.6%
special attractions (except nature)							5.4%	5.4%
entertainment							5.3%	5.3%
special offers: discounts, free services, ...							5.3%	5.3%
shopping							5.0%	5.0%
special event							4.9%	4.9%
customs							3.9%	3.9%
large and multifaceted							3.7%	3.7%
luxurious							3.7%	3.7%



























Tourists' needs.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
exclusive							3.7%	3.7%
language skills on site							3.5%	3.5%
art							3.5%	3.5%
prestige							3.1%	3.1%
evening programmes/nightlife							2.6%	2.6%
hip or cool							2.0%	2.0%
exotic							1.8%	1.8%
health resort/rehabilitation							1.7%	1.7%
religious reasons							0.8%	0.8%
prevention (e.g. check-ups)							0.2%	0.2%
							n=21'535	n=21'535

Non-sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
excursions by mountain transportation/cable car							41.1%	41.1%
regional cuisine (specialties)							29.7%	29.7%
visit nature attractions							27.5%	27.5%
shopping							22.8%	22.8%
visit historical attractions							17.7%	17.7%
churches and cathedrals							16.5%	16.5%
museums and exhibits							15.0%	15.0%
panorama trains							14.3%	14.3%
boat excursions							14.0%	14.0%
wildlife watching							13.3%	13.3%
thermal bath							13.3%	13.3%
gourmet cuisine							12.5%	12.5%
castles and forts							12.0%	12.0%
none							11.9%	11.9%
wellness and beauty applications							9.6%	9.6%
UNESCO nature parks/national parks							8.8%	8.8%
nightlife: bars, clubs, discos							8.3%	8.3%
view contemporary architecture							6.0%	6.0%
leisure parks							5.8%	5.8%
folk/folklore festivals (e.g. Christmas markets, carnival, New Year's Eve)							5.1%	5.1%
guided tours							5.0%	5.0%
music festivals, open-air concerts (no classical music)							4.5%	4.5%
attend sports events							3.8%	3.8%
galleries and art fairs							3.7%	3.7%
education and knowledge transfer							3.2%	3.2%
classical concerts, opera, ballet, dance							2.7%	2.7%

Non-sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
other							2.4%	2.4%
film and photography events							2.2%	2.2%
theater and literary performances							2.0%	2.0%
fashion and design events							0.8%	0.8%
treatment for prevention (e.g. check-ups)							0.6%	0.6%
							n=21'535	n=21'535

Sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
hiking (at least 2 hours walking)							46.7%	46.7%
alpine skiing							24.7%	24.7%
swimming							22.1%	22.1%
none							17.7%	17.7%
bicycling							9.6%	9.6%
sledding							7.5%	7.5%
alpine mountaineering and climbing							6.5%	6.5%
mountain biking							5.7%	5.7%
snowboarding							5.5%	5.5%
ski school							4.6%	4.6%
cross-country skiing							4.6%	4.6%
children's/family fun park							4.2%	4.2%
snowshoeing							4.2%	4.2%
skating, ice hockey, curling							3.5%	3.5%
nordic walking							3.4%	3.4%
toboggan runs							3.3%	3.3%
other							3.2%	3.2%
long-distance hiking (at least 2 days)							2.9%	2.9%
scooter							2.8%	2.8%
rope park							2.8%	2.8%
off-piste skiing (freeride and ski tours)							2.8%	2.8%
trail running							2.4%	2.4%
snow park for freestyle							2.2%	2.2%
fixed-rope climbing							1.8%	1.8%
rowing/canoeing							1.8%	1.8%
racing bike							1.5%	1.5%

Sporting activities.	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
adventure sports (e.g. river rafting, canyoning, ...)							1.5%	1.5%
golf							1.2%	1.2%
inline skating							0.7%	0.7%
fatbike							0.5%	0.5%
							n=21'535	n=21'535

Main travel reason. Single choice of 120 activities and needs		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	family-friendly							8.9%	8.9%
	relaxation							7.6%	7.6%
	alpine skiing							6.0%	6.0%
	mountains							6.0%	6.0%
	sport opportunities							5.8%	5.8%
	nature							5.7%	5.7%
	quiet							5.0%	5.0%
	other need							3.6%	3.6%
	hiking (at least 2 hours walking)							3.6%	3.6%
	special nature attractions							3.6%	3.6%
	glaciers/snow							3.1%	3.1%
	panorama							2.6%	2.6%
	emotional ties							2.0%	2.0%
	atmosphere							1.6%	1.6%
	city experience							1.5%	1.5%
	hospitable							1.5%	1.5%
	authentic/original							1.3%	1.3%
	pleasant climate/weather							1.3%	1.3%
	snow reliability							1.3%	1.3%
	lakes/rivers							1.2%	1.2%
	excursions by mountain transportation/cable car							1.1%	1.1%
	warm-hearted							1.1%	1.1%
	high-mountain experience							1.0%	1.0%
	historical experience (buildings, plazas, etc.)							1.0%	1.0%
	exceptional accommodation							1.0%	1.0%
	easy to reach							0.9%	0.9%












Main travel reason. Single choice of 120 activities and needs	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
good value for the money	<div></div>						0.9%	0.9%
adventures	<div></div>						0.7%	0.7%
snowboarding	<div></div>						0.7%	0.7%
local public transportation	<div></div>						0.7%	0.7%
romantic	<div></div>						0.7%	0.7%
special event	<div></div>						0.7%	0.7%
range of available services	<div></div>						0.6%	0.6%
thermal bath	<div></div>						0.6%	0.6%
other non-sporting activity	<div></div>						0.6%	0.6%
mountain pass roads	<div></div>						0.6%	0.6%
fascinating	<div></div>						0.5%	0.5%
cross-country skiing	<div></div>						0.5%	0.5%
panorama trains	<div></div>						0.5%	0.5%
mountain biking	<div></div>						0.5%	0.5%
special offers: discounts, free services,...?	<div></div>						0.4%	0.4%
comfortable	<div></div>						0.4%	0.4%
other sporting activity	<div></div>						0.4%	0.4%
safety	<div></div>						0.4%	0.4%
evening programmes/nightlife	<div></div>						0.4%	0.4%
mountaineering and climbing/alpine mountain tours (at least 2 hours walking)	<div></div>						0.4%	0.4%
popularity	<div></div>						0.3%	0.3%
art	<div></div>						0.3%	0.3%
long-distance hiking (at least 2 days)	<div></div>						0.3%	0.3%
cultural event	<div></div>						0.3%	0.3%
visit historical attractions	<div></div>						0.3%	0.3%
wellness and beauty offers	<div></div>						0.3%	0.3%



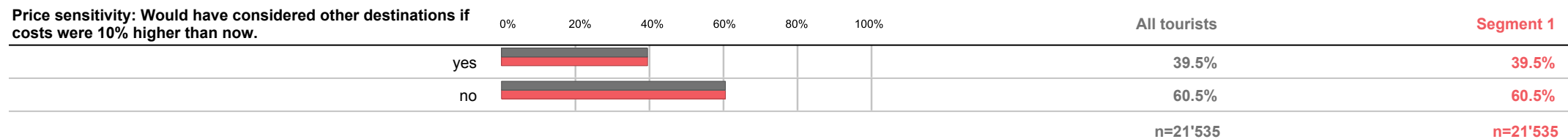
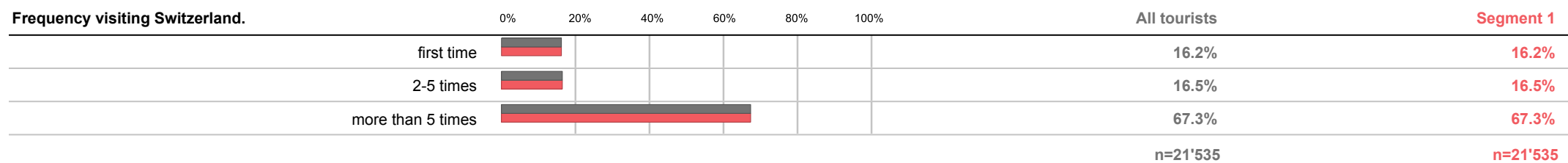
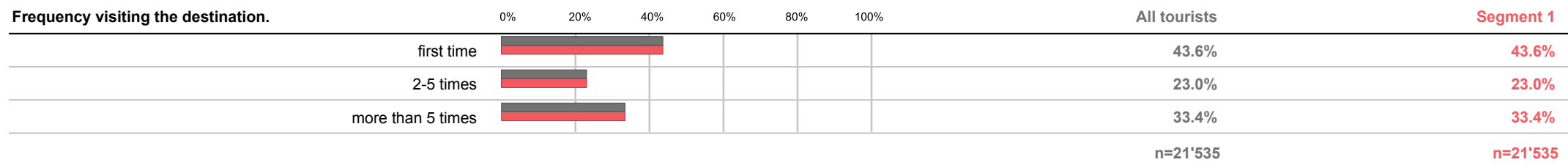
Main travel reason. Single choice of 120 activities and needs							All tourists	Segment 1
	0%	20%	40%	60%	80%	100%		
ski school							0.3%	0.3%
quality							0.3%	0.3%
bicycling							0.3%	0.3%
possibility to be in touch with the local population							0.3%	0.3%
sustainable/ecological							0.3%	0.3%
small and compact							0.3%	0.3%
swimming							0.3%	0.3%
distinctive							0.3%	0.3%
special attractions (except nature)							0.3%	0.3%
culinary delights							0.2%	0.2%
boat excursions							0.2%	0.2%
UNESCO nature parks/national parks							0.2%	0.2%
off-piste skiing (freeride and ski tours)							0.2%	0.2%
limited traffic at the destination							0.2%	0.2%
museums and exhibits							0.2%	0.2%
music festivals, open-air concerts (no classical music)							0.2%	0.2%
health resort/rehabilitation							0.2%	0.2%
entertainment							0.2%	0.2%
education and knowledge transfer							0.2%	0.2%
traditional							0.1%	0.1%
activities in bad weather							0.1%	0.1%
regional cuisine (specialties)							0.1%	0.1%
shopping							0.1%	0.1%
folk/folklore festivals (e.g. Christmas markets, carnival, New Year's Eve)							0.1%	0.1%
churches and cathedrals							0.1%	0.1%
guided tours							0.1%	0.1%

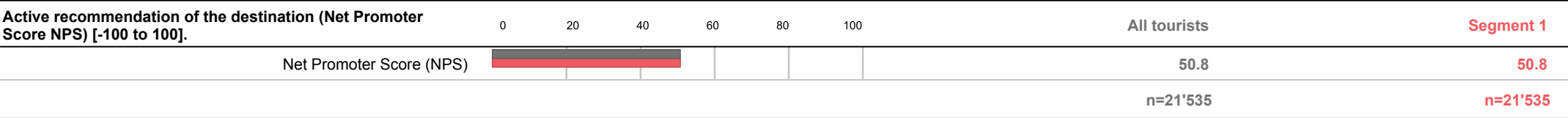
Main travel reason. Single choice of 120 activities and needs							All tourists	Segment 1
	0%	20%	40%	60%	80%	100%		
gourmet cuisine							0.1%	0.1%
classical concerts, opera, ballet, dance							0.1%	0.1%
racing bike							0.1%	0.1%
sledding							0.1%	0.1%
large and multifaceted							0.1%	0.1%
wildlife watching							0.1%	0.1%
religious reasons							0.1%	0.1%
castles and forts							0.1%	0.1%
hip or cool							0.1%	0.1%
luxurious							0.1%	0.1%
attend sports events							0.1%	0.1%
children/family fun park							0.1%	0.1%
snowshoeing							0.1%	0.1%
exotic							0.1%	0.1%
customs							0.1%	0.1%
prevention (e.g. check-ups)							0.1%	0.1%
trail running							0.1%	0.1%
exclusive							0.0%	0.0%
adventure sports (e.g. river rafting, canyoning, bungee jumping)							0.0%	0.0%
language skills on site							0.0%	0.0%
golf							0.0%	0.0%
prestige							0.0%	0.0%
snow park for freestyle							0.0%	0.0%
view contemporary architecture							0.0%	0.0%
film and photography events							0.0%	0.0%
nordic walking							0.0%	0.0%

Main travel reason. Single choice of 120 activities and needs							All tourists	Segment 1
	0%	20%	40%	60%	80%	100%		
entertainment parks							0.0%	0.0%
fixed-rope climbing							0.0%	0.0%
galleries and art fairs							0.0%	0.0%
skating, ice hockey, curling							0.0%	0.0%
rowing/canoeing							0.0%	0.0%
fatbike							0.0%	0.0%
scooter							0.0%	0.0%
toboggan runs							0.0%	0.0%
theater and literary performances							0.0%	0.0%
rope park							0.0%	0.0%
fashion and design events							0.0%	0.0%
							n=21'535	n=21'535




ST Segments self-selection.		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	nature lover							24.6%	24.6%
	snow sports enthusiast							21.0%	21.0%
	outdoor enthusiast							19.0%	19.0%
	family traveller							11.4%	11.4%
	snow lover							6.7%	6.7%
	attractions tourer							6.6%	6.6%
	none of the above							3.0%	3.0%
	culture traveller							2.8%	2.8%
	city breaker							2.2%	2.2%
	spa & vitality guest							1.7%	1.7%
	luxury traveller							0.9%	0.9%
								n=21'533	n=21'533







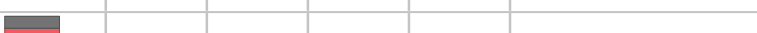










## Loyalty.

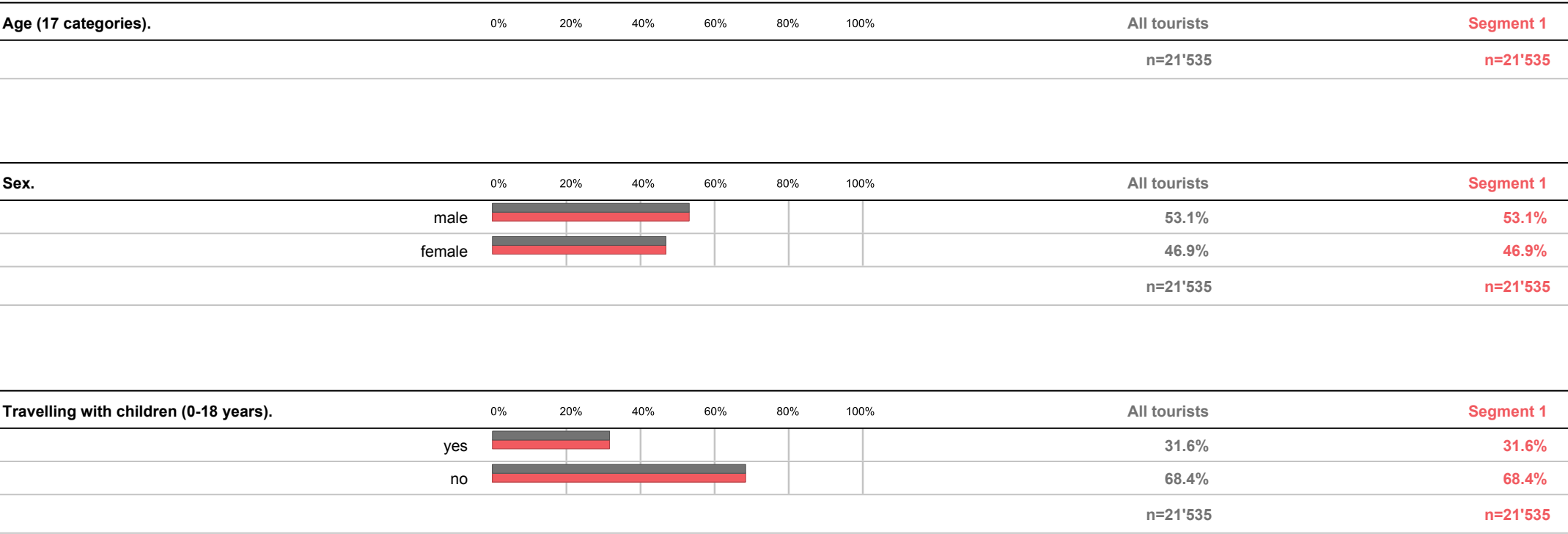




## Socio-demographics.

Age (3 categories).	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
16-35 years							27.9%	27.9%
36-55 years							44.2%	44.2%
56+ years							28.0%	28.0%
							n=21'535	n=21'535

Age (17 categories).	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
16-20 years							2.5%	2.5%
21-25 years							6.7%	6.7%
26-30 years							9.0%	9.0%
31-35 years							9.7%	9.7%
36-40 years							10.8%	10.8%
41-45 years							11.3%	11.3%
46-50 years							10.8%	10.8%
51-55 years							11.2%	11.2%
56-60 years							8.6%	8.6%
61-65 years							8.1%	8.1%
66-70 years							6.1%	6.1%
71-75 years							3.2%	3.2%
76-80 years							1.3%	1.3%
81-85 years							0.5%	0.5%
86-90 years							0.0%	0.0%
91-95 years							0.0%	0.0%
96-100 years							0.0%	0.0%































Strengths of destination (open question). percentage of responses (not per tourist)		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	panorama/scenery/landscape							6.9%	6.9%
	rest & relaxation							5.9%	5.9%
	mountains							5.2%	5.2%
	nature							5.0%	5.0%
	water (lakes, rivers, waterfalls etc.)							3.9%	3.9%
	winter sports							3.9%	3.9%
	location (not specified)							3.6%	3.6%
	easy to reach FROM PLACE OF RESIDENCE							3.4%	3.4%
	friendly/welcoming							3.3%	3.3%
	public transportation							3.2%	3.2%
	hiking							3.0%	3.0%
	range of services/variety/multifaceted							3.0%	3.0%
	small & compact							2.9%	2.9%
	easy to reach/centrally located for DAY TRIPS							2.9%	2.9%
	other							2.5%	2.5%
	gastronomy/culinary offers							2.4%	2.4%
	lovely & beautiful							2.4%	2.4%
	family-friendly							1.9%	1.9%
	accommodation							1.8%	1.8%
	snow conditions/snow reliability							1.8%	1.8%
	infrastructure (not specified)							1.6%	1.6%
	traffic-free/low traffic							1.3%	1.3%
	nature attractions							1.3%	1.3%
	climate/weather							1.3%	1.3%
	wellness/spa							1.2%	1.2%
	sports opportunities							1.2%	1.2%

Strengths of destination (open question). percentage of responses (not per tourist)		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	authentic/genuine							1.2%	1.2%
	art & culture							1.2%	1.2%
	mountain railways							1.2%	1.2%
	architecture							1.1%	1.1%
	shopping/stores							1.1%	1.1%
	history							1.1%	1.1%
	cleanliness							1.0%	1.0%
	few tourists/not crowded							0.9%	0.9%
	traditional							0.9%	0.9%
	price/price-performance ratio							0.9%	0.9%
	village character							0.8%	0.8%
	old town							0.7%	0.7%
	unique							0.6%	0.6%
	touristic attractions							0.6%	0.6%
	quality (not specified)							0.6%	0.6%
	reliable/well organized							0.6%	0.6%
	atmosphere							0.6%	0.6%
	cathedrals/monuments							0.6%	0.6%
	convenience							0.6%	0.6%
	safe							0.5%	0.5%
	festivals/cinemas/theatres/musicals/events...							0.5%	0.5%
	special offers for guests (e.g. guest card...)							0.5%	0.5%
	cycling/mountain biking							0.4%	0.4%
	service quality							0.4%	0.4%
	museums/galleries/exhibits							0.4%	0.4%
	exclusive/luxury							0.4%	0.4%

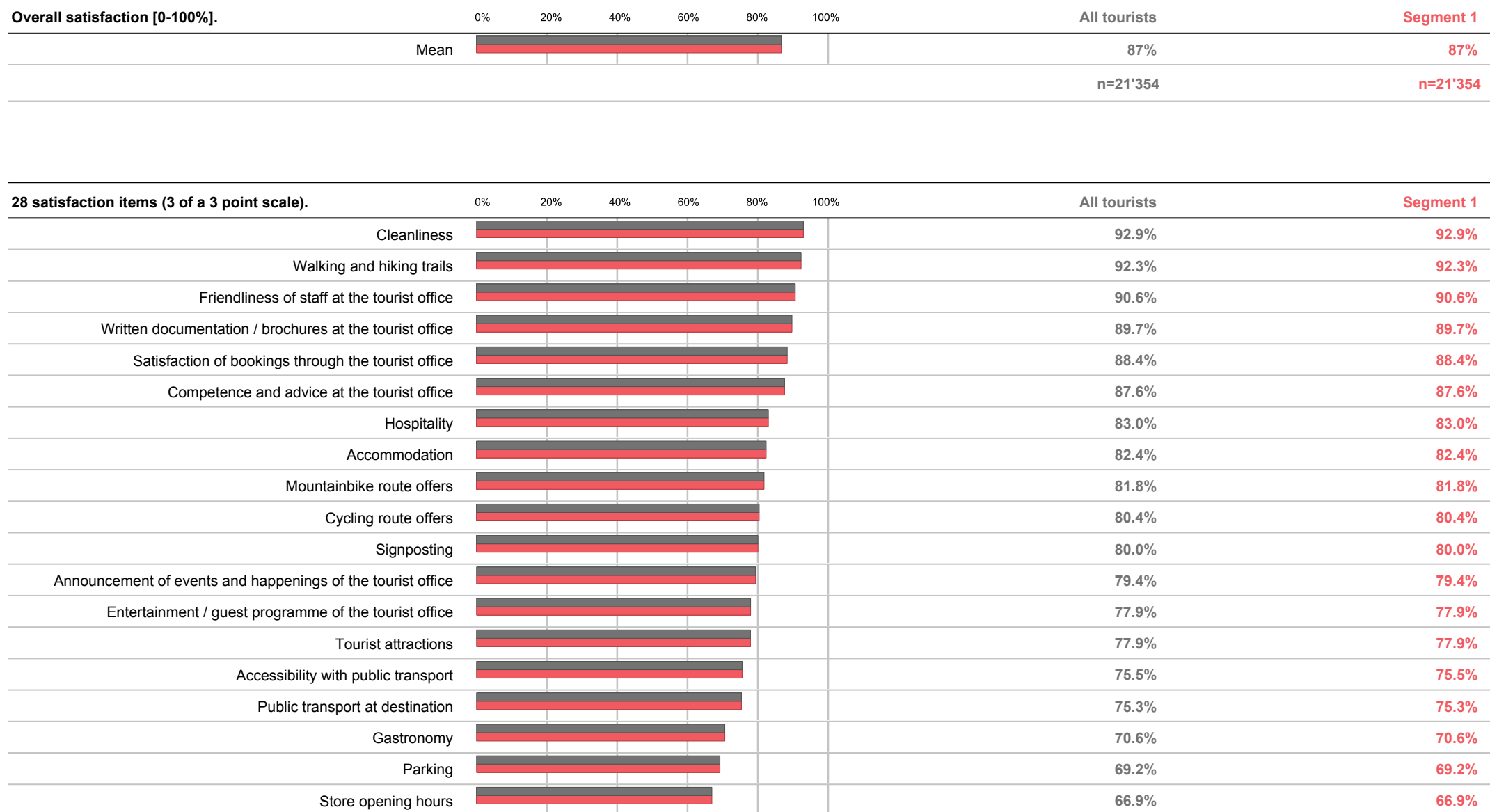
Strengths of destination (open question). percentage of responses (not per tourist)							All tourists	Segment 1
	0%	20%	40%	60%	80%	100%		
glacier							0.4%	0.4%
down to earth/not too chic							0.3%	0.3%
international flair							0.3%	0.3%
untouched/intact nature							0.3%	0.3%
reputation/prestige							0.3%	0.3%
nightlife/bars							0.2%	0.2%
clean air/water							0.2%	0.2%
swimming							0.2%	0.2%
offer (not specified)							0.2%	0.2%
boats/shipping							0.2%	0.2%
comfort							0.2%	0.2%
tourism office/marketing							0.2%	0.2%
lively/exciting							0.2%	0.2%
foreign language information/skills							0.1%	0.1%
modernity/innovation							0.1%	0.1%
parks							0.1%	0.1%
sustainability/nature preservation							0.1%	0.1%
Mediterranean/Italian/French/southern flair							0.1%	0.1%
urban/metropolis							0.0%	0.0%
							n=59'609	n=59'609

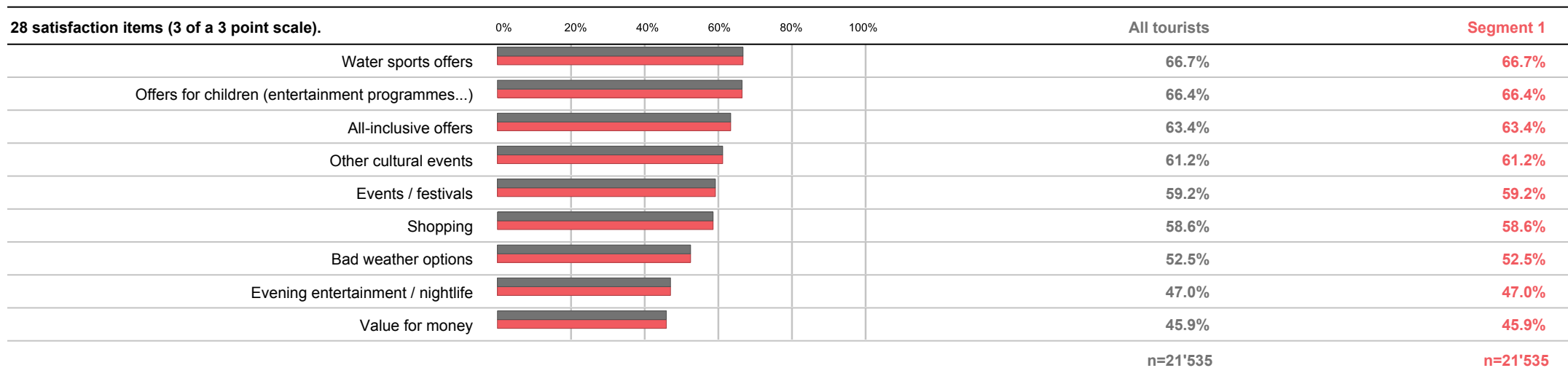
<b>Weaknesses of destination (open question).</b> <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
expensive/price-performance ratio							20.4%	20.4%
other							7.0%	7.0%
difficult to reach/remote/not centrally located							5.7%	5.7%
does not offer enough/boring/too small							5.0%	5.0%
wintersport options/snow conditions							4.4%	4.4%
public transportation: service, schedule etc.							4.1%	4.1%
gastronomy/dining: quality							3.9%	3.9%
too much traffic/traffic chaos							3.7%	3.7%
not enough stores/shopping							3.0%	3.0%
too many tourists/too touristy							2.8%	2.8%
mountain railways							2.6%	2.6%
nighlife: poor/not enough parties							2.5%	2.5%
lodging: quality/difficult to book/offers							2.3%	2.3%
lack of infrastructure (general)							2.2%	2.2%
restaurants/hotels: lack of, not much choice							2.1%	2.1%
climate/weather							2.0%	2.0%
unfriendly, not hospitable							1.8%	1.8%
not beautiful/not an attractive place (general)/lack of ambiance							1.7%	1.7%
not family-friendly							1.5%	1.5%
architecture/buildings: not attractive, not well maintained							1.4%	1.4%
no signage/lack of information							1.3%	1.3%
overbuilt (ski lifts, buildings)/construction sites							1.3%	1.3%
not enough parking							1.3%	1.3%
noisy, chaotic, hectic, too large							1.1%	1.1%
stores shopping: opening hours							1.0%	1.0%
lack of foreign language skills/translation							1.0%	1.0%

<b>Weaknesses of destination (open question).</b> <i>percentage of responses (not per tourist)</i>	0%	20%	40%	60%	80%	100%	All tourists	Segment 1
place is dying/no natives/no life/emigration/"cold beds"							0.9%	0.9%
few alternative bad weather options							0.9%	0.9%
no/not enough art/cultural events/museums							0.9%	0.9%
too luxurious/only for the rich/too posh							0.7%	0.7%
snowshoeing/hiking trails (e.g. no signage)							0.7%	0.7%
tourism office: quality/opening hours/visitor's taxes etc.							0.6%	0.6%
no (village) centre/too spread out							0.6%	0.6%
not interesting for young people							0.6%	0.6%
swimming facilities: not available/quality							0.6%	0.6%
in between seasons: nothing going on, restaurants/hotels closed							0.5%	0.5%
not touristy (enough)/not a typical place for tourism							0.5%	0.5%
currency (unfavourable exchange rate)							0.5%	0.5%
gastronomy/dining: lack of special offers							0.4%	0.4%
dirty/not clean							0.4%	0.4%
wellness: quality, services							0.4%	0.4%
no guestcard/mountain railways not included in guestcard...							0.4%	0.4%
service (general): quality/poorly organized							0.4%	0.4%
not enough advertising							0.4%	0.4%
not enough nature (preservation)/green spaces/parks							0.3%	0.3%
foreign citizens/foreign personnel							0.3%	0.3%
bicycle paths/mountain biking routes: quality							0.3%	0.3%
camping: infrastructure, quality							0.3%	0.3%
political/legal issues/mentality							0.3%	0.3%
unsafe/violence/crime/fringe group							0.2%	0.2%
internet access: not available/expensive							0.2%	0.2%
athletic activities: not enough							0.2%	0.2%

Weaknesses of destination (open question). percentage of responses (not per tourist)		0%	20%	40%	60%	80%	100%	All tourists	Segment 1
	attractions: opening hours							0.1%	0.1%
	comfort/not enough luxury							0.1%	0.1%
	lack of lakes/ivers							0.1%	0.1%
								n=22'752	n=22'752

## Satisfaction.







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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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<b>Sample</b>	n=21,535 overnight tourists from all parts of the world staying in a Swiss destination
<b>Survey period</b>	tourism year 2017 (November 2016 - October 2017)
<b>Sampling method (&gt;90% of cases)</b>	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)
<b>Carried out by</b>	Market Research, Switzerland Tourism
<b>Source</b>	Switzerland Tourism