



Switzerland.

Segmentation.

Typologies
August 2020



Switzerland.

Overview of leisure segments.

<p>Summer</p>	 <p>Nature Lover</p> <ul style="list-style-type: none"> ▪ Ecotourist ▪ Typically Swiss Romantic 	 <p>Outdoor Enthusiast</p> <ul style="list-style-type: none"> ▪ Hiker ▪ Biker & Cyclor 	 <p>Attractions Tourer</p> <ul style="list-style-type: none"> ▪ Attractions, History & Heritage Explorer ▪ Day Tripper 	 <p>Health Traveller</p> <ul style="list-style-type: none"> ▪ Medical Guest ▪ Spa & Vitality Guest 	 <p>Family</p> <ul style="list-style-type: none"> ▪ Family with Toddlers ▪ Family with Kids
<p>Autumn</p>	 <p>Nature Lover</p> <ul style="list-style-type: none"> ▪ Ecotourist ▪ Typically Swiss Romantic 		 <p>Attractions Tourer</p> <ul style="list-style-type: none"> ▪ Attractions, History & Heritage Explorer ▪ Day Tripper 	 <p>Health Traveller</p> <ul style="list-style-type: none"> ▪ Medical Guest ▪ Spa & Vitality Guest 	 <p>Family</p> <ul style="list-style-type: none"> ▪ Family with Toddlers ▪ Family with Kids
<p>Winter</p>	 <p>Snow Lover</p> <ul style="list-style-type: none"> ▪ Winter Magic Romantic 	 <p>Snow Sports Enthusiast</p> <ul style="list-style-type: none"> ▪ Skier ▪ Free Rider ▪ Cross-country Skier 		 <p>Health Traveller</p> <ul style="list-style-type: none"> ▪ Medical Guest ▪ Spa & Vitality Guest 	 <p>Family</p> <ul style="list-style-type: none"> ▪ Family with Toddlers ▪ Family with Kids
<p>Cities</p>	 <p>City Breaker</p> <ul style="list-style-type: none"> ▪ Urban Lifestyle Seeker ▪ Sightseer 	 <p>Culture Traveller</p> <ul style="list-style-type: none"> ▪ Culture Traveller 	 <p>Attractions Tourer</p> <ul style="list-style-type: none"> ▪ Attractions, History & Heritage Explorer ▪ Day Tripper 	 <p>Health Traveller</p> <ul style="list-style-type: none"> ▪ Medical Guest ▪ Spa & Vitality Guest 	

Overview of business segments.

Meetings



Congress Organizer

- Association Executive
- Swiss Member of international Association
- Institutional Executives



Meeting Planner

- Department Head
- Personal Assistant
- Agency Account Manager



Incentive Planner

- Marketing Executive
- Agency Account Manager
- Manager

Nature Lover.

Nature Lovers want to break free of their everyday routine and recharge their batteries in nature while getting to know local cultures. They are fascinated by Switzerland's authenticity and pure beauty.

Needs

- Pristine, untouched nature, close to rivers and lakes
- Recreation, strength, peace and relaxation
- Swiss atmosphere, authenticity and pleasure
- Experience natural, authentic and typical Switzerland (Typically Swiss)

Unique experiences

- Swiss parks and UNESCO World Heritage sites
- Authentic Alpine villages and car-free resorts
- Wildlife watching
- Dreamy lakes and valleys, crystal clear water
- Local products (crafts, etc.)



Switzerland.



1. Ecotourist

Loves to spend time in pristine nature

2. Typically Swiss Romantic

Appreciates authenticity, atmosphere and romance

Nature Lover.



Outdoor Enthusiast.



Switzerland.

Outdoor Enthusiasts seek a varied range of sporting activities in the most beautiful natural settings.

Needs

- Outdoor exercise
- Mountain and nature experiences
- Unspoiled landscapes and panoramic views
- Physical challenge

Unique experiences

- Spectacular Alpine experience and mountain panorama
- Home of mountains (48 peaks above 4'000m), difference in altitude
- Quickly and easily accessible (public transport, mountain railways)
- Top maintained, varied and sign-posted hiking, biking and MTB trails (SchweizMobil)
- Diverse accommodation options (SAC, Bike hotels, etc.)



1. Hiker

Sporty hiker

2. Biker & Cyclier

Mountain, road and touring biker

Outdoor Enthusiast.



Attractions Tourer.

The Attractions Tourer wants to discover the diversity of Switzerland as they visit a variety of touristic and historic sights.

Needs

- Discover Switzerland's highlights
- Visit "must-see places" and off the beaten path destinations and take pictures ("I was here")
- Find the perfect route for the time available

Unique experiences

- Natural spectacles and diversity in a very small area
- Grand Tour of Switzerland and Grand Train Tour of Switzerland
- Scenic trains
- Contrasts (glaciers and palm trees, as well as urban cities and rural mountain resorts, four cultures)
- The Swiss icons (Matterhorn, Jungfrau, Jet d'Eau, etc.)
- UNESCO World Heritage sites
- Swiss castles



1. Attractions, History & Heritage Explorer

Looks for the "best of" highlights and does not want to miss anything

2. Day Tripper (only Cities)

The city is the hub for excursions to the attractions

Attractions Tourer.



Health Traveller.



Switzerland.

The Health Traveller segment consists of two subsegments. The Spa & Vitality Guest who is looking for rest and relaxation – in the spirit of being and staying healthy, and we have the Medical Guest who is looking for top healthcare in Switzerland to have an operation performed or to recover from an operation. The two subsegments enable us to offer guests a holistic approach to health.



1. Spa & Vitality Guest

Wants to recharge and relax

2. Medical Guest

Travels to Switzerland for a medical procedure or for recovery.

Spa & Vitality Guest.

Spa & Vitality Guests are health-conscious visitors who seek regeneration. They enjoy the excellent and quality spa hotels amidst beautiful Swiss nature.

Needs

- Return recharged and relaxed from the holiday
- Treat yourself well, reward yourself
- Preserve your health and your energy
- Eat well and healthily

Unique experiences

- Spa hotels within picturesque nature
- Mountain-top and high-altitude locations
- Vistas, mountain panorama
- Thermal spas in a unique setting
- Service offer (sports, recreation, beauty, etc.)
- Upscale dining options



1. Spa & Vitality Guest

Wants to recharge and relax

2. Well Ager

Aims to be and stay healthy

Spa & Vitality Guest.



Medical Guest.

The Health Traveller travels to Switzerland because of a medical need, usually to receive better medical treatment than at home. They appreciate Switzerland's high medical standards and excellent tourist infrastructure.

Needs

- The best medical treatment, independent of the destination
- Desire a high degree of discretion and safety
- Culturally adapted cuisine and infrastructure
- Articulate personnel in hospitals and hotels
- Good accessibility for shopping and excursions

Unique experiences

- Luxurious private clinics and hospitals
- Accommodation (hotels, flats) of high quality for accompanying guests
- Vistas, mountain panorama
- Health Traveller Concierge Services



1. Medical Guest

Travels to Switzerland for a medical procedure or for recovery after a medical procedure.

2. Family Member

Accompanies a medical guest to Switzerland.

Medical Guest.



Switzerland.



Family.

The Family is looking for a relaxing yet exciting holiday for the entire family. The emphasis is on spending time together.

Needs

- Spend an unforgettable time together as a family
- Show the children something different
- Fun, experiences and entertainment for the children; relief and relaxation for the parents
- Convenience, safety and good price-performance ratio

Unique experiences

- Family hotels, youth hostels, REKA holiday villages, camping and a wide range of holiday flats surrounded by nature
- Family destinations and car-free resorts
- Clean, crystal clear water
- Nature activities for the family (rope park, sledging, animal parks, etc.)
- Swiss ski school and children's snow activities
- Beautiful and long toboggan runs



1. Family with Toddlers

Family with toddlers (2-6 years)

2. Family with Kids

Family with kids (7-12 years)

Family.



Snow Lover.



Switzerland.

The Snow Lover adores the authentic, snow-white Swiss winter with a fire blazing in the hearth, and they enjoy the romance of winter magic.

Needs

- Relaxation, pleasure
- Exercise in fresh air and pure nature
- A winter's tale, romance, cosy fireplace
- Gastronomy

Unique experiences

- Winter magic (car-free resorts, snow-covered villages and valleys)
- Snowy forests, frozen lakes and winter magic in the village
- Snow guarantee thanks to the altitude
- Charming, authentic chalet villages
- Romantic hideaways and mountain huts
- Winter diversity in a very small area (e.g. winter and snowshoe hikes, sledging, etc.)



1. Winter Magic Romantic

Enjoys the snow-covered mountains and valleys and at the same time a cosy fireside and romantic hideaways

Snow Lover.



Switzerland.



Snow Sports Enthusiast.



Switzerland.

The Snow Sports Enthusiast is enthusiastic about the versatile ski slopes, the cosy mountain restaurants and the great snow conditions in the ski resorts of Switzerland.

Needs

- Convenience (Ski pass, equipment, transport, etc.)
- Speed, adrenaline, feeling of freedom and at the same time safety
- Pristine snowscape and powder snow
- High mountains, sports opportunities (mostly skiing), guaranteed snow

Unique experiences

- Size of skiable area, varied, long, high-quality slopes with snow guarantee
- Spectacular mountain and winter panoramas
- Modern mountain railway infrastructure
- Authentic and cosy mountain inns
- High-quality and friendly ski schools
- Ski-in Ski-out in 3–4* hotels, often holiday flats
- Multi-faceted experiences incl. nightlife



1. Skier

Beginner, returners, leisure and sporty skiers

2. Free Rider

Searches the thrill and the untouched powder snow

3. Cross-country Skier

Leisurely, slow-paced or sporty cross-country skier

Snow Sports Enthusiast.



Switzerland.



City Breaker.



Switzerland.

The City Breaker indulges in a few days to discover the diversity of new cities. They are fascinated by neat old towns and the proximity of water and unspoiled nature.

Needs

- Get to know the main attractions of a city
- Experience the vibe of the city and feel how the city is ticking
- Insider tips

Unique experiences

- Manageability, density of experiences within walking distance
- Mix of experiences of local, urban gastronomy and authentic shops
- Urban nature (close to water and nature, e.g. boat trips)
- Picturesque old towns, historic monuments and buildings



1. Urban Lifestyle Seeker

Interested in trendy districts and restaurants

2. Sightseer

Wants to see the most important sights of a city

City Breaker.



Switzerland.



Culture Traveller.



Switzerland.

The Culture Traveller likes to be impressed by contemporary art and embarks on cultural expeditions.

Needs

- Get to know the Swiss art and culture scene
- Visit cultural works native to Switzerland and exhibitions of international art in Switzerland
- Visit museums and exhibitions

Unique experiences

- High concentration of museums and quick, easy accessibility
- Relaxed and stress-free quality museum experiences
- Art Museums of Switzerland (AMOS) in the immediate vicinity of nature
- Architectural highlights (Herzog & De Meuron, Botta, Zumthor, etc.)
- Swiss design (watch-making craftsmanship, etc.)
- Prestigious exhibitions and outstanding cultural events (Art Basel, Locarno Festival, Lucerne Festival, etc.)



1. Culture Traveller

Traveller who is interested in contemporary art, architecture, design and cultural events

Culture Traveller.



Overview of business segments (3).

Meetings



Congress Organizer

- Association Executive
- Swiss Member of international Association
- Institutional Executives



Meeting Planner

- Department Head
- Personal Assistant
- Agency Account Manager



Incentive Planner

- Marketing Executive
- Agency Account Manager
- Manager

Congress Organiser.



Switzerland.

By staging international conferences, the Congress Organiser aims to enhance the global reputation of their institutions, establish their position in their field of activity and expand their international network.

Needs

- Attractive location for participants with good transport links
- State-of-the-art infrastructure (convention centres, hotels, Airbnb's, etc.)
- Convenience in organising the event
- Support and cooperation with the relevant industry sector

Unique experiences

- The perfect setting due to reliability, trust, safety, quality
- Efficiency through broad, fast and reliable public transport network
- Sustainable and attractive congress venues that comply with regulatory requirements
- Easily manageable destinations (Rent a City) and “Walking Distance”
- Support for candidacy and offers of added value



1. Association Executive

In Swiss, European and international associations

2. Swiss Member of Intl. Assoc.

Can propose Switzerland's candidacy

3. Institutional Executives

Institutions (federal, economic and location promotion)

Congress Organiser.



Switzerland.



Meeting Planner.



Switzerland.

The Meeting Planner organises internal and external meetings. For this purpose, they seek venues that offer them an ideal framework of conditions to achieve their objectives.

Needs

- Easily find appropriate locations corresponding to the respective criteria
- Arguments for choosing a location
- Fast and professional offers
- One contact for all matters (convenience)

Unique experiences

- Unique business hotels in an inspiring, extraordinary environment, close to nature
- Reliability and safety
- Tailor-made program enabled by the diversity of Switzerland (company visits, activities, theme nights, etc.) according to sector, aims and interests



1. Department Head

Initiates several meetings for their department

2. Personal Assistant

Looks for venues and organises meetings

3. Agency Account Manager

Evaluates venues for clients

Meeting Planner.



Switzerland.



Incentive Planner.



The Incentive Planner seeks out attractive destinations that will spur their best people on to deliver top performances. Switzerland is a dream destination that enjoys an outstanding image in the premium segment.

Needs

- Unique and surprising experiences for groups
- Tailor-made concepts, as well as planning and organisational support
- Adequate rewards for extraordinary performance

Unique experiences

- Prestige, reputation of Switzerland, the “brag factor”
- Reliability and safety
- Vast amount of experiences (urban, rural, mountain, glacier, palm trees and top attractions)
- Unique locations for gala dinners and award ceremonies
- Experience of authentic traditions and cultures in Switzerland



1. Marketing Executive

Reward their best employees with a trip

2. Agency Account Manager

Proposes a destination and organises the trip

Incentive Planner.



Switzerland.





Switzerland.