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| **Criteria** | **Weight** | **Definition** | **Source** |
| Share of new guests | 4 | Attracting new guests as a tourism goal. The more mature a market, the lower the potential for new customer acquisition | TMS |
| Revenue | 3 | Total bed nights multiplied by the corresponding daily expenditure per market | Calculation |
| Length of stay | 3 | Longer length of stay as a tourism goal | BfS |
| Revenue accommodation | 5 | Share of hotel categories per market | BfS |
| Seasonal balance | 3 | A market with a regular distribution throughout the year is economically more interesting than a market with peaks during the peak season. | Market Research/BfS |
| Operating/marketing costs | 1 | Effective operating costs (salaries, rents, utilities, etc.) and marketing costs | FiBu |
| Partner income | 5 | Effective income from market key partners for joint marketing activities | FiBu |
| Hotel and vacation rental overnight stays | 3 | Total overnight stays in the hotel and vacation rental industry | Aggregate/table |
| Daily expenditure | 3 | Daily expenditure as calculated by the impact study | TMS |
| Leverage | 3 | Revenue divided by operating/marketing costs, considering the market-specific impact | Calculation |
| 5-year growth past | 1 | Cumulative bed night growth in absolute figures | BfS |
| 5-year growth future | 3 | Forecasted growth in absolute figures, cumulative | KOF, Oxford Economics |
| Level of overnight stays in reporting year compared to best year | 3 | Level compared to best year to date in overnight stays, best year indexed to 100 | Calculation |
| Change in outbound travel expenditure | 1 | Outbound travel expenditure in US$ billion for the next 5 years | Oxford Economics |
| Current economic situation | 3 | Economic situation, consumer behavior, consumer sentiment, unemployment | OECD, Oxford Economics |
| Currency (exchange rate) | 5 | Current exchange rate relative to Swiss Franc | UBS |
| Is ST substitutable | 5 | Can ST activity in the market be taken over by Swiss tourism partners (language, distance, access, etc.)? | Estimate ST |
| Costs of communication | ~~4~~ | Costs of adaptation of central advertising media incl. MyS (language etc.) | Estimate ST |
| Market access | 3 | Direct flights, train connections, car distance, visa requirements, CO-2 emissions, etc. | Estimate ST |
| Price sensitivity | 5 | How important is price for a travel decision? | Estimate ST |
| Impact | Multiplier | Total impact per market | TMS |

Version, 30 December 2020