



MAX
Highlight Traveller



18%
n=822

Impressions

“A good home, family and friends are most important to me, yet I want to learn about the world.”



Persona in the Sinus-Milieus

Upper Bourgeois

Mainstream

Modest Traditional

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About me

I want to see the world in a comfortable and well-organised way. I plan in order to see as much as possible in the time I have on holiday. This includes the main sights and traditions of the destination. Whenever possible, I prefer to maintain my culinary habits. If I am not familiar with the country and/or do not speak the language, I prefer to go through a travel agency.

Travel goals

Top 5	Not important	Important	Bottom 5	Not important	Important
Seeing as much as possible			Pampering		
Discovering new things			Exclusive experiences		
Seeing top sights			Meeting new people		
Authentic experiences			Shopping		
Engaging in activities			Engaging in sports		

Travel motives

I want ...

- ... to see to see the sights of the world.
- ... to understand specific historic events by visiting on site with guides.
- ... to experience local culture in a safe environment.
- ... to experience seasons I don't know.
- ... to enjoy the good things in life.

Travel needs *Quali and quanti results*

I need...

- ... fully planned holidays/package holiday.
- ... comfortable accommodation close to top sights.
- ... a guide.
- ... a contact person that speaks my language and provides support in case of problems.
- ... a good price-performance ratio.
- ... security at my destination.

Top 5 activities while travelling

- Sightseeing 84%
- City visits 83%
- Exploring a country's history 65%
- Staying at the sea 57%
- Art & culture 56%

Travel style

IndividualGroupActiveRelaxed

BasicLuxuryCityNature

Sustainability affinity

LowHigh

Booking type

Do-it-yourself/Deal hunter in familiar situation
Advice-seeking in other cases

Online 81%Whole trip in advance 71%Book myself 76%

Put together my own trip 63%Research in detail 69%

Book acc. via platform 72%Quality over price 47%

Destination Switzerland *Quali and quanti results*

Drivers

- Mountains/nature/snow 44%
- City experience 34%
- Experiencing the Swiss lifestyle 27%
- High quality standards 22%
- Good food 20%
- Traditions/historical experiences 20%

Barriers

- Value for money 41%
- Not enough knowledge about CH 21%
- Not enough top sights 13%
- Weather/climate 12%

Holiday in CH in the past 46%

Socio-demographic view

Age

Gender

Revenue

Life stage

Duration of stay

Accommodation type

Top 3

Travel with

- Partner 82%
- Friends 75%
- Other family members 58%

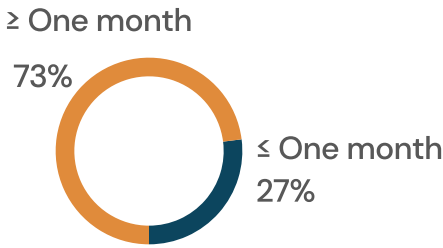
Travel planning journey

Trigger

- Recommendation from friends/ family
- Offers/promotions of travel agencies
- Airline promotions
- Exciting offers at travel fairs
- Documentaries on TV
- Attractive posts on social media

Time of booking

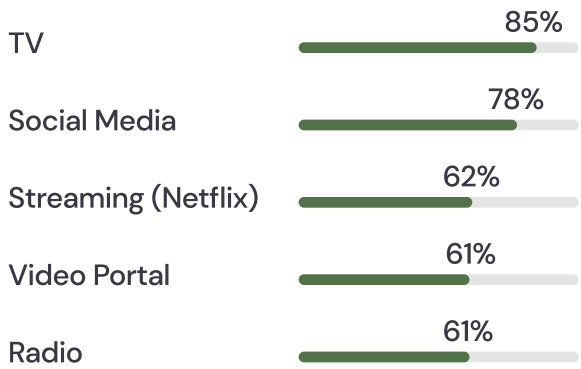
Time of booking before departure:



Pain points

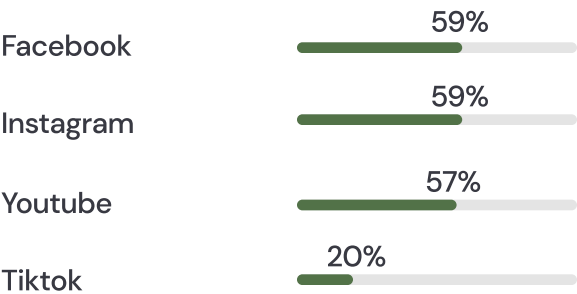
- Trusting websites/reviews – photos do not always show reality
- Search for affordable accommodation – finding best value for their money
- When something doesn't happen according to plan
- Language barrier
- Discomfort generated by the unknown

Top 5 media* (general)



* Use daily or several times a week

Social media for travel information



Dreaming



CONTENT

- The world's highlights
- History
- Stories about foreign cultures

CHANNELS TOP 5 (active search)

1. Individuals (personal circle) 37%
2. Website (tourism organizations & service providers) 24%
3. Travel book/travel guide 21%
4. Social media 20%
5. Online ratings (e.g. by other travellers/panels/blogs) 16%

Planning



CONTENT

- Accommodation
- Top sights / Background information about
- Guided tours – tour offerings
- Entry regulations
- Local weather/climate
- Health (e.g. healthcare system)
- Transport
- Itinerary
- Costs

CHANNELS TOP 5 (active search)

1. Search engine (e.g. Google) 74%
2. Online maps (e.g. Google Maps) 62%
3. Individuals personal circle 60%
4. Rating platforms (e.g. Tripadvisor) 59%
5. Official website (destination/tourism organization) 58%

Booking



CONTENT

- Attractive prices
- Itinerary
- Accommodation (standards, cleanliness, safety)
- Guided tours
- Possibly tickets for sights, museums
- Catering
- Transport

CHANNELS (active search)

- Aggregators (e.g. Google Flights, Booking.com)
- Direct service providers (e.g. airlines, hotels, car rental, local tour guides)
- Travel agency/tour companies
- Travel fairs

Exploring



CONTENT

- Top sights
- Cultural sites and events
- Restaurants/culinary experiences
- Local and sports activities
- Guided tour on site
- Tickets for sights/museums
- Local transport, directions
- Shopping facilities
- Generally less spontaneous activities

CHANNELS TOP 5 (active search)

1. Local individuals (e.g. hotel staff) 47%
2. Online maps (e.g. Google Maps) 45%
3. Online search engine (e.g. Google) 33%
4. Public transport website 29%
5. Local providers' websites (hotel, organizers, etc.) 22%

Remembering



CONTENT

- Sights
- Beautiful landscapes
- Good time with fellow travellers
- Stories about country and people

CHANNELS TOP 5 (active search)

1. Messaging service (e.g. WhatsApp to share experiences with family and friends) 81%
2. Social media (after the trip) 68%
3. Social media (during the trip) 66%
4. Photo book 63%
5. Travel blog (sharing during trip) 25%

Attractive offers for the persona

- Discover top highlights easily
- Package deals that combine the top sights
 - Detailed organization of trip in advance
 - A contact person who speaks their language in case of any difficulties
 - Guides who speak their own language
 - Highlight proximity from city to mountains
 - Convenient transportation options to top sights
 - Hotel pick-up service from the train station
- Good value for money accommodation and restaurants
- Comfortable and affordable hotels
 - Special offers including services, f.ex. half-board, transportation ticket, welcome drink
 - Hotel staff is happy to support in any case
 - Quality labels provide security
 - Hotel staff speaks their own language
 - Food included in the packages
 - Food catered to their own (cultural) eating habits
- Authentic but not too exotic activities
- Safe activities (e.g observation platform)
 - Showing Swiss heritage (e.g. Fondue, chocolate factory, Edelweiss shirt,...)
 - Local museums, food tasting, city historical highlights
 - Easy walks to local sights
 - Cultural group excursions or spectacles about local traditions

Typical key messages and images to raise awareness

“See the famous world sights.”



"Learn about the Swiss way of life."



"Enjoy your fruits of labor."



"Understand more about traditions in Switzerland."



Local markets: Here you can record your own thoughts