

Filtered by:

Tourism region: Ticino

BASIC ANALYSES

- market of origin
- tourism zone
- season
- accommodation
- hotel classification
- length of stay
- touring
- means of transport
- daily expenditure
- socio-demographics

TOURISTS' BEHAVIOR

- sources of information
- booking behavior
- non-sporting activities
- sporting activities
- tourists' needs

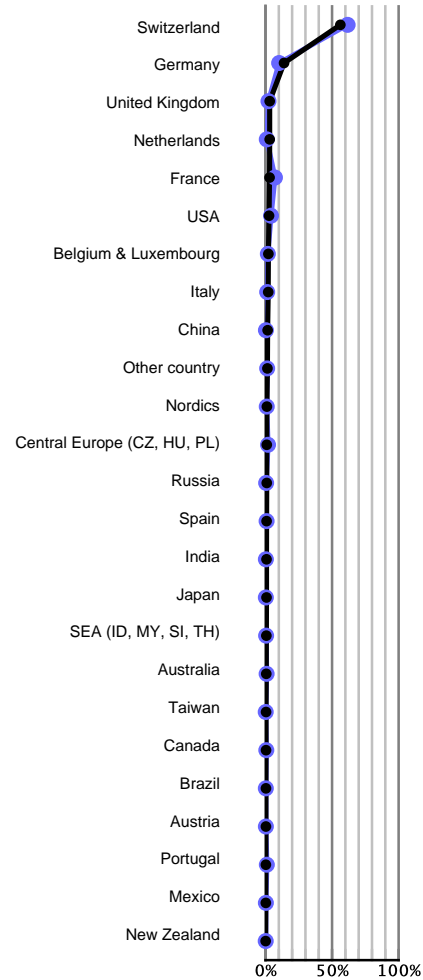
DESTINATIONS' ATTRACTIVENESS

- image of destination
- strengths & weaknesses of destination
- satisfaction with destination
- loyalty with destination

Filtered by: Tourism region: Ticino

Market of origin.

Market of origin (35 markets).



| All Tourists (non filtered) | Market of origin | | | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
|--------------------------------|------------------|-------|--------------|----------------|--------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | Total | CH | other Europe | outside Europe | | big city | small city | rural | alpine | winter | summer | | | | |
| Switzerland | 56.2% | 61.7% | 100.0% | 0.0% | 0.0% | 61.7% | | | | 69.3% | 56.5% | 58.9% | 71.0% | 11.2% | |
| Germany | 13.9% | 10.2% | 0.0% | 34.8% | 0.0% | 10.2% | | | | 8.2% | 11.6% | 9.3% | 7.6% | 10.5% | |
| United Kingdom | 3.1% | 2.2% | 0.0% | 7.6% | 0.0% | 2.2% | | | | 1.1% | 3.0% | 1.3% | 3.5% | 5.8% | |
| Netherlands | 3.1% | 1.0% | 0.0% | 3.3% | 0.0% | 1.0% | | | | 0.9% | 1.0% | 1.8% | 0.0% | 0.0% | |
| France | 3.0% | 7.1% | 0.0% | 24.1% | 0.0% | 7.1% | | | | 6.3% | 7.6% | 13.3% | 4.5% | 31.2% | |
| USA | 2.7% | 4.2% | 0.0% | 0.0% | 46.5% | 4.2% | | | | 2.3% | 5.4% | 9.5% | 3.4% | 10.0% | |
| Belgium & Luxembourg | 2.2% | 1.8% | 0.0% | 6.0% | 0.0% | 1.8% | | | | 0.0% | 2.9% | 0.0% | 3.2% | 0.0% | |
| Italy | 2.0% | 1.3% | 0.0% | 4.3% | 0.0% | 1.3% | | | | 1.2% | 1.3% | 0.0% | 0.0% | 0.0% | |
| China | 1.6% | 0.3% | 0.0% | 0.0% | 3.6% | 0.3% | | | | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | |
| Other country | 1.4% | 1.2% | 0.0% | 0.5% | 12.2% | 1.2% | | | | 0.4% | 1.8% | 0.0% | 1.5% | 6.0% | |
| Nordics | 1.0% | 0.9% | 0.0% | 3.2% | 0.0% | 0.9% | | | | 1.5% | 0.5% | 1.3% | 0.7% | 2.3% | |
| Central Europe (CZ, HU, PL) | 1.0% | 1.9% | 0.0% | 6.4% | 0.0% | 1.9% | | | | 3.4% | 0.9% | 1.7% | 1.0% | 5.9% | |
| Russia | 0.9% | 0.5% | 0.0% | 1.6% | 0.0% | 0.5% | | | | 0.0% | 0.8% | 0.0% | 0.0% | 1.4% | |
| Spain | 0.8% | 0.8% | 0.0% | 2.8% | 0.0% | 0.8% | | | | 0.7% | 0.9% | 0.8% | 0.8% | 2.7% | |
| India | 0.8% | 0.3% | 0.0% | 0.0% | 3.1% | 0.3% | | | | 0.5% | 0.1% | 0.0% | 0.0% | 0.0% | |
| Japan | 0.8% | 0.3% | 0.0% | 0.0% | 2.8% | 0.3% | | | | 0.0% | 0.4% | 0.0% | 0.0% | 1.8% | |
| SEA (ID, MY, SI, TH) | 0.6% | 0.5% | 0.0% | 0.0% | 5.1% | 0.5% | | | | 0.4% | 0.5% | 0.0% | 0.4% | 1.5% | |
| Australia | 0.6% | 0.8% | 0.0% | 0.0% | 9.4% | 0.8% | | | | 0.4% | 1.2% | 0.0% | 0.4% | 3.1% | |
| Taiwan | 0.4% | 0.2% | 0.0% | 0.0% | 1.8% | 0.2% | | | | 0.4% | 0.0% | 0.0% | 0.0% | 1.1% | |
| Canada | 0.4% | 0.6% | 0.0% | 0.0% | 6.8% | 0.6% | | | | 0.7% | 0.5% | 2.1% | 0.4% | 1.9% | |
| Brazil | 0.3% | 0.2% | 0.0% | 0.0% | 2.6% | 0.2% | | | | 0.3% | 0.2% | 0.0% | 0.4% | 0.8% | |
| Austria | 0.3% | 0.3% | 0.0% | 0.9% | 0.0% | 0.3% | | | | 0.4% | 0.2% | 0.0% | 0.0% | 0.0% | |
| Portugal | 0.3% | 1.0% | 0.0% | 3.4% | 0.0% | 1.0% | | | | 0.7% | 1.2% | 0.0% | 0.5% | 1.1% | |
| Mexico | 0.2% | 0.3% | 0.0% | 0.0% | 3.2% | 0.3% | | | | 0.7% | 0.0% | 0.0% | 0.0% | 1.1% | |
| New Zealand | 0.1% | 0.1% | 0.0% | 0.0% | 1.7% | 0.1% | | | | 0.0% | 0.3% | 0.0% | 0.5% | 0.0% | |
| N=13884 | N=314 | N=148 | N=109 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=82 | N=60 | |

Filtered by: Tourism region: Ticino

Market of origin.

Market of origin (35 markets). (cont.)

| | All Tourists (non filtered) | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
|----------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------------|-----------|--------|--------------------|--------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | | | | | summer |
| Gulf Countries (GCC) | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| South Korea | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Turkey | 0.2% | 0.1% | 0.0% | 0.0% | 1.4% | 0.1% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Israel | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| South Africa | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Greece | 0.1% | 0.1% | 0.0% | 0.4% | 0.0% | 0.1% | 0.0% | 0.0% | 0.2% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| Romania | 0.1% | 0.1% | 0.0% | 0.4% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.8% |
| Ukraine | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Slovakia | 0.1% | 0.1% | 0.0% | 0.4% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Philippines | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | N=13884 | N=314 | N=148 | N=109 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=82 | N=60 |

Filtered by: Tourism region: Ticino











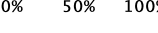






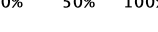
| | All Tourists (non filtered) | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
|-------------------------------------|--------------------------------|------------------|--------|--------------|----------------|----------|------------|--------|--------|--------|--------------|-----------|--------|--------------------|--------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | | | | | summer |
| Market of origin. | | | | | | | | | | | | | | | |
| Market of origin (3 market groups). | | | | | | | | | | | | | | | |
| CH | 56.2% | 61.7% | 100.0% | 0.0% | 0.0% | | 61.7% | | 69.3% | 56.5% | | 58.9% | 71.0% | 11.2% | |
| Other Europe | 32.6% | 29.4% | 0.0% | 100.0% | 0.0% | | 29.4% | | 24.3% | 32.8% | | 29.5% | 21.9% | 61.6% | |
| Outside Europe | 11.2% | 8.9% | 0.0% | 0.0% | 100.0% | | 8.9% | | 6.3% | 10.7% | | 11.6% | 7.1% | 27.3% | |
| | N=13884 | N=314 | N=148 | N=109 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=82 | N=60 |

| | | | | | | | | | | | | | | | |
|---------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|------|
| Tourism zone. | | | | | | | | | | | | | | | |
| Tourism zone. | | | | | | | | | | | | | | | |
| Alpine | 62.2% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| Small City | 22.3% | 100.0% | 100.0% | 100.0% | 100.0% | | 100.0% | | 100.0% | 100.0% | | 100.0% | 100.0% | 100.0% | |
| Big City | 14.2% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| Rural | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| | N=12671 | N=315 | N=148 | N=109 | N=57 | N=null | N=315 | N=null | N=null | N=91 | N=224 | N=19 | N=43 | N=83 | N=60 |




| | | | | | | | | | | | | | | | |
|---------|---------|-------|-------|-------|-------|--------|-------|--------|--------|--------|-------|-------|-------|-------|------|
| Season. | | | | | | | | | | | | | | | |
| Season. | | | | | | | | | | | | | | | |
| Winter | 45.1% | 40.3% | 45.4% | 33.4% | 28.6% | | 40.3% | | 100.0% | 0.0% | | 47.4% | 30.5% | 33.1% | |
| Summer | 54.9% | 59.7% | 54.6% | 66.6% | 71.4% | | 59.7% | | 0.0% | 100.0% | | 52.6% | 69.5% | 66.9% | |
| | N=13924 | N=315 | N=148 | N=109 | N=57 | N=null | N=315 | N=null | N=null | N=91 | N=224 | N=19 | N=43 | N=83 | N=60 |

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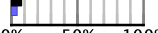
Accommodation.

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|--------------------------------|-------------------------------------------------------------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|------|--------------|-------|-------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Type of accommodation. | | | | | | | | | | | | | | | | | | | | | |
| Hotel/health resort/clinic |  | 41.8% | 29.6% | 32.6% | 23.9% | 26.9% | | 29.6% | | 21.0% | 35.3% | | 55.0% | 27.2% | 30.4% | | | | | | |
| Supplementary accommodation |  | 58.2% | 70.4% | 67.4% | 76.1% | 73.1% | | 70.4% | | 79.0% | 64.7% | | 45.0% | 72.8% | 69.6% | | | | | | |
| | N=13879 | N=313 | N=147 | N=108 | N=57 | N=null | N=313 | N=null | N=null | N=90 | N=223 | N=19 | N=43 | N=83 | N=60 | | | | | | |
| Type of accommodation. | | | | | | | | | | | | | | | | | | | | | |
| Hotel/health resort/clinic |  | 41.8% | 29.6% | 32.6% | 23.9% | 26.9% | | 29.6% | | 21.0% | 35.3% | | 55.0% | 27.2% | 30.4% | | | | | | |
| Rented holiday apartment |  | 18.4% | 1.3% | 1.4% | 0.9% | 2.6% | | 1.3% | | 2.1% | 0.8% | | 0.0% | 0.8% | 1.8% | | | | | | |
| Flat of friends/relatives |  | 15.7% | 25.9% | 8.1% | 54.3% | 55.4% | | 25.9% | | 18.9% | 30.6% | | 15.4% | 20.0% | 49.9% | | | | | | |
| Own holiday apartment |  | 8.2% | 0.3% | 0.5% | 0.0% | 0.0% | | 0.3% | | 0.0% | 0.6% | | 0.0% | 1.2% | 0.0% | | | | | | |
| Campground |  | 4.6% | 12.5% | 17.0% | 6.8% | 0.0% | | 12.5% | | 15.6% | 10.4% | | 23.8% | 8.9% | 4.1% | | | | | | |
| Youth hostel/backpacking |  | 4.0% | 24.8% | 35.8% | 6.9% | 8.3% | | 24.8% | | 35.7% | 17.5% | | 5.8% | 36.6% | 6.0% | | | | | | |
| Bed & Breakfast |  | 2.9% | 3.0% | 1.5% | 4.9% | 6.9% | | 3.0% | | 3.2% | 2.8% | | 0.0% | 4.4% | 6.0% | | | | | | |
| Accommodation for groups |  | 1.9% | 1.1% | 1.4% | 0.9% | 0.0% | | 1.1% | | 1.0% | 1.2% | | 0.0% | 0.9% | 0.0% | | | | | | |
| other |  | 1.6% | 1.5% | 1.7% | 1.4% | 0.0% | | 1.5% | | 2.5% | 0.8% | | 0.0% | 0.0% | 1.8% | | | | | | |
| Mountain hut/Swiss Alpine Club |  | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | | | | | | |
| | N=13879 | N=313 | N=147 | N=108 | N=57 | N=null | N=313 | N=null | N=null | N=90 | N=223 | N=19 | N=43 | N=83 | N=60 | | | | | | |
| Hotel classification. | | | | | | | | | | | | | | | | | | | | | |
| 1* |  | 0.4% | 1.5% | 0.0% | | | 1.5% | | | 2.0% | | | | | | | | | | | |
| 2* |  | 5.1% | 9.2% | 5.9% | | | 9.2% | | | 7.4% | | | | | | | | | | | |
| 3* |  | 50.1% | 66.5% | 77.4% | | | 66.5% | | | 61.4% | | | | | | | | | | | |
| 4* |  | 33.9% | 20.3% | 16.1% | | | 20.3% | | | 25.6% | | | | | | | | | | | |
| 5* |  | 7.4% | 1.7% | 0.0% | | | 1.7% | | | 2.4% | | | | | | | | | | | |
| No Category |  | 3.0% | 0.9% | 0.6% | | | 0.9% | | | 1.2% | | | | | | | | | | | |
| | N=5293 | N=72 | N=35 | N=24 | N=13 | N=null | N=72 | N=null | N=null | N=16 | N=56 | N=11 | N=19 | N=16 | N=17 | | | | | | |

Filtered by: Tourism region: Ticino

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | | | First time visitor | |
|------------------------|-----------------------------------------------------------------------------------|------------------|------------------|-------------------|----------|--------------|--------|--------|--------|--------|-------|-----------------|-----------|--------|-----------------------|------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | | |
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | |
| Length of stay. | | | | | | | | | | | | | | | | |
| Nights. | | | | | | | | | | | | | | | | |
| 1-3 nights |  | 29.5% | 42.0% | 55.0% | 25.1% | 6.6% | | 42.0% | | 47.0% | 38.6% | | 57.5% | 40.0% | 25.2% | |
| 4-7 nights |  | 43.0% | 38.7% | 31.4% | 52.3% | 45.7% | | 38.7% | | 36.7% | 40.1% | | 20.4% | 47.5% | 53.1% | |
| 8+ nights |  | 27.5% | 19.3% | 13.6% | 22.6% | 47.8% | | 19.3% | | 16.2% | 21.3% | | 22.1% | 12.6% | 21.6% | |
| | | N=13110 | N=297 | N=141 | N=102 | N=53 | N=null | N=297 | N=null | N=null | N=84 | N=213 | N=16 | N=40 | N=81 | N=56 |

Touring.

| Touring. | | | | | | | | | | | | | | | | |
|------------------------------------------------|-----------------------------------------------------------------------------------|---------|-----------------|-------------------|----------|------------|--------|--------|--------|--------|-------|-------|-------|-------|-------|------|
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | |
| Staying in one particular place in Switzerland |  | 78.8% | 65.5% | 63.7% | 75.3% | 45.3% | | 65.5% | | 72.8% | 60.6% | | 70.8% | 51.8% | 60.5% | |
| Touring within Switzerland |  | 13.4% | 30.0% | 36.1% | 19.1% | 24.7% | | 30.0% | | 26.5% | 32.4% | | 22.1% | 44.8% | 30.9% | |
| Touring within Europe |  | 7.8% | 4.5% | 0.2% | 5.7% | 30.0% | | 4.5% | | 0.8% | 6.9% | | 7.1% | 3.4% | 8.5% | |
| | | N=13894 | N=314 | N=147 | N=109 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=82 | N=60 |

Filtered by: Tourism region: Ticino

Means of transport.

Means of transport to Switzerland from abroad (across the border).

| | All Tourists (non filtered) | Market of origin | | | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
|----------------------------|--------------------------------|------------------|--------|--------------|----------------|--------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | | big city | small city | rural | alpine | winter | summer | | | | |
| Did not arrive from abroad | 56.4% | 62.1% | 100.0% | 0.0% | 0.0% | | 62.1% | | | | 70.2% | 56.7% | | 58.9% | 71.1% | 11.2% |
| Car | 19.2% | 16.0% | 0.0% | 51.5% | 11.3% | | 16.0% | | | | 12.1% | 18.6% | | 21.4% | 14.1% | 46.5% |
| Air | 14.0% | 13.0% | 0.0% | 20.3% | 81.0% | | 13.0% | | | | 12.5% | 13.4% | | 8.4% | 9.7% | 30.1% |
| Train | 6.7% | 7.5% | 0.0% | 24.1% | 6.4% | | 7.5% | | | | 5.3% | 9.0% | | 9.7% | 5.1% | 6.3% |
| Bus | 2.2% | 0.6% | 0.0% | 1.6% | 1.4% | | 0.6% | | | | 0.0% | 1.0% | | 0.0% | 0.0% | 4.1% |
| Motorhome/camper/van | 0.8% | 0.5% | 0.0% | 1.8% | 0.0% | | 0.5% | | | | 0.0% | 0.8% | | 1.5% | 0.0% | 1.8% |
| Other | 0.7% | 0.3% | 0.0% | 0.9% | 0.0% | | 0.3% | | | | 0.0% | 0.4% | | 0.0% | 0.0% | 0.0% |
| | N=13830 | N=312 | N=148 | N=107 | N=56 | N=null | N=312 | N=null | N=null | N=90 | N=222 | N=19 | N=43 | N=82 | N=60 | |

Airport in Switzerland.

| | All Tourists (non filtered) | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | High spender | Best ager | Family | First time visitor |
|---------------------------------------|--------------------------------|-------------|-----|--------------|----------------|----------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| Airport Zurich | 54.1% | 53.8% | | | 74.4% | | 53.8% | | | | | 56.1% | | | |
| Aéroport International de Genève | 36.7% | 26.8% | | | 11.1% | | 26.8% | | | | | 31.6% | | | |
| Euro-Airport Basel Moulhouse Freiburg | 8.5% | 19.4% | | | 14.5% | | 19.4% | | | | | 12.3% | | | |
| Lugano Airport | 0.4% | 0.0% | | | 0.0% | | 0.0% | | | | | 0.0% | | | |
| Flughafen Bern-Belp | 0.2% | 0.0% | | | 0.0% | | 0.0% | | | | | 0.0% | | | |
| Engadin Airport | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | | 0.0% | | | |
| Business Airport St. Gallen | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | | 0.0% | | | |
| | N=4101 | N=69 | N=2 | N=25 | N=42 | N=null | N=69 | N=null | N=null | N=25 | N=44 | N=7 | N=9 | N=12 | N=22 |

Filtered by: Tourism region: Ticino

Means of transport.

| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | | |
|------------------------------|--------------------------------|-------------------------------------|------------------|--------------|----------------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|--|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
| | | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | |
| Airline. | | | | | | | | | | | | | | | | |
| Swiss International Airlines | 25.6% | 35.3% | | | 36.8% | | 35.3% | | | | 36.6% | | | | | |
| EasyJet | 18.7% | 16.9% | | | 1.8% | | 16.9% | | | | 10.8% | | | | | |
| Lufthansa | 5.8% | 2.0% | | | 0.0% | | 2.0% | | | | 3.0% | | | | | |
| British Airways | 5.0% | 7.8% | | | 4.4% | | 7.8% | | | | 12.1% | | | | | |
| Emirates | 3.9% | 4.5% | | | 8.9% | | 4.5% | | | | 3.8% | | | | | |
| KLM Royal Dutch Airlines | 3.2% | 7.2% | | | 11.1% | | 7.2% | | | | 7.5% | | | | | |
| Air France | 2.4% | 3.2% | | | 6.3% | | 3.2% | | | | 1.6% | | | | | |
| United Airlines | 2.4% | 1.7% | | | 3.3% | | 1.7% | | | | 2.6% | | | | | |
| Aeroflot Russian Airlines | 2.3% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| Air Berlin | 1.8% | 1.9% | | | 0.0% | | 1.9% | | | | 3.0% | | | | | |
| Finnair | 1.7% | 1.5% | | | 0.0% | | 1.5% | | | | 0.0% | | | | | |
| Turkish Airlines | 1.7% | 0.8% | | | 1.6% | | 0.8% | | | | 1.2% | | | | | |
| Other | 1.5% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| Iberia | 1.4% | 0.8% | | | 0.0% | | 0.8% | | | | 1.3% | | | | | |
| Qatar Airways | 1.4% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| SAS Scandinavian Airlines | 1.3% | 1.5% | | | 0.0% | | 1.5% | | | | 0.0% | | | | | |
| Thai Airways | 1.2% | 0.9% | | | 1.8% | | 0.9% | | | | 0.6% | | | | | |
| Singapore Airlines | 1.2% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| Delta Airlines | 1.2% | 2.4% | | | 4.8% | | 2.4% | | | | 3.7% | | | | | |
| Air Canada | 1.2% | 0.8% | | | 1.7% | | 0.8% | | | | 1.3% | | | | | |
| TAP Portugal | 1.1% | 2.7% | | | 1.5% | | 2.7% | | | | 2.4% | | | | | |
| American Airlines | 1.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| US Airways | 0.8% | 5.1% | | | 10.2% | | 5.1% | | | | 5.2% | | | | | |
| Ethad Airways | 0.7% | 0.8% | | | 1.5% | | 0.8% | | | | 1.2% | | | | | |
| Aer Lingus | 0.6% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| LOT Polish Airlines | 0.6% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| Brussels Airlines | 0.6% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | | |
| | N=4244 | N=74 | N=2 | N=27 | N=45 | N=null | N=74 | N=null | N=null | N=26 | N=48 | N=8 | N=9 | N=14 | N=25 | |

Filtered by: Tourism region: Ticino

Means of transport.

Airline. (cont.)

| | All Tourists (non filtered) | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
|-----------------------------------------------------|--------------------------------|------------------|-----|--------------|----------------|----------|------------|--------|--------|--------|--------------|-----------|--------|--------------------|--------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | | | | | summer |
| Germanwings | 0.6% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Austrian Airlines | 0.5% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Saudia | 0.5% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Wizz Air | 0.4% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Alitalia | 0.4% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Pegasus Airlines | 0.4% | 0.9% | | 1.8% | 0.9% | | | | | 0.0% | | | | | |
| Swiss Charter | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Air Baltic | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Edelweiss Air/(Swiss Leisure flights LX8000-LX9999) | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Korean Air | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Czech Airlines | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Adria Airways | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Norwegian Air Shuttle | 0.3% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Ukraine International Airlines | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| El Al Israel Airlines | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Helvetic Airways | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Hainan Airlines | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Vueling | 0.2% | 0.7% | | 1.5% | 0.7% | | | | | 1.2% | | | | | |
| Transavia Airlines | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Tunisair | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Oman Air | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Jet2.com | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| SunExpress | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Flybe | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Bmi | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Air Europa | 0.2% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| Niki | 0.1% | 0.0% | | 0.0% | 0.0% | | | | | 0.0% | | | | | |
| | N=4244 | N=74 | N=2 | N=27 | N=45 | N=null | N=74 | N=null | N=null | N=26 | N=48 | N=8 | N=9 | N=14 | N=25 |

Filtered by: Tourism region: Ticino

Means of transport.

| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | |
|----------------------|--------------------------------|-------------------------------------|------------------|--------------|----------------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
| | | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | |
| Airline. (cont.) | | | | | | | | | | | | | | | |
| TUIfly | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Air Transat | 0.1% | 0.5% | | | 1.1% | | 0.5% | | | | 0.8% | | | | |
| Luxair | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Air Malta | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Belair Airlines | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Royal Air Maroc | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Blue1 | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| SkyWork | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Qantas Airways | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Darwin Airline | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Egypt Air | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Middle East Airlines | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Air Algérie | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Blue Islands | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Iceland Express | 0.1% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Royal Jordanian | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| JAT Airways | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Bulgaria Air | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| JAL Japan Airlines | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Croatia Airlines | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Rossiya Airlines | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Cyprus Airways | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Montenegro Airlines | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| WOW Air | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| City Airline | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| Air Arabia | 0.0% | 0.0% | | | 0.0% | | 0.0% | | | | 0.0% | | | | |
| | N=4244 | N=74 | N=2 | N=27 | N=45 | N=null | N=74 | N=null | N=null | N=26 | N=48 | N=8 | N=9 | N=14 | N=25 |

Filtered by: Tourism region: Ticino

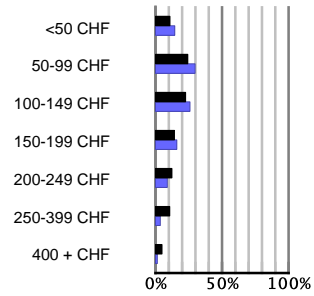
Means of transport.

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|---------------------------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|-------|--------|--------|--------|-------|--------------|-------|-------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Means of transport within Switzerland: train. | | | | | | | | | | | | | | | | | | | | | |
| Yes | | 43.7% | 55.2% | 58.4% | 42.0% | 77.2% | 55.2% | | | | 51.3% | 57.8% | 56.5% | 53.1% | 36.5% | | | | | | |
| No | | 56.3% | 44.8% | 41.6% | 58.0% | 22.8% | 44.8% | | | | 48.7% | 42.2% | 43.5% | 46.9% | 63.5% | | | | | | |
| | | N=13924 | N=315 | N=148 | N=109 | N=57 | N=null | N=315 | N=null | N=null | N=91 | N=224 | N=19 | N=43 | N=83 | N=60 | | | | | |
| Means of transport within Switzerland: bus, postal bus, motorcoach. | | | | | | | | | | | | | | | | | | | | | |
| Yes | | 25.3% | 21.9% | 21.0% | 16.1% | 46.8% | 21.9% | | | | 23.4% | 20.8% | 19.7% | 21.1% | 21.2% | | | | | | |
| No | | 74.7% | 78.1% | 79.0% | 83.9% | 53.2% | 78.1% | | | | 76.6% | 79.2% | 80.3% | 78.9% | 78.8% | | | | | | |
| | | N=13924 | N=315 | N=148 | N=109 | N=57 | N=null | N=315 | N=null | N=null | N=91 | N=224 | N=19 | N=43 | N=83 | N=60 | | | | | |
| Means of transport within Switzerland: private transport (e.g. car, motorhome). | | | | | | | | | | | | | | | | | | | | | |
| Yes | | 64.0% | 48.4% | 39.8% | 65.9% | 49.0% | 48.4% | | | | 53.5% | 44.9% | 58.9% | 51.6% | 67.3% | | | | | | |
| No | | 36.0% | 51.6% | 60.2% | 34.1% | 51.0% | 51.6% | | | | 46.5% | 55.1% | 41.1% | 48.4% | 32.7% | | | | | | |
| | | N=13924 | N=315 | N=148 | N=109 | N=57 | N=null | N=315 | N=null | N=null | N=91 | N=224 | N=19 | N=43 | N=83 | N=60 | | | | | |

Filtered by: Tourism region: Ticino

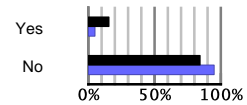
Daily expenditure.

Daily expenditure (7 categories).



| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | |
|-------------|--------------------------------|-------------------------------------|------------------|--------------|----------------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
| | | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | |
| <50 CHF | 10.9% | 14.5% | 8.2% | 25.1% | 23.0% | | 14.5% | | | 18.3% | 11.9% | | 4.7% | 9.4% | 16.9% |
| 50-99 CHF | 24.3% | 29.7% | 32.5% | 25.6% | 24.4% | | 29.7% | | | 33.8% | 27.0% | | 38.1% | 34.4% | 24.5% |
| 100-149 CHF | 22.6% | 25.9% | 26.8% | 23.4% | 26.8% | | 25.9% | | | 27.0% | 25.1% | | 10.2% | 23.3% | 32.3% |
| 150-199 CHF | 14.3% | 16.0% | 18.3% | 12.6% | 11.4% | | 16.0% | | | 8.7% | 21.0% | | 25.4% | 14.7% | 10.4% |
| 200-249 CHF | 12.4% | 8.9% | 9.0% | 8.5% | 9.1% | | 8.9% | | | 7.1% | 10.1% | | 20.8% | 8.8% | 9.7% |
| 250-399 CHF | 10.7% | 3.6% | 3.7% | 3.2% | 4.3% | | 3.6% | | | 2.7% | 4.2% | | 0.8% | 4.7% | 6.1% |
| 400 + CHF | 4.9% | 1.4% | 1.3% | 1.6% | 1.0% | | 1.4% | | | 2.3% | 0.8% | | 0.0% | 4.5% | 0.0% |
| | N=13729 | N=314 | N=148 | N=108 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=83 | N=59 |

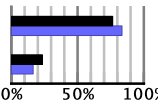
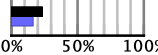
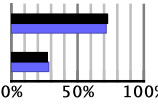
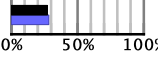
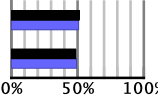
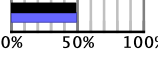
High spender (yes/no).



| | | | | | | | | | | | | | | | |
|-----|---------|-------|-------|-------|-------|--------|-------|--------|--------|-------|-------|------|-------|-------|-------|
| Yes | 15.6% | 5.0% | 5.1% | 4.8% | 5.3% | | 5.0% | | | 5.0% | 5.0% | | 0.8% | 9.3% | 6.1% |
| No | 84.4% | 95.0% | 94.9% | 95.2% | 94.7% | | 95.0% | | | 95.0% | 95.0% | | 99.2% | 90.7% | 93.9% |
| | N=13729 | N=314 | N=148 | N=108 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=83 | N=59 |

Filtered by: Tourism region: Ticino

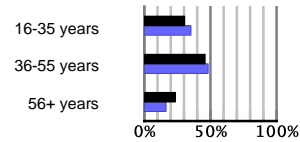
Socio-demographics.

| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | | |
|-------------------|-----------------------------------------------------------------------------------|-------------------------------------|------------------|--------------|----------------|--------------|------------|-------|--------|--------|--------|--------------|-----------|--------|--------------------|------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
| | | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | |
| Best ager. | | | | | | | | | | | | | | | | |
| 16-55 years |  | 76.5% | 83.5% | 84.2% | 83.5% | 78.9% | | 83.5% | | 80.8% | 85.4% | | 0.0% | 93.4% | 86.8% | |
| 56+ years |  | 23.5% | 16.5% | 15.8% | 16.5% | 21.1% | | 16.5% | | 19.2% | 14.6% | | 100.0% | 6.6% | 13.2% | |
| | | N=13777 | N=313 | N=147 | N=108 | N=57 | N=null | N=313 | N=null | N=null | N=90 | N=223 | N=19 | N=43 | N=82 | N=60 |
| Family. | | | | | | | | | | | | | | | | |
| Non-family |  | 72.7% | 71.7% | 67.5% | 79.0% | 77.6% | | 71.7% | | 78.6% | 67.1% | | 88.9% | 0.0% | 82.5% | |
| Family |  | 27.3% | 28.3% | 32.5% | 21.0% | 22.4% | | 28.3% | | 21.4% | 32.9% | | 11.1% | 100.0% | 17.5% | |
| | | N=13873 | N=315 | N=148 | N=109 | N=57 | N=null | N=315 | N=null | N=null | N=91 | N=224 | N=19 | N=43 | N=83 | N=60 |
| Sex. | | | | | | | | | | | | | | | | |
| Male |  | 51.3% | 50.8% | 50.1% | 50.8% | 54.9% | | 50.8% | | 46.7% | 53.6% | | 52.5% | 41.8% | 59.7% | |
| Female |  | 48.7% | 49.2% | 49.9% | 49.2% | 45.1% | | 49.2% | | 53.3% | 46.4% | | 47.5% | 58.2% | 40.3% | |
| | | N=13761 | N=312 | N=146 | N=108 | N=57 | N=null | N=312 | N=null | N=null | N=90 | N=222 | N=19 | N=43 | N=81 | N=60 |

Filtered by: Tourism region: Ticino

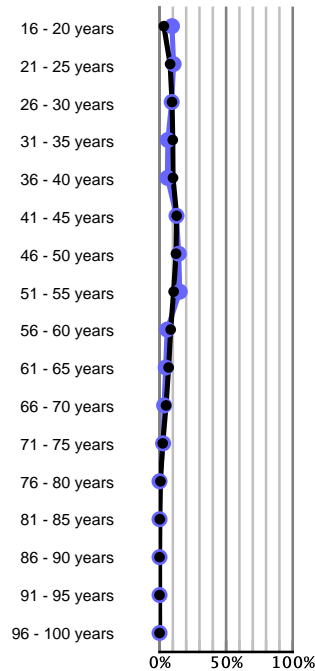
Socio-demographics.

Age (3 categories).



| All Tourists (non filtered) | Market of origin | | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|------|------|--------------|------|--|--------|--|--------------|-----------|--------|--------------------|
| | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | | |
| N=13777 | N=313 | N=147 | N=108 | N=57 | N=null | N=313 | N=null | N=null | N=90 | N=223 | N=19 | N=43 | N=82 | N=60 | | | | | | | |

Age (17 categories).

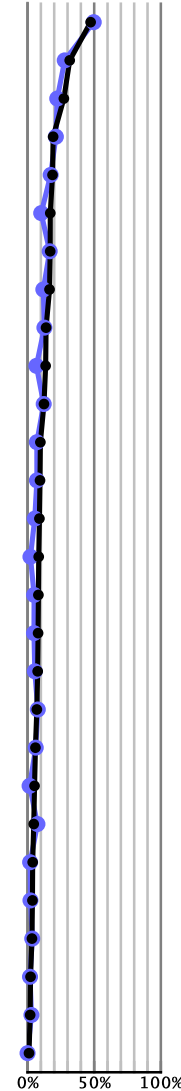


| | | | | | | | | | | | | | | |
|---------|-------|-------|-------|------|--------|-------|--------|--------|------|-------|------|------|------|------|
| N=13777 | N=313 | N=147 | N=108 | N=57 | N=null | N=313 | N=null | N=null | N=90 | N=223 | N=19 | N=43 | N=82 | N=60 |
|---------|-------|-------|-------|------|--------|-------|--------|--------|------|-------|------|------|------|------|

Filtered by: Tourism region: Ticino

Sources of information (strongly influencing: 8-10 of a 10-point scale).



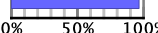


| | All Tourists (non filtered) | Market of origin | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|---------------------------------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|-------|--------|--------|--------|--------------|-------|-------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | |
| Recommendation from friends, acquaintances or relatives | 47.3% | 49.6% | 43.4% | 58.6% | | | | | 49.6% | | | | 40.4% | 56.4% | | | | 56.2% | | |
| Internet site of a hotel/holiday-apartment owner/campsite etc. | 31.6% | 27.9% | 29.1% | 25.5% | | | | | 27.9% | | | | 33.0% | 24.2% | | | | 19.5% | | |
| Internet site of a regional/local tourist organisation | 27.2% | 22.3% | 20.9% | 22.1% | | | | | 22.3% | | | | 18.8% | 24.8% | | | | 35.2% | | |
| Guidebooks etc. | 19.2% | 21.2% | 22.3% | 12.7% | | | | | 21.2% | | | | 23.1% | 19.9% | | | | 32.4% | | |
| Internet site of Switzerland Tourism | 18.7% | 17.3% | 12.9% | 21.9% | | | | | 17.3% | | | | 12.2% | 21.1% | | | | 23.6% | | |
| Brochure, leaflet... from a hotel/holiday-apartment owner/campsite etc | 17.1% | 10.2% | 10.7% | 10.6% | | | | | 10.2% | | | | 17.2% | 5.2% | | | | 9.0% | | |
| Internet site of a tour operator/transport company | 17.0% | 16.6% | 16.4% | 9.7% | | | | | 16.6% | | | | 11.0% | 20.6% | | | | 21.0% | | |
| Information obtained in person/by phone from a hotel/holiday-apartment owner/campsite | 16.5% | 11.8% | 14.0% | 7.0% | | | | | 11.8% | | | | 10.1% | 13.1% | | | | 17.1% | | |
| Brochure, leaflet... from a regional/local tourist organisation | 13.9% | 12.6% | 13.7% | 9.9% | | | | | 12.6% | | | | 16.1% | 10.1% | | | | 20.1% | | |
| Report in a newspaper/magazine about destination | 13.6% | 6.6% | 8.0% | 4.5% | | | | | 6.6% | | | | 9.1% | 4.8% | | | | 9.3% | | |
| Report in a newspaper/magazine about Switzerland | 12.3% | 12.1% | 14.3% | 8.4% | | | | | 12.1% | | | | 12.0% | 12.2% | | | | 16.4% | | |
| Brochure, leaflet... from Switzerland Tourism | 9.6% | 7.0% | 7.6% | 4.7% | | | | | 7.0% | | | | 7.4% | 6.7% | | | | 10.8% | | |
| Brochure, leaflet... from a tour operator/transport company | 9.4% | 7.0% | 8.3% | 1.9% | | | | | 7.0% | | | | 8.1% | 6.2% | | | | 10.0% | | |
| Report on TV/radio about Switzerland | 8.9% | 5.4% | 7.3% | 2.5% | | | | | 5.4% | | | | 11.3% | 1.2% | | | | 2.4% | | |
| Newspaper, poster, TV/radio advertising from a hotel/holiday-apartment owner/campsite | 8.4% | 2.2% | 2.7% | 0.8% | | | | | 2.2% | | | | 4.1% | 0.8% | | | | 0.7% | | |
| Report on TV/radio about destination | 8.1% | 4.9% | 5.7% | 4.4% | | | | | 4.9% | | | | 9.3% | 1.8% | | | | 0.0% | | |
| Information obtained in person/by phone from a regional/local tourist organisation | 7.9% | 4.8% | 5.7% | 3.3% | | | | | 4.8% | | | | 8.1% | 2.4% | | | | 4.1% | | |
| Newspaper, poster, TV/radio advertising from a regional/local tourist organisation | 7.6% | 5.4% | 6.0% | 4.8% | | | | | 5.4% | | | | 6.0% | 5.1% | | | | 6.9% | | |
| Newspaper, poster, TV/radio advertising from Switzerland Tourism | 7.0% | 7.7% | 10.7% | 2.0% | | | | | 7.7% | | | | 4.1% | 10.3% | | | | 13.1% | | |
| Newspaper, poster, TV/radio advertising from a tour operator/transport company | 5.9% | 6.1% | 6.7% | 5.7% | | | | | 6.1% | | | | 6.5% | 5.9% | | | | 6.9% | | |
| Information obtained in person/by phone from a tour operator/transport company | 5.2% | 1.5% | 0.4% | 0.8% | | | | | 1.5% | | | | 0.0% | 2.7% | | | | 0.7% | | |
| Newsletter (email news) from Switzerland Tourism | 4.7% | 7.4% | 11.2% | 0.0% | | | | | 7.4% | | | | 2.0% | 11.4% | | | | 15.5% | | |
| Cinema/feature films | 3.8% | 1.9% | 2.7% | 0.8% | | | | | 1.9% | | | | 4.1% | 0.4% | | | | 0.0% | | |
| Information obtained in person/by phone from Switzerland Tourism | 3.7% | 2.2% | 3.0% | 0.0% | | | | | 2.2% | | | | 4.1% | 0.8% | | | | 1.4% | | |
| Holiday fair | 3.3% | 3.5% | 3.0% | 0.8% | | | | | 3.5% | | | | 5.0% | 2.4% | | | | 1.3% | | |
| Other internet site | 2.3% | 1.9% | 0.4% | 5.7% | | | | | 1.9% | | | | 2.6% | 1.3% | | | | 1.5% | | |
| Other sources of information | 2.0% | 2.9% | 3.7% | 1.9% | | | | | 2.9% | | | | 1.3% | 4.1% | | | | 6.2% | | |
| Other newsletter | 1.1% | 0.0% | 0.0% | 0.0% | | | | | 0.0% | | | | 0.0% | 0.0% | | | | 0.0% | | |



N=5290 N=140 N=68 N=50 N=21 N=null N=140 N=null N=null N=40 N=100 N=6 N=24 N=43 N=26

Filtered by: Tourism region: Ticino

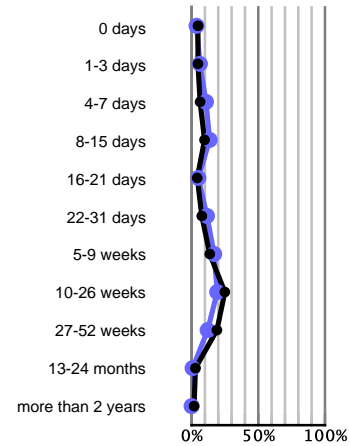
Booking behavior.

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|-----------------------------------------------|-----------------------------------------------------------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|-------|--------------|-------|------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Organization by tour operator. | | | | | | | | | | | | | | | | | | | | | |
| Entire trip organised by a tour operator |  | 4.1% | 1.6% | 0.4% | 4.7% | 0.0% | | 1.6% | | 0.0% | 2.7% | | 1.3% | 2.3% | 6.5% | | | | | | |
| Part of the trip organised by a tour operator |  | 4.5% | 1.8% | 1.7% | 3.1% | | 1.8% | | 2.2% | 1.5% | | 5.1% | 1.2% | 3.0% | | | | | | | |
| Trip not organised by a tour operator |  | 91.4% | 96.6% | 97.9% | 93.6% | 96.9% | 96.6% | | 97.8% | 95.8% | | 93.6% | 96.6% | 90.5% | | | | | | | |
| | N=13864 | N=314 | N=148 | N=109 | N=56 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=83 | N=60 | | | | | | |
| Booking accommodation through online agency. | | | | | | | | | | | | | | | | | | | | | |
| Yes |  | 18.1% | 10.5% | 11.3% | 6.6% | 17.7% | | 10.5% | | 5.8% | 13.7% | | 16.0% | 9.5% | 6.8% | | | | | | |
| No |  | 81.9% | 89.5% | 88.7% | 93.4% | 82.3% | 89.5% | | 94.2% | 86.3% | | 84.0% | 90.5% | 93.2% | | | | | | | |
| | N=12119 | N=299 | N=143 | N=101 | N=54 | N=null | N=299 | N=null | N=null | N=89 | N=210 | N=14 | N=41 | N=79 | N=52 | | | | | | |

Filtered by: Tourism region: Ticino

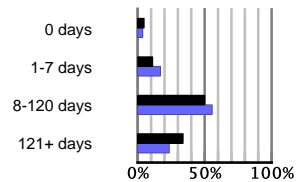
Booking behavior.

Beginning of travel planning: Days before travelling (11 categories).



| All Tourists (non filtered) | Market of origin | | | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
|--------------------------------|------------------|-------|--------------|----------------|--------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | Total | CH | other Europe | outside Europe | | big city | small city | rural | alpine | winter | summer | | | | |
| 0 days | 4.8% | 3.7% | 5.4% | 1.0% | 0.0% | 3.7% | | | | 8.0% | 0.7% | 6.0% | 1.5% | 2.2% | |
| 1-3 days | 4.8% | 6.2% | 6.4% | 7.2% | 1.1% | 6.2% | | | | 7.3% | 5.5% | 14.0% | 2.9% | 2.0% | |
| 4-7 days | 6.4% | 10.8% | 12.8% | 8.4% | 3.2% | 10.8% | | | | 12.3% | 9.8% | 3.7% | 10.5% | 5.8% | |
| 8-15 days | 9.7% | 13.6% | 14.5% | 12.8% | 9.2% | 13.6% | | | | 12.8% | 14.1% | 24.0% | 9.8% | 10.1% | |
| 16-21 days | 4.3% | 5.1% | 4.2% | 7.5% | 3.8% | 5.1% | | | | 2.9% | 6.7% | 2.8% | 4.8% | 10.0% | |
| 22-31 days | 7.7% | 11.5% | 12.3% | 11.1% | 4.9% | 11.5% | | | | 14.7% | 9.3% | 13.2% | 8.5% | 6.1% | |
| 5-9 weeks | 13.6% | 17.0% | 16.9% | 19.0% | 9.0% | 17.0% | | | | 22.7% | 12.9% | 11.7% | 20.8% | 18.8% | |
| 10-26 weeks | 25.0% | 19.2% | 15.6% | 22.4% | 38.0% | 19.2% | | | | 14.4% | 22.6% | 11.1% | 21.3% | 35.1% | |
| 27-52 weeks | 19.0% | 12.1% | 11.9% | 10.6% | 20.1% | 12.1% | | | | 4.6% | 17.4% | 12.5% | 18.7% | 8.8% | |
| 13-24 months | 2.9% | 0.8% | 0.0% | 0.0% | 10.7% | 0.8% | | | | 0.4% | 1.0% | 0.9% | 1.0% | 1.3% | |
| more than 2 years | 1.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| N=11205 | N=269 | N=133 | N=94 | N=41 | N=null | N=269 | N=null | N=null | N=null | N=75 | N=194 | N=19 | N=37 | N=74 | N=51 |

Beginning of travel planning: Days before travelling (4 categories).

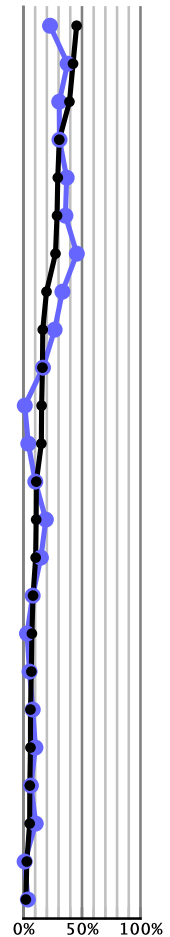


| | | | | | | | | | | | | | | | |
|----------------|--------------|-------|-------|-------|--------|-------|--------|--------|--------|-------|-------|-------|-------|-------|------|
| 0 days | 4.8% | 3.7% | 5.4% | 1.0% | 0.0% | 3.7% | | | | 8.0% | 0.7% | 6.0% | 1.5% | 2.2% | |
| 1-7 days | 11.2% | 17.0% | 19.2% | 15.6% | 4.3% | 17.0% | | | | 19.5% | 15.3% | 17.7% | 13.5% | 7.8% | |
| 8-120 days | 50.1% | 55.7% | 53.8% | 61.1% | 48.2% | 55.7% | | | | 59.2% | 53.2% | 59.3% | 49.1% | 61.8% | |
| 121+ days | 33.9% | 23.6% | 21.5% | 22.2% | 47.5% | 23.6% | | | | 13.3% | 30.8% | 17.0% | 35.9% | 28.3% | |
| N=11205 | N=269 | N=133 | N=94 | N=41 | N=null | N=269 | N=null | N=null | N=null | N=75 | N=194 | N=19 | N=37 | N=74 | N=51 |

Filtered by: Tourism region: Ticino

Non-sporting activities.

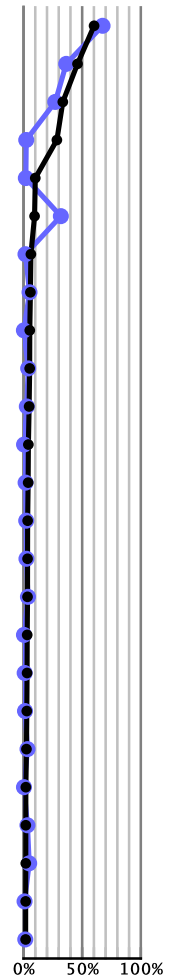
| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|-----------------------------------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|-------|--------------|-------|------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Excursions by mountain railway/gondola | 45.4% | 22.7% | 15.4% | 33.2% | 37.2% | 22.7% | | | | 13.4% | 29.3% | 29.2% | 32.6% | 24.4% | | | | | | | |
| Taste the regional cuisine (specialities) | 42.4% | 37.7% | 31.0% | 44.7% | 60.1% | 37.7% | | | | 39.1% | 36.7% | 27.1% | 35.0% | 41.5% | | | | | | | |
| Enjoy an elegant meal | 39.3% | 30.6% | 31.7% | 30.9% | 22.1% | 30.6% | | | | 23.3% | 35.6% | 36.3% | 27.0% | 21.0% | | | | | | | |
| Visit natural attractions | 30.6% | 30.8% | 26.2% | 34.0% | 50.5% | 30.8% | | | | 23.6% | 35.8% | 33.2% | 32.9% | 47.2% | | | | | | | |
| Shopping | 29.3% | 36.9% | 43.2% | 25.6% | 32.3% | 36.9% | | | | 37.6% | 36.4% | 22.0% | 40.4% | 26.2% | | | | | | | |
| Excursions outside of your destination | 28.7% | 35.9% | 28.3% | 54.5% | 27.0% | 35.9% | | | | 32.4% | 38.3% | 33.8% | 49.3% | 31.8% | | | | | | | |
| Visit historic and cultural attractions | 27.4% | 45.6% | 35.9% | 60.5% | 63.5% | 45.6% | | | | 47.4% | 44.3% | 62.2% | 41.8% | 55.2% | | | | | | | |
| Excursions by boat | 19.7% | 33.3% | 33.5% | 31.1% | 39.6% | 33.3% | | | | 14.8% | 46.2% | 46.7% | 38.2% | 28.9% | | | | | | | |
| Visits to art museums, museums of cultural history/exhibitions | 16.5% | 26.6% | 23.0% | 32.1% | 33.7% | 26.6% | | | | 34.0% | 21.5% | 37.8% | 26.2% | 40.8% | | | | | | | |
| Go to the theater/cinema | 16.2% | 16.7% | 11.7% | 24.3% | 26.0% | 16.7% | | | | 8.3% | 22.5% | 11.7% | 15.7% | 24.1% | | | | | | | |
| Après-Ski | 15.5% | 1.1% | 0.7% | 1.4% | 3.3% | 1.1% | | | | 2.7% | 0.0% | 0.0% | 1.5% | 0.0% | | | | | | | |
| Wellness and beauty treatments | 15.3% | 4.1% | 3.5% | 5.3% | 4.9% | 4.1% | | | | 5.1% | 3.4% | 6.4% | 5.2% | 1.5% | | | | | | | |
| Attend concerts, open air events, festivals | 11.0% | 10.1% | 10.7% | 6.3% | 18.7% | 10.1% | | | | 6.9% | 12.4% | 5.1% | 13.4% | 9.7% | | | | | | | |
| Nightlife: Go to bars, clubs, discos | 10.9% | 19.1% | 20.3% | 18.4% | 13.5% | 19.1% | | | | 29.5% | 11.9% | 2.4% | 4.6% | 18.9% | | | | | | | |
| Visits to contemporary art and cultural events (design, fashion, art galleries) | 10.4% | 14.9% | 10.7% | 18.5% | 31.5% | 14.9% | | | | 18.4% | 12.4% | 7.6% | 11.3% | 18.7% | | | | | | | |
| Attend folklore fests and festivals (such as Christmas markets, carnivals, New Year...) | 8.2% | 7.9% | 3.2% | 12.4% | 25.0% | 7.9% | | | | 4.9% | 10.0% | 6.2% | 3.1% | 9.8% | | | | | | | |
| Relax in chill out areas on the slope | 7.2% | 3.0% | 3.4% | 1.3% | 6.2% | 3.0% | | | | 7.4% | 0.0% | 0.0% | 0.0% | 1.9% | | | | | | | |
| Attend sporting events | 6.7% | 5.2% | 4.8% | 4.8% | 9.4% | 5.2% | | | | 6.1% | 4.6% | 1.5% | 5.0% | 2.6% | | | | | | | |
| Guided round-trips | 6.0% | 7.9% | 7.8% | 8.5% | 6.9% | 7.9% | | | | 9.2% | 7.0% | 8.9% | 6.4% | 9.0% | | | | | | | |
| Amusement park visits | 6.0% | 10.2% | 11.1% | 7.3% | 14.0% | 10.2% | | | | 9.5% | 10.7% | 9.8% | 14.5% | 11.7% | | | | | | | |
| Visits to contemporary architectural places of interest | 5.4% | 6.4% | 3.7% | 11.5% | 8.2% | 6.4% | | | | 6.6% | 6.2% | 12.1% | 6.6% | 9.9% | | | | | | | |
| Visit a nature park | 5.3% | 10.5% | 10.9% | 9.4% | 11.2% | 10.5% | | | | 12.6% | 9.0% | 5.8% | 7.7% | 6.6% | | | | | | | |
| Medical and health treatments | 2.9% | 1.0% | 0.2% | 2.3% | 2.5% | 1.0% | | | | 0.9% | 1.1% | 0.0% | 0.4% | 1.6% | | | | | | | |
| Other | 2.1% | 3.8% | 5.7% | 0.9% | 0.0% | 3.8% | | | | 2.7% | 4.5% | 0.0% | 8.2% | 2.0% | | | | | | | |
| | N=13519 | N=307 | N=143 | N=107 | N=56 | N=null | N=307 | N=null | N=null | N=91 | N=216 | N=18 | N=43 | N=78 | N=59 | | | | | | |



Filtered by: Tourism region: Ticino

Sporting activities.

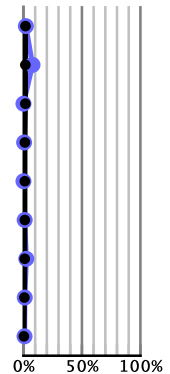
| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|-------------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|-------|--------------|-------|------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Walking (less than 2 hours walking time) | 60.2% | 67.4% | 64.4% | 74.1% | 65.8% | 67.4% | | | | 64.7% | 69.2% | 58.3% | 72.3% | 72.1% | | | | | | | |
| Hiking (at least 2 hours walking time) | 46.0% | 36.4% | 32.7% | 45.6% | 31.3% | 36.4% | | | | 28.4% | 41.8% | 55.1% | 27.5% | 49.6% | | | | | | | |
| Swimming (lake, pool, indoor pool) | 33.5% | 27.0% | 24.2% | 33.4% | 26.1% | 27.0% | | | | 12.4% | 36.9% | 15.0% | 38.1% | 24.7% | | | | | | | |
| Alpine skiing | 28.4% | 2.3% | 1.5% | 2.0% | 8.1% | 2.3% | | | | 5.7% | 0.0% | 1.6% | 4.3% | 3.5% | | | | | | | |
| Sledging | 10.0% | 2.0% | 1.5% | 2.9% | 1.8% | 2.0% | | | | 4.9% | 0.0% | 0.0% | 4.1% | 1.3% | | | | | | | |
| Ride a bicycle/racing bike (without electro bike) | 9.4% | 31.8% | 37.5% | 24.8% | 17.7% | 31.8% | | | | 27.1% | 35.0% | 20.5% | 52.2% | 24.8% | | | | | | | |
| Snowboarding | 6.3% | 1.6% | 1.5% | 1.5% | 3.0% | 1.6% | | | | 4.1% | 0.0% | 0.0% | 3.3% | 2.2% | | | | | | | |
| Running/Jogging | 5.8% | 5.1% | 2.3% | 9.1% | 10.7% | 5.1% | | | | 3.8% | 6.0% | 2.5% | 7.7% | 6.3% | | | | | | | |
| Take ski lessons | 5.3% | 0.3% | 0.0% | 1.0% | 0.0% | 0.3% | | | | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | |
| Mountain biking | 5.2% | 3.9% | 2.7% | 6.5% | 4.4% | 3.9% | | | | 5.2% | 3.1% | 2.6% | 6.1% | 2.0% | | | | | | | |
| Snowshoe hiking (on marked trails) | 4.8% | 2.8% | 1.5% | 4.3% | 6.3% | 2.8% | | | | 6.9% | 0.0% | 0.0% | 0.0% | 8.5% | | | | | | | |
| Cross-country skiing | 4.1% | 0.4% | 0.0% | 1.5% | 0.0% | 0.4% | | | | 1.1% | 0.0% | 2.6% | 0.0% | 0.0% | | | | | | | |
| Visit a fitness centre, weight training | 3.9% | 1.7% | 1.7% | 0.7% | 5.0% | 1.7% | | | | 3.1% | 0.8% | 0.0% | 3.3% | 2.0% | | | | | | | |
| Freeride (alpine skiing & snowboarding) | 3.5% | 2.3% | 3.0% | 1.5% | 0.0% | 2.3% | | | | 5.7% | 0.0% | 2.6% | 3.3% | 0.0% | | | | | | | |
| Climbing in the alpine environment | 3.4% | 2.5% | 1.9% | 2.9% | 4.5% | 2.5% | | | | 3.6% | 1.7% | 0.0% | 1.7% | 4.1% | | | | | | | |
| Long-distance hiking (at least 2 days) | 3.4% | 3.7% | 3.0% | 4.6% | 5.8% | 3.7% | | | | 6.7% | 1.8% | 1.7% | 0.0% | 4.6% | | | | | | | |
| Ice skating, ice hockey, Curling | 3.1% | 0.4% | 0.0% | 0.0% | 3.8% | 0.4% | | | | 0.9% | 0.0% | 0.0% | 0.0% | 1.3% | | | | | | | |
| Snow/Ice sports (skiing, snowboard, snowshoe hikes, ice-climbing) | 3.0% | 0.9% | 0.0% | 1.6% | 4.9% | 0.9% | | | | 0.0% | 1.6% | 0.0% | 0.4% | 2.2% | | | | | | | |
| Nordic Walking | 2.8% | 1.2% | 0.0% | 3.8% | 1.3% | 1.2% | | | | 2.1% | 0.7% | 2.6% | 0.4% | 0.0% | | | | | | | |
| Tennis | 2.5% | 3.4% | 3.7% | 1.7% | 6.1% | 3.4% | | | | 0.9% | 5.0% | 0.0% | 1.7% | 9.9% | | | | | | | |
| Gymnastics/keep fit/fitness trail | 2.0% | 0.3% | 0.0% | 0.4% | 2.3% | 0.3% | | | | 0.2% | 0.4% | 0.0% | 0.0% | 0.8% | | | | | | | |
| Rowing/canoeing | 1.9% | 3.3% | 3.8% | 3.5% | 0.0% | 3.3% | | | | 2.3% | 4.0% | 0.7% | 9.3% | 0.0% | | | | | | | |
| Electric biking (E-bike) | 1.9% | 4.8% | 5.5% | 2.9% | 6.6% | 4.8% | | | | 3.4% | 5.7% | 12.3% | 0.9% | 3.5% | | | | | | | |
| Ski touring | 1.8% | 0.9% | 0.0% | 2.5% | 1.2% | 0.9% | | | | 2.1% | 0.0% | 2.6% | 0.0% | 0.9% | | | | | | | |
| Adventure sports (e.g. canyoning, river rafting, bungee jumping) | 1.8% | 1.5% | 0.6% | 2.5% | 3.8% | 1.5% | | | | 0.0% | 2.5% | 0.0% | 0.0% | 2.4% | | | | | | | |
| | N=13185 | N=284 | N=131 | N=97 | N=55 | N=null | N=284 | N=null | N=null | N=84 | N=200 | N=15 | N=39 | N=73 | N=50 | | | | | | |



Filtered by: Tourism region: Ticino

Sporting activities. (cont.)

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|---------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|------|--------------|------|------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Golf | 1.7% | 2.1% | 2.1% | 1.8% | 2.8% | 2.1% | | | | 0.6% | 3.0% | 0.0% | 1.0% | 0.0% | | | | | | | |
| Other | 1.6% | 7.7% | 10.4% | 4.5% | 0.9% | 7.7% | | | | 9.0% | 6.8% | 0.0% | 5.7% | 0.6% | | | | | | | |
| Snowcross | 1.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | |
| Horseback riding | 1.2% | 0.6% | 0.2% | 0.4% | 3.3% | 0.6% | | | | 0.8% | 0.4% | 0.0% | 0.4% | 1.3% | | | | | | | |
| Winter funsport (e.g. air board, snow tubing, toboggaining) | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | |
| Indoor climbing facility | 1.2% | 1.0% | 1.7% | 0.0% | 0.0% | 1.0% | | | | 2.3% | 0.2% | 0.0% | 0.0% | 0.0% | | | | | | | |
| Summer fun sports (e.g. air board, snow tubing, toboggaining) | 1.1% | 2.4% | 2.7% | 2.1% | 1.9% | 2.4% | | | | 0.0% | 4.0% | 0.0% | 5.2% | 1.3% | | | | | | | |
| Inline Skating | 0.8% | 1.1% | 0.7% | 1.9% | 1.4% | 1.1% | | | | 2.5% | 0.2% | 0.0% | 1.6% | 2.2% | | | | | | | |
| Winter-Iceclimbing | 0.4% | 0.9% | 1.5% | 0.0% | 0.0% | 0.9% | | | | 2.3% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | |
| | N=13185 | N=284 | N=131 | N=97 | N=55 | N=null | N=284 | N=null | N=null | N=84 | N=200 | N=15 | N=39 | N=73 | N=50 | | | | | | |

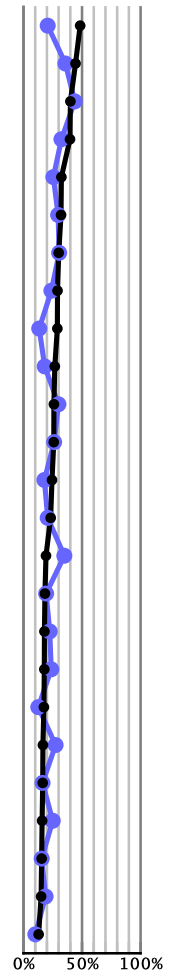


Filtered by: Tourism region: Ticino

Tourists' needs.

46 tourists' needs.

| | All Tourists (non filtered) | Market of origin | | | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
|----------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|--------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | | big city | small city | rural | alpine | winter | summer | | | | |
| Mountains | 48.4% | 20.7% | 14.1% | 34.1% | 22.2% | 20.7% | | | | 20.9% | 20.5% | 22.3% | 24.4% | 21.4% | | |
| Nature | 44.4% | 35.8% | 32.9% | 43.8% | 28.6% | 35.8% | | | | 26.8% | 41.9% | 35.8% | 31.4% | 30.7% | | |
| Hospitality | 40.1% | 43.8% | 48.0% | 42.0% | 21.1% | 43.8% | | | | 44.6% | 43.3% | 32.4% | 44.4% | 38.2% | | |
| Good price/benefit ratio | 39.7% | 32.4% | 37.2% | 24.3% | 26.5% | 32.4% | | | | 31.3% | 33.1% | 36.5% | 34.6% | 21.4% | | |
| Recreational value | 32.4% | 25.5% | 28.9% | 21.5% | 14.7% | 25.5% | | | | 29.6% | 22.7% | 32.5% | 23.0% | 8.0% | | |
| Peace and quiet | 32.0% | 29.6% | 29.4% | 31.1% | 24.7% | 29.6% | | | | 22.2% | 34.6% | 38.8% | 29.1% | 25.7% | | |
| Easy to reach | 30.1% | 30.5% | 35.3% | 21.9% | 25.6% | 30.5% | | | | 26.1% | 33.5% | 19.3% | 25.8% | 21.2% | | |
| Pleasant climate/weather | 29.1% | 23.8% | 26.3% | 19.7% | 20.9% | 23.8% | | | | 23.0% | 24.4% | 8.5% | 15.3% | 18.3% | | |
| Sports activities | 28.9% | 13.4% | 13.3% | 14.6% | 10.4% | 13.4% | | | | 19.2% | 9.5% | 13.0% | 14.2% | 7.9% | | |
| Hiking offers | 26.7% | 18.1% | 17.1% | 19.7% | 19.7% | 18.1% | | | | 17.5% | 18.5% | 30.4% | 13.4% | 18.7% | | |
| Atmosphere | 26.0% | 29.8% | 31.1% | 31.0% | 16.6% | 29.8% | | | | 30.8% | 29.2% | 22.8% | 26.2% | 26.7% | | |
| Public transportation at the location | 25.9% | 26.2% | 31.7% | 16.4% | 20.0% | 26.2% | | | | 26.9% | 25.6% | 24.1% | 34.8% | 15.6% | | |
| Quality | 24.3% | 17.8% | 17.2% | 20.3% | 13.4% | 17.8% | | | | 18.5% | 17.4% | 5.2% | 19.8% | 18.1% | | |
| Family friendly | 23.2% | 20.7% | 23.8% | 13.5% | 22.8% | 20.7% | | | | 17.0% | 23.1% | 2.2% | 56.4% | 11.6% | | |
| Lake/rivers | 19.2% | 34.9% | 37.1% | 32.6% | 27.3% | 34.9% | | | | 26.7% | 40.4% | 43.8% | 37.7% | 23.4% | | |
| Comfort | 18.3% | 19.3% | 20.0% | 18.1% | 19.1% | 19.3% | | | | 19.1% | 19.5% | 28.3% | 14.0% | 28.2% | | |
| Interesting | 17.9% | 22.4% | 20.2% | 23.8% | 33.2% | 22.4% | | | | 24.7% | 20.9% | 17.7% | 18.3% | 19.2% | | |
| Welcoming | 17.8% | 23.7% | 21.0% | 29.4% | 23.7% | 23.7% | | | | 24.2% | 23.4% | 5.4% | 16.9% | 34.9% | | |
| Few/restricted traffic at destination | 17.4% | 12.6% | 14.4% | 12.7% | 0.0% | 12.6% | | | | 14.2% | 11.6% | 23.2% | 9.6% | 0.0% | | |
| Historic experience value (buildings, sites, etc.) | 16.6% | 27.4% | 24.0% | 30.1% | 42.9% | 27.4% | | | | 25.5% | 28.7% | 33.8% | 34.9% | 31.0% | | |
| Culinary offers | 16.4% | 16.3% | 16.0% | 16.6% | 17.2% | 16.3% | | | | 15.8% | 16.6% | 23.1% | 10.1% | 20.0% | | |
| Cultural experience value | 15.9% | 25.0% | 19.5% | 34.7% | 31.4% | 25.0% | | | | 29.2% | 22.1% | 20.8% | 25.0% | 34.5% | | |
| Authentic/original | 15.5% | 15.5% | 10.6% | 21.0% | 30.8% | 15.5% | | | | 7.2% | 21.2% | 6.1% | 19.4% | 21.4% | | |
| Special natural attractions | 15.0% | 18.9% | 13.6% | 26.8% | 29.2% | 18.9% | | | | 22.2% | 16.6% | 10.2% | 24.3% | 21.7% | | |
| Variety of options | 12.9% | 10.1% | 10.5% | 7.9% | 14.9% | 10.1% | | | | 13.5% | 7.8% | 11.3% | 9.4% | 8.9% | | |
| | N=13846 | N=312 | N=146 | N=108 | N=57 | N=null | N=312 | N=null | N=null | N=91 | N=221 | N=18 | N=43 | N=82 | N=60 | |

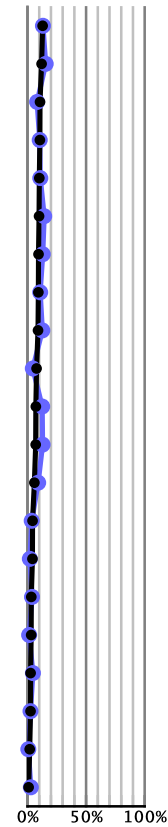


Filtered by: Tourism region: Ticino

Tourists' needs.

46 tourists' needs. (cont.)

| | All Tourists (non filtered) | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
|--------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------------|-----------|--------|--------------------|--------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | | | | | summer |
| Credible/honest/trustworthy | 12.9% | 13.2% | 9.4% | 20.8% | 14.5% | 13.2% | | | 14.3% | 12.4% | 13.5% | 13.6% | 20.5% | | |
| Uniqueness | 12.0% | 15.5% | 14.1% | 18.5% | 16.1% | 15.5% | | | 13.2% | 17.1% | 12.4% | 15.7% | 13.8% | | |
| Bad weather options | 10.7% | 8.2% | 9.4% | 7.8% | 1.2% | 8.2% | | | 13.3% | 4.7% | 10.2% | 7.6% | 8.3% | | |
| Traditional | 10.5% | 10.4% | 9.7% | 8.3% | 22.3% | 10.4% | | | 9.3% | 11.2% | 15.4% | 7.6% | 10.5% | | |
| Sustainability/environmental compatibility | 10.1% | 10.9% | 10.7% | 12.8% | 6.5% | 10.9% | | | 13.1% | 9.4% | 5.8% | 8.6% | 9.2% | | |
| Fascinating | 9.8% | 14.2% | 14.7% | 14.4% | 10.8% | 14.2% | | | 19.3% | 10.8% | 1.5% | 10.1% | 19.0% | | |
| Shopping | 9.4% | 13.0% | 13.9% | 9.4% | 19.0% | 13.0% | | | 19.8% | 8.4% | 12.9% | 12.6% | 9.4% | | |
| Adventure | 9.3% | 10.8% | 9.3% | 10.3% | 23.2% | 10.8% | | | 13.8% | 8.8% | 2.4% | 12.0% | 9.5% | | |
| Opportunities to meet the locals | 9.0% | 12.7% | 10.5% | 14.8% | 21.2% | 12.7% | | | 16.2% | 10.3% | 10.7% | 15.3% | 13.6% | | |
| Wellness and beauty services | 7.7% | 4.5% | 7.0% | 0.7% | 0.0% | 4.5% | | | 3.0% | 5.6% | 0.0% | 5.1% | 0.0% | | |
| Special attractions (except nature) | 7.1% | 12.5% | 10.7% | 17.6% | 9.1% | 12.5% | | | 16.1% | 10.1% | 2.4% | 7.2% | 8.3% | | |
| Entertainment value | 7.0% | 12.9% | 13.0% | 11.9% | 15.1% | 12.9% | | | 21.1% | 7.2% | 12.2% | 9.1% | 13.7% | | |
| Evening events/nightlife | 5.9% | 9.1% | 8.1% | 11.0% | 9.7% | 9.1% | | | 16.6% | 4.0% | 1.3% | 3.2% | 9.3% | | |
| Exclusivity | 4.3% | 3.6% | 2.6% | 6.1% | 2.5% | 3.6% | | | 2.4% | 4.4% | 3.7% | 5.0% | 6.9% | | |
| Health and prevention | 4.2% | 2.0% | 2.2% | 1.4% | 2.5% | 2.0% | | | 0.4% | 3.1% | 0.7% | 0.0% | 9.3% | | |
| Innovative | 3.2% | 3.8% | 4.6% | 3.5% | 0.0% | 3.8% | | | 5.1% | 3.0% | 0.0% | 1.8% | 0.0% | | |
| Luxury | 3.1% | 1.4% | 1.3% | 1.4% | 2.1% | 1.4% | | | 2.0% | 1.0% | 0.0% | 0.4% | 0.0% | | |
| Hip or cool | 2.6% | 4.6% | 4.3% | 4.9% | 6.2% | 4.6% | | | 7.3% | 2.8% | 10.2% | 0.4% | 4.1% | | |
| Exotic | 2.6% | 2.6% | 1.4% | 3.5% | 7.1% | 2.6% | | | 1.7% | 3.1% | 0.0% | 0.8% | 3.2% | | |
| Prestige | 1.9% | 0.7% | 0.2% | 0.7% | 4.0% | 0.7% | | | 0.6% | 0.7% | 0.0% | 0.4% | 3.2% | | |
| Other | 1.0% | 2.8% | 2.7% | 4.0% | 0.0% | 2.8% | | | 4.8% | 1.5% | 6.7% | 0.9% | 1.8% | | |
| | N=13846 | N=312 | N=146 | N=108 | N=57 | N=null | N=312 | N=null | N=null | N=91 | N=221 | N=18 | N=43 | N=82 | N=60 |

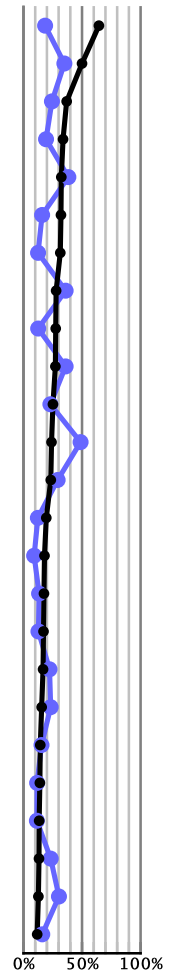


Filtered by: Tourism region: Ticino

Image of destination.

46 image items of destination.

| | All Tourists (non filtered) | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor | |
|----------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------------|-----------|--------|--------------------|--------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | | | | | summer |
| Mountains | 64.4% | 18.5% | 10.4% | 32.6% | 26.8% | 18.5% | | | 14.4% | 21.2% | 15.6% | 14.2% | 28.9% | | |
| Nature | 50.0% | 34.9% | 28.6% | 46.7% | 38.7% | 34.9% | | | 31.7% | 37.1% | 28.5% | 24.2% | 37.8% | | |
| Peace and quiet | 36.9% | 24.3% | 17.1% | 39.2% | 24.0% | 24.3% | | | 25.4% | 23.6% | 21.5% | 20.4% | 41.8% | | |
| Recreational value | 33.8% | 19.3% | 18.9% | 21.6% | 12.7% | 19.3% | | | 16.3% | 21.2% | 22.9% | 13.9% | 14.4% | | |
| Hospitality | 32.3% | 38.3% | 41.8% | 34.6% | 27.2% | 38.3% | | | 36.5% | 39.5% | 20.7% | 48.5% | 33.0% | | |
| Hiking offers | 32.0% | 15.9% | 10.5% | 28.0% | 13.7% | 15.9% | | | 17.5% | 14.8% | 23.1% | 8.3% | 22.5% | | |
| Sports activities | 31.4% | 12.4% | 10.8% | 16.9% | 8.9% | 12.4% | | | 15.9% | 10.1% | 9.7% | 17.8% | 8.3% | | |
| Atmosphere | 27.9% | 36.0% | 40.5% | 28.9% | 27.4% | 36.0% | | | 37.3% | 35.1% | 39.1% | 41.0% | 25.0% | | |
| Pleasant climate/weather | 27.5% | 12.5% | 9.3% | 19.1% | 13.6% | 12.5% | | | 9.5% | 14.6% | 7.7% | 11.2% | 8.1% | | |
| Easy to reach | 27.2% | 36.0% | 44.6% | 19.4% | 31.6% | 36.0% | | | 40.3% | 33.1% | 36.3% | 39.0% | 26.3% | | |
| Public transportation at the location | 25.1% | 23.0% | 23.9% | 19.4% | 28.6% | 23.0% | | | 22.1% | 23.6% | 25.2% | 21.5% | 21.8% | | |
| Lake/rivers | 23.9% | 48.8% | 52.4% | 45.0% | 35.7% | 48.8% | | | 41.8% | 53.5% | 49.5% | 46.8% | 31.0% | | |
| Family friendly | 23.3% | 29.1% | 37.3% | 15.1% | 19.6% | 29.1% | | | 31.9% | 27.3% | 17.2% | 54.9% | 8.8% | | |
| Quality | 19.5% | 12.3% | 8.9% | 18.5% | 14.0% | 12.3% | | | 5.9% | 16.6% | 3.8% | 10.1% | 24.9% | | |
| Few/restricted traffic at destination | 17.9% | 9.1% | 10.0% | 8.8% | 3.8% | 9.1% | | | 6.8% | 10.6% | 6.9% | 7.8% | 8.3% | | |
| Good price/benefit ratio | 17.5% | 13.3% | 17.2% | 5.5% | 12.2% | 13.3% | | | 9.6% | 15.8% | 10.0% | 16.0% | 5.1% | | |
| Special natural attractions | 17.1% | 12.8% | 9.0% | 17.8% | 22.3% | 12.8% | | | 12.1% | 13.2% | 12.1% | 20.9% | 9.4% | | |
| Welcoming | 16.7% | 22.2% | 21.5% | 19.9% | 33.7% | 22.2% | | | 18.7% | 24.6% | 6.0% | 31.0% | 20.1% | | |
| Authentic/original | 15.5% | 23.2% | 20.2% | 29.6% | 21.8% | 23.2% | | | 10.7% | 31.7% | 11.8% | 31.9% | 20.5% | | |
| Uniqueness | 14.3% | 15.4% | 14.4% | 19.3% | 10.0% | 15.4% | | | 12.7% | 17.2% | 21.4% | 14.4% | 19.8% | | |
| Comfort | 14.0% | 11.6% | 6.6% | 18.1% | 23.5% | 11.6% | | | 8.4% | 13.8% | 7.7% | 5.9% | 31.9% | | |
| Traditional | 13.4% | 11.4% | 7.1% | 16.5% | 24.9% | 11.4% | | | 6.1% | 15.1% | 18.5% | 17.9% | 12.1% | | |
| Interesting | 13.2% | 23.2% | 22.0% | 26.4% | 21.3% | 23.2% | | | 20.3% | 25.2% | 22.2% | 27.0% | 22.6% | | |
| Historic experience value (buildings, sites, etc.) | 12.7% | 30.3% | 33.5% | 22.9% | 33.0% | 30.3% | | | 35.0% | 27.1% | 48.4% | 28.1% | 24.3% | | |
| Fascinating | 11.7% | 16.0% | 16.7% | 16.3% | 10.6% | 16.0% | | | 15.4% | 16.4% | 18.7% | 14.0% | 22.0% | | |
| | N=13891 | N=313 | N=146 | N=109 | N=57 | N=null | N=313 | N=null | N=null | N=91 | N=222 | N=19 | N=43 | N=81 | N=60 |

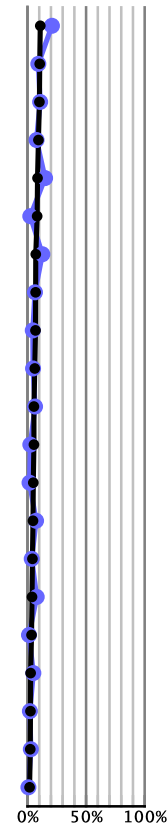


Filtered by: Tourism region: Ticino

Image of destination.

46 image items of destination. (cont.)

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|--------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|-------|--------------|-------|------|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | |
| Cultural experience value | 10.9% | 20.9% | 19.6% | 22.2% | 25.5% | 20.9% | | | | 15.7% | 24.3% | 13.2% | 23.2% | 30.7% | | | | | | | |
| Credible/honest/trustworthy | 10.4% | 9.2% | 7.6% | 12.6% | 9.5% | 9.2% | | | | 7.0% | 10.7% | 2.4% | 15.0% | 13.6% | | | | | | | |
| Culinary offers | 10.2% | 10.8% | 9.5% | 13.5% | 10.5% | 10.8% | | | | 6.8% | 13.5% | 8.6% | 10.3% | 12.0% | | | | | | | |
| Variety of options | 9.3% | 7.7% | 6.2% | 8.3% | 16.3% | 7.7% | | | | 9.0% | 6.9% | 13.8% | 4.2% | 14.2% | | | | | | | |
| Shopping | 8.5% | 15.0% | 19.2% | 6.8% | 12.8% | 15.0% | | | | 17.4% | 13.3% | 10.7% | 16.2% | 7.3% | | | | | | | |
| Wellness and beauty services | 8.2% | 2.4% | 1.9% | 3.5% | 2.5% | 2.4% | | | | 0.0% | 4.0% | 2.2% | 2.0% | 1.8% | | | | | | | |
| Opportunities to meet the locals | 7.1% | 12.7% | 9.2% | 16.9% | 21.7% | 12.7% | | | | 9.5% | 14.8% | 9.5% | 10.3% | 9.2% | | | | | | | |
| Adventure | 6.9% | 6.4% | 4.4% | 9.0% | 11.4% | 6.4% | | | | 6.8% | 6.1% | 2.4% | 2.6% | 6.5% | | | | | | | |
| Sustainability/environmental compatibility | 6.8% | 4.5% | 0.5% | 12.9% | 4.4% | 4.5% | | | | 4.0% | 4.9% | 2.1% | 3.8% | 7.4% | | | | | | | |
| Bad weather options | 6.2% | 4.7% | 6.6% | 1.4% | 2.9% | 4.7% | | | | 6.9% | 3.3% | 5.1% | 5.6% | 1.4% | | | | | | | |
| Special attractions (except nature) | 5.5% | 6.4% | 6.3% | 6.6% | 6.9% | 6.4% | | | | 9.5% | 4.3% | 8.2% | 5.1% | 4.2% | | | | | | | |
| Exclusivity | 5.5% | 2.4% | 0.4% | 6.5% | 3.0% | 2.4% | | | | 3.4% | 1.7% | 3.1% | 1.1% | 8.0% | | | | | | | |
| Luxury | 4.9% | 1.7% | 0.0% | 4.4% | 4.8% | 1.7% | | | | 1.5% | 1.9% | 3.0% | 3.0% | 3.6% | | | | | | | |
| Entertainment value | 4.7% | 7.3% | 9.1% | 4.8% | 2.9% | 7.3% | | | | 8.8% | 6.3% | 3.1% | 5.0% | 1.8% | | | | | | | |
| Health and prevention | 4.2% | 3.6% | 3.5% | 4.5% | 1.4% | 3.6% | | | | 1.9% | 4.7% | 1.7% | 4.6% | 10.2% | | | | | | | |
| Evening events/nightlife | 3.8% | 7.8% | 7.8% | 9.1% | 4.4% | 7.8% | | | | 12.5% | 4.7% | 0.0% | 3.0% | 5.6% | | | | | | | |
| Prestige | 3.4% | 1.3% | 0.4% | 2.6% | 3.0% | 1.3% | | | | 1.4% | 1.2% | 0.0% | 1.1% | 6.7% | | | | | | | |
| Hip or cool | 2.7% | 5.0% | 5.5% | 4.8% | 2.0% | 5.0% | | | | 7.7% | 3.1% | 0.0% | 1.6% | 0.0% | | | | | | | |
| Innovative | 2.5% | 2.0% | 2.6% | 0.8% | 1.9% | 2.0% | | | | 2.1% | 2.0% | 0.0% | 1.2% | 0.0% | | | | | | | |
| Other | 2.3% | 2.8% | 2.4% | 3.9% | 2.7% | 2.8% | | | | 3.1% | 2.7% | 1.5% | 4.5% | 5.3% | | | | | | | |
| Exotic | 1.8% | 0.8% | 0.8% | 0.4% | 1.2% | 0.8% | | | | 1.3% | 0.4% | 0.0% | 0.8% | 0.9% | | | | | | | |
| | N=13891 | N=313 | N=146 | N=109 | N=57 | N=null | N=313 | N=null | N=null | N=91 | N=222 | N=19 | N=43 | N=81 | N=60 | | | | | | |

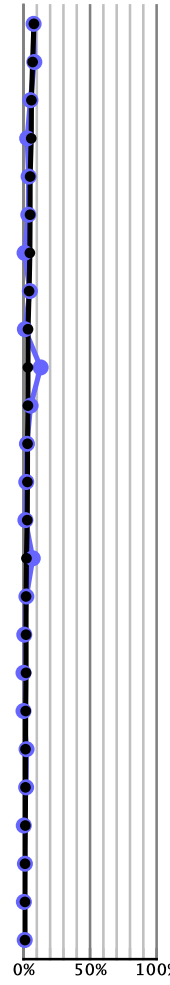


Filtered by: Tourism region: Ticino

Strengths of destination (open question).

percentage of responses (not per tourist)

| | All Tourists (non filtered) | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
|-------------------------------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|-------|--------|--------|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | | | | |
| nature | 7.8% | 7.6% | 6.9% | 10.2% | 3.1% | 7.6% | 7.0% | 8.0% | 2.0% | 10.4% | 5.0% | 4.7% | | |
| other | 6.8% | 8.1% | 8.5% | 7.2% | 8.9% | 8.1% | 2.6% | 11.9% | 9.9% | 3.1% | 8.3% | 5.9% | | |
| panorama/scenery/landscape (general) | 6.0% | 5.2% | 5.1% | 4.9% | 7.0% | 5.2% | 3.8% | 6.2% | 1.6% | 8.2% | 6.8% | 7.5% | | |
| mountains | 5.8% | 2.7% | 1.8% | 4.8% | 2.3% | 2.7% | 3.7% | 2.1% | 0.0% | 2.7% | 2.1% | 7.2% | | |
| friendly/welcoming/charming (population) | 5.0% | 3.8% | 3.1% | 3.4% | 9.8% | 3.8% | 4.8% | 3.2% | 15.1% | 4.8% | 4.7% | 4.4% | | |
| rest and relaxation (incl. cozy ambiance/well-being) | 4.9% | 3.6% | 2.8% | 4.9% | 4.9% | 3.6% | 3.9% | 3.4% | 2.1% | 4.1% | 0.0% | 2.1% | | |
| skiing/snowboarding | 4.8% | 0.8% | 0.8% | 1.0% | 0.0% | 0.8% | 0.8% | 0.8% | 0.0% | 4.0% | 0.0% | 0.0% | | |
| easy to reach/centrally located/close to place of residence | 4.2% | 4.8% | 6.0% | 3.0% | 2.7% | 4.8% | 6.2% | 3.8% | 9.7% | 1.1% | 7.2% | 4.3% | | |
| climate/weather | 3.4% | 1.0% | 1.5% | 0.0% | 1.2% | 1.0% | 0.9% | 1.1% | 0.0% | 0.0% | 3.6% | 0.9% | | |
| water (lakes, rivers, waterfalls etc.) | 3.3% | 12.9% | 14.4% | 12.1% | 5.5% | 12.9% | 11.8% | 13.6% | 5.7% | 7.8% | 11.2% | 12.6% | | |
| lovely/beautiful (not specified) | 3.3% | 5.3% | 4.0% | 6.2% | 11.9% | 5.3% | 4.4% | 5.9% | 1.2% | 7.1% | 10.0% | 8.0% | | |
| public transportation (easy to reach)(incl. railway, bus, postbus, ship, airplane) | 3.0% | 2.6% | 1.1% | 4.1% | 7.3% | 2.6% | 1.3% | 3.4% | 4.9% | 2.9% | 2.2% | 3.8% | | |
| range of services/variety/multifaceted (not specified) | 2.9% | 2.1% | 2.5% | 1.2% | 1.9% | 2.1% | 2.4% | 1.8% | 15.9% | 2.4% | 5.6% | 0.9% | | |
| hiking (good hiking opportunities)/climbing | 2.8% | 1.4% | 2.3% | 0.1% | 0.0% | 1.4% | 2.0% | 1.1% | 0.0% | 7.7% | 0.0% | 0.0% | | |
| culture/variety of cultural events (not specified)/history | 2.2% | 7.0% | 7.4% | 6.6% | 5.0% | 7.0% | 7.5% | 6.6% | 1.9% | 7.1% | 4.6% | 5.6% | | |
| cleanliness | 1.9% | 2.2% | 2.5% | 1.8% | 1.2% | 2.2% | 1.2% | 2.8% | 0.0% | 1.0% | 0.2% | 1.8% | | |
| family-/kid-friendly | 1.9% | 0.6% | 1.0% | 0.0% | 0.0% | 0.6% | 1.5% | 0.0% | 0.0% | 0.0% | 2.3% | 0.0% | | |
| snow/snow conditions/reliable snow | 1.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| traffic-free/low traffic conditions | 1.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| lodging/lodging quality | 1.5% | 2.3% | 3.2% | 1.1% | 0.0% | 2.3% | 2.4% | 2.2% | 3.8% | 5.4% | 3.5% | 0.0% | | |
| atmosphere | 1.5% | 2.0% | 3.0% | 0.0% | 1.3% | 2.0% | 1.2% | 2.5% | 0.0% | 0.7% | 3.1% | 2.4% | | |
| special offers for guests (e.g. guest card, Swiss Pass, free public transportation) | 1.4% | 0.2% | 0.0% | 0.3% | 1.3% | 0.2% | 0.2% | 0.2% | 0.0% | 0.7% | 0.0% | 0.9% | | |
| sports/variety of athletic activities (not specified) | 1.1% | 1.1% | 1.0% | 1.2% | 0.6% | 1.1% | 1.6% | 0.7% | 0.0% | 1.4% | 0.0% | 0.4% | | |
| gastronomy/quality restaurants and dining | 1.1% | 0.3% | 0.2% | 0.4% | 0.6% | 0.3% | 0.4% | 0.2% | 0.0% | 0.0% | 0.0% | 0.4% | | |
| inexpensive/good price/performance ratio | 1.1% | 0.9% | 1.5% | 0.0% | 0.0% | 0.9% | 0.9% | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | | |



N=30165 N=619 N=277 N=222 N=119 N=null N=619 N=null N=null N=188 N=431 N=38 N=84 N=150 N=121

Filtered by: Tourism region: Ticino

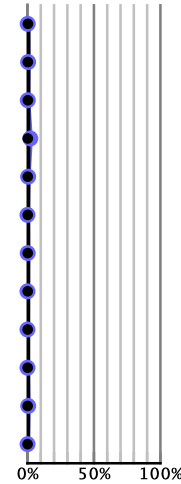
Strengths of destination (open question). (cont.)

| | All Tourists (non filtered) | Market of origin | | | | | | | | | | | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
|----------------------------------------------------------------------|--------------------------------|------------------|-------|--------------|----------------|----------|------------|--------|--------|--------|--------|------|------|-------|--------------|--|--|--------|--|--------------|-----------|--------|--------------------|
| | | Total | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | | | | | | | |
| quality (not specified)/quality of life | 1.0% | 0.8% | 0.6% | 1.0% | 0.9% | 0.8% | 0.2% | 1.1% | 3.2% | 0.3% | 1.2% | 1.4% | | | | | | | | | | | |
| reasonably sized/small | 0.9% | 0.3% | 0.1% | 0.4% | 1.3% | 0.3% | 0.2% | 0.4% | 1.1% | 0.4% | 0.4% | 0.0% | | | | | | | | | | | |
| infrastructure (not specified) | 0.9% | 0.3% | 0.0% | 0.3% | 2.7% | 0.3% | 0.4% | 0.3% | 0.0% | 0.7% | 0.0% | 1.5% | | | | | | | | | | | |
| variety | 0.9% | 1.1% | 1.0% | 1.3% | 0.8% | 1.1% | 1.6% | 0.8% | 7.1% | 0.4% | 1.7% | 0.0% | | | | | | | | | | | |
| reliable/well organized/punctual | 0.9% | 0.2% | 0.0% | 0.0% | 2.5% | 0.2% | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.5% | | | | | | | | | | | |
| genuine/authentic | 0.8% | 0.3% | 0.0% | 1.0% | 0.0% | 0.3% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.9% | | | | | | | | | | | |
| safe | 0.8% | 0.2% | 0.0% | 0.3% | 1.5% | 0.2% | 0.4% | 0.1% | 0.0% | 0.0% | 0.0% | 0.6% | | | | | | | | | | | |
| traditional | 0.8% | 0.2% | 0.0% | 0.4% | 0.8% | 0.2% | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% | 0.0% | | | | | | | | | | | |
| few tourists/not crowded | 0.7% | 0.5% | 0.0% | 1.3% | 1.3% | 0.5% | 1.0% | 0.2% | 0.0% | 0.0% | 0.4% | 0.0% | | | | | | | | | | | |
| wellness/spa | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | | | | | |
| architecture | 0.7% | 2.3% | 1.7% | 2.7% | 4.7% | 2.3% | 2.1% | 2.4% | 1.0% | 1.0% | 0.7% | 1.6% | | | | | | | | | | | |
| shopping/stores | 0.7% | 0.6% | 0.5% | 0.8% | 0.6% | 0.6% | 0.9% | 0.3% | 0.0% | 0.0% | 0.4% | 2.2% | | | | | | | | | | | |
| urban/metropolis | 0.6% | 2.2% | 2.4% | 2.5% | 0.0% | 2.2% | 3.2% | 1.6% | 0.0% | 2.9% | 0.0% | 2.5% | | | | | | | | | | | |
| service/quality of service (e.g. competent personnel, not specified) | 0.6% | 0.9% | 0.6% | 0.8% | 2.9% | 0.9% | 1.8% | 0.3% | 8.3% | 0.0% | 1.6% | 0.5% | | | | | | | | | | | |
| mountain railways | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | | | | | |
| distinctive/unique | 0.6% | 0.4% | 0.3% | 0.6% | 0.9% | 0.4% | 0.7% | 0.3% | 1.0% | 0.0% | 1.4% | 0.0% | | | | | | | | | | | |
| lively/exciting | 0.6% | 0.7% | 0.8% | 0.5% | 0.6% | 0.7% | 0.4% | 0.9% | 0.0% | 0.0% | 0.4% | 0.0% | | | | | | | | | | | |
| festivals/cinemas/theaters/musicals/events etc. | 0.5% | 0.4% | 0.6% | 0.0% | 0.0% | 0.4% | 1.0% | 0.0% | 0.0% | 0.0% | 1.6% | 0.0% | | | | | | | | | | | |
| old town | 0.5% | 2.1% | 3.3% | 0.2% | 0.0% | 2.1% | 2.9% | 1.5% | 0.9% | 2.4% | 2.0% | 0.0% | | | | | | | | | | | |
| swimming | 0.4% | 0.1% | 0.0% | 0.0% | 0.8% | 0.1% | 0.0% | 0.1% | 0.0% | 0.0% | 0.3% | 0.6% | | | | | | | | | | | |
| comfort | 0.4% | 0.2% | 0.0% | 0.7% | 0.0% | 0.2% | 0.0% | 0.4% | 1.6% | 0.0% | 0.5% | 1.7% | | | | | | | | | | | |
| tourist attractions/points of interest | 0.4% | 0.8% | 0.3% | 1.9% | 0.0% | 0.8% | 1.1% | 0.5% | 0.0% | 1.5% | 1.5% | 1.6% | | | | | | | | | | | |
| clean air/clean drinking water | 0.4% | 0.5% | 0.8% | 0.0% | 0.0% | 0.5% | 0.0% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | | | | | | | | | | | |
| museums/galleries/exhibits | 0.3% | 1.0% | 0.8% | 1.6% | 0.0% | 1.0% | 1.0% | 0.9% | 0.0% | 0.0% | 0.0% | 3.9% | | | | | | | | | | | |
| nightlife/bars | 0.3% | 1.3% | 1.6% | 0.9% | 0.0% | 1.3% | 3.1% | 0.0% | 0.0% | 0.0% | 0.0% | 2.1% | | | | | | | | | | | |
| | N=30165 | N=619 | N=277 | N=222 | N=119 | N=null | N=619 | N=null | N=null | N=188 | N=431 | N=38 | N=84 | N=150 | N=121 | | | | | | | | |

Filtered by: Tourism region: Ticino

Strengths of destination (open question). (cont.)

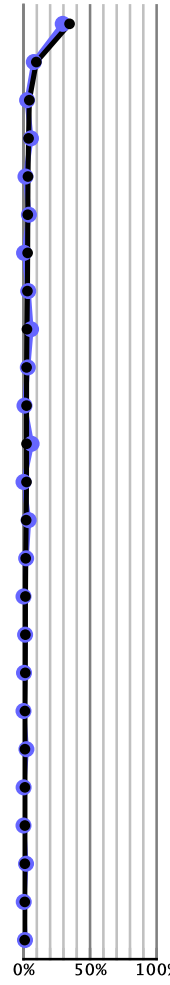
| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | |
|------------------------------------------------------------------|--------------------------------|-------------------------------------|------------------|----------------|----------|--------------|-------|--------|--------|--------|-------|--------------|-----------|--------|--------------------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | |
| Mediterranean/Italian/French/southern flair | 0.3% | 0.2% | 0.1% | 0.4% | 0.0% | 0.2% | | | 0.0% | 0.3% | 0.9% | 0.0% | 0.5% | 0.0% | |
| reputation/prestige/recognition | 0.3% | 0.5% | 0.8% | 0.0% | 0.0% | 0.5% | | | 0.0% | 0.8% | 0.0% | 0.0% | 1.9% | 0.0% | |
| sustainability/nature preservation | 0.3% | 0.2% | 0.0% | 0.5% | 0.8% | 0.2% | | | 0.2% | 0.2% | 0.0% | 0.0% | 0.7% | 0.4% | |
| bicycle paths/mountain biking | 0.3% | 2.1% | 2.9% | 1.2% | 0.0% | 2.1% | | | 2.9% | 1.6% | 0.0% | 7.9% | 1.9% | 0.9% | |
| exclusive/luxury | 0.2% | 0.5% | 0.1% | 1.5% | 0.0% | 0.5% | | | 0.7% | 0.4% | 0.9% | 0.0% | 0.3% | 0.6% | |
| glacier | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| cathedrals and other monuments (castles, towers, fountains etc.) | 0.2% | 0.2% | 0.0% | 0.6% | 0.0% | 0.2% | | | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | |
| tourism office/marketing | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| undeveloped/unspoiled, intact nature | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| foreign language skills/information in foreign languages | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| international flair | 0.1% | 0.5% | 0.0% | 1.8% | 0.0% | 0.5% | | | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | 2.1% | |
| natural attractions | 0.1% | 0.1% | 0.0% | 0.0% | 0.6% | 0.1% | | | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.5% | |
| | N=30165 | N=619 | N=277 | N=222 | N=119 | N=null | N=619 | N=null | N=null | N=188 | N=431 | N=38 | N=84 | N=150 | N=121 |



Filtered by: Tourism region: Ticino

Weaknesses of destination (open question).

| | All Tourists (non filtered) | percentage of responses (not per tourist) | | | | | | | | | | | | |
|------------------------------------------------------------------------------|--------------------------------|-------------------------------------------|------------------|----------------|----------|--------------|-------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | | Total | Market of origin | | | Tourism zone | | | Season | | High spender | Best ager | Family | First time visitor |
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | |
| expensive: other or not specified/price/performance ratio | 34.6% | 29.5% | 20.8% | 36.4% | 48.4% | 29.5% | | 26.6% | 31.7% | 53.1% | 25.1% | 46.5% | | |
| other | 9.6% | 7.8% | 7.2% | 8.4% | 8.3% | 7.8% | | 7.6% | 7.9% | 2.0% | 10.6% | 7.8% | | |
| unfriendly/not hospitable | 4.4% | 2.7% | 4.8% | 0.0% | 1.6% | 2.7% | | 5.8% | 0.3% | 7.1% | 0.0% | 1.4% | | |
| difficult to reach/remote/not centrally located | 3.8% | 5.6% | 8.1% | 3.1% | 1.9% | 5.6% | | 2.3% | 8.1% | 0.0% | 6.4% | 3.2% | | |
| too much traffic/traffic chaos (incl. electric cars) | 3.3% | 1.5% | 0.3% | 3.5% | 0.0% | 1.5% | | 2.0% | 1.1% | 0.0% | 0.9% | 7.2% | | |
| climate/weather | 3.2% | 4.1% | 3.7% | 4.1% | 5.8% | 4.1% | | 5.2% | 3.2% | 8.5% | 2.8% | 10.7% | | |
| winter (sport) options/snow conditions | 3.1% | 0.4% | 0.0% | 1.1% | 0.0% | 0.4% | | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| does not offer enough/boring/too small etc. | 2.9% | 3.6% | 5.1% | 1.6% | 2.4% | 3.6% | | 6.4% | 1.4% | 0.0% | 0.0% | 5.2% | | |
| public transportation: service, schedule etc. | 2.6% | 5.7% | 6.3% | 5.4% | 2.9% | 5.7% | | 5.6% | 5.7% | 8.0% | 7.4% | 0.0% | | |
| overbuilt (ski lifts, buildings etc.)/construction sites | 2.3% | 3.2% | 2.4% | 5.3% | 0.0% | 3.2% | | 4.9% | 2.0% | 0.0% | 3.1% | 8.5% | | |
| gastronomy/dining: quality | 2.3% | 0.7% | 0.0% | 1.3% | 2.5% | 0.7% | | 0.7% | 0.8% | 1.4% | 0.0% | 0.0% | | |
| lodging: quality/difficult to book/offers | 2.3% | 6.1% | 10.2% | 1.6% | 1.6% | 6.1% | | 4.3% | 7.5% | 0.0% | 15.8% | 0.0% | | |
| too many tourists/too touristy | 2.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| lack of foreign language skills/translations | 2.0% | 3.9% | 4.5% | 2.9% | 4.6% | 3.9% | | 1.9% | 5.4% | 0.0% | 15.9% | 5.1% | | |
| nightlife: poor/not enough parties/nothing to do at night | 1.7% | 2.0% | 0.6% | 3.5% | 3.7% | 2.0% | | 2.3% | 1.8% | 0.0% | 0.9% | 0.9% | | |
| not enough stores/shopping opportunities | 1.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| few alternative bad weather options | 1.4% | 1.2% | 1.2% | 1.6% | 0.0% | 1.2% | | 2.8% | 0.0% | 3.3% | 0.0% | 4.9% | | |
| currency (unfavorable exchange rate) | 1.3% | 0.4% | 0.0% | 1.0% | 0.0% | 0.4% | | 0.0% | 0.7% | 2.1% | 0.0% | 0.0% | | |
| mountain railways | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| no signage/lack of information | 1.1% | 2.2% | 0.6% | 2.8% | 8.1% | 2.2% | | 1.3% | 2.9% | 3.3% | 3.7% | 3.1% | | |
| lack of infrastructure (general) | 1.1% | 0.1% | 0.0% | 0.0% | 0.8% | 0.1% | | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | | |
| not family-/kid-friendly | 1.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | |
| lack of/not enough parking | 1.0% | 1.9% | 0.0% | 5.1% | 0.0% | 1.9% | | 2.0% | 1.8% | 0.0% | 0.0% | 7.2% | | |
| gastronomy/dining: lack of special offers (vegetarian, Asian, regional etc.) | 0.9% | 0.2% | 0.0% | 0.0% | 1.6% | 0.2% | | 0.0% | 0.3% | 0.0% | 0.0% | 1.4% | | |
| stores/shopping: opening hours | 0.9% | 1.1% | 0.3% | 1.9% | 2.3% | 1.1% | | 1.1% | 1.1% | 0.0% | 0.0% | 1.3% | | |



N=12938 N=225 N=90 N=89 N=46 N=null N=225 N=null N=null N=74 N=151 N=12 N=31 N=47 N=37

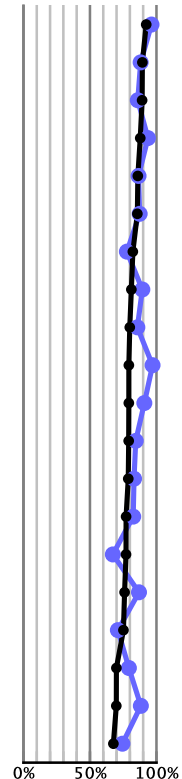
Filtered by: Tourism region: Ticino

Weaknesses of destination (open question). (cont.)

| | All Tourists (non filtered) | percentage of responses (not per tourist) | | | | | | | | | | | | | |
|------------------------------------------------------------------|--------------------------------|-------------------------------------------|------------------|----------------|----------|--------------|-------|--------|--------|--------|-------|--------------|-----------|--------|--------------------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | |
| noisy/chaotic/hectic/too large | 0.8% | 0.3% | 0.6% | 0.0% | 0.0% | 0.3% | | | 0.0% | 0.6% | | 0.0% | 1.9% | 0.0% | |
| foreign citizens/foreign personnel | 0.8% | 1.2% | 2.3% | 0.0% | 0.0% | 1.2% | | | 2.8% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| service (general): quality/poor organized | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| snowshoeing/hiking trails (e.g. no signage) | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| unsafe/violence/crime/fringe groups | 0.6% | 3.3% | 6.3% | 0.0% | 0.0% | 3.3% | | | 2.8% | 3.7% | | 0.9% | 0.9% | 0.0% | |
| no/not enough art/cultural events/museums | 0.5% | 0.6% | 0.0% | 1.1% | 2.2% | 0.6% | | | 1.4% | 0.0% | | 1.2% | 0.0% | 0.0% | |
| not beautiful/not an attractive place (general)/lack of ambiance | 0.5% | 1.2% | 1.5% | 1.0% | 0.0% | 1.2% | | | 1.4% | 1.0% | | 0.9% | 0.0% | 0.0% | |
| boring/not interesting for young people | 0.5% | 0.2% | 0.3% | 0.0% | 0.0% | 0.2% | | | 0.0% | 0.3% | | 0.0% | 0.0% | 0.0% | |
| wellness: quality/services | 0.5% | 1.6% | 3.0% | 0.0% | 0.0% | 1.6% | | | 0.0% | 2.8% | | 0.0% | 0.0% | 0.0% | |
| dirty/not clean | 0.5% | 2.3% | 3.0% | 1.6% | 1.5% | 2.3% | | | 3.7% | 1.2% | | 0.9% | 1.0% | 3.4% | |
| swimming facilities: not available/quality | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| bicycle paths/mountain biking routes: quality | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| tourism office: quality/opening hours/visitor's taxes, etc. | 0.3% | 1.0% | 1.2% | 1.0% | 0.0% | 1.0% | | | 1.4% | 0.7% | | 0.0% | 3.4% | 0.0% | |
| camping: infrastructure/quality | 0.3% | 0.4% | 0.0% | 1.0% | 0.0% | 0.4% | | | 0.0% | 0.7% | | 0.0% | 0.0% | 3.1% | |
| internet access: not available/expensive | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| not enough advertising | 0.2% | 1.4% | 2.7% | 0.0% | 0.0% | 1.4% | | | 2.9% | 0.3% | | 7.1% | 0.0% | 0.0% | |
| athletic activities: not enough | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| attractions: opening hours | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| political/legal issues/mentality | 0.2% | 0.4% | 0.0% | 1.0% | 0.0% | 0.4% | | | 0.0% | 0.7% | | 0.0% | 0.0% | 0.0% | |
| not touristy/not touristy enough/not a typical tourist place | 0.1% | 0.6% | 0.0% | 1.6% | 0.0% | 0.6% | | | 0.0% | 1.0% | | 0.0% | 0.0% | 0.0% | |
| lack of lakes/rivers | 0.1% | 2.0% | 3.0% | 1.0% | 0.0% | 2.0% | | | 0.0% | 3.5% | | 0.0% | 0.0% | 3.2% | |
| not enough nature (preservation)/green spaces/parks | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| comfort/not enough luxury | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | | | 0.0% | 0.0% | | 0.0% | 0.0% | 0.0% | |
| | N=12938 | N=225 | N=90 | N=89 | N=46 | N=null | N=225 | N=null | N=null | N=74 | N=151 | N=12 | N=31 | N=47 | N=37 |

Filtered by: Tourism region: Ticino

| | All Tourists (non filtered) | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
|-------------------------------------------------------------|--------------------------------|-------|------------------|--------------|----------------|--------------|------------|--------|--------|--------|--------|--------------|-----------|--------|--------------------|
| | | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | |
| Satisfaction. | | | | | | | | | | | | | | | |
| Overall satisfaction [0-100]. | | | | | | | | | | | | | | | |
| Mean | 84.0 | 84.7 | 85.0 | 83.5 | 86.8 | | 84.7 | | | 84.4 | 84.9 | | 83.6 | 87.8 | 80.3 |
| | N=13447 | N=306 | N=143 | N=108 | N=54 | N=null | N=306 | N=null | N=null | N=90 | N=216 | N=18 | N=42 | N=80 | N=58 |
| 28 satisfaction items. | | | | | | | | | | | | | | | |
| Hiking and foot paths | 92.3% | 96.3% | 97.3% | 95.2% | 93.7% | | 96.3% | | | 97.3% | 95.5% | | 89.6% | 98.2% | 98.8% |
| Friendliness of staff at the tourist office | 89.4% | 88.1% | 81.1% | 94.0% | 96.6% | | 88.1% | | | 88.0% | 88.1% | | 74.2% | 79.6% | 97.5% |
| Cleanliness | 89.2% | 86.0% | 83.5% | 88.8% | 92.8% | | 86.0% | | | 82.1% | 88.7% | | 91.5% | 83.7% | 96.2% |
| Printed documents / prospects etc. at the tourist office | 87.8% | 93.6% | 95.9% | 91.9% | 89.9% | | 93.6% | | | 92.8% | 94.1% | | 83.5% | 96.6% | 99.0% |
| Competence and advice at the tourist office | 86.0% | 86.5% | 82.1% | 88.3% | 96.2% | | 86.5% | | | 90.4% | 85.0% | | 73.3% | 81.4% | 94.1% |
| Satisfaction of bookings through the tourist office | 85.7% | 87.4% | 86.9% | 85.3% | 91.5% | | 87.4% | | | 97.0% | 84.7% | | 100.0% | 96.0% | 92.8% |
| Announcement of happenings and events of the tourist office | 82.2% | 77.8% | 82.4% | 76.7% | 65.0% | | 77.8% | | | 58.4% | 81.8% | | 57.1% | 70.4% | 79.4% |
| Mountainbike route offers | 81.1% | 89.4% | 92.9% | 88.1% | 68.1% | | 89.4% | | | 82.5% | 94.9% | | 96.5% | 87.9% | 94.3% |
| Accommodation | 79.9% | 85.6% | 85.3% | 88.3% | 78.4% | | 85.6% | | | 86.5% | 85.0% | | 76.2% | 88.1% | 85.4% |
| Cycling route offers | 79.2% | 97.1% | 100.0% | 93.5% | 84.7% | | 97.1% | | | 95.8% | 98.1% | | 98.6% | 100.0% | 97.2% |
| Tourist attractions / worthwhile sights | 79.2% | 90.9% | 93.2% | 88.2% | 86.9% | | 90.9% | | | 87.7% | 93.1% | | 91.9% | 94.4% | 93.7% |
| Reachability with public transport | 79.1% | 84.4% | 88.4% | 72.2% | 91.7% | | 84.4% | | | 80.8% | 87.1% | | 86.4% | 88.6% | 82.0% |
| Hospitality | 78.8% | 83.1% | 83.1% | 81.5% | 88.1% | | 83.1% | | | 84.9% | 82.0% | | 83.4% | 85.9% | 84.7% |
| Public transport at the destination | 77.2% | 82.5% | 85.0% | 71.9% | 95.5% | | 82.5% | | | 78.9% | 85.0% | | 87.3% | 79.1% | 85.2% |
| Entertainment / guest program of the tourist office | 77.1% | 67.2% | 59.5% | 82.1% | 73.2% | | 67.2% | | | 42.2% | 72.1% | | 57.8% | 70.5% | 82.5% |
| Gastronomy | 76.0% | 86.9% | 92.9% | 80.6% | 69.3% | | 86.9% | | | 86.9% | 86.9% | | 85.9% | 93.7% | 75.1% |
| Signposting | 75.2% | 71.0% | 69.9% | 72.5% | 72.6% | | 71.0% | | | 70.8% | 71.1% | | 77.8% | 67.6% | 81.2% |
| Water-sport possibilities | 69.9% | 79.3% | 78.6% | 83.9% | 64.5% | | 79.3% | | | 79.3% | 79.3% | | 55.4% | 90.8% | 83.4% |
| Other cultural offers | 69.8% | 88.3% | 97.1% | 79.7% | 65.4% | | 88.3% | | | 89.0% | 87.8% | | 79.9% | 97.5% | 82.4% |
| Event offers / Festivals | 67.6% | 74.4% | 78.4% | 69.1% | 72.3% | | 74.4% | | | 60.7% | 81.7% | | 58.3% | 83.0% | 78.3% |
| | N=13479 | N=300 | N=139 | N=105 | N=55 | N=null | N=300 | N=null | N=null | N=90 | N=210 | N=18 | N=40 | N=79 | N=56 |

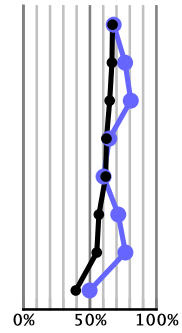


Filtered by: Tourism region: Ticino

Satisfaction.

28 satisfaction items. (cont.)

| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | |
|-------------------------------------------------|--------------------------------|-------------------------------------|------------------|----------------|----------|--------------|-------|--------|--------|--------|-------|--------------|-----------|--------|--------------------|
| | | Total | Market of origin | | | Tourism zone | | | | Season | | High spender | Best ager | Family | First time visitor |
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | |
| Opening hours | 67.0% | 67.9% | 74.9% | 62.3% | 48.6% | 67.9% | | | 66.2% | 68.8% | | 56.9% | 78.4% | 46.8% | |
| Offers for children (entertainment programs...) | 66.6% | 76.5% | 72.6% | 78.7% | 87.7% | 76.5% | | | 64.2% | 83.8% | | 53.5% | 84.3% | 86.9% | |
| Shopping | 64.9% | 80.7% | 82.8% | 73.8% | 88.1% | 80.7% | | | 83.2% | 79.2% | | 74.4% | 84.7% | 78.2% | |
| Parking | 62.4% | 64.5% | 77.3% | 47.7% | 55.4% | 64.5% | | | 62.0% | 66.7% | | 62.6% | 70.4% | 58.2% | |
| All-inclusive offers | 61.9% | 60.3% | 59.4% | 57.4% | 69.1% | 60.3% | | | 48.3% | 67.3% | | 50.2% | 76.6% | 83.8% | |
| Bad-weather options | 56.7% | 71.3% | 81.1% | 61.7% | 54.8% | 71.3% | | | 69.3% | 73.2% | | 64.3% | 84.5% | 65.5% | |
| Evening program / nightlife | 55.2% | 76.7% | 82.5% | 71.6% | 54.6% | 76.7% | | | 70.3% | 82.0% | | 68.1% | 84.3% | 75.2% | |
| Cost/performance ratio | 39.3% | 49.8% | 62.3% | 30.0% | 28.6% | 49.8% | | | 54.6% | 46.4% | | 38.7% | 63.0% | 29.1% | |
| | N=13479 | N=300 | N=139 | N=105 | N=55 | N=null | N=300 | N=null | N=null | N=90 | N=210 | N=18 | N=40 | N=79 | N=56 |



Filtered by: Tourism region: Ticino

Loyalty.

| | All Tourists (non filtered) | Filtered by: Tourism region: Ticino | | | | | | | | | | | | | | |
|----------------------------------------------------------------------------|--------------------------------|-------------------------------------|------------------|----------------|----------|--------------|--------|--------|--------|--------|-------|--------------|-----------|--------|--------------------|--------|
| | | Total | Market of origin | | | Tourism zone | | | Season | | | High spender | Best ager | Family | First time visitor | |
| | | CH | other Europe | outside Europe | big city | small city | rural | alpine | winter | summer | | | | | | |
| Frequency visiting Switzerland (3 categories). | | | | | | | | | | | | | | | | |
| First-time visitor | | 16.0% | 13.9% | 2.5% | 29.4% | 42.2% | | | 13.9% | | 11.4% | 15.6% | | 11.2% | 8.7% | 100.0% |
| 2-5 times | | 18.2% | 21.0% | 12.2% | 36.5% | 30.9% | | | 21.0% | | 19.1% | 22.4% | | 13.5% | 13.5% | 0.0% |
| More than 5 times | | 65.9% | 65.1% | 85.3% | 34.1% | 26.9% | | | 65.1% | | 69.6% | 62.0% | | 75.3% | 77.8% | 0.0% |
| | | N=13870 | N=314 | N=148 | N=108 | N=57 | N=null | N=314 | N=null | N=null | N=91 | N=223 | N=19 | N=43 | N=82 | N=60 |
| Price sensitivity. | | | | | | | | | | | | | | | | |
| Would have considered other destinations if costs were 10% higher than now | | 48.7% | 38.3% | 33.0% | 47.8% | 42.3% | | 38.3% | | 40.0% | 37.1% | | | 51.3% | 28.9% | 50.7% |
| | | N=13449 | N=307 | N=144 | N=108 | N=54 | N=null | N=307 | N=null | N=null | N=90 | N=217 | N=19 | N=42 | N=80 | N=58 |
| Recommendation. | | | | | | | | | | | | | | | | |
| Active recommendation of destination | | 54.9% | 55.4% | 54.0% | 56.5% | 60.1% | | | 55.4% | | 49.4% | 59.6% | | 61.0% | 61.1% | |
| | | N=13453 | N=306 | N=143 | N=108 | N=54 | N=null | N=306 | N=null | N=null | N=90 | N=216 | N=18 | N=42 | N=80 | N=18 |

Color legend.

red color underrepresentation [segment value = 0% or at least -25% below total value (all tourists)]

green color overrepresentation [segment value at least +25% over total value (all tourists)]

Research methodology.

Sample n=13,924 overnight tourists from all parts of the world staying in a Swiss destination

Survey period tourism year 2013

Sampling method (>90% of cases)

1. Email acquisition of tourists (person to person) at 180 representatively - in terms of geography and size - choosen 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