

Filtered by:

No Filter

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

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Market of origin.

Market of origin (35 markets).

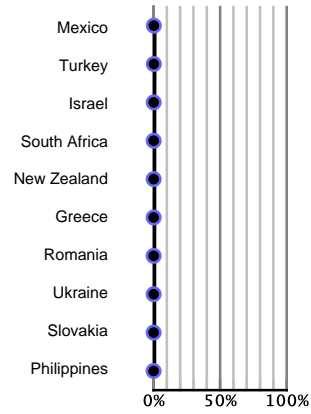


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Market of origin.

Market of origin (35 markets).

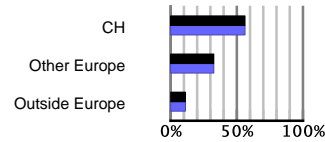
| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--------------|--------------------------------|----------------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Mexico | 0.2% | 0.2% | 0.1% | 0.1% | 0.7% | 1.5% | 0.6% | 0.1% | 0.3% | 0.1% | 0.8% | 0.0% | 0.0% | 0.5% | 0.7% |
| Turkey | 0.2% | 0.2% | 1.7% | 0.1% | 0.0% | 1.1% | 0.6% | 0.0% | 0.1% | 0.1% | 1.3% | 0.0% | 0.1% | 0.2% | 0.8% |
| Israel | 0.1% | 0.1% | 0.8% | 0.2% | 0.0% | 0.4% | 0.0% | 0.1% | 0.0% | 0.1% | 0.3% | 0.1% | 0.0% | 0.2% | 0.2% |
| South Africa | 0.1% | 0.1% | 0.0% | 0.2% | 0.0% | 0.1% | 0.2% | 0.1% | 0.0% | 0.1% | 0.3% | 0.1% | 0.0% | 0.3% | 0.7% |
| New Zealand | 0.1% | 0.1% | 0.2% | 0.1% | 0.2% | 0.2% | 0.4% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.5% |
| Greece | 0.1% | 0.1% | 0.2% | 0.0% | 0.1% | 0.6% | 0.4% | 0.0% | 0.1% | 0.2% | 0.6% | 0.0% | 0.0% | 0.0% | 0.3% |
| Romania | 0.1% | 0.1% | 0.4% | 0.0% | 0.0% | 0.3% | 0.4% | 0.0% | 0.1% | 0.2% | 0.3% | 0.0% | 0.0% | 0.1% | 0.2% |
| Ukraine | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.4% | 0.2% | 0.0% | 0.0% | 0.1% | 0.3% | 0.1% | 0.0% | 0.2% | 0.4% |
| Slovakia | 0.1% | 0.1% | 0.1% | 0.0% | 0.0% | 0.2% | 0.1% | 0.1% | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.1% | 0.3% |
| Philippines | 0.1% | 0.1% | 0.2% | 0.0% | 0.0% | 0.5% | 0.1% | 0.0% | 0.0% | 0.1% | 0.1% | 0.0% | 0.0% | 0.2% | 0.4% |
| | N=13884 | N=13884 | N=458 | N=1915 | N=207 | N=745 | N=828 | N=1855 | N=314 | N=939 | N=447 | N=749 | N=1775 | N=1015 | N=1398 |



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Market of origin.

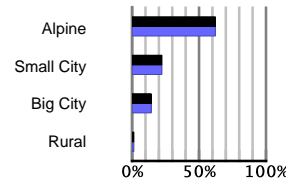
Market of origin (3 market groups).



| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|-----------------------------|---------|--------------|------------------|-----------------|---------------|--------------------|-------------|--------------------|---------------------|-------------|--------|--------|------------------------------|---------------|
| CH | 56.2% | 24.8% | 53.2% | 64.4% | 11.5% | 30.7% | 69.9% | 61.7% | 39.7% | 32.4% | 78.1% | 68.7% | 53.3% | 8.7% |
| Other Europe | 32.6% | 53.3% | 30.6% | 30.9% | 48.9% | 48.1% | 27.4% | 29.4% | 52.2% | 41.6% | 18.4% | 27.7% | 26.6% | 51.6% |
| Outside Europe | 11.2% | 21.9% | 16.2% | 4.7% | 39.5% | 21.3% | 2.6% | 8.9% | 8.1% | 26.0% | 3.5% | 3.6% | 20.1% | 39.7% |
| | N=13884 | N=458 | N=1915 | N=207 | N=745 | N=828 | N=1855 | N=314 | N=939 | N=447 | N=749 | N=1775 | N=1015 | N=1398 |

Tourism zone.

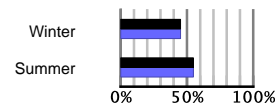
Tourism zone.



| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|-----------------------------|---------|--------------|------------------|-----------------|---------------|--------------------|-------------|--------------------|---------------------|-------------|--------|--------|------------------------------|---------------|
| Alpine | 62.2% | 0.0% | 95.8% | 22.2% | 0.0% | 19.9% | 100.0% | 0.0% | 47.1% | 0.0% | 6.3% | 100.0% | 70.1% | 0.0% |
| Small City | 22.3% | 3.9% | 4.2% | 55.4% | 0.0% | 36.5% | 0.0% | 100.0% | 40.8% | 20.1% | 92.7% | 0.0% | 29.1% | 22.8% |
| Big City | 14.2% | 96.1% | 0.0% | 0.0% | 100.0% | 43.6% | 0.0% | 0.0% | 0.0% | 79.3% | 0.0% | 0.0% | 0.0% | 76.9% |
| Rural | 1.3% | 0.0% | 0.0% | 22.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 12.1% | 0.5% | 1.0% | 0.0% | 0.3% |
| | N=12671 | N=458 | N=1918 | N=207 | N=749 | N=829 | N=1860 | N=315 | N=943 | N=450 | N=749 | N=1775 | N=1016 | N=null |

Season.











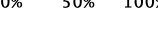






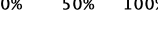
Season.



| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|-----------------------------|---------|--------------|------------------|-----------------|---------------|--------------------|-------------|--------------------|---------------------|-------------|--------|--------|------------------------------|---------------|
| Winter | 45.1% | 39.4% | 47.3% | 22.1% | 48.3% | 39.6% | 55.7% | 40.3% | 33.0% | 36.3% | 19.7% | 59.4% | 57.6% | 41.3% |
| Summer | 54.9% | 60.6% | 52.7% | 77.9% | 51.7% | 60.4% | 44.3% | 59.7% | 67.0% | 63.7% | 80.3% | 40.6% | 42.4% | 58.7% |
| | N=13924 | N=458 | N=1918 | N=207 | N=749 | N=829 | N=1860 | N=315 | N=943 | N=450 | N=749 | N=1775 | N=1016 | N=1402 |

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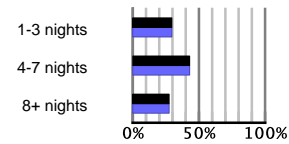
Accommodation.

| | | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|------------------------|--------------------------------|---|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Type of accommodation. | | | | | | | | | | | | | | | | |
| | Hotel/health resort/clinic |  | 41.8% | 40.1% | 46.6% | 33.8% | 45.5% | 41.3% | 47.2% | 29.6% | 41.3% | 41.9% | 45.5% | 37.9% | 49.6% | 43.1% |
| | Supplementary accommodation |  | 58.2% | 59.9% | 53.4% | 66.2% | 54.5% | 58.7% | 52.8% | 70.4% | 58.7% | 58.1% | 54.5% | 62.1% | 50.4% | 56.9% |
| | | | N=13879 | N=458 | N=1915 | N=207 | N=746 | N=828 | N=1859 | N=313 | N=942 | N=447 | N=749 | N=1771 | N=1013 | N=1397 |
| Type of accommodation. | | | | | | | | | | | | | | | | |
| | Accommodation for groups |  | 1.9% | 0.2% | 2.5% | 2.8% | 1.9% | 1.6% | 1.8% | 1.1% | 1.2% | 0.8% | 0.2% | 1.7% | 4.1% | 0.9% |
| | Bed & Breakfast |  | 2.9% | 4.8% | 4.1% | 10.8% | 3.5% | 3.5% | 1.4% | 3.0% | 4.0% | 4.7% | 4.8% | 1.1% | 1.9% | 2.8% |
| | Campground |  | 4.6% | 1.1% | 4.6% | 9.6% | 0.9% | 4.1% | 2.4% | 12.5% | 4.1% | 0.9% | 14.6% | 2.4% | 3.3% | 0.6% |
| | Flat of friends/relatives |  | 15.7% | 34.7% | 9.3% | 28.4% | 28.4% | 30.0% | 8.9% | 25.9% | 19.4% | 34.1% | 10.6% | 7.9% | 9.0% | 37.3% |
| | Hotel/health resort/clinic |  | 41.8% | 40.1% | 46.6% | 33.8% | 45.5% | 41.3% | 47.2% | 29.6% | 41.3% | 41.9% | 45.5% | 37.9% | 49.6% | 43.1% |
| | Mountain hut/Swiss Alpine Club |  | 0.9% | 0.0% | 1.5% | 0.0% | 0.8% | 0.2% | 0.7% | 0.0% | 2.2% | 1.2% | 0.5% | 0.8% | 1.1% | 0.2% |
| | Own holiday apartment |  | 8.2% | 3.3% | 7.8% | 2.4% | 1.8% | 3.2% | 13.9% | 0.3% | 5.5% | 1.3% | 7.1% | 8.6% | 9.6% | 1.2% |
| | Rented holiday apartment |  | 18.4% | 3.3% | 18.2% | 5.8% | 4.8% | 7.7% | 20.8% | 1.3% | 18.5% | 4.6% | 9.0% | 38.1% | 17.2% | 4.2% |
| | Youth hostel/backpacking |  | 4.0% | 10.9% | 4.2% | 1.3% | 10.6% | 4.0% | 2.3% | 24.8% | 2.2% | 8.0% | 6.8% | 0.9% | 2.7% | 7.4% |
| | other |  | 1.6% | 1.8% | 1.2% | 5.2% | 1.8% | 4.3% | 0.6% | 1.5% | 1.7% | 2.5% | 1.0% | 0.5% | 1.5% | 2.3% |
| | | | N=13879 | N=458 | N=1915 | N=207 | N=746 | N=828 | N=1859 | N=313 | N=942 | N=447 | N=749 | N=1771 | N=1013 | N=1397 |
| Hotel classification. | | | | | | | | | | | | | | | | |
| | 1* |  | 0.4% | 0.8% | 0.0% | 0.9% | 0.9% | 0.1% | 0.3% | 1.5% | 0.6% | 1.7% | 0.6% | 0.3% | 0.5% | 0.8% |
| | 2* |  | 5.1% | 5.8% | 3.8% | 1.9% | 7.7% | 4.3% | 3.8% | 9.2% | 4.5% | 2.8% | 9.5% | 5.1% | 3.8% | 4.2% |
| | 3* |  | 50.1% | 52.4% | 44.3% | 62.4% | 42.0% | 48.8% | 48.3% | 66.5% | 59.3% | 53.2% | 49.5% | 57.4% | 45.6% | 36.0% |
| | 4* |  | 33.9% | 28.5% | 42.4% | 33.5% | 38.1% | 33.5% | 37.4% | 20.3% | 25.3% | 36.4% | 29.6% | 28.9% | 38.5% | 44.2% |
| | 5* |  | 7.4% | 11.1% | 7.8% | 0.0% | 10.3% | 12.7% | 6.7% | 1.7% | 8.4% | 5.0% | 8.5% | 6.0% | 6.1% | 11.4% |
| | No Category |  | 3.0% | 1.6% | 1.6% | 1.4% | 1.1% | 0.7% | 3.5% | 0.9% | 1.8% | 1.0% | 2.4% | 2.4% | 5.5% | 3.4% |
| | | | N=5293 | N=140 | N=774 | N=50 | N=335 | N=293 | N=817 | N=72 | N=325 | N=172 | N=312 | N=668 | N=499 | N=571 |

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Length of stay.

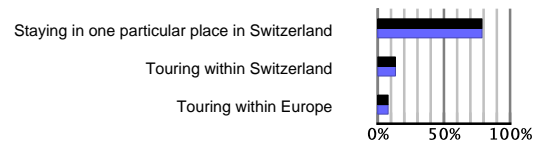
Length of stay.



| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|-----------------------------|---------|--------------|------------------|-----------------|---------------|--------------------|-------------|--------------------|---------------------|-------------|--------|--------|------------------------------|---------------|--------|
| 1-3 nights | 29.5% | 29.5% | 52.1% | 27.8% | 43.6% | 36.5% | 30.1% | 21.2% | 42.0% | 33.7% | 32.3% | 43.3% | 20.3% | 36.1% | 37.5% |
| 4-7 nights | 43.0% | 43.0% | 28.1% | 43.0% | 36.0% | 35.0% | 44.1% | 47.8% | 38.7% | 42.0% | 35.0% | 35.5% | 50.7% | 41.5% | 37.9% |
| 8+ nights | 27.5% | 27.5% | 19.8% | 29.3% | 20.4% | 28.5% | 25.9% | 31.0% | 19.3% | 24.3% | 32.7% | 21.2% | 29.0% | 22.4% | 24.6% |
| | N=13110 | N=13110 | N=413 | N=1840 | N=201 | N=668 | N=764 | N=1819 | N=297 | N=895 | N=403 | N=698 | N=1726 | N=948 | N=1270 |

Touring.

Touring.



| | | | | | | | | | | | | | | | |
|--|---------|---------|-------|--------|-------|-------|-------|--------|-------|-------|-------|-------|--------|--------|--------|
| Staying in one particular place in Switzerland | 78.8% | 78.8% | 65.9% | 78.0% | 76.7% | 45.3% | 61.9% | 91.5% | 65.5% | 70.8% | 50.3% | 84.2% | 92.5% | 73.6% | 45.9% |
| Touring within Switzerland | 13.4% | 13.4% | 19.2% | 13.5% | 18.7% | 29.8% | 24.9% | 6.6% | 30.0% | 16.6% | 31.2% | 10.7% | 5.7% | 12.8% | 28.1% |
| Touring within Europe | 7.8% | 7.8% | 15.0% | 8.5% | 4.6% | 25.0% | 13.2% | 1.9% | 4.5% | 12.6% | 18.5% | 5.1% | 1.8% | 13.6% | 26.0% |
| | N=13894 | N=13894 | N=458 | N=1915 | N=207 | N=746 | N=829 | N=1858 | N=314 | N=942 | N=448 | N=749 | N=1774 | N=1015 | N=1399 |

Filtered by: No Filter

Means of transport.

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

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|----------------------------|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Did not arrive from abroad | | 56.4% | 24.9% | 53.3% | 64.4% | 11.6% | 30.8% | 70.0% | 62.1% | 39.7% | 32.8% | 78.2% | 68.9% | 53.3% | 8.8% |
| Car | | 19.2% | 14.8% | 20.3% | 16.4% | 10.8% | 21.9% | 19.9% | 16.0% | 32.2% | 21.0% | 12.7% | 19.4% | 15.1% | 17.4% |
| Air | | 14.0% | 32.0% | 15.7% | 12.0% | 53.9% | 29.1% | 4.8% | 13.0% | 12.9% | 27.7% | 3.3% | 5.9% | 17.0% | 48.4% |
| Train | | 6.7% | 20.2% | 8.0% | 3.4% | 16.9% | 11.5% | 3.1% | 7.5% | 7.0% | 14.5% | 3.3% | 3.9% | 7.8% | 19.4% |
| Bus | | 2.2% | 4.8% | 1.5% | 1.9% | 5.5% | 3.7% | 1.5% | 0.6% | 2.0% | 3.3% | 0.7% | 1.3% | 5.8% | 4.4% |
| Motorhome/camper/van | | 0.8% | 0.5% | 1.2% | 1.5% | 0.8% | 1.2% | 0.6% | 0.5% | 1.2% | 0.6% | 1.5% | 0.4% | 0.4% | 0.6% |
| Other | | 0.7% | 2.7% | 0.1% | 0.4% | 0.4% | 1.8% | 0.2% | 0.3% | 4.9% | 0.1% | 0.2% | 0.2% | 0.5% | 1.1% |
| | | N=13830 | N=455 | N=1906 | N=206 | N=743 | N=823 | N=1855 | N=312 | N=940 | N=442 | N=745 | N=1765 | N=1015 | N=1389 |

Airport in Switzerland.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|---------------------------------------|--------------------------------|--------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Airport Zurich | | 54.1% | 28.6% | 62.4% | 34.6% | 11.9% | 18.3% | 80.9% | 53.8% | 82.5% | 63.5% | 61.4% | 40.7% | 81.4% | 90.9% |
| Aéroport International de Genève | | 36.7% | 4.8% | 29.7% | 55.9% | 87.1% | 80.6% | 11.5% | 26.8% | 13.3% | 19.7% | 16.3% | 53.9% | 9.8% | 4.6% |
| Euro-Airport Basel Moulhouse Freiburg | | 8.5% | 66.3% | 7.6% | 9.5% | 0.8% | 0.8% | 6.6% | 19.4% | 3.1% | 13.6% | 8.7% | 5.5% | 8.4% | 4.4% |
| Lugano Airport | | 0.4% | 0.0% | 0.0% | 0.0% | 0.2% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 13.6% | 0.0% | 0.0% | 0.0% |
| Flughafen Bern-Belp | | 0.2% | 0.3% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.2% | 0.0% | 0.0% | 0.4% | 0.0% |
| Engadin Airport | | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Business Airport St. Gallen | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | | N=4101 | N=221 | N=545 | N=59 | N=478 | N=375 | N=212 | N=69 | N=171 | N=185 | N=85 | N=317 | N=352 | N=765 |

Filtered by: No Filter

Means of transport.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne, Lake Lucerne Region | Zurich Region |
|------------------------------|--------------------------------|--------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Airline. | | | | | | | | | | | | | | | |
| Swiss International Airlines | 25.6% | 25.6% | 18.2% | 29.6% | 18.9% | 16.0% | 17.0% | 34.8% | 35.3% | 29.6% | 21.8% | 26.7% | 23.5% | 26.5% | 33.2% |
| EasyJet | 18.7% | 18.7% | 40.0% | 18.7% | 37.8% | 24.8% | 28.7% | 16.0% | 16.9% | 4.7% | 17.7% | 12.1% | 19.6% | 12.7% | 8.7% |
| Lufthansa | 5.8% | 5.8% | 7.5% | 4.9% | 3.0% | 8.3% | 4.5% | 8.0% | 2.0% | 3.8% | 9.4% | 5.6% | 3.9% | 4.4% | 6.6% |
| British Airways | 5.0% | 5.0% | 4.7% | 5.7% | 5.7% | 3.0% | 4.2% | 6.8% | 7.8% | 7.0% | 4.5% | 3.4% | 6.7% | 7.1% | 3.3% |
| Emirates | 3.9% | 3.9% | 1.9% | 5.6% | 3.1% | 5.0% | 4.1% | 1.5% | 4.5% | 2.5% | 2.2% | 7.3% | 1.5% | 3.8% | 4.3% |
| KLM Royal Dutch Airlines | 3.2% | 3.2% | 4.0% | 4.6% | 0.0% | 2.8% | 2.0% | 2.9% | 7.2% | 5.9% | 4.0% | 2.9% | 3.5% | 2.9% | 2.4% |
| Air France | 2.4% | 2.4% | 2.3% | 1.7% | 2.3% | 3.5% | 2.2% | 1.2% | 3.2% | 1.7% | 2.6% | 1.8% | 3.7% | 3.5% | 1.4% |
| United Airlines | 2.4% | 2.4% | 0.5% | 1.9% | 3.8% | 1.6% | 3.7% | 2.4% | 1.7% | 2.4% | 1.8% | 6.1% | 2.1% | 2.2% | 2.0% |
| Aeroflot Russian Airlines | 2.3% | 2.3% | 0.4% | 3.0% | 0.0% | 4.2% | 2.6% | 2.6% | 0.0% | 4.3% | 0.4% | 1.5% | 1.6% | 2.1% | 1.8% |
| Air Berlin | 1.8% | 1.8% | 1.0% | 1.0% | 3.3% | 0.5% | 0.0% | 4.4% | 1.9% | 3.9% | 1.0% | 4.9% | 0.9% | 1.7% | 2.5% |
| Finnair | 1.7% | 1.7% | 1.4% | 0.8% | 0.0% | 3.2% | 1.3% | 0.9% | 1.5% | 1.8% | 0.4% | 1.1% | 1.1% | 2.4% | 1.9% |
| Turkish Airlines | 1.7% | 1.7% | 5.0% | 0.5% | 2.1% | 2.3% | 2.6% | 0.6% | 0.8% | 0.5% | 2.1% | 0.6% | 1.5% | 1.2% | 1.9% |
| Other | 1.5% | 1.5% | 0.7% | 1.2% | 0.0% | 1.9% | 1.9% | 1.2% | 0.0% | 0.8% | 1.7% | 1.9% | 2.9% | 1.9% | 1.0% |
| Iberia | 1.4% | 1.4% | 0.0% | 0.4% | 2.2% | 2.9% | 1.6% | 0.3% | 0.8% | 3.0% | 2.2% | 1.9% | 0.2% | 0.7% | 2.5% |
| Qatar Airways | 1.4% | 1.4% | 0.4% | 1.6% | 0.0% | 1.3% | 2.7% | 0.2% | 0.0% | 0.5% | 2.1% | 0.0% | 0.8% | 2.9% | 1.7% |
| SAS Scandinavian Airlines | 1.3% | 1.3% | 0.0% | 1.6% | 0.0% | 1.0% | 0.9% | 2.2% | 1.5% | 3.1% | 0.0% | 0.0% | 1.7% | 1.9% | 2.0% |
| Thai Airways | 1.2% | 1.2% | 0.7% | 1.6% | 0.0% | 0.4% | 0.5% | 0.2% | 0.9% | 0.8% | 4.8% | 0.0% | 1.7% | 2.9% | 1.3% |
| Singapore Airlines | 1.2% | 1.2% | 1.1% | 0.2% | 0.0% | 0.5% | 0.6% | 0.5% | 0.0% | 2.1% | 2.2% | 2.8% | 2.0% | 2.4% | 2.1% |
| Delta Airlines | 1.2% | 1.2% | 0.7% | 1.9% | 1.9% | 0.0% | 2.0% | 1.5% | 2.4% | 0.6% | 1.5% | 1.2% | 0.5% | 2.8% | 1.0% |
| Air Canada | 1.2% | 1.2% | 0.2% | 1.1% | 2.2% | 0.9% | 1.5% | 2.3% | 0.8% | 3.2% | 0.3% | 0.7% | 0.5% | 0.5% | 1.4% |
| TAP Portugal | 1.1% | 1.1% | 0.0% | 0.1% | 3.1% | 1.4% | 1.5% | 0.6% | 2.7% | 2.7% | 0.2% | 6.6% | 0.9% | 0.3% | 1.3% |
| American Airlines | 1.1% | 1.1% | 2.5% | 2.1% | 0.0% | 0.0% | 0.0% | 1.7% | 0.0% | 2.6% | 0.6% | 3.0% | 0.4% | 2.3% | 0.9% |
| US Airways | 0.8% | 0.8% | 1.0% | 0.5% | 0.0% | 0.3% | 0.3% | 1.1% | 5.1% | 2.2% | 1.5% | 0.0% | 1.3% | 1.1% | 0.9% |
| Etihad Airways | 0.7% | 0.7% | 0.0% | 1.1% | 0.0% | 1.3% | 0.4% | 0.0% | 0.8% | 2.3% | 0.8% | 0.0% | 1.4% | 0.1% | 0.3% |
| Aer Lingus | 0.6% | 0.6% | 0.2% | 0.6% | 2.3% | 1.4% | 0.6% | 0.0% | 0.0% | 0.5% | 0.4% | 0.0% | 0.0% | 1.1% | 0.5% |
| LOT Polish Airlines | 0.6% | 0.6% | 0.0% | 0.3% | 2.1% | 1.9% | 0.2% | 0.0% | 0.0% | 0.0% | 1.0% | 1.6% | 0.6% | 0.0% | 0.6% |
| Brussels Airlines | 0.6% | 0.6% | 0.7% | 0.3% | 1.7% | 0.3% | 1.3% | 0.0% | 0.0% | 0.4% | 1.6% | 0.0% | 1.0% | 0.0% | 0.5% |
| | N=4244 | N=4244 | N=224 | N=561 | N=61 | N=480 | N=377 | N=231 | N=74 | N=176 | N=194 | N=87 | N=324 | N=366 | N=794 |

Filtered by: No Filter

Means of transport.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne, Lake Lucerne Region | Zurich Region | |
|---|--------------------------------|---------------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--|
| Airline. (cont.) | | | | | | | | | | | | | | | | |
| Germanwings | 0.6% | 0.6% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% | 1.1% | 1.9% | |
| Austrian Airlines | 0.5% | 0.5% | 0.5% | 0.7% | 0.0% | 0.6% | 1.1% | 0.6% | 0.0% | 0.8% | 0.0% | 0.0% | 0.2% | 0.6% | 0.9% | |
| Saudia | 0.5% | 0.5% | 0.0% | 1.4% | 0.0% | 1.2% | 0.4% | 0.0% | 0.0% | 0.0% | 1.4% | 0.0% | 0.0% | 0.0% | 0.2% | |
| Wizz Air | 0.4% | 0.4% | 0.7% | 0.1% | 3.3% | 1.3% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.3% | |
| Alitalia | 0.4% | 0.4% | 0.0% | 0.3% | 0.0% | 0.8% | 1.1% | 0.7% | 0.0% | 0.8% | 0.0% | 0.0% | 0.0% | 0.5% | 0.4% | |
| Pegasus Airlines | 0.4% | 0.4% | 1.3% | 0.0% | 0.0% | 0.5% | 0.2% | 0.0% | 0.9% | 0.0% | 1.6% | 0.0% | 0.0% | 0.1% | 0.5% | |
| Swiss Charter | 0.3% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.4% | 0.0% | 0.9% | 0.0% | 1.4% | 1.2% | 0.3% | 0.1% | |
| Air Baltic | 0.3% | 0.3% | 0.0% | 0.2% | 0.0% | 0.4% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 2.2% | 0.0% | 0.0% | 0.7% | |
| Edelweiss Air/(Swiss Leisure flights LX8000-LX9999) | 0.3% | 0.3% | 0.0% | 0.0% | 1.2% | 0.0% | 0.2% | 0.8% | 0.0% | 0.0% | 0.4% | 0.0% | 0.6% | 0.6% | 0.4% | |
| Korean Air | 0.3% | 0.3% | 0.6% | 0.1% | 0.0% | 0.3% | 0.2% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.3% | |
| Czech Airlines | 0.3% | 0.3% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% | 0.0% | 0.0% | 0.2% | 1.2% | |
| Adria Airways | 0.3% | 0.3% | 0.0% | 0.3% | 0.0% | 0.2% | 0.0% | 0.3% | 0.0% | 0.0% | 2.1% | 0.0% | 0.3% | 0.0% | 0.5% | |
| Norwegian Air Shuttle | 0.3% | 0.3% | 0.0% | 0.0% | 0.0% | 0.6% | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.1% | |
| Ukraine International Airlines | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% | 0.3% | 0.4% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.2% | 0.3% | 0.3% | |
| El Al Israel Airlines | 0.2% | 0.2% | 0.6% | 0.4% | 0.0% | 0.2% | 0.1% | 0.5% | 0.0% | 0.4% | 0.4% | 0.0% | 0.0% | 0.6% | 0.0% | |
| Helvetic Airways | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.2% | 0.7% | 0.0% | 1.3% | 0.4% | 0.2% | |
| Hainan Airlines | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.2% | 0.2% | 0.7% | |
| Vueling | 0.2% | 0.2% | 0.0% | 0.1% | 0.0% | 0.0% | 0.2% | 0.2% | 0.7% | 1.3% | 0.0% | 0.0% | 0.0% | 0.4% | 0.5% | |
| Transavia Airlines | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.9% | 0.0% | 0.0% | 1.0% | 0.0% | 0.0% | |
| Tunisair | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.8% | 0.0% | 0.0% | |
| Oman Air | 0.2% | 0.2% | 0.2% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.4% | 0.0% | 0.0% | 0.1% | 0.8% | |
| Jet2.com | 0.2% | 0.2% | 0.0% | 0.6% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.2% | 0.0% | 0.0% | |
| SunExpress | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | |
| Flybe | 0.2% | 0.2% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 0.0% | |
| Bmi | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.3% | |
| Air Europa | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% | 0.1% | 0.4% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.4% | 0.2% | 0.2% | |
| Niki | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.5% | 0.5% | |
| | N=4244 | N=4244 | N=224 | N=561 | N=61 | N=480 | N=377 | N=231 | N=74 | N=176 | N=194 | N=87 | N=324 | N=366 | N=794 | |

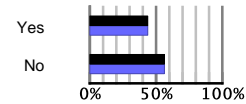
Means of transport.

| | All Tourists (non filtered) | Filtered by: No Filter | | | | | | | | | | | | | | |
|----------------------|-----------------------------|------------------------|--------------|------------------|-----------------|---------------|--------------------|-------------|--------------------|---------------------|-------------|--------|--------|------------------------------|---------------|------|
| | | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
| Airline. (cont.) | | | | | | | | | | | | | | | | |
| TUfly | 0.1% | 0.1% | 0.3% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | 0.0% |
| Air Transat | 0.1% | 0.1% | 0.2% | 0.0% | 0.0% | 0.1% | 0.3% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% |
| Luxair | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.5% | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Air Malta | 0.1% | 0.1% | 0.3% | 0.2% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.4% | 0.0% |
| Belair Airlines | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.2% | 0.0% |
| Royal Air Maroc | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.2% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.2% | 0.0% | 0.2% | |
| Blue1 | 0.1% | 0.1% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.8% | 0.0% | 0.6% | 0.0% | |
| SkyWork | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Qantas Airways | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.2% | 0.1% | |
| Darwin Airline | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | |
| Egypt Air | 0.1% | 0.1% | 0.0% | 0.1% | 0.0% | 0.2% | 0.2% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Middle East Airlines | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | |
| Air Algérie | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Blue Islands | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Iceland Express | 0.1% | 0.1% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Royal Jordanian | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.8% | 0.0% | 0.1% | 0.1% | |
| JAT Airways | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | |
| Bulgaria Air | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | |
| JAL Japan Airlines | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | |
| Croatia Airlines | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | |
| Rossiya Airlines | 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% | 0.2% | |
| Cyprus Airways | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Montenegro Airlines | 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% | 0.1% | |
| WOW Air | 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% | 0.1% | |
| City Airline | 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% | 0.0% | |
| Air Arabia | 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% | 0.0% | |
| | N=4244 | N=4244 | N=224 | N=561 | N=61 | N=480 | N=377 | N=231 | N=74 | N=176 | N=194 | N=87 | N=324 | N=366 | N=794 | |

Filtered by: No Filter

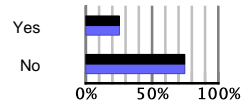
Means of transport.

Means of transport within Switzerland: train.



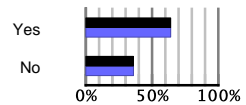
| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|-----------------------------|---------|--------------|------------------|-----------------|---------------|--------------------|-------------|--------------------|---------------------|-------------|--------|--------|------------------------------|---------------|
| Yes | 43.7% | 62.4% | 49.4% | 45.6% | 62.9% | 53.6% | 34.8% | 55.2% | 34.9% | 58.3% | 42.4% | 38.2% | 40.0% | 69.7% |
| No | 56.3% | 37.6% | 50.6% | 54.4% | 37.1% | 46.4% | 65.2% | 44.8% | 65.1% | 41.7% | 57.6% | 61.8% | 60.0% | 30.3% |
| N=13924 | N=13924 | N=458 | N=1918 | N=207 | N=749 | N=829 | N=1860 | N=315 | N=943 | N=450 | N=749 | N=1775 | N=1016 | N=1402 |

Means of transport within Switzerland: bus, postal bus, motorcoach.



| | | | | | | | | | | | | | | |
|---------|---------|-------|--------|-------|-------|-------|--------|-------|-------|-------|-------|--------|--------|--------|
| Yes | 25.3% | 40.6% | 26.2% | 23.0% | 45.9% | 31.4% | 20.6% | 21.9% | 19.5% | 26.1% | 20.4% | 23.8% | 25.3% | 35.6% |
| No | 74.7% | 59.4% | 73.8% | 77.0% | 54.1% | 68.6% | 79.4% | 78.1% | 80.5% | 73.9% | 79.6% | 76.2% | 74.7% | 64.4% |
| N=13924 | N=13924 | N=458 | N=1918 | N=207 | N=749 | N=829 | N=1860 | N=315 | N=943 | N=450 | N=749 | N=1775 | N=1016 | N=1402 |

Means of transport within Switzerland: private transport (e.g. car, motorhome).



| | | | | | | | | | | | | | | |
|---------|---------|-------|--------|-------|-------|-------|--------|-------|-------|-------|-------|--------|--------|--------|
| Yes | 64.0% | 33.6% | 64.5% | 65.2% | 31.4% | 52.7% | 73.7% | 48.4% | 70.1% | 50.8% | 65.2% | 70.2% | 64.1% | 39.2% |
| No | 36.0% | 66.4% | 35.5% | 34.8% | 68.6% | 47.3% | 26.3% | 51.6% | 29.9% | 49.2% | 34.8% | 29.8% | 35.9% | 60.8% |
| N=13924 | N=13924 | N=458 | N=1918 | N=207 | N=749 | N=829 | N=1860 | N=315 | N=943 | N=450 | N=749 | N=1775 | N=1016 | N=1402 |

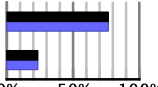

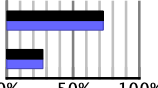


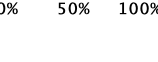
Filtered by: No Filter

Daily expenditure.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|-----------------------------------|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--------|
| Daily expenditure (7 categories). | | | | | | | | | | | | | | | | |
| <50 CHF | | 10.9% | 10.9% | 13.9% | 7.2% | 16.8% | 12.9% | 17.9% | 8.8% | 14.5% | 12.8% | 12.6% | 10.0% | 8.2% | 7.2% | 12.7% |
| 50-99 CHF | | 24.3% | 24.3% | 33.0% | 19.1% | 29.2% | 27.8% | 24.1% | 18.9% | 29.7% | 28.8% | 28.0% | 26.4% | 23.4% | 26.3% | 24.0% |
| 100-149 CHF | | 22.6% | 22.6% | 18.6% | 22.9% | 19.4% | 21.6% | 20.0% | 22.4% | 25.9% | 24.9% | 24.0% | 22.4% | 24.3% | 22.9% | 21.8% |
| 150-199 CHF | | 14.3% | 14.3% | 8.1% | 15.4% | 13.7% | 11.3% | 10.5% | 17.5% | 16.0% | 11.5% | 13.2% | 14.1% | 15.1% | 12.5% | 13.3% |
| 200-249 CHF | | 12.4% | 12.4% | 11.7% | 16.0% | 11.3% | 10.3% | 10.7% | 14.1% | 8.9% | 11.8% | 9.2% | 12.3% | 12.5% | 11.3% | 11.9% |
| 250-399 CHF | | 10.7% | 10.7% | 9.3% | 12.7% | 6.6% | 7.3% | 9.8% | 12.9% | 3.6% | 6.9% | 9.8% | 10.2% | 12.3% | 13.4% | 9.9% |
| 400 + CHF | | 4.9% | 4.9% | 5.4% | 6.7% | 3.1% | 8.8% | 6.9% | 5.2% | 1.4% | 3.3% | 3.3% | 4.6% | 4.1% | 6.4% | 6.3% |
| | | N=13729 | N=13729 | N=452 | N=1892 | N=201 | N=742 | N=822 | N=1834 | N=314 | N=934 | N=445 | N=745 | N=1754 | N=1004 | N=1379 |
| High spender (yes/no). | | | | | | | | | | | | | | | | |
| Yes | | 15.6% | 15.6% | 14.7% | 19.4% | 9.7% | 16.1% | 16.7% | 18.1% | 5.0% | 10.2% | 13.0% | 14.8% | 16.4% | 19.8% | 16.2% |
| No | | 84.4% | 84.4% | 85.3% | 80.6% | 90.3% | 83.9% | 83.3% | 81.9% | 95.0% | 89.8% | 87.0% | 85.2% | 83.6% | 80.2% | 83.8% |
| | | N=13729 | N=13729 | N=452 | N=1892 | N=201 | N=742 | N=822 | N=1834 | N=314 | N=934 | N=445 | N=745 | N=1754 | N=1004 | N=1379 |

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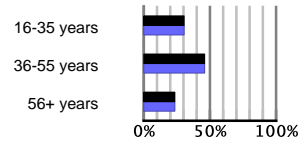
Socio-demographics.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|-------------------|---|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--------|
| Best ager. | | | | | | | | | | | | | | | | |
| 16-55 years |  | 76.5% | 76.5% | 83.6% | 74.2% | 71.6% | 88.5% | 78.5% | 73.2% | 83.5% | 73.4% | 86.1% | 81.4% | 72.1% | 82.0% | 84.2% |
| 56+ years |  | 23.5% | 23.5% | 16.4% | 25.8% | 28.4% | 11.5% | 21.5% | 26.8% | 16.5% | 26.6% | 13.9% | 18.6% | 27.9% | 18.0% | 15.8% |
| | | N=13777 | N=13777 | N=454 | N=1901 | N=207 | N=739 | N=820 | N=1838 | N=313 | N=939 | N=445 | N=741 | N=1760 | N=999 | N=1386 |
| Family. | | | | | | | | | | | | | | | | |
| Non-family |  | 72.7% | 72.7% | 84.8% | 76.7% | 78.3% | 86.8% | 77.3% | 67.0% | 71.7% | 68.3% | 83.6% | 80.1% | 65.4% | 68.3% | 86.8% |
| Family |  | 27.3% | 27.3% | 15.2% | 23.3% | 21.7% | 13.2% | 22.7% | 33.0% | 28.3% | 31.7% | 16.4% | 19.9% | 34.6% | 31.7% | 13.2% |
| | | N=13873 | N=13873 | N=456 | N=1915 | N=207 | N=749 | N=828 | N=1859 | N=315 | N=935 | N=447 | N=749 | N=1773 | N=1016 | N=1395 |
| Sex. | | | | | | | | | | | | | | | | |
| Male |  | 51.3% | 51.3% | 51.0% | 56.0% | 44.1% | 47.5% | 49.4% | 52.8% | 50.8% | 49.5% | 43.4% | 46.6% | 56.4% | 52.7% | 49.3% |
| Female |  | 48.7% | 48.7% | 49.0% | 44.0% | 55.9% | 52.5% | 50.6% | 47.2% | 49.2% | 50.5% | 56.6% | 53.4% | 43.6% | 47.3% | 50.7% |
| | | N=13761 | N=13761 | N=455 | N=1897 | N=207 | N=739 | N=820 | N=1835 | N=312 | N=938 | N=444 | N=740 | N=1757 | N=997 | N=1386 |

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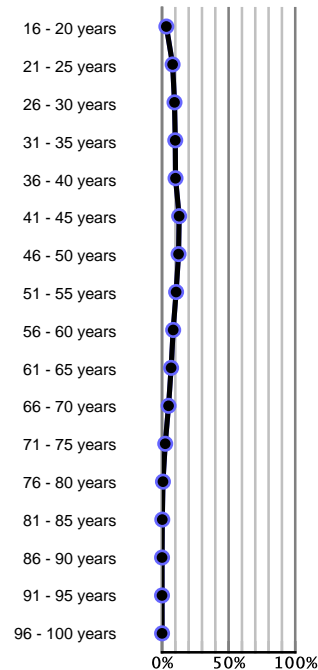
Socio-demographics.

Age (3 categories).



| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau-bünden | Jura & Three-Lakes | Eastern Switzerland | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|-----------------------------|----------------|--------------|------------------|-----------------|---------------|--------------------|---------------|--------------------|---------------------|--------------|--------------|---------------|------------------------------|---------------|
| 16-35 years | 30.5% | 47.6% | 26.1% | 32.2% | 57.8% | 38.6% | 21.4% | 35.3% | 25.4% | 51.3% | 44.2% | 19.0% | 31.7% | 52.2% |
| 36-55 years | 46.0% | 36.0% | 48.1% | 39.4% | 30.7% | 39.9% | 51.8% | 48.3% | 48.0% | 34.8% | 37.2% | 53.1% | 50.3% | 32.0% |
| 56+ years | 23.5% | 16.4% | 25.8% | 28.4% | 11.5% | 21.5% | 26.8% | 16.5% | 26.6% | 13.9% | 18.6% | 27.9% | 18.0% | 15.8% |
| N=13777 | N=13777 | N=454 | N=1901 | N=207 | N=739 | N=820 | N=1838 | N=313 | N=939 | N=445 | N=741 | N=1760 | N=999 | N=1386 |

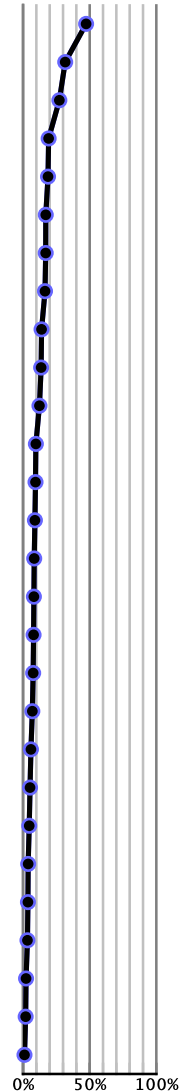
Age (17 categories).



Filtered by: No Filter

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

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|---|--------------------------------|--------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Recommendation from friends, acquaintances or relatives | 47.3% | 47.3% | 56.4% | 46.9% | 59.0% | 62.7% | 54.8% | 36.3% | 49.6% | 51.1% | 62.8% | 46.5% | 41.6% | 45.9% | 73.0% |
| Internet site of a hotel/holiday-apartment owner/campsite etc. | 31.6% | 31.6% | 15.8% | 39.5% | 20.0% | 24.5% | 27.2% | 32.5% | 27.9% | 21.1% | 21.8% | 33.3% | 39.7% | 28.2% | 19.3% |
| Internet site of a regional/local tourist organisation | 27.2% | 27.2% | 15.9% | 30.6% | 22.3% | 19.1% | 23.5% | 28.0% | 22.3% | 19.9% | 18.2% | 20.8% | 36.3% | 27.5% | 20.2% |
| Guidebooks etc. | 19.2% | 19.2% | 28.7% | 22.6% | 21.6% | 33.3% | 29.0% | 11.0% | 21.2% | 17.7% | 29.1% | 17.3% | 14.9% | 17.0% | 38.9% |
| Internet site of Switzerland Tourism | 18.7% | 18.7% | 18.1% | 23.1% | 24.8% | 27.0% | 23.1% | 13.9% | 17.3% | 12.5% | 26.2% | 17.5% | 17.4% | 19.5% | 29.9% |
| Brochure, leaflet... from a hotel/holiday-apartment owner/campsite etc | 17.1% | 17.1% | 12.4% | 24.5% | 9.1% | 20.2% | 14.4% | 16.9% | 10.2% | 11.2% | 9.6% | 14.2% | 21.7% | 13.2% | 14.2% |
| Internet site of a tour operator/transport company | 17.0% | 17.0% | 17.6% | 22.3% | 18.0% | 24.9% | 19.7% | 14.2% | 16.6% | 15.3% | 18.2% | 17.8% | 14.1% | 16.2% | 28.4% |
| Information obtained in person/by phone from a hotel/holiday-apartment owner/campsite | 16.5% | 16.5% | 10.5% | 19.9% | 11.8% | 14.6% | 11.7% | 16.4% | 11.8% | 8.5% | 9.3% | 9.9% | 22.4% | 18.3% | 8.7% |
| Brochure, leaflet... from a regional/local tourist organisation | 13.9% | 13.9% | 14.8% | 17.6% | 22.3% | 14.7% | 15.5% | 10.6% | 12.6% | 10.2% | 14.4% | 12.4% | 15.0% | 12.5% | 21.4% |
| Report in a newspaper/magazine about destination | 13.6% | 13.6% | 8.3% | 13.9% | 18.3% | 17.6% | 15.7% | 13.7% | 6.6% | 12.7% | 18.2% | 12.8% | 13.3% | 14.0% | 16.4% |
| Report in a newspaper/magazine about Switzerland | 12.3% | 12.3% | 14.5% | 11.5% | 14.5% | 17.0% | 13.2% | 12.1% | 12.1% | 10.4% | 14.4% | 16.3% | 10.5% | 9.6% | 19.6% |
| Brochure, leaflet... from Switzerland Tourism | 9.6% | 9.6% | 12.2% | 10.3% | 14.7% | 14.3% | 14.2% | 5.9% | 7.0% | 9.1% | 14.4% | 8.5% | 8.7% | 11.0% | 18.8% |
| Brochure, leaflet... from a tour operator/transport company | 9.4% | 9.4% | 13.8% | 12.1% | 4.5% | 18.9% | 9.5% | 5.6% | 7.0% | 8.5% | 12.9% | 11.5% | 8.2% | 13.0% | 18.4% |
| Report on TV/radio about Switzerland | 8.9% | 8.9% | 10.1% | 8.0% | 8.9% | 11.8% | 11.0% | 7.3% | 5.4% | 7.0% | 10.6% | 12.3% | 8.9% | 6.8% | 12.3% |
| Newspaper, poster, TV/radio advertising from a hotel/holiday-apartment owner/campsite | 8.4% | 8.4% | 4.5% | 10.2% | 9.0% | 10.4% | 8.1% | 8.4% | 2.2% | 5.0% | 4.2% | 7.9% | 10.5% | 6.5% | 8.9% |
| Report on TV/radio about destination | 8.1% | 8.1% | 8.7% | 9.1% | 9.3% | 8.0% | 6.5% | 8.3% | 4.9% | 6.3% | 12.4% | 11.2% | 7.7% | 6.8% | 9.2% |
| Information obtained in person/by phone from a regional/local tourist organisation | 7.9% | 7.9% | 5.1% | 9.6% | 11.2% | 12.3% | 7.8% | 5.7% | 4.8% | 3.3% | 7.9% | 5.7% | 8.7% | 9.0% | 11.3% |
| Newspaper, poster, TV/radio advertising from a regional/local tourist organisation | 7.6% | 7.6% | 3.2% | 7.5% | 7.5% | 10.1% | 7.6% | 9.3% | 5.4% | 4.8% | 9.3% | 6.6% | 7.3% | 7.2% | 10.8% |
| Newspaper, poster, TV/radio advertising from Switzerland Tourism | 7.0% | 7.0% | 4.9% | 7.4% | 4.8% | 9.7% | 9.0% | 7.3% | 7.7% | 4.5% | 8.7% | 6.7% | 5.5% | 8.5% | 10.9% |
| Newspaper, poster, TV/radio advertising from a tour operator/transport company | 5.9% | 5.9% | 5.9% | 6.4% | 5.9% | 12.3% | 5.5% | 5.4% | 6.1% | 4.3% | 9.6% | 6.8% | 4.6% | 6.3% | 12.7% |
| Information obtained in person/by phone from a tour operator/transport company | 5.2% | 5.2% | 4.2% | 6.7% | 6.0% | 11.6% | 6.6% | 4.4% | 1.5% | 1.8% | 10.7% | 3.8% | 4.6% | 6.7% | 10.3% |
| Newsletter (email news) from Switzerland Tourism | 4.7% | 4.7% | 3.0% | 4.9% | 2.5% | 5.8% | 7.0% | 3.6% | 7.4% | 1.3% | 4.8% | 5.5% | 4.6% | 5.5% | 8.7% |
| Cinema/feature films | 3.8% | 3.8% | 6.0% | 3.3% | 4.3% | 9.4% | 7.4% | 2.4% | 1.9% | 2.2% | 8.6% | 3.1% | 1.5% | 5.7% | 11.5% |
| Information obtained in person/by phone from Switzerland Tourism | 3.7% | 3.7% | 5.1% | 4.8% | 0.0% | 8.6% | 5.2% | 3.0% | 2.2% | 1.2% | 4.5% | 4.3% | 2.5% | 5.2% | 7.6% |
| Holiday fair | 3.3% | 3.3% | 4.4% | 4.3% | 6.3% | 7.0% | 4.4% | 1.2% | 3.5% | 2.7% | 2.5% | 5.0% | 2.5% | 3.0% | 6.1% |
| Other internet site | 2.3% | 2.3% | 4.1% | 3.5% | 0.8% | 4.8% | 3.0% | 2.3% | 1.9% | 1.0% | 2.5% | 1.1% | 1.8% | 1.8% | 2.2% |
| Other sources of information | 2.0% | 2.0% | 1.6% | 2.4% | 4.4% | 1.5% | 2.3% | 1.5% | 2.9% | 2.5% | 0.5% | 0.3% | 1.9% | 1.9% | 3.0% |
| Other newsletter | 1.1% | 1.1% | 0.0% | 1.8% | 0.0% | 0.4% | 0.2% | 0.9% | 0.0% | 1.4% | 0.0% | 1.9% | 0.6% | 1.6% | 0.5% |
| | N=5290 | N=5290 | N=187 | N=719 | N=92 | N=321 | N=368 | N=617 | N=140 | N=302 | N=175 | N=206 | N=865 | N=342 | N=486 |



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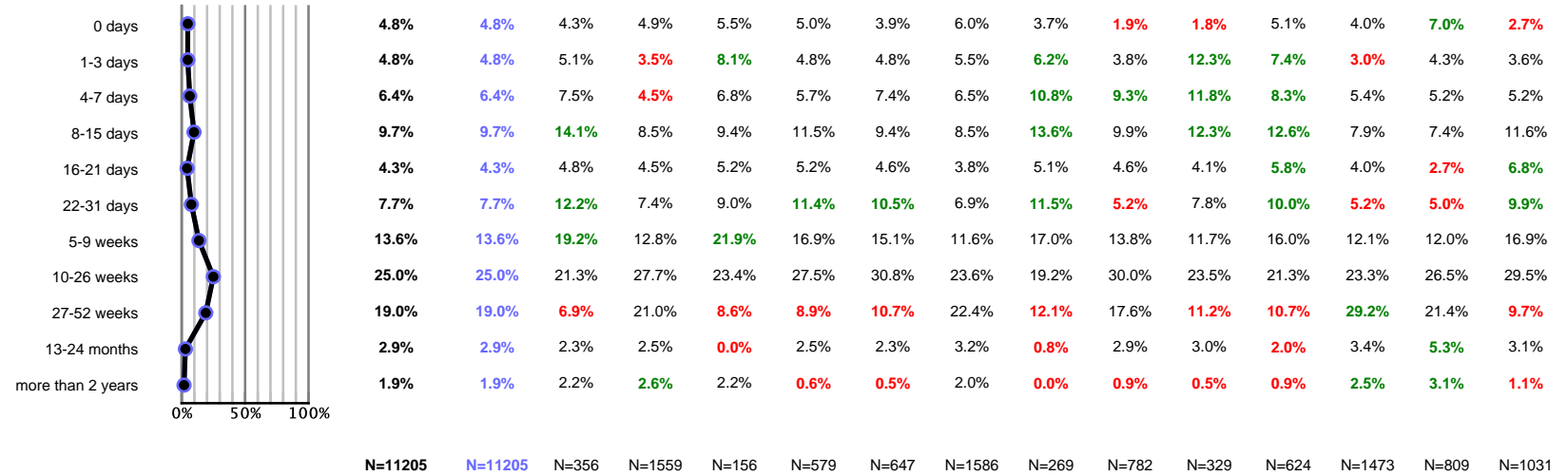
Booking behavior.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|---|--------------------------------|----------------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|-------|
| Organization by tour operator. | | | | | | | | | | | | | | | | |
| Entire trip organised by a tour operator | | 4.1% | 4.1% | 5.5% | 5.1% | 0.7% | 8.5% | 7.0% | 3.8% | 1.6% | 6.5% | 3.7% | 1.5% | 2.6% | 7.0% | 6.0% |
| Part of the trip organised by a tour operator | | 4.5% | 4.5% | 4.3% | 6.6% | 2.1% | 7.4% | 3.9% | 4.5% | 1.8% | 6.2% | 6.8% | 3.0% | 3.1% | 7.3% | 6.3% |
| Trip not organised by a tour operator | | 91.4% | 91.4% | 90.2% | 88.2% | 97.2% | 84.1% | 89.1% | 91.7% | 96.6% | 87.3% | 89.5% | 95.4% | 94.3% | 85.7% | 87.7% |
| | N=13864 | N=13864 | N=458 | N=1906 | N=207 | N=747 | N=827 | N=1858 | N=314 | N=941 | N=445 | N=748 | N=1774 | N=1015 | N=1390 | |
| Booking accommodation through online agency. | | | | | | | | | | | | | | | | |
| Yes | | 18.1% | 18.1% | 23.9% | 20.7% | 15.8% | 35.7% | 24.6% | 13.2% | 10.5% | 15.9% | 27.5% | 21.2% | 14.9% | 19.3% | 29.5% |
| No | | 81.9% | 81.9% | 76.1% | 79.3% | 84.2% | 64.3% | 75.4% | 86.8% | 89.5% | 84.1% | 72.5% | 78.8% | 85.1% | 80.7% | 70.5% |
| | N=12119 | N=12119 | N=409 | N=1618 | N=197 | N=626 | N=719 | N=1649 | N=299 | N=828 | N=393 | N=698 | N=1602 | N=792 | N=1171 | |

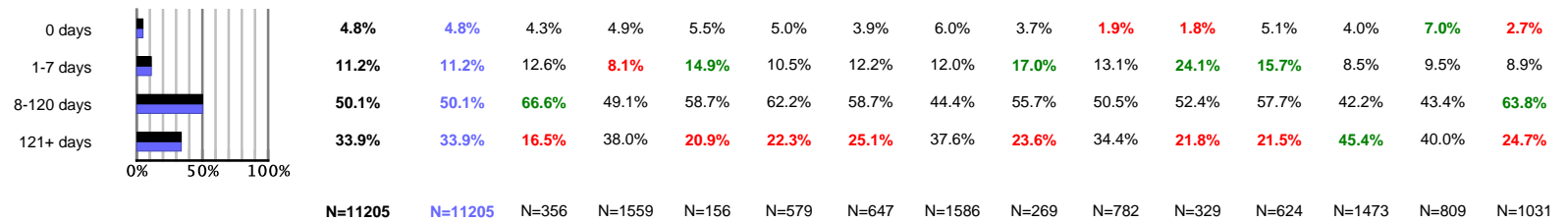
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Booking behavior.

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



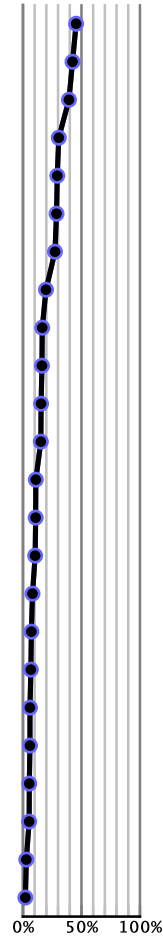
Beginning of travel planning: Days before travelling (4 categories).



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Non-sporting activities.

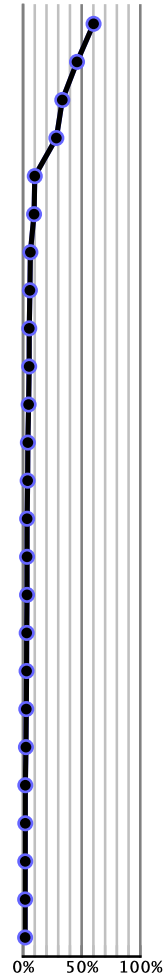
| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne, Lake Lucerne Region | Zurich Region |
|---|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Excursions by mountain railway/gondola | 45.4% | 45.4% | 22.7% | 59.1% | 24.7% | 28.2% | 33.4% | 52.6% | 22.7% | 37.4% | 32.1% | 41.7% | 52.8% | 49.9% | 32.0% |
| Taste the regional cuisine (specialities) | 42.4% | 42.4% | 43.0% | 37.9% | 54.0% | 40.0% | 44.1% | 40.5% | 37.7% | 40.6% | 39.9% | 48.9% | 42.9% | 37.2% | 45.7% |
| Enjoy an elegant meal | 39.3% | 39.3% | 33.4% | 37.1% | 40.9% | 29.4% | 34.7% | 44.2% | 30.6% | 31.5% | 26.2% | 50.9% | 43.1% | 40.0% | 28.8% |
| Visit natural attractions | 30.6% | 30.6% | 25.7% | 36.8% | 28.2% | 42.1% | 39.0% | 22.2% | 30.8% | 29.0% | 44.8% | 31.6% | 24.8% | 30.6% | 42.2% |
| Shopping | 29.3% | 29.3% | 36.9% | 27.7% | 22.2% | 40.6% | 32.4% | 25.4% | 36.9% | 22.2% | 42.7% | 45.6% | 23.2% | 26.5% | 37.7% |
| Excursions outside of your destination | 28.7% | 28.7% | 27.1% | 26.2% | 37.0% | 28.2% | 33.1% | 21.5% | 35.9% | 31.5% | 35.7% | 45.3% | 19.5% | 23.1% | 36.4% |
| Visit historic and cultural attractions | 27.4% | 27.4% | 55.9% | 21.4% | 48.9% | 53.8% | 46.2% | 13.7% | 45.6% | 38.4% | 57.4% | 26.1% | 11.8% | 27.8% | 51.8% |
| Excursions by boat | 19.7% | 19.7% | 23.9% | 19.5% | 19.4% | 33.8% | 30.9% | 4.1% | 33.3% | 21.9% | 21.7% | 46.4% | 4.4% | 29.3% | 36.0% |
| Visits to art museums, museums of cultural history/exhibitions | 16.5% | 16.5% | 47.9% | 11.6% | 32.8% | 39.1% | 28.1% | 10.3% | 26.6% | 21.3% | 37.6% | 9.3% | 7.5% | 13.5% | 34.7% |
| Go to the theater/cinema | 16.2% | 16.2% | 21.2% | 16.3% | 23.2% | 30.8% | 23.6% | 12.6% | 16.7% | 15.8% | 23.4% | 18.0% | 10.6% | 13.9% | 23.7% |
| Après-Ski | 15.5% | 15.5% | 3.5% | 18.9% | 0.6% | 5.0% | 7.6% | 24.0% | 1.1% | 7.8% | 4.5% | 1.0% | 29.1% | 20.0% | 3.7% |
| Wellness and beauty treatments | 15.3% | 15.3% | 4.7% | 16.3% | 9.9% | 3.1% | 9.2% | 21.1% | 4.1% | 13.9% | 8.2% | 8.7% | 22.3% | 21.5% | 5.0% |
| Attend concerts, open air events, festivals | 11.0% | 11.0% | 19.5% | 8.1% | 11.1% | 15.9% | 15.6% | 8.2% | 10.1% | 10.8% | 14.7% | 19.0% | 7.7% | 8.0% | 15.2% |
| Nightlife: Go to bars, clubs, discos | 10.9% | 10.9% | 14.4% | 9.8% | 7.7% | 14.5% | 11.3% | 11.9% | 19.1% | 5.7% | 11.1% | 13.5% | 10.0% | 9.7% | 17.7% |
| Visits to contemporary art and cultural events (design, fashion, art galleries) | 10.4% | 10.4% | 30.8% | 6.8% | 17.1% | 27.6% | 19.9% | 5.5% | 14.9% | 11.1% | 21.0% | 9.7% | 3.7% | 9.8% | 24.2% |
| Attend folklore fests and festivals (such as Christmas markets, carnivals, New Year...) | 8.2% | 8.2% | 12.4% | 7.3% | 11.4% | 10.8% | 10.4% | 5.0% | 7.9% | 10.7% | 11.7% | 7.0% | 8.1% | 7.8% | 12.8% |
| Relax in chill out areas on the slope | 7.2% | 7.2% | 2.0% | 9.3% | 1.0% | 4.3% | 5.0% | 11.5% | 3.0% | 5.8% | 5.3% | 1.2% | 10.9% | 6.6% | 3.8% |
| Attend sporting events | 6.7% | 6.7% | 4.7% | 10.9% | 6.7% | 6.2% | 5.0% | 11.4% | 5.2% | 4.6% | 7.9% | 4.9% | 3.6% | 4.8% | 3.3% |
| Guided round-trips | 6.0% | 6.0% | 8.4% | 6.6% | 4.7% | 15.9% | 9.5% | 4.3% | 7.9% | 7.9% | 8.1% | 3.2% | 3.6% | 6.9% | 11.0% |
| Amusement park visits | 6.0% | 6.0% | 7.2% | 4.5% | 9.6% | 10.3% | 11.0% | 4.4% | 10.2% | 7.5% | 8.3% | 8.7% | 3.4% | 5.0% | 7.6% |
| Visits to contemporary architectural places of interest | 5.4% | 5.4% | 19.2% | 3.2% | 9.4% | 11.3% | 9.7% | 3.7% | 6.4% | 5.7% | 11.5% | 4.8% | 3.2% | 3.8% | 11.8% |
| Visit a nature park | 5.3% | 5.3% | 14.0% | 6.4% | 5.5% | 7.8% | 6.4% | 4.7% | 10.5% | 6.1% | 12.6% | 5.5% | 2.2% | 5.0% | 8.6% |
| Medical and health treatments | 2.9% | 2.9% | 1.6% | 1.8% | 0.6% | 3.2% | 2.7% | 2.7% | 1.0% | 3.6% | 2.4% | 1.2% | 5.3% | 2.2% | 2.8% |
| Other | 2.1% | 2.1% | 1.2% | 1.5% | 2.1% | 2.4% | 2.2% | 2.1% | 3.8% | 3.1% | 0.3% | 2.4% | 1.7% | 1.7% | 1.5% |
| | N=13519 | N=13519 | N=455 | N=1864 | N=202 | N=742 | N=817 | N=1793 | N=307 | N=905 | N=444 | N=741 | N=1681 | N=999 | N=1381 |



Filtered by: No Filter

Sporting activities.

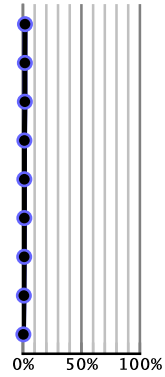
| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|---|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Walking (less than 2 hours walking time) | 60.2% | 60.2% | 76.6% | 56.9% | 65.6% | 74.8% | 69.7% | 53.4% | 67.4% | 54.1% | 78.6% | 66.5% | 54.8% | 62.7% | 73.6% |
| Hiking (at least 2 hours walking time) | 46.0% | 46.0% | 29.7% | 51.2% | 41.9% | 27.3% | 38.0% | 54.0% | 36.4% | 42.3% | 37.3% | 43.2% | 48.9% | 35.0% | 36.3% |
| Swimming (lake, pool, indoor pool) | 33.5% | 33.5% | 18.4% | 30.4% | 37.9% | 15.8% | 28.6% | 37.9% | 27.0% | 36.2% | 18.3% | 54.5% | 30.8% | 30.6% | 20.0% |
| Alpine skiing | 28.4% | 28.4% | 5.3% | 32.9% | 8.0% | 6.0% | 14.5% | 44.1% | 2.3% | 22.7% | 5.1% | 1.5% | 48.0% | 35.8% | 7.8% |
| Sledging | 10.0% | 10.0% | 3.4% | 11.6% | 4.4% | 2.8% | 5.3% | 15.1% | 2.0% | 6.9% | 4.5% | 0.8% | 15.9% | 14.0% | 4.0% |
| Ride a bicycle/racing bike (without electro bike) | 9.4% | 9.4% | 11.7% | 6.9% | 18.0% | 12.1% | 10.1% | 6.2% | 31.8% | 12.8% | 9.7% | 15.7% | 3.0% | 7.1% | 13.6% |
| Snowboarding | 6.3% | 6.3% | 0.9% | 6.3% | 0.7% | 2.4% | 5.3% | 9.3% | 1.6% | 7.9% | 4.5% | 0.7% | 9.2% | 8.4% | 2.7% |
| Running/Jogging | 5.8% | 5.8% | 10.4% | 4.2% | 6.3% | 7.0% | 7.5% | 6.4% | 5.1% | 5.8% | 6.0% | 8.5% | 4.0% | 4.3% | 7.3% |
| Take ski lessons | 5.3% | 5.3% | 1.6% | 5.0% | 1.9% | 2.7% | 2.5% | 7.3% | 0.3% | 5.4% | 0.7% | 0.1% | 9.4% | 8.4% | 2.3% |
| Mountain biking | 5.2% | 5.2% | 2.2% | 5.0% | 5.7% | 5.3% | 5.9% | 7.3% | 3.9% | 7.0% | 1.9% | 6.4% | 3.2% | 3.8% | 4.8% |
| Snowshoe hiking (on marked trails) | 4.8% | 4.8% | 0.9% | 4.2% | 2.5% | 1.5% | 3.5% | 5.6% | 2.8% | 3.1% | 3.7% | 0.6% | 8.7% | 6.7% | 1.5% |
| Cross-country skiing | 4.1% | 4.1% | 0.2% | 3.1% | 2.5% | 1.6% | 0.9% | 10.1% | 0.4% | 1.3% | 0.6% | 0.6% | 4.0% | 5.2% | 1.7% |
| Visit a fitness centre, weight training | 3.9% | 3.9% | 3.9% | 5.1% | 0.3% | 4.1% | 3.0% | 5.2% | 1.7% | 2.4% | 2.1% | 5.9% | 3.6% | 4.2% | 2.5% |
| Freeride (alpine skiing & snowboarding) | 3.5% | 3.5% | 0.3% | 3.6% | 0.4% | 2.4% | 2.8% | 4.8% | 2.3% | 1.7% | 0.5% | 0.3% | 4.6% | 8.5% | 1.2% |
| Climbing in the alpine environment | 3.4% | 3.4% | 3.3% | 3.4% | 2.7% | 5.4% | 1.9% | 2.8% | 2.5% | 5.0% | 3.5% | 2.0% | 5.0% | 2.3% | 2.5% |
| Long-distance hiking (at least 2 days) | 3.4% | 3.4% | 2.5% | 3.6% | 3.5% | 4.9% | 3.5% | 2.2% | 3.7% | 4.1% | 3.3% | 2.4% | 3.9% | 2.2% | 3.8% |
| Ice skating, Ice hockey, Curling | 3.1% | 3.1% | 0.3% | 3.6% | 1.6% | 1.4% | 2.4% | 6.5% | 0.4% | 1.0% | 0.9% | 0.3% | 3.9% | 2.5% | 1.2% |
| Snow/Ice sports (skiing, snowboard, snowshoe hikes, ice-climbing) | 3.0% | 3.0% | 2.9% | 3.7% | 4.0% | 2.2% | 4.0% | 2.6% | 0.9% | 2.4% | 2.9% | 1.5% | 4.4% | 2.6% | 2.6% |
| Nordic Walking | 2.8% | 2.8% | 0.9% | 3.1% | 2.4% | 2.3% | 2.1% | 3.4% | 1.2% | 2.6% | 1.4% | 2.5% | 3.4% | 2.7% | 1.6% |
| Tennis | 2.5% | 2.5% | 2.5% | 2.1% | 0.7% | 2.9% | 3.6% | 3.5% | 3.4% | 2.6% | 2.0% | 3.1% | 2.1% | 1.3% | 1.4% |
| Gymnastics/keep fit/fitness trail | 2.0% | 2.0% | 3.5% | 1.5% | 1.8% | 3.5% | 2.9% | 1.4% | 0.3% | 2.1% | 1.6% | 1.5% | 2.0% | 2.9% | 3.4% |
| Rowing/canoeing | 1.9% | 1.9% | 2.0% | 1.3% | 2.2% | 3.0% | 1.9% | 3.5% | 3.3% | 1.0% | 1.8% | 3.6% | 0.3% | 1.6% | 1.4% |
| Electric biking (E-bike) | 1.9% | 1.9% | 5.6% | 2.2% | 2.8% | 2.5% | 1.8% | 1.7% | 4.8% | 3.6% | 1.8% | 2.5% | 0.4% | 1.6% | 2.7% |
| Ski touring | 1.8% | 1.8% | 0.8% | 2.8% | 0.6% | 2.6% | 1.2% | 2.7% | 0.9% | 0.9% | 2.1% | 0.4% | 1.6% | 2.3% | 1.2% |
| Adventure sports (e.g. canyoning, river rafting, bungee jumping) | 1.8% | 1.8% | 2.1% | 3.6% | 2.4% | 3.9% | 3.4% | 0.9% | 1.5% | 1.1% | 2.2% | 2.0% | 0.9% | 1.4% | 2.5% |
| | N=13185 | N=13185 | N=409 | N=1867 | N=195 | N=663 | N=773 | N=1814 | N=284 | N=900 | N=414 | N=714 | N=1743 | N=960 | N=1271 |



Filtered by: No Filter

Sporting activities.

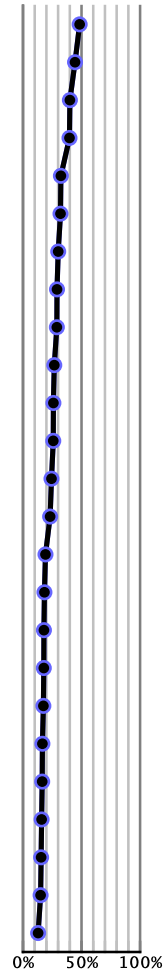
| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|---|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Golf | 1.7% | 1.7% | 2.8% | 1.1% | 1.1% | 2.8% | 1.6% | 1.9% | 2.1% | 1.9% | 1.5% | 2.2% | 1.8% | 0.7% | 3.0% |
| Other | 1.6% | 1.6% | 1.1% | 1.9% | 1.9% | 1.0% | 0.2% | 2.1% | 7.7% | 1.4% | 0.7% | 0.9% | 1.0% | 1.9% | 1.2% |
| Snowcross | 1.6% | 1.6% | 1.2% | 1.5% | 0.2% | 0.9% | 1.3% | 2.0% | 0.0% | 1.5% | 1.8% | 0.1% | 2.6% | 3.4% | 1.2% |
| Horseback riding | 1.2% | 1.2% | 2.5% | 1.5% | 1.0% | 4.2% | 2.2% | 1.6% | 0.6% | 1.0% | 2.7% | 0.5% | 0.4% | 0.8% | 1.2% |
| Winter funsport (e.g. air board, snow tubing, toboggaining) | 1.2% | 1.2% | 1.7% | 2.0% | 0.2% | 2.0% | 3.5% | 0.7% | 0.0% | 0.9% | 0.5% | 0.3% | 1.1% | 2.3% | 1.3% |
| Indoor climbing facility | 1.2% | 1.2% | 1.9% | 1.3% | 0.3% | 1.0% | 0.6% | 1.4% | 1.0% | 0.8% | 0.8% | 0.9% | 0.7% | 2.6% | 1.5% |
| Summer fun sports (e.g. air board, snow tubing, toboggaining) | 1.1% | 1.1% | 0.7% | 1.1% | 0.0% | 2.4% | 1.8% | 0.7% | 2.4% | 0.8% | 2.3% | 1.2% | 0.6% | 1.7% | 1.3% |
| Inline Skating | 0.8% | 0.8% | 0.3% | 1.2% | 0.6% | 1.4% | 1.2% | 0.5% | 1.1% | 0.5% | 1.6% | 1.1% | 0.3% | 0.8% | 1.1% |
| Winter-Iceclimbing | 0.4% | 0.4% | 0.5% | 0.3% | 0.2% | 0.8% | 0.3% | 0.4% | 0.9% | 0.7% | 0.4% | 0.0% | 0.5% | 0.3% | 0.4% |
| | N=13185 | N=13185 | N=409 | N=1867 | N=195 | N=663 | N=773 | N=1814 | N=284 | N=900 | N=414 | N=714 | N=1743 | N=960 | N=1271 |



Filtered by: No Filter

Tourists' needs.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| 46 tourists' needs. | | | | | | | | | | | | | | | |
| Mountains | 48.4% | 48.4% | 16.0% | 57.7% | 27.1% | 20.9% | 29.7% | 62.4% | 20.7% | 39.1% | 26.4% | 24.6% | 68.3% | 54.1% | 26.5% |
| Nature | 44.4% | 44.4% | 24.9% | 51.3% | 39.2% | 32.8% | 33.7% | 48.9% | 35.8% | 46.4% | 40.3% | 35.1% | 47.3% | 46.0% | 36.0% |
| Hospitality | 40.1% | 40.1% | 29.9% | 42.0% | 35.1% | 31.0% | 34.8% | 44.3% | 43.8% | 44.1% | 31.9% | 38.7% | 41.6% | 41.1% | 30.3% |
| Good price/benefit ratio | 39.7% | 39.7% | 42.0% | 41.9% | 32.5% | 36.2% | 34.6% | 41.5% | 32.4% | 37.5% | 35.8% | 39.6% | 41.6% | 44.0% | 32.5% |
| Recreational value | 32.4% | 32.4% | 16.4% | 33.3% | 17.4% | 15.3% | 20.1% | 41.7% | 25.5% | 26.4% | 16.3% | 33.4% | 40.1% | 28.5% | 13.6% |
| Peace and quiet | 32.0% | 32.0% | 15.7% | 36.0% | 20.6% | 19.9% | 24.9% | 34.2% | 29.6% | 32.3% | 23.4% | 25.1% | 39.5% | 30.0% | 19.7% |
| Easy to reach | 30.1% | 30.1% | 31.7% | 32.1% | 23.7% | 28.8% | 31.0% | 30.2% | 30.5% | 28.7% | 30.1% | 31.5% | 30.1% | 34.2% | 27.9% |
| Pleasant climate/weather | 29.1% | 29.1% | 22.8% | 23.6% | 14.7% | 28.6% | 29.4% | 28.4% | 23.8% | 20.8% | 23.1% | 48.6% | 30.6% | 21.1% | 25.2% |
| Sports activities | 28.9% | 28.9% | 9.3% | 29.4% | 17.7% | 5.8% | 12.5% | 45.0% | 13.4% | 21.8% | 10.2% | 16.5% | 40.7% | 35.7% | 8.4% |
| Hiking offers | 26.7% | 26.7% | 10.4% | 31.5% | 28.3% | 9.3% | 18.6% | 33.9% | 18.1% | 28.3% | 11.9% | 21.1% | 35.1% | 19.3% | 10.1% |
| Atmosphere | 26.0% | 26.0% | 30.2% | 26.1% | 21.0% | 27.3% | 29.3% | 22.6% | 29.8% | 23.1% | 32.2% | 35.8% | 22.3% | 22.3% | 28.7% |
| Public transportation at the location | 25.9% | 25.9% | 32.6% | 29.2% | 15.8% | 29.5% | 29.0% | 31.5% | 26.2% | 18.6% | 25.7% | 22.8% | 23.0% | 19.4% | 29.7% |
| Quality | 24.3% | 24.3% | 22.2% | 24.2% | 17.8% | 21.7% | 21.7% | 28.0% | 17.8% | 23.2% | 22.4% | 24.4% | 24.4% | 22.3% | 26.5% |
| Family friendly | 23.2% | 23.2% | 14.9% | 22.6% | 20.0% | 12.6% | 19.6% | 26.6% | 20.7% | 24.9% | 13.0% | 15.3% | 30.0% | 27.3% | 13.3% |
| Lake/rivers | 19.2% | 19.2% | 17.5% | 16.5% | 20.4% | 23.4% | 23.0% | 13.6% | 34.9% | 18.7% | 17.6% | 40.6% | 8.7% | 20.3% | 24.4% |
| Comfort | 18.3% | 18.3% | 19.6% | 19.6% | 16.2% | 24.5% | 22.0% | 17.9% | 19.3% | 15.1% | 19.9% | 18.4% | 16.7% | 17.2% | 24.2% |
| Interesting | 17.9% | 17.9% | 30.2% | 16.1% | 21.3% | 30.7% | 25.0% | 11.0% | 22.4% | 20.0% | 29.8% | 22.5% | 10.7% | 16.9% | 30.4% |
| Welcoming | 17.8% | 17.8% | 21.0% | 18.7% | 25.8% | 23.4% | 23.5% | 13.9% | 23.7% | 19.1% | 27.6% | 17.7% | 13.9% | 15.2% | 24.0% |
| Few/restricted traffic at destination | 17.4% | 17.4% | 10.1% | 15.5% | 12.4% | 5.2% | 9.8% | 20.2% | 12.6% | 14.4% | 5.7% | 12.8% | 28.9% | 19.1% | 4.7% |
| Historic experience value (buildings, sites, etc.) | 16.6% | 16.6% | 47.6% | 10.6% | 26.7% | 34.0% | 31.6% | 6.7% | 27.4% | 20.5% | 28.9% | 20.8% | 6.4% | 18.6% | 32.4% |
| Culinary offers | 16.4% | 16.4% | 22.9% | 14.1% | 23.9% | 20.6% | 19.8% | 15.6% | 16.3% | 11.5% | 16.3% | 24.6% | 12.6% | 14.4% | 15.7% |
| Cultural experience value | 15.9% | 15.9% | 46.9% | 10.7% | 31.0% | 30.6% | 27.4% | 6.2% | 25.0% | 20.1% | 33.3% | 20.5% | 6.5% | 14.5% | 32.5% |
| Authentic/original | 15.5% | 15.5% | 25.9% | 15.6% | 18.1% | 15.7% | 19.1% | 11.8% | 15.5% | 17.5% | 23.2% | 12.9% | 12.9% | 14.8% | 21.3% |
| Special natural attractions | 15.0% | 15.0% | 14.6% | 18.3% | 11.5% | 22.7% | 18.7% | 10.5% | 18.9% | 16.0% | 16.7% | 12.4% | 12.0% | 15.9% | 23.0% |
| Variety of options | 12.9% | 12.9% | 18.0% | 12.1% | 15.7% | 16.0% | 14.7% | 14.7% | 10.1% | 12.1% | 13.9% | 14.6% | 9.8% | 11.6% | 17.1% |
| | N=13846 | N=13846 | N=457 | N=1911 | N=207 | N=744 | N=827 | N=1855 | N=312 | N=939 | N=448 | N=749 | N=1772 | N=1010 | N=1382 |

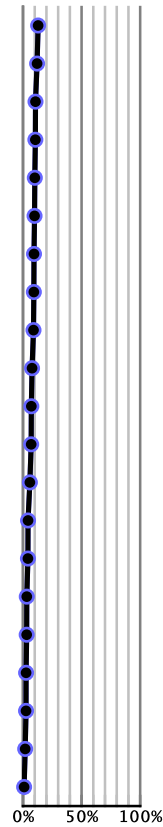


Filtered by: No Filter

Tourists' needs.

46 tourists' needs. (cont.)

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Credible/honest/trustworthy | 12.9% | 12.9% | 15.3% | 15.1% | 13.6% | 17.8% | 12.4% | 11.8% | 13.2% | 13.3% | 13.6% | 9.4% | 11.2% | 12.8% | 17.3% |
| Uniqueness | 12.0% | 12.0% | 15.5% | 11.8% | 15.4% | 19.6% | 17.8% | 7.6% | 15.5% | 11.3% | 19.2% | 12.0% | 10.4% | 13.1% | 17.1% |
| Bad weather options | 10.7% | 10.7% | 13.0% | 10.5% | 11.5% | 8.6% | 10.0% | 12.3% | 8.2% | 8.2% | 13.7% | 8.6% | 12.2% | 12.4% | 5.4% |
| Traditional | 10.5% | 10.5% | 11.4% | 13.4% | 16.8% | 13.2% | 12.3% | 9.5% | 10.4% | 13.3% | 10.9% | 8.1% | 7.8% | 9.3% | 13.8% |
| Sustainability/environmental compatibility | 10.1% | 10.1% | 9.2% | 8.6% | 11.4% | 11.6% | 8.9% | 10.8% | 10.9% | 9.5% | 12.9% | 8.4% | 11.9% | 8.0% | 7.1% |
| Fascinating | 9.8% | 9.8% | 20.4% | 8.3% | 11.3% | 14.3% | 14.0% | 6.6% | 14.2% | 11.0% | 15.0% | 9.8% | 7.9% | 7.1% | 16.5% |
| Shopping | 9.4% | 9.4% | 15.9% | 6.8% | 12.4% | 16.3% | 10.1% | 6.2% | 13.0% | 5.7% | 9.9% | 21.0% | 5.4% | 10.5% | 16.5% |
| Adventure | 9.3% | 9.3% | 11.0% | 10.2% | 16.5% | 15.1% | 10.1% | 7.9% | 10.8% | 6.3% | 11.2% | 9.2% | 6.9% | 10.5% | 12.2% |
| Opportunities to meet the locals | 9.0% | 9.0% | 10.5% | 8.8% | 12.2% | 15.4% | 13.1% | 5.2% | 12.7% | 9.0% | 10.0% | 8.2% | 6.9% | 9.9% | 12.3% |
| Wellness and beauty services | 7.7% | 7.7% | 2.1% | 8.1% | 6.9% | 3.1% | 4.5% | 9.4% | 4.5% | 5.7% | 2.2% | 7.0% | 11.2% | 11.4% | 2.3% |
| Special attractions (except nature) | 7.1% | 7.1% | 17.5% | 5.6% | 5.1% | 20.0% | 9.2% | 4.0% | 12.5% | 8.6% | 15.2% | 8.1% | 3.6% | 8.3% | 14.9% |
| Entertainment value | 7.0% | 7.0% | 10.5% | 5.7% | 10.6% | 13.3% | 9.6% | 5.2% | 12.9% | 6.4% | 11.0% | 10.0% | 4.4% | 7.4% | 10.8% |
| Evening events/nightlife | 5.9% | 5.9% | 9.1% | 4.5% | 3.5% | 11.8% | 5.1% | 4.5% | 9.1% | 4.2% | 6.8% | 11.6% | 3.7% | 6.3% | 10.4% |
| Exclusivity | 4.3% | 4.3% | 5.4% | 3.8% | 5.6% | 6.9% | 8.3% | 2.9% | 3.6% | 4.6% | 3.3% | 3.8% | 4.7% | 3.9% | 5.4% |
| Health and prevention | 4.2% | 4.2% | 3.7% | 3.0% | 2.2% | 4.5% | 2.5% | 6.1% | 2.0% | 4.6% | 2.0% | 2.5% | 5.5% | 3.6% | 2.9% |
| Innovative | 3.2% | 3.2% | 5.7% | 2.5% | 3.3% | 5.2% | 3.2% | 3.3% | 3.8% | 4.4% | 4.2% | 3.8% | 2.7% | 2.7% | 3.9% |
| Luxury | 3.1% | 3.1% | 3.5% | 2.9% | 1.1% | 6.8% | 3.7% | 3.1% | 1.4% | 2.5% | 1.9% | 3.6% | 2.4% | 3.8% | 5.4% |
| Hip or cool | 2.6% | 2.6% | 3.8% | 2.2% | 2.2% | 4.5% | 3.2% | 3.1% | 4.6% | 1.6% | 2.0% | 3.6% | 1.3% | 1.6% | 5.3% |
| Exotic | 2.6% | 2.6% | 3.9% | 2.6% | 2.2% | 9.1% | 5.1% | 1.0% | 2.6% | 1.1% | 5.0% | 3.3% | 1.3% | 3.4% | 5.5% |
| Prestige | 1.9% | 1.9% | 2.7% | 1.8% | 1.4% | 5.0% | 2.7% | 1.8% | 0.7% | 1.3% | 3.2% | 1.9% | 1.1% | 1.5% | 3.6% |
| Other | 1.0% | 1.0% | 0.9% | 1.1% | 0.8% | 1.0% | 1.5% | 0.9% | 2.8% | 1.0% | 0.2% | 0.7% | 1.0% | 1.4% | 0.5% |
| | N=13846 | N=13846 | N=457 | N=1911 | N=744 | N=744 | N=827 | N=1855 | N=312 | N=939 | N=448 | N=749 | N=1772 | N=1010 | N=1382 |

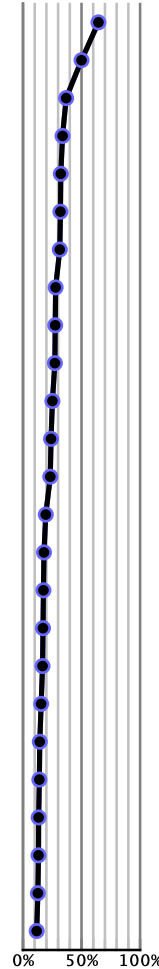


Filtered by: No Filter

Image of destination.

46 image items of destination.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Mountains | 64.4% | 64.4% | 12.5% | 81.5% | 38.6% | 36.6% | 44.8% | 83.4% | 18.5% | 52.8% | 36.8% | 32.3% | 85.4% | 74.2% | 36.4% |
| Nature | 50.0% | 50.0% | 17.4% | 58.8% | 43.2% | 33.9% | 35.0% | 58.8% | 34.9% | 49.5% | 36.6% | 37.3% | 55.0% | 50.3% | 36.1% |
| Peace and quiet | 36.9% | 36.9% | 18.8% | 42.6% | 36.0% | 27.9% | 32.8% | 37.2% | 24.3% | 37.2% | 32.9% | 25.7% | 41.3% | 38.7% | 28.1% |
| Recreational value | 33.8% | 33.8% | 10.9% | 36.2% | 20.2% | 9.0% | 15.5% | 44.2% | 19.3% | 25.4% | 14.1% | 40.4% | 42.5% | 31.2% | 11.0% |
| Hospitality | 32.3% | 32.3% | 25.6% | 37.8% | 39.6% | 18.6% | 24.8% | 35.3% | 38.3% | 36.3% | 27.5% | 27.6% | 34.9% | 28.9% | 24.3% |
| Hiking offers | 32.0% | 32.0% | 6.7% | 39.4% | 25.4% | 6.9% | 15.5% | 42.3% | 15.9% | 30.4% | 15.4% | 27.2% | 40.5% | 27.2% | 10.4% |
| Sports activities | 31.4% | 31.4% | 5.4% | 34.8% | 16.3% | 4.0% | 14.2% | 51.6% | 12.4% | 24.7% | 9.1% | 11.6% | 46.2% | 38.9% | 6.3% |
| Atmosphere | 27.9% | 27.9% | 33.2% | 28.2% | 26.1% | 23.5% | 28.3% | 23.6% | 36.0% | 22.5% | 36.7% | 40.0% | 26.5% | 25.9% | 28.0% |
| Pleasant climate/weather | 27.5% | 27.5% | 12.8% | 17.0% | 16.1% | 22.0% | 26.4% | 28.9% | 12.5% | 14.9% | 15.4% | 66.4% | 28.9% | 14.6% | 16.3% |
| Easy to reach | 27.2% | 27.2% | 37.5% | 28.4% | 26.5% | 27.0% | 26.8% | 25.8% | 36.0% | 32.9% | 27.0% | 27.6% | 24.0% | 32.7% | 29.2% |
| Public transportation at the location | 25.1% | 25.1% | 37.7% | 28.8% | 18.4% | 29.2% | 27.8% | 33.9% | 23.0% | 14.2% | 23.3% | 19.2% | 20.9% | 20.2% | 35.4% |
| Lake/rivers | 23.9% | 23.9% | 24.6% | 18.9% | 26.5% | 39.4% | 38.9% | 12.4% | 48.8% | 21.8% | 28.9% | 53.9% | 6.9% | 26.4% | 39.3% |
| Family friendly | 23.3% | 23.3% | 14.9% | 20.9% | 24.7% | 11.1% | 17.4% | 26.7% | 29.1% | 24.8% | 13.0% | 15.8% | 28.3% | 30.3% | 14.7% |
| Quality | 19.5% | 19.5% | 22.5% | 21.0% | 11.1% | 19.7% | 18.2% | 24.6% | 12.3% | 15.1% | 20.6% | 15.2% | 19.7% | 18.5% | 22.7% |
| Few/restricted traffic at destination | 17.9% | 17.9% | 8.5% | 16.1% | 9.2% | 3.4% | 4.9% | 17.0% | 9.1% | 13.2% | 9.9% | 8.1% | 38.2% | 21.0% | 5.3% |
| Good price/benefit ratio | 17.5% | 17.5% | 6.5% | 20.3% | 17.9% | 9.4% | 11.2% | 19.8% | 13.3% | 17.4% | 6.0% | 15.5% | 21.4% | 17.5% | 6.9% |
| Special natural attractions | 17.1% | 17.1% | 10.3% | 21.0% | 12.5% | 17.1% | 17.2% | 14.9% | 12.8% | 16.3% | 17.8% | 15.4% | 19.2% | 17.5% | 16.7% |
| Welcoming | 16.7% | 16.7% | 17.9% | 21.3% | 21.0% | 17.2% | 19.6% | 13.1% | 22.2% | 17.4% | 21.0% | 15.4% | 13.8% | 14.6% | 19.5% |
| Authentic/original | 15.5% | 15.5% | 17.9% | 17.9% | 28.8% | 11.9% | 15.3% | 11.0% | 23.2% | 20.8% | 19.9% | 10.8% | 13.2% | 15.1% | 15.5% |
| Uniqueness | 14.3% | 14.3% | 16.2% | 13.7% | 19.2% | 13.7% | 16.3% | 11.8% | 15.4% | 12.9% | 14.7% | 14.7% | 16.6% | 13.4% | 12.2% |
| Comfort | 14.0% | 14.0% | 12.4% | 17.8% | 10.0% | 18.1% | 13.7% | 14.0% | 11.6% | 11.0% | 16.2% | 12.8% | 13.2% | 12.7% | 17.6% |
| Traditional | 13.4% | 13.4% | 16.6% | 20.3% | 21.0% | 11.2% | 10.5% | 11.2% | 11.4% | 18.9% | 20.9% | 7.9% | 10.4% | 14.5% | 13.6% |
| Interesting | 13.2% | 13.2% | 28.3% | 11.5% | 24.1% | 24.9% | 21.7% | 7.4% | 23.2% | 18.2% | 26.4% | 12.4% | 7.6% | 9.5% | 23.9% |
| Historic experience value (buildings, sites, etc.) | 12.7% | 12.7% | 51.5% | 5.4% | 32.2% | 29.3% | 23.1% | 5.0% | 30.3% | 20.2% | 40.6% | 10.8% | 3.0% | 11.7% | 30.4% |
| Fascinating | 11.7% | 11.7% | 15.2% | 12.2% | 11.3% | 14.1% | 13.4% | 8.7% | 16.0% | 11.7% | 16.7% | 9.5% | 12.4% | 10.2% | 15.2% |
| | N=13891 | N=13891 | N=458 | N=1915 | N=207 | N=747 | N=828 | N=1857 | N=313 | N=941 | N=449 | N=749 | N=1775 | N=1015 | N=1398 |

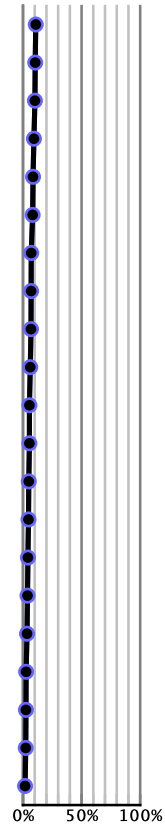


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Image of destination.

46 image items of destination. (cont.)

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Cultural experience value | 10.9% | 10.9% | 47.9% | 5.8% | 17.8% | 25.2% | 23.1% | 3.8% | 20.9% | 18.3% | 29.3% | 12.6% | 3.1% | 8.8% | 25.3% |
| Credible/honest/trustworthy | 10.4% | 10.4% | 12.5% | 13.2% | 7.5% | 12.4% | 9.9% | 10.1% | 9.2% | 11.6% | 16.6% | 5.6% | 9.2% | 10.9% | 13.4% |
| Culinary offers | 10.2% | 10.2% | 12.7% | 8.5% | 18.8% | 12.4% | 11.9% | 11.1% | 10.8% | 6.6% | 7.9% | 17.9% | 7.4% | 7.3% | 8.9% |
| Variety of options | 9.3% | 9.3% | 11.2% | 10.0% | 4.6% | 8.6% | 7.7% | 14.1% | 7.7% | 6.7% | 5.3% | 7.7% | 8.3% | 7.6% | 11.6% |
| Shopping | 8.5% | 8.5% | 19.8% | 5.0% | 7.4% | 20.6% | 11.0% | 5.6% | 15.0% | 4.9% | 19.6% | 15.4% | 4.2% | 6.7% | 18.9% |
| Wellness and beauty services | 8.2% | 8.2% | 2.6% | 9.7% | 6.2% | 2.3% | 4.0% | 10.0% | 2.4% | 7.0% | 3.3% | 4.6% | 13.7% | 11.8% | 3.3% |
| Opportunities to meet the locals | 7.1% | 7.1% | 8.3% | 7.6% | 13.1% | 8.0% | 9.0% | 4.5% | 12.7% | 8.7% | 6.6% | 4.0% | 7.0% | 6.7% | 8.3% |
| Adventure | 6.9% | 6.9% | 6.4% | 9.4% | 3.4% | 8.5% | 5.4% | 6.6% | 6.4% | 6.1% | 7.3% | 5.5% | 6.1% | 9.8% | 7.6% |
| Sustainability/environmental compatibility | 6.8% | 6.8% | 8.4% | 5.9% | 6.0% | 8.9% | 6.5% | 5.9% | 4.5% | 6.8% | 7.2% | 2.1% | 9.2% | 6.4% | 7.4% |
| Bad weather options | 6.2% | 6.2% | 13.6% | 4.5% | 4.3% | 4.9% | 5.8% | 7.5% | 4.7% | 4.5% | 6.3% | 3.3% | 8.3% | 9.7% | 2.7% |
| Special attractions (except nature) | 5.5% | 5.5% | 11.9% | 5.4% | 6.0% | 11.8% | 8.1% | 4.1% | 6.4% | 7.0% | 9.7% | 4.7% | 3.8% | 6.5% | 7.8% |
| Exclusivity | 5.5% | 5.5% | 7.1% | 5.6% | 4.2% | 8.0% | 9.3% | 5.3% | 2.4% | 3.3% | 3.6% | 5.0% | 5.2% | 3.5% | 7.1% |
| Luxury | 4.9% | 4.9% | 4.2% | 4.6% | 2.2% | 14.6% | 6.7% | 5.5% | 1.7% | 4.9% | 4.1% | 5.7% | 2.5% | 3.8% | 12.3% |
| Entertainment value | 4.7% | 4.7% | 9.5% | 5.6% | 5.0% | 5.3% | 6.8% | 5.7% | 7.3% | 2.7% | 4.9% | 5.0% | 2.9% | 3.3% | 4.6% |
| Health and prevention | 4.2% | 4.2% | 4.0% | 3.9% | 3.2% | 3.3% | 3.2% | 5.5% | 3.6% | 5.0% | 3.5% | 1.2% | 6.2% | 2.4% | 2.7% |
| Evening events/nightlife | 3.8% | 3.8% | 7.3% | 2.5% | 1.7% | 5.4% | 3.8% | 4.6% | 7.8% | 1.9% | 2.6% | 6.4% | 2.9% | 2.7% | 6.5% |
| Prestige | 3.4% | 3.4% | 3.7% | 3.7% | 1.5% | 11.1% | 6.3% | 3.7% | 1.3% | 1.4% | 2.7% | 2.5% | 2.3% | 2.0% | 7.0% |
| Hip or cool | 2.7% | 2.7% | 7.0% | 1.8% | 0.9% | 4.3% | 3.2% | 4.2% | 5.0% | 0.8% | 3.9% | 2.2% | 1.2% | 1.5% | 5.3% |
| Innovative | 2.5% | 2.5% | 4.7% | 1.8% | 4.3% | 5.2% | 3.2% | 3.4% | 2.0% | 2.6% | 1.9% | 1.7% | 1.6% | 3.4% | 3.7% |
| Other | 2.3% | 2.3% | 2.5% | 1.9% | 2.6% | 4.8% | 3.2% | 2.1% | 2.8% | 2.9% | 0.5% | 1.5% | 2.1% | 1.9% | 2.9% |
| Exotic | 1.8% | 1.8% | 2.5% | 1.1% | 3.2% | 4.4% | 3.0% | 0.4% | 0.8% | 0.7% | 3.5% | 5.3% | 0.4% | 2.0% | 3.7% |
| | N=13891 | N=13891 | N=458 | N=1915 | N=207 | N=747 | N=828 | N=1857 | N=313 | N=941 | N=449 | N=749 | N=1775 | N=1015 | N=1398 |



Filtered by: No Filter

Strengths of destination (open question).

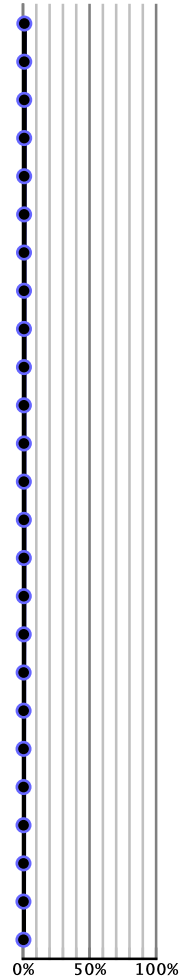
percentage of responses (not per tourist)

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne, Lake Lucerne Region | Zurich Region |
|---|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| nature | 7.8% | 7.8% | 3.8% | 8.5% | 6.3% | 7.7% | 7.3% | 8.3% | 7.6% | 8.6% | 8.8% | 7.2% | 6.8% | 7.4% | 9.5% |
| other | 6.8% | 6.8% | 7.9% | 6.4% | 8.0% | 11.2% | 7.8% | 6.3% | 8.1% | 6.6% | 9.8% | 7.5% | 5.3% | 5.9% | 8.0% |
| panorama/scenery/landscape (general) | 6.0% | 6.0% | 4.4% | 7.2% | 7.2% | 6.2% | 7.8% | 5.1% | 5.2% | 6.6% | 6.8% | 6.2% | 4.6% | 5.8% | 7.5% |
| mountains | 5.8% | 5.8% | 1.5% | 9.1% | 4.0% | 3.1% | 4.8% | 5.3% | 2.7% | 5.0% | 3.0% | 5.3% | 7.2% | 7.4% | 3.5% |
| friendly/welcoming/charming (population) | 5.0% | 5.0% | 5.1% | 5.4% | 6.3% | 6.3% | 4.8% | 4.5% | 3.8% | 6.3% | 5.5% | 3.5% | 5.1% | 4.9% | 5.8% |
| rest and relaxation (incl. cozy ambiance/well-being) | 4.9% | 4.9% | 3.5% | 5.3% | 6.9% | 4.1% | 4.4% | 4.3% | 3.6% | 5.1% | 5.2% | 3.4% | 5.6% | 4.4% | 3.7% |
| skiing/snowboarding | 4.8% | 4.8% | 0.9% | 5.0% | 0.1% | 0.7% | 1.9% | 8.5% | 0.8% | 4.4% | 0.3% | 0.0% | 7.8% | 5.1% | 0.6% |
| easy to reach/centrally located/close to place of residence | 4.2% | 4.2% | 3.9% | 3.9% | 2.3% | 2.6% | 5.2% | 3.8% | 4.8% | 6.3% | 3.7% | 4.8% | 3.1% | 6.7% | 3.2% |
| climate/weather | 3.4% | 3.4% | 0.6% | 1.0% | 0.8% | 2.2% | 3.3% | 2.4% | 1.0% | 1.0% | 0.6% | 13.8% | 3.0% | 0.9% | 1.3% |
| water (lakes, rivers, waterfalls etc.) | 3.3% | 3.3% | 2.1% | 2.2% | 5.1% | 4.3% | 7.7% | 0.9% | 12.9% | 3.7% | 2.2% | 10.1% | 0.3% | 4.2% | 3.6% |
| lovely/beautiful (not specified) | 3.3% | 3.3% | 5.9% | 3.4% | 3.1% | 4.2% | 5.4% | 2.3% | 5.3% | 2.5% | 4.0% | 3.5% | 2.5% | 3.1% | 6.1% |
| public transportation (easy to reach)(incl. railway, bus, postbus, ship, airplane) | 3.0% | 3.0% | 6.7% | 3.7% | 2.4% | 5.1% | 4.6% | 2.8% | 2.6% | 2.1% | 6.1% | 1.5% | 2.0% | 3.3% | 6.9% |
| range of services/variety/multifaceted (not specified) | 2.9% | 2.9% | 2.0% | 2.5% | 3.3% | 1.4% | 1.1% | 4.8% | 2.1% | 1.9% | 0.5% | 2.7% | 3.5% | 2.6% | 1.8% |
| hiking (good hiking opportunities)/climbing | 2.8% | 2.8% | 0.3% | 3.7% | 0.9% | 0.9% | 0.8% | 4.3% | 1.4% | 3.0% | 1.0% | 1.2% | 3.8% | 1.4% | 0.4% |
| culture/variety of cultural events (not specified)/history | 2.2% | 2.2% | 9.4% | 0.5% | 7.9% | 5.5% | 4.4% | 0.7% | 7.0% | 4.0% | 7.3% | 2.5% | 0.3% | 2.1% | 5.5% |
| cleanliness | 1.9% | 1.9% | 3.4% | 1.7% | 2.1% | 3.3% | 2.9% | 1.3% | 2.2% | 2.3% | 4.2% | 2.7% | 0.8% | 1.6% | 3.9% |
| family-/kid-friendly | 1.9% | 1.9% | 1.0% | 1.9% | 0.7% | 0.1% | 0.9% | 2.1% | 0.6% | 1.8% | 0.9% | 0.4% | 3.1% | 3.8% | 0.3% |
| snow/snow conditions/reliable snow | 1.9% | 1.9% | 0.1% | 0.9% | 0.5% | 0.3% | 0.5% | 2.9% | 0.0% | 0.6% | 0.2% | 0.1% | 3.9% | 4.2% | 0.5% |
| traffic-free/low traffic conditions | 1.6% | 1.6% | 0.1% | 0.9% | 0.7% | 0.0% | 0.4% | 0.4% | 0.0% | 0.3% | 0.6% | 0.2% | 5.8% | 2.9% | 0.0% |
| lodging/lodging quality | 1.5% | 1.5% | 0.5% | 1.8% | 1.3% | 0.5% | 1.0% | 2.1% | 2.3% | 1.3% | 0.6% | 1.1% | 1.8% | 2.0% | 0.4% |
| atmosphere | 1.5% | 1.5% | 1.6% | 1.7% | 0.3% | 1.6% | 1.7% | 1.1% | 2.0% | 0.8% | 1.8% | 3.3% | 1.5% | 1.1% | 0.9% |
| special offers for guests (e.g. guest card, Swiss Pass, free public transportation) | 1.4% | 1.4% | 0.9% | 0.5% | 0.0% | 1.0% | 1.1% | 3.9% | 0.2% | 0.1% | 0.2% | 0.2% | 1.8% | 0.1% | 0.4% |
| sports/variety of athletic activities (not specified) | 1.1% | 1.1% | 1.0% | 0.7% | 1.6% | 0.4% | 0.6% | 2.3% | 1.1% | 0.7% | 0.8% | 0.6% | 1.2% | 0.4% | 0.5% |
| gastronomy/quality restaurants and dining | 1.1% | 1.1% | 1.7% | 0.7% | 2.3% | 0.5% | 0.8% | 1.5% | 0.3% | 1.2% | 0.3% | 2.2% | 1.0% | 0.4% | 0.7% |
| inexpensive/good price/performance ratio | 1.1% | 1.1% | 0.1% | 1.1% | 0.6% | 0.3% | 0.6% | 1.3% | 0.9% | 1.9% | 0.7% | 0.7% | 1.6% | 1.3% | 0.6% |
| | N=30165 | N=30165 | N=921 | N=4078 | N=518 | N=1575 | N=1836 | N=4297 | N=619 | N=1937 | N=894 | N=1750 | N=4171 | N=2161 | N=2733 |

Filtered by: No Filter

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

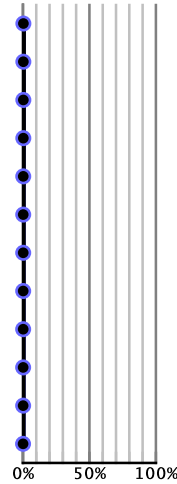
| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|--|---|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--|
| | percentage of responses (not per tourist) | | | | | | | | | | | | | | | |
| quality (not specified)/quality of life | 1.0% | 1.0% | 1.4% | 1.3% | 1.2% | 1.3% | 0.6% | 1.0% | 0.8% | 1.0% | 1.7% | 0.9% | 0.8% | 0.7% | 1.8% | |
| reasonably sized/small | 0.9% | 0.9% | 1.3% | 0.9% | 1.4% | 0.3% | 0.7% | 1.2% | 0.3% | 1.0% | 0.6% | 0.5% | 0.9% | 1.7% | 0.3% | |
| infrastructure (not specified) | 0.9% | 0.9% | 0.7% | 0.8% | 0.6% | 0.7% | 0.7% | 1.6% | 0.3% | 1.2% | 0.2% | 0.3% | 1.1% | 1.0% | 1.0% | |
| variety | 0.9% | 0.9% | 0.3% | 0.8% | 1.6% | 0.8% | 1.2% | 1.0% | 1.1% | 0.9% | 0.5% | 1.1% | 0.6% | 0.9% | 1.6% | |
| reliable/well organized/punctual | 0.9% | 0.9% | 1.7% | 1.0% | 0.8% | 1.1% | 1.3% | 1.0% | 0.2% | 0.6% | 0.9% | 0.6% | 0.5% | 0.7% | 2.2% | |
| genuine/authentic | 0.8% | 0.8% | 0.8% | 1.4% | 2.1% | 0.0% | 0.3% | 0.6% | 0.3% | 1.7% | 1.2% | 0.8% | 0.9% | 0.4% | 0.3% | |
| safe | 0.8% | 0.8% | 1.3% | 0.6% | 0.3% | 1.7% | 1.5% | 0.4% | 0.2% | 0.6% | 2.1% | 0.6% | 0.5% | 1.3% | 2.0% | |
| traditional | 0.8% | 0.8% | 1.1% | 1.2% | 2.2% | 0.2% | 0.6% | 0.4% | 0.2% | 1.9% | 1.1% | 0.3% | 0.7% | 0.6% | 0.2% | |
| few tourists/not crowded | 0.7% | 0.7% | 0.0% | 1.1% | 0.0% | 0.0% | 0.3% | 1.2% | 0.5% | 1.2% | 0.3% | 0.1% | 0.6% | 0.9% | 0.3% | |
| wellness/spa | 0.7% | 0.7% | 0.0% | 0.2% | 0.8% | 0.0% | 0.0% | 0.3% | 0.0% | 0.9% | 0.0% | 0.0% | 2.4% | 0.9% | 0.1% | |
| architecture | 0.7% | 0.7% | 3.8% | 0.6% | 1.6% | 0.9% | 1.2% | 0.3% | 2.3% | 1.1% | 2.3% | 0.6% | 0.2% | 0.5% | 1.4% | |
| shopping/stores | 0.7% | 0.7% | 1.1% | 0.8% | 0.8% | 1.3% | 0.6% | 0.6% | 0.6% | 0.3% | 1.6% | 0.7% | 0.4% | 0.9% | 0.5% | |
| urban/metropolis | 0.6% | 0.6% | 2.9% | 0.1% | 0.1% | 1.5% | 1.3% | 0.2% | 2.2% | 1.2% | 2.9% | 0.7% | 0.1% | 0.7% | 2.1% | |
| service/quality of service (e.g. competent personnel, not specified) | 0.6% | 0.6% | 0.2% | 1.0% | 0.1% | 1.4% | 0.5% | 1.0% | 0.9% | 0.6% | 0.2% | 0.1% | 0.6% | 0.7% | 0.7% | |
| mountain railways | 0.6% | 0.6% | 0.0% | 1.2% | 0.1% | 0.1% | 0.0% | 0.9% | 0.0% | 0.4% | 0.6% | 0.1% | 1.2% | 0.1% | 0.1% | |
| distinctive/unique | 0.6% | 0.6% | 0.5% | 1.0% | 0.4% | 0.4% | 0.4% | 0.4% | 0.4% | 0.5% | 1.4% | 0.4% | 0.9% | 0.4% | 0.4% | |
| lively/exciting | 0.6% | 0.6% | 1.5% | 0.8% | 1.2% | 1.6% | 0.6% | 0.4% | 0.7% | 0.6% | 0.6% | 0.4% | 0.4% | 0.5% | 1.3% | |
| festivals/cinemas/theaters/musicals/events etc. | 0.5% | 0.5% | 1.8% | 0.9% | 0.4% | 0.6% | 0.1% | 0.5% | 0.4% | 0.3% | 0.0% | 1.2% | 0.2% | 0.1% | 0.2% | |
| old town | 0.5% | 0.5% | 2.3% | 0.1% | 3.0% | 1.1% | 0.7% | 0.0% | 2.1% | 0.6% | 2.3% | 0.3% | 0.1% | 0.2% | 1.6% | |
| swimming | 0.4% | 0.4% | 0.0% | 0.2% | 0.3% | 0.0% | 0.1% | 0.4% | 0.1% | 0.5% | 0.1% | 0.4% | 0.7% | 0.7% | 0.0% | |
| comfort | 0.4% | 0.4% | 0.6% | 0.6% | 0.5% | 1.1% | 0.7% | 0.4% | 0.2% | 0.2% | 0.5% | 0.2% | 0.2% | 0.4% | 1.1% | |
| tourist attractions/points of interest | 0.4% | 0.4% | 1.0% | 0.3% | 1.2% | 1.4% | 0.5% | 0.2% | 0.8% | 0.9% | 0.3% | 0.4% | 0.1% | 0.5% | 0.8% | |
| clean air/clean drinking water | 0.4% | 0.4% | 0.4% | 0.3% | 0.4% | 0.8% | 0.5% | 0.5% | 0.5% | 0.5% | 0.3% | 0.1% | 0.5% | 0.1% | 0.4% | |
| museums/galleries/exhibits | 0.3% | 0.3% | 5.3% | 0.1% | 0.8% | 1.6% | 0.4% | 0.2% | 1.0% | 0.2% | 1.5% | 0.1% | 0.0% | 0.1% | 0.8% | |
| nightlife/bars | 0.3% | 0.3% | 0.1% | 0.2% | 0.0% | 0.7% | 0.4% | 0.5% | 1.3% | 0.0% | 0.1% | 0.4% | 0.4% | 0.1% | 0.5% | |
| | N=30165 | N=30165 | N=921 | N=4078 | N=518 | N=1575 | N=1836 | N=4297 | N=619 | N=1937 | N=894 | N=1750 | N=4171 | N=2161 | N=2733 | |



Filtered by: No Filter

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

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne, Lake Lucerne Region | Zurich Region | |
|--|--------------------------------|---|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--|
| | | percentage of responses (not per tourist) | | | | | | | | | | | | | | |
| Mediterranean/Italian/French/southern flair | 0.3% | 0.3% | 0.0% | 0.0% | 0.1% | 0.0% | 0.1% | 0.0% | 0.2% | 0.0% | 0.0% | 2.7% | 0.1% | 0.0% | 0.1% | |
| reputation/prestige/recognition | 0.3% | 0.3% | 0.1% | 0.5% | 0.0% | 0.3% | 0.3% | 0.7% | 0.5% | 0.1% | 0.5% | 0.1% | 0.2% | 0.2% | 0.2% | |
| sustainability/nature preservation | 0.3% | 0.3% | 0.4% | 0.7% | 0.7% | 0.3% | 0.2% | 0.2% | 0.2% | 0.2% | 0.3% | 0.1% | 0.2% | 0.3% | 0.2% | |
| bicycle paths/mountain biking | 0.3% | 0.3% | 0.0% | 0.0% | 0.9% | 0.0% | 0.2% | 0.3% | 2.1% | 1.0% | 0.0% | 0.4% | 0.1% | 0.1% | 0.1% | |
| exclusive/luxury | 0.2% | 0.2% | 0.2% | 0.3% | 0.0% | 0.4% | 0.4% | 0.4% | 0.5% | 0.1% | 0.0% | 0.1% | 0.1% | 0.2% | 0.2% | |
| glacier | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% | 0.0% | 0.2% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.1% | 0.0% | |
| cathedrals and other monuments (castles, towers, fountains etc.) | 0.2% | 0.2% | 0.3% | 0.0% | 0.6% | 1.3% | 0.3% | 0.0% | 0.2% | 0.5% | 0.3% | 0.3% | 0.0% | 0.2% | 0.2% | |
| tourism office/marketing | 0.2% | 0.2% | 0.2% | 0.3% | 0.0% | 0.9% | 0.4% | 0.1% | 0.0% | 0.5% | 0.1% | 0.0% | 0.0% | 0.4% | 0.7% | |
| undeveloped/unspoiled, intact nature | 0.2% | 0.2% | 0.0% | 0.3% | 0.8% | 0.2% | 0.2% | 0.1% | 0.0% | 0.4% | 0.1% | 0.0% | 0.1% | 0.1% | 0.0% | |
| foreign language skills/information in foreign languages | 0.1% | 0.1% | 0.2% | 0.2% | 0.1% | 0.8% | 0.2% | 0.0% | 0.0% | 0.1% | 0.2% | 0.1% | 0.1% | 0.2% | 0.5% | |
| international flair | 0.1% | 0.1% | 0.0% | 0.3% | 0.0% | 1.4% | 0.2% | 0.1% | 0.5% | 0.0% | 0.0% | 0.1% | 0.0% | 0.1% | 0.2% | |
| natural attractions | 0.1% | 0.1% | 0.2% | 0.1% | 0.0% | 0.3% | 0.0% | 0.0% | 0.1% | 0.3% | 0.0% | 0.0% | 0.0% | 0.2% | 0.1% | |
| | N=30165 | N=30165 | N=921 | N=4078 | N=518 | N=1575 | N=1836 | N=4297 | N=619 | N=1937 | N=894 | N=1750 | N=4171 | N=2161 | N=2733 | |

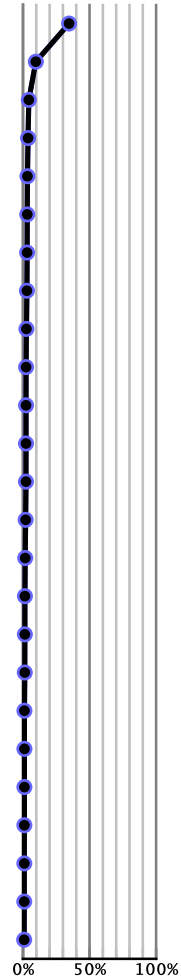


Filtered by: No Filter

Weaknesses of destination (open question).

percentage of responses (not per tourist)

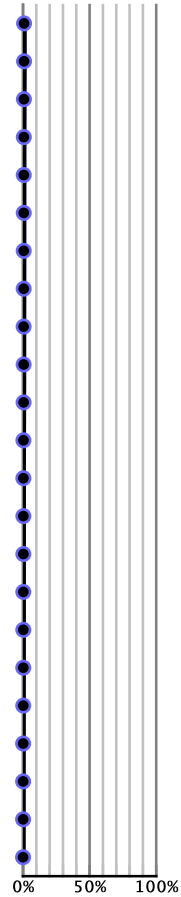
| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| expensive: other or not specified/price/performance ratio | 34.6% | 34.6% | 50.1% | 34.3% | 30.0% | 46.7% | 40.2% | 32.9% | 29.5% | 34.5% | 48.0% | 34.0% | 31.3% | 32.6% | 55.8% |
| other | 9.6% | 9.6% | 10.3% | 9.4% | 7.9% | 6.5% | 7.9% | 12.8% | 7.8% | 8.5% | 4.1% | 8.6% | 9.2% | 10.0% | 5.7% |
| unfriendly/not hospitable | 4.4% | 4.4% | 4.1% | 3.4% | 4.7% | 4.0% | 2.4% | 3.8% | 2.7% | 3.8% | 3.3% | 4.6% | 5.5% | 3.1% | 5.8% |
| difficult to reach/remote/not centrally located | 3.8% | 3.8% | 1.3% | 4.0% | 3.1% | 0.7% | 1.6% | 5.0% | 5.6% | 2.8% | 2.8% | 3.0% | 4.4% | 3.3% | 1.3% |
| too much traffic/traffic chaos (incl. electric cars) | 3.3% | 3.3% | 1.2% | 2.6% | 5.2% | 1.8% | 3.6% | 4.0% | 1.5% | 2.0% | 0.0% | 8.4% | 2.7% | 1.6% | 1.2% |
| climate/weather | 3.2% | 3.2% | 3.1% | 4.5% | 6.5% | 5.6% | 4.7% | 1.6% | 4.1% | 4.5% | 5.4% | 1.8% | 2.5% | 3.6% | 4.8% |
| winter (sport) options/snow conditions | 3.1% | 3.1% | 0.0% | 3.4% | 2.5% | 0.0% | 1.9% | 4.0% | 0.4% | 2.3% | 0.1% | 0.0% | 5.2% | 6.3% | 0.4% |
| does not offer enough/boring/too small etc. | 2.9% | 2.9% | 0.5% | 2.0% | 2.8% | 2.8% | 4.4% | 1.9% | 3.6% | 6.5% | 5.2% | 3.1% | 2.3% | 2.9% | 2.2% |
| public transportation: service, schedule etc. | 2.6% | 2.6% | 1.5% | 3.4% | 1.5% | 1.4% | 1.7% | 1.6% | 5.7% | 1.5% | 1.3% | 3.2% | 2.6% | 2.9% | 2.1% |
| overbuilt (ski lifts, buildings etc.)/construction sites | 2.3% | 2.3% | 2.1% | 0.9% | 0.0% | 0.5% | 1.0% | 4.9% | 3.2% | 0.2% | 3.5% | 1.3% | 2.7% | 1.7% | 0.1% |
| gastronomy/dining: quality | 2.3% | 2.3% | 1.8% | 2.5% | 4.3% | 1.8% | 2.4% | 2.4% | 0.7% | 3.1% | 3.1% | 1.6% | 2.8% | 1.7% | 0.4% |
| lodging: quality/difficult to book/offers | 2.3% | 2.3% | 1.6% | 2.3% | 2.3% | 1.5% | 1.7% | 2.0% | 6.1% | 3.4% | 1.7% | 2.4% | 1.7% | 4.4% | 1.7% |
| too many tourists/too touristy | 2.2% | 2.2% | 1.6% | 2.8% | 0.3% | 0.7% | 1.5% | 2.6% | 0.0% | 1.1% | 0.9% | 5.5% | 1.8% | 2.2% | 0.5% |
| lack of foreign language skills/translations | 2.0% | 2.0% | 3.8% | 1.5% | 4.8% | 5.5% | 3.3% | 0.8% | 3.9% | 2.8% | 3.5% | 2.6% | 0.9% | 2.3% | 4.7% |
| nightlife: poor/not enough parties/nothing to do at night | 1.7% | 1.7% | 1.8% | 2.2% | 3.0% | 1.9% | 2.2% | 1.2% | 2.0% | 2.5% | 3.0% | 1.0% | 1.5% | 3.8% | 0.8% |
| not enough stores/shopping opportunities | 1.4% | 1.4% | 0.7% | 1.9% | 3.2% | 0.5% | 1.0% | 1.8% | 0.0% | 1.3% | 0.1% | 1.5% | 0.8% | 1.9% | 0.5% |
| few alternative bad weather options | 1.4% | 1.4% | 0.0% | 1.5% | 2.2% | 0.3% | 0.6% | 1.1% | 1.2% | 2.0% | 0.1% | 2.6% | 1.3% | 2.5% | 0.2% |
| currency (unfavorable exchange rate) | 1.3% | 1.3% | 2.8% | 1.6% | 0.3% | 1.2% | 1.3% | 1.5% | 0.4% | 2.0% | 1.5% | 0.7% | 1.6% | 0.7% | 0.9% |
| mountain railways | 1.1% | 1.1% | 0.0% | 1.9% | 0.0% | 0.1% | 0.6% | 1.0% | 0.0% | 0.5% | 0.5% | 0.1% | 2.7% | 0.3% | 0.1% |
| no signage/lack of information | 1.1% | 1.1% | 3.2% | 1.4% | 1.1% | 2.2% | 0.8% | 0.7% | 2.2% | 1.1% | 1.9% | 0.2% | 1.1% | 0.8% | 1.1% |
| lack of infrastructure (general) | 1.1% | 1.1% | 0.1% | 0.5% | 0.5% | 0.7% | 1.0% | 0.8% | 0.1% | 1.5% | 0.8% | 0.6% | 2.1% | 1.4% | 0.4% |
| not family-/kid-friendly | 1.0% | 1.0% | 0.1% | 1.0% | 1.2% | 0.3% | 0.1% | 1.9% | 0.0% | 1.1% | 0.0% | 1.0% | 1.3% | 0.3% | 0.1% |
| lack of/not enough parking | 1.0% | 1.0% | 0.7% | 1.0% | 2.3% | 0.8% | 0.6% | 0.7% | 1.9% | 0.4% | 0.9% | 1.5% | 1.0% | 1.2% | 0.8% |
| gastronomy/dining: lack of special offers (vegetarian, Asian, regional etc.) | 0.9% | 0.9% | 0.3% | 1.5% | 1.4% | 1.2% | 1.1% | 0.3% | 0.2% | 2.2% | 1.3% | 0.9% | 1.0% | 1.7% | 0.9% |
| stores/shopping: opening hours | 0.9% | 0.9% | 2.7% | 0.9% | 1.4% | 2.5% | 2.1% | 0.7% | 1.1% | 0.7% | 1.0% | 0.3% | 0.5% | 0.6% | 2.2% |
| | N=12938 | N=12938 | N=400 | N=1776 | N=180 | N=743 | N=780 | N=1862 | N=225 | N=817 | N=385 | N=692 | N=1833 | N=971 | N=1174 |



Filtered by: No Filter

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

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|--|--------------------------------|---|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--|
| | | percentage of responses (not per tourist) | | | | | | | | | | | | | | |
| noisy/chaotic/hectic/too large | 0.8% | 0.8% | 0.0% | 0.7% | 1.0% | 0.3% | 0.5% | 0.9% | 0.3% | 0.6% | 0.0% | 1.7% | 0.5% | 1.0% | 0.8% | |
| foreign citizens/foreign personnel | 0.8% | 0.8% | 0.2% | 0.6% | 1.5% | 0.5% | 0.9% | 0.9% | 1.2% | 0.7% | 0.0% | 0.3% | 1.3% | 0.7% | 0.0% | |
| service (general): quality/poor organized | 0.7% | 0.7% | 0.4% | 0.4% | 0.0% | 0.4% | 0.4% | 0.4% | 0.0% | 1.2% | 1.0% | 0.9% | 0.7% | 0.8% | 0.5% | |
| snowshoeing/hiking trails (e.g. no signage) | 0.6% | 0.6% | 0.0% | 0.4% | 1.2% | 0.0% | 0.2% | 0.4% | 0.0% | 0.2% | 0.0% | 0.5% | 1.2% | 0.5% | 0.2% | |
| unsafe/violence/crime/fringe groups | 0.6% | 0.6% | 0.1% | 0.5% | 0.3% | 2.8% | 1.4% | 0.3% | 3.3% | 0.1% | 0.8% | 0.7% | 0.3% | 0.3% | 0.5% | |
| no/not enough art/cultural events/museums | 0.5% | 0.5% | 1.3% | 0.3% | 0.3% | 0.6% | 1.7% | 0.5% | 0.6% | 0.4% | 1.3% | 0.3% | 0.6% | 0.6% | 0.5% | |
| not beautiful/not an attractive place (general)/lack of ambiance | 0.5% | 0.5% | 0.3% | 0.5% | 0.0% | 0.5% | 0.6% | 1.0% | 1.2% | 0.9% | 0.0% | 0.5% | 0.4% | 0.1% | 0.1% | |
| boring/not interesting for young people | 0.5% | 0.5% | 0.0% | 0.7% | 0.3% | 0.3% | 0.0% | 0.4% | 0.2% | 0.3% | 0.1% | 1.2% | 0.5% | 0.0% | 0.1% | |
| wellness: quality/services | 0.5% | 0.5% | 0.0% | 0.2% | 0.3% | 0.0% | 0.4% | 0.6% | 1.6% | 0.2% | 0.0% | 0.5% | 0.7% | 0.4% | 0.0% | |
| dirty/not clean | 0.5% | 0.5% | 0.1% | 0.5% | 1.2% | 1.2% | 1.0% | 0.2% | 2.3% | 0.3% | 0.3% | 0.6% | 0.4% | 0.1% | 0.4% | |
| swimming facilities: not available/quality | 0.4% | 0.4% | 0.0% | 0.5% | 0.3% | 0.0% | 0.1% | 0.3% | 0.0% | 0.6% | 0.0% | 0.2% | 0.9% | 0.3% | 0.0% | |
| bicycle paths/mountain biking routes: quality | 0.3% | 0.3% | 0.0% | 0.1% | 0.0% | 0.6% | 0.5% | 0.2% | 0.0% | 0.6% | 0.0% | 0.8% | 0.4% | 0.0% | 0.0% | |
| tourism office: quality/opening hours/visitor's taxes, etc. | 0.3% | 0.3% | 0.4% | 0.1% | 0.0% | 0.1% | 0.4% | 0.2% | 1.0% | 0.1% | 0.1% | 0.3% | 0.4% | 0.2% | 0.9% | |
| camping: infrastructure/quality | 0.3% | 0.3% | 0.3% | 0.2% | 0.9% | 0.0% | 0.5% | 0.2% | 0.4% | 0.2% | 0.6% | 0.1% | 0.1% | 0.1% | 0.2% | |
| internet access: not available/expensive | 0.3% | 0.3% | 0.1% | 0.4% | 0.4% | 0.4% | 0.4% | 0.1% | 0.0% | 0.0% | 0.3% | 0.3% | 0.4% | 0.2% | 0.2% | |
| not enough advertising | 0.2% | 0.2% | 0.8% | 0.3% | 0.0% | 0.1% | 0.3% | 0.2% | 1.4% | 0.2% | 1.2% | 0.0% | 0.2% | 0.1% | 0.3% | |
| athletic activities: not enough | 0.2% | 0.2% | 0.0% | 0.4% | 0.0% | 0.0% | 0.1% | 0.2% | 0.0% | 0.2% | 0.0% | 0.5% | 0.1% | 0.5% | 0.1% | |
| attractions: opening hours | 0.2% | 0.2% | 0.3% | 0.2% | 0.0% | 0.4% | 0.6% | 0.4% | 0.0% | 0.1% | 0.0% | 0.0% | 0.1% | 0.2% | 0.1% | |
| political/legal issues/mentality | 0.2% | 0.2% | 0.0% | 0.2% | 0.2% | 0.3% | 0.3% | 0.0% | 0.4% | 0.1% | 0.1% | 0.0% | 0.1% | 0.3% | 0.5% | |
| not touristy/not touristy enough/not a typical tourist place | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.1% | 0.6% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.1% | |
| lack of lakes/rivers | 0.1% | 0.1% | 0.0% | 0.1% | 0.0% | 0.1% | 0.0% | 0.1% | 2.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| not enough nature (preservation)/green spaces/parks | 0.1% | 0.1% | 0.2% | 0.1% | 0.0% | 0.2% | 0.0% | 0.1% | 0.0% | 0.1% | 0.0% | 0.1% | 0.0% | 0.0% | 0.1% | |
| comfort/not enough luxury | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| | N=12938 | N=12938 | N=400 | N=1776 | N=180 | N=743 | N=780 | N=1862 | N=225 | N=817 | N=385 | N=692 | N=1833 | N=971 | N=1174 | |



Filtered by: No Filter

Satisfaction.

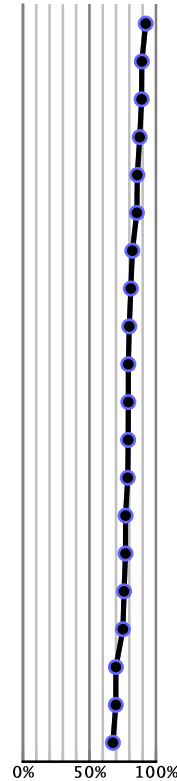
Overall satisfaction [0-100].

Mean

| All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| 84.0 | 84.0 | 79.3 | 85.5 | 84.7 | 77.5 | 82.5 | 84.5 | 84.7 | 83.5 | 82.6 | 83.8 | 84.6 | 83.4 | 82.1 |
| N=13447 | N=13447 | N=448 | N=1855 | N=204 | N=718 | N=807 | N=1790 | N=306 | N=922 | N=431 | N=724 | N=1723 | N=962 | N=1342 |

28 satisfaction items.

| | | | | | | | | | | | | | | | |
|---|---------|---------|-------|--------|-------|-------|-------|--------|-------|-------|-------|-------|--------|-------|--------|
| Hiking and foot paths | 92.3% | 92.3% | 84.1% | 93.0% | 86.6% | 91.1% | 92.9% | 94.7% | 96.3% | 90.0% | 92.1% | 92.8% | 91.6% | 90.1% | 93.0% |
| Friendliness of staff at the tourist office | 89.4% | 89.4% | 83.6% | 89.0% | 91.9% | 85.6% | 88.5% | 90.8% | 88.1% | 90.5% | 84.9% | 89.1% | 88.1% | 90.0% | 92.0% |
| Cleanliness | 89.2% | 89.2% | 86.6% | 91.8% | 88.9% | 81.1% | 83.8% | 91.1% | 86.0% | 90.5% | 92.7% | 85.9% | 88.2% | 91.2% | 91.8% |
| Printed documents / prospects etc. at the tourist office | 87.8% | 87.8% | 84.4% | 87.7% | 84.1% | 85.2% | 89.8% | 90.2% | 93.6% | 87.3% | 85.0% | 85.6% | 86.8% | 88.1% | 88.4% |
| Competence and advice at the tourist office | 86.0% | 86.0% | 83.7% | 85.4% | 88.1% | 87.3% | 87.6% | 87.8% | 86.5% | 84.5% | 85.0% | 84.8% | 83.7% | 88.1% | 88.8% |
| Satisfaction of bookings through the tourist office | 85.7% | 85.7% | 83.0% | 85.3% | 76.3% | 88.1% | 86.0% | 85.1% | 87.4% | 87.7% | 90.5% | 87.6% | 82.3% | 85.6% | 90.5% |
| Announcement of happenings and events of the tourist office | 82.2% | 82.2% | 81.6% | 82.9% | 81.2% | 78.5% | 80.0% | 84.5% | 77.8% | 81.3% | 80.6% | 85.2% | 81.4% | 76.7% | 82.6% |
| Mountainbike route offers | 81.1% | 81.1% | 75.5% | 81.2% | 75.9% | 77.9% | 75.2% | 87.5% | 89.4% | 81.0% | 81.1% | 80.8% | 73.7% | 73.6% | 84.6% |
| Accommodation | 79.9% | 79.9% | 77.0% | 81.2% | 76.3% | 65.1% | 72.3% | 83.3% | 85.6% | 77.9% | 73.6% | 80.9% | 82.4% | 76.1% | 71.9% |
| Cycling route offers | 79.2% | 79.2% | 81.9% | 81.1% | 72.8% | 74.2% | 73.4% | 82.5% | 97.1% | 83.7% | 86.1% | 80.9% | 66.1% | 72.5% | 85.2% |
| Tourist attractions / worthwhile sights | 79.2% | 79.2% | 85.9% | 78.3% | 86.9% | 85.5% | 85.6% | 71.3% | 90.9% | 79.8% | 90.9% | 85.0% | 73.8% | 77.3% | 88.6% |
| Reachability with public transport | 79.1% | 79.1% | 90.9% | 79.2% | 77.5% | 88.3% | 86.8% | 78.3% | 84.4% | 75.4% | 82.4% | 77.1% | 78.9% | 74.6% | 89.4% |
| Hospitality | 78.8% | 78.8% | 78.5% | 82.2% | 79.2% | 68.1% | 79.4% | 79.0% | 83.1% | 81.0% | 79.9% | 78.3% | 76.5% | 79.2% | 75.9% |
| Public transport at the destination | 77.2% | 77.2% | 87.9% | 77.3% | 72.0% | 86.0% | 82.3% | 84.5% | 82.5% | 75.7% | 82.9% | 70.4% | 70.8% | 72.7% | 89.4% |
| Entertainment / guest program of the tourist office | 77.1% | 77.1% | 75.5% | 78.7% | 70.2% | 80.2% | 78.0% | 79.5% | 67.2% | 80.4% | 79.6% | 80.3% | 72.2% | 71.7% | 88.5% |
| Gastronomy | 76.0% | 76.0% | 72.0% | 73.4% | 77.7% | 67.9% | 72.1% | 78.9% | 86.9% | 69.0% | 64.7% | 85.9% | 77.5% | 70.6% | 70.8% |
| Signposting | 75.2% | 75.2% | 68.1% | 78.4% | 73.8% | 64.8% | 74.4% | 81.0% | 71.0% | 73.6% | 72.2% | 69.9% | 75.1% | 73.7% | 76.9% |
| Water-sport possibilities | 69.9% | 69.9% | 78.5% | 62.7% | 66.1% | 74.8% | 75.9% | 68.6% | 79.3% | 67.8% | 72.8% | 88.9% | 56.8% | 59.0% | 80.3% |
| Other cultural offers | 69.8% | 69.8% | 85.6% | 62.6% | 77.2% | 81.2% | 77.8% | 64.2% | 88.3% | 71.5% | 75.8% | 84.2% | 57.8% | 59.6% | 80.1% |
| Event offers / Festivals | 67.6% | 67.6% | 77.8% | 64.3% | 67.7% | 75.8% | 73.9% | 67.2% | 74.4% | 62.0% | 64.1% | 85.0% | 56.7% | 52.1% | 75.3% |
| | N=13479 | N=13479 | N=443 | N=1877 | N=206 | N=726 | N=816 | N=1822 | N=300 | N=902 | N=435 | N=733 | N=1749 | N=962 | N=1313 |



Filtered by: No Filter

Satisfaction.



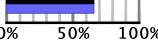
28 satisfaction items. (cont.)

| | | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region |
|---|--|--------------------------------|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|
| Opening hours | | 67.0% | 67.0% | 52.9% | 67.6% | 54.5% | 50.4% | 57.0% | 70.8% | 67.9% | 60.6% | 52.5% | 72.0% | 74.2% | 61.1% | 58.3% |
| Offers for children (entertainment programs...) | | 66.6% | 66.6% | 75.7% | 65.0% | 49.5% | 65.9% | 65.8% | 65.5% | 76.5% | 60.6% | 60.9% | 72.0% | 68.7% | 58.9% | 73.3% |
| Shopping | | 64.9% | 64.9% | 72.2% | 61.1% | 69.3% | 67.4% | 69.3% | 61.8% | 80.7% | 56.2% | 67.0% | 77.7% | 63.5% | 51.9% | 72.7% |
| Parking | | 62.4% | 62.4% | 36.7% | 64.3% | 58.6% | 41.8% | 56.4% | 63.0% | 64.5% | 72.8% | 53.2% | 58.5% | 67.7% | 65.0% | 47.3% |
| All-inclusive offers | | 61.9% | 61.9% | 50.0% | 61.9% | 51.7% | 69.5% | 62.4% | 70.7% | 60.3% | 56.4% | 53.5% | 58.7% | 55.8% | 56.3% | 70.9% |
| Bad-weather options | | 56.7% | 56.7% | 70.2% | 55.4% | 59.6% | 60.7% | 61.7% | 59.7% | 71.3% | 53.4% | 66.4% | 52.9% | 53.1% | 52.9% | 63.2% |
| Evening program / nightlife | | 55.2% | 55.2% | 61.3% | 49.3% | 43.0% | 57.1% | 56.5% | 56.5% | 76.7% | 42.5% | 47.7% | 65.4% | 54.4% | 49.3% | 66.8% |
| Cost/performance ratio | | 39.3% | 39.3% | 18.0% | 42.1% | 41.8% | 17.1% | 34.8% | 40.8% | 49.8% | 39.4% | 30.2% | 40.3% | 43.6% | 35.6% | 21.9% |
| | | N=13479 | N=13479 | N=443 | N=1877 | N=206 | N=726 | N=816 | N=1822 | N=300 | N=902 | N=435 | N=733 | N=1749 | N=962 | N=1313 |

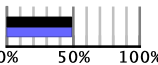
Filtered by: No Filter

Loyalty.

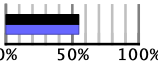
Frequency visiting Switzerland (3 categories).

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|--------------------|---|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--------|
| First-time visitor |  | 16.0% | 16.0% | 34.1% | 17.1% | 16.5% | 55.1% | 31.0% | 5.2% | 13.9% | 17.9% | 36.7% | 8.0% | 6.0% | 23.7% | 46.5% |
| 2-5 times |  | 18.2% | 18.2% | 27.6% | 17.3% | 19.3% | 25.5% | 29.4% | 12.1% | 21.0% | 26.0% | 27.2% | 17.1% | 14.1% | 16.5% | 30.2% |
| More than 5 times |  | 65.9% | 65.9% | 38.3% | 65.6% | 64.1% | 19.4% | 39.6% | 82.7% | 65.1% | 56.1% | 36.1% | 74.9% | 79.9% | 59.8% | 23.3% |
| | | N=13870 | N=13870 | N=456 | N=1913 | N=207 | N=746 | N=829 | N=1856 | N=314 | N=938 | N=448 | N=746 | N=1771 | N=1011 | N=1399 |

Price sensitivity.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|--|---|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--------|
| Would have considered other destinations if costs were 10% higher than now |  | 48.7% | 48.7% | 55.8% | 46.5% | 47.3% | 63.5% | 51.2% | 48.9% | 38.3% | 51.9% | 49.0% | 43.4% | 48.7% | 52.5% | 58.5% |
| | | N=13449 | N=13449 | N=448 | N=1852 | N=204 | N=718 | N=807 | N=1792 | N=307 | N=922 | N=430 | N=725 | N=1722 | N=962 | N=1342 |

Recommendation.

| | All Tourists (non filtered) | Total | Basel Region | Bernese Oberland | Fribourg Region | Geneva Region | Lake Geneva Region | Grau- bünden | Jura & Three- Lakes | Eastern Switzer- land | Bern Region | Ticino | Valais | Lucerne. Lake Lucerne Region | Zurich Region | |
|--------------------------------------|---|---------|-----------------|---------------------|--------------------|------------------|--------------------------|-----------------|---------------------------|-----------------------------|----------------|--------|--------|---------------------------------------|------------------|--------|
| Active recommendation of destination |  | 54.9% | 54.9% | 56.6% | 58.6% | 59.1% | 46.1% | 54.9% | 54.6% | 55.4% | 50.1% | 51.0% | 55.9% | 56.3% | 50.6% | 52.5% |
| | | N=13453 | N=13453 | N=448 | N=1854 | N=204 | N=718 | N=807 | N=1793 | N=306 | N=922 | N=431 | N=725 | N=1723 | N=962 | N=1342 |

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