

12%  
n=549

**Impressions**

"A trail run in the morning is a great way to explore."



**Persona in the Sinus-Milieus**

- Postmaterialist
- Performer
- Digital Cosmopolitan

**About me**

I am an active person. I choose my destination according to the activities offered there. Sport in particular is important to me. I want to escape my everyday life and spend time exploring amazing landscapes. My passion for sport often takes me to spectacular places and I enjoy meeting like-minded people. That's where I recharge my batteries.

**Travel goals**



**Travel motives**

**I want ...**

- ... to experience the hot spots in my sport.
- ... authentic and challenging adventure/ experience.
- ... to take a break from everyday life.
- ... to go off the beaten track.
- ... room for exploring new things.
- ... freedom and independence.

**Travel needs**

*Quali and quanti results*

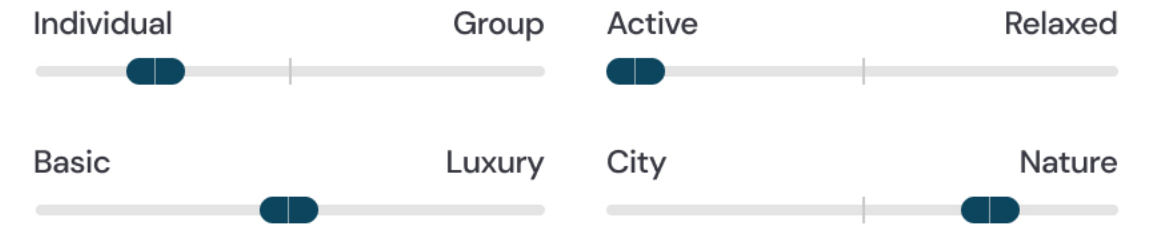
**I need...**

- ... a destination according to my sporting challenges (e.g. climbing, skiing).
- ... a plan, but I am always open to spontaneous opportunities and suggestions.
- ... detailed information about my trip and activities.
- ... individual travel trips. A package or group tour is only an option for me if it fits my needs to 100%.
- ... a good accommodation after an intense, active day.

**Top 5 activities while travelling**

1. General nature experience 56%
2. City visits 56%
3. Sightseeing 54%
4. Staying at the sea 52%
5. Outdoor sports 51%

**Travel style**

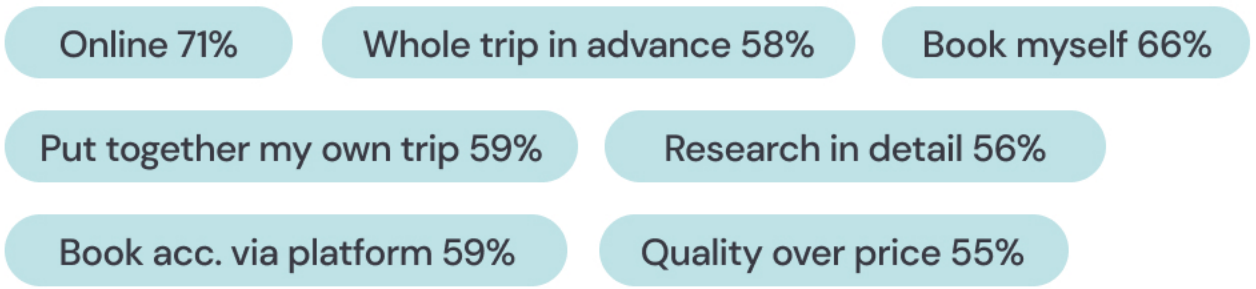


**Sustainability affinity**



**Booking type**

Researcher Do-it-yourself



**Destination Switzerland**

*Quali and quanti results*

**Drivers**

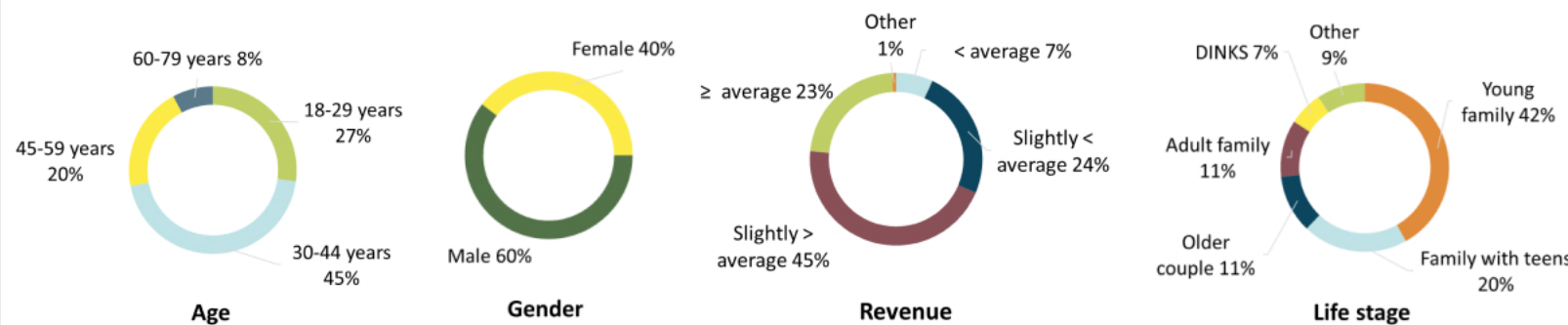
- Spectacular landscape 31%
- Good food 21%
- Experience the Swiss lifestyle 20%
- Sport/exercise/outdoor paradise 19%
- Security at destination 19%
- Adventure 18%

Holiday in CH in the past 67%

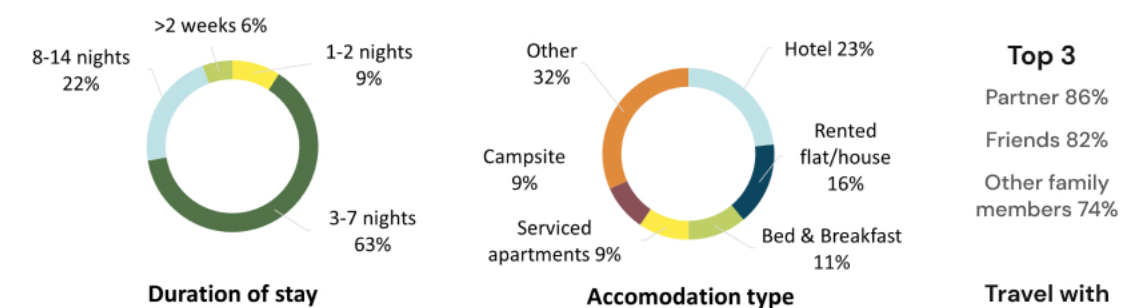
**Barriers**

- Value for money 48%
- Not enough knowledge about CH 16%
- Weather/climate 12%
- No/not enough attractions that interest me 12%
- Not adventurous enough – too convenient, organized

**Socio-demographic view**



**Travel profile**





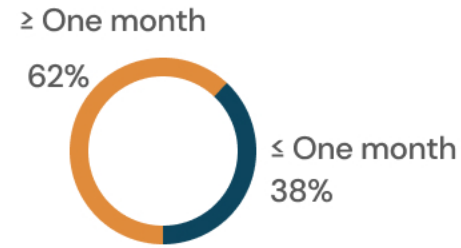
# Travel planning journey

## Trigger

- Stories and recommendations from like-minded friends/family
- Articles in special interest magazines or blogs
- Attractive posts on social media
- Invitation for a trip from friends
- Interesting travel blog posts
- Docs on TV or YouTube

## Time of booking

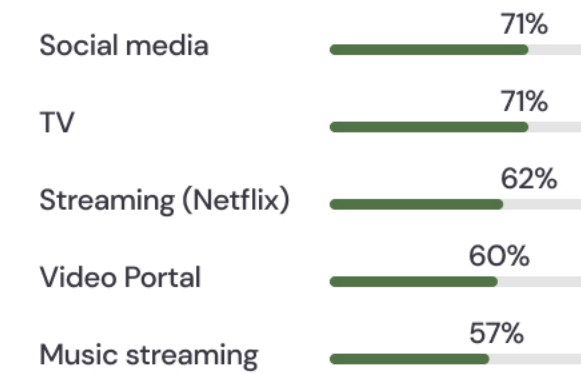
Time of booking before departure:



## Pain points

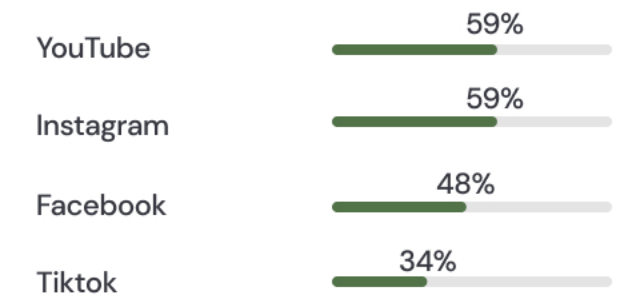
- When my interest, e.g. climbing, is too niche for an official source
- Finding adequate activities when people with different needs travel with you
- To get sport equipment through customs/ onto the train
- When changing conditions make it impossible to practice my sport
- Congested ski slopes

## Top 5 media\* (general)



\* Use daily or several times a week

## Social media for travel information



## Dreaming



### CONTENT

- Incredible natural landscapes
- Exemplary destination for "my" sport
- Special activities or adventures (e.g. Heli-ski in CH and IT in one day)

### CHANNELS TOP 5 (active search)

1. Social media 29%
2. Individuals (personal circle) 29%
3. Website (tourism organizations & service providers of sports activities) 29%
4. Travel book/travel guide 23%
5. Online ratings (e.g. by other travellers/panels/blogs) 22%

## Planning



### CONTENT

- Best places for local activities and sports
- Accommodation
- Transport facilities
- Entry regulations
- Local weather/climate
- Granular information about the activities from trusted sources, incl. "niche" activities
- Possibility to create activity plan

### CHANNELS TOP 5 (active search)

1. Search engine (e.g. Google) 65%
2. Google Maps, online maps 60%
3. Official website (destination/ tourism organization) 56%
4. Individuals personal circle 53%
5. Online travel guide 53%

## Booking



### CONTENT

- Detailed information on desired activities (price, availability, location)
- Accommodation
- Transport
- Price (price-conscious but performance has to be right)

### CHANNELS (active search)

- Aggregators (e.g. Google Flights, Booking.com)
- Direct service providers (e.g. airlines, hotels, car rental, local tour guides, providers of sports activities)
- Travel agency/tour companies, but only if the offering fits to 100% to their needs
- Specialized travel fairs

## Exploring



### CONTENT

- Restaurants/culinary experiences
- Top sights
- Local and sports activities (e.g. events, tours)
- History of the country/countries
- Tips on authentic experiences (from locals)

### CHANNELS TOP 5 (active search)

1. Local individuals (e.g. hotel staff) 45%
2. Online maps (e.g. Google Maps) 44%
3. Public transport website 39%
4. Online search engine (e.g. Google) 38%
5. Local providers' websites (hotel, organizers, providers of sports activity, etc.) 36%

## Remembering



### CONTENT

- Special, unique experiences
- Adventures, the unforeseen
- Experiences in nature or with other people
- Having achieved something
- Meeting and interacting with my (sport) community to share my own experiences

### CHANNELS TOP 5 (active search)

1. Messaging service (e.g. WhatsApp to share experiences with family and friends) 86%
2. Social media (during the trip) 81%
3. Social media (after the trip) 79%
4. Photo book 78%
5. Travel blog (sharing during trip) 61%

## Attractive offers for the persona

### Find the best conditions for their activity

- Information about weather conditions on site
- Information about optimal time for an activity
- Individual planning and online reservation options
- Weather and activity/sport specific apps
- Detailed information about their trip and possible sports activities
- Individual travel tips for gems of the beaten path
- Local providers with specific know-how (guide, rental and hotel staff)

### Accommodation that caters to their sports needs

- Wellness/spa/massage for regeneration after sport activities
- Healthy food options
- Meals offered throughout the day
- Available infrastructure to store sport equipment
- Comfortable accommodation with focus on sustainability
- Friendly communal area to get together and share experiences and stories

### High-pace activities in the beautiful outdoors

- Abundance of sports activities to choose from
- Challenging hikes, bike tours, climbing, skiing,...
- Meeting like-minded people in sport communities
- Being active in breath-taking nature scenery

## Typical key messages and images to raise awareness

"Experience the great outdoors."



"Take a break from everyday life."



"Find hidden gems of the beaten path."



"Grow through challenging experiences."



## Local markets: Here you can record your own thoughts

Blank area for recording thoughts.





**24%**  
n=1091

**Impressions**

*"We like to be somewhere close to the local people. We go to eat in authentic places, experience local lifestyle."*



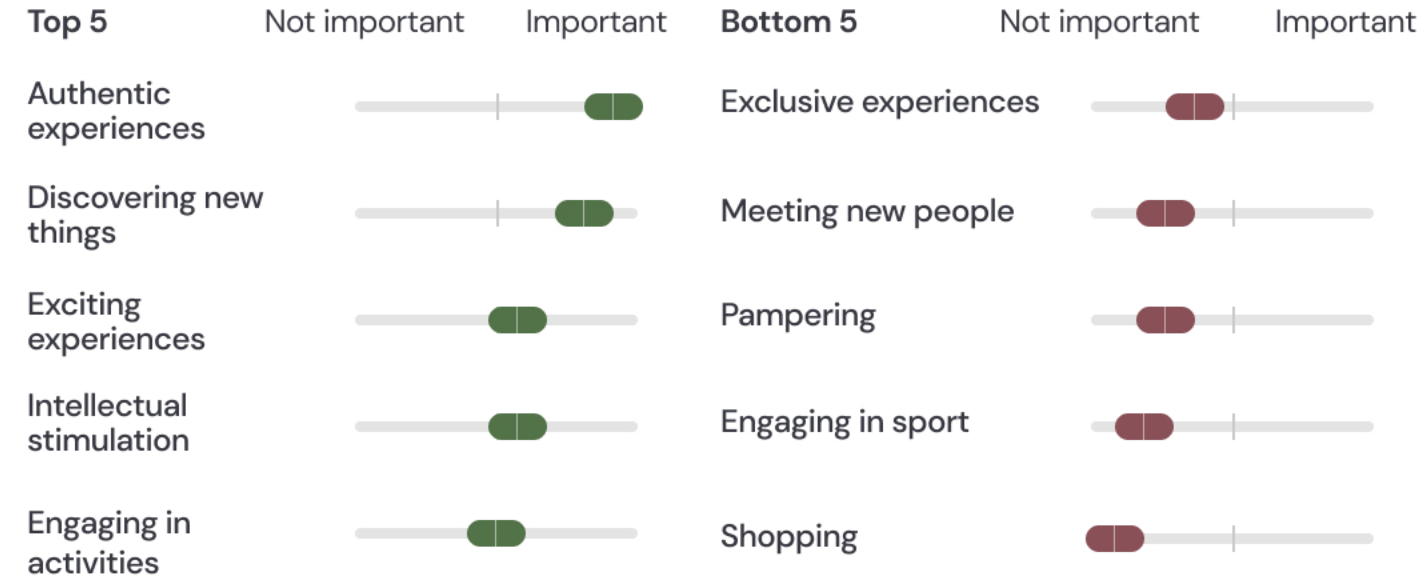
**Persona in the Sinus-Milieus**

- Postmaterialist
- Performer
- Digital Cosmopolitan

**About me**

I need to escape my structured lifestyle by discovering authentic cultures and new places. It's all about getting new impulses and experiencing a lot of new things. That's why I spend a lot of time looking for hidden places, it's like a hobby. I'm interested in understanding the history and traditions of a country and immersing myself in local events.

**Travel goals**



**Travel motives**

**I want ...**

- ... discovering new places I have not been.
- ... an abundance of authentic and exotic experiences (e.g. getting to know traditions, culture, culinary customs, historical sites).
- ... to learn about the history of a destination.
- ... to go off the beaten track.
- ... to see art.
- ... freedom and independence.

**Travel needs**

*Quali and quanti results*

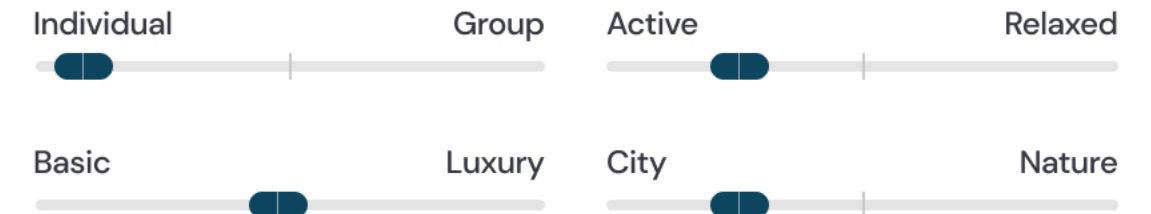
**I need...**

- ... a plan A to make sure I won't waste my holiday time, but I am always open to spontaneous opportunities and suggestions.
- ... a plan B so in case something doesn't happen as expected I have an alternative.
- ... adventure and experience more than pleasure.
- ... contact with local people.
- ... tips for hidden cultural experiences.

**Top 5 activities while travelling**

1. City visits 82%
2. Sightseeing 77%
3. Exploring a country's history 76%
4. Art & culture 66%
5. General nature experience 65%

**Travel style**

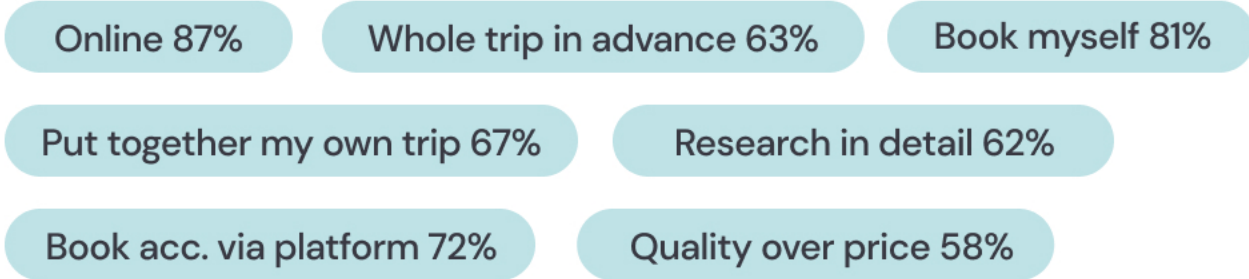


**Sustainability affinity**



**Booking type**

Researcher Do-it-yourself



**Destination Switzerland**

*Quali and quanti results*

Holiday in CH in the past 57%

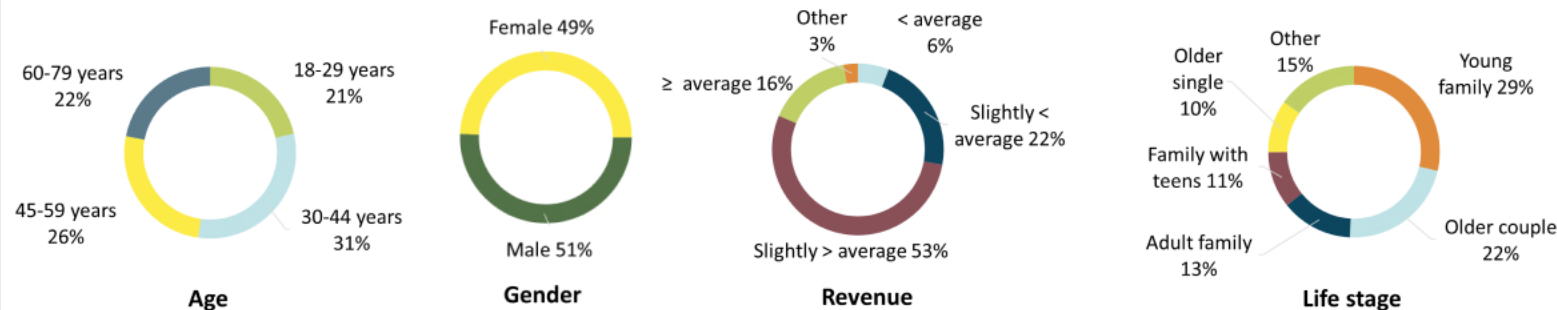
**Drivers**

- Beautiful landscape 47%
- City experience 27%
- Experiencing the Swiss lifestyle 24%
- Traditions and historical experiences 21%
- Adventure 21%
- Good food 21%

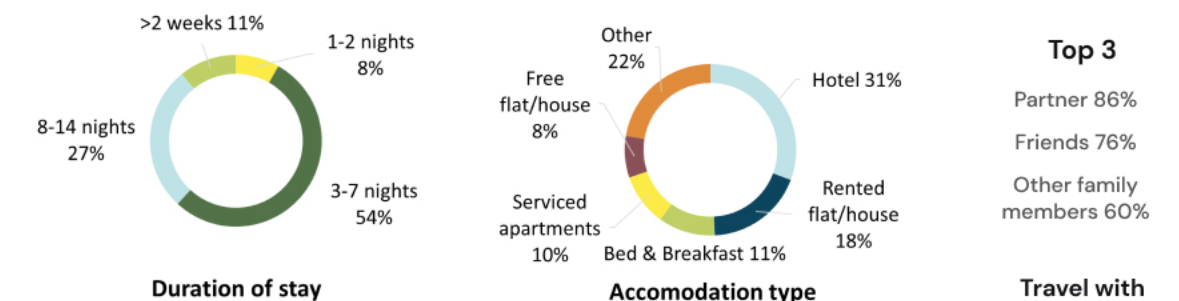
**Barriers**

- Value for money 40%
- No/not enough attractions that interest me 15%
- Not enough knowledge about CH 15%
- Not exotic enough (if from Europe)

**Socio-demographic view**



**Travel profile**



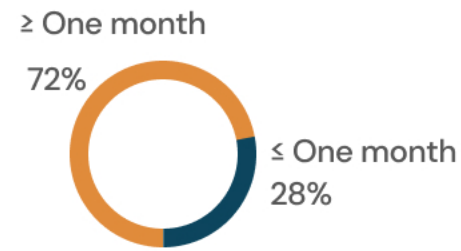


## Trigger

- Stories, recommendation from like-minded friends/family
- Invitation for a trip from friends
- Attractive posts on social media
- Interesting travel blog posts
- Docs on TV or YouTube

## Time of booking

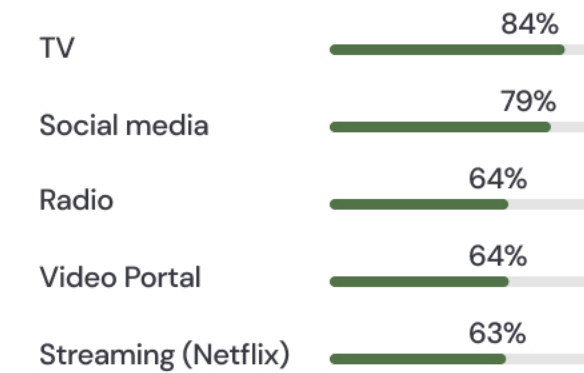
Time of booking before departure:



## Pain points

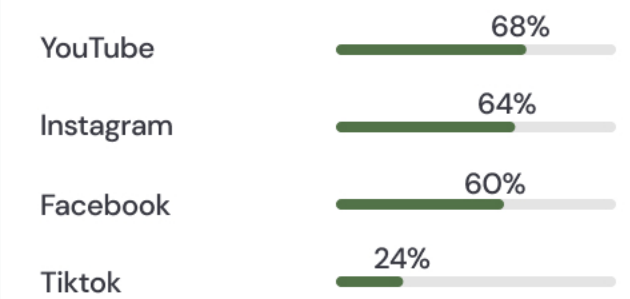
- Overwhelmed by choices/opinions
- How to get the most from a visit
- Fear of not having researched well enough beforehand (fear of messing out)
- Finding adequate services when people with different needs travel with you

## Top 5 media\* (general)



\* Use daily or several times a week

## Social media for travel information



## Dreaming



### CONTENT

- Landscapes
- Authentic events
- Activities (sports, adventures)
- Location (urban e.g. city lifestyle or rural e.g. hiking), that offers a unique, authentic and compelling attraction

### CHANNELS TOP 5 (active search)

1. Individuals (personal circle) 41%
2. Website (tourism organizations & service providers) 27%
3. Social media 26%
4. Travel book/travel guide 25%
5. Online ratings (e.g. by other travellers/panels/blogs) 21%

## Planning



### CONTENT

- Accommodation
- Entry regulations
- Top sights
- Health (e.g. healthcare system)
- History of the country/countries
- Deep research to develop and refine itinerary
- Creates provisional daily activity calendar

### CHANNELS TOP 5 (active search)

1. Search engine (e.g. Google) 76%
2. Individuals personal circle 63%
3. Online maps (e.g. Google Maps) 62%
4. Official website (destination/ tourism organization) 61%
5. Rating platforms (e.g. Tripadvisor) 59%

## Booking



### CONTENT

- Range of experiences at best value
- Booking of individual must-haves but build in free/flexible time for serendipitous activities

### CHANNELS (active search)

- Aggregators (e.g. Google Flights, Booking.com)
- Direct service providers (e.g. airlines, hotels, car rental, local tour guides)
- Travel agency/tour companies, but only if the offering fits 100% of their needs
- Travel fairs

## Exploring



### CONTENT

- Cultural sites and events
- Top sights
- History of the country
- Restaurants/culinary experiences
- Follows impulse/local sources for new experience
- Shopping facilities

### CHANNELS TOP 5 (active search)

1. Local individuals (e.g. hotel staff) 50%
2. Online maps (e.g. Google Maps) 50%
3. Online search engine (e.g. Google) 38%
4. Public transport website 38%
5. Local providers' websites (hotel, organizers, etc.) 27%

## Remembering



### CONTENT

- Special, unique experiences
- Adventures, the unforeseen
- Experiences in nature or with other people
- Typical of the destination
- Meeting and interacting with locals, other travellers

### CHANNELS TOP 5 (active search)

1. Messaging service (e.g. WhatsApp to share experiences with family and friends) 83%
2. Photo book 68%
3. Social media (after the trip) 67%
4. Social media (during the trip) 65%
5. Travel blog (sharing during trip) 35%



## Attractive offers for the persona

### A great variety of cultural sights and activities

- Local calendar of cultural events and current exhibitions
- Detailed information about history, traditions and culinary customs
- Facilitate contact with locals to exchange and experience the authentic lifestyle
- Detailed information about their trip and possible cultural activities
- Individual travel tips for gems of the beaten path
- Individual planning options
- Touring by rented car or public transportation

### Accommodation with a genuine local touch

- Accommodation near the cultural sites and beautiful landscapes
- Broad offer of different accommodation type: hotel, rented flat, Bed&Breakfast, serviced apartment
- Accommodation staff provides tips about local experiences off the beaten track
- If hotel, then with a special/authentic experience, away from global standards

### Authentic experiences off the beaten track

- Abundance of cultural activities to choose from
- Local museum, traditional food tastings
- Authentic experiences to share back home
- Getting to know the traditions
- Meeting like minded people
- Meeting local people

## Typical key messages and images to raise awareness

"Dive into the rich culture of Switzerland."



"Explore vibrant cities."



"Take a break from everyday life."



"Connect with the local people and their history."



## Local markets: Here you can record your own thoughts





16%  
n=750

**Impressions**

"I would like to escape from everyday life and worries and experience a carefree time."



**Persona in the Sinus-Milieus**

Mainstream

Adaptiv-Pragmatic

**About me**

I want to relax and take time out from everyday life. I don't want any pressure, worries or stress. I like to spend time in nature but also in a spa or walk around in a city. With children I have to make sure they enjoy activities so I can have a rest. I appreciate some culture and sightseeing but it isn't central to my satisfaction.

**Travel goals**



**Travel motives**

**I want ...**

- ... a relaxing time away from home.
- ... a hassle-free time.
- ... to spend time in nature.
- ... to enjoy good food.
- ... to have quality time with my loved one(s).

**Travel needs**

Quali and quanti results

**I need...**

- ... value for my money.
- ... pleasant climate/weather.
- ... good restaurants.
- ... security at my destination.
- ... mountain/nature/snow.
- ... convenient travel.
- ... to feel welcomed.
- ... nice accommodation with inviting atmosphere.

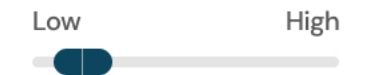
**Top 5 activities while travelling**

1. City visits 75%
2. Staying at the sea 71%
3. Sightseeing 70%
4. General nature experience 58%
5. Staying close to lakes and rivers 53%

**Travel style**



**Sustainability affinity**



**Booking type**

Researcher Do-it-yourself



**Destination Switzerland**

Quali and quanti results

**Drivers**

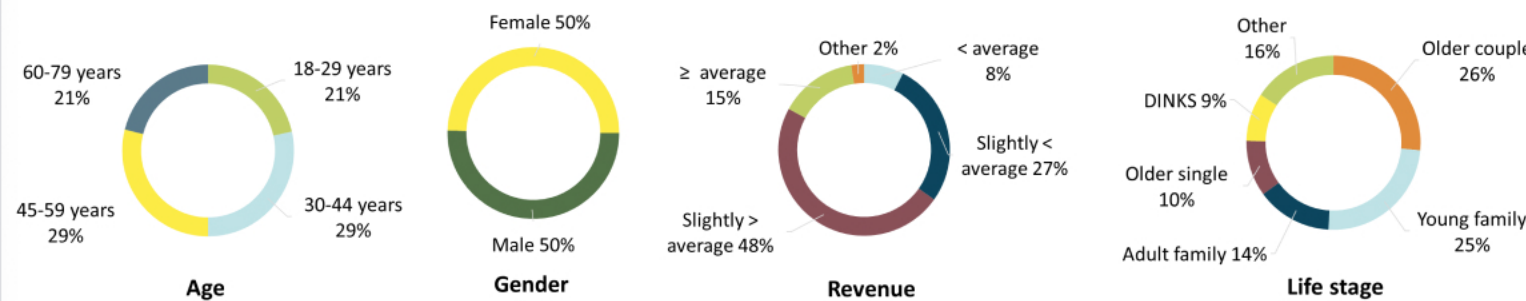
- Beautiful landscape 36%
- Good food 28%
- High quality standards 26%
- Maximum relaxation 23%
- City experience 22%
- Security 22%
- Pleasant weather 22%

**Barriers**

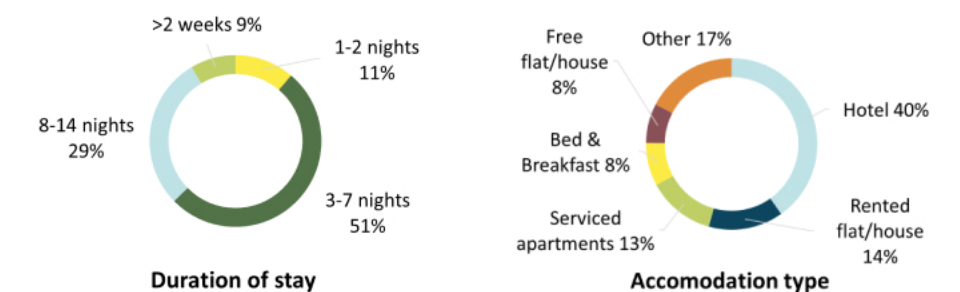
- Value for money/high cost factor esp. in winter 43%
- Not enough knowledge about Switzerland 21%
- Weather/climate 17%
- Not/not enough attractions that interest me 11%

Holiday in CH in the past 49%

**Socio-demographic view**



**Travel profile**



**Top 3**

- Partner 82%
- Friends 69%
- Other family members 59%

**Travel with**



### Trigger

- Recommendation from friends/family
- Attractive posts on social media
- Promising newsletters
- Articles in travel magazines/reports
- Docs on TV or YouTube

### Time of booking

Time of booking before departure:

≥ One month  
71%

≤ One month  
29%

### Pain points

- Trusting websites/reviews – photos do not always show reality
- Search for affordable accommodation – finding the best offer

### Top 5 media\* (general)

TV	85%
Social Media	75%
Radio	63%
Streaming (Netflix)	57%
Video portal	55%

\* Use daily or several times a week

### Social media for travel information

Facebook	67%
Youtube	62%
Instagram	62%
Pinterest	34%

**Dreaming** **Planning** **Booking** **Exploring** **Remembering**

### CONTENT

- Landscapes & nature
- Special accommodation

### CHANNELS TOP 5 (active search)

1. Individuals (personal circle) 35%
2. Website (tourism organizations & service providers) 24%
3. Social media 19%
4. Online ratings (e.g. by other travellers/panels/blogs) 17%
5. Travel book/travel guide 16%

### CONTENT

- Top sights
- Local activities and sports activities
- Cultural sites and events
- Restaurants/culinary experiences
- Local weather/climate

### CHANNELS TOP 5 (active search)

1. Search engine (e.g. Google) 73%
2. Google Maps, online maps 60%
3. Local providers' websites (hotel etc.) 58%
4. Individual personal circle 56%
5. Official website (destination/tourism organization) 55%

### CONTENT

- Accommodation
- Journey (train, flight, rental car) – convenience oriented
- Attractive prices

### CHANNELS (active search)

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

### CONTENT

- Restaurants/culinary experiences
- Shopping facilities
- Cultural sites and events
- Local and sports activities
- Top sights

### CHANNELS TOP 5 (active search)

1. Local individuals (e.g. hotel staff) 43%
2. Google Maps, online maps 42%
3. Online search engine (e.g. Google) 33%
4. Public transport website 29%
5. Local providers' websites (hotel, organizers, etc.) 25%

### CONTENT

- Experiences lived in nature
- Bonding time

### CHANNELS TOP 5 (active search)

1. Messaging service (e.g. WhatsApp to share experiences with family and friends) 83%
2. Social media (after the trip) 63%
3. Social media (during the trip) 61%
4. Photo book 57%
5. Travel blog (sharing during trip) 31%



## Attractive offers for the persona

### Travel worry free and without surprises:

#### Public transport:

- Train on time, with booked seat
- No exhausting luggage carrying
- Hotel pick-up service from the train station

#### Car rental:

- No waiting time at car rental
- Quick delivery as all required information were provided in advance
- Good roads
- Good signage to the destination

### Comfortable and quiet accommodation:

- Bed & Breakfast/small hotels
- Outside the big cities
- Friendly and cosy atmosphere
- Nice communal areas, e.g. terrace with lounge chairs, library with fireplace, as they spend time in the accommodation
- If family, secluded quiet area for parents while children play

### Low-pace and relaxing activities

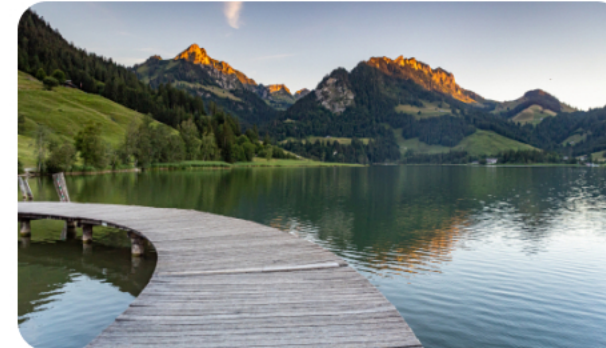
- Easy walks nearby (forest, lake/river, village)
- Wellness/spa/massages
- Local museums, wine/food tasting, pick-nick package offered by the hotel, city strolls
- If family: activities for children on their own/with supervision
- Good restaurants nearby

## Typical key messages and images to raise awareness

"Imagine you were here."



"Regenerate in the most peaceful landscape."



"Take a break from everyday life."



"Recharge your battery while your children discover new things."



## Local markets: Here you can record your own thoughts





**18%**  
n=822

**Impressions**

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



**Persona in the Sinus-Milieus**

- Upper Bourgeois
- Mainstream
- Modest Traditional

**About me**

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

**Travel goals**



**Travel motives**

**I want ...**

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

**Travel needs**

*Quali and quanti results*

**I need...**

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

**Top 5 activities while travelling**

1. Sightseeing 84%
2. City visits 83%
3. Exploring a country's history 65%
4. Staying at the sea 57%
5. Art & culture 56%

**Travel style**

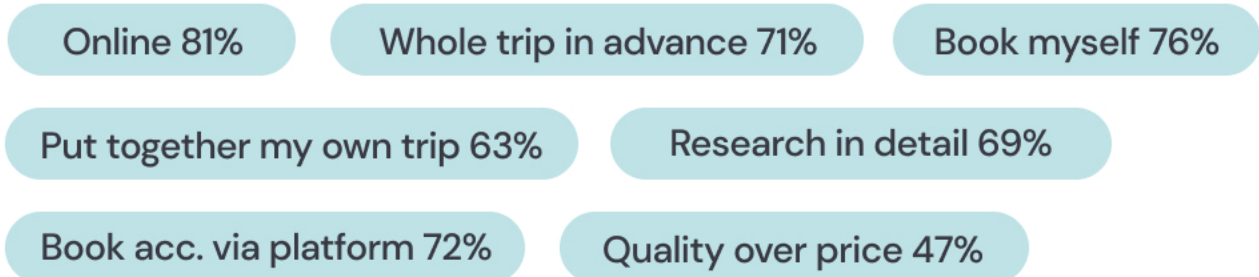


**Sustainability affinity**



**Booking type**

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



**Destination Switzerland**

*Quali and quanti results*

Holiday in CH in the past 46%

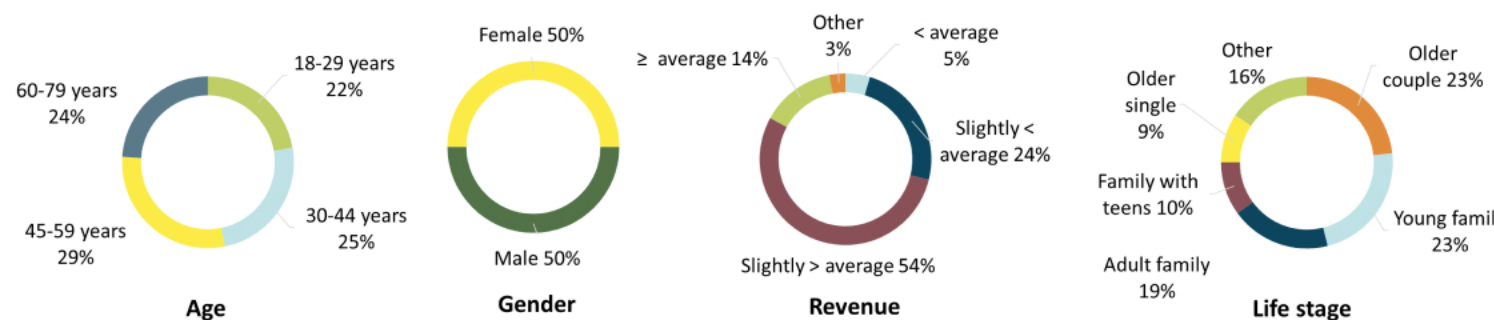
**Drivers**

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

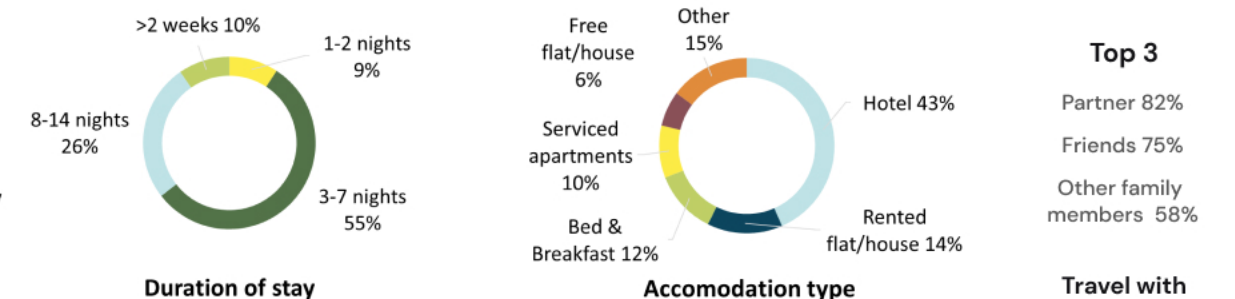
**Barriers**

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

**Socio-demographic view**



**Travel profile**





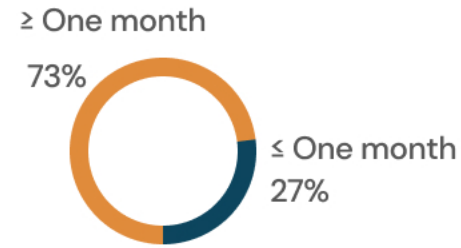
# Travel planning journey

## Trigger

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

## Time of booking

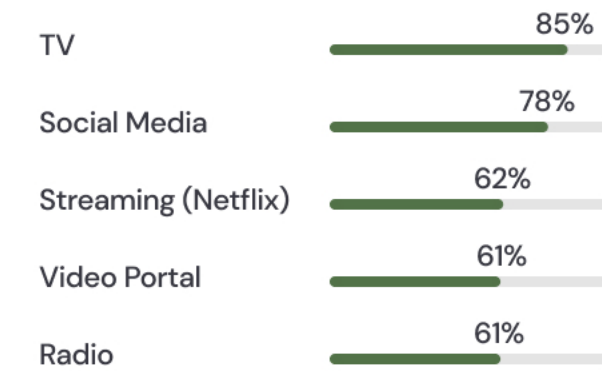
Time of booking before departure:



## Pain points

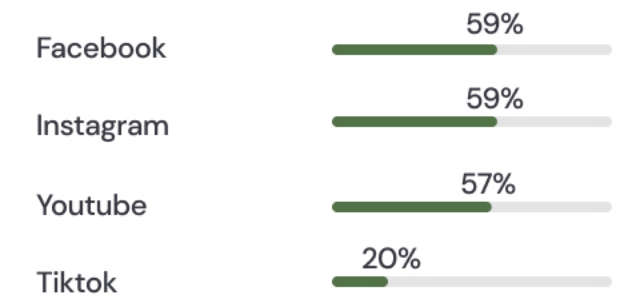
- Trusting websites/reviews – photos do not always show reality
- Search for affordable accommodation – finding best value for their money
- When something doesn't happen according to plan
- Language barrier
- Discomfort generated by the unknown

## Top 5 media\* (general)



\* Use daily or several times a week

## Social media for travel information



## Dreaming



### CONTENT

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

### CHANNELS TOP 5 (active search)

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

## Planning



### CONTENT

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

### CHANNELS TOP 5 (active search)

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

## Booking



### CONTENT

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

### CHANNELS (active search)

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

## Exploring



### CONTENT

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

### CHANNELS TOP 5 (active search)

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

## Remembering



### CONTENT

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

### CHANNELS TOP 5 (active search)

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

## Attractive offers for the persona

### Discover top highlights easily

- Package deals that combine the top sights
- Detailed organization of trip in advance
- A contact person who speaks their language in case of any difficulties
- Guides who speak their own language
- Highlight proximity from city to mountains
- Convenient transportation options to top sights
- Hotel pick-up service from the train station

### Good value for money accommodation and restaurants

- Comfortable and affordable hotels
- Special offers including services, f.ex. half-board, transportation ticket, welcome drink
- Hotel staff is happy to support in any case
- Quality labels provide security
- Hotel staff speaks their own language
- Food included in the packages
- Food catered to their own (cultural) eating habits

### Authentic but not too exotic activities

- Safe activities (e.g. observation platform)
- Showing Swiss heritage (e.g. Fondue, chocolate factory, Edelweiss shirt,...)
- Local museums, food tasting, city historical highlights
- Easy walks to local sights
- Cultural group excursions or spectacles about local traditions

## Typical key messages and images to raise awareness

"See the famous world sights."



"Learn about the Swiss way of life."



"Enjoy your fruits of labor."



"Understand more about traditions in Switzerland."



## Local markets: Here you can record your own thoughts

Blank area for recording thoughts.







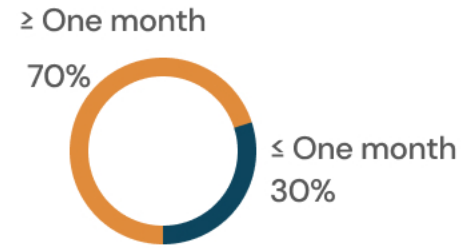
# Travel planning journey

## Trigger

- Recommendation from friends/family
- Own memory of past trips at the destination
- Posts on blogs (travel or family bloggers)
- Interesting articles in travel magazines
- TV documentaries
- Information from agencies
- School holidays

## Time of booking

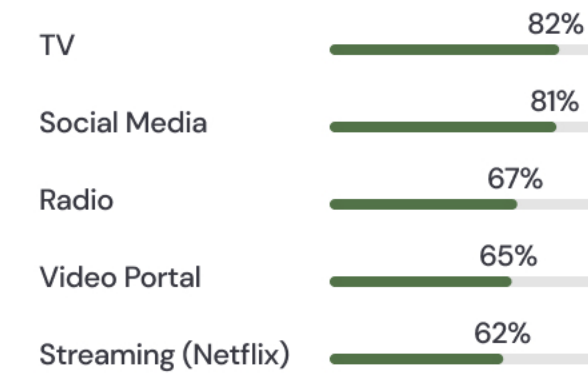
Time of booking before departure:



## Pain points

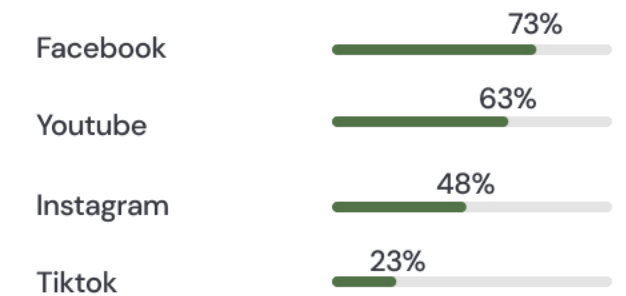
- Fear of not having researched enough beforehand – not having a plan prepared for every weather situation
- Poor infrastructure at the accommodation

## Top 5 media\* (general)



\* Use daily or several times a week

## Social media for travel information



## Dreaming



### CONTENT

- Foreign cultures
- (Family-)Activities
- Landscapes

### CHANNELS TOP 5 (active search)

1. Individuals (personal circle) 41%
2. Social media 26%
3. Website (tourism organizations & service providers) 23%
4. Travel book/travel guide 22%
5. Online ratings (e.g. by other travellers/panels/blogs) 19%

## Planning



### CONTENT

- Accommodation
- Entry regulations
- Health (e.g. healthcare)
- Local weather/climate
- Local costs (daily budget)
- In-depth research to develop itinerary
- Be prepared for everything (e.g. bad weather)
- Background information about culture
- Reviews for own target group

### CHANNELS TOP 5 (active search)

1. Search engine (e.g. Google) 74%
2. Individuals personal circle 61%
3. Online maps (e.g. Google Maps) 60%
4. Rating platforms (e.g. Tripadvisor) 60%
5. Official website (destination/tourism organization) 60%

## Booking



### CONTENT

- Transport (arrival/return and on site)
- Accommodation
- Price comparison
- Partly activities, sights, which have to be booked in advance (e.g. dance classes)

### CHANNELS (active search)

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

## Exploring



### CONTENT

- Cultural sites and events
- Restaurants/culinary experiences
- Local and sports activities (e.g. swimming in the pool)
- Top sights
- Ready to live like others do

### CHANNELS TOP 5 (active search)

1. Online maps (e.g. Google Maps) 51%
2. Local individuals (e.g. hotel staff) 48%
3. Online search engine (e.g. Google) 39%
4. Public transport website 38%
5. Social media (e.g. Instagram) 29%

## Remembering



### CONTENT

- Great bonding time
- Common activities
- "Exotic" experiences

### CHANNELS TOP 5 (active search)

1. Messaging service (e.g. WhatsApp to share experiences with family and friends) 88%
2. Social media (after the trip) 71%
3. Social media (during the trip) 70%
4. Photo book 68%
5. Travel blog (sharing during trip) 36%



## Attractive offers for the persona

### Spend safe and worry-free quality time

- Individual planning and online reservation with room for plan B options
- Information about weather conditions
- Options for all kind of weather conditions
- Easy access to public transport
- Train on time, with booked seat
- No exhausting luggage carrying

### Car rental:

- No waiting time at car rental
- Quick delivery as all information provided in advance
- Possibility to rent a car seat for children
- Bigger cars/vans to transport the whole family (from children to grand-parents)

### Accommodation that suits all travel party

- Apartment with own kitchen and washing machine
- If family, secluded quiet area for parents while children play

### Activities with enriching experiences

- Activities for different age groups (from child to grand-parent)
- Family-oriented offers
- Suggestions for age-appropriated fun activities (boat trips, events,...)
- Authentic insight into the Swiss way of life
- Local museums and traditions
- Revive own childhood memories by visiting known places again and share past stories with travel companions
- Spend time together in nature, pick-nick/grill places, experience trail

## Typical key messages and images to raise awareness

### "Revive childhood memories."



### "Experience more than just everyday life."



### "Take a break from your daily routines."

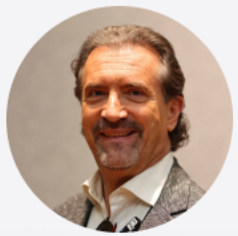


### "A wide range of activities for all ages."



## Local markets: Here you can record your own thoughts



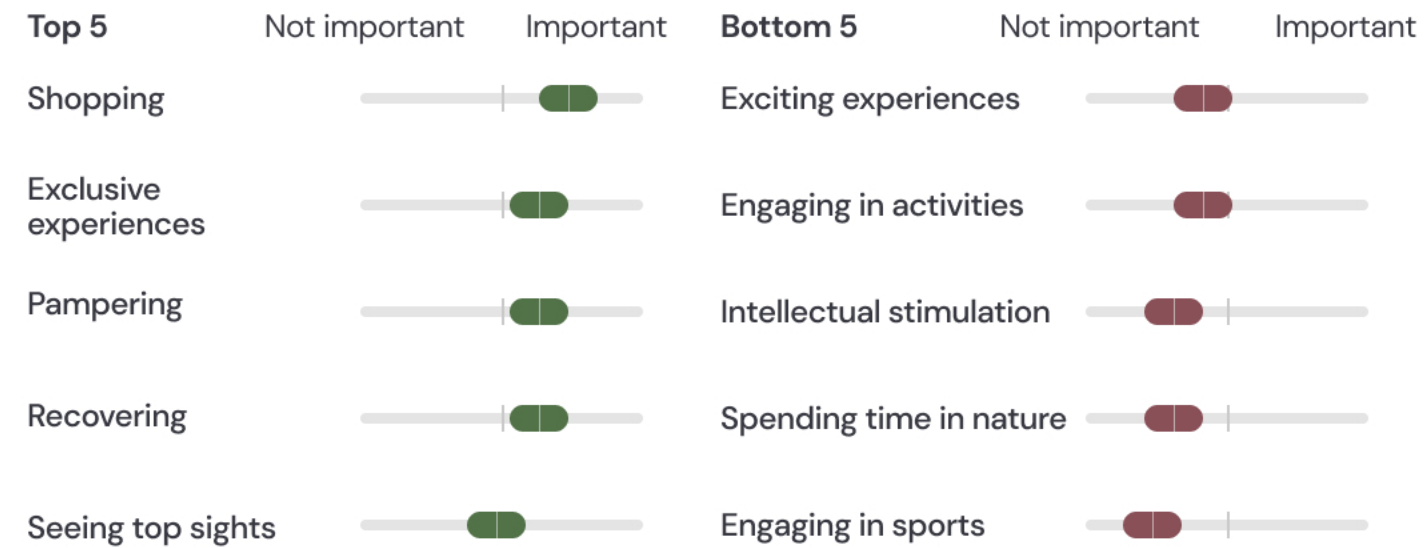


**12%**  
n=543

### About me

I am an aesthete and a connoisseur. I value exclusive experiences such as exceptional accommodation, inspiring events or luxury purchases. I like to pamper myself and my loved ones. I'm a lifelong learner, so travel feeds my curiosity and inspires me. Because I've travelled so much, I know what I want and have clear expectations.

### Travel goals



### Travel motives

#### I want ...

- ... want to enjoy the good side of life.
- ... to pamper myself and my loved ones – have a perfect time.
- ... to see/learn new things.
- ... to enjoy maximal relaxation.
- ... to interact with interesting people.
- ... to feel like someone special.

### Impressions

*"I want to pamper my loved ones with an exclusive and unique experience."*



### Travel needs

*Quali and quanti results*

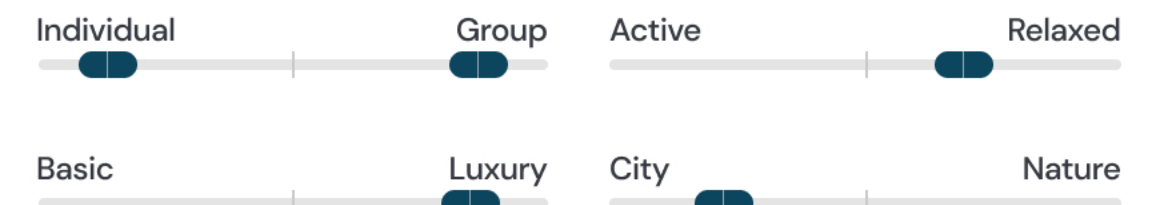
#### I need...

- ... first class travel agencies and providers.
- ... customised service.
- ... to be considered as an insider or elitist.
- ... private tours (e.g. with own driver).
- ... tips for high end luxury experience.
- ... comfort and nice aesthetics.
- ... to feel welcomed and personally greeted.

### Top 5 activities while travelling

1. City visits 61%
2. Staying at the sea 54%
3. Sightseeing 52%
4. Art & culture 46%
5. Culinary expeditions 43%

### Travel style



### Sustainability affinity



### Booking type

Seek advice and support for planning



### Destination Switzerland

*Quali and quanti results*

**Holiday in CH in the past 70%**

#### Drivers

- Mountains/nature/snow 20%
- City experience 20%
- Good food 19%
- Exclusivity/High quality standards 19%
- Hospitality 19%
- Shopping & maximum relaxation 18%

#### Barriers

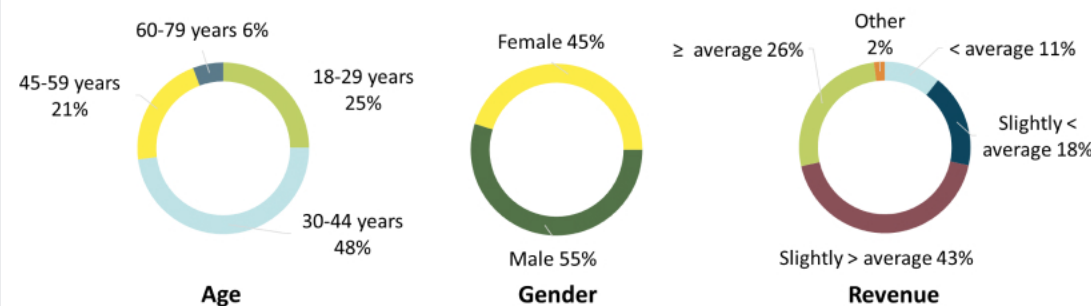
- Value for money 38%
- Not enough knowledge about CH 27%
- Weather/climate 21%
- Not enough sites 16%
- Not welcoming enough 16%
- Not exciting enough

### Persona in the Sinus-Milieus

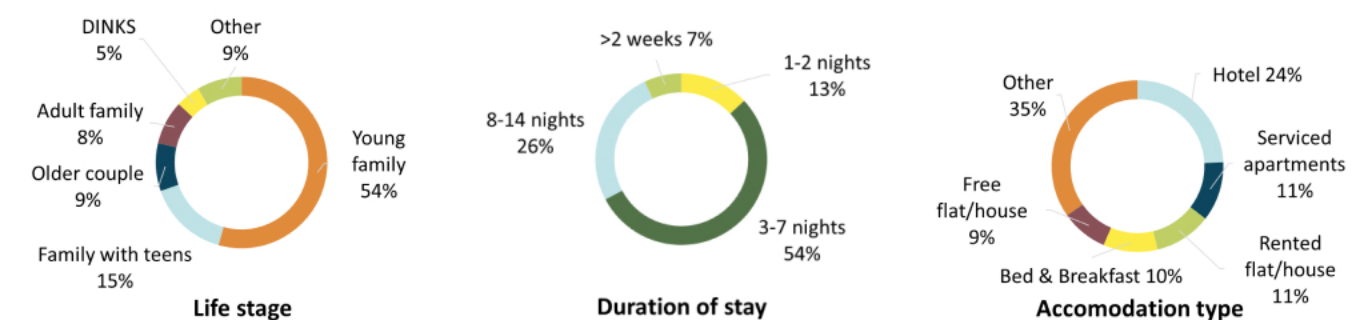
Consumption-orientated Basis

Escapist

### Socio-demographic view



### Travel profile



#### Top 3

- Partner 87%
- Friends 84%
- Children 75%

#### Travel with



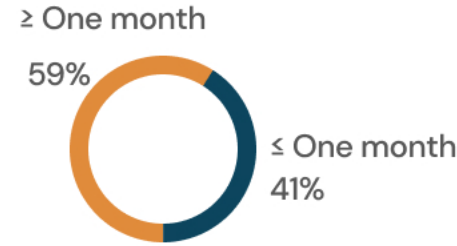
# Travel planning journey

## Trigger

- Recommendation from friends/family
- Visual depictions of beautiful destinations etc. in travel magazines/documentaries
- Special events (e.g. flower exhibition)
- Articles in special interest magazines
- Private events as a starting point
- Attractive posts on social media

## Time of booking

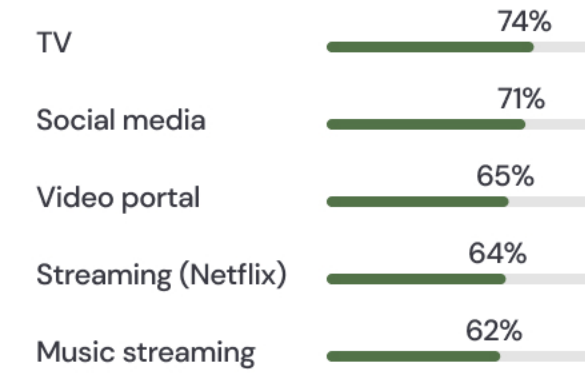
Time of booking before departure:



## Pain points

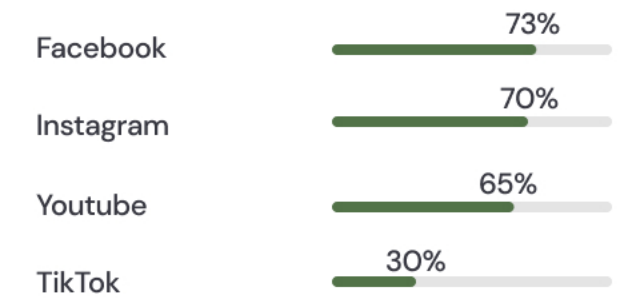
- Poor service – not feeling welcome
- Non-functioning infrastructure within accommodation
- Overcrowded, waiting for others/in line
- Disappointment because of unmet expectations

## Top 5 media\* (general)



\* Use daily or several times a week

## Social media for travel information



## Dreaming



### CONTENT

- Exclusive events (e.g. visits to wineries, art exhibitions)
- World's highlights
- Breathtaking landscapes
- Exclusive accommodation
- Exclusive, enjoyable lifestyle
- Exclusive shopping opportunities
- Reliving own memories

*Is highly receptive to visually aesthetic content*

### CHANNELS TOP 5 (active search)

1. Travel book/travel guide 29%
2. Individuals (personal circle) 28%
3. Social media 28%
4. Advertisement search engine 22%
5. Website (tourism organizations & service providers) 22%

## Planning



### CONTENT

- Accommodation
- Restaurants/culinary
- Top sights
- Events/Activities/Tours
- Shopping opportunities
- Local costs (daily budget)
- Entry regulations
- Security/crime
- Itinerary

### CHANNELS TOP 5 (active search)

1. Search engine (e.g. Google) 64%
2. Social media (Instagram etc.) 58%
3. Individuals personal circle 57%
4. Online maps (e.g. Google Maps) 57%
5. Local providers' websites (hotel etc.) 57%

## Booking



### CONTENT

- Accommodation
- Transport
- Feel welcome
- (Private) tours (fully or for part of the travel)
- Tickets for events
- (For some) Trusted travel agency takes care of everything

### CHANNELS (active search)

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

## Exploring



### CONTENT

- Restaurants/culinary experiences
- Shopping facilities
- Top sights
- Cultural sites and events
- History of the country
- Exclusive activities and tours
- Follows impulse/local sources for new experience

### CHANNELS TOP 5 (active search)

1. Google Maps, online maps 43%
2. Local individuals (e.g. hotel staff) 41%
3. Public transport website 39%
4. Online search engine (e.g. Google) 37%
5. Travel blogs 36%

## Remembering



### CONTENT

- Exclusive events (e.g. special dinners, exhibitions)
- Exciting interactions
- Great bonding time

### CHANNELS TOP 5 (active search)

1. Messaging service (e.g. WhatsApp to share experiences with family and friends) 85%
2. Social media (after the trip) 84%
3. Social media (during the trip) 83%
4. Photo book 79%
5. Travel blog (sharing during trip) 74%



## Attractive offers for the persona

### Superior travel experience

- First class experts guides
- Concierge service while traveling
- Being asked about personal preferences
- Sustainability offers
- Membership for exclusive travel clubs

### Public transport:

- First class reservation option
- Special Train lines
- Private Hotel pick-up service from train station

### Car rental:

- Private driver
- High quality car brands

### Exceptional accommodation with individual service

- High quality/luxury standard in alternative accommodation types, hotels and serviced apartments
- Warm welcome with personal greetings
- Unique visual decor and design
- Room service
- Concierge takes care of special requests
- Fine dining in the hotel
- Wellness/spa/massage
- Exclusive shopping experience close to location

### Inspiring activities, where they can broaden their horizon

- Exclusive experience (e.g. Helicopter flight around the Matterhorn)
- Fine dining experience
- Feeling as an insider with access to the most sought-after places
- Shopping superior products and art

## Typical key messages and images to raise awareness

"Enjoy the good sides of life."



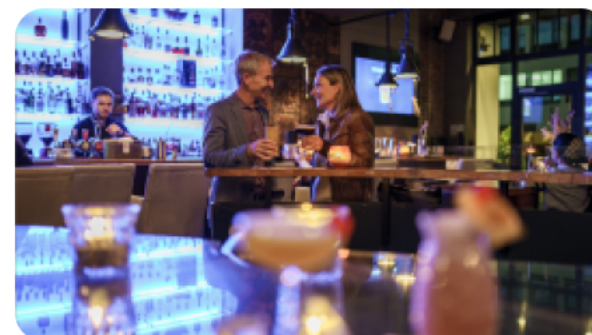
"Pamper your loved one with a perfect day."



"Experience the highest standards."



"Interact with interesting people."



## Local markets: Here you can record your own thoughts