

Branch view per persona

LOU
Down Pacer

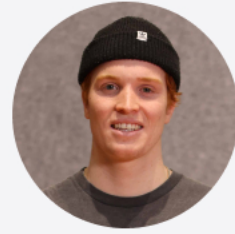
JO
Active Adventurer

KRIS
Local Explorer

MAX
Highlight Traveller

QUINN
Pleasure Seeker

PAT
Bonding Educator



Persona description

I want to relax and take a break 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 taking a walk in the city. With children I have to make sure they enjoy the activities so I can relax.

There isn't a day when I don't want to be active, so I choose my destination according to the activities offered there. Sport in particular is important to me. I want to escape from my daily routine and spend time exploring amazing landscapes.

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.

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.

I'm 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 working on having a balanced life. When I am on holiday, I want to spend quality time and strengthen the bond with my loved ones. It's important for me to offer them enriching experiences.

Top Indicators for Destination choice in CH

- 1. Good Food (50%)
- 2. Pleasant Climate (46%)
- 3. Maximum Relaxation (39%)

- 1. Nature: Mountains, Lakes & Snow (28%)
- 2. Good Food (28%)
- 3. Pleasant Climate & Active Holidays (26%)
- 4. Adventure (24%)

- 1. Traditions & historical Experiences (37%)
- 2. Pleasant Climate (34%)
- 3. Good Food (34%)
- 4. City Experience (32%)

- 1. Pleasant Climate & City Experience (40%)
- 2. Good Food (34%)
- 3. Security at Destination (31%)

- 1. Shopping (28%)
- 2. Good Food (25%)
- 3. Pleasant Climate (20%)
- 4. Hospitality & convenient Travel (17%)

- 1. Pleasant Climate (44%)
- 2. Good Food (40%)
- 3. Family-friendly (36%)
- 4. Security at Destination (34%)

Top 3 Accommodation

- 1. Hotel: Spa & Vitality, Swiss Family Hotels, Luxury Hotels & Homes, Boutique & Design Hotels (40%)
- 2. Rented flat (14%)
- 3. Serviced apartment (13%)

- 1. Hotel: Swiss Bike Hotels, Snow Sports Hotels (23%)
- 2. Rented Flat (16%)
- 3. Bed'nBreakfast (11%)

- 1. Hotel: Boutique & Design Hotels, Typically Swiss Hotels, Swiss Historic Hotels (31%)
- 2. Rented Flat (18%)
- 3. Bed'nBreakfast (11%)

- 1. Hotel: Typically Swiss Hotels (43%)
- 2. Rented Flat (14%)
- 3. Bed'nBreakfast (12%)

- 1. Hotel: Luxury Hotels & Homes, Boutique & Design Hotels, Swiss Historic Hotels, Swiss Family Hotels, Spa & Vitality (24%)
- 2. Serviced Apartments (11%)
- 3. Rented flat / house (11%)

- 1. Hotel: Swiss Family Hotels, Spa & Vitality, Typically Swiss Hotels (33%)
- 2. Rented Flat (17%)
- 3. Serviced Apartment (12%)

Top 3 Gastronomie

- 1. Gourmet restaurants
- 2. Excursion restaurants & "Bergbeizli"

- 1. Excursion restaurants & "Bergbeizli"
- 2. Typical Swiss restaurants

- 1. Trendy restaurants
- 2. Typical Swiss restaurants
- 3. Gourmet Restaurants

- 1. Typical Swiss restaurants
- 2. Excursion restaurants & "Bergbeizli"

- 1. Gourmet restaurants
- 2. Trendy restaurants

- 1. Excursion restaurants & "Bergbeizli"
- 2. Typical Swiss restaurants

Touring affine

No

No

Yes
GTToS, GToS, STS, SBB, MOB, RhB, SOB, Europcar, Hertz

Yes
GTToS, GToS, STS, SBB, MOB, RhB, SOB, Europcar, Hertz

No

Yes
STS, SBB, MOB, RhB, SOB, Europcar, Hertz

Strategic partner

SWISS, Edelweiss, Liechtenstein Marketing, SWI swissinfo.ch, WHES, Hallwag Kümmerly+Frey, Victorinox, Visana, Kambly, RAUSCH, SWP, Appenzeller Bier

SWISS, Edelweiss, WHES, Europcar, Hertz, Hallwag Kümmerly+Frey, BMC, Mammüt, Swissrent, Swiss Snowsport, Appenzeller Bier, SWP

SWISS, Edelweiss, Hallwag Kümmerly+Frey, Mammüt, Victorinox, SCM, SWP, RAUSCH, WHES

SWISS, Edelweiss, Hallwag Kümmerly+Frey, Victorinox, SCM, Kambly, SWP, Flughafen Zürich, WHES

SWISS, Edelweiss, Landquart Fashion Outlet, WHES, Europcar, Hertz, Hallwag Kümmerly+Frey, Victorinox, Gübelin, Kirchhofer, Amex, SWP, RAUSCH, Flughafen ZH

SWISS, Edelweiss, Liechtenstein Marketing, SWI, swissinfo.ch, WHES, Hallwag Kümmerly+Frey, Mammüt, Victorinox, SWP, RAUSCH