Institut für Systemisches Management
und Public Governance

Universität St.Gallen

Forschungszentren:
Tourism and Transport
Regional Science
Public Management and Governance
Organization Studies

Dufourstrasse 40a
CH-9000 St.Gallen
Telefon +41(0)71 224 25 25
Telefax +41(0)71 224 25 36
http://www.imp.unisg.ch

Travel Market Switzerland 2011/2012

Basic Report and Database Specification

Prof. Dr. Christian Laesser
Mag. Barbara Riegler

Contents

1 Abstract 6

2 General overview 7

3 Results 11

3.1 Travel propensities overview: Further growth in a year of relative prosperity 11

3.2 Duration of Trips: 70% of all trips lasted ≤ 7 overnight stays 14

3.3 Choice of Destination: Switzerland is losing domestic travellers to neighbouring countries 16

3.4 Time of Travel: July the strongest month 18

3.1 Type of Trips: Visiting friends and family on the rise 20

3.2 Motivation: Regeneration, experience and spare time in front 21

3.3 Information Sources: Internet and friends and relatives dominated 23

3.4 Booking Channels: Bookings predominantly online 25

3.5 Travel Organization: a consistently high proportion of independent travellers 26

3.6 Modes of Transportation: Private car still most important 27

3.7 Type of accommodation: Top hotels are still on the rise 29

4 A selection of publications of the authors on the Swiss travel market (abstracts) 31

5 Variables in database *Travel Market Switzerland* 2011/12 (selection) 39

5.1 Personal data 40

5.2 Travel data 44

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Figures

Figure 1:	Key travel ratios	11
Figure 2:	Net travel propensity — trips with 4+ overnight stays	12
Figure 3:	Gross travel propensity by WEMF region	13
Figure 4:	Duration of trips (1+ overnight stays)	14
Figure 5:	Duration of trips (4+ overnight stays)	15
Figure 6:	Choice of destination (1+ overnight stays)	16
Figure 7:	Choice of destination (4+ overnight stays)	17
Figure 8:	Month of departure (1+ overnight stays)	18
Figure 9:	Type of trips	20
Figure 10:	Importance of sources of information	23
Figure 11:	Booking Channels	25
Figure 12:	Travel organization (1+ overnight stays)	26
Figure 13:	Means of transportation to destination (1+ overnight stays)	27
Figure 14:	Means of transportation to destination (4+ overnight stays)	27
Figure 15:	Type of accommodation at destination (1+ overnight stays)	29

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Tables

Table 1:	Household size structure	9
Table 2:	Households: WEMF region	9
Table 3:	Persons: Population agglomerated	10
Table 4:	Persons: Gender	10
Table 5:	Persons: Age	10
Table 6:	Key travel ratios — trips with 1+ overnight stays	12
Table 7:	Distribution of duration of trips (1+ overnight stays): differences between domestic and abroad destination	14
Table 8:	Month of departure by different destinations	19
Table 9:	Relative magnitude of motivation to travel (2012 compared to 2007)	21
Table 10:	Share of type of accommodation by different destinations	29

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Abbreviations

ANZMAC	Australian and New Zealand Marketing Academy
CATI	Computer-aided telephone interview
CHF	Swiss Francs
N/ Sports	Non sports
VAR	Variable
VFR	Visiting friends and relatives
WEMF	Swiss macro regions, as defined by “AG für Medienforschung”
w/r	With regard

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

1 Abstract

In 2012, for the eighth time since 1972, a survey on the travel behavior of the Swiss population was conducted. The database resulting from this project *(Travel Market Switzerland 2012)* is still the most extensive on private trips by the Swiss resident population. Private trips are defined/ delimited as all journeys by private persons with at least one overnight stay outside their home and their normal life and work environment. They include all types of leisure motivations, but no business purposes.

This report gives an overview of:

- the method/ procedure of data collection (Chapter 2)
- the results of this data collection (Chapter 3)
- publications that draw on previous editions of *Travel Market Switzerland* (Chapter 4)
- variables available in the database of *Travel Market Switzerland* for further analysis and special reports (Chapter 5).

Chapter 2 presents a **first descriptive analysis**, which discusses:

- **Travel propensities**: Switzerland experienced a travel-intensive year with a gross travel propensity higher than ever before.
- **The duration of trips**: Short trips are still on the raise as most trips last less than one week. Only trips abroad last in some cases longer than seven days.
- **The choice of destination**: Switzerland remains the favored destination but is highly competing with neighbouring countries.
- **The month of departure**: July remains the strongest month with October and December in second and third place. Other than in 2007 where travelling occurred in the first half of the year, travel activities show a balanced share throughout the year.
- **Travel motivation**: Travellers are seeking regeneration from daily routine and job and do this by experiencing landscape and nature and enjoying good food and beverages or simply by resting and relaxing. Time issues (motivation factors such as having time for family or for oneself) have again become more relevant. Although still strong, distraction-related motivation factors (such as diversion, pampering) are less dominant than in previous years.
- **Sources of information**: Information is transmitted via two major channels: face-to-face and the Internet. Face-to-face include particularly friends and relatives and also people living at the destination (e. g. locals, hotel employees). Occasionally, especially on longer trips, print material (travel guides, brochures) is still relevant. However, and most importantly, the major source of information is *previous experience.*
- **Booking channels**: The Internet is now the most prominent booking channel. Bookings are made either by mail or on specific booking platforms.
- **Modes of transport**: Private cars are still the most important modes of transport. The train again has lost market share in favor of the plane which has gained the highest market share ever.
- **Type of accommodation**: The hotel industry in general, and three and four-star hotels in particular, have lost market share. Five-star hotels gained market share, especially in international destinations.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

2 General overview

Delimitation of private trips	This study reports on private travel behavior of the Swiss resident population. Private trips are defined/ delimited as all journeys by private persons with at least one overnight stay outside their home and normal environment of work. They include all leisure motivations, but not business purposes. “Private trips” include vacations, holidays, fun and leisure trips, visiting friends and relatives, weekend trips, study tours, and so on, and always include at least one overnight stay.
Methodology — *overview*	The study is based on a survey conducted on the Swiss resident population. Data collection took place via self-administered, structured written diary-like interviews with a representative sample of households and all their members.
Methodology — *survey instrument*	The survey instrument was twofold: test persons could either complete a self-administered and structured paper-and-pencil questionnaire, or complete an identical questionnaire online. 70% percent filled out the questionnaire online (compared to 69% in 2007).
Methodology — *data collection*	Data collection and sampling was administrated by IHA-GfK Switzerland (a leading market research institute) on behalf of the Institute for Systemic Management and Public Governance (which provided the survey instrument, methods, and financial sources). Beginning with the fourth quarter of 2011 until the end of the third quarter of 2012, each quarter a sample of test persons completed one questionnaire for each private trip with one or more overnight stays made in the past quarter. Repetitive trips (for example, to second homes, commuting to partner) were not to be recorded, because they were considered to be part of the test person’s usual environment.
Methodology — *sampling*	The overall sample successfully recruited for this study consisted of 3,403 households.. The sample was recruited in two ways. (1) 1,748 households were recruited by phone. Within the quotas of region, size of household, and type of household, the contacts were randomly drawn from the national database CH-plus Consumer by AZ | Direct AG. This database is representative of 98% of all households in Switzerland. From these, 1,475 (84%) decided to participate using the paper-based questionnaire, and 273 (16%) chose the online survey. (2) An additional 1,655 households were recruited from an online panel of 45,000 active members, representative of the Swiss

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

	resident population. The non-weighted sample thus consists of 3,403 households, comprising 7,818 persons (that is, 2.29 persons per household; the overall size of a Swiss household comprises 2.2 persons). Of these, overall 6,445 usable cases of trips were recorded.
Methodology — *weighting*	The cases (single reported trips) were weighted according to size of household, WEMF region, size of municipality (agglomerated), gender, and age of the persons undertaking them (cf. Table 1 to Table 5 respectively). We refrained from applying the weighting of further demographic coefficients, due to the quality of the sample and the absence of determining influence. The total number of cases remains unchanged (internal weighting only).
Methodology — *representation*	The database is representative of 90% of Swiss and approximately 50% of foreign (assimilated) citizens in the German- and French-speaking areas of Switzerland (overall Swiss population in Switzerland: 6.1 Mio.; overall foreign population in Switzerland: 1.9 Mio.), that is 6.44 Mio. persons in total)
Methodology — *limitations*	For survey technical reasons, persons in collective households were not registered. Persons under the age of 18 were not considered and persons older than 80 were underrepresented. In order to avoid response bias, a new sample was taken each quarter. Most foreign citizens in the survey came from countries neighbouring Switzerland (Germany (23%) followed by Italy (22%) and France (15%). Trips with a regular and homogeneous repetition rate (for example, to their own holiday homes or commuting to partner) were not considered. A maximum of 5 trips per quarter was tolerated; any more trips would be considered for commuting reasons.
Extrapolation of results (with regard to the universe represented)	Based on the data of 7,818 persons and 6,445 trips (with trip = 1 person taking 1 trip), the extrapolation rate of the sample to the universe covered is 845 on a quarter base or 3,381 on a yearly base.
Error terms	With reference to the results and their extrapolation, the sampling allows for the calculation of confidence margins. These depend on the size of the sample and the distribution of results. The error term for a 95% significance level can be calculated by means of the following formula: $\varepsilon = \hat{p} \pm 1.96\sqrt{\frac{\hat{p} \cdot (1-p)}{N}}$ ε: standard error term p: share/ percentage of answers N: number of cases in sample

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Data available	For inquiries, please contact the authors of this report at: Christian.laesser@unisg.ch or Barbara.riegler@unisg.ch Phone: +41(71)224-2525.
Citation	Laesser, Ch. & Riegler, B. (2012). *Travel Market Switzerland — Basic Report and Database Specification*, St. Gallen: Institute for Systemic Management and Public Governance.

The following tables overview data specifics concerning weighting. The figures of *Travel Market Switzerland* are compared with those of the federal census, deriving a corresponding singular weighting factor.

Table 1: Household size structure

Group	Federal census	*Travel Market Switzerland*	Weighting factor
Share of households with 1 person	35.2%	34.3%	1.03
Share of households with 2 persons	32.8%	33.0%	0.99
Share of households with 3 persons	14.2%	12.1%	1.17
Share of households with 4 persons	12.7%	14.4%	0.88
Share of households with ≥ 5 persons	5.1%	6.2%	0.82

Source: *GfK Switzerland AG (2012); Database* Travel Market Switzerland

Table 2: Households: WEMF region

Group	Federal census	*Travel Market Switzerland*	Weighting factor
Suisse Romande	24.7%	22.5%	1.10
Alps and pre-Alpine areas	23.1%	21.8%	1.12
Western Midlands	23.5%	22.2%	0.96
Eastern Midlands	28.7%	33.5%	0.86

Source: *GfK Switzerland AG (2012); Database* Travel Market Switzerland

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Table 3: Persons: Population agglomerated

Group	Federal census	*Travel Market Switzerland*	Weighting factor
Agglomeration — population of > 200,000	33.3%	41.2%	0.81
Agglomeration — population of 50,000–199,999	19.7%	23.4%	0.84
Agglomeration — population of 20,000–49,999	12.3%	9.2%	1.34
Agglomeration — population of 10,000–19,999	1.9%	0.7%	2.71
Municipality — population of 5,000–9,999	4.7%	4.3%	1.09
Municipality — population of 2,000–4,999	11.5%	9.7%	1.19
Municipality — population of 1,000–1,999	7.5%	6.2%	1.21
Municipality — population of < 1,000	9.1%	5.3%	1.75

Source: *GfK Switzerland AG (2012); Database* Travel Market Switzerland

Table 4: Persons: Gender

Group	Federal Census	*Travel Market Switzerland*	Weighting Factor
Male	48.8%	48.1%	1.01
Female	51.2%	51.9%	0.99

Source: *GfK Switzerland AG (2012); Database* Travel Market Switzerland

Table 5: Persons: Age

Group	Federal census	*Travel Market Switzerland*	Weighting factor
< 5 years	5.3%	2.9%	1.83
5–14 years	11.7%	9.9%	1.18
15–24 years	11.8%	12.2%	0.96
25–34 years	13.5%	8.9%	1.51
35–44 years	16.4%	15.5%	1.05
45–54 years	15.4%	20.0%	0.77
55–64 years	11.7%	15.6%	0.75
> 64 years	14.2%	15.0%	0.95

Source: *GfK Switzerland AG (2012); Database* Travel Market Switzerland

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

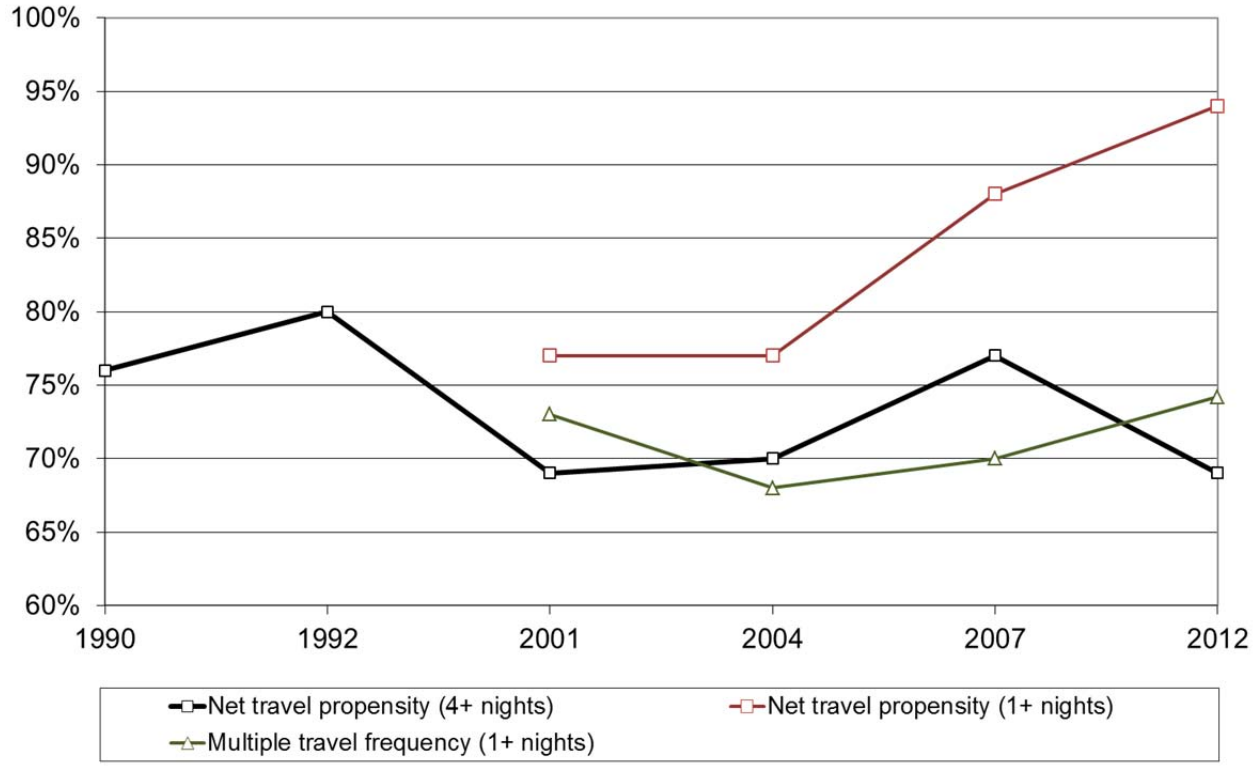
3 Results

This section presents a selection of results. The unit of analysis is "person travel," which signifies one trip by a specific person, unless otherwise specified.

3.1 Travel propensities overview: Further growth in a year of relative prosperity.

More than ever, Switzerland belongs to a group of countries with **comparably high travel propensities**. The downturn in demand of early 2000 was replaced by a significant demand expansion in 2007 and grew further in 2012. This growth is mainly due (1) a very favorable economic environment as well as (2) continued low travel cost.

Figure 1: Key travel ratios



Net travel propensity (people who made at least one trip) reached:

- **69%** for **trips with four or more nights** (cf. Figure 1 for a short term perspective; cf. Figure 2 for the long-term perspective)
- **94%** for **trips with one or more overnight stays** (cf. Table 6).

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Recently, more people undertook travel with one or more overnight stays while the **number of trips with four or more nights is declining**. However, the proportion of the population undertaking multiple trips has grown compared to 2007 and is now nearly at the same level as in 2001 whereas the proportion of trips by people who undertake multiple trips per year has slightly decreased.

Figure 2: Net travel propensity — trips with 4+ overnight stays

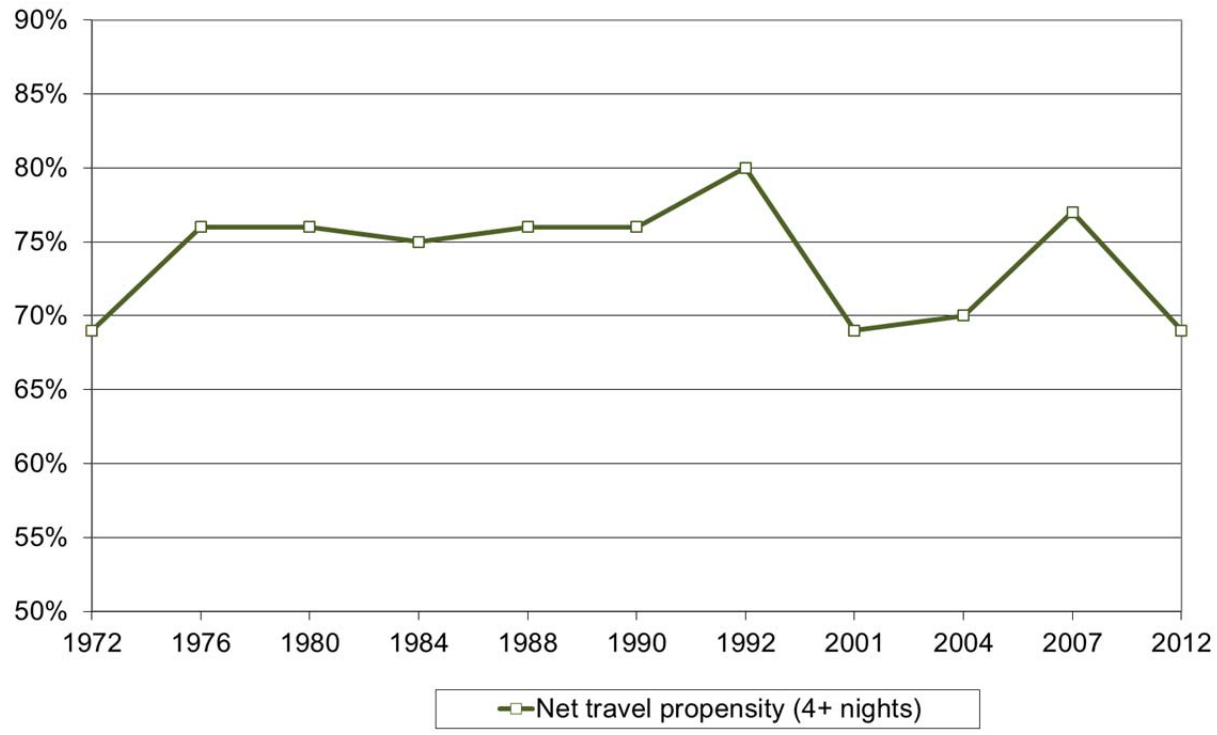


Table 6: Key travel ratios — trips with 1+ overnight stays

	1998	2001	2004	2007	2012
Net travel propensity *= share of population with at least 1 trip*	84%	77%	77%	88%	94%
Multiple travel frequency = *share of travellers with more than 1 trip as a% of all travellers*	70%	73%	68%	70%	74%
Gross travel propensity *= number of trips per 100 persons*	232	218	195	236	241
Travel frequency *= mean number of trips per travelling person*	2.77	2.83	2.53	2.68	2.53

Among the groups with the **highest travel propensities** are persons aged 35 and older, well respectively highly educated and employed in managerial positions or working as commercial and technical employees. Unsurprisingly, pensioners participate heavily in travel, too. They show moreover the tendency to undertake trips with more overnight stays than the younger generations. In contrast, farmers and persons operating their own business (that is, self-employed in trade and other, free professions such as lawyers and doctors) as well as persons with below-average earnings (such as apprentices, workers) tend to participate in

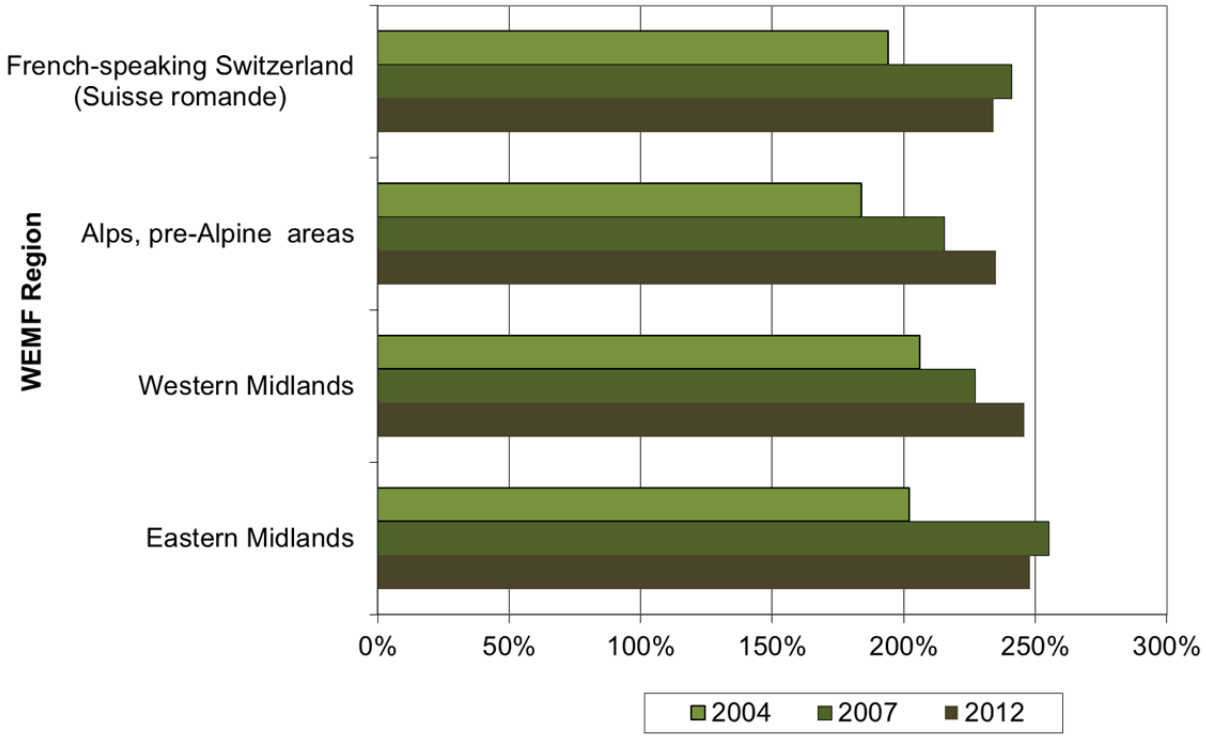
© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

travel less often than average. Interestingly, unemployed persons (either currently searching for work or running the household) show relatively high travel activities.

Gross travel intensity also varied a great deal:

- **German-speaking population** in general, and **people living in cities** in particular, generated a higher number of trips than people from the French-speaking areas and living in the mountains. (cf. Figure 3).
- For reasons of greater flexibility and generally higher per capita incomes, **smaller households** generated a comparably higher number of trips than larger households. Nevertheless, the number of trips of families has grown since the last travel market survey.

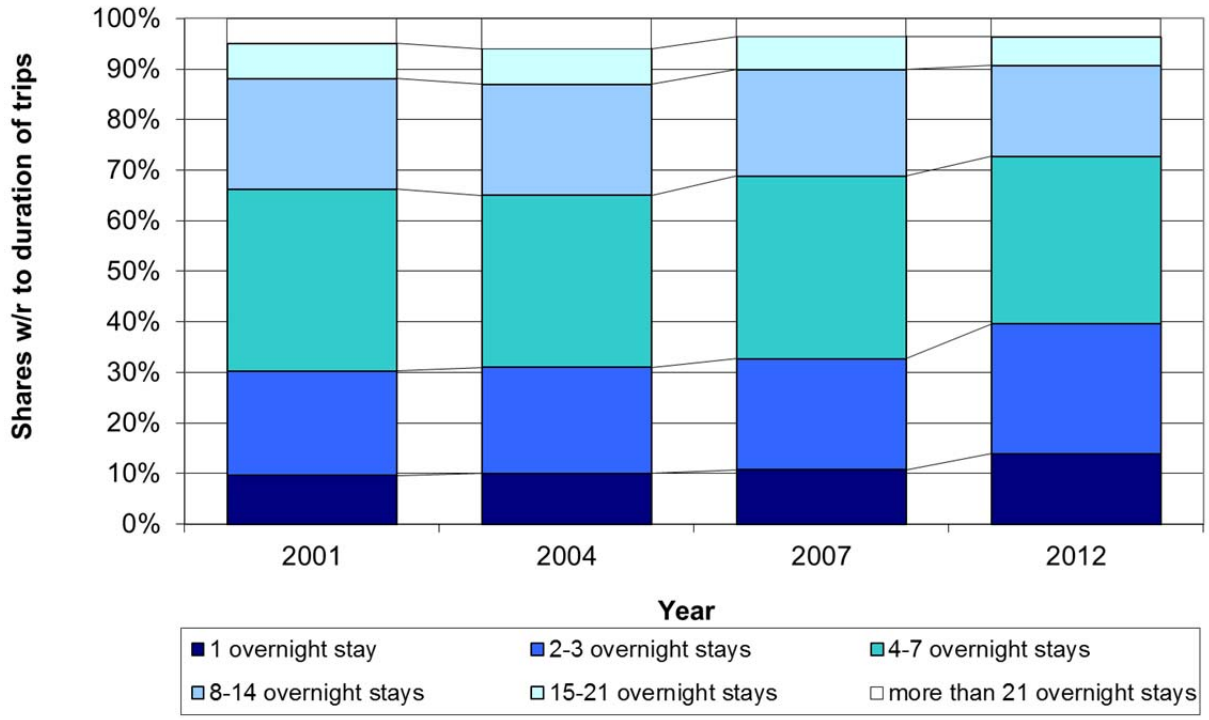
Figure 3: Gross travel propensity by WEMF region



© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.2 Duration of Trips: 70% of all trips lasted less than 8 overnight stays.

Figure 4: Duration of trips (1+ overnight stays)



Over the past 10 years, **short trips have slightly but constantly gained market share**. About 25% of all trips lasted between 2 and 3 overnight stays and more than 70% of all trips lasted less than 7 overnight stays. Short trips of up to seven overnight stays continued to take market share from trips lasting two weeks. The number of trips lasting longer than two weeks has remained more or less stable (cf. Figure 6). Longer stays are especially prominent for destinations abroad. Two-thirds of all domestic leisure trips lasted seven nights or less, while two-thirds of all trips abroad last between four and 14 nights (cf. Table 7).

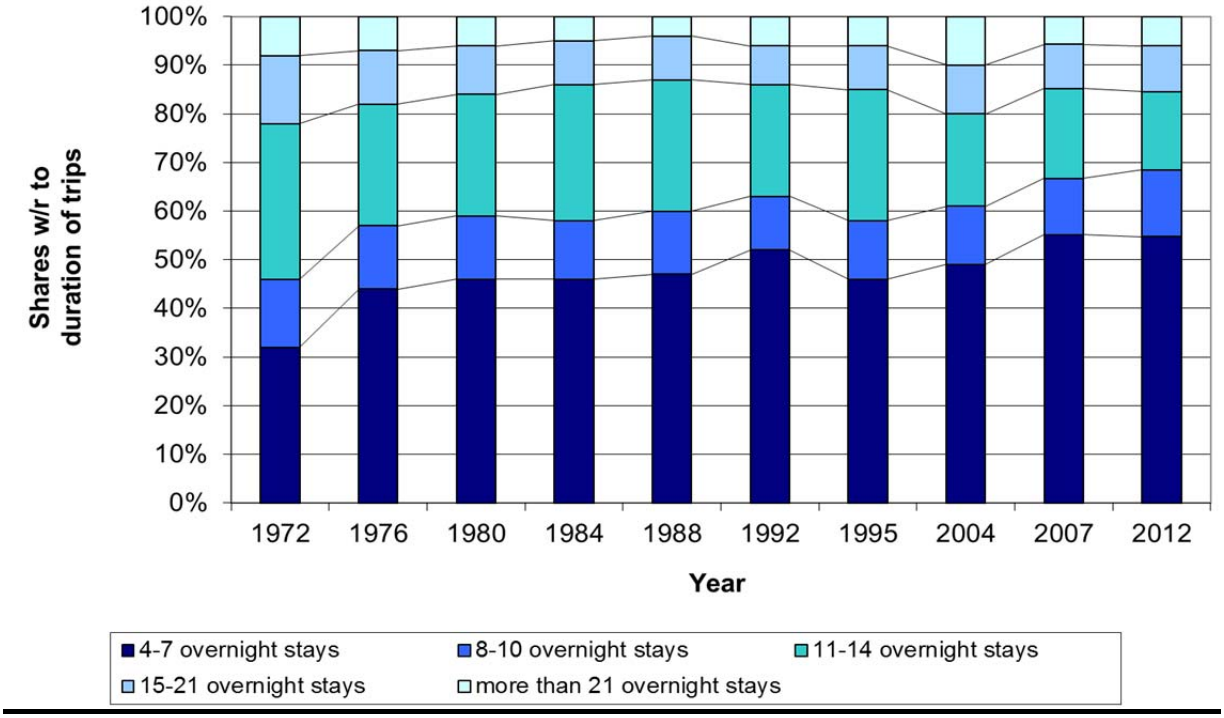
Table 7: Distribution of duration of trips (1+ overnight stays): differences between domestic and abroad destination

Duration	Domestic (Switzerland)	Abroad	Overall
1 overnight stay	25%	7%	14%
2–3 overnight stays	32%	22%	26%
4–7 overnight stays	30%	35%	33%
8–14 overnight stays	10%	23%	18%
15–21 overnight stays	2%	8%	6%
> 21 overnight stays	1%	5%	4%

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

That general trend confirms the perception of many Swiss destinations and hotel managers who claim that the **average duration of all stays in Switzerland is still declining**. The current survey showed that the share of travellers (domestic and international) who stay 2-3 nights has been growing in favor of those who stay 4-7 nights (cf. Figure 5).

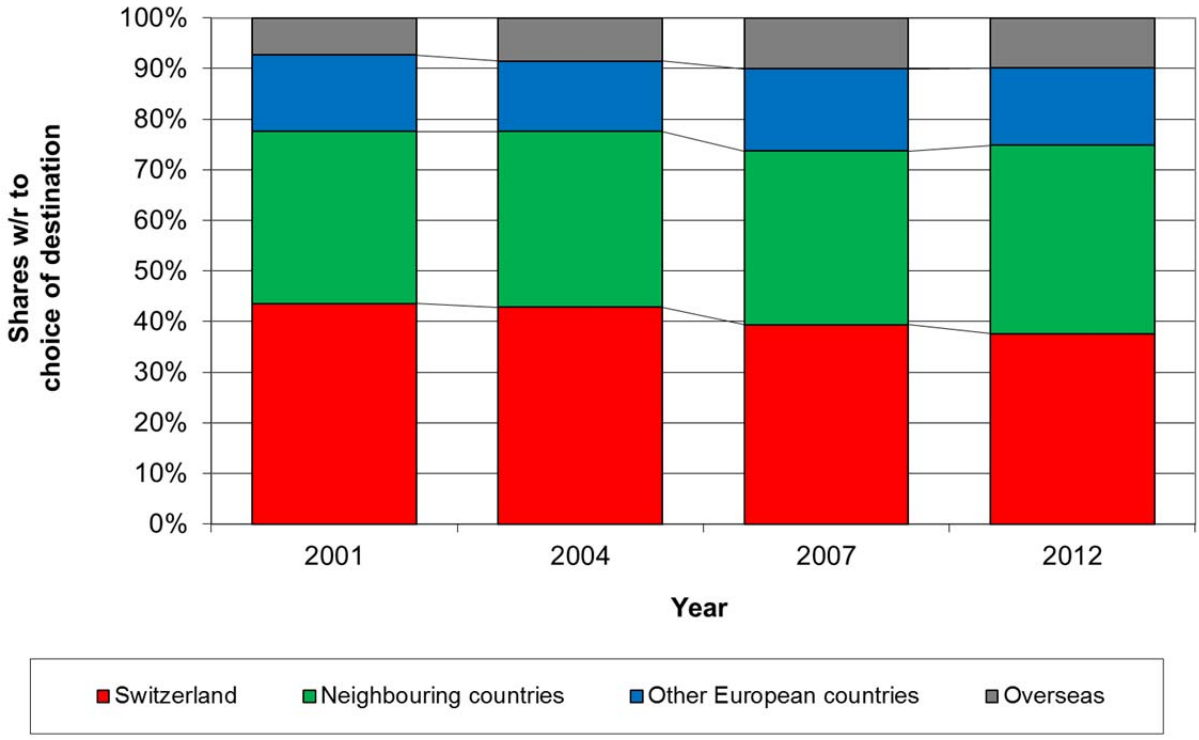
Figure 5: Duration of trips (4+ overnight stays)



© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.3 Choice of Destination: Switzerland is losing domestic travellers to neighbouring countries.

Figure 6: Choice of destination (1+ overnight stays)

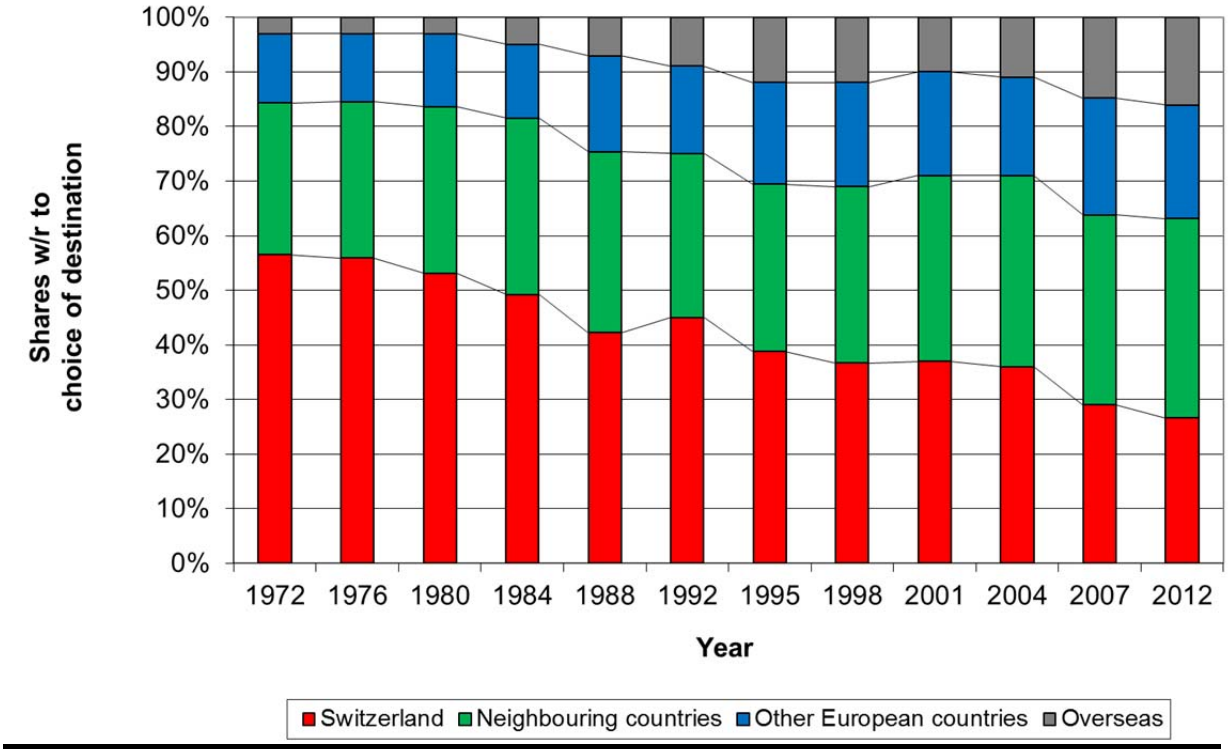


Examining all trips with at least one overnight stay, Switzerland is on the way of losing its **leading position** among all destinations (cf. Figure 6). Destinations in neighbouring countries increased their share and Swiss people undertook nearly as many trips to neighbouring countries (37.2%) as to Switzerland (37.5%). Especially the older segment, travellers above 55 years, made more trips to destinations in neighbouring countries (38%) than to destinations in Switzerland (35%). In 2007 the figures showed that Switzerland was increasingly challenged by destinations in neighbouring countries in Europe overall and overseas. This tendency could now be confirmed.

Looking at the **long-term development** of trips with **four or more overnight stays** (cf. Figure 7), we observe a further loss of Swiss destinations. 26.6% of the travellers remained in Switzerland whereas 36.6% went to neighbouring countries. These figures show a slight increase of 2.0% for neighbouring countries and a decrease to the same degree. However, nearly two thirds travel to Switzerland and its neighbouring countries, whereas 21.0% go to the rest of Europe. Compared to 2007, a slight increase of overseas destinations of 1.3% could be observed.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

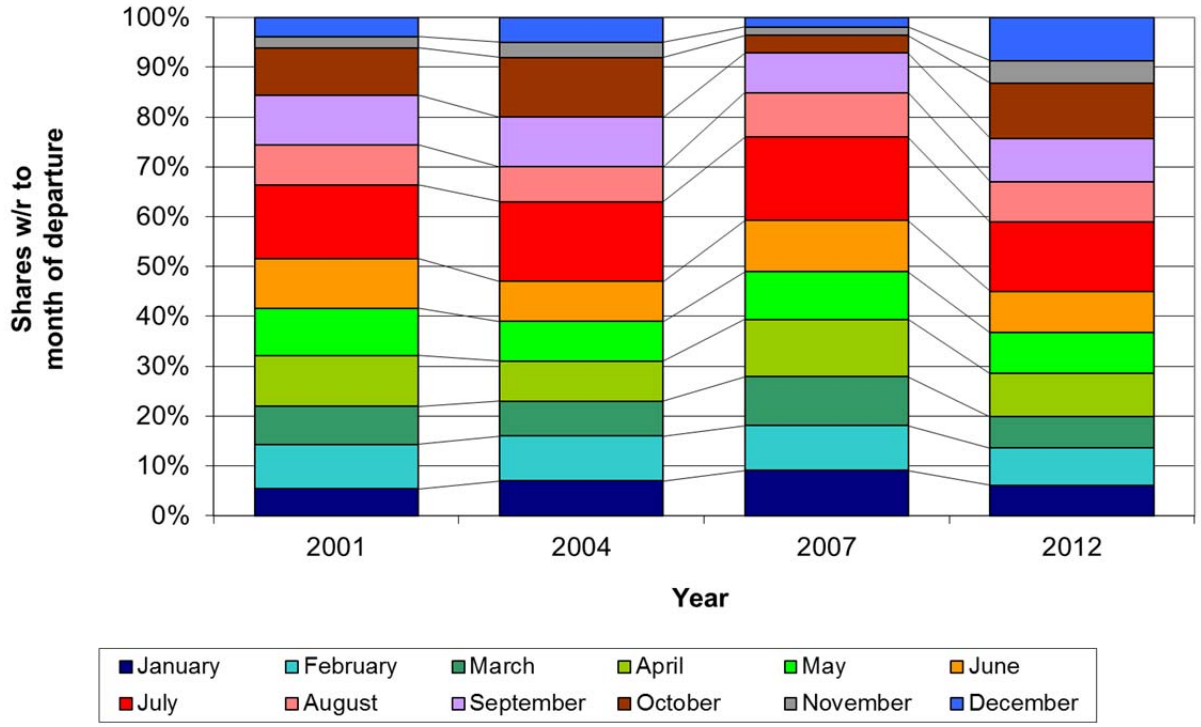
Figure 7: Choice of destination (4+ overnight stays)



© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.4 Time of Travel: July the strongest month.

Figure 8: Month of departure (1+ overnight stays)



Regarding the month of departure (cf. Figure 8), July remained the strongest (14%). Other than in 2007, October is the second strongest month (11%) of departure followed by December and April (9% each). During the period April to July, destinations in neighbouring countries show a higher share than Swiss destinations. Nevertheless, Swiss destinations remain strongest during the winter period (cf. Table 8).

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

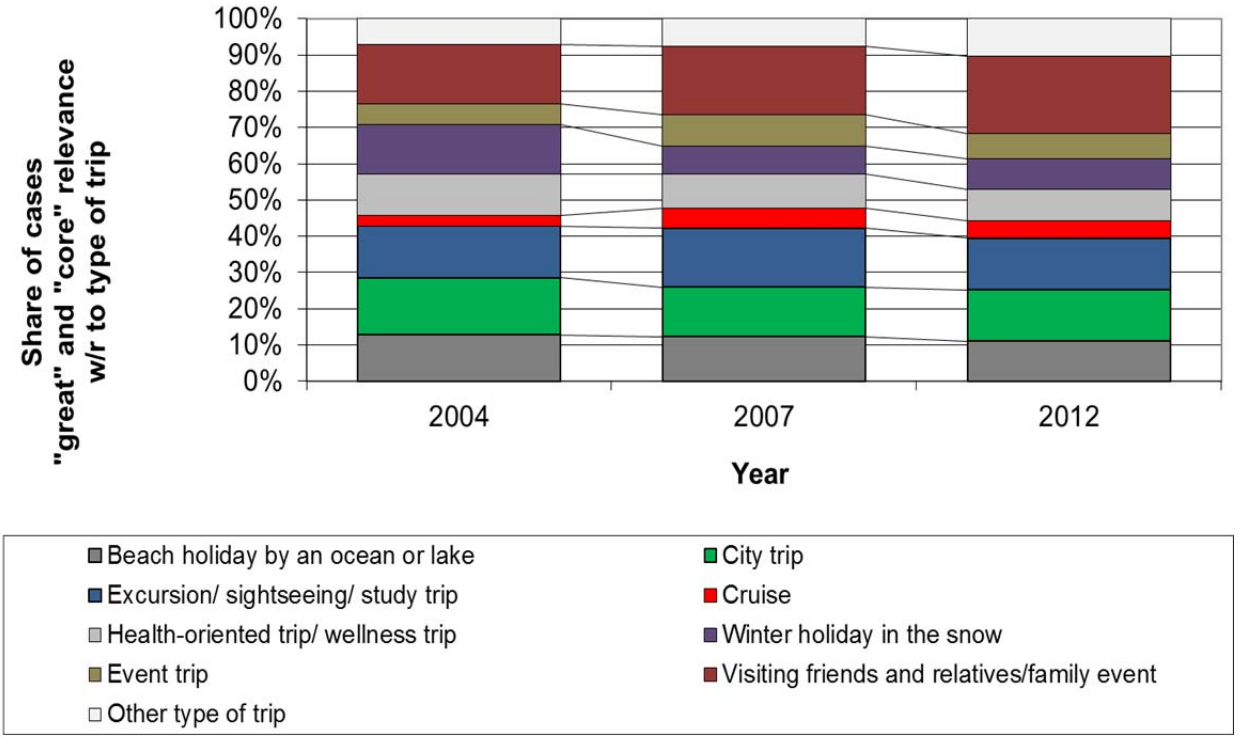
Table 8: Month of departure by different destinations

	Switzerland	Neighbouring countries	Other Europe	Overseas
January	57.4%	18.9%	10.9%	12.8%
February	59.7%	27.3%	6.1%	6.9%
March	46.5%	32.0%	12.3%	9.2%
April	28.9%	48.8%	11.6%	11.1%
May	31.1%	39.7%	18.4%	10.8%
June	33.0%	41.7%	19.4%	5.9%
July	24.5%	43.1%	23.3%	9.1%
August	45.2%	33.0%	15.1%	6.8%
September	34.8%	39.3%	16.8%	9.1%
October	26.2%	38.8%	20.6%	14.4%
November	31.0%	34.1%	12.1%	22.8%
December	51.0%	34.8%	6.5%	7.7%

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.1 Type of Trips: Visiting friends and family is on the rise.

Figure 9: Type of trips



While beach holidays (35%), excursions (44%) and city trips (45%) have slightly lost in importance over the recent years, visiting friends and family is still on the rise (67%). This tendency is in line with the current development of increased global commuting activities. However, the relevance of the type of trip varies with the length of stay.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.2 Motivation: Regeneration, experience and spare time are in front.

In the current survey, **the item battery** of 2007 regarding travel motives was slightly expanded by the motivation factors enjoy good food and beverages and sexual/ erotic experiences.

Table 9 compares the relative magnitudes per motivation item in relation to the overall mean of all items per test person for 2004, 2007 and 2011/12 and the differences between 2011/12 and 2007.

Table 9: Relative magnitude of motivation to travel (2012 compared to 2007)

Travel motivation factors	2007	2012	Difference 2011/12 - 2007
Regeneration from daily home routine and job	1.10	1.39	0.29
Experience landscape and nature	1.10	1.36	0.26
Get away from it all (daily routine)	1.22	1.34	0.12
Enjoy good food and beverages		1.32	1.32
Rest and relaxation	1.06	1.31	0.25
Time for family	1.10	1.30	0.19
Time for myself	1.07	1.28	0.21
Time for partner	1.11	1.26	0.14
Diversion; see and experience something new	1.27	1.19	-0.08
Visit sights and broaden one's horizon	0.97	1.11	0.14
Comfort, Pampering	1.25	1.09	-0.16
Ability to make flexible, spontaneous decisions	1.01	1.09	0.08
Liberation from obligations (and relationships)	1.15	1.07	-0.08
Sports	0.89	0.97	0.08
Experience of native culture and nature	0.87	0.95	0.08
Sun and Beach	0.97	0.91	-0.06
Make contact with new people	0.87	0.90	0.03
Challenge and stimulate oneself	0.90	0.88	-0.02
Search for self esteem	0.84	0.73	-0.11
Do something for my beauty	0.81	0.72	-0.09
Enjoy nightlife	0.90	0.71	-0.19
Experience adventure and perhaps even risk	0.92	0.70	-0.22
Experience the exotic	0.87	0.69	-0.18
Prestigious character of trip	0.93	0.65	-0.28
Termination/conclusion of a phase in one's life	0.96	0.61	-0.35
Sexual and erotic experiences		0.60	0.60

Note: Values indicate the individual relative magnitude per item in relation to the overall mean of all items of travel motivation per case. The original scales consisted of four points, ranging from 1 (not important at all) to 4 (very important).

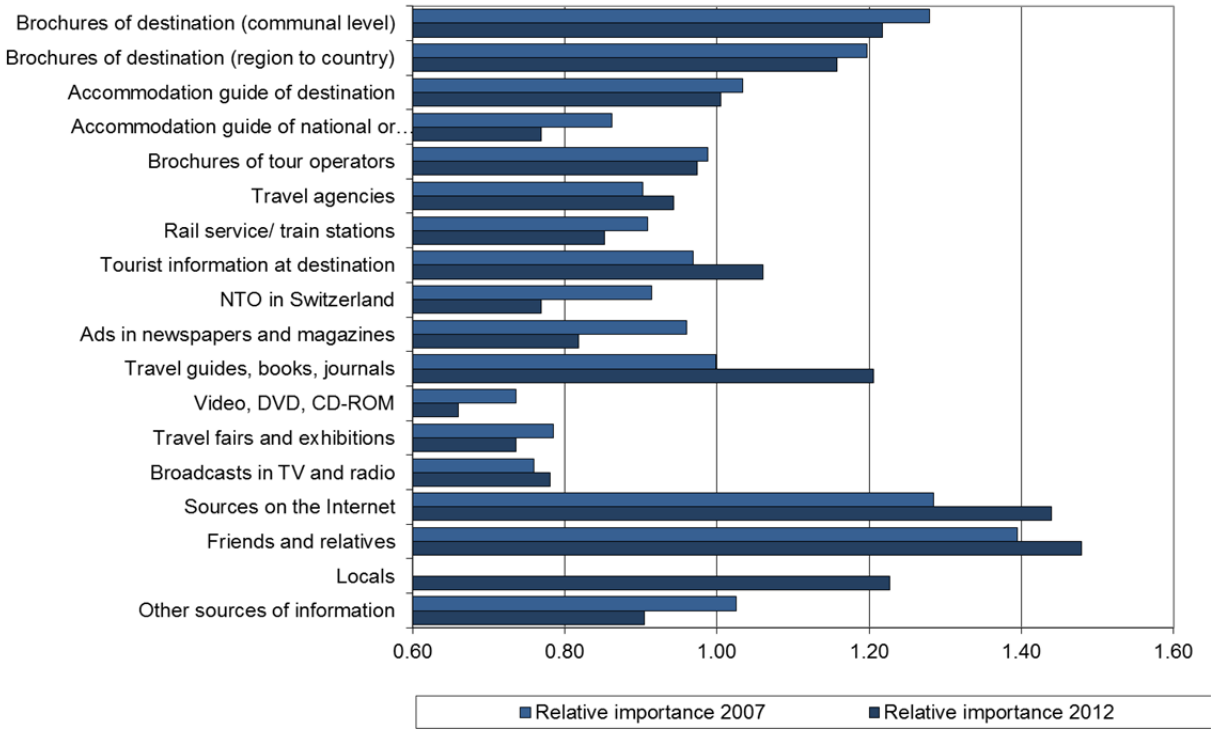
© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

These results reveal that three among the five most important **key drivers to travel in 2012** consisted of generic types such as *regeneration, get away from it all (daily routine) and rest and relaxation.* Moreover, experience related factors such as *experience landscape and nature* combined with *enjoying good food and beverages ("wining and dining")* were also ranked very high in importance. In contrast to that, *sexual and erotic experiences*, *termination of a phase in one's life* and the *prestigious character of a trip* are perceived to be less important.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.3 Information Sources: Internet and friends and relatives dominate.

Figure 10: Importance of sources of information



Note: The values indicate the individual relative magnitude per item in relation to the overall mean of all items. The original scales consisted of four points, ranging from 1 (not important at all) to 4 (very important).

Concerning the importance of trip related information sources, the following **three sources of information dominated**: (1) friends and relatives (2) sources derived from the Internet and (3) information provided by locals.

The most important sites on the Internet were search engines like Google. Nearly as important as search engines were destination websites followed by websites of accommodation providers. These results suggest that acquiring travel related information starts with a general search at search engines and proceeds with a more detailed search on destination websites and finally hotel websites.

The relevance of information channels differs by the duration of stay. The Internet, either accessed by personal computers or mobile devices, shows constantly high values regardless the length of stay. Although the Internet is perceived to be a highly useful channel, print material come into play, especially when staying longer than eight nights. Travellers, in particular when traveling to an international long haul destination, rely on destination brochures and travel guides. Additionally, information acquisition face-to-face is perceived to be highly relevant. The results show that the longer the travellers stay the more important is the information given by e. g. hotel employees or locals. Friends and family remain the most central information source regardless the duration of travel.

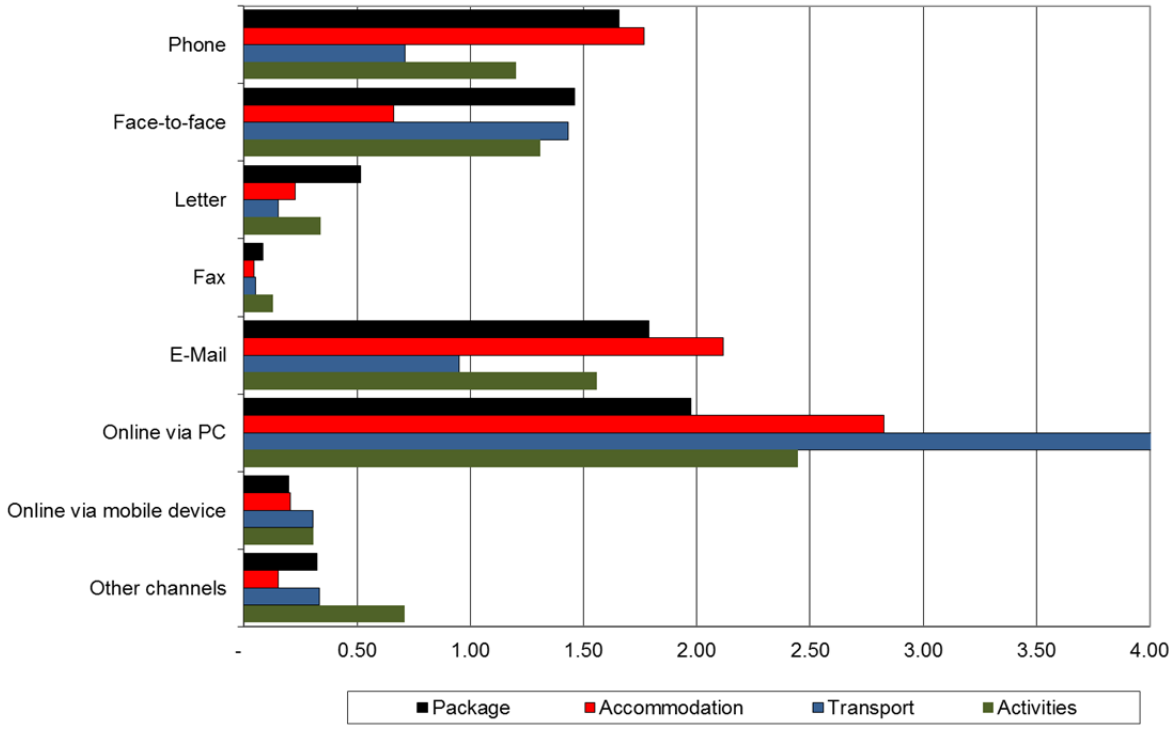
© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

However, one has to be aware of several factors when interpreting these results: the above sources of information only include *external* sources of information. These were again **surpassed by the core internal source of information — previous experiences with the destination** (magnitude: 1.64).

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.4 Booking Channels: Bookings are made predominantly online.

Figure 11: Booking Channels



Note: The values indicate the individual relative magnitude per booking channel in relation to the overall mean of all booking channels. The original scales consisted of four points, ranging from 1 (not important at all) to 4 (very important).

The Internet is by far the most popular booking channel. Especially online booking via a personal computer of transport services is highly relevant for Swiss travellers. Second most important channel is e-mail which is predominantly used for accommodation booking. Not to underestimate is the telephone which holds still a high importance for package and accommodation bookings.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.5 Travel Organization: Switzerland has a consistently high proportion of independent travellers

Figure 12: Travel organization (1+ overnight stays)

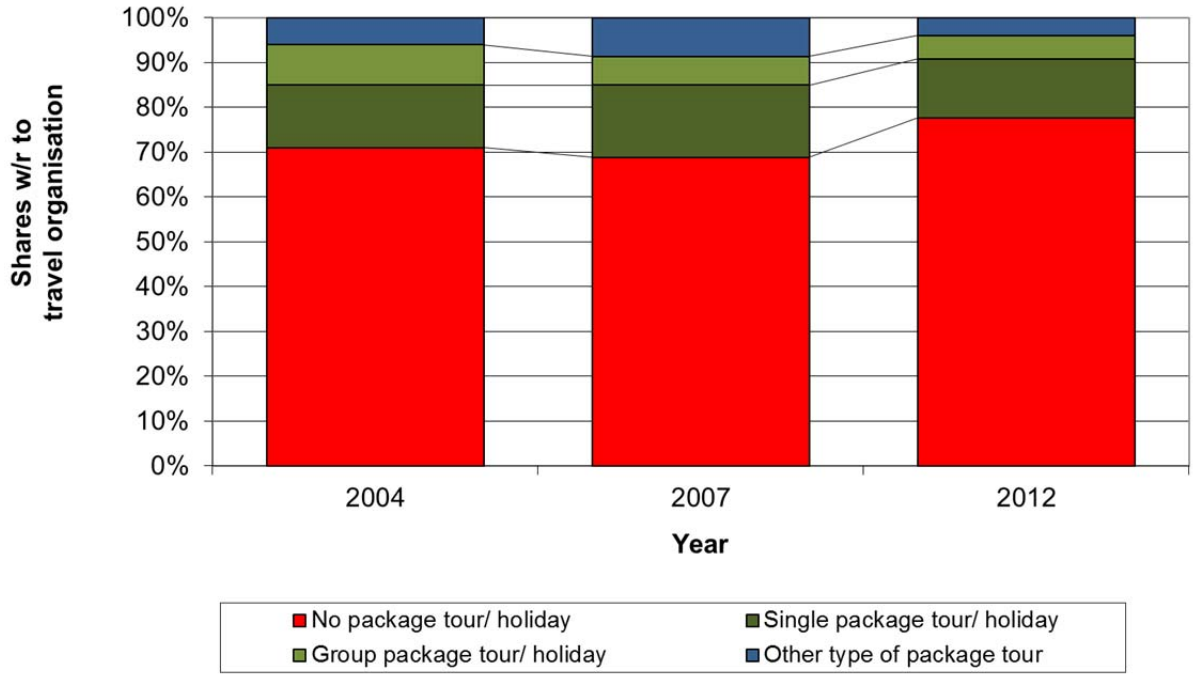


Figure 12 illustrates that a **consistently high proportion of travellers organized their trip themselves**. This is mainly because packaging strongly conflicts with the increasing desire of Swiss travellers to make short-term, flexible decisions and to travel independently. According to own studies, the likelihood of buying a package increases when: (1) the traveller is not familiar with the destination, or (2) when they want to buy a highly commoditized products such as a beach holidays, cruises or study trips.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.6 Modes of Transportation: Private car is still the most important one.

Figure 13: Means of transportation to destination (1+ overnight stays)

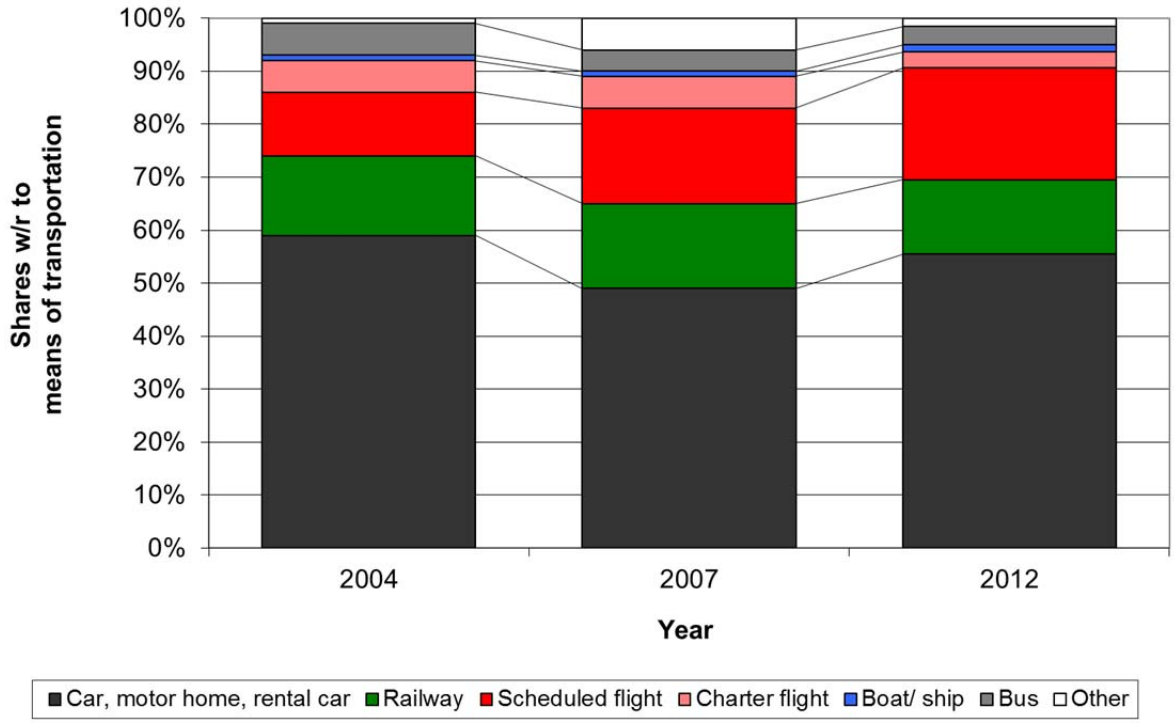
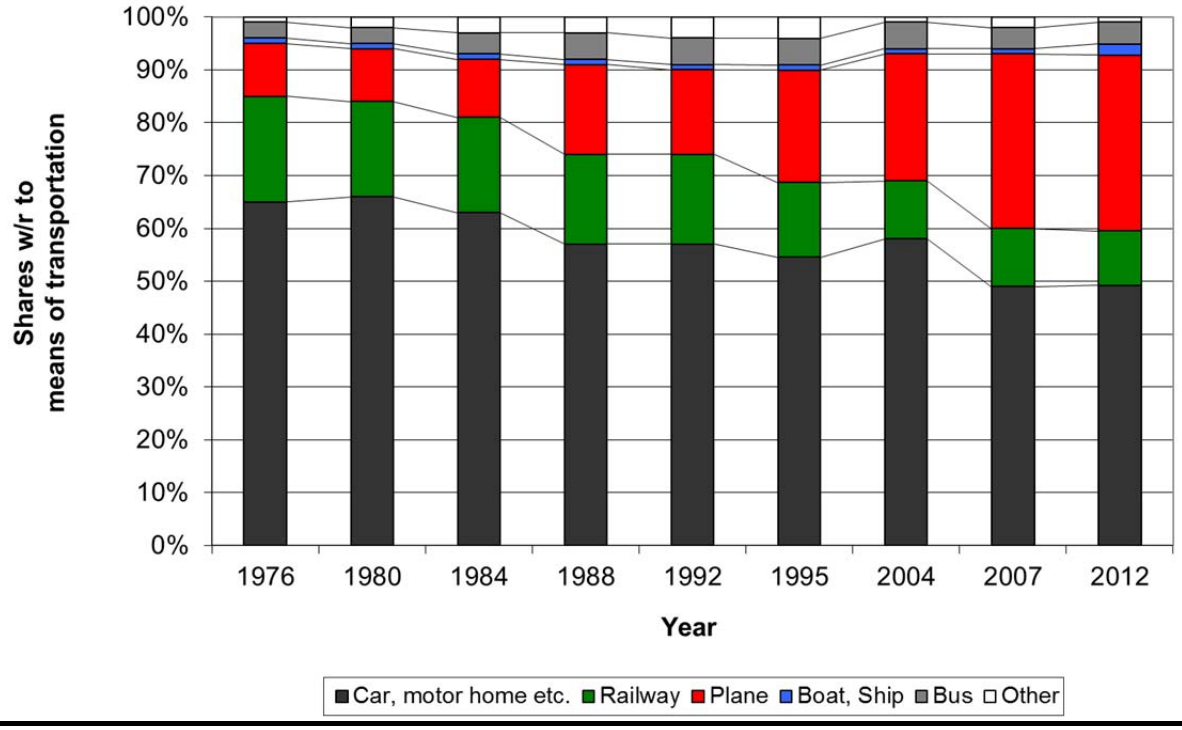


Figure 14: Means of transportation to destination (4+ overnight stays)



© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

In general, the long-term trend consisting of the following elements could be confirmed in 2012 as well:

- **Modes of transport are still dominated by the car**. Although the car has lost market share over the past 30 years, it is still the number one means of transport for the Swiss to go on vacation. About the half of the travelling population is going by car.
- **Trains** are still losing market share, falling to about 10%.
- **Planes** lost market share in the late 1990s and early 2000s. However, in 2007 they recouped and expanded market share at a rate never seen before, mainly at the cost of cars and trains. In 2012 they could keep their market share at the same level. About one third of the travellers are using the service of low-cost airlines.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

3.7 Type of accommodation: Top hotels are still on the rise.

Figure 15: Type of accommodation at destination (1+ overnight stays)

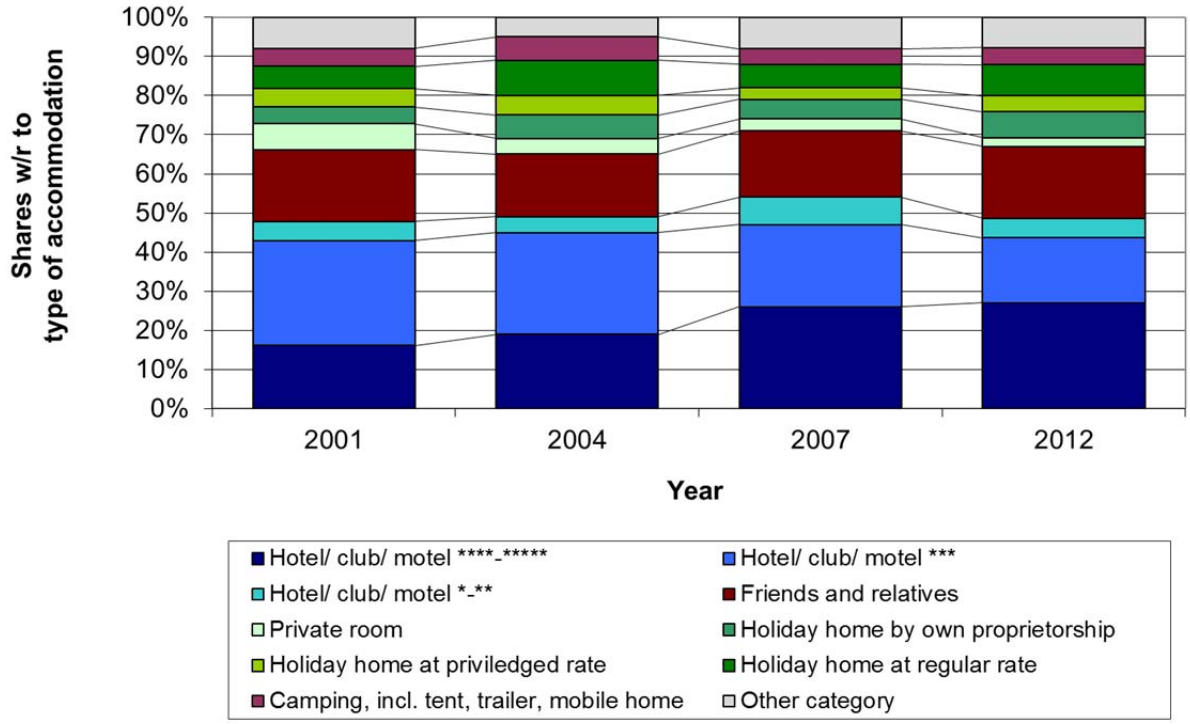


Table 10: Share of type of accommodation by different destinations

	Switzerland	Neighbour-ing countries	Other Europe	Overseas
Hotel/ club/ motel ***** or more	3%	6%	8%	23%
Hotel/ club/ motel ****	11%	23%	27%	32%
Hotel/ club/ motel ***	15%	20%	15%	15%
Hotel/ club/ motel *-**	4%	6%	6%	4%
Friends and relatives	23%	16%	15%	12%
Private room	2%	3%	3%	0%
Holiday home — own proprietorship	11%	4%	6%	2%
Holiday home at privileged rate	8%	2%	2%	1%
Holiday home at regular rate	10%	8%	7%	2%
Camping (tent, trailer, mobile home)	3%	6%	4%	4%
Other category	10%	6%	8%	4%

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

The 2012 survey reveals a continuation of a trend that already started in 2001: **the high-star hotel industry is gaining market share at the cost of middle class hotels**. The four- and five-star segment is particularly for travellers to overseas relevant whereas it is less important for travellers staying in Switzerland or Europe. Staying with friends and relatives increased its market share again. Holiday homes could also recapture but nevertheless, its market share has not reached the level of 2004.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

4 A selection of publications of the authors on the Swiss travel market (abstracts)

Data from the various *Travel Market Switzerland* sources have been used for several scientific and popular papers. This chapter lists a selection of those papers.

Laesser, Ch. & Zehrer, A. (2012).
Tell me who you think you are and I tell you how you travel: exploring the viability of market segmentation by means of Travellers' stated personality: Insights from a mature market (Switzerland).
Tourism Analysis 17 (3), 285-298
People travel to different destinations for different reasons. In this study, we investigate the viability of market segmentation by personal traits (based on and exemplified by Jungian's MBTI variables) of travellers from Switzerland, by performing a data-driven a posteriori segmentation by means of k-means clustering. To identify the segmentation power of personal traits, this analysis is complemented with a multiple discriminant analysis as well as a number of contingency tests to identify differences between the segments. We identified four clearly definable segments, which differ in terms of the psychographic traits of the segment members but also in terms of some socio-demographic characteristics as well as travel profiles. Despite a growing body of work on classical market segmentation, there is a growing but still limited number of works on potentialities of psychographic approaches relating to a traveller's traits and/or personality as a segmentation basis in tourism.

Laesser, Ch. & Dolnicar, S. (2012).
Impulse purchasing in tourism – learnings from a study in a matured market.
Anatolia 23 (2), 268-286
Existing literature suggests that information search and planning always precede travel activity. This contrasts with our understanding of purchasing behavior in other contexts where a significant amount of non-planned, impulse purchasing occurs. We propose that impulse purchasing also occurs in tourism. Results from an empirical study show that impulse purchasing does occur in tourism and is specifically associated with shorter trips, a small number of travel companions, specific travel motivations, and familiarity with the destination.

Laesser, Ch. (2011).
Health travel motivations and activities: insights from a mature market – Switzerland.
Tourism Review 66 (1/2), 83-89
This exploratory study investigates predictors (stated motivation and reported leisure activities) of health travel as opposed to a control group incorporating all other travel of the Swiss resident population, a well matured market. An a-priori segmentation of more than 11,000 trip cases (health travel as opposed to non-health travel) was chosen as means of methodological concept, and stepwise logistic regression of 25 types of motivations and 72 types of activities towards group membership served as means of analysis. There appears to be a mature perception of health travel in the developed Swiss market, comprising rewarding elements of beauty, indulgence, and regeneration combined with demanding elements such as (challenging and stimulating) sports, including mountain biking, hiking, and golf.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Boksberger, P., Dolnicar, S., Laesser, Ch. & Randle, M. (2011).
Self-congruity theory: To what extent does it hold in tourism?
Journal of Travel Research 50 (4), 454-464
This paper investigates: (1) if, and to what extent, self-congruity theory is applicable in tourism, (2) to what extent travel and person characteristics explain the degree of self-congruity, and (3) how the operationalization of self-congruity affects the conclusions about whether self-congruity holds in tourism. Results derived from a large-scale study of Swiss travellers indicate that conclusions depend heavily on how self-congruity is measured. Using a relatively strict measure, more than half the trips under study can be classified as self-congruent. However, travel and socio-demographic characteristics are very limited in their ability to explain when self-congruity occurs.

Laesser, Ch., Bieger, T. & Beritelli, P. (2009).
Solo travel — Explorative insights from a mature market (Switzerland).
Journal of Vacation Marketing 15 (3), 278-227
This study examines solo travel, and offers a conceptual framework of solo travellers, a profile of these types of travellers (by socio-demographic characteristics), and a profile of travels (by specific descriptors). The data for this study emerged from a comprehensive survey of Swiss travel behaviour conducted 2004 by the University of St. Gallen (Switzerland). The conceptual model proposes an a priori segmentation of four types of solo travel, delineated on the combination of the departure status (a single, one-person household, compared to a collective, multi-persons household) and arrival status (solo travel, compared to group travel), thus creating a two-by-two matrix with four segments overall. The results of the profiling reveal significant differences between the solo travel groups, as well as towards a control group incorporating all other travel. They include income, profession, and age, as well as familiarity with the destination, choice of type of accommodation, expenditures and various types of trips. However, no significant differences can be reported with regard to the choice of destination.

Hyde, K. & Ch. Laesser (2009).
A structural theory of the vacation.
Tourism Management 30 (2), 240-248
This paper presents a structural theory of the vacation incorporating four premises: (1) vacations have structure, (2) such structure consists of a composite of elements, (3) vacation structure results from situationally constrained decision-making by the vacationer, and (4) many vacationers desire and seek structure to their vacation experiences. The paper proposes that three macro types of vacation structure exist - stay put vacations, arranged touring vacations, and freewheeling touring vacations. The timing of the vacationer's choice of key elements of the vacation – including their choices in travel routes and places of accommodation - is inherently different for each of the three vacation types. An empirical study identifies these three vacation types amongst the trips undertaken by a representative sample of Swiss households. The study also observes differences between the three vacation types in destinations chosen, duration of vacations, levels of vacation expenditure, composition of travel parties, choices of transport mode, and motives for travel. By understanding how tourists structure their vacations, tourism operators may be more able to create value in tourists' vacation experiences.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Dolnicar, S., Ch. Laesser, & K. Matus (2009).
Online vs. Paper - Format effects in tourism surveys.
Journal of Travel Research 47 (3), 295-316
The popularity of online surveys is rising, yet the validity of survey data collected online is frequently questioned. This study compares online versus paper-and-pencil surveys administered via regular mail in the tourism context, more specifically the extent and nature of survey bias resulting from survey format specific respondent self-selection. Results suggest that (1) both online and mail samples deviate from census data population statistics with respect to socio-demographics to the same extent but differently in nature, (2) no differences exist in the contamination of data by response styles, (3) online respondents have a lower drop-out rate and produce less missing data, and (4) responses to tourism-related questions differ significantly, indicating that survey format can dramatically influence results of empirical studies in tourism. Based on these findings neither pure online surveys nor pure paper-and-pencil surveys administrated through regular mail are unbiased. It appears that format-specific self-selection of respondents to participate leads to systematic biases in both cases, making multi-method survey approaches the most reliable way of data collection at present.

Beritelli, P., Engeler, I. & Ch. Laesser (2008).
Health travel motivations and activities - The Swiss case.
TTRA Travel and Tourism Research Association Annual Conference.
Philadephia PA (USA), June 15-17, 2008.
This study investigates predictors (stated motivation and reported leisure activities) of health travel as opposed to a control group incorporating all other travel of the Swiss resident population, a well matured market. An a-priori segmentation of more than 11,000 trip cases (health travel as opposed to non health travel) was chosen as means of methodological concept, and stepwise logistic regression of 25 types of motivations and 72 types of activities towards group membership served as means of analysis. There appears to be a mature perception of health travel in the developed Swiss market, comprising rewarding elements of beauty, indulgence, and regeneration combined with demanding elements such as (challenging and stimulating) sports, including mountain biking, hiking, and golf.

Boksberger, Ph. & Laesser Ch. (2008).
Segmenting the senior travel market by means of travel motivation - Insights from a mature market (Switzerland). *CAUTHE Council of Australian University Tourism and Hospitality Education Annual Conference*.
Surfers Paradise QLD (Australia), February 03 - February 05, 2008.
The paper reports on the segmentation of Swiss senior travellers on the basis of their travel motivation. Switzerland is considered a mature market which is why this country serves as a role model for future travel behaviour. In contrast to previous studies, which identified up to six clusters, the results reveal that in the case analysed there are three clusters. Two of them partially represent a life cycle concept: TIME HONOURED BON VIVANTS (phase 1; towards the end of a professional life), and GRIZZLED EXPLORERS (phase 2; from the start of a retired life). These two segments are complemented by RETRO TRAVELLERS, which incorporate many characteristics of the previous two but differentiate themselves in terms of education as well professional positions.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Bieger, Th., P. Beritelli & Ch. Laesser (2007).
The impact of the internet on information sourcing portfolios: Insights from a mature market. *Journal of Travel and Tourism Marketing*, 22(1): 63-80.
This paper contributes to the study of information sourcing behaviour of travellers and, in particular, considers the impact of the WWW on the composition of information sources. The case under study in this paper is the Swiss travelling population, whose consumption behaviour can be characterised as mature. Methodologically, a combined two-step market segmentation is applied, with Step 1 consisting of an a priori segmentation between subjects, assigning either low or high importance to the WWW as a source of information (hence forming two groups), and Step 2 consisting of an a-posteriori data-driven segmentation on the basis of all other sources of information within each of the above groups. The information about the clusters is enhanced by a number of profile variables, both with regard to travel situations as well as socio-demographic issues. The results reveal an alignment with earlier studies' findings: that travellers who assign a high importance to the WWW as a source of information tend to be younger and better educated, and they hold either good or very good professional positions or are currently undergoing training of some kind. However, the WWW turns out to be a complementary, rather than a substitutive, source of information; but this depends on the travel situation, such as when it is planned some time in advance, or when people prefer hotel-type accommodation. Printed brochures in combination with the WWW are quite important to people who have longer planning horizons, with more than one quarter of people using them, and when they plan a stay longer than one week. There is also a strong association between the WWW, travel guidebooks and information provided at the destination.

Dolnicar, S. & Ch. Laesser (2007).
Travel Agency Marketing Strategy: Insights from Switzerland.
Journal of Travel Research, 46(2): 133-146.
This paper provides insight into alternative strategies for travel agencies in a matured travel market with a high internet penetration. Discounting arguments that claim that there will be no need for travel agents in future, two possible roles for travel agents can be derived from theory and prior studies in the field: travel agents can survive if they focus on specific specialized services, such as travel consultation (specialization; hypothesizing that systematic differences exist between the usage of travel agents for different travel contexts), and travel agents can survive if they focus on specific segments of the market, such as older travellers (segmentation; hypothesizing that systematic differences exist between the usage of travel agents depending on the personal characteristics of travellers). Results indicate that the use of travel agencies is indeed associated with specific services related to package holidays, transport services, beach or city holidays, as well as destinations travellers are not familiar with. In contrast, no clear association between travel agent use and socio-demographic characteristics of travellers exists. Hence, the findings from this study support the notion that the most promising future for travel agents will lie in specializing in travel contexts and travel components where other booking channels and media are unlikely to be able to offer a full substitute for travel agent services.

Beritelli, P., Bieger, Th. & Ch. Laesser (2006).
Travel expense estimation by hedonic regression - The case of Switzerland.
ANZMAC Australian New Zealand Marketing Academy Annual Conference. Brisbane (Australia), December 4-6, 2006 (Tourism track best paper award).

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

This paper estimates the expenditures of Swiss travellers by means of a hedonic regression. Based on the constituting elements of a trip (number of travel companions from the same household, duration of trip, choice of destination, means of transport and accommodation), the overall and marginal costs of a trip (and thus expenditures) are estimated by log-linear regression. The key determinants of travel expenditure are (1) with regard to domestic tourism the number of participating household members, and (2) with regard to international tourism the duration of a trip. With regard to all forms of tourism, the type of accommodation has the comparably highest effect on trip expenditures

Bieger, Th., Crouch, G. & Ch. Laesser (2005).
Division of customer retention between DMO and lodging provider: Insights from the basis of repurchase intention likelihood.
CAUTHE Council of Australian University Tourism and Hospitality Education Annual Conference. Alice Springs (Australia), February 01 - February 03, 2005.
This paper contributes to conceptualizing the division of tasks between the destination marketing organization (DMO) and lodging provider with regard to customer retention measures, based on the stated likelihood of visitor's intention for a repeat trip as a (possible) result of their satisfaction with regard to (1) the offerings of a destination, (2) the chosen accommodation and (3) the overall trip, differentiated according to the number of previous trips taken to a given destination. On the basis of a comprehensive hypotheses model, numerous interrelations were measured by means of an OLS regression. The data used is representative for the case of leisure travel by the Swiss population, serving as a model for a well-developed travel market. The results revealed a dominant role of the satisfaction from the services of the chosen accommodation, while the importance of the offerings of a destination rapidly loses significance as the number of repeat trip increases. Furthermore, overall trip satisfaction is linked more closely to the satisfaction from the services of a chosen accommodation. With regard to customer retention and measures increasing the likelihood return trips, these results imply a dominant role of the accommodation sector within the tourism industry.

Bieger Th. & Ch. Laesser (2004).
Framework and Developments with Regard to Leisure Travel in mature Central European Markets - Results and Implications based on Document Review.
Tourism Review, 60(4): 19-25.
This paper presents the result of a document review on leisure and travel developments in mature Central European markets. Based on an extensive analysis of (1) socio-demographic developments, (2) developments with regard to changing values, (3) developments with regard to the economic framework, (4) the future role of work, leisure and allocation of time here for, (5) consumption trends, and (6) a number of singular other issues, implications for the tourism industry are drawn: (1) There is an increasing international standardization (homogenisation) of basic service factors in terms of infrastructure and key service elements functionality, coupled with differentiating efforts in terms of specific service elements and experiences provided. (2) Due to and based on network advantages, future quantitative growth is basically triggered by large supply networks and travel corporations. (3) Growth will further take place at best suitable destinations in terms of securing time efficiency of travel experience, multi optionality of supply and international level of quality.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Bieger, Th., P. Beritelli & Ch. Laesser (2004).
The Role of Friends and Relatives (F&R) in Tourism Marketing – The Case of Swiss International Travellers. *ANZMAC Australian New Zealand Marketing Academy Annual Conference*. Wellington (New Zealand), November 29 – December 2, 2004.
In this paper, the role of friends and relatives (F&R) as information sources is studied. It particularly focuses on the impact of F&R on the degree of importance of complementary sources of information, differentiating between 1) the pre- and post-trip decision, and 2) selected destinations (Method: OLS regression). The data is representative for the case of Switzerland (a well-developed travel market). F&R play a comparably important complementary role in the context of information sourcing by means of 1) the WWW and TV documentaries with regard to long haul-travel, 2) travel guides and hotel listings with regard to medium-haul travel, 3) destination information brochures with regard to medium and short-haul travel. In contrast, information sourcing by tour operator brochures and by one's own destination experience results in comparably less information backstopping by F&R. It can be concluded that the importance of F&R as a source of information increases, 1) the less trustworthy and the sketchier alternative sources are, 2) the more abundant the information, and 3) the less there is a potential to delegate specific problem solving. These results call for a complementary inclusion of experienced travellers in the promotional mix especially with medium and long-haul destinations.

Bieger, Th. & Ch. Laesser (2004).
Information sources for travel decisions: Towards a source process model.
Journal of Travel Research, 42(4), pp. 357-371.
This paper contributes to the study of information sourcing behaviour in the travel decision process. It focuses on the differences between information sourcing before and after a definite trip decision (characterized either by an irreversible choice with regard to destination or by a legal contract such as a reservation or purchase of one or multiple elements of a trip). The study identifies typical patterns of information search behaviour for different travel types, grouped by means of clusters along two stages of the information sourcing process, thus forming paths of information sourcing. The data is representative for the case of Switzerland, serving as a model for a well-developed travel market. Descriptors such as type of trip, degree of packaging, choice of destination, and choice of accommodation showed significant explanatory power, while socio-demographic variables proved to be of less value. The results give industry the possibility of improving information distribution systems throughout the travel decision process.

Bieger, Th. & Ch. Laesser (2002).
Travel Segmentation by Motivation – The Case of Switzerland.
Journal of Travel Research, 41 (1): 68-76.
This contribution is about the segmentation of mature travel markets, as exemplified by Switzerland. Based on an extensive and representative travel survey covering 2,000 households and more than 11,000 trips, a situational, motivation-based travel market segmentation is proposed. The clustering of motivations proves to be a valuable means to segment markets. The results reveal a diminishing role of socio-demographic segment descriptors. It is more the (anticipated) travel profile and the attraction of a certain destination which determines Swiss travel behaviour.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Bieger. Th. & Ch. Laesser (2002).
Swiss Travel Market – Aspects of consumer behaviour in an ageing travel market.
Tourism Review, 57 (4): 23-27.
Switzerland with its seven million inhabitants, of which 20,1% (BfS 2001) are non-Swiss citizens, ranks among the top seven nations with respect of income per capita. Due to its wealth as well as its small size, the travel intensity of Switzerland is comparably high. Because it always had a tradition of neutrality and liberal political positions, freedom of travel was guaranteed for generations. Since Switzerland hasn't been drawn into World War 2, the emergence of the new dynamic of travel took place early in the fifties. Switzerland therefore is a kind of very developed travel market. According to the WTO statistics, Switzerland ranks among the top tourist buyer countries (cp. WTO 2001). The Institute of Public Services and Tourism at the University of St. Gallen (former Institute for Transport and Tourism) has been conducting a survey on the travel behaviour of Swiss customers for more than thirty years (cp. Bieger & Laesser 2002). On a regular base of every second to third year, a representative consumer panels of 2000 households is interviewed by written questionnaires. The Swiss travel market proves a high validity in comparisons with the official Swiss statistical figures for travel, with one small limit: The number of travels intensity is underestimated due to the fact that people tend to undervalue the number of travels to their usual destinations like second homes. The goal of this contribution is to give an overview on the travel behaviour of Swiss customers as example for a well-developed country. This will be done in two parts. Part 1 is featuring some descriptive main results, concerning the development and structure of the overall travellers. Part 2 consists of two papers, done by Ph.D students in a seminar taught by the authors of this contribution at the University of St. Gallen. These two articles give a deeper insight into some aspects of travel behaviour.

Bieger, Th. & Ch. Laesser (2002).
Future Living Conditions and Mobility: Travel Behaviour of Alpine Tourists.
Leisure Futures Conference, Innsbruck, April 11 – 14, 2002, and published in: Weiermair, K. & Ch. Mathies (2004): *The Tourism and Leisure Industry: Shaping the Future*, New York/ London/ Oxford: The Haworth Hospitality Press, pp. 253-264.
Traffic for leisure purposes in modern societies contributes more than 50% to all traffic movements. Therefore, leisure behaviour is an important factor for explaining the development of mobility patterns and traffic flows. On the other hand traffic flows and infrastructure heavily influence living conditions and herewith leisure behaviour. Based on a systemic approach this paper tries to contribute to the systematisation and structure of leisure traffic flows. The hereby developed structural model shall give a fundamental base to analyze future mobility patterns. It can be hypothesized that - Future leisure needs and improved living standards will increase mobility for leisure purposes at home as well as in destinations. - There is a tendency to a concentration of activities to specific locations, which creates traffic jam problems, as well as an opposite tendency towards more diversified destinations patterns impacting nature and landscapes in peripheral regions. - New forms of leisure activities lead to a diversification of mobility. - With regard to the modal split there is an increasing share of private car in leisure time and air travel in tourism due to modern leisure needs These trends ask for new concepts in traffic management as well as new forms of attractive public transport means to avoid a significant destruction of leisure quality.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Laesser, Ch. (2001).
Familientourismus in der Schweiz: Empirische Evidenz einer vielversprechenden strategischen Stossrichtung.
In: Bieger Th. & Ch. Laesser (Hrsg./ Eds.): *Jahrbuch der Schweizerischen Tourismuswirtschaft 2000/ 2001*, pp. 103-124, St. Gallen: IDT.
Der Schweizer Tourismus plant – auf eine Initiative von Schweiz Tourismus hin - sich in Zukunft vermehrt auch auf die Bedürfnisse von Familien auszurichten. Im Lichte dieser Entwicklung setzt sich der vorliegende Beitrag in einem ersten Teil mit einer vertieft empirisch – quantitativen Analyse des Phänomen „Familientourismus" in der Schweiz auseinander. Eine Datenexploration auf Basis der Daten des Reisemarktes Schweiz 1998 gibt eine breit abgestützte Grundlage für die Weiterentwicklung und Präzisierung einer Familienstrategie. In einem zweiten Teil werden aus dieser Datenexploration Konsequenzen und Handlungsempfehlungen für die Ausgestaltung eines Familientourismus abgeleitet.

Bieger, Th. & Ch. Laesser (2000).
Segmenting Travel Situations on the Basis of Motivation and Information Collection by the Traveller. *Tourism Review* 55 (2): 54-65.
In the study presented here, travellers from Switzerland are segmented on the basis of their information collection, with respect to their motivation structure derived in a study earlier this year. The study illustrates the important role of information in tourism. A successful strategy consists of providing convenience and of building up a trustful relation between the tourist company and the tourist. Hereby, convenience is determined by quality of admission, availability of information and a customer tailored presentation of information contents. A trustful source of information shall not only be provided by private relations (friends and relatives) but more and more by employees of travel agencies, tourist information and companies. One key goal of each information strategy lies in an optimal matching between human-oriented and technical-oriented sources of information.

Bieger, Th. & Ch. Laesser (2000).
Information sourcing by Swiss travellers: A market segmentation approach.
Tourism Analysis, 5 (2-4), 2000: 125-131.
In this paper a market segmentation on the basis of information collection is presented. The study illustrates the important role of information in tourism. A successful strategy consists in providing convenience and in building up a relationship of trust between the tourist company and the tourist. Thus convenience is determined by quality of admission, availability of information and a customer-tailored presentation of information contents. A reliable source of information is not only provided by private relations (friends and relatives) but more and more by employees of travel agencies, tourist information and companies. One key goal of each information strategy lies in an optimal matching between human-oriented and technical-oriented sources of information.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

5 Variables in database *Travel Market Switzerland* 2011/12 (selection)

Travel Market Switzerland basically consists of two databases: one incorporating the travel files (that is, each case denominates one private trip), and the other incorporating data related to the individuals who had taken the aforementioned trips. Both files can be either merged (that is, applying personal data to the trip data) or aggregated (that is, trip data to personal data).

The list of variables is structured accordingly: Chapter 0 lists a selection of data about the individuals, and Chapter 0 presents a selection of travel-related data.

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

5.1 Personal data

Personal data is recorded on a household as well as a personal level.

Question # and label	Scale	Values
q01. Zip code of household	Nominal	4-digit number
q01wemf. WEMF area of household	Nominal	1. western Switzerland 2. Alpine and pre-Alpine areas 3. western Midland 4. eastern Midland 5. Ticino
q01size. Size of municipality of household	Nominal	1. metro area > 200,000 population 2. metro area with 50,000–200,000 population 3. metro area with 20,000–50,000 population 4. metro area with 10,000–20,000 population 5. town with 5,000–10,000 population 6. town with 2,000–5,000 population 7. town with 1,000–2,000 population 8. town with < 1,000 population
q02. Size of household	Nominal	9 categories, depicting 1–9+ members of household
q03. Member of household completing questionnaire	Nominal	1. oldest member 2. second-oldest member 3. third-oldest member 4. forth-oldest member
q04. Gender	Nominal	1. male 2. female
q05. Two-digit year of birth	Metric	
q05groups. Age group of test person	Nominal	1. < 5 years of age 2. 5–14 years of age 3. 15–24 years of age 4. 25–34 years of age 5. 35–44 years of age 6. 45–54 years of age 7. 55–64 years of age 8. 65–74 years of age 9. > 74 years of age
q06. Civil status	Nominal	1. single (never married) 2. living in a relationship (never married) 3. married 4. single (living separated or divorced) 5. living in a relationship (married before but now separated or divorced) 6. widowed
q07a. Foreign citizenship	Nominal	0. no 1. yes

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	Scale	Values
q07b. Country of foreign citizenship	Nominal	multiple categories, according to country of citizenship
q08. Household income per month	Metric	Swiss Francs
q09. Terminal type of education	Nominal	1. compulsory schooling/ very basic training 2. apprenticeship/ vocational school 3. vocational graduation 4. middle/ high school, commercial school 5. vocational master diploma 6. technical school 7. higher technical school 8. university of applied sciences 9. university 10. none
q10. Professional occupation	Nominal	1. CEO, top management, chief public servant 2. self-employed in trade and other 3. farmer 4. free profession (doctor, lawyer, and so on) 5. middle management 6. general employee, public servant 7. worker, craftsman, technician 8. home economics/ home duties 9. retiree 10. unemployed, looking for a job 11. in training: vocational education 12. in training: middle school 13. in training: student at university or other tertiary education 14. none of the above mentioned 15. military service
q11. Public transportation passes	Nominal	1. yes, only a general pass 2. yes, only a half-fare pass 3. yes, only a route or area pass (multiple trip card) 4. no
q12a. Car ownership of household	Nominal	0. no 1. yes
q12b. Number of cars in household	Metric	
q13a. Does person have access to car?	Nominal	0. no 1. yes
q13b. Does person have access to car sharing?	Nominal	0. no 1. yes
q14a. Number of trips with 1+ overnight stays to Switzerland	Metric	Number of trips
q14b. Number of trips with 1+overnight stays to European destinations		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	Scale	Values
q14c. Number of trips with 1+ overnight stays to overseas destinations		
q14tot. Total number of trips with 1+ overnight stays		
q15a. Number of trips with at least 4 overnight stays to Switzerland	Metric	Number of trips
q15b. Number of trips with at least 4 overnight stays to European destinations		
q15c. Number of trips with at least 4 overnight stays to overseas destinations		
q15tot. Total number of trips with 1+ overnight stays		
q16. No travel activity	Nominal	0. no 1. yes
q17a: Reason for non-travel: No money/ tight budget	Nominal	0. no 1. yes
q17b: Reason for non-travel: Needed money for other (urgent) matters		
q17c: Reason for non-travel: Job-related reasons		
q17d: Reason for non-travel: Health-related reasons		
q17e: Reason for non-travel: Small children (restricting travel)		
q17f: Reason for non-travel: Family-related reasons		
q17g: Reason for non-travel: Time-related reasons/ time scarcity		
q17h: Reason for non-travel: Do not feel like travelling at this point		
q17i: Reason for non-travel: Age-related reasons (too old)		
q17j: Reason for non-travel: No interest in travelling		
q17k: Reason for non-travel: Other reasons		
q17l: Reason for non-travel: No reasons stated		
q18a: Order travel brochures even if no specific trip is planned	Nominal	0. no 1. yes
q18b: Have a collection of travel guidebooks		
q18b: Look into the windows of travel agencies when passing by		
q18c: Have a collection of travel brochures, newspaper articles, etc.		
q18d: Subscribe to newsletter from tourism bureaus		
q18e: Read the travel section in a newspaper		
q18f: Watch travel-related programs on TV, video/DVD		
q18g: Enjoy receiving promotional materials related to travel		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	Scale	Values
q18h: Like travel-related commercials and ads		
q18i: Read travel-related books/novels		
q18j: Read travel-related blogs		
q18k: Fan of a travel-related company or destination on Facebook		
q18l: Enjoy listening to other people talk about their travel experiences		
q18m: Member of a virtual travel community		
q19a: Personality: rugged-delicate	Ordinal	7 point semantic differential scale
q19b: Personality: excitable-calm		
q19c: Personality: uncomfortable-comfortable		
q19d: Personality: dominating-submissive		
q19e: Personality: thrifty - indulgent		
q19f: Personality: pleasant – unpleasant		
q19g: Personality: contemporary – non-contemporary		
q19h: Personality: organized - unorganized		
q19i: Personality: rational – emotional		
q19j: Personality: youthful – mature		
q19k: Personality: formal – informal		
q19l: Personality: orthodox – liberal		
q19m: Personality: complex – simple		
q19n: Personality: colorless – colorful		
q19o: Personality: tense - relaxed		
q19p: Personality: modest – vain		
q20: Future travel plans	Nominal	Choice of more than 100 destinations

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

5.2 Travel data

Travel data is recorded on a person level.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
A. Who is completing the questionnaire? (1–4)	Nominal	1. oldest member 2. second-oldest member 3. third-oldest member 4. forth-oldest member
B1. Main destination/ trip destination	Nominal	Choice of more than 100 destinations at disposal
B2. ZIP code of Swiss destination (if applicable)	Nominal	4-digit number
B_overview. Overview over main groups of destinations	Nominal	1. Switzerland 2. neighbouring countries 3. other Europe 4. overseas
CA_1. Overnight stays: Destination (1)	Nominal	Choice of more than 100 destinations at disposal
CA_2. Overnight stays: Destination (2)		
CA_3. Overnight stays: Destination (3)		
CA_4. Overnight stays: Destination (4)		
CA_5. Overnight stays: Destination (5)		
CB_1. Overnight stays: Duration of stay (1)	Metric	Number of overnight stays
CB_2. Overnight stays: Duration of stay (2)		
CB_3. Overnight stays: Duration of stay (3)		
CB_4. Overnight stays: Duration of stay (4)		
CB_5. Overnight stays: Duration of stay (5)		
CC-1. Overnight stays: Type of accommodation (1)	Nominal	1. hotel/ club/ motel/ g uesthouse ***** or higher 2. hotel/ club/ motel/ guesthouse **** 3. hotel/ club/ motel/ guesthouse *** 4. hotel/ club/ motel/ guesthouse *-** 5. at home with friends and relatives 6. private room (paid for); excluding farm stays 7. holiday home owned by member(s) of the household 8. holiday home rented at preferential rates 9. holiday home rented at market conditions 10. camping 11. youth hostel/ backpacker 12. hut/ camp 13. farm stay 14. boat/ cruise 15. health clinic/ sanatorium 16. on the plane, train, and so on 17. other
CC-2. Overnight stays: Type of accommodation (2)		
CC-3. Overnight stays: Type of accommodation (3)		
CC-4. Overnight stays: Type of accommodation (4)		
CC-5. Overnight stays: Type of accommodation (5)		
D_1. Number of previous trips to destination by household member #1	Metric	Number of trips during the last 10 years
D_2. Number of previous trips to destination		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
by household member #2		
D_3. Number of previous trips to destination by household member #3		
D_4. Number of previous trips to destination by household member #4		
E. Personality of destination: rugged-delicate	Ordinal	7 point semantic differential scale *Malhotra, N. K. (1981). A scale to measure self concepts, person concepts, and product concepts.*Journal of Marketing Research, 18(4), 456-464
E. Personality of destination: excitable-calm		
E. Personality of destination: uncomfortable-comfortable		
E. Personality of destination: dominating-submissive		
E. Personality of destination: thrifty - indulgent		
E. Personality of destination: pleasant – unpleasant		
E. Personality of destination: contemporary – noncontemporary		
E. Personality of destination: organized - unorganized		
E. Personality of destination: rational – emotional		
E. Personality of destination: youthful – mature		
E. Personality of destination: formal – informal		
E. Personality of destination: orthodox – liberal		
E. Personality of destination: complex – simple		
E. Personality of destination: colorless – colorful		
E. Personality of destination: tense - relaxed		
E. Personality of destination: modest – vain		
E. The destination and me: Actual self-concept	Ordinal	-2. not applicable -1. rather not applicable 0. undecided 1. rather applicable 2. applicable
E. The destination and me: Ideal self-concept		
E. The destination and me: Actual social self-concept		
E. The destination and me: Ideal social self-concept		
E. The destination and me: The destination supports me in enjoying my holiday		
E. The destination and me: The destination meets my expectations		
F. Type of trip: Beach holiday	Ordinal	-2. not important -1. rather not important 1. rather important
F. Type of trip: City trip		
F. Type of trip: Touring with multiple stops		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
(organized)		2. important
F. Type of trip: Touring with multiple stops (unorganized)		
F. Type of trip: Cruise		
F. Type of trip: Boat trip		
F. Type of trip: Sports trip		
F. Type of trip: Health-oriented trip		
F. Type of trip: Holiday in the snow		
F. Type of trip: Events trip		
F. Type of trip: Study tour		
F. Type of trip: Visit friends and relatives		
F. Type of trip: Family reason/ event		
F. Type of trip: Other		
G. Participating member of household: #1	Nominal	2. no 3. yes
G. Participating member of household: #2		
G. Participating member of household: #3		
G. Participating member of household: #4		
G_tot: Total number of participating members from household		
H. Bearer of travel decision: Influence of HH member #1	Ordinal	1. strongest influence 2. second-strongest influence 3. third-strongest influence 4. forth-strongest influence
H. Bearer of travel decision: Influence of HH member #2		
H. Bearer of travel decision: Influence of HH member #3		
H. Bearer of travel decision: Influence of HH member #4		
I. Total number of travel companions also from outside of given HH	Metric	Total number of travel companions
J. Travel motivation: Diversion; see/ experience something new	Ordinal	-2. not important -1. rather not important 1. rather important 2. important *Becken S., D. Simmons, and Ch. Frampton (2003). Segmenting tourists by their travel pattern for insights into achieving energy efficiency.* Journal of Travel Research, *42(1), pp. 48–56* *Bieger, Th. and Ch. Laesser (2002). Market segmentation by motivation.* Journal of Travel Research, *41(1), pp. 68–76* *Gursoy, D. and E. Gavcar (2003). International leisure tourists' involvement profile*. Annals of Tourism Research, *30(4), pp. 906–926* *Gustafson, P. (2002). Tourism and seasonal retirement migration.* Annals of Tourism Research*, 29(4), pp. 899–918* *Hirtenlehner H., I. Mörth, and G.Ch. Steckenbauer (2002). Reisemotivmessung. Überlegungen zu und Erfahrungen mit der Operationalisierung von Urlaubsmotiven.*
J. Travel motivation: Get away from it all (daily routine)		
J. Travel motivation: Liberation from obligations		
J. Travel motivation: Visit and experience sights and culture; expand own horizon		
J. Travel motivation: Termination/ conclusion of phase in one's life		
J. Travel motivation: Rest and relaxation		
J. Travel motivation: Do something for my beauty		
J. Travel motivation: Experience of the exotic		
J. Travel motivation: Ability to make flexible decisions		
J. Travel motivation: Enjoyment of comfort and pampering		
J. Travel motivation:		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
Experience landscapes and nature		Tourismus Journal*, 6(1), pp. 92–104* *Jang S. and L.A. Cai (2002). Travel motivations and destination choice: A study of British outbound market.* Journal of Travel and Tourism Marketing*, 13(3), pp. 111–133* *Kiefl, W. (1997). Wo du nicht bist, dort ist das Glück. Überlegungen zur Vielschichtigkeit touristischer Motive.* Tourismus Journal *1(2), pp. 207–224* *Kim K.-Y. & Jogaratnam, G. (2002). Travel motivations: A comparative study of Asian international and domestic American college students.* Journal of Travel and Tourism Marketing*, 13(4), pp. 61–82* *Kim, Y. G. et al. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. International Journal of Hospitality Management, 28, 423-431* *Kim Ch. and S. Lee (2000). Understanding the cultural differences in tourist motivation between Anglo-American and Japanese tourists.* Journal of Travel and Tourism Marketing*, 9(1/ 2), pp. 153–170* *Oppermann, M. (1999). Sex tourism.* Annals of Tourism Research, 26 (2), 251-266 *Shoemaker S. (2000). Segmenting the mature market: 10 Years later.* Journal of Travel Research, *39(1), pp. 11–26* *Sirakaya E., M. Uysal, and C. F. Yoshioka (2003). Segmenting the Japanese tour market to Turkey.* Journal of Travel Research, *41(3), pp. 293–304* *Wickens, E. (2002). The sacred and the profane: A tourist typology.* Annals of Tourism Research*, 29(3), pp. 834–851*
J. Travel motivation: Enjoy nightlife		
J. Travel motivation: Sexual/ erotic experiences		
J. Travel motivation: Make contact with new people		
J. Travel motivation: Prestigious character of trip		
J. Travel motivation: Regeneration from daily routine		
J. Travel motivation: Challenge and stimulate oneself		
J. Travel motivation: Enjoyment of good food and beverages		
J. Travel motivation: Sun and beach		
J. Travel motivation: Sports (active)		
J. Travel motivation: Search for self-esteem		
J. Travel motivation: Experience of native culture and nature		
J. Travel motivation: Experience adventure and perhaps even risk		
J. Travel motivation: Time for partner		
J. Travel motivation: Time for family		
J. Travel motivation: Time for oneself		
J. Travel motivation: Other travel motivation		
K. Number of day of departure	Nominal	1–7, depicting Monday to Sunday
K. Number of month of departure	Nominal	1–12, depicting January to December
K. Number of year of departure	Nominal	2 digit number for year
L. Overall duration of trip	Metric	Number of overnight stays
M. Point of decision making for trip	Metric	Number of weeks ahead of departure
N. Decision process	Ordinal	- 3: The decision about which activities were to pursue was made first; the decision on the destination was made consecutively + 3: The decision on the destination was made first; the decision about which activities were to pursue was made consecutively.
O. Point of time of information acquisition: Trip	Metric	Number of weeks ahead of departure

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
O. Point of time of information acquisition: Destination		
O. Point of time of information acquisition: Transport		
O. Point of time of information acquisition: Accommodation		
O. Point of time of information acquisition: Restaurants		
O. Point of time of information acquisition: Sights at the destination		
O. Point of time of information acquisition: Activities at the destination		
P. Information channel: Face-to-Face	Nominal	Prior to departure 0. no 1. yes After departure 0. no 1. yes Perceived relevance of the channel 0. not important 1. important
P. Information channel: TV		
P. Information channel: Phone		
P. Information channel: Print		
P. Information channel: Internet via personal computer (stationary)		
P. Information channel: Internet via mobile devices (non-stationary)		
Q. Offline information sources: Own experiences with the destination	Nominal	Prior to departure 0. no 1. yes After departure 0. no 1. yes Perceived relevance of the channel 0. not important 1. important *Bieger, Th. and Ch. Laesser (2004). Information sources for travel decisions: toward a source process model.* Journal of Travel Research*, 42(4), pp. 357–371* *Fodness, D. and B. Murray (1999). A model of tourist information search behavior.* Journal of Travel Research*, 37(3), pp. 220–230* *Lehto, X.Y., D.-Y. Kim, and A.M. Morrison (2006). The effect of prior destination experience on online information search behavior.* Tourism and Hospitality Research*, 6(2), pp. 160–178* *Luo, M., R. Feng, and L.A. Cai (2004). Information search behavior and tourist characteristics: The internet vis-à-vis other information sources. Journal of Travel and Tourism Marketing, 17(2, 3), pp. 15–25* *Tideswell, C. and B. Faulkner (1999). Multi destination travel patterns of international visitors to Queensland.* Journal of Travel Research*, 37(4), pp. 364–374* *Pearce, D.G. and Ch. Schott (2005). Tourism distribution channels: The visitors' perspective.*
Q. Offline information sources: Brochures of destination (communal level)		
Q. Offline information sources: Brochures of destination (region to country)		
Q. Offline information sources: Accommodation guide of the destination		
Q. Offline information sources: Accommodation guide of a chain		
Q. Offline information sources: Guide presenting homogeneous destinations		
Q. Offline information sources: Brochures of tour operators		
Q. Offline information sources: Advice from travel agencies		
Q. Offline information sources: Advice from rail service		
Q. Offline information sources: Advice from TI in the destination		
Q. Offline information sources: Advice from NTOs in Switzerland		
Q. Offline information sources: Advice from hotels at the destination		
Q. Offline information sources: Advertisements in newspapers/ magazines		
Q. Offline information sources: Travel guides/ books/ magazines		
Q. Offline information sources: Video/ CD-ROM		
Q. Offline information sources: Fairs and exhibitions		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
Q. Offline information sources: TV and radio broadcasts		Journal of Travel Research, *44(1), pp. 50–63* *Hwang, Y.-H., Gretzel, U., Zheng, X. & Fesenmaier D. (2006). Information Search for Travel Decisions. In: Destination Recommendation Systems – Behavioral Foundations and Applications. London: CABI* *Gronflaten, O. (2009). Predicting Travellers' Choice of Information Sources and Information Channels.* Journal of Travel Research, *48 (2), pp. 230-244*
Q. Offline information sources: TV text		
Q. Offline information sources: Advice from locals and foreigners		
Q. Offline information sources: Advice from friends and relatives		
Q. Offline information sources: Other sources		
Q. Online information sources: Website of a destination		
Q. Sources of information online: Website of a hotel- or holiday home chain/ provider		
Q. Sources of information online: Website of a single accommodation provider		
Q. Sources of information online: Website of an airline		
Q. Sources of information online: Website of a transport company (not airline)		
Q. Sources of information online: Websiteof a tour operator or travel agency		
Q. Sources of information online: Website of a travel portal/ consolidator		
Q. Sources of information online: Online Search Engine		
Q. Sources of information online: Online Travel Guide		
Q. Sources of information online: Rating Platforms		
Q. Sources of information online: Travel Forum		
Q. Sources of information online: Fanpages in Social Networks		
Q. Sources of information online: Media Sharing Sites		
Q. Sources of information online: Specialized Travel Search Engine for Flights, Hotels, etc.		
Q. Sources of information online: Mobile Applications		
Q. Sources of information online: Other URL		
R. Package tour	Nominal	1. no package 2. single package travel (individual timing, no travel guide) 3. group package travel other package travel
S. Booking pattern of core elements of trip	Nominal	1. no, no booking at all 2. yes, booking of package 3. yes, individual booking of accommodation and transportation

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
		4. yes, booking of accommodation 5. yes, booking of transportation
T. Booking time of package	Metric	Number of weeks ahead of departure
U. Booking time of accommodation		
V. Booking time of transportation		
W. Booking time of on-site activities		
Xa. Booking channel: Phone	Nominal	1. booking of package 2. booking of accommodation 3. booking of transportation 4. booking of activities
Xb. Booking channel: Personal interaction, face-to-face		
Xc. Booking channel: Letter		
Xd. Booking channel: Fax		
Xe. Booking channel: Email		
Xf. Booking channel: Online/ Internet via personal computer		
Xg. Booking channel: Online/ Internet vie mobile devices		
Xh. Booking channel: Other		
Ya. Booking site offline: Tour Operator	Nominal	1. booking of package 2. booking of accommodation 3. booking of transportation 4. booking of activities
Yb. Booking site offline: Travel agency hometown		
Yc. Booking site offline: Travel agency at railway station/ rail services		
Yd. Booking site offline: Travel agency at the destination		
Ye. Booking site offline: Tourist information at the destination		
Yf. Booking site offline: Transport company		
Yg. Booking site offline: Accommodation		
Yh. Booking site offline: Provider of activities at the destination		
Yi. Booking site offline: Other		
Yj. Booking site online: Hotel or holiday home provider website	Nominal	1. booking of package 2. booking of accommodation 3. booking of transportation 4. booking of activities
Yk. Booking site online: Airline website		
Yl. Booking site online: Website of transportation company (other than airlines)		
Ym. Booking site online: Website of travel agency		
Yn. Booking site online: Website of travel portal		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
Yo. Booking site online: Booking platform		
Yp. Booking site online: Mobile applications		
Yq. Booking site online: Other		
Z. Travel organization/ tour operator	Nominal	Selection of 61 tour operators present in Switzerland
AA. Means of transportation to destination	Nominal	1. car, motor home 2. train 3. scheduled flight (national network carrier) 4. scheduled flight (low-cost carrier) 5. charter flight 6. boat, ship 7. bus 8. motorbike or similar 9. bicycle or similar 10. other
BB. Means of transportation within the destination	Nominal	1. car, motor home 2. train 3. scheduled flight (national network carrier) 4. scheduled flight (low-cost carrier) 5. charter flight 6. boat, ship 7. bus 8. motorbike or similar 9. bicycle or similar 10. cablecar 11. underground/ tramway 12. taxi 13. other
CC. Acitvities (sports): Walking/ hiking	Metric	Number of days during trip on which activity was pursued
CC. Acitvities (sports): Trekking/ tramping		
CC. Acitvities (sports): Jogging/ wagging		
CC. Acitvities (sports): Mountaineering		
CC. Acitvities (sports): Gymnastics		
CC. Acitvities (sports): Nordic Walking		
CC. Acitvities (sports): Cycling		
CC. Acitvities (sports): Mountain biking		
CC. Acitvities (sports): Swimming/ bathing		
CC. Acitvities (sports): Diving/ snorkelling		
CC. Acitvities (sports): Surfing/ windsurfing		
CC. Acitvities (sports): Sailing		
CC. Acitvities (sports): Rowing/ paddling		
CC. Acitvities (sports): Tennis		
CC. Acitvities (sports): Squash		
CC. Acitvities (sports): Badminton		
CC. Acitvities (sports): Volleyball		
CC. Acitvities (sports): Other ballgames		
CC. Acitvities (sports): Ping pong/ table		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
tennis		
CC. Acitvities (sports): Golf		
CC. Acitvities (sports): Inline skating/ skateboard and so on		
CC. Acitvities (sports): River rafting		
CC. Acitvities (sports): Canyoning		
CC. Acitvities (sports): Bowling		
CC. Acitvities (sports): Boccia/ lawn bowls		
CC. Acitvities (sports): Mini golf		
CC. Acitvities (sports): Horse riding		
CC. Acitvities (sports): Parachuting/ paragliding and so on		
CC. Acitvities (sports): Alpine sport (skiing, snowboarding) on slopes		
CC. Acitvities (sports): Alpine sport (skiing, snowboarding) off piste		
CC. Acitvities (sports): Cross-country skiing		
CC. Acitvities (sports): Ski touring/ ski hiking		
CC. Acitvities (sports): Ice skating/ hockey/ curling		
CC. Acitvities (sports): Hiking in winter (on tracks)		
CC. Acitvities (sports): Tobogganing/ sledging/ bob sledging		
CC. Acitvities (sports): Walking		
CC. Acitvities (sports): Walking/ hiking on theme paths		
CC. Acitvities (non-sports): Strolling/ shopping		
CC. Acitvities (non-sports): Wine tasting		
CC. Acitvities (non-sports): Sightseeing natural sights		
CC. Acitvities (non-sports): Sightseeing built sights		
CC. Acitvities (non-sports): Visit museums		
CC. Acitvities (non-sports): Go to the theatre/ movies		
CC. Acitvities (non-sports): Get to know other people		
CC. Acitvities (non-sports): Sexual/ erotic experiences with other than own partner		
CC. Acitvities (non-sports): Go to events		
CC. Acitvities (non-sports): Go to lectures/ exhibitions		
CC. Acitvities (non-sports): Learn languages		
CC. Acitvities (non-sports): Visit zoos/ nature/ theme parks		
CC. Acitvities (non-sports): Go to fairs		
CC. Acitvities (non-sports): Spend time listening to the radio/ watching TV		
CC. Acitvities (non-sports): Spend time reading		
CC. Acitvities (non-sports): Spend time sleeping/ relaxing		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
CC. Acitvities (non-sports): Spend time at the beach		
CC. Acitvities (non-sports): Going out at nights		
CC. Acitvities (non-sports): Wining and dining		
CC. Acitvities (non-sports): Go to casinos		
CC. Acitvities (non-sports): Go to parties of any kind		
CC. Acitvities (non-sports): Play games		
CC. Acitvities (non-sports): Spend time with the children		
CC. Acitvities (non-sports): Spend value time with partner		
CC. Acitvities (non-sports): Do regimens		
CC. Acitvities (non-sports): Do wellness of any kind		
CC. Acitvities (non-sports): Go to sauna		
CC. Acitvities (non-sports): Take pictures/ videos		
CC. Acitvities (non-sports): Try the local cuisine		
CC. Acitvities (non-sports): Fish and hunt		
DD. Overall satisfaction with trip	Ordinal	2. very satisfied 1. rather satisfied -1. little satisfied -2. not satisfied at all
EE. Satisfaction related to the touristic offer at the destination	Ordinal	2. very satisfied 1. rather satisfied -1. little satisfied -2. not satisfied at all
FF. Satisfaction related the accommodation	Ordinal	2. very satisfied 1. rather satisfied -1. little satisfied -2. not satisfied at all
GG. Likelihood of returning to the same destination	Ordinal	Percentages ranging from 0 to 100
HH. Likelihood of returning to the same accommodation (provider)		Percentages ranging from 0 to 100
II. Likelihood of recommending the destination		Percentages ranging from 0 to 100
JJ. Likelihood of recommending the accommodation (provider)		Percentages ranging from 0 to 100
KKa. Travel expenditure of package travellers: Package expenditure	Metric	Swiss Francs per participating member of household
KKb. Travel expenditure of package travellers: Additional F&B expenditure		
KKc. Travel expenditure of package travellers: Additional miscellaneous expenditure		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.

Question # and label	**Scale**	**Values** ***Rationale, that is, literature basis, if applicable*** ***(in alphabetical order of authors)***
LLa. Travel expenditure of individual travellers: Transport expenditure		
LLb. Travel expenditure of individual travellers: Accommodation expenditure		
LLc. Travel expenditure of individual travellers: F & B expenditure		
LLd. Travel expenditure of individual travellers: Additional miscellaneous expenditure		

© IMP-HSG Institute for Systemic Management and Public Governance at the University of St. Gallen. All rights reserved.