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**Travel Market
Switzerland 2007
Basic Report and
Database Specification**

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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 the AG für Medienforschung
w/r	with regard

1 Abstract

In 2007, for the seventeenth time since 1972, a survey on the travel behaviour of the Swiss population was conducted. The database resulting from this project (*Travel Market Switzerland 2007*) 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 overviews:

- 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 one of its most travel-intensive travel years ever, mainly due to the economic prosperity, an optimistic outlook and cheap transport during large parts of the reporting year.
- **The duration of trips:** most trips now last less than one week. The “classic” two-week trip has been supplanted by shorter as well as longer trips.
- **The choice of destination:** Switzerland remains the favoured destination. However, non-neighbouring countries in Europe as well as overseas destinations have achieved considerable market share increases.
- **The month of departure:** July remains the strongest month. More than half of all travel occurred between March and July. Other than in 2004, and signalling a long-term trend, travel increasingly occurred in the first half of the year, with varying market shares for spring and autumn.
- **Travel motivation:** people wanted to be pampered, diverted/ entertained and rid themselves of obligations. Time issues (motivation factors such as having time for family or for oneself) are less dominant than in previous years, although still strong.
- **Sources of information:** three major sources of information exist: the WWW, friends and relatives, and destination brochures. Occasionally (and especially when travelling internationally), tour operator brochures and travel guides inhibit prominent position. However, and most importantly, the major source of information is *previous experience*.
- **Modes of transport:** 2007 has been the year of the plane, with flying as the mode of transport gaining the highest market share ever, attributable to capacity increases of the network carriers as well as a proliferation of low-cost airlines. Cars lost market share, mainly due to the choice of destination, and trains also continued to lose market share.
- **Type of accommodation:** the hotel industry in general, and four- and five-star hotels in particular, gained market share. Because travellers from Switzerland prefer to stay in hotels when travelling internationally, and international travel has gained market share, this was expected.

In summary, a prosperous 2007 led to increased travel activity, which generated above-average demand for long-haul travel, and therefore increased demand for flights and hotel accommodation. The overall trend of stagnation was interrupted in 2007; however, it is uncertain whether this is a temporary phase, considering the less-than-favourable economic outlook and higher transport costs for the time being.

2 General overview

Delimitation of private trips	This study reports on private travel behaviour 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-administrated structured written diary-like interviews with a representative sample of households and all their members, which surveyed all their private trips during 2007.
Methodology — survey instrument	The survey instrument was twofold: test persons could either complete a self-administrated and structured paper-and-pencil questionnaire, or complete an identical questionnaire online. Sixty-nine percent filled out the questionnaire online (compared to 31% in 2004).
Methodology — data collection	Data collection and sampling was administrated by IHA-GfK Switzerland (a leading market research institute) on behalf of the Institute for Public Services and Tourism (which provided the survey instrument, methods, and financial sources). During the entire year (2007) a sample of test persons completed one questionnaire for each private trip with one or more overnight stays. Repetitive trips (for example, to second homes) were not to be recorded, because they were considered to be part of the test person's usual environment. To secure the constant inflow of responses during the entire duration of the survey, the participating test persons were contacted four times during the survey period (12 months), to remind them to submit their completed questionnaires or indicate that they had not travelled within a given quarter.
Methodology — sampling	The overall sample recruited for this study consisted of 2,712 households. The sample was recruited in two ways. (1) 1,187 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, 801 (67%) decided to participate using the paper-based questionnaire, and 386 (32%) chose the online survey. (2) An additional 1,525 households were recruited from an online panel of 45,000 active members, representative of the Swiss resident population. Seventy percent of this panel was originally recruited by CATI; the other 30% via personal contacts (for example, from face-to-face interviews), internet providers, communities, and other. Self-selection and registration via banner ads or similar was explicitly excluded.

	Ultimately, 1,898 households (70% of the overall sample drawn) participated in all four quarters of the study (either by completing questionnaires or by indicating that they had not travelled), so were included in the final sample. The non-weighted sample thus consists of 1,898 households, comprising 4,387 persons (that is, 2.3 persons per household; the overall size of a Swiss household comprises 2.2 persons). Of these, a large proportion undertook an overall 10,903 trips.
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 Mio.; overall foreign population in Switzerland: 1.5 Mio.); that is, 6,125 Mio. persons.
Methodology — limitations	For survey technical reasons, persons in collective households were not registered. Small children and persons older than 80 were underrepresented. Most foreign citizens in the survey came from countries neighbouring Switzerland. As mentioned earlier, trips with a regular and homogeneous repetition rate (for example, to their own holiday homes) were underrepresented.
Extrapolation of results (with regard to the universe represented)	Based on the weighted data of 4,403 persons and 11,459 trips (with trip = 1 person taking 1 trip), the extrapolation rate of the sample to the universe covered is 1,391.
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: $\varepsilon = \hat{p} \pm 1.96 \sqrt{\frac{\hat{p} \cdot (1 - \hat{p})}{N}}$ ε: standard error term p: share/ percentage of answers N: number of cases in sample
Data available	For inquiries, please contact the authors of this report at: Christian.laesser@unisg.ch or Thomas.bieger@unisg.ch Phone: +41(71)224-2525.
Approximate price of data	The data provides excellent fundamentals for analyzing issues particular to Swiss travel behaviour. Generally, the price of data is subject to negotiations. Nevertheless, the approximate basis for the calculation is as follows: • Preparation fee: CHF 500; data fee: CHF 0.013 per case per variable. • Data usage is only permitted inside a given organization.

	The publication of data and data derivatives (such as deductive and inductive results of data analysis) is strictly forbidden. Possible terms of any publication (of and by whatsoever means) are subject to special negotiations.
Citation	Bieger, Th. and Ch. Laesser (2008): <i>Travel Market Switzerland — Basic Report and Database Specification</i> , St. Gallen: Institute for Public Services and Tourism.

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%	12.3%	2.86
Share of households with 2 persons	32.8%	31.2%	1.05
Share of households with 3 persons	14.2%	15.2%	0.93
Share of households with 4 persons	12.7%	27.7%	0.46
Share of households with ≥ 5 persons	5.1%	13.6%	0.38

Source: GfK Vademecum (2008); Database Travel Market Switzerland

Table 2: Households: WEMF region

Group	Federal census	Travel Market Switzerland	Weighting factor
Suisse Romande	24.7%	21.6%	1.14
Alps and pre-Alpine areas	23.1%	23.5%	0.98
Western Midlands	23.5%	24.2%	0.97
Eastern Midlands	28.7%	30.7%	0.93

Source: GfK Vademecum (2008); Database Travel Market Switzerland

Table 3: Persons: population agglomerated

Group	Federal census	Travel Market Switzerland	Weighting factor
Agglomeration — population of > 200,000	33.3%	36.2%	0.92
Agglomeration — population of 50,000–199,999	19.7%	24.0%	0.82
Agglomeration — population of 20,000–49,999	12.3%	10.6%	1.16
Agglomeration — population of 10,000–19,999	1.9%	1.1%	1.72
Municipality — population of 5,000–9,999	4.7%	4.9%	0.96
Municipality — population of 2,000–4,999	11.5%	9.9%	1.16
Municipality — population of 1,000–1,999	7.5%	6.8%	1.10
Municipality — population of < 1,000	9.1%	6.5%	1.40

Source: GfK Vademecum (2008); Database Travel Market Switzerland

Table 4: Persons: gender

Group	Federal Census	Travel Market Switzerland	Weighting Factor
Male	48.8%	48.8%	1.00
Female	51.2%	51.2%	1.00

Source: GfK Vademecum (2008); Database Travel Market Switzerland

Table 5: Persons: Age

Group	Federal census	Travel/ Market Switzerland	Weighting factor
< 5 years	5.3%	4.0%	1.33
5–14 years	11.7%	11.1%	1.05
15–24 years	11.8%	12.4%	0.95
25–34 years	13.5%	15.7%	0.86
35–44 years	16.4%	18.2%	0.90
45–54 years	15.4%	15.9%	0.97
55–64 years	11.7%	12.4%	0.94
> 64 years	14.2%	10.3%	1.38

Source: GfK Vademecum (2008); Database Travel Market Switzerland

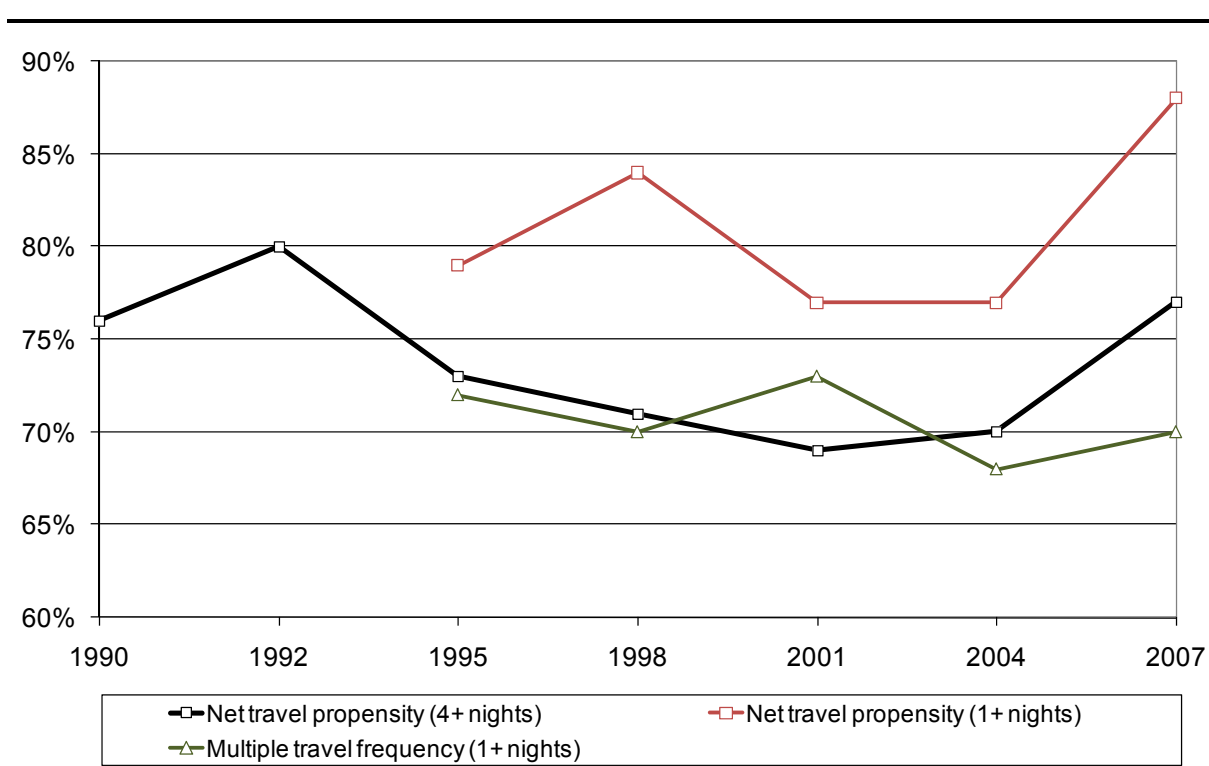
3 Results

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: 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, mainly due to (1) a very favourable economic environment (including significant GDP growth, the growth of real incomes, shrinking unemployment rates alongside the increased intake of foreign citizens, and thus a positive economic outlook), as well as (2) continued low travel cost.

Figure 1: Key travel ratios



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

- **77% for trips with four or more nights** (cf. Figure 1 for a short term perspective; cf. Figure 2 for the long-term perspective)
- a **high of 88% for trips with one or more overnight stays** (a significant increase from the high 70% to low 80% of the mid 1990s; cf. Table 6).

Recently, more people undertook travel, likely due to the above-mentioned favourable economic environment in 2007. However, the proportion of the population undertaking multiple trips is still declining, whereas the proportion of trips by people who undertake multiple trips per year has continuously increased. Several possible explanations exist.

- (1) The **favourable economic environment** encouraged a higher proportion of the population than ever to participate in travel. More people had enough money to spend on travel, and the low unemployment rate also reduced pressure to be “available” for employment. Low travel costs, continuing low fuel prices, and an expansion of low-cost air services, also fuelled travel demand. However, the proportion of household

ventures multiple times per year decreased, with money and job-related time constraints remaining the most important reasons not to travel.

- (2) The **split between heavy and occasional travellers** increased. The travel frequency of multiple travellers increased; whereas the proportion of people venturing more than once per year declined. From these data we can conclude that the increase in net travel propensity was likely generated mostly by people travelling only once per year.

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

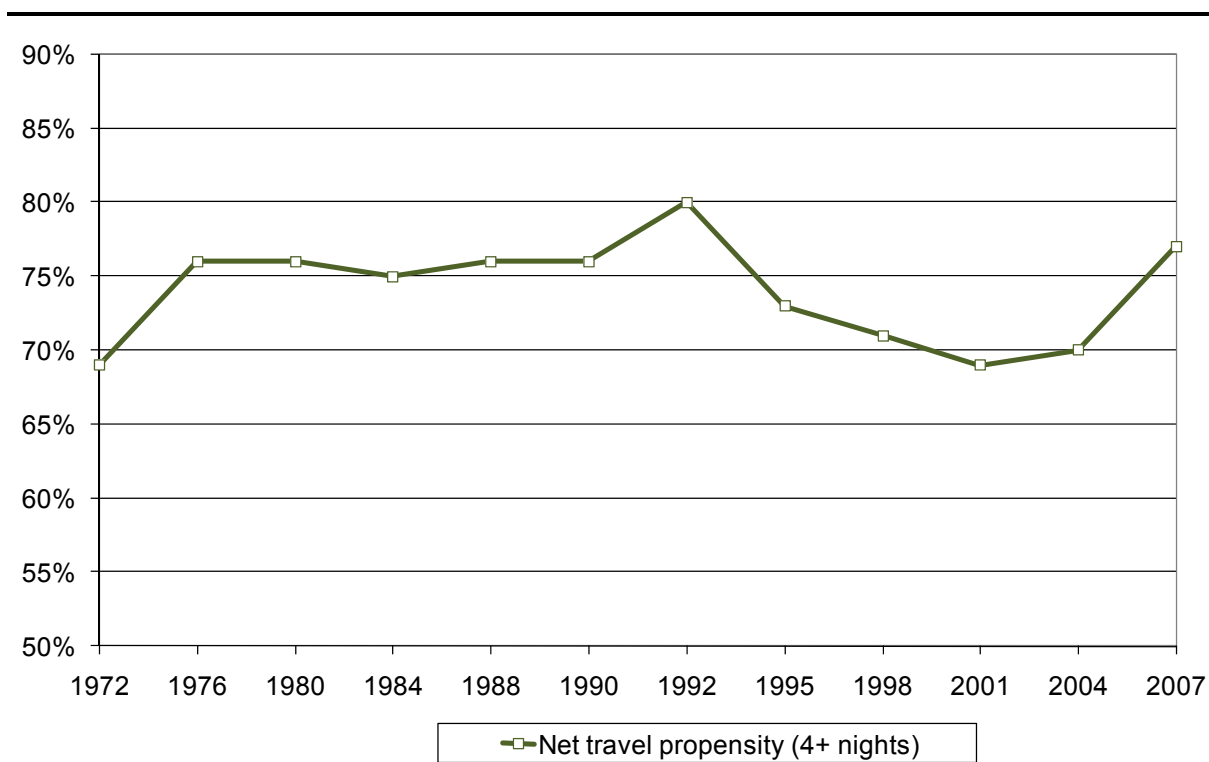


Table 6: Key travel ratios — trips with 1+ overnight stays

	1995	1998	2001	2004	2007
Net travel propensity = share of population with at least 1 trip	79%	84%	77%	77%	88%
Multiple travel frequency = share of travellers with more than 1 trip as a % of all travellers	72%	70%	73%	68%	70%
Gross travel propensity = number of trips per 100 persons	225	232	218	195	236
Travel frequency = mean number of trips per travelling person	2.85	2.77	2.83	2.53	2.68

Among the groups with the **highest travel propensities** (cf. Figure 3 ff.) are persons aged 35 and older, the well-educated and highly educated, persons working in managerial positions as well as commercial and technical employees. Unsurprisingly, pensioners participate heavily in travel, too. In contrast, persons operating their own business (that is, self-employed in trade and other, free professions such as lawyers and doctors, farmers) as well as persons with below-average earnings (such as apprentices, workers, and so on) tend to participate in travel less often than average.

Figure 3: Net travel propensity and multiple travel frequency (1+ overnight stays) by age

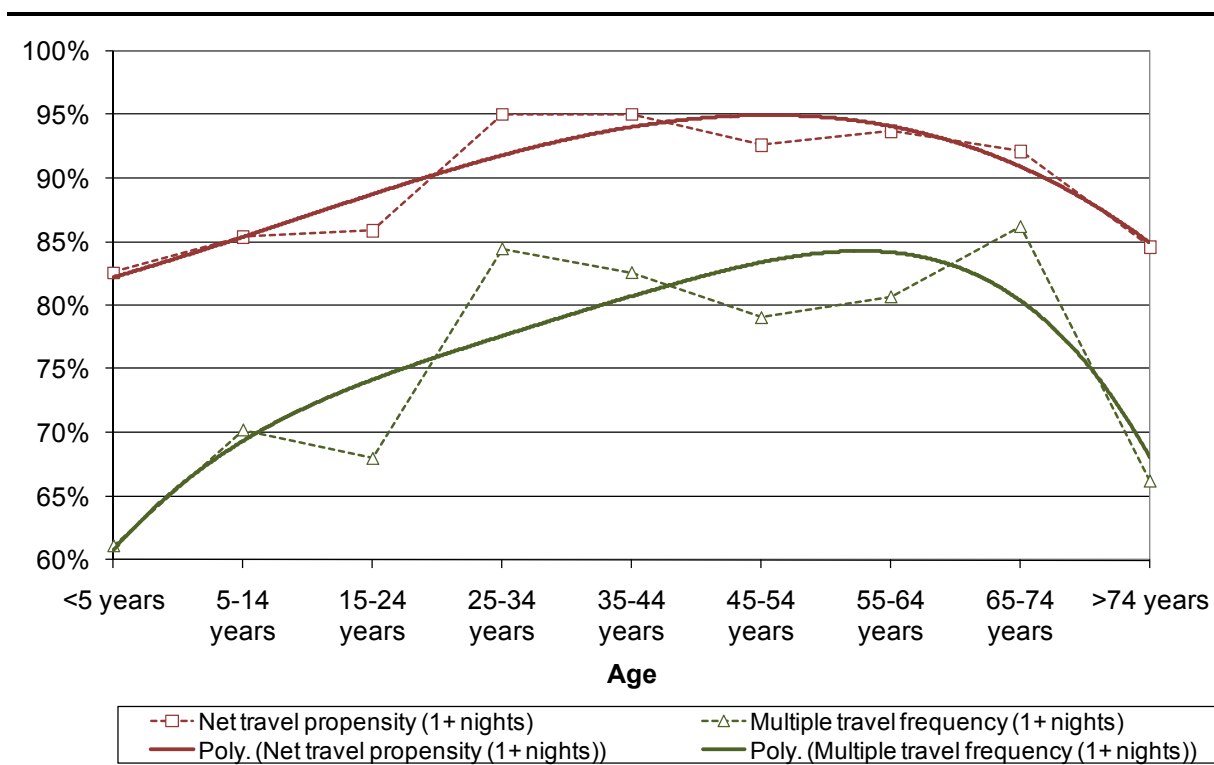


Figure 4: Net travel propensity and multiple travel frequency (1+ overnight stays) by highest education achieved

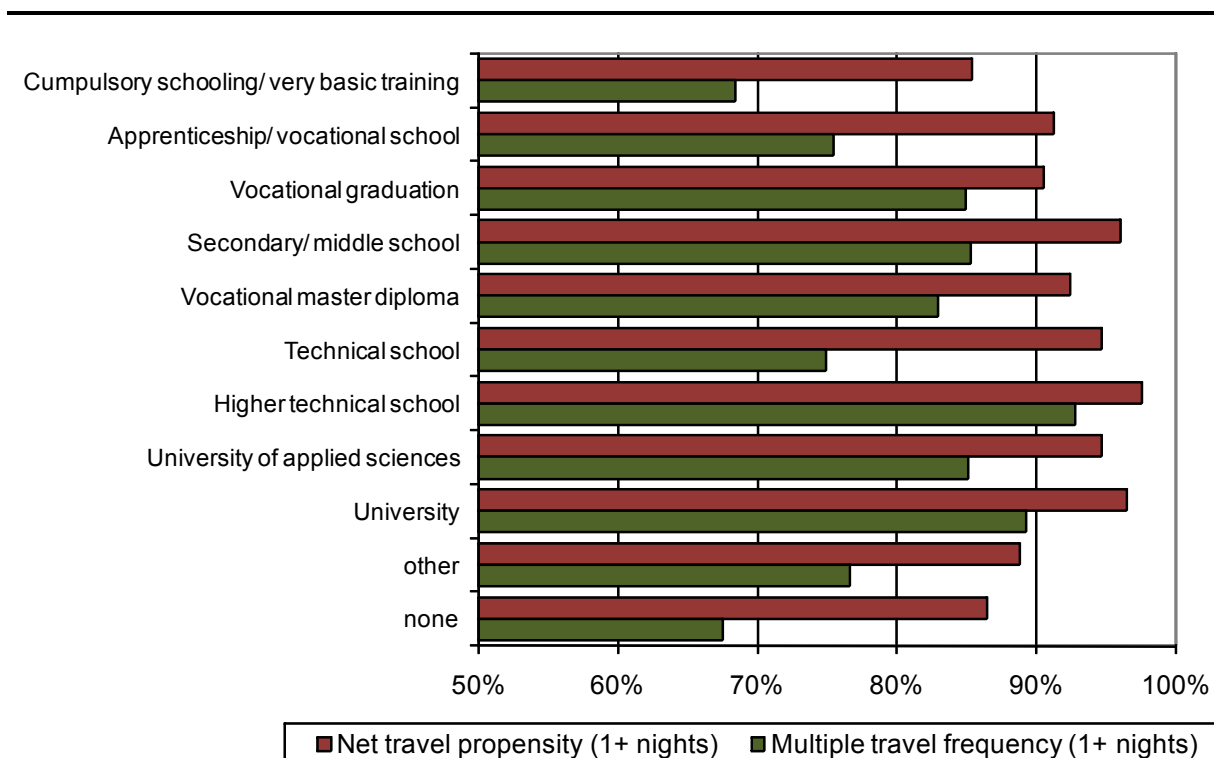
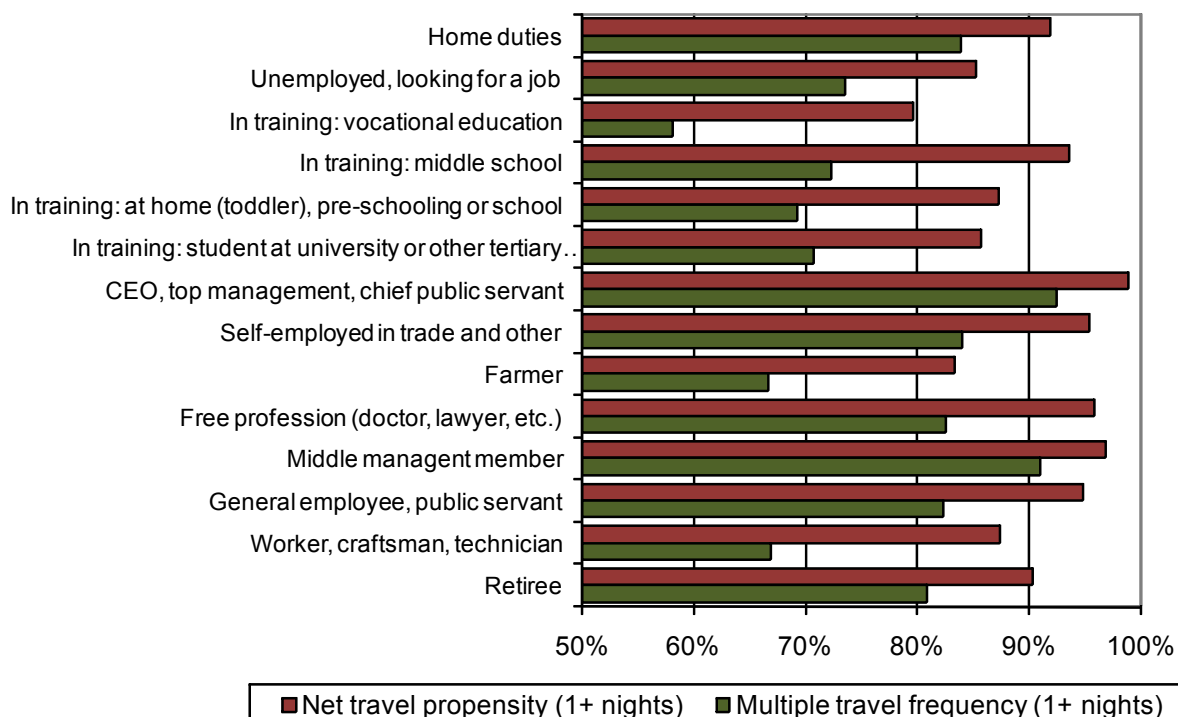


Figure 5: Net travel propensity and multiple travel frequency (1+ overnight stays) by professional position



Gross travel intensity also varied a great deal:

- For reasons of income and general living conditions, the **German-speaking population** in general, and **people living in cities** in particular, generated a higher number of trips than French-speaking areas of the country and people living in the mountains and in the countryside. However, people living in very small communities showed a strong tendency for increased travel activities, which may be linked to income growth due to improved regional income distribution.
- For reasons of greater flexibility and generally higher per capita incomes, **smaller households** generated a comparably higher number of trips than larger households. This difference in travel propensity has grown larger in the past. Families, often considered attractive segments in destination marketing, showed reduced travel activities.

In summary, gross travel propensity generally increased in the past six years; however, this growth was limited to smaller households located in urban areas. Because those types of households increased over time, it is unsurprising that overall travel activity also increased.

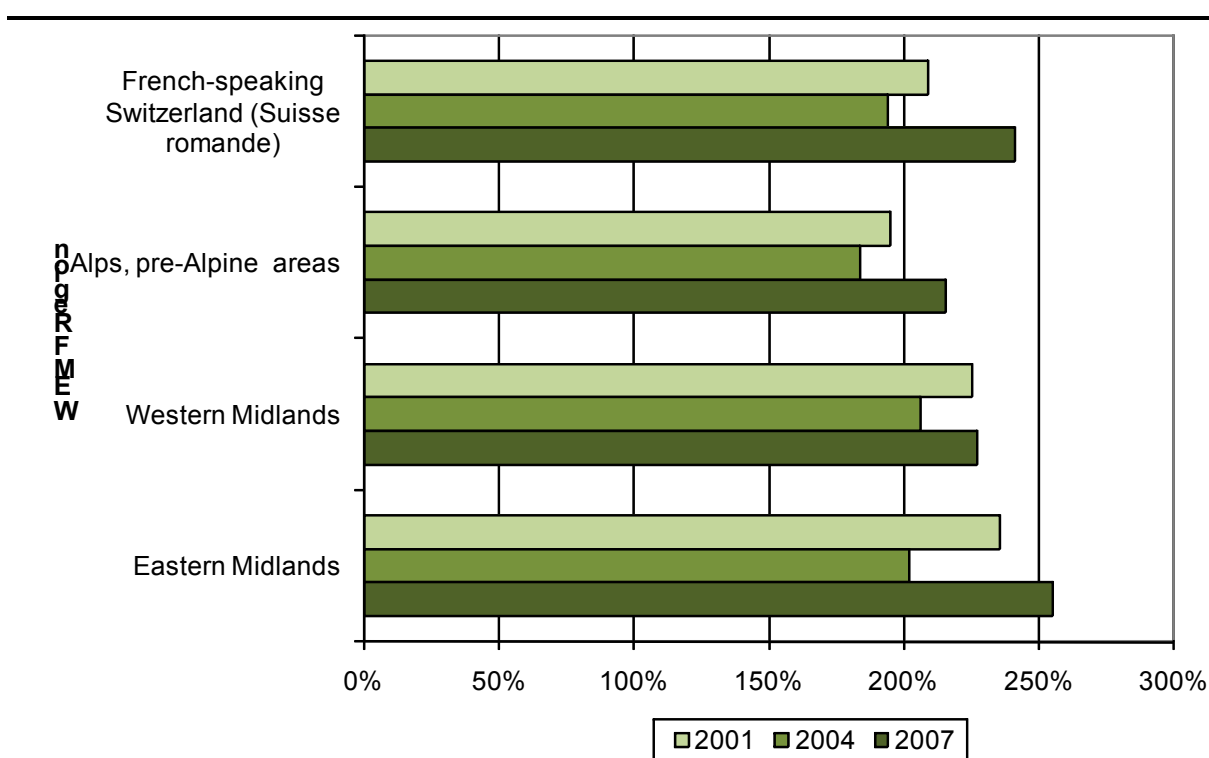
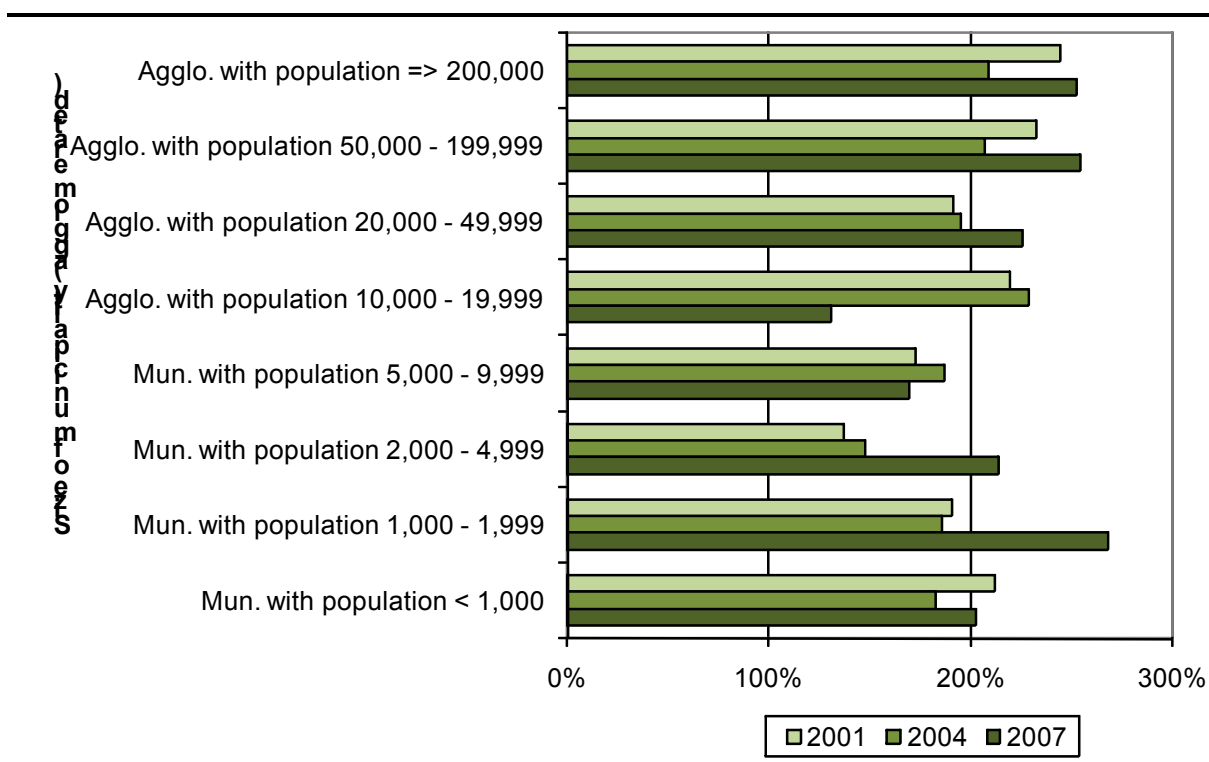
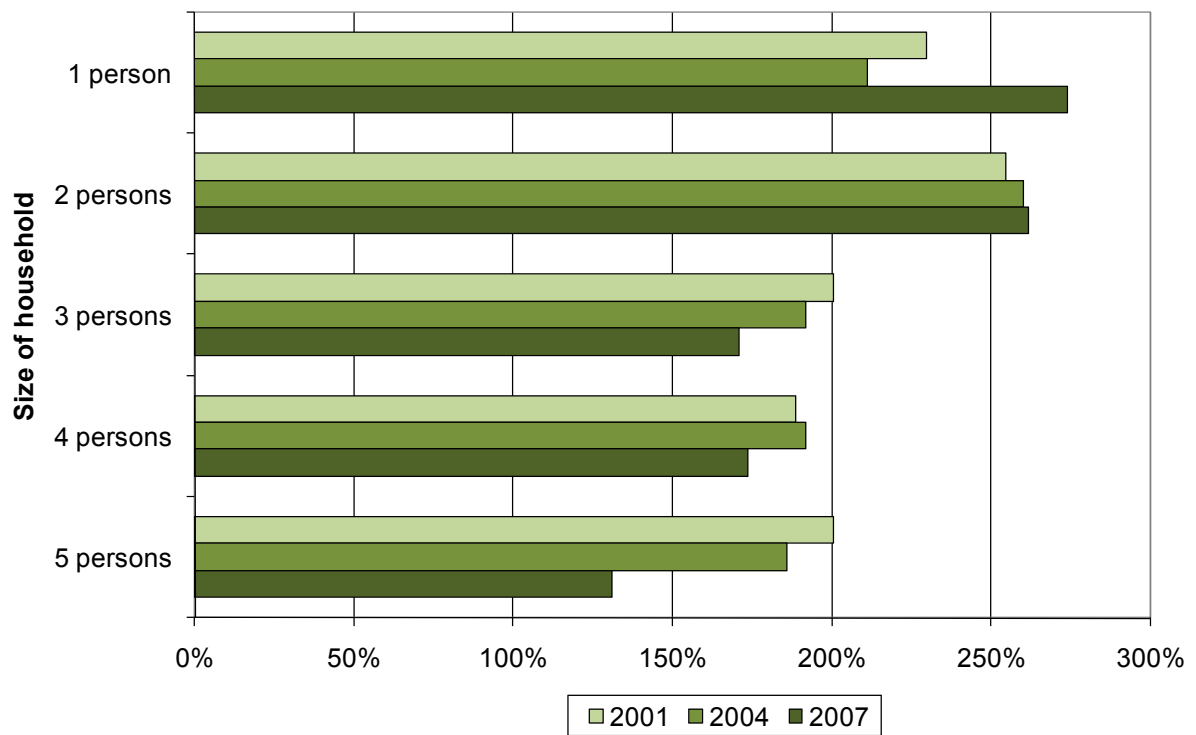
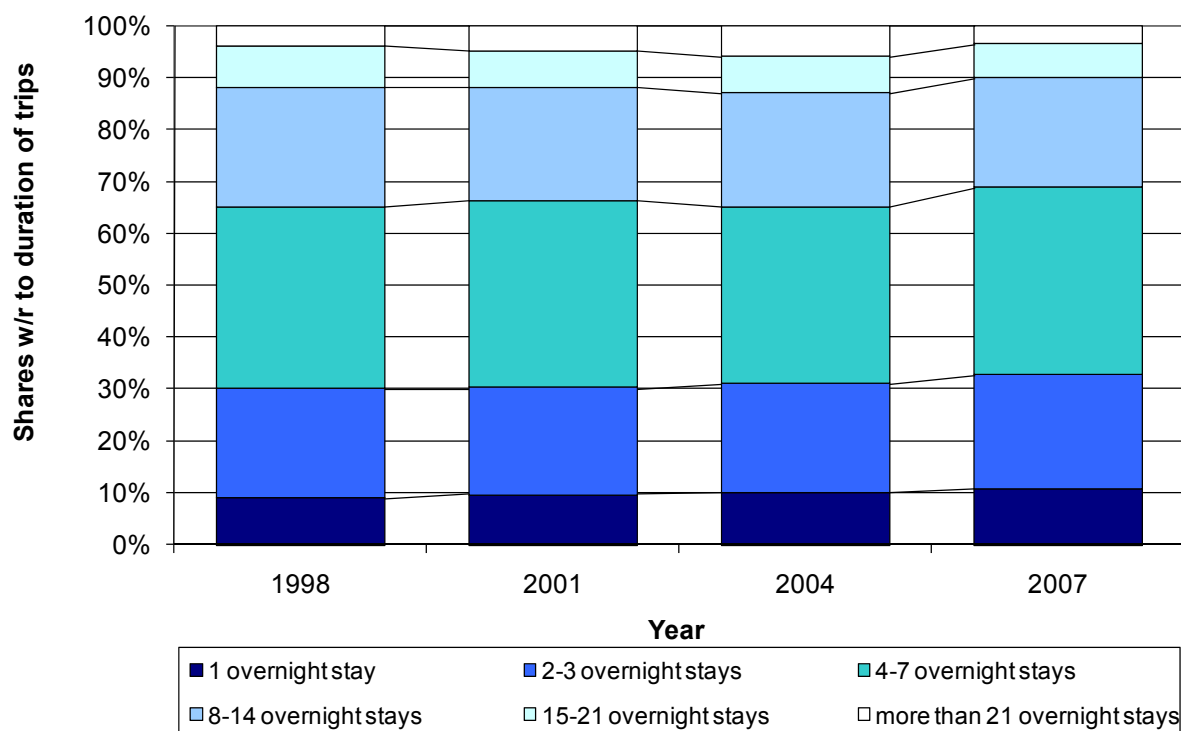
Figure 6: Gross travel propensity by WEMF region**Figure 7: Gross travel propensity by type and size of municipality (agglomerated)**

Figure 8: Gross travel propensity by size of household

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

Figure 9: Duration of trips (1+ overnight stays)



Over the past 10 years, the **duration of trips has remained more or less stable**. However, short trips of up to seven overnight stays, as well as trips lasting longer than 14 overnight stays, continued to take market share from trips lasting two weeks. This is especially true from a long-term perspective (cf. Figure 10). 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).

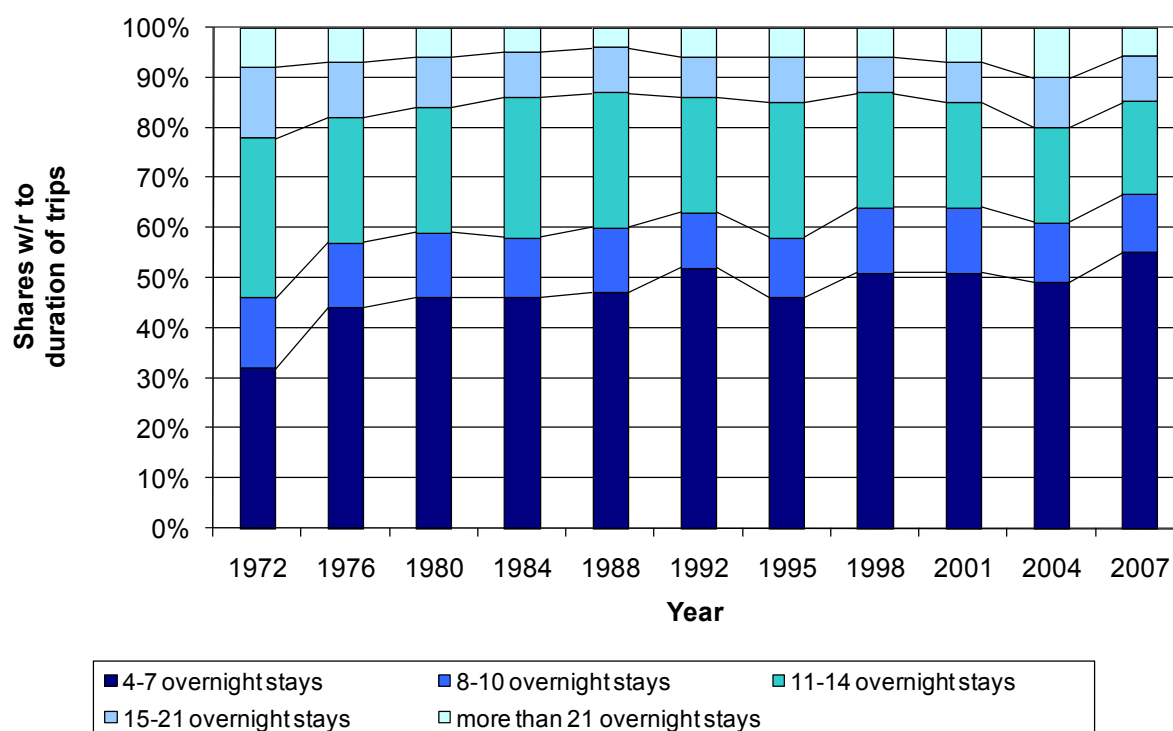
Table 7: Distribution of duration of trips (1+ overnight stays): differences between domestic and abroad destination

Duration	Domestic (Switzerland)	Abroad	Overall
1 overnight stay	20%	5%	11%
2–3 overnight stays	28%	18%	22%
4–7 overnight stays	35%	37%	36%
8–14 overnight stays	12%	27%	21%
15–21 overnight stays	3%	9%	7%
> 21 overnight stays	1%	5%	4%

That general trend does not contradict the statistically proven perception of many Swiss destinations and hotel managers who claim that the **average duration of all stays in Switzerland is still declining**. In that respect, approximately half of all overnight stays in hotels in Swiss destinations were generated by Swiss residents. That share also includes

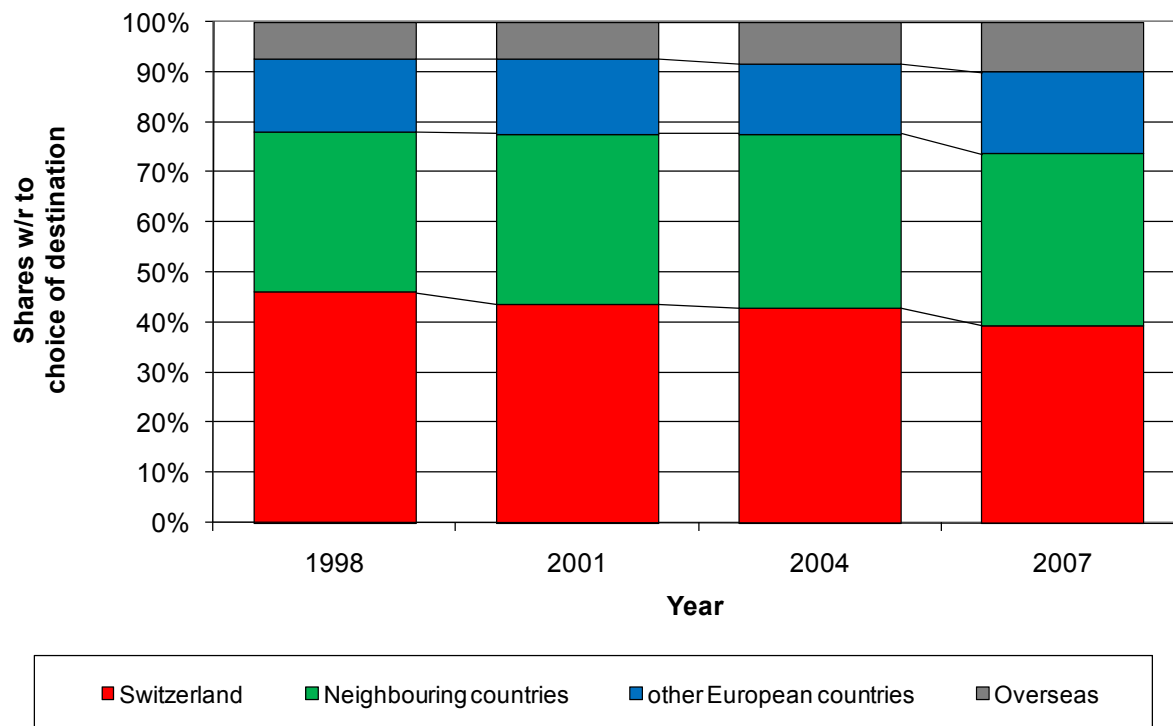
business travel — a type of travel not included in this survey. In addition, international sightseeing travellers (which make up a growing market share in Switzerland) tended to stay for shorter periods.

Figure 10: Duration of trips (4+ overnight stays)



3.3 Choice of destination: an increased proportion of long-haul travel

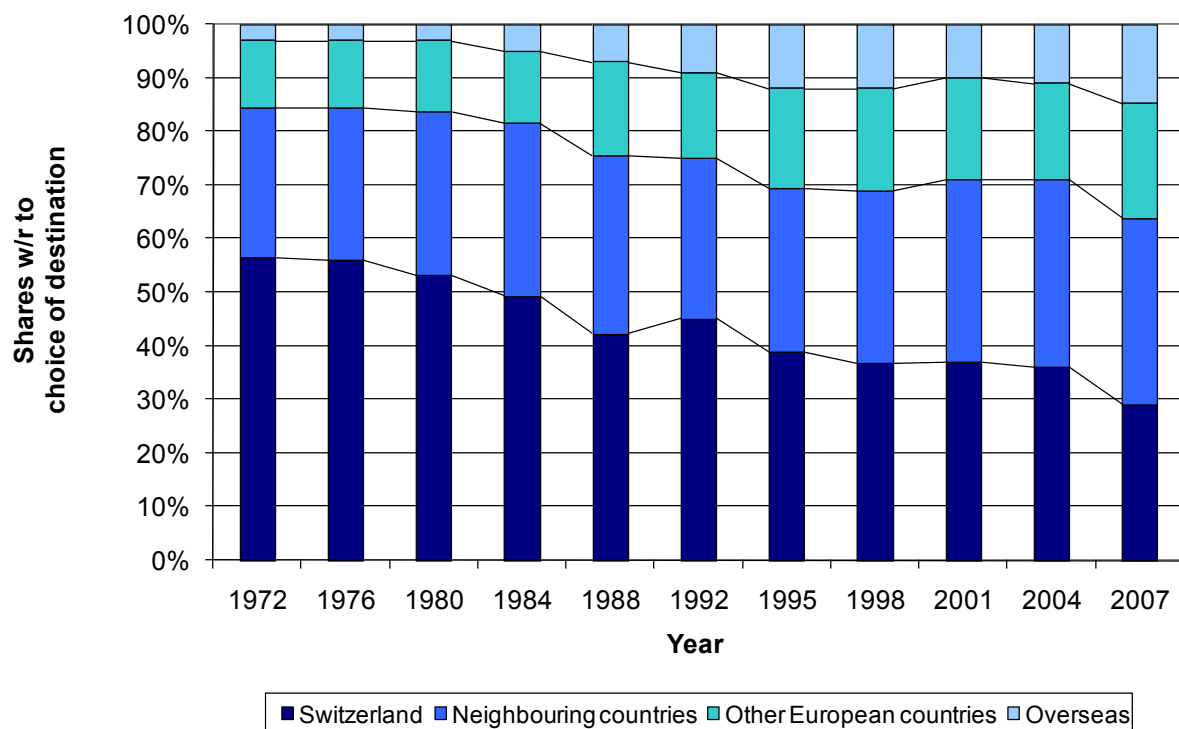
Figure 11: Choice of destination (1+ overnight stays)



Examining all trips, Switzerland's "**pole position**" among all destinations remains, but this is increasingly challenged by destinations in neighbouring countries in Europe overall and overseas. In the near future, no significant shifts might be expected, mainly for two reasons:

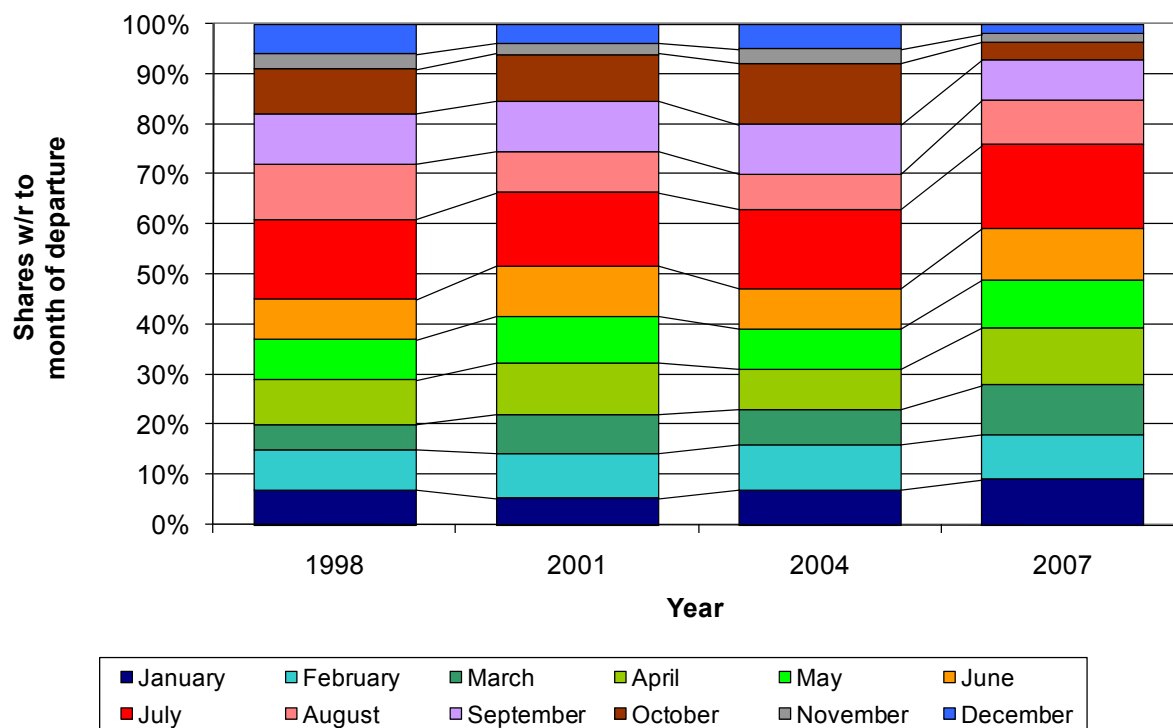
- travel behavior in general has proved quite stable; deviations were of short-term duration (and thus without long-term impact)
- the choice of destination (and the travel distance) correlates positively with the duration of trips (farther destinations are linked to longer stays). Due to the stabilization of the latter, **one key driver for destination choice shifting is diminishing.**

Looking at the **long-term development** of trips with four or more overnight stays (cf. Figure 12), we observe a further consolidation in the shares of destination. Less than 70% of all trips terminated in Switzerland and its neighbouring countries, whereas 20% go to the rest of Europe. In 2007, a significant increase of overseas destinations occurred, most likely driven by the recent favourable economic conditions (better than, for example, in 2004) and an increase in air transport capacities (for example, Swiss International Airlines increased its number of long-haul planes and consequently flights in 2006–2007 from 18 to 24). The 2004 report hypothesized that "the trend towards a significant increase in long-haul travel is over. Numerous travel limiting facts support this hypothesis, such as time and duration of a trip, financial resources and changing general preferences." The present findings prompt us to conclude that the economic framework of a sending market still plays a dominant role in travel decisions (cf. Chapter 3.1).

Figure 12: Choice of destination (4+ overnight stays)

3.4 Time of travel: the trend of summer, losing to spring and autumn, continued

Figure 13: Month of departure (1+ overnight stays)



Regarding the month of departure, July remained the strongest. Also, more than half of all travel took place between March and July. Other than in 2004, and signalling a long-term trend, travel increasingly occurred in the first half of the year, with varying market shares in spring and autumn.

3.5 Motivation: materialistic more than ever

In the 2004 survey, an **expansion of the item battery** regarding travel motives was introduced. This expanded item battery was also applied in 2007. Table 8 compares the relative magnitudes per motivation item in relation to the overall mean of all items per test person for 2004 and 2007.

Table 8: *Relative magnitude of motivation to travel (2007 compared to 2004)*

Motivation	Relative magnitude 2004	Relative magnitude 2007	Difference 2007–2004
Enjoyment of comfort and pampering	0.95	1.25	0.30
Termination/ conclusion of a phase in one's life	0.73	0.96	0.23
Prestigious character of trip	0.70	0.93	0.22
Experience adventure and perhaps even risk	0.73	0.92	0.19
Liberation from obligations (and relationships)	1.00	1.15	0.15
Search for self-esteem	0.71	0.84	0.13
Enjoy nightlife	0.77	0.90	0.12
Ability to make flexible, spontaneous decisions	0.90	1.01	0.11
Challenge and stimulate oneself	0.79	0.90	0.11
Experience the exotic	0.77	0.87	0.10
Diversion; see and experience something new	1.18	1.27	0.08
Experience of native culture and nature	0.79	0.87	0.08
Do something for my beauty	0.75	0.81	0.06
Sun and beach	0.94	0.97	0.04
Other	0.86	0.84	-0.02
Make contact with new people	0.91	0.87	-0.04
Time for oneself	1.13	1.07	-0.06
Sports (active)	1.01	0.89	-0.12
Visit and experience sights and culture	1.11	0.97	-0.14
Time for partner	1.27	1.11	-0.15
Regeneration from daily home routine and job	1.26	1.10	-0.16
Get away from it all (daily routine)	1.44	1.22	-0.23
Time for family	1.35	1.10	-0.24
Experience landscapes and nature	1.48	1.10	-0.37
Rest and relaxation	1.44	1.06	-0.39

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).

These results reveal that the **key drivers to travel in 2007** consisted of generic types such as *diversion; see and experience something new, get away from it all (daily routine) liberation from obligations (and relationships)*, combined with the increased desire for comfort and pampering. In contrast, time-related issues (*time for partner, the family or myself*) became less important.

To gain a deeper **insight into the systematic of travel motivation** we conducted an exploratory analysis (with half the sample), combined with a confirmatory factor analysis (with the other half of the sample; extraction method: principal components; rotation: varimax with Kaiser normalization) of the travel motivation items. This analysis generated four factors based on 19 items (cf. Table 9, which contains the results for the confirmatory factor analysis), explaining 67% of the total variance. Cronbach alphas reveal the constructs to be reliable. From this analysis we conclude that travel by the Swiss resident population is generally motivated by either: (1) the desire to **rest and relax**, (2) some sort of **special event**, (3) **exploration** (getting to know new places and people), (4) **fun and liberty**, as well as combinations thereof. These “meta” motivations may also provide a fruitful basis for the positioning of travel products.

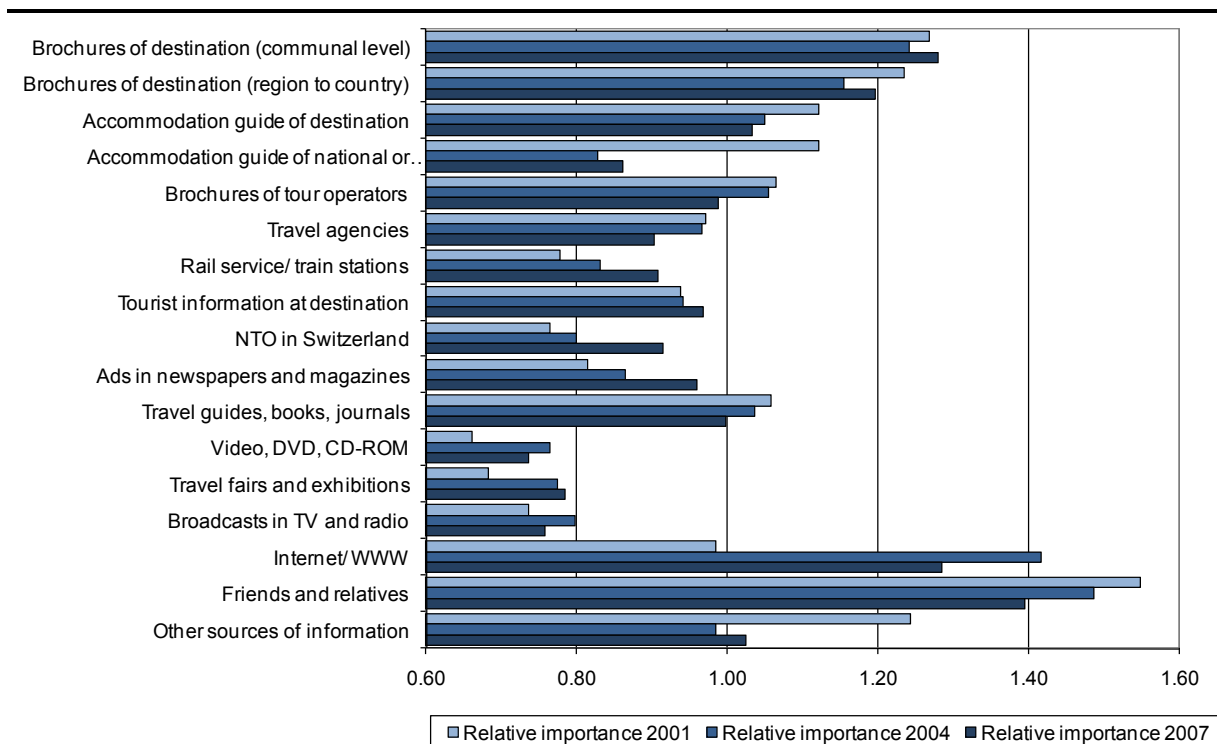
Table 9: Factor analysis of travel motivation items

Motivation	Rest and relax	Special event	Explo-ration	Fun and liberty
Cronbach alpha	.919	0.842	.809	.789
Rest and relaxation	0.818			
Regeneration from daily home routine and job	0.720			
Experience landscapes and nature	0.704			
Time for oneself	0.659			
Sports (active)	0.642			
Time for partner	0.613			
Get away from it all (daily routine)	0.574			
Termination/ conclusion of phase in one's life		0.781		
Prestigious character of trip		0.753		
Experience adventure and perhaps even risk		0.662		
Time for family		0.558		
Search for self-esteem		0.517		
Other travel motivation			0.707	
Make contact with new people			0.613	
Diversion; see and experience something new			0.771	
Visit/ experience sights and culture; expand horizons			0.571	
Liberation from obligations (and relationships)				0.677
Enjoy nightlife				0.619
Enjoyment of comfort and pampering				0.510

Note: The scales of the items underlying this factor analysis range from -2 (not important at all) to 2 (very important). Only factors >0.5 are displayed.

3.6 Sources of information: WWW and friends and relatives dominated

Figure 14: *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).

Regarding the importance of sources of information, and 10 years after the introduction of the WWW as a potential channel/ source of information, the following **three sources of information dominated**: (1) friends and relatives, (2) the WWW, and (3) printed brochures of the destination. In certain cases (particularly international long-haul travel), brochures of tour operators and travel guide books also came into play. As a 2004 study by the present authors reveals, a strong link exists between the importance of the sources *WWW* and *friends and relatives*: peers are not an end in themselves when it comes to providing information, but support and complement the WWW information analysis process.

Interestingly, destination brochures and destination tourism information gained importance over the sample period, and brochures of destinations on the community and local level again came close to the WWW in importance. This might be linked to the increase of travel to other continents, which require more information. This development also shows the importance of well-managed destination management organizations and marketing. Finally, travel guides/ books were at least as important as tour operator brochures, which reflects the tendency towards individual travel. Therefore, travel books should not be neglected in destination marketing strategies.

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: 1.6).

To gain a deeper **insight into the systematic of information sourcing**, we conducted an exploratory analysis (with half the sample), combined with a confirmatory factor analysis

(with the other half of the sample; extraction method: principal components; rotation: varimax with Kaiser normalization) of an extensive items list about information sourcing.

This analysis generated five factors based on 20 items (cf. Table 10, which contains the results for the confirmatory factor analysis), explaining 65% of the total variance. Cronbach alphas reveal the constructs to be reliable. From this analysis we can conclude that information sourcing for travel is based on (1) **printed material** from the **destination**, (2) **online information unspecific of the destination**, mostly provided by tour operators and travel agencies (note the combination of printed and online information) by means of travel portals, (3) **destination-specific online information**, (4) **type of information intending to attract the interest from the consumer** (incentivized), as well as (5) **entertaining type of information** such as TV shows, DVDs and CD-ROMs, and last but not least, information and stories from friends and relatives. These types of information sources can be considered as a kind of “meta” information source classification.

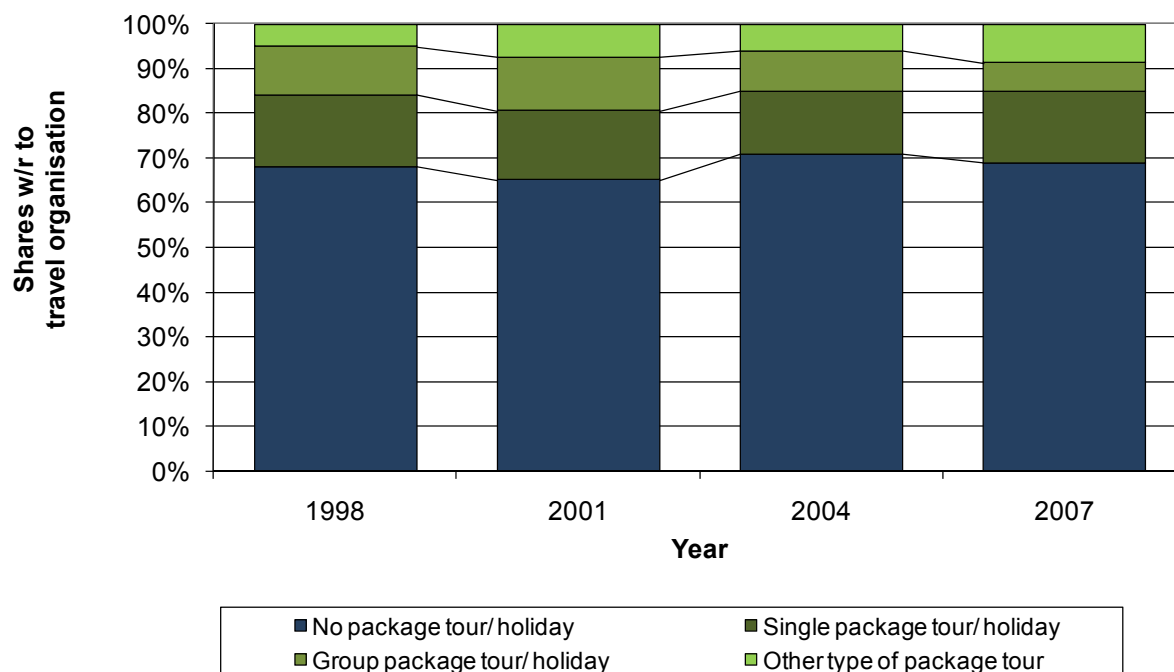
Table 10: Factor analysis of source of information items

Source of Information	Destination print	Travel online	Destination online	Incenti-vised	Enter-tainment
Cronbach alpha	.918	.903	.853	.804	.764
Brochures of destination (region to country)	0.768				
Brochures of destination (community level)	0.762				
Accommodation guide of the destination	0.621				
Brochures of tour operators	0.578				
URL from a tour operator or travel agency		0.763			
URL from a travel portal/ consolidator		0.663			
URL from an airline		0.608			
URL from a destination			0.765		
URL from an accommodation provider			0.732		
Other URL			0.576		
URL from a hotel chain			0.555		
TV text				0.725	
Advice from NTOs in Switzerland				0.688	
Ads in newspapers and magazines				0.581	
Advice from rail service				0.550	
TV and radio broadcasts					0.630
DVD and CD-ROM					0.583
Advice from friends and relatives					0.544
Other sources					0.532
Fairs and exhibitions					0.531

Note: The scales of the items underlying this factor analysis range from -2 (not important at all) to 2 (very important). Only factors > 0.5 are displayed.

3.7 Travel organization: a consistently high proportion of independent travellers

Figure 15: *Travel organization (1+ overnight stays)*



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 (cf. Table 8), meaning that traditional forms of organized tours lost out, compared to other, often new and modular-based types of packaged tours. The likelihood of buying a package increased when: (1) the traveller is not familiar with the destination, or (2) when they want to buy a highly commoditized product such as a beach holiday.

3.8 Modes of transportation: (low cost?) flights have increased market share

Figure 16: Means of transportation to destination (1+ overnight stays)

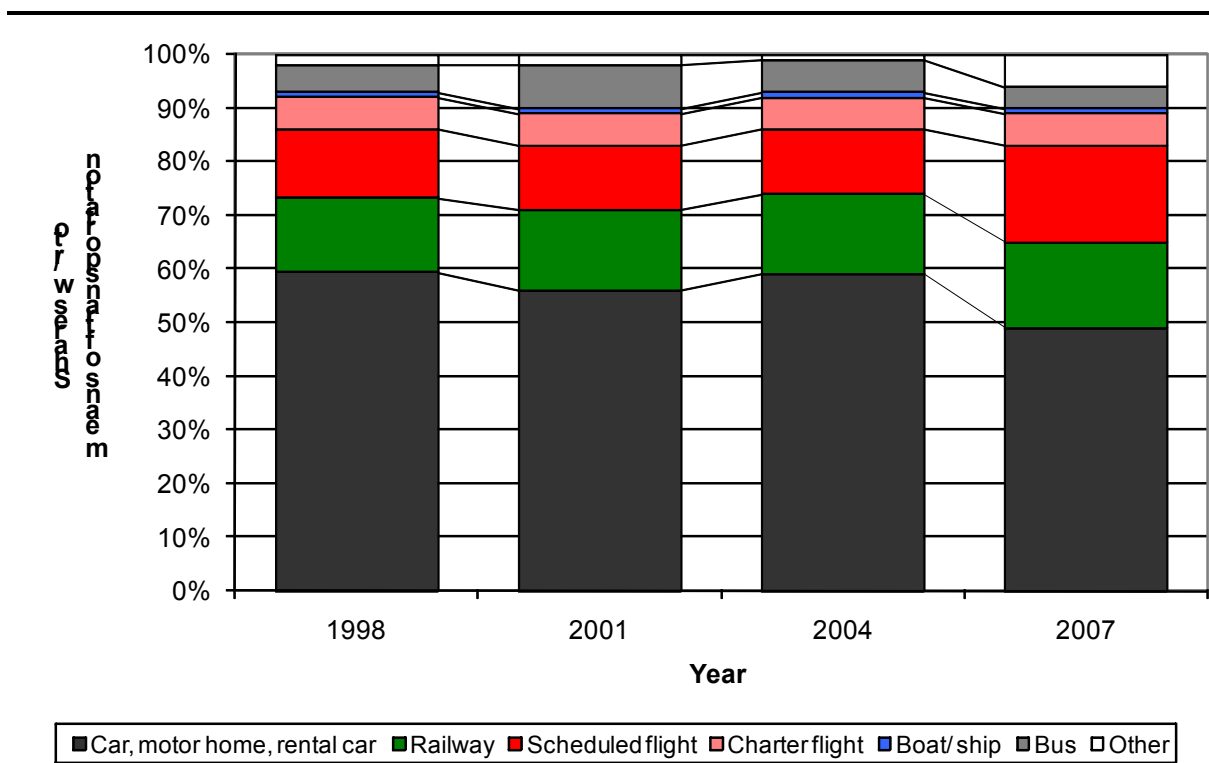
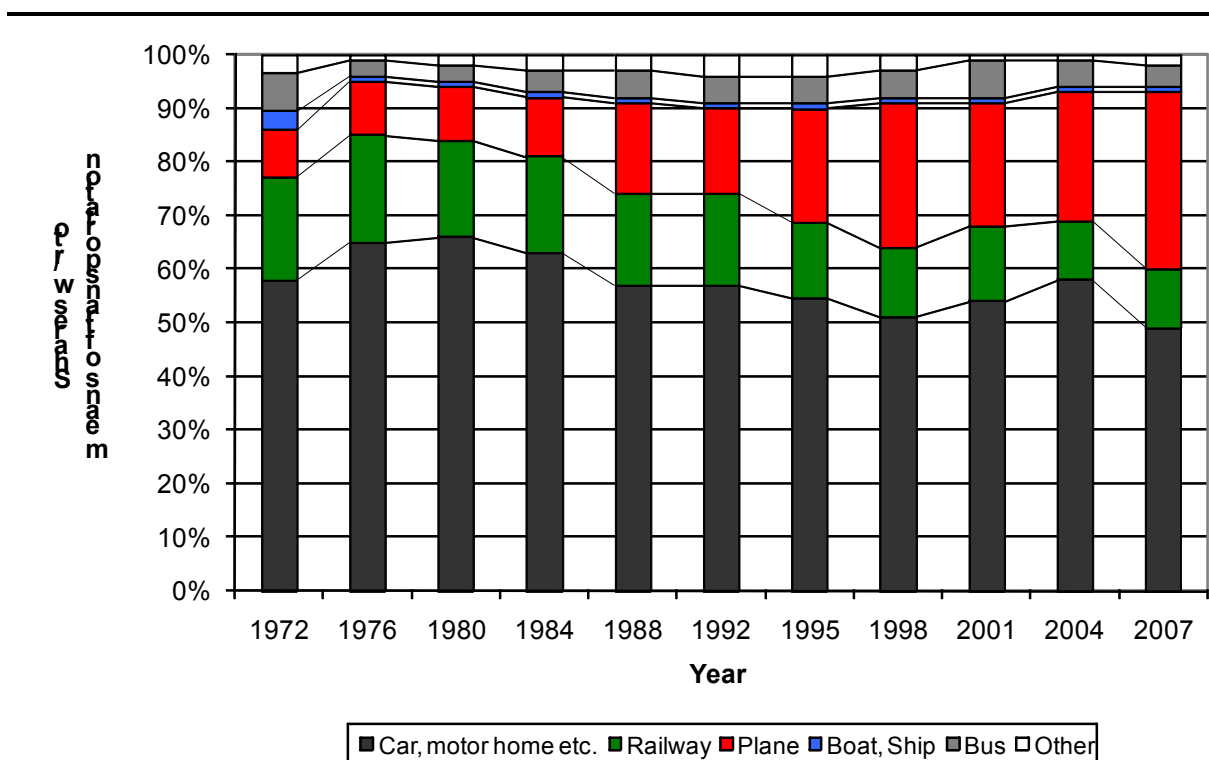


Figure 17: Means of transportation to destination (4+ overnight stays)



A general, long-term trend exists, consisting of the following elements:

- **Modes of transport are still dominated by the car.** However, and over the past 30 years, this mode has lost market share. The only partial reversal of that trend was in the late 1990s and early 2000s, likely due to stagnation in flight travel.
- **Trains** lost market share all the way through to 2007, falling to no more than 10–12%.
- **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. The possible explanation for this phenomenon is the high market penetration of low-cost airlines, which in turn triggered lower prices from traditional network/ flag airlines. For many, flying has become an affordable commodity. However, one wonders to what extent this development will continue, given increasing resource costs for the airline industry (pilots, energy), which tend to hit the transaction-oriented low-cost/ price model more than the relationship-oriented network model of the traditional flag carriers.

3.9 Type of accommodation: top hotels are further on the rise

Figure 18: Type of accommodation at destination (1+ overnight stays)

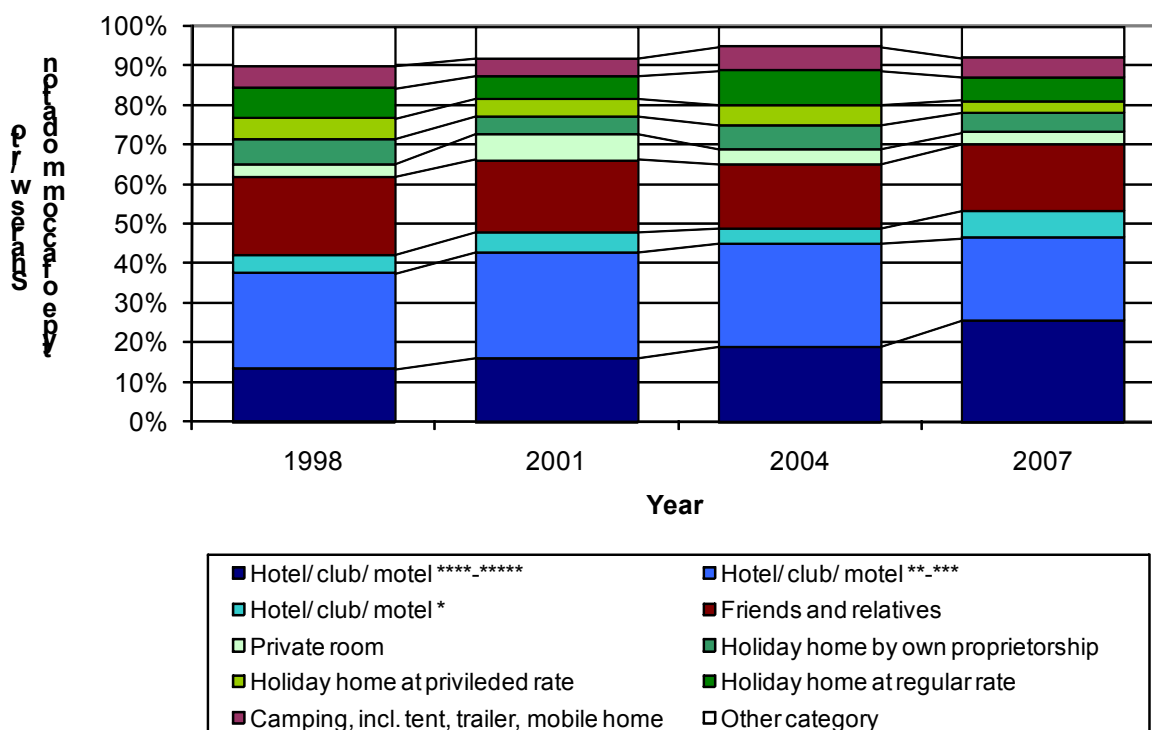


Table 11: Share of type of accommodation by different destinations

	Switzerland	Neighbour- ing countries	Other Europe	Overseas
Hotel/ club/ motel ***** or more	2%	4%	6%	21%
Hotel/ club/ motel ****	11%	23%	27%	32%
Hotel/ club/ motel ***	18%	25%	22%	15%
Hotel/ club/ motel *-**	4%	8%	6%	5%
Friends and relatives	21%	15%	13%	9%
Private room	2%	2%	2%	2%
Holiday home — own proprietorship	8%	4%	5%	2%
Holiday home at privileged rate	6%	2%	2%	0%
Holiday home at regular rate	9%	6%	5%	2%
Camping (tent, trailer, mobile home)	5%	5%	4%	2%
Other category	9%	5%	7%	6%

The 2007 survey reveals a continuation of a trend already observed in the 2001 and 2004 reports: **the hotel industry is regaining its market share**. However, the hotel sector now faces differentiation, with increases in the four- and five-star segment, as well as the budget segment (one-star), and losses in the middle segment (two- and three-star). This may also reflect the positioning strategies of the hotel sector, with innovations in the top luxury segment and the low-cost budget segment. The four- and five-star establishments claimed the highest market share increases. In contrast, holiday homes lost their market share, mainly due to the higher proportion of long-haul trips to non-neighbouring countries in Europe and to overseas destinations. Holiday homes generally lost market share, most likely also linked to the loss of market share of domestic travel. Swiss residents preferred holiday homes, especially when travelling domestically and to neighbouring countries (cf. Table 11). Interestingly, the accommodation form *friends and relatives* again increased its market share; this development could be linked to the lower cost of travel, especially for young people who want to meet their friends and loved ones in other towns.

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

Data from the various *Travel Market Switzerland* publications are used in several scientific and popular papers. This chapter lists a selection of those papers.

Laesser, Ch. (2009).

Solo travel — Explorative insights from a mature market (Switzerland).

Journal of Vacation Marketing (forthcoming).

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 (forthcoming).

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.

Dolnicar, S., Ch. Laesser, & K. Matus (2009).

Online vs. Paper - Format effects in tourism surveys.

Journal of Travel Research (forthcoming).

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 administered 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.

Philadelphia 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.

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).

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 organisation (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 standardisation (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.

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.

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.

Laesser, Ch. (2001).

Familiëntourismus 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 „Familiëntourismus“ 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 Familiëntourismus 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.

5 Variables in database *Travel Market Switzerland 2007* (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 5.1 lists a selection of data about the individuals, and Chapter 5.2 presents a selection of travel-related data.

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	
q05voll. 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

Question # and label	Scale	Values
		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
q07b. Country of foreign citizenship	Nominal	multiple categories, according to country of citizenship
q08. Household income	Metric	
q09. Terminal type of education	Nominal	0. compulsory schooling/ very basic training 1. apprenticeship/ vocational school 2. vocational graduation 3. middle/ high school, commercial school 4. vocational master diploma 5. technical school 6. higher technical school 7. university of applied sciences 8. university 9. other 10. none
q10. Professional occupation	Nominal	1. home economics/ home duties 2. unemployed, looking for a job 3. in training: vocational education 4. in training: middle school 5. in training: at home (toddler), kindergarten/ preschool or school 6. in training: student at university or other tertiary education 7. CEO, top management, chief public servant 8. self-employed in trade and other 9. farmer 10. free profession (doctor, lawyer, and so on) 11. middle management 12. general employee, public servant 13. worker, craftsman, technician 14. retiree 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. yes, a half-fare pass plus a route or area pass 5. 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	
q14b. Number of trips with 1+overnight stays	Metric	

Question # and label	Scale	Values
to European destinations		
q14c. Number of trips with 1+ overnight stays to overseas destinations	Metric	
q14tot. Total number of trips with 1+ overnight stays	Metric	
q15. No travel activity	Nominal	0. no 1. yes
q16a: Reason for non-travel: No money/ tight budget	Nominal	0. no 1. yes
q16b: Reason for non-travel: Needed money for other (urgent) matters		
q16c: Reason for non-travel: Job-related reasons		
q16d: Reason for non-travel: Health-related reasons		
q16e: Reason for non-travel: Small children (restricting travel)		
q16f: Reason for non-travel: Family-related reasons		
q16g: Reason for non-travel: Time-related reasons/ time scarcity		
q16h: Reason for non-travel: Do not feel like travelling at this point		
q16i: Reason for non-travel: Age-related reasons (too old)		
q16j: Reason for non-travel: No interest in travelling		
q16k: Reason for non-travel: Other reasons		
q16l: Reason for non-travel: No reasons stated		
q17a: Means of transportation to the airport: Number of trips by car	Metric	
q17a: Means of transportation to the airport: Number of trips by train	Metric	
q17a: Means of transportation to the airport: Number of trips by bus	Metric	
q17a: Means of transportation to the airport: Number of trips by taxi	Metric	
q17a: Means of transportation to the airport: Number of trips by other means	Metric	
q18: Travel decision 2004 (interval): Level of prices with destination(s)	Interval	-2. not important -1. rather not important 1. rather important 2. important.
q18: Travel decision 2004 (interval): Availability of packaged offer(s)		
q18: Travel decision 2004 (interval): Image/ reputation of destination(s)		
q18: Travel decision 2004 (interval): Booking availability with destination(s)		
q18: Travel decision 2004 (interval): Quality expectation with destination(s)		
q18: Travel decision 2004 (ordinal): Level of prices with destination(s)		
q18: Travel decision 2004 (ordinal): Availability of packaged offer(s)	Interval	1. 1st rank, most important 2. 2nd rank 3. 3rd rank 4. 4th rank 5. 5th rank; least important
q18: Travel decision 2004 (ordinal): Image/ reputation of destination(s)		
q18: Travel decision 2004 (ordinal):		

Question # and label	Scale	Values
Booking availability with destination(s)		
q18: Travel decision 2004 (ordinal):		
Quality expectation with destination(s)		

5.2 Travel data

Travel data is recorded on a person level.

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
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
B-CH. Domestic compared to international destinations	Nominal	1. domestic travel 2. international travel
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)	Scale	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	Scale	

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
by household member #1		
D_2. Number of previous trips to destination 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: Reliable	Ordinal	-2. not applicable -1. rather not applicable 0. undecided 1. rather applicable 2. applicable
E. Personality of destination: high spirited		
E. Personality of destination: Authentic		
E. Personality of destination: Passionate		
E. Personality of destination: Honest		
E. Personality of destination: Imaginative		
E. Personality of destination: Down to earth		
E. Personality of destination: Cheerful		
E. Personality of destination: Successful		
E. Personality of destination: Adventurous		
E. The destination and me: Actual self-concept		
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 2. important
F. Type of trip: City trip		
F. Type of trip: Touring with multiple stops		
F. Type of trip: Cruise		
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	0. no 1. 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	Scale	
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		

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
I. Number of travel companions from outside of given HH	Scale	
J. Travel motivation: Diversions; see/ experience something new	Ordinal	-2. not important -1. rather not important 1. rather important 2. important
J. Travel motivation: Get away from it all (daily routine)		
J. Travel motivation: Liberation from obligations (and relationships)		Becken S., D. Simmons, and Ch. Frampton (2003). <i>Segmenting tourists by their travel pattern for insights into achieving energy efficiency</i> . Journal of Travel Research, 42(1), pp. 48–56
J. Travel motivation: Visit and experience sights and culture; expand own horizon		Bieger, Th. and Ch. Laesser (2002). <i>Market segmentation by motivation</i> . Journal of Travel Research, 41(1), pp. 68–76
J. Travel motivation: Termination/ conclusion of phase in one's life		
J. Travel motivation: Rest and relaxation		Gursoy, D. and E. Gavcar (2003). <i>International leisure tourists' involvement profile</i> . Annals of Tourism Research, 30(4), pp. 906–926
J. Travel motivation: Do something for my beauty		Gustafson, P. (2002). <i>Tourism and seasonal retirement migration</i> . Annals of Tourism Research, 29(4), pp. 899–918
J. Travel motivation: Experience of the exotic		
J. Travel motivation: Ability to make flexible decisions		Hirtenlehner H., I. Mörtz, and G.Ch. Steckenbauer (2002). <i>Reisemotivmessung. Überlegungen zu und Erfahrungen mit der Operationalisierung von Urlaubsmotiven</i> . Tourismus Journal, 6(1), pp. 92–104
J. Travel motivation: Enjoyment of comfort and pampering		
J. Travel motivation: Experience landscapes and nature		Jang S. and L.A. Cai (2002). <i>Travel motivations and destination choice: A study of British outbound market</i> . Journal of Travel and Tourism Marketing, 13(3), pp. 111–133
J. Travel motivation: Enjoy nightlife		
J. Travel motivation: Make contact with new people		Kiefl, W. (1997). <i>Wo du nicht bist, dort ist das Glück. Überlegungen zur Vielschichtigkeit touristischer Motive</i> . Tourismus Journal 1(2), pp. 207–224
J. Travel motivation: Prestigious character of trip		
J. Travel motivation: Regeneration from daily routine		Kim K.-Y. and G. Jogaratnam (2002). <i>Travel motivations: A comparative study of Asian international and domestic American college students</i> . Journal of Travel and Tourism Marketing, 13(4), pp. 61–82
J. Travel motivation: Challenge and stimulate oneself		
J. Travel motivation: Sun and beach		Kim Ch. and S. Lee (2000). <i>Understanding the cultural differences in tourist motivation between Anglo-American and Japanese tourists</i> . Journal of Travel and Tourism Marketing, 9(1/ 2), pp. 153–170
J. Travel motivation: Sports (active)		
J. Travel motivation: Search for self-esteem		Shoemaker S. (2000). <i>Segmenting the mature market: 10 Years later</i> . Journal of Travel Research, 39(1), pp. 11–26
J. Travel motivation: Experience of native culture and nature		
J. Travel motivation: Experience adventure and perhaps even risk		Sirakaya E., M. Uysal, and C. F. Yoshioka (2003). <i>Segmenting the Japanese tour market to Turkey</i> . Journal of Travel Research, 41(3), pp. 293–304
J. Travel motivation: Time for partner		
J. Travel motivation: Time for family		Wickens, E. (2002). <i>The sacred and the profane: A tourist typology</i> . Annals of Tourism Research, 29(3), pp. 834–851
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

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
K. Number of month of departure	Nominal	1–12, depicting January to December
K. Number of year of departure	Nominal	
L. Overall duration of trip	Scale	Number of overnight stays
L_cat. Overall duration of trip; categories	Scale	1. one overnight 2. 2–3 overnight stays 3. 4–7 overnight stays 4. 8–14 overnight stays 5. 15–21 overnight stays 6. more than 21 overnight stays
M. Point of decision making for trip (numbers of week ahead of departure)	Scale	
N. Decision process (-3 pro activities compared to 3 pro destination)	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. Sources of information: Own experiences with the destination	Ordinal	-2. not important -1. rather not important 1. rather important 2. important <i>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</i> <i>Fodness, D. and B. Murray (1999). A model of tourist information search behavior. Journal of Travel Research, 37(3), pp. 220–230</i> <i>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</i> <i>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</i> <i>Tideswell, C. and B. Faulkner (1999). Multi destination travel patterns of international visitors to Queensland. Journal of Travel Research, 37(4), pp. 364–374</i> <i>Pearce, D.G. and Ch. Schott (2005). Tourism distribution channels: The visitors' perspective. Journal of Travel Research, 44(1), pp. 50–63</i>
O. Sources of information: Brochures of destination (communal level)		
O. Sources of information: Brochures of destination (region to country)		
O. Sources of information: Accommodation guide of the destination		
O. Sources of information: Accommodation guide of chain		
O. Sources of information: Guide presenting homogeneous destinations		
O. Sources of information: Brochures of tour operators		
O. Sources of information: Advice from travel agencies		
O. Sources of information: Advice from rail service		
O. Sources of information: Advice from TI in the destination		
O. Sources of information: Advice from NTOs in Switzerland		
O. Sources of information: URL from a destination		
O. Sources of information: URL from a hotel chain		
O. Sources of information: URL from a holiday home chain/ provider		
O. Sources of information: URL from a single accommodation provider		
O. Sources of information: URL from an airline		
O. Sources of information: URL from a transport company (not airline)		
O. Sources of information: URL from a tour operator or travel agency		
O. Sources of information:		

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
URL from a travel portal/ consolidator		
O. Sources of information: Other URL		
O. Sources of information: Ads in newspapers and magazines		
O. Sources of information: Travel guides/ books/ magazines		
O. Sources of information: CD-ROM		
O. Sources of information: Fairs and exhibitions		
O. Sources of information: TV and radio broadcasts		
O. Sources of information: TV text		
O. Sources of information: Advice from friends and relatives		
O. Sources of information: Other sources		
P. Package tour	Nominal	1. no package 2. single package travel (individual timing, no travel guide) 3. group package travel 4. other package travel
Q. 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 4. yes, booking of accommodation 5. yes, booking of transportation
R. Point of time of booking of package	Scale	Numbers of weeks ahead of departure
S. Point of time of booking of accommodation	Scale	Numbers of weeks ahead of departure
T. Point of time of booking of transportation	Scale	Numbers of weeks ahead of departure
U1. Package booking choice of media: Phone	Nominal	0. no 1. yes
U1. Package booking choice of media: Personal interaction, face-to-face		
U1. Package booking choice of media: Letter		
U1. Package booking choice of media: Fax		
U1. Package booking choice of media: Email		
U1. Package booking choice of media: Online/ internet		
U1. Package booking choice of media: Other		
U2. Accommodation booking choice of media: Phone	Nominal	0. no 1. yes
U2. Accommodation booking choice of media: Personal interaction, face to face		
U2. Accommodation booking choice of media: Letter		

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
U2. Accommodation booking choice of media: Fax		
U2. Accommodation booking choice of media: Email		
U2. Accommodation booking choice of media: Online/ internet		
U2. Accommodation booking choice of media: Other		
U3. Transport booking choice of media: Phone	Nominal	0. no 1. yes
U3. Transport booking choice of media: Personal interaction, face to face		
U3. Transport booking choice of media: Letter		
U3. Transport booking choice of media: Fax		
U3. Transport booking choice of media: Email		
U3. Transport booking choice of media: Online/ internet		
U3. Transport booking choice of media: Other		
V1. Package booking choice of location: Tour operator	Nominal	0. no 1. yes
V1. Package booking choice of location: Travel agency		
V1. Package booking choice of location: Rail service		
V1. Package booking choice of location: Tourist information at destination		
V1. Package booking choice of location: Transport provider		
V1. Package booking choice of location: Accommodation		
V1. Package booking choice of location: Other		
V2. Accommodation booking choice of location: Tour operator		
V2. Accommodation booking choice of location: Travel agency		
V2. Accommodation booking choice of location: Rail service		
V2. Accommodation booking choice of location: Tourist information at destination		
V2. Accommodation booking choice of location: Transport provider		
V2. Accommodation booking choice of location: Accommodation		
V2. Accommodation booking choice of location: Other		
V2. Transport booking choice of location: Tour operator	Nominal	0. no 1. yes
V3. Transport booking choice of location: Travel agency		
V3. Transport booking choice of location:		

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
Rail service		
V3. Transport booking choice of location: Tourist Info at destination		
V3. Transport booking choice of location: Transport provider		
V3. Transport booking choice of location: Accommodation		
V3. Transport booking choice of location: Other		
W. Travel organization/ tour operator	Nominal	Selection of 36 tour operators present in Switzerland
X. Means of transportation to destination	Nominal	1. car, motor home 2. train 3. scheduled flight direct/ non-stop 4. scheduled flight with transfer 5. charter flight 6. boat, ship 7. bus 8. motorbike or similar 9. bicycle or similar 10. other
Y. Airport and travel class: Zurich	Nominal	1. Economy 2. Business 3. First
Y. Airport and travel class: Basel		
Y. Airport and travel class: Geneva		
Y. Airport and travel class: Berne		
Y. Airport and travel class: Friedrichshafen		
Y. Airport and travel class: Innsbruck		
Y. Airport and travel class: Frankfurt		
Y. Airport and travel class: Munich		
Y. Airport and travel class: Other		
Z. Rationale of airport choice: Requirement from tour operator	Nominal	0. no 1. yes
Z. Rationale of airport choice: Flight from this airport was cheaper than from others		
Z. Rationale of airport choice: Good accessibility with public transport		
Z. Rationale of airport choice: Good accessibility with private transport		
Z. Rationale of airport choice: Closest airport to our residence		
Z. Rationale of airport choice: Good connections to the destination chosen		
AA. Choice of transportation to airport: Car and similar	Nominal	0. no 1. yes
AA. Choice of transportation to airport: Train		
AA. Choice of transportation to airport: Bus		
AA. Choice of transportation to airport: Motorbike and similar		
AA. Choice of transportation to airport: Bicycle		
AA. Choice of transportation to airport: Tram		

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
AA. Choice of transportation to airport: Taxi		
AA. Choice of transportation to airport: Other		
BB. Means and ways of checking in	Nominal	1. at the counter, face to face, on the day of departure 2. at the counter, face to face, one day previous to departure (previous evening check-in) 3. check-in teller/ machine 4. at a train station 5. WWW/ internet check-in 6. telephone check-in
CC. Means of transportation within destination: Car and similar	Nominal	0. no 1. yes
CC. Means of transportation within destination: Train		
CC. Means of transportation within destination: Scheduled flight		
CC. Means of transportation within destination: Charter flight		
CC. Means of transportation within destination: Bus		
CC. Means of transportation within destination: Motorbike		
CC. Means of transportation within destination: Bicycle		
CC. Means of transportation within destination: Boat, ship		
CC. Means of transportation within destination: Cableway, mountain railway		
CC. Means of transportation within destination: City mass transit		
CC. Means of transportation within destination: Taxi		
CC. Means of transportation within destination: Other		
DD. Sports: Walking/ hiking	Scale	Number of days during trip on which activity was pursued
DD. Sports: Trekking/ tramping		
DD. Sports: Jogging/ wagging		
DD. Sports: Mountaineering		
DD. Sports: Gymnastics/ vita parcours		
DD. Sports: Bicycling		
DD. Sports: Mountain biking		
DD. Sports: Swimming/ bathing		
DD. Sports: Diving/ snorkelling		
DD. Sports: Surfing/ windsurfing		
DD. Sports: Sailing		
DD. Sports: Rowing/ paddling		
DD. Sports: Tennis		
DD. Sports: Squash		
DD. Sports: Badminton/ shuttlecock		
DD. Sports: Volleyball		
DD. Sports: Other ballgames		
DD. Sports: Ping pong/ table tennis		

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
DD. Sports: Golf DD. Sports: Inline skating/ skateboard and so on DD. Sports: River rafting DD. Sports: Canyoning DD. Sports: Bowling DD. Sports: Boccia/ lawn bowls DD. Sports: Mini golf DD. Sports: Horse riding DD. Sports: Parachuting/ paragliding and so on DD. Sports: Downhill ski/ carving on slopes DD. Sports: downhill ski/ carving off slopes DD. Sports: Snowboarding DD. Sports: Cross-country ski DD. Sports: Ski touring/ ski hiking DD. Sports: Ice skating/ hockey/ curling DD. Sports: Hiking in winter (on tracks) DD. Sports: Tobogganing/ sledging/ bob sledging EE. N/ Sport: Walking EE. N/ Sport: Walking In theme paths EE. N/ Sport: Strolling/ shopping EE. N/ Sport: Shopping at airport EE. N/ Sport: Sightseeing natural sights EE. N/ Sport: Sightseeing built sights EE. N/ Sport: Visit museums EE. N/ Sport: Go to the theatre/ movies EE. N/ Sport: Get to know new people EE. N/ Sport: Go to events EE. N/ Sport: Go to lectures/ exhibitions EE. N/ Sport: Learn languages EE. N/ Sport: Visit zoos/ nature/ theme parks EE. N/ Sport: Go to fairs EE. N/ Sport: Watch TV/ listen to the radio EE. N/ Sport: Spend time reading EE. N/ Sport: Spend time sleeping/ relaxing EE. N/ Sport: Spend time at the beach EE. N/ Sport: Go dancing EE. N/ Sport: Go have a drink EE. N/ Sport: Go to casinos EE. N/ Sport: Go to parties of any kind EE. N/ Sport: Play games EE. N/ Sport: Do things with the children EE. N/ Sport: Spend value time with partner EE. N/ Sport: Do regimens EE. N/ Sport: Do wellness of any kind EE. N/ Sport: Go to sauna EE. N/ Sport: Take pictures/ videos EE. N/ Sport: Try the local cuisine EE. N/ Sport: Write letters/ cards/ emails EE. N/ Sport: Fish and hunt		
FF. Overall satisfaction with trip	Ordinal	-1. little or not satisfied 0. rather satisfied

Question # and label	Scale	Values <i>Rationale, that is, literature basis, if applicable (in alphabetical order of authors)</i>
		1. satisfied or very satisfied
GG. Satisfaction related to options/ offers in destination	Ordinal	-1. little or not satisfied 0. rather satisfied 1. satisfied or very satisfied
HH. Satisfaction related to the accommodation	Ordinal	-1. little or not satisfied 0. rather satisfied 1. satisfied or very satisfied
II. Likelihood of returning to the same destination	Scale	Percentages ranging from 0 to 100
JJ. Likelihood of returning to the same accommodation (provider)	Scale	Percentages ranging from 0 to 100
KK. Likelihood of recommending the destination	Scale	Percentages ranging from 0 to 100
LL. Likelihood of recommending the accommodation (provider)	Scale	Percentages ranging from 0 to 100
MM_A. Travel expenditure of package travelers: Package expenditure	Scale	Swiss Francs per participating member of household
MM_B. Travel expenditure of package travelers: Additional F&B expenditure		
MM_C. Travel expenditure of package travelers: Additional miscellaneous expenditure		
NN_A. Travel expenditure of individual travelers: Transportation expenditure	Scale	Swiss Francs per participating member of household
NN_B. Travel expenditure of individual travelers: Accommodation expenditure		
NN_C. Travel expenditure of individual travelers: F&B expenditure		
NN_D. Travel expenditure of individual travelers: Miscellaneous expenditure		
MMNN. Total travel costs per participating person	Scale	Swiss Francs per participating member of household