Institute for Public Services
and Tourism

University of St.Gallen

Centers of Excellence:
Tourism and Transport
Regional Science
Public Management

Varnbüelstrasse 19
CH 9000 St.Gallen
Fon +41(71)224-2525
Fax +41(71)224 2536
http://www.idt.unisg.ch

Travel Market Switzerland 2001

Basic Report and Variables Overview

Prof. Dr. Thomas Bieger

Dr. Christian Laesser

St. Gallen, April 2002

Contents

1 Abstract 1

2 General Overview 2

3 Results 6

3.1 Travel Propensities:
Stabilization at a High Level 6

3.2 Duration of Trips:
Possible Termination of a Trend 9

3.3 Choice of Destination:
Switzerland Remains the Favorite Destination 11

3.4 Time of Travel:
Summer Continuously Losing out to Spring and Fall 13

3.5 Motivation:
Gaining Time and Personal Relations in an Intact Landscape 15

3.6 Type of Trip:
Often Forgotten and Still Strong: Visiting Friends and Relatives 16

3.7 Travel Organization:
Two Thirds are Still Completely Autonomous Travelers 17

3.8 Means of Transportation:
Cars and Planes Dominate 18

3.9 Type of Accommodation:
The Hotel Industry Reclaims Market Shares 20

3.10 Holiday Homes:
An Underestimated Type of Accommodation 21

3.11 September 11:
Not the Means of Transportation (Air) was avoided, but the Trip itself 22

4 Variable Sets 24

4.1 Introductory Remarks 24

4.2 Variable Listings 24

4.2.1 Household: *household_sav* and *household_persons.sav* 25
4.2.1.1 Case Identification 25
4.2.1.2 Household Details 25
4.2.1.3 Living and Housing Conditions 27
4.2.1.4 Future Destinations to visit 28
4.2.1.5 Hotel Type Affinity 28
4.2.1.6 Panel Data IHA.GfK 29

4.2.2 Trips: *trips_persons_4waves.sav* and *trips_cells_4waves.sav* 30
4.2.2.1 Case Identification 30
4.2.2.2 Choice of Destination 30
4.2.2.3 Participants Number and Identification 31
4.2.2.4 Time related Facts of Trip (Duration, Departure, Time dependant Reason) 32
4.2.2.5 Type of Trip 33

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.6 Travel Motivation, Decision Bearing Shares 34
4.2.2.7 Decision preparing Sources of Information, Decision Process 35
4.2.2.8 Trip preparing Sources of Information, Packaging 36
4.2.2.9 Booking Media 37
4.2.2.10 Booking Locations 38
4.2.2.11 Internet and URL 39
4.2.2.12 Tour/ Trip Operation 40
4.2.2.13 Means of Transportation 41
4.2.2.14 Destination, Duration, Choice of Accommodation 42
4.2.2.15 Sports Activities during Trip 44
4.2.2.16 Activities during Trip 46
4.2.2.17 Satisfaction with Trip 48
4.2.2.18 Travel expenses 48
4.2.2.19 Probability of Return 48
4.2.3 Excursions: *Excursions_cells_4waves.sav* 49
4.2.3.1 Case Identification 49
4.2.3.2 Date of Excursion 49
4.2.3.3 Choice of Destination 49
4.2.3.4 Participation Information 50
4.2.3.5 Excursion Expenses 50
4.2.3.6 Means of Transportation 50
4.2.3.7 Activities persued 50
4.3 Category Listings 53
4.3.1 Listing "Destination" 53
4.3.2 Listing "Type of Accommodation 54

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Figures

Figure 1:	Household Size Structure (Persons)	5
Figure 2:	WEMF Region Structure	5
Figure 3:	Population Agglomeration Structure	5
Figure 4:	Net Travel Frequency with Regard to Trips with 3+ Overnight Stays	6
Figure 5:	Key Travel Ratios with Regard to Trips with 1+ Overnight Stays	6
Figure 6:	Gross Travel Intensity by WEMF Region	6
Figure 7:	Gross Travel Intensity according to Type and Size of Municipality	7
Figure 8:	Gross Travel Intensity according to Size of Household	8
Figure 9:	Duration of Trips (All Trips)	9
Figure 10:	Duration of Trips (4 or more Overnight Stays)	10
Figure 11:	Distribution of Duration of Trips: Differentiation between Domestic and Abroad	10
Figure 12:	Choice of Destination (All Trips)	11
Figure 13:	Choice of Destination (4 and More Overnight Stays)	12
Figure 14:	Month of Departure	13
Figure 15:	Time-Based Reason for Trip	13
Figure 16:	Travel Motivation Factors (Means)	15
Figure 17:	Top Types of Trips	16
Figure 18:	Travel Organization	17
Figure 19:	Means of Transportation to Destination (All Trips)	18
Figure 20:	Means of Transportation (4 or More Overnight Stays)	18
Figure 21:	Type of Accommodation at Destination	20
Figure 22:	Holiday Homes: Shares of Location and Distribution of Overnight Stays	21
Figure 23:	Share of Trips and Market Share "Air" per Quarter	22
Figure 24:	Shifts in the choice of destination per quarter (in basis points); 1998 - 2001	23

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Abbreviations

Cf.	*confer*, compare
E.g.	for example (*exempli gratia*)
CHF	Swiss Francs
VAR	variable
VFR	visiting friends and relatives (type of trip)

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

1 Abstract

In 2001, for the 15th time since 1972, a survey with regard to the travel behavior of the Swiss population was conducted. For the first time, the survey was conducted in 4 waves with a total of 1,968 households.

Travel Market Switzerland 2001 is still the broadest database with regard to private trips and excursions by the Swiss population.

This report gives an overview on

- **method/ procedure** of data collection (cf. **chapter 2**) and
- **results** (cf. **chapter 3**).
- Additionally, a list of all currently available **variables** gives an impression of data potential with regard to research questions and media coverage (cf. **chapter 4**).

A **first descriptive analysis** - presented in chapter 2 of this report - has shown, that

- With regard to travel propensities, a high level stabilization can be observed;
- There is an indication of a trend termination with regard to the shorteing of trips;
- Switzerland remains the favourite destination, even with market shares continously declining;
- Summer season is loosening to spring and fall;
- Visiting friens and relatives is among the stongest drivers of travel;
- Cars and planes still dominate more than ever;
- The hotel industry is reclaiming market shares at cost of the parahotel sector;
- After 9-11, not the means of transportation (air) was avoided, but the trip itself.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

2 General Overview

Delimitation Private Trips:

Private trips are to be understood as all journeys by private persons with at least one overnight stay outside their home and away from everyday life. They include **all leisure reasons**. So, when talking about private trips, one does not only talk about vacations, holidays, fun, leisure trips , but also about visiting friends and relatives, weekend trips, study tours, etc. (always including at least one overnight stay).

Delimitation Excursions:

Excursions are to be understood as all journeys by private persons with **no overnight stay** at all, **outside of their home and away from everyday life**. They are primarily **motivated by leisure** (recreation and entertainment). Other delimitation criteria include:

- Distance > 30km **or**
- Destination frequency < 6 times/ year

Method:

Self-administrated and structured written interviews of households which examined the households themselves and, where possible, all trips made by their members.

Sampling:

All interviews stem from a representative sample of households, located in the German- and French-speaking part of Switzerland (consumer jury by IHA.GfK).

Weighting:

Size of household (cf. Figure 1), WEMF region (cf. Figure 2), size of municipality (agglomerated) (cf. Figure 3), refraining from a weighting of gender, age and other demographic coefficients (due to the quality of the sample and the missing relevance with regard to their determining influence). The total number of cases remains unchanged (internal weighting only).

Representation:

The database is representative with regard to 95% of Swiss and approximately 50% of foreign (assimilated) citizens in the German- and French-speaking areas of Switzerland, i.e. for

- 5,158 million Swiss citizens
- 0,679 million foreign citizens
- 5,837 million population in total
- 2,520 million households in total

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Extrapolation of results: (with regard to the universe represented)

Depending on whether

- a household and the corresponding **cell trips**[1] and cell **excursions**
- a person and the corresponding **person trips**[2]

were the focus of attention, different extrapolation coefficients need to be applied.

- **Cell trips & Cell Excursions:** Based on the weighted data of 1,263 households (*household_4waves.sav*), the extrapolation coefficient for the weighted sample of 4,349 cell trips (*trips_cells_4waves.sav*) and 6,288 cell excursions (*excursions_cells_4waves.sav*) amounts to **1,140** (4,952 million cell trips and 7,168 million cell excursions).
- **Person trips:** Based on the weighted data of 3,150 persons (*household_persons_4waves.sav*), the extrapolation coefficient for the weighted sample of 8,662 person trips (*trips_persons_4waves.sav*) amounts to **1,470** (12,725 million person trips).

For survey technical reasons, persons in collective households were not registered. Persons older than 80 are underrepresented. Most of the foreign citizens in the survey come from the neighboring countries of Switzerland. Trips with a regular and homogeneous repetition rate (for example to own holiday homes) are underrepresented (for a complete corresponding list, please refer to the limitations section).

Error Terms:

With regard to results and their extrapolation, the sampling allows for the calculation of confidence margins. Those 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:

$$\varepsilon = \hat{p} \pm 1.96\sqrt{\frac{\hat{p} \cdot (1-p)}{N}}$$

with ε: Standard Error Term
p: Share/ percentage of answers
N: Number of cases in sample

1 Cell trip = 1 or more household members traveling together amounts to 1 trip

2 Person trip = 1 trip per person (thus a joint journey of, say, 3 members of a given household amounts to 3 person trips.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Limitations:

Due to the method chosen in general and consequently with regard to the total number of trips, the following limitations have to be seriously taken into account: Comparisons with comparable data of the federal census on the basis of the gross travel intensity show that in Travel Market Switzerland, approximately 20% of all trips taken have not been recorded. Among those trips are – with high probability and depending on their degree of frequency – trips to people's own holiday homes and trips to Switzerland and neighboring countries (with a high correlation between Switzerland and the location of holiday homes), and trips with another high frequency rate.
The differences reveal the widely discussed problem with regard to the delimitation of tourism: Are frequent trips to people's own holiday homes part of tourism activity or part of their regular "life area"?
Thus, when it comes to the absolute extrapolation of data, there is likely to be a systematic underestimation.

Work Basis: (Data basis)

The data is provided by numerous databases:

- Household_4waves.sav (1,233 cases by 126 variables)
- Household_persons_4waves.sav (3,149 cases by 79 variables)
- Trips_cells_4waves.sav (4,300 cases by 349 variables)
- Trips_persons_4waves.sav (8,744 cases by 349 variables)
- Excursions_cells_4waves.sav (6,288 cases by 81 variables)
- Additional files with more cases on a non 4-wave basis

The variable sets are described in Chapter 4.

Approxiamte Price of Data:

Generally, the price of data is the subject of negotiations. Nevertheless, the basis for the calculation is as follows:

Prep 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 (compulsory upon publication):

Bieger, Th. & Ch. Laesser (2002): Travel Market Switzerland – Basic Report and Variables Overview, St. Gallen: Institute for Public Services and Tourism

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

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Figure 1: Household Size Structure (Persons)

Group	Federal Census	Travel Market Switzerland	Weighting Factor
Persons living in household with 1 person	13.9%	7.1%	1.95
Persons living in household with 2 persons	27.1%	35.2%	0.77
Persons living in household with 3 persons	19.2%	15.6%	1.23
Persons living in household with 4 persons	24.9%	27.2%	0.92
Persons living in household with 5 persons	10.3%	11.6%	0.88
Persons living in household with 6 persons	4.6%	3.4%	1.35

Source: *GfK Vademecum (2002); Database* Travel Market Switzerland

Figure 2: WEMF Region Structure

Group	Federal Census	Travel Market Switzerland	Weighting Factor
Suisse romande	24.4%	21.6%	1.13
Alps and prealpine areas	24.5%	27.8%	0.88
Western Midlands	23.0%	24.8%	0.92
Eastern Midlands	28.1%	25.8%	1.08

Source: *GfK Vademecum (2002); Database* Travel Market Switzerland

Figure 3: Population Agglomeration Structure

Group	Federal Census	Travel Market Switzerland	Weighting Factor
Agglomeration; population of > 200,000	33.4%	37.1%	0.90
Agglomeration; population of 50,000 – 199,999	19.8%	25.4%	0.77
Agglomeration; population of 20,000 – 49,999	12.2%	10.4%	1.17
Agglomeration; population of 10,000 – 19,999	1.9%	2.9%	0.65
Municipality; population of 5,000 – 9,999	4.7%	7.6%	0.61
Municipality; population of 2,000 – 4,999	11.5%	7.9%	1.45
Municipality; population of 1,000 – 1,999	7.5%	4.6%	1.63
Municipality; population of < 1,000	9.0%	4.1%	2.19

Source: *GfK Vademecum (2002); Database* Travel Market Switzerland

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3 Results

3.1 Travel Propensities: Stabilization at a High Level

Switzerland still belongs to a group of countries with comparably high travel propensities. In general, however, a consolidation can be observed: for the past few years, all key travel ratios have remained more or less stable.

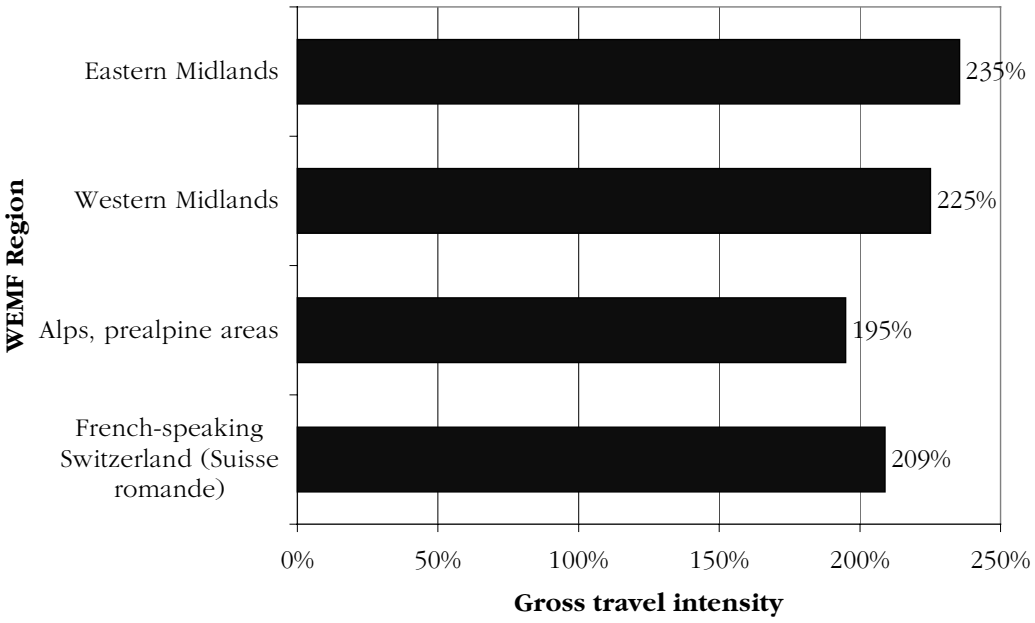
Figure 4: Net Travel Frequency with Regard to Trips with 3+ Overnight Stays

1990	1992	1995/96	1998	2001
83%	83%	75%	79%	72%

Figure 5: Key Travel Ratios with Regard to Trips with 1+ Overnight Stays

	1995/96	1998	2001
Net travel frequency *= share of population with at least 1 trip*	79%	84%	77%
Multiple travel frequency *=share of travelers with more than 1 trip in % of all travelers*	72%	70%	73%
Gross travel frequency *= number of trips per 100 persons*	225	232	218
Travel frequency *= mean number of trips per traveling person*	2.85	2.77	2.83

Figure 6: Gross Travel Intensity by WEMF Region



© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Net travel frequency has reached

- 69% with regard to trips with 4 or more nights (decreasing from 76% in 1990)
- 72% with regard to trips with 3 or more nights (decreasing from 83% in 1990; cf. Figure 4)
- 77% with regard to trips with 1 or more nights (slightly decreasing from 79% in 1995/ 96; cf. Figure 5).

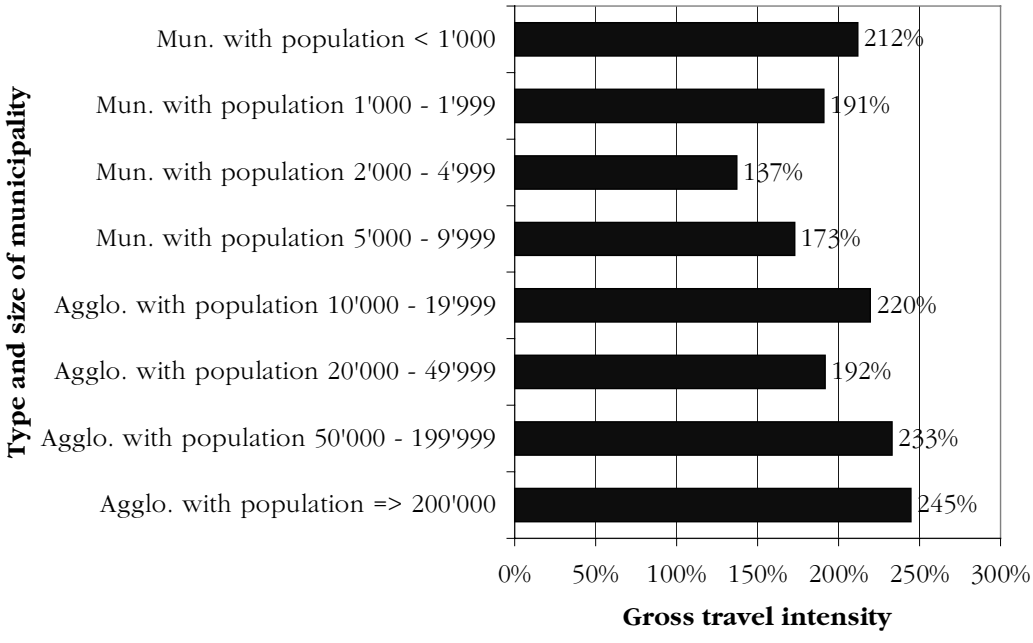
Growth starts to reach its limits, as multiple frequency and travel frequency have been stable, too. This is even more true in the context of long trips, which have continuously lost market shares (please refer to Chapter 3.2).

Three possible explanations for that development can be applied:

- Due to an **enlargement of people's personal environment** (growing distances between workplace and residence, combined with a rise in commuting time, multiple residences per household), more and more trips are not interpreted as "tourism" anymore (but more as activity in the regular life environment);
- A consolidation of a **two-thirds-society** can be observed, with one part of the non-travelers having no or not sufficient financial resources (13%) and another part having no time or not enough time to travel (job-related reasons and time restrictions make up 16% of all reasons not to travel).
- With the **increasing age of the population**, a third major reason not to travel is health related (16%).

In the long run, one can expect a growing importance of the above-mentioned reasons not to participate in travel.

Figure 7: Gross Travel Intensity according to Type and Size of Municipality



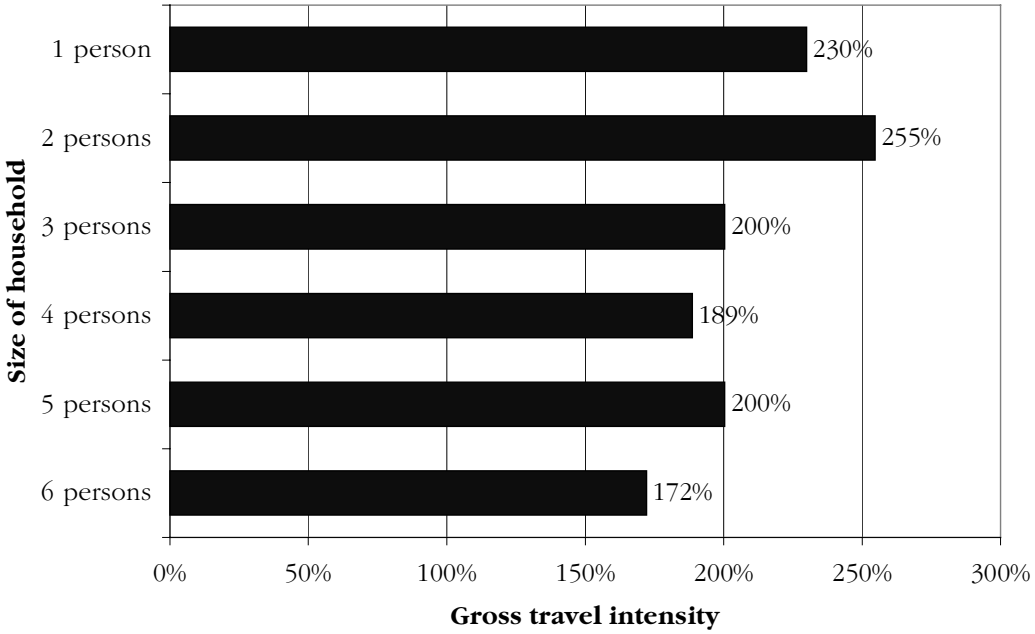
Gross travel intensity, in particular, still varies a great deal (Figure 6, Figure 7,Figure 8):

- For reasons of **income** and **general living conditions**, the German-speaking population in general and people living in cities in particular generate a higher number of trips than French-speaking areas of the country and people living in the mountains and in the countryside.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

- For reasons of **greater flexibility** and generally higher **per-capita incomes**, smaller households generate a comparably higher number of trips than larger households.

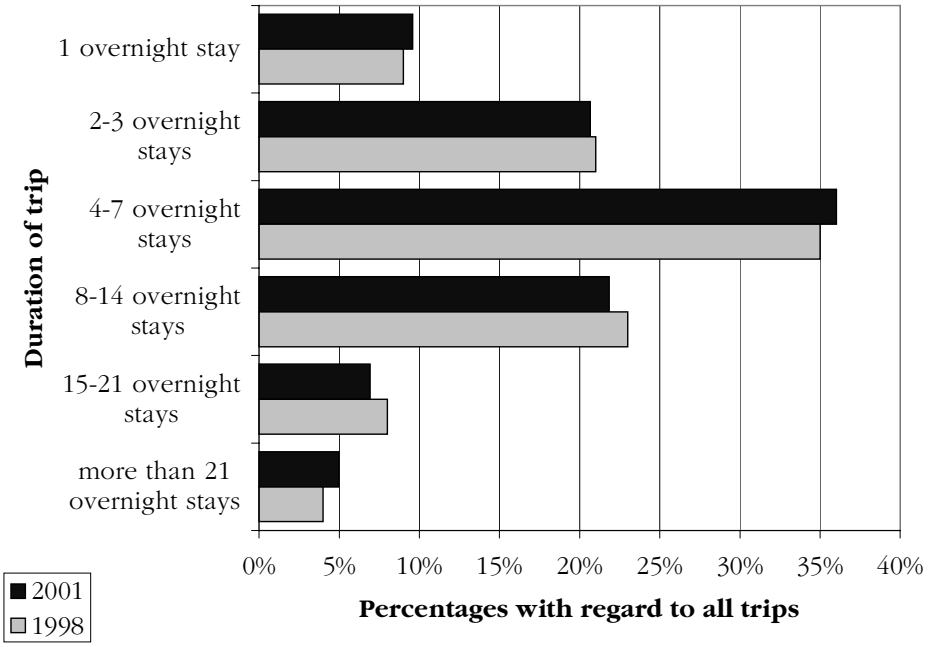
Figure 8: Gross Travel Intensity according to Size of Household



© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.2 Duration of Trips: Possible Termination of a Trend

Figure 9: Duration of Trips (All Trips)



The overall trend with regard to the **shortening of all trips** seems to be over. The distribution of the duration of trips has hardly changed at all since the last survey in 1998. Neither a shortening of the mean duration nor a redistribution in favor of short trips can be observed. Even with regard to a long term perspective, after the mid-1990s, shifts in travel behavior in this respect have not been observed anymore.

When looking at the **long term development**, including all trips with 4 or more overnight stays (cf. Figure 10; data with regard to shorter trips are not available), the end of that trend is strongly confirmed. Over the years, two-week and three-week trips have lost out to one week-trips. But since the beginning of the 1990s, the distribution has remained quite stable.

That general trend does not contradict the statistically proven perception of many Swiss destination and hotel managers who claim that the **average duration of all stays in Switzerland is still declining**. In that respect, one has to be aware that

- approximately half of all overnight stays in hotels in Swiss destinations are generated by **guests coming from Switzerland**. That share also includes business travel, a type of travel not included in this survey.
- Two thirds of all **domestic leisure trips** (surveyed type of trip) last 7 nights or less, while two thirds of all trips abroad last between 4 and 14 nights (cf. Figure 11).
- The **limitations** (cf. chapter 2) and explanations for the travel propensities (cf. Chapter 3) speak against repeated short trips. As two thirds of all trips with 3 or fewer overnight stays terminate in Switzerland, there is a potential for underestimating the number of really short domestic trips.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Figure 10: Duration of Trips (4 or more Overnight Stays)

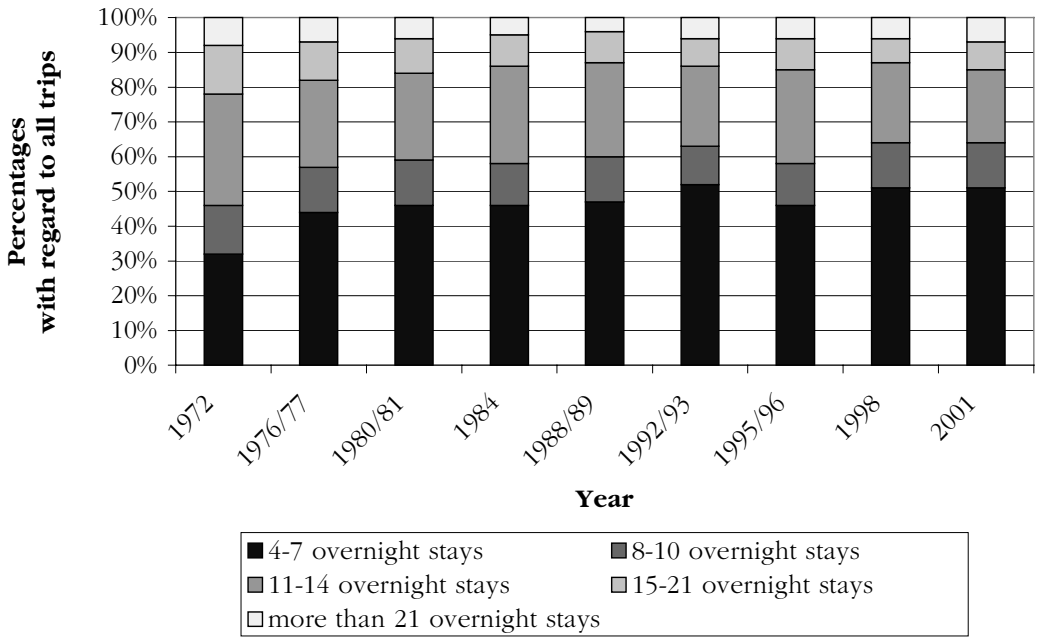


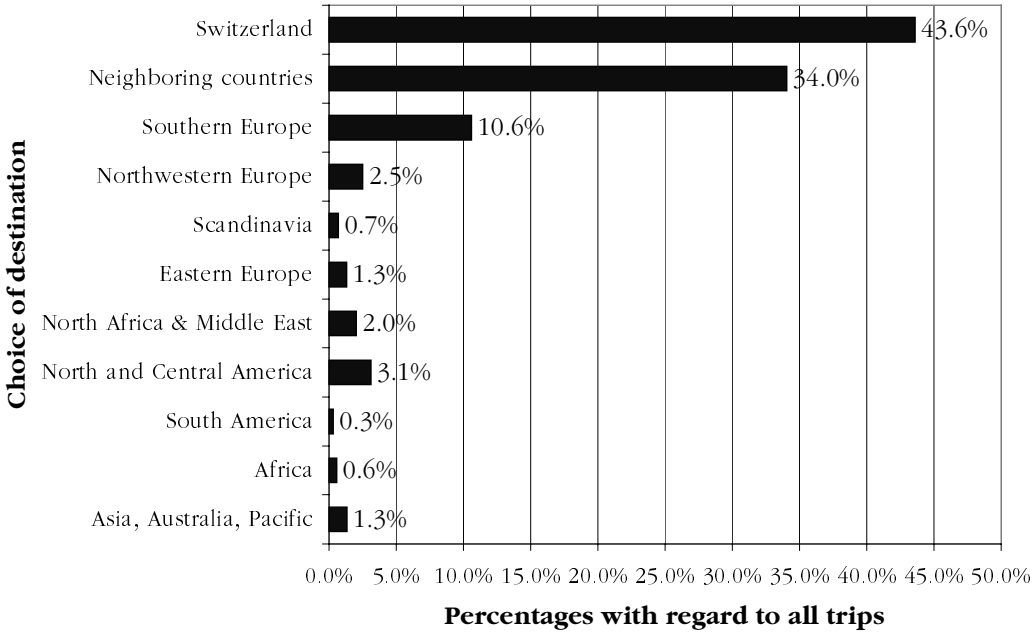
Figure 11: Distribution of Duration of Trips: Differentiation between Domestic and Abroad

Duration	Domestic (Switzerland)	Abroad	Overall
1 overnight stay	15%	4%	9%
2-3 overnight stays	25%	17%	21%
4-7 overnight stays	40%	33%	36%
8-14 overnight stays	13%	28%	22%
15-21 overnight stays	3%	10%	7%
more than 21 overnight stays	4%	6%	5%
	100%	100%	100%

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.3 Choice of Destination: Switzerland Remains the Favorite Destination

Figure 12: Choice of Destination (All Trips)



Switzerland's "**pole position**" with regard to the choice of destination remains unchallenged, although a small loss in market share of 1.4%points (with regard to all trips) between 1998 and 2001 surveys has to be reported. In the case of Switzerland, all market shares remain relatively stable, with the Mediterranean area and Germany as beneficiaries of potential small losses of the other areas (for additional information on the destination choice, please refer to Figure 24 in Chapter 3.11).

With regard to the above, one can hypothesize that in the near future no significant shifts are to be expected, mainly for two reasons:

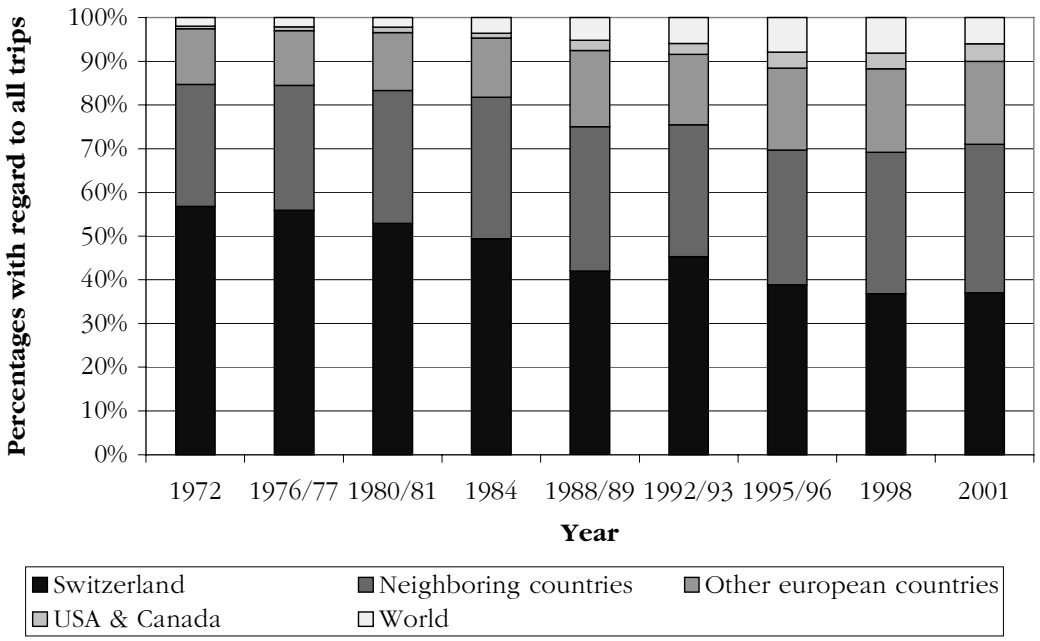
- **Travel behavior in general** has proved to be quite stable; deviations are of short-term duration (and thus without long-term impact);
- The **choice of destination** (and the travel distance) **correlates positively with the duration of trips**. Due to the stabilization of the latter, one key driver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

When looking at the **long term development** with regard to trips with 4 or more overnight stays (cf. Figure 13), a consolidation in the shares of destination can be observed. About 70% of all trips are to Switzerland and the neighboring countries, 20% to the rest of Europe and 10% can be considered as intercontinental travel.

It can be hypothesized that the trend towards a significant increase in long-haul travel is over. Part but not all of that can be explained by the events of September 11, leading to a temporary slump in air travel. Another possible explanation for that lock-in can be found in the limiting factors of travel: time and duration of the trip, financial resources and general preferences.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Figure 13: Choice of Destination (4 and More Overnight Stays)



© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.4 Time of Travel: Summer Continuously Losing out to Spring and Fall

Figure 14: Month of Departure

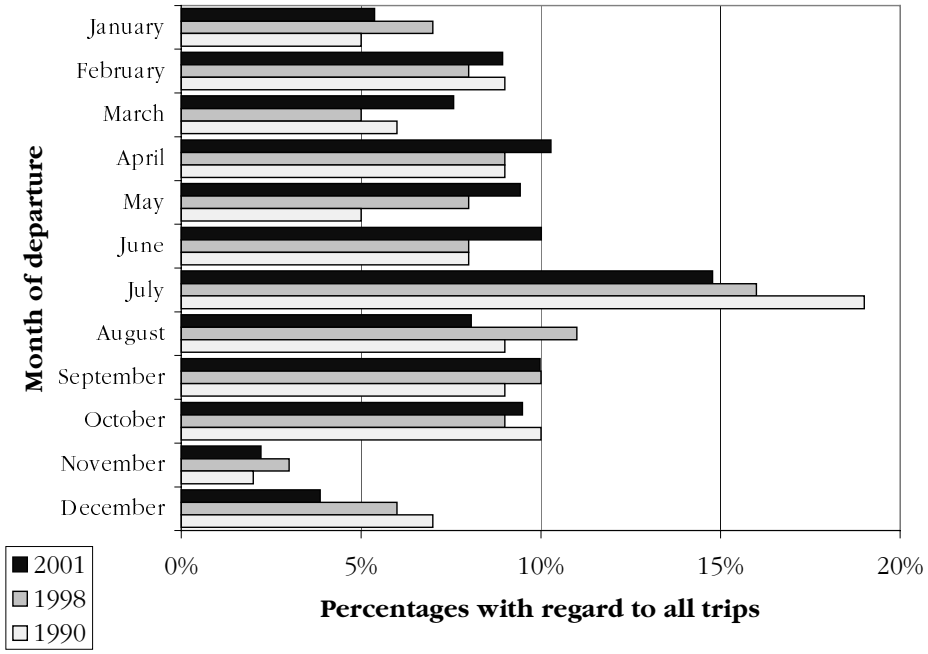
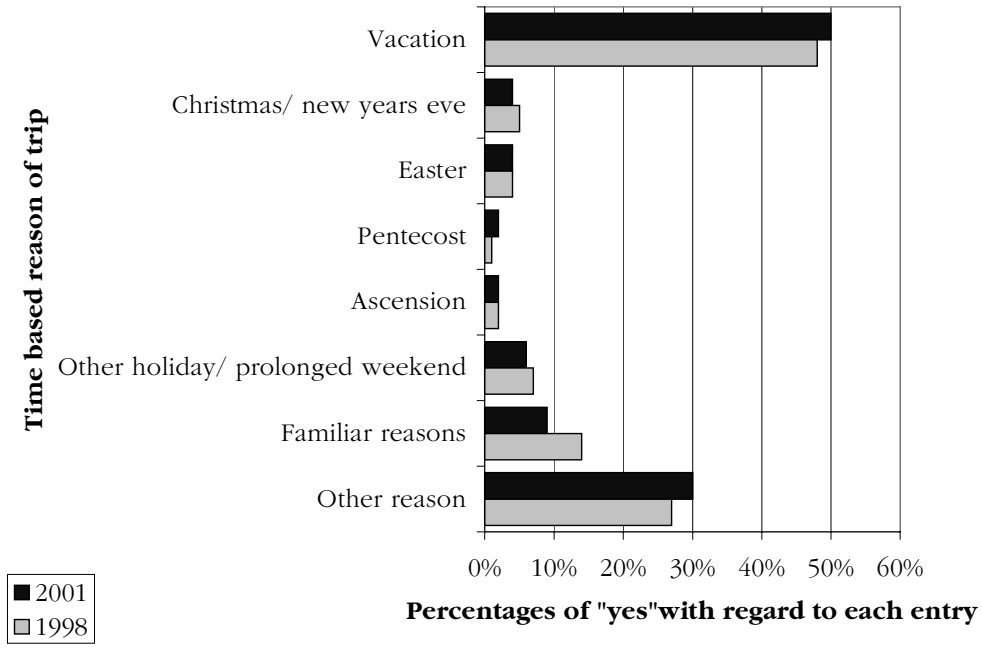


Figure 15: Time-Based Reason for Trip



Unlike the previous indicators, **significant shifts** can be observed with regard to the **month of departure**. One can hypothesize that the events of September 11, including economic uncertainties, have had a significant impact on the propensity to travel in the months thereafter (departures decreased particularly in November and December).

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

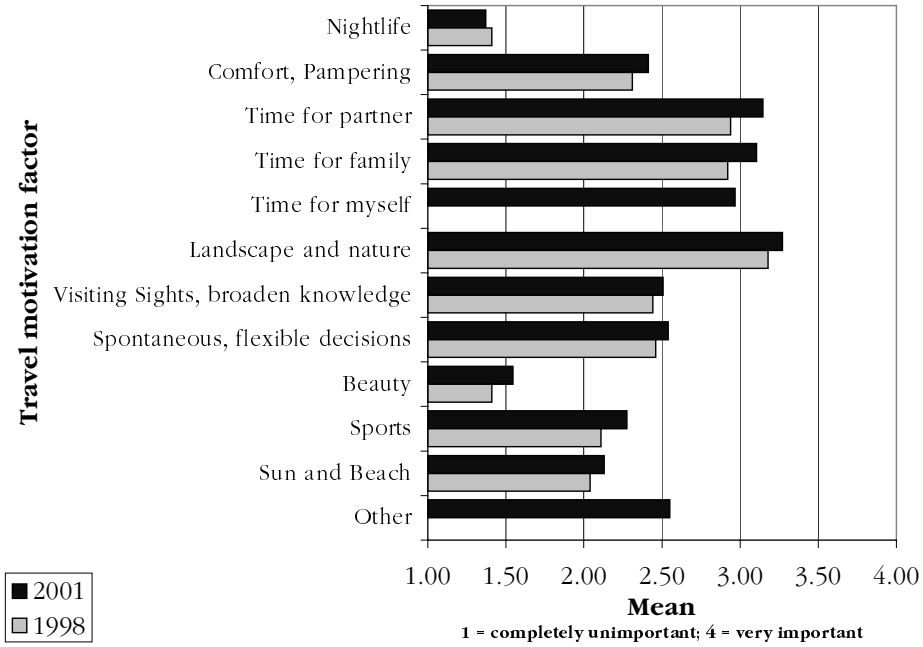
Thus overall, there is a significant redistribution in favor of the first half of the year. July still remains the month with the highest share of departures, even if it has lost out during the past 10 years. Volatility was stable between the last survey and that of 2001 with the standard deviation with regard to the shares of months at 3.3%.

With regard to the time based reasons for trips (cf. Figure 15), vacations are still the most prominent driver of travel. Further, when compared to 1998, the distribution remains almost the same. Still, one small shift can be noted: familiar reasons for traveling are losing significance in favor of other kinds of trip. This development can also be observed with regard to the types of trips in Chapter 3.6.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.5 Motivation: Gaining Time and Personal Relations in an Intact Landscape

Figure 16: Travel Motivation Factors (Means)



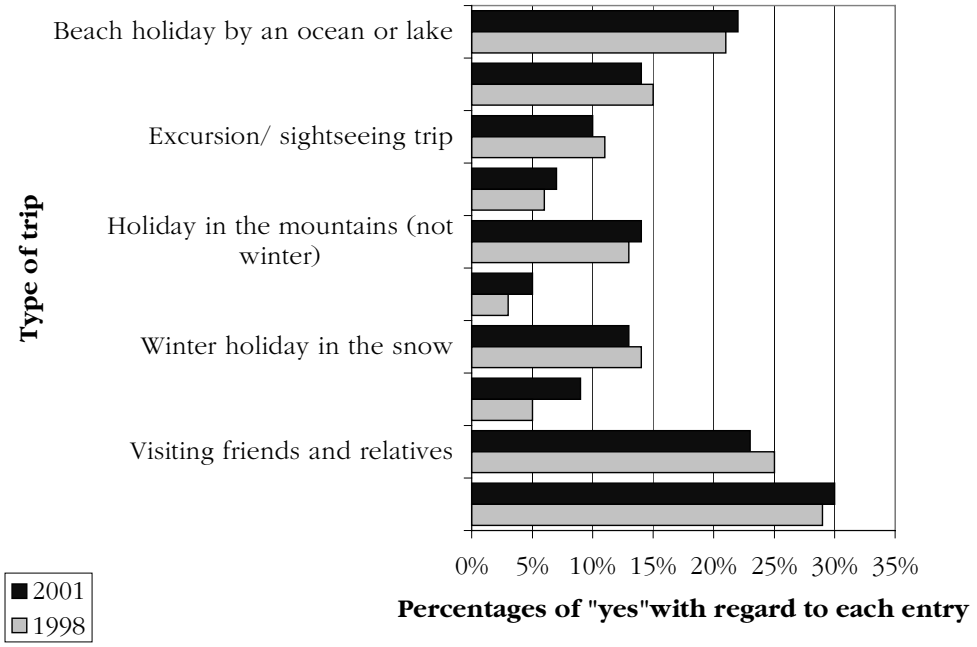
While the **overall level of motivation** has increased slightly, the distribution with regard to importance remains more or less the same. Time based reasons and experiencing landscapes and nature remain the key motivation factors. Taking that as an indication of an increasing demand for personal stocktaking, **space** with regard to **area** and **time** is becoming more and more important.

But: With regard to landscape and nature, a kind of "schizophrenia" must be mentioned, as the means of transportation, often based on the choice of destination, is in conflict with goals related to the conservation of landscape and nature and thus as a habitat for humans: It can be hypothised on the basis of other results of this study, too, that tourists tend to consider an “intact” nature as a kind of nature without visible damage linked to the impairment of individual wellbeeing.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.6 Type of Trip: Often Forgotten and Still Strong: Visiting Friends and Relatives

Figure 17: Top Types of Trips



With regard to the types of trips, and referring to 1998, hardly any changes can be observed. Trip types which include an **effort** of any kind (sightseeing trips, cultural sites, visiting friends and relatives) are slightly losing shares, with trips including individual **well-being** benefiting. This development and the above-mentioned potential discrimination will need further investigation.

Special emphasis must be placed on the type "**Visiting friends and relatives (VFR)**". A large number of trips take place for this reason. Here it can be observed that

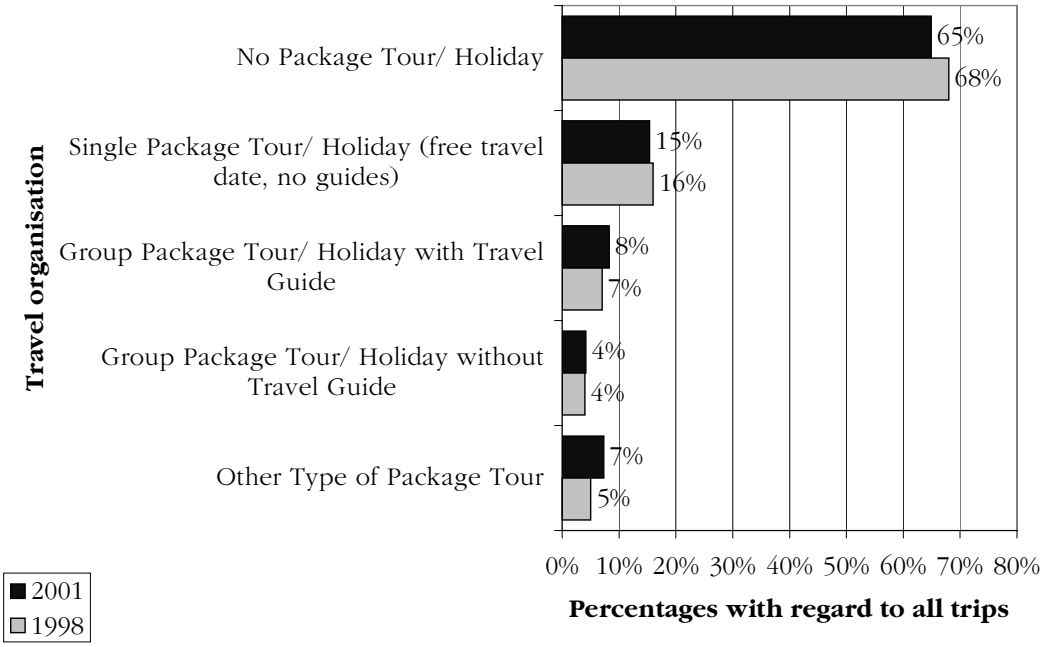
- Concerning the **choice of destination**, the market share of Switzerland with regard to that type of travel amounts to 49%, the share of destinations abroad to 51%, thus inducing a type-related market share of Switzerland comparably higher than the overall one.
- With **regard to the duration of trips**, half of all trips of that type last three nights or less; they are among the shortest trips.
- With regard to **travel motivation**, the level of overall motivation is comparably lower than overall, with one exception: time for the family. The most underrepresented motivation for visiting friends and relatives is sports.
- With regard to the **combination with other types of trip**, some visits to friends and relatives are combined with city trips (11%), beach holidays (9%) and holidays in the countryside (8%). There is a particularly strong link with city trips, as 17% of that type of trip is combined with VFR.

When looking at marketing issues in tourism, special emphasis should be placed on a destination's population as a generator of relations and participator in social networks!

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.7 Travel Organization: Two Thirds are Still Completely Autonomous Travelers

Figure 18: Travel Organization



A majority of travelers coming from Switzerland still organize their trip themselves. The share of package tours in general has been declining and is currently at 35%. The increase in "Other Types of Package Tour" might be a sign of an increasing share of highly specialized tours.

However, one limiting factor must be mentioned: in a world of **modularized tour operating** and retailing, often combined with individual travel-preparatory steps, the task for interviewees to distinguish between packaging and non-packaging becomes more and more difficult. Thus, the above-mentioned results have to be reconsidered accordingly.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.8 Means of Transportation: Cars and Planes Dominate

Figure 19: Means of Transportation to Destination (All Trips)

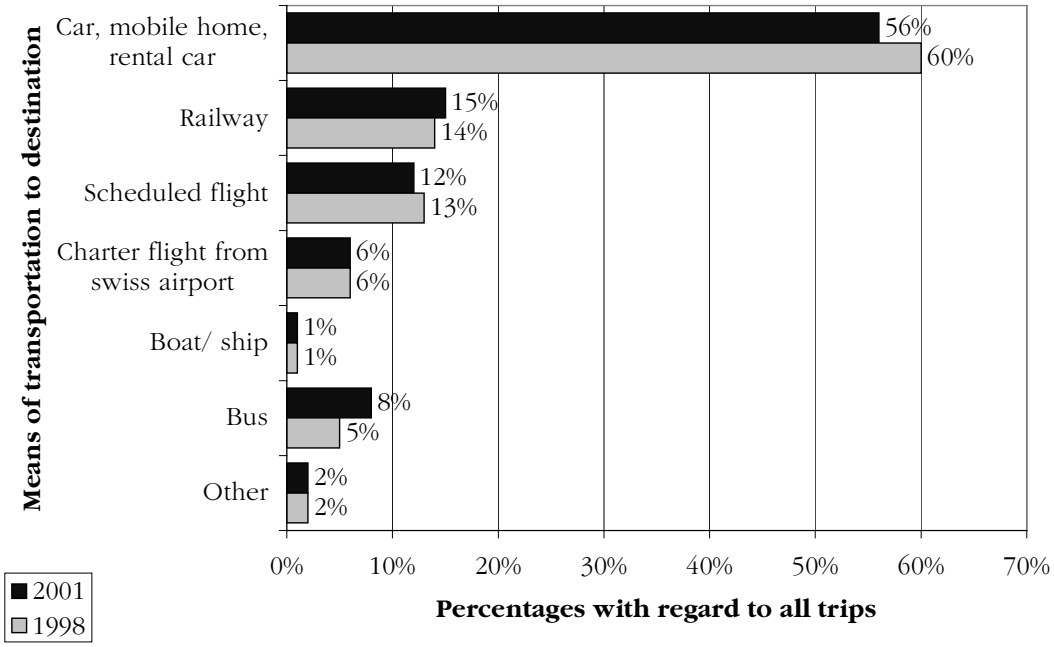
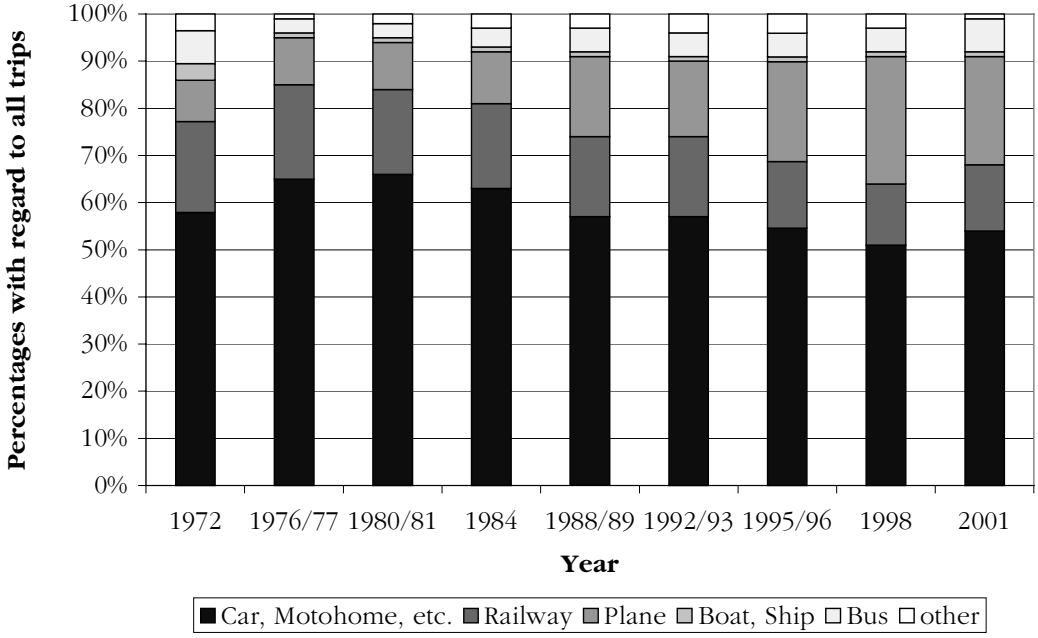


Figure 20: Means of Transportation (4 or More Overnight Stays)



The car remains the key means of transportation to a given destination. It has been losing market shares, however, with buses clearly benefiting and railways slightly benefiting. Despite the events of September 11, the overall share of planes has not decreased significantly; as will be shown in Chapter 3.11, on the one hand, those terrible events did not result in an increase. On the other hand, as there is no significant shift with regard to the choice of a destination

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

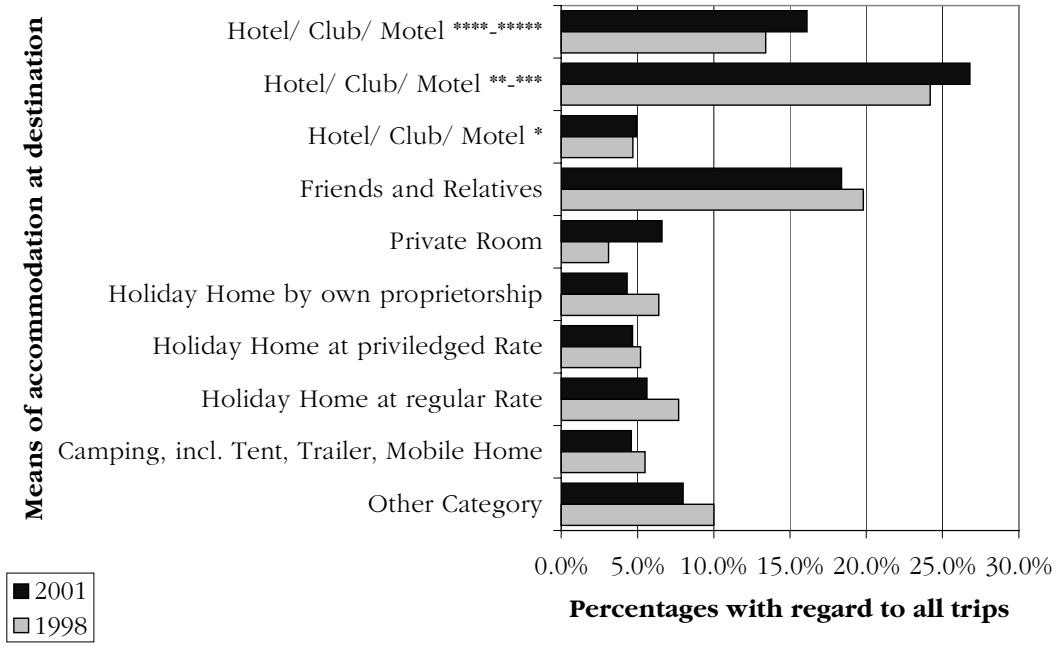
that is only accessible by air, it would be surprising if there was a significant shift in the means of transportation.

When looking at the **long term development** though (cf. Figure 20), the railway can be considered as the loser (at an increased pace from the mid-1980s on), while air transportation is a definite winner. The mutual dependence between air travel and choice of destination becomes obvious: on the one hand, technological developments in aircraft construction have brought significantly more wide-body jets with ever lower costs per capacity unit (seats), and on the other hand, regular charter air transportation to many destinations has not only made them accessible but also initially contributed to the cracking of a rather rigid pricing structure.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.9 Type of Accommodation: The Hotel Industry Reclaims Market Shares

Figure 21: Type of Accommodation at Destination



Unlike any other behavioral categories, there are **clear shifts with regard to the choice of accommodation**. Overall, the hotel sector has been gaining shares over the past three years at the cost of the parahotel sector.

That development can be first explained with the **choice of destination**: as Switzerland has continuously lost market shares, so the high-class type of accommodation used on domestic trips has lost market shares correspondingly.

Another explanation might be found in the shifts with regard to the **type of trip** (cf. Chapter 3.6): Individual well-being requires a certain standard with regard to accommodation, be it a hotel (in a standardized form), or a private room (in a highly individualized form).

With regard to the choice of hotel type, the following needs to be noted: up to 1998, an erosion with regard to the market share of hotels **-*** was observable, owing to their neglect of market positioning (as the argument runs). As the quality of that type of hotel has been improved in many countries, the above-mentioned development seems to have been halted. Still, that development will need further observation.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.10 Holiday Homes: An Underestimated Type of Accommodation

As explained earlier, as far as domestic trips are concerned, the choice of accommodation is in favor of non-hotels, whereas with international travel, hotels are the preferred means of accommodation.

Thus, for the first time in Switzerland, the special role of holiday homes has been surveyed with the help of a number of questions. The results reveal a large quantity of leisure travel as yet completely neglected.

Some of the results are to be the tip and the basis of an estimate of an iceberg called "holiday residence travel" (cf. Figure 22):

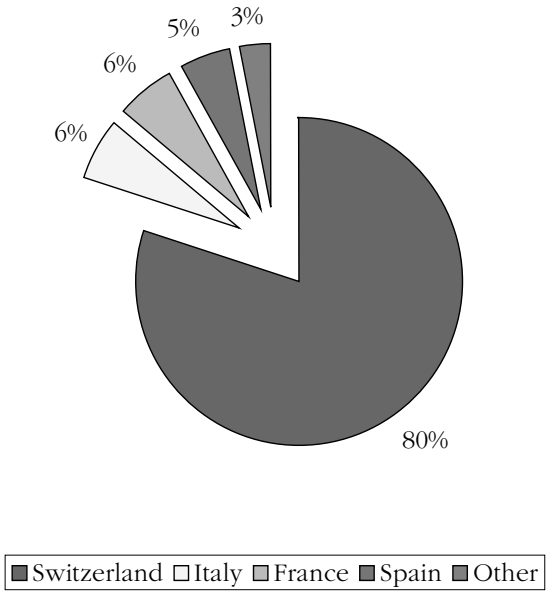
- **12 % of all Swiss households surveyed own or possess** at least one holiday residence (either a house or an apartment);
- **11% of all Swiss households surveyed** have **regular, privileged access** to someone else's holiday home (privileged in the sense of free access or access at a strongly reduced rate, with a minimum of other obstacles of any kind).

Thus, an estimated **700 thousand households** enjoy really easy and convenient access to a holiday home of some kind. The majority of these are located in Switzerland; other popular countries include Italy, France and Spain.

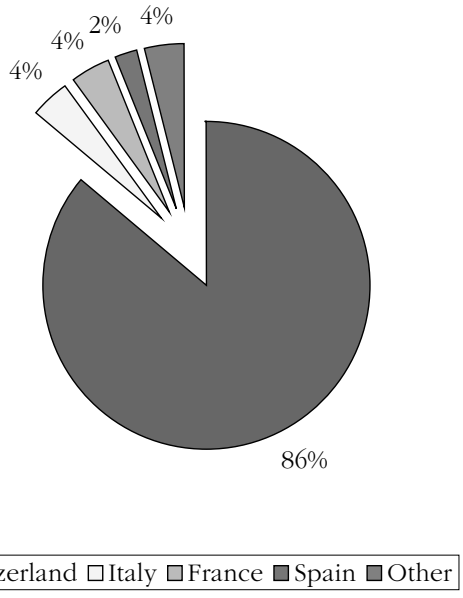
Those households approximately generate about **41 million overnight stays**, of which 86% (35 million) take place in Switzerland.

Figure 22: Holiday Homes: Shares of Location and Distribution of Overnight Stays

Shares of locations:



Shares of overnight stays:



© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

3.11 September 11: Not the Means of Transportation (Air) was avoided, but the Trip itself

The impacts of the events of September 11 give a two-sided picture. Basically, it was not the **means of transportation** that was avoided (cf. Figure 23), but the **trip** itself (by means of postponement and/ or cancellation) and in certain cases the destination (cf. Figure 24).

Compared with 1998, the first two quarters evinced an 11% increase in travel frequency, while in the second six months, the change amounted to -22%. Assuming that in a regular year, the growth rate of the first six months would have gone on into the second half year, for the second half a **total loss of 33% of potential travel frequency** can be estimated.

Figure 23: Share of Trips and Market Share "Air" per Quarter

Quarter	1998		2001	
	No. of Trips (millions)	**Market Share Air**	**No. of Trips (millions)**	**Market Share Air**
1st	2.7 (20.1%)	14.5%	2.8 (21.9%)	13.9%
2nd	3.2 (24.0%)	24.6%	3.8 (29.7%)	22.5%
3rd	5.1 (36.9%)	19.1%	4.2 (32.8%)	17.8%
4th	2.5 (19.0%)	23.3%	2.0 (15.6%)	24.7%
Total & Overall	**13.5 (100%)**	**20.6%**	**12.8 (100%)**	**19.5%**

It can be assumed that **economic reasons** (uncertainty with regard to future development) were overriding reasons for this behavior. That hypothesis is supported by the fact that **domestic tourism** (in a rather pricey environment) – compared to 1998 - has lost significant market shares during the second half, while all neighboring countries except Austria reported gains.

With high probability, **North and Central America** have lost significant market shares due to the events of September 11. That development can mainly be explained by the noticeable increase of **inconveniences** with regard to security issues in air travel to and in that area.

Interestingly, during the second half of the year, the **market share of air travel has** hardly changed at all. In fact, there was even an increase in the fourth quarter (compared to a loss over the entire year). A number of hypotheses might account for this:

- As mentioned earlier, economic considerations overrode issues of security and the fear of boarding an airplane: maybe it was **defiance** that urged people to fly anyway – "Now: more than ever!"
- The fast action taken by the US, in combination with its early calculable risk, has contributed to a **rationalization** of the event's impact and thus to the assessment of potential travel risks (e.g. in most cases, the multinational companies' travel ban to Central Asia was lifted by early November).
- The **obliviousness** of travelers has to be taken into account; as earlier events have shown (e.g. the 1997 terrorist attacks in Luxor, Egypt).

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

Figure 24: Shifts in the choice of destination per quarter (in basis points); 1998 - 2001

Destination	1st quarter	2nd quarter	3rd quarter	4th quarter	Entire year
Switzerland	2.19%	-3.00%	-2.21%	-4.11%	**-1.51%**
Austria	-1.06%	1.89%	0.26%	-1.15%	**0.10%**
Germany	1.16%	2.15%	1.54%	3.42%	**1.85%**
France	-1.34%	0.47%	0.90%	2.26%	**0.51%**
Italy	-0.38%	-2.71%	0.45%	1.32%	**-0.44%**
Spain	-0.17%	2.62%	0.67%	-1.48%	**0.54%**
Portugal	0.20%	0.30%	0.10%	0.17%	**0.17%**
Greece	-0.13%	1.20%	-0.60%	0.65%	**0.21%**
Other Areas in the Mediterranean	0.20%	-0.12%	0.30%	1.12%	**0.32%**
Northwestern Europe	-0.05%	-1.48%	-0.91%	-0.38%	**-0.75%**
Scandinavia & Northern Europe	-0.20%	-0.64%	-0.67%	0.24%	**-0.42%**
Eastern Europe	0.48%	-0.01%	-0.04%	0.68%	**0.19%**
North Africa & Middle East	0.12%	0.54%	0.09%	1.08%	**0.38%**
North and Central America	0.82%	-0.71%	-0.11%	-2.11%	**-0.39%**
South America	-0.30%	-0.12%	0.21%	-0.04%	**-0.05%**
Africa	-0.05%	0.50%	-0.06%	-1.33%	**-0.11%**
Asia, Australia, Pacific	-1.49%	-0.88%	0.08%	-0.35%	**-0.61%**

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4 Variable Sets

4.1 Introductory Remarks

The variable lists consist of 2 listings:

- Variable listings with regard to
  - Household and personal perspective (please refer to Chapter 4.2.1)
  - Trip perspective (please refer to Chapter 4.2.2)
  - Excursion perspective (please refer to Chapter 0)
- Special category listings with regard to
  - Choice of destination (please refer to Chapter 4.3.1)
  - Choice of accommodation (please refer to Chapter 4.3.2)

4.2 Variable Listings

How to read:

- The Variable Name (VAR Name) sets the name coding for a given variable
- The Variable Label (VAR Label) gives more detailed information on a given variable; # indicates the person in the household (oldest = 1; youngest = 6)
- Categories/ Coding give an overview of categories of non-scale variables (ordinal and nominal)
- Type indicates the type of a given variable
  - N: scale
  - ST: string
- Scale indicates the sale of a given variable:
  - S: scale
  - O: ordinal
  - N: nominal/ not dichotomous
  - D: dichotomous

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.1 Household: *household_sav* and *household_persons.sav*

4.2.1.1 Case Identification

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
weight	*Total weight*		*N/ S*
hhnr	*Household number*		*N/ N*
waves	*Number of waves of survey participation*		*N/ N*
language	Language code	1: german 2: french	N/ N

4.2.1.2 Household Details

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
fr1	Zipcode of household		N/ N
fr2	Number of persons in household		N/ S
fr3_1	Completion of questionnaire #1	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
fr3_2	Completion of questionnaire #2		
fr3_3	Completion of questionnaire #3		
fr3_4	Completion of questionnaire #4		
fr3_5	Completion of questionnaire #5		
fr3_6	Completion of questionnaire #6		
fr4_1	Gender of person #1	1: male 2: female	N/ N
fr4_2	Gender of person #2		
fr4_3	Gender of person #3		
fr4_4	Gender of person #4		
fr4_5	Gender of person #5		
fr4_6	Gender of person #6		
fr5_1	Date of birth #1	Year	N/ S
fr5_2	Date of birth #2		
fr5_3	Date of birth #3		
fr5_4	Date of birth #4		
fr5_5	Date of birth #5		
fr5_6	Date of Birth #6		
fr6_1_1	Foreign citizenship #1	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
fr6_1_2	Foreign citizenship #2		
fr6_1_3	Foreign citizenship #3		
fr6_1_4	Foreign citizenship #4		
fr6_1_5	Foreign citizenship #5		
fr6_1_6	Foreign citizenship #6		
fr6_2	Country of citizenship	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr7_1	Highest Education #1	1: Cumpulsory Schooling/ very basic training 2: Apprenticeship/ Vocational school 3: Vocational Graduation 4: Middle/ High school, Gymnasium, Comm. school 5: Vocational master diploma 6: Technical school 7: Higher technical school 8: University of applied sciences 9: University	N/ N
fr7_2	Highest Education #2		
fr7_3	Highest Education #3		
fr7_4	Highest Education #4		
fr7_5	Highest Education #5		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
fr7_6	Highest Education #6		
fr8_1	Occupation #1	1: CEO/ Top Management/ Chief Public Servant 2: SME director/ owner 3: Farmer 4: Free Profession (Doctor, Lawyer, Consultant, etc.) 5: Middle Management 6: Commercial/ tecnical Employee, Public Servant 7: Worker 8: Pensioner 9: Housework 10: Unemployed, looking for a Job 11: In Training/ School: Apprenticeship 12: In Training/ School: Middle School 13: In Training/ School: Student at University 14: None of the above mentionned Professions 15: In Military Service	N/ N
fr8_2	Occupation #2		
fr8_3	Occupation #3		
fr8_4	Occupation #4		
fr8_5	Occupation #5		
fr8_6	Occupation #6		
fr9_1	Public transportation passes #1	1: yes, a general network pass 2: yes, a half-price pass 3: yes, a route pass 4: no, no pass at all 12: yes, a general network pass + a half proce pass 23: yes, a half proce pass + a route pass 123: yes, all types of passes	N/ N
fr9_2	Public transportation passes #2		
fr9_3	Public transportation passes #3		
fr9_4	Public transportation passes #4		
fr9_5	Public transportation passes #5		
fr9_6	Public transportation passes #6		
fr10_1	Car ownership	1: yes/ answered positively 2: no/ answered negatively	N/ D
fr10_2	Number of cars in total	Number	N/ S
fr11_1	Access to car(s) #1	1: Regular access to car (anytime) 2: Occasional access to car (by car sharing)	N/ N
fr11_2	Access to car(s) #2		
fr11_3	Access to car(s) #3		
fr11_4	Access to car(s) #4		
fr11_5	Access to car(s) #5		
fr11_6	Access to car(s) #6		
fr12_1	No travel activities #1	1: yes, no travel activities in 2001	N/ D
fr12_2	No travel activities #2		
fr12_3	No travel activities #3		
fr12_4	No travel activities #4		
fr12_5	No travel activities #5		
fr12_6	No travel activities #6		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.1.3 Living and Housing Conditions

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
fr14_1	Living and housing conditions: Amount of Space	1: dissatisfied 2: rather dissatisfied 3: rather staisfied 4: satisfied	N/ O
fr14_2	Living and housing conditions: Furnishing		
fr14_3	Living and housing conditions: Costs		
fr14_4	Living and housing conditions: Noise immission/ Isolation		
fr14_5	Living and housing conditions: Quality of air		
fr14_6	Living and housing conditions: Location, Quarter		
fr14_7	Living and housing conditions: Exterior area (garden, playground, etc.)		
fr14_8	Living and housing conditions: Possibilities for designing the exterior area		
fr14_9	Living and housing conditions: Length and duration of commuting		
fr14_10	Living and housing conditions: Public transportation connection/ accessability		
fr14_11	Living and housing conditions: Children suitability		
fr14_12	Living and housing conditions: Parking availability		
fr14_13	Living and housing conditions: Shopping facilities		
fr14_14	Living and housing conditions: Recreational facilities		
fr14_15	Living and housing conditions: Overall evaluation		
fr15a	Holiday home: Owner	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
fr15b	Holiday home: Regular access to holiday home		
fr15c	Holiday home: Intention to buy holiday home within 12-24 months		
fr15d	Holiday home: Intention to sell holdiay home within 12-24 months		
fr15e	Number of person-nights in own or regularly accessed holiday home		N/ S
fr15f_1	Zip code of own or regularly accessed holiday home	Number of Zip Code	N/ N
fr15f_2	Contry code of own or regularly accessed holiday home	Country code in two letters	ST/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.1.4 Future Destinations to visit

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
fr16_1_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_1_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N
fr16_2_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_2_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N
fr16_3_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_3_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N
fr16_4_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_4_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N
fr16_5_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_5_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N
fr16_6_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_6_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N
fr16_7_1	Destination intended to visit	Please refer to listings "destination" in Chapter 4.3.1	N/ N
fr16_7_2	Probability of visitation of given destination	1: with certitude or high probability 2: with some probability	N/ N

4.2.1.5 Hotel Type Affinity

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
fr17_1	Affinity for a given hotel type: Tennis hotel	1: does not appeal to me/ us 2: does rather not appeal to me/ us 3: rather appeals to me/ us 4: strongly appeals to me/ us	N/ O
fr17_2	Affinity for a given hotel type: Wellness hotel		
fr17_3	Affinity for a given hotel type: Eco hotel		
fr17_4	Affinity for a given hotel type: Bike hotel		
fr17_5	Affinity for a given hotel type: Golf hotel		
fr17_6	Affinity for a given hotel type: Historic hotel		
fr17_7	Affinity for a given hotel type: Business hotel		
fr17_8	Affinity for a given hotel type: Health hotel		
fr17_9	Affinity for a given hotel type: Congress hotel		
fr17_10	Affinity for a given hotel type: Drive-In hotel		
fr17_11	Affinity for a given hotel type: Family hotel		
fr17_12	Affinity for a given hotel type: Seminary hotel		
fr17_13	Affinity for a given hotel type: Holiday hotel		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.1.6 Panel Data IHA.GfK

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
birth	Date of birth of person in panel		N/ S
year	Year of birth of person in panel		N/ S
wemfreg	Wemf region of location of household	1: French-speaking Switzerland (Suisse romande) 2: Alps, prealpine areas 3: Western Midland 4: Eastern Midland 5: Italian Switzerland	N/ N
townsize	Size of town of location of household	1: Agglomeration with population => 200,000 2: Agglomeration with population 50,000 - 199,999 3: Agglomeration with population 20,000 - 49,999 4: Agglomeration with population 10,000 - 19,999 5: Municipality with population 5,000 - 9,999 6: Municipality with population 2,000 - 4,999 7: Municipality with population 1,000 - 1,999 8: Municipality with population < 1,000 9: not defined	N/ N
hhsize	Size of household	1: 1 person 2: 2 persons 3: 3persons ... 10: 10 persons and more	N/ O
occup	Occupation of household leader	0: unknown 1: 100% occupation 2: part time work 3: retired 4: not working 5: in education/ training 6: Housework 7: part time: >50% 8: Part time: up tp 50% 99: not registered	N/ N
zip	Zipcode household		N/ N
gender	gender of person in panel	1: male 2: female	N/ N
income	Income of household leader	0: unknown 1: CHF 0 - 2,449 2: CHF 2,450 - 4,049 3: CHF 3,250 - 4,049 4: CHF 4,050 - 4,849 5: CHF 4,850 - 5,649 6: CHF 5,650 - 6,449 7: CHF 6,450 - 7,249 8: CHF 7,250 - 8,049 9: CHF 8,050 - 9,649 10: CHF 9,650 and more 99: not registered	N/ N
position	Position of panel person in household	0: unknown 1: Household running person 2: Household "executive" 3: Child 4: Parents/ parents-in-law 5: Siblings, inlaws 6: other person 7: - 8: - 9: - 10: erased (no more in household) 99: not registered	N/ N
housing	Housing situation of person in panel	0: unknown 1: Renting an appartment 2: Renting a house 3: Owner of an appartement 4: Owner of a house 99: not registered	N/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2 Trips: *trips_persons_4waves.sav* and *trips_cells_4waves.sav*

4.2.2.1 Case Identification

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
weight	*Total weight*		*N/S*
hhnr	*Household number*		*N/N*
personnr	*Person number*		*N/N*
contact	*Household.Person number*		*N/N*
waves	*Number of waves participated*		*N/N*
language	Language Code	1: German 2: French	N/N

4.2.2.2 Choice of Destination

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
a01	Major Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/N
a02	Zip Code of Swiss Destination	Zip Code	N/N
a03	Major Destination: Switzerland vs. Abroad	1: Switzerland 2: Abroad	N/N
a04	Major Destination: Switzerland vs. Countries (Europe) and Regions (World)	1: Switzerland 2: Austria 3: Germany 4: France 5: Italy 6: Spain 7: Portugal 8: Greece 9: Other Mediterranean 10: Benelux 11: UK and Ireland 12: Scandinavia and Northern Europe 13: Eastern Europe 14: North Africa and Middle East 15: North and Central America 16: South America 17: Africa 18: Asia, Australia, Pacific	N/N
b	Number of Trips to major Destination	Number of trips by all members of household	N/S

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.3 Participants Number and Identification

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
c@1	Participating Member Nr. 1	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
c@2	Participating Member Nr. 2		
c@3	Participating Member Nr. 3		
c@4	Participating Member Nr. 4		
c@5	Participating Member Nr. 5		
c@6	Participating Member Nr. 6		
d@1	Main Holiday Trip for Member Nr. 1	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
d@2	Main Holiday Trip for Member Nr. 2		
d@3	Main Holiday Trip for Member Nr. 3		
d@4	Main Holiday Trip for Member Nr. 4		
d@5	Main Holiday Trip for Member Nr. 5		
d@6	Main Holiday Trip for Member Nr. 6		
e@1	First Trip to Destination for Member Nr. 1	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
e@2	First Trip to Destination for Member Nr. 2		
e@3	First Trip to Destination for Member Nr. 3		
e@4	First Trip to Destination for Member Nr. 4		
e@5	First Trip to Destination for Member Nr. 5		
e@6	First Trip to Destination for Member Nr. 6		
f_00	Total Number of Participants from Household	Number of persons	N/ S
f_01	Total Number of Participants	Number of persons	N/ S
f_02	Total Number of participating Children (Age < 14)	Number of persons	N/ S

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.4 Time related Facts of Trip (Duration, Departure, Time dependant Reason)

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
g	Total Duration of Trip in Terms of Nights	Number of nights	N/ S
g_kat	Total Duration of Trip in Terms of Nights (Category)	1: 1 overnight stay 2: 2-3 overnigzt stays 3: 4-7 overnight stays 4: 7-14 overnigzt stays 5: 15-21 overnight stays 6: more than 21 overnight stays	N/ N
h	Month of Departure	1: January 2: February 3: March 4: April 5: May 6: June 7: July 8: August 9. September 10: October 11: November 12: December	N/ O
i	Day of Departure	1: Monday 2: Tuesday 3: Wednesday 4: Thursday 5: Friday 6: Saturday 7: Sunday	N/ O
j@01	Time dependant Reason of Trip: Vacation	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
j@02	Time dependant Reason of Trip: Christmas/ New Years Eve		
j@03	Time dependant Reason of Trip: Easter		
j@04	Time dependant Reason of Trip: Pentecost		
j@05	Time dependant Reason of Trip: Ascension		
j@06	Time dependant Reason of Trip: Other Holiday/ Prolonged Weekend		
j@07	Time dependant Reason of Trip: Family		
j@08	Time dependant Reason of Trip: Other Reason		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.5 Type of Trip

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
k@01	Type of Trip: Beach Holiday on the Ocean	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
k@02	Type of Trip: Beach Holiday on a Lake		
k@03	Type of Trip: City Trip		
k@04	Type of Trip: Excursion/ Sightseeing Trip		
k@05	Type of Trip: Cruise/ Boat Holiday		
k@06	Type of Trip: Holiday in the Coutryside		
k@07	Type of Trip: Holiday in the Mountains (not in Winter)		
k@08	Type of Trip: Health-oriented Trip		
k@09	Type of Trip: Regimen-/ Wellness-Trip		
k@10	Type of Trip: Winter Holiday in the Snow		
k@11	Type of Trip: Winter Holiday in warm Areas		
k@12	Type of Trip: Sport Holiday		
k@13	Type of Trip: Event Trip		
k@14	Type of Trip: Theme Park Trip		
k@15	Type of Trip: Study Tour		
k@16	Type of Trip: Language learning Trip		
k@17	Type of Trip: Shopping Trip		
k@18	Type of Trip: Visit Friends and Relatives		
k@19	Type of Trip: Other Type of Trip		
l	Type of Trip in the Foreground	According to the typology k@1 to k@19	N/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.6 Travel Motivation, Decision Bearing Shares

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
m_01	Travel Motivation Factors: Nightlife	1: completely unimportant 2: rather unimportant 3: rather important 4: very important	N/ O
m_02	Travel Motivation Factors: Comfort, Pamper		
m_03	Travel Motivation Factors: Time for Partner		
m_04	Travel Motivation Factors: Time for Family		
m_05	Travel Motivation Factors: Time for Myself		
m_06	Travel Motivation Factors: Landscape and Nature		
m_07	Travel Motivation Factors: Visit Sights, Broaden Knowledge		
m_08	Travel Motivation Factors: Spontaneous, flexible Decisions		
m_09	Travel Motivation Factors: Beauty, Looks		
m_10	Travel Motivation Factors: Sports		
m_11	Travel Motivation Factors: Sun and Beach		
m_12	Travel Motivation Factors: Other		
n	Final Decision on Trip in Terms of Weeks ahead of Departure	Number of weeks	N/ S
o_01	Degree of Decision Bearing: Member 1	Share of percentage (with sum of o_01 to o_06 = 1)	N/ O
o_02	Degree of Decision Bearing: Member 2		
o_03	Degree of Decision Bearing: Member 3		
o_04	Degree of Decision Bearing: Member 4		
o_05	Degree of Decision Bearing: Member 5		
o_06	Degree of Decision Bearing: Member 6		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.7 Decision preparing Sources of Information, Decision Process

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
p_01	Decision preparing Sources of Information: Destination Information Brochures	1: completely unimportant 2: rather unimportant 3: rather important 4: very important	N/ O
p_02	Decision preparing Sources of Information: Regional Information Brochures		
p_03	Decision preparing Sources of Information: Hotel Listings		
p_04	Decision preparing Sources of Information: Tour Operator Brochures		
p_05	Decision preparing Sources of Information: provided by Retailer/ Agency		
p_06	Decision preparing Sources of Information: provided by Rail Service/ Station Agent		
p_07	Decision preparing Sources of Information: provided by Tourist Information at Destination		
p_08	Decision preparing Sources of Information: provided by National Agency in Switzerland		
p_09	Decision preparing Sources of Information: Ads in Newspapers and Magazines		
p_10	Decision preparing Sources of Information: Travel Guidebooks and Travel Magazines		
p_11	Decision preparing Sources of Information: Video, CD-Rom, DVD		
p_12	Decision preparing Sources of Information: Tradeshow		
p_13	Decision preparing Sources of Information: Radio Broadcasts		
p_14	Decision preparing Sources of Information: TV Broadcasts		
p_15	Decision preparing Sources of Information: Videotext		
p_16	Decision preparing Sources of Information: Internet		
p_17	Decision preparing Sources of Information: Friends and Relatives		
p_18	Decision preparing Sources of Information: Other		
q	Decision Process: Activity vs. Destination	-3: Clearly on the basis of activities -2: Rather on the basis of activities -1: Undecided; tending towards "activities" 1: Undecided; tending towards "destination" 2: Rather on the basis of activities	N/ O

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.8 Trip preparing Sources of Information, Packaging

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
r_01	Trip preparing Sources of Information: Destination Information Brochures	1: completely unimportant 2: rather unimportant 3: rather important 4: very important	N/ O
r_02	Trip preparing Sources of Information: Regional Information Brochures		
r_03	Trip preparing Sources of Information: Hotel Listings		
r_04	Trip preparing Sources of Information: Tour Operator Brochures		
r_05	Trip preparing Sources of Information: provided by Retailer/ Agency		
r_06	Trip preparing Sources of Information: provided by Rail Service/ Station Agent		
r_07	Trip preparing Sources of Information: provided by Tourist Information at Destination		
r_08	Trip preparing Sources of Information: provided by National Agency in Switzerland		
r_09	Trip preparing Sources of Information: Ads in Newspapers and Magazines		
r_10	Trip preparing Sources of Information: Travel Guidebooks and Travel Magazines		
r_11	Trip preparing Sources of Information: Video, CD-Rom, DVD		
r_12	Trip preparing Sources of Information: Tradeshow		
r_13	Trip preparing Sources of Information: Radio Broadcasts		
r_14	Trip preparing Sources of Information: TV Broadcasts		
r_15	Trip preparing Sources of Information: Videotext		
r_16	Trip preparing Sources of Information: Internet		
r_17	Trip preparing Sources of Information: Friends and Relatives		
r_18	Trip preparing Sources of Information: Other		
s	Package Tour/ Holiday	1: no package tour 2: single package tour without travel guide 3: group package tour with travel guide 4: group package tour without travel guide 5: other type of package tour	N/ N
t	Booking of Key Elements of Trip	1: no booking at all 2: yes, booking of package tour 3: yes, own singular booking of accomm. 4: yes, booking of accommodation 5: yes, booking of transportation 6: yes, booking of other elements	N/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.9 Booking Media

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
u	Point of Time of Booking of Package Tour/ Holiday	1: 1 week ahead of departure 2: 2-4 weeks ahead of departure 3: 1-3 months ahead of departure 5: 4-6 months ahead of departure 5: 7-12 months ahead of departure 6: more than 1 year ahead of departure	N/ N
v	Point of Time of Booking of Accommodation		
w	Point of Time of Booking of Transportation		
x@1@a	Medium for Booking of Package Tour: Phone	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
x@1@b	Medium for Booking of Package Tour: Face-to-Face		
x@1@c	Medium for Booking of Package Tour: Letter		
x@1@d	Medium for Booking of Package Tour: Fax		
x@1@e	Medium for Booking of Package Tour: E-Mail		
x@1@f	Medium for Booking of Package Tour: Online/ Internet		
x@1@g	Medium for Booking of Package Tour: Other		
x@2@a	Medium for Booking of Accommodation: Phone	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
x@2@b	Medium for Booking of Accommodation: Face-to-Face		
x@2@c	Medium for Booking of Accommodation: Letter		
x@2@d	Medium for Booking of Accommodation: Fax		
x@2@e	Medium for Booking of Accommodation: E-Mail		
x@2@f	Medium for Booking of Accommodation: Online/ Internet		
x@2@g	Medium for Booking of Accommodation: Other		
x@3@a	Medium for Booking of Transportation: Phone	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
x@3@b	Medium for Booking of Transportation: Face-to-Face		
x@3@c	Medium for Booking of Transportation: Letter		
x@3@d	Medium for Booking of Transportation: Fax		
x@3@e	Medium for Booking of Transportation: E-Mail		
x@3@f	Medium for Booking of Transportation: Online/ Internet		
x@3@g	Medium for Booking of Transportation: Other		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.10 Booking Locations

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
y@1@a	Location of Booking of Package Tour: With the TOs Office	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
y@1@b	Location of Booking of Package Tour: With the Retailers Office		
y@1@c	Location of Booking of Package Tour: With the Station/ Rail Service		
y@1@d	Location of Booking of Package Tour: With the Tourist Information at the Dest.		
y@1@e	Location of Booking of Package Tour: With the Transportation Companys Office		
y@1@f	Location of Booking of Package Tour: With the Accommodation		
y@1@g	Location of Booking of Package Tour: Other		
y@2@a	Location of Booking of Accommodation: With the TOs Office	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
y@2@b	Location of Booking of Accommodation: With the Retailers Office		
y@2@c	Location of Booking of Accommodation: With the Station/ Rail Service		
y@2@d	Location of Booking of Accommodation: With the Tourist Information at the Dest.		
y@2@e	Location of Booking of Accommodation: With the Transportation Companys Office		
y@2@f	Location of Booking of Accommodation: With the Accommodation		
y@2@g	Location of Booking of Accommodation: Other		
y@3@a	Location of Booking of Transportation: With the TOs Office	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
y@3@b	Location of Booking of Transportation: With the Retailers Office		
y@3@c	Location of Booking of Transportation: With the Station/ Rail Service		
y@3@d	Location of Booking of Transportation: With the Tourist Information at the Dest.		
y@3@e	Location of Booking of Transportation: With the Transportation Companys Office		
y@3@f	Location of Booking of Transportation: With the Accommodation		
y@3@g	Location of Booking of Transportation: Other		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.11 Internet and URL

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
z1@a	URL for the Collection of Information: myswitzerland.com	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
z1@b	URL for the Collection of Information: Swisshotels.ch		
z1@c	URL for the Collection of Information: kissSwiss.ch		
z1@d	URL for the Collection of Information: Swissair.com		
z1@e	URL for the Collection of Information: sbb.ch		
z1@f	URL for the Collection of Information: Hotel/ Accommodation Chain specific		
z1@g	URL for the Collection of Information: Destination specific		
z1@h	URL for the Collection of Information: Airline specific		
z1@i	URL for the Collection of Information: Other Transportation Company specific		
z1@j	URL for the Collection of Information: Travel Portal		
z1@k	URL for the Collection of Information: Other		
z2@a	URL for Booking: myswitzerland.com	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
z2@a	URL for Booking: Swisshotels.ch		
z2@a	URL for Booking: kissSwiss.ch		
z2@a	URL for Booking: Swissair.com		
z2@a	URL for Booking: sbb.ch		
z2@a	URL for Booking: Hotel/ Accommodation Chain specific		
z2@a	URL for Booking: Destination specific		
z2@a	URL for Booking: Airline specific		
z2@a	URL for Booking: Other Transportation Company specific		
z2@a	URL for Booking: Travel Portal		
z2@a	URL for Booking: Other		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.12 Tour/ Trip Operation

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
aa@01	Tour Operator: Self organised	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
aa@02	Tour Operator: Kuoni & Helvetic Tours		
aa@03	Tour Operator: Imholz, Vögele, TUI Suisse, Travac		
aa@04	Tour Operator: Hotelplan & Esco		
aa@05	Tour Operator: Reisebaumeister (Opus, Salina, Falcon, Eurotrek, Carib, etc.)		
aa@06	Tour Operator: Coop Extra Reisen/ Popularis		
aa@07	Tour Operator: Mondorama		
aa@08	Tour Operator: Wagon Lits Tourisme		
aa@09	Tour Operator: TCS, ACS		
aa@10	Tour Operator: SSR		
aa@11	Tour Operator: Marti Reisen		
aa@12	Tour Operator: Frantour Suisse		
aa@13	Tour Operator: Railtour Suisse		
aa@14	Tour Operator: M-Travel		
aa@15	Tour Operator: Denner Reisen & Pronto Reisen		
aa@16	Tour Operator: Reisebüro Mittelthurgau		
aa@17	Tour Operator: Club, School, Comapany, University		
aa@18	Tour Operator: Other		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.13 Means of Transportation

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
bb@01	Major Means of Transportation to Destination: Car, Motorhome	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
bb@02	Major Means of Transportation to Destination: Train		
bb@03	Major Means of Transportation to Destination: Regular scheduled Flight from Swiss Airport		
bb@04	Major Means of Transportation to Destination: Regular scheduled Flight from foreign Airport		
bb@05	Major Means of Transportation to Destination: Charter Flight from Swiss Airport		
bb@06	Major Means of Transportation to Destination: Charter Flight from foreign Airport		
bb@07	Major Means of Transportation to Destination: Boat, Cruise Ship		
bb@08	Major Means of Transportation to Destination: Bus		
bb@09	Major Means of Transportation to Destination: Motor Bike		
bb@10	Major Means of Transportation to Destination: Bicycle		
bb@11	Major Means of Transportation to Destination: Other		
cc@01	Means of Transportation at Destination: Car, Motorhome	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
cc@02	Means of Transportation at Destination: Train		
cc@03	Means of Transportation at Destination: Regular scheduled Flight		
cc@04	Means of Transportation at Destination: Charter Flight		
cc@05	Means of Transportation at Destination: Bus		
cc@06	Means of Transportation at Destination: Motor Bike		
cc@07	Means of Transportation at Destination: Bicycle		
cc@08	Means of Transportation at Destination: Boat, Cruise Ship		
cc@09	Means of Transportation at Destination: Mountain Railway, Cable Car		
cc@10	Means of Transportation at Destination: Subway/ Underground, Tram (and similar)		
cc@11	Means of Transportation at Destination: Taxi		
cc@12	Means of Transportation at Destination: Other		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.14 Destination, Duration, Choice of Accommodation

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
dd_01_1	Overnight Stay #_1: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_01_2	Overnight Stay #_1: Duration	Number of nights	N/ S
dd_01_3	Overnight Stay #_1: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_02_1	Overnight Stay #_2: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_02_2	Overnight Stay #_2: Duration	Number of nights	N/ S
dd_02_3	Overnight Stay #_2: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_03_1	Overnight Stay #_3: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_03_2	Overnight Stay #_3: Duration	Number of nights	N/ S
dd_03_3	Overnight Stay #_3: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_04_1	Overnight Stay #_4: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_04_2	Overnight Stay #_4: Duration	Number of nights	N/ S
dd_04_3	Overnight Stay #_4: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_05_1	Overnight Stay #_5: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_05_2	Overnight Stay #_5: Duration	Number of nights	N/ S
dd_05_3	Overnight Stay #_5: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_06_1	Overnight Stay #_6: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_06_2	Overnight Stay #_6: Duration	Number of nights	N/ S
dd_06_3	Overnight Stay #_6: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_07_1	Overnight Stay #_7: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_07_2	Overnight Stay #_7: Duration	Number of nights	N/ S
dd_07_3	Overnight Stay #_7: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_08_1	Overnight Stay #_8: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_08_2	Overnight Stay #_8: Duration	Number of nights	N/ S
dd_08_3	Overnight Stay #_8: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_09_1	Overnight Stay #_9: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_09_2	Overnight Stay #_9: Duration	Number of nights	N/ S
dd_09_3	Overnight Stay #_9: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
dd_10_1	Overnight Stay #_10: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_10_2	Overnight Stay #_10: Duration	Number of nights	N/ S
dd_10_3	Overnight Stay #_10: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_11_1	Overnight Stay #_11: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_11_2	Overnight Stay #_11: Duration	Number of nights	N/ S
dd_11_3	Overnight Stay #_11: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N
dd_12_1	Overnight Stay #_12: Destination	Please refer to listings "destinations" in Chapter 4.3.1	N/ N
dd_12_2	Overnight Stay #_12: Duration	Number of nights	N/ S
dd_12_3	Overnight Stay #_12: Category of accommodation	Please refer to listings "type of accommodation in Chapter 4.3.2	N/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.15 Sports Activities during Trip

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
ee_01	Sport Activities during Trip: Hiking	0: never 1: from time to time 2: often 3: on a regular basis	N/ O
ee_02	Sport Activities during Trip: Trekking		
ee_03	Sport Activities during Trip: Jogging, Wagging		
ee_04	Sport Activities during Trip: Mountainee_0ring		
ee_05	Sport Activities during Trip: Gymnastics		
ee_06	Sport Activities during Trip: Cycling		
ee_07	Sport Activities during Trip: Mountain Biking		
ee_08	Sport Activities during Trip: Swimming		
ee_09	Sport Activities during Trip: Diving, Snorchelling		
ee_10	Sport Activities during Trip: Windsurfing, Surfing		
ee_11	Sport Activities during Trip: Sailing		
ee_12	Sport Activities during Trip: Oaring, Paddling		
ee_13	Sport Activities during Trip: Tennis		
ee_14	Sport Activities during Trip: Squash		
ee_15	Sport Activities during Trip: Badminton		
ee_16	Sport Activities during Trip: Volleyball		
ee_17	Sport Activities during Trip: (Other) Ballgames		
ee_18	Sport Activities during Trip: Table Tennis		
ee_19	Sport Activities during Trip: Golf		
ee_20	Sport Activities during Trip: Inline Skating, Kickboard, Mico Scooter, Skateboard		
ee_21	Sport Activities during Trip: River Rafting		
ee_22	Sport Activities during Trip: Canyoning		
ee_23	Sport Activities during Trip: Bowling		
ee_24	Sport Activities during Trip: Boccia		
ee_25	Sport Activities during Trip: Minigolf		
ee_26	Sport Activities during Trip: Horse Riding		
ee_27	Sport Activities during Trip: Parachuting		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
ee_28	Sport Activities during Trip: Paragliding, Delta		
ee_29	Sport Activities during Trip: Onslope Downhill Skiing		
ee_30	Sport Activities during Trip: Offslope Downhill Skiing		
ee_31	Sport Activities during Trip: Snowboard		
ee_32	Sport Activities during Trip: Carving Ski		
ee_33	Sport Activities during Trip: Cross Country Skiing		
ee_34	Sport Activities during Trip: Ski Touring		
ee_35	Sport Activities during Trip: Summer Downhill Skiing		
ee_36	Sport Activities during Trip: Ice Skating, Curling, Hockey		
ee_37	Sport Activities during Trip: Hiking on Winter Trails		
ee_38	Sport Activities during Trip: Tobboganing, Sledging		
ee_39	Sport Activities during Trip: Skeleton, Bob sledging		
ee_40	Sport Activities during Trip: Other Sport Activities		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.16 Activities during Trip

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
ff_01	Activities during Trip: Walking	0: never 1: from time to time 2: often 3: on a regular basis	N/ O
ff_02	Activities during Trip: Walking on Theme Paths		
ff_03	Activities during Trip: Strolling, Shopping		
ff_04	Activities during Trip: Excursions by Car		
ff_05	Activities during Trip: Excursions by Montain Railway/ Cable Car		
f6	Activities during Trip: Excursions by Boat/ Ship		
ff_07	Activities during Trip: Sightseeing		
ff_08	Activities during Trip: Visiting Museums		
ff_09	Activities during Trip: Go to the Movies		
ff_10	Activities during Trip: Meeting other People, Talking & Discussing with other People		
ff_11	Activities during Trip: Go to Festivals, Theater, etc.		
ff_12	Activities during Trip: Visiting Figureions, Tradeshows, etc.		
ff_13	Activities during Trip: Go to the Zoo/ Nature Parks		
ff_14	Activities during Trip: Visiting Theme Parks		
ff_15	Activities during Trip: Visiting Fairs		
ff_16	Activities during Trip: Listening to the Radio, Watching TV		
ff_17	Activities during Trip: Reading (Books, Newspapers, Magazines)		
ff_18	Activities during Trip: Sleeping, Lazing araound		
ff_19	Activities during Trip: Sunbathing		
ff_20	Activities during Trip: Going to the Beach		
ff_21	Activities during Trip: Go dancing, to Clubs and Discothekes		
ff_22	Activities during Trip: Go to Restaurants, having a drink		
ff_23	Activities during Trip: Party		
ff_24	Activities during Trip: Playing Games		
ff_25	Activities during Trip: Play with the Children, spend Time with the Children		
ff_26	Activities during Trip: Spend Time with the Partner/ Spouse		
ff_27	Activities during Trip: Regimenting, Drinking the Waters		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
ff_28	Activities during Trip: Wellness		
ff_29	Activities during Trip: Go to the Sauna		
ff_30	Activities during Trip: Taking Pictures and Movies		
ff_31	Activities during Trip: Trying the regional Cuisine		
ff_32	Activities during Trip: Go to Church		
ff_33	Activities during Trip: Writing Cards and Letters		
ff_34	Activities during Trip: Fishing		
ff_35	Activities during Trip: Persueing regular Hobbies		
ff_36	Activities during Trip: Other Activities		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.2.17 Satisfaction with Trip

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
gg	Satisfaction with entire Trip	-2: not satisfied at all –1: rather not satisfied 1: rather satisfied 2: highly satisfied	N/ O
hh	Satisfaction with the touristic Offers/ Options at the Destination	-2: not satisfied at all –1: rather not satisfied 1: rather satisfied 2: highly satisfied	N/ O
ii	Satisfaction with the Quality of the Accommodation	-2: not satisfied at all –1: rather not satisfied 1: rather satisfied 2: highly satisfied	N/ O

4.2.2.18 Travel expenses

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
jj1	Package Tour: Tour Price ppP	CHF per participating person	N/ S
jj2	Package Tour: Estimated Spending for non-included Meals/ Catering ppP	CHF per participating person	N/ S
jj3	Package Tour: Estimated Spending for Incidentals ppP	CHF per participating person	N/ S
kk1	Individual Tour: Estimated Expenses for Transports ppP	CHF per participating person	N/ S
kk2	Individual Tour: Estimated Expenses for Accommodation ppP	CHF per participating person	N/ S
kk3	Individual Tour: Estimated Expenses for Meals/ Catering ppP	CHF per participating person	N/ S
kk4	Individual Tour: Estimated Expenses for Incidentals ppP	CHF per participating person	N/ S

4.2.2.19 Probability of Return

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
ll	Probability of Returning to the same Destination	1: 10% 2: 20% 3: 30% 4: 40% 5: 50% 6: 60% 7: 70% 8: 80% 9:90% 10: 100%	N/ O
mm	Probability of Returning to the same Accommodation	1: 10% 2: 20% 3: 30% 4: 40% 5: 50% 6: 60% 7: 70% 8: 80% 9:90% 10: 100%	N/ O

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.3 Excursions: *Excursions_cells_4waves.sav*

4.2.3.1 Case Identification

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
weight	Total weight		N/ S
language	Language Code		N/ N
waves	Number of waves participated		N/ N
hhnr	Number of Household		N/ N

4.2.3.2 Date of Excursion

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
a_1	Day of Excursion	Day Number	N/ N
a_2	Month of Excursion	Month Number	N/ N

4.2.3.3 Choice of Destination

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
b@1	Destination: Engadine	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
b@2	Destination: Conton of Grisons (ex. Engadine)		
b@3	Destination: Bernese Oberland		
b@4	Destination: Other Areas in the Canton of Bern		
b@5	Destination: Central Switzerland		
b@6	Destination: Ticino		
b@7	Destination: Upper Wallis (German-speaking)		
b@8	Destination: Lower Wallis (French-speaking)		
b@9	Destination: Lake Geneva Area (VD, GE)		
b@10	Destination: Vaudoise Alps		
b@11	Destination: Other Areas in the Canton of Vaud (ex. Jura)		
b@12	Destination: Jura Region (Cantons of VD, NE, BE, SO)		
b@13	Destination: Eastern Switzerland, Liechtenstein		
b@14	Destination: Other Areas of Switzerland		
b@15	Destination: Germany		
b@16	Destination: Austria		
b@17	Destination: Italy		
b@18	Destination: France		
c	Zip Code of Destination	Number of Zip Code	N/ N

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.2.3.4 Participation Information

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
d@1	Participating Member of Household: #1	0 or ".": no/ not answered positively 1: yes/ answered positively	N/D
d@2	Participating Member of Household: #2		
d@3	Participating Member of Household: #3		
d@4	Participating Member of Household: #4		
d@5	Participating Member of Household: #5		
d@6	Participating Member of Household: #6		
e	Total Number of Participants	Number of Persons	N/ S

4.2.3.5 Excursion Expenses

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
f	Expenses for all particiapting Members of Household	In CHF	N/ S
g@1	Type of Meals: Payed Breakfast, Lunch, Dinner	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
g@2	Type of Meals: Breakfast, Lunch, Dinner brought along		

4.2.3.6 Means of Transportation

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
h@1	Major Means of Transportation to Excursion Destination: Car, Motorhome, Rental Car	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
h@2	Major Means of Transportation to Excursion Destination: Train		
h@3	Major Means of Transportation to Excursion Destination: Ship, Boat		
h@4	Major Means of Transportation to Excursion Destination: Bus		
h@5	Major Means of Transportation to Excursion Destination: Motor Bike		
h@6	Major Means of Transportation to Excursion Destination: Bicycle		
h@7	Major Means of Transportation to Excursion Destination: Other		

4.2.3.7 Activities persued

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
i@01	Activities: Hiking (not in the Snow)	0 or ".": no/ not answered positively 1: yes/ answered positively	N/ D
i@02	Activities: Hiking on Winter Trails		
i@03	Activities: Cycling, Mountain Biking		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
i@04	Activities: Swimming in Pool (open or covered)		
i@05	Activities: Swimming in natural Waters (Lake, River, etc.)		
i@06	Activities: Other Types of Water Sport		
i@07	Activities: Ballgames		
i@08	Activities: Downhill Skiing, Carving		
i@09	Activities: Snowboarding		
i@10	Activities: Cross Cuntry Skiing		
i@11	Activities: Other Types of Winter Sport		
i@12	Activities: Trendsports (Canyoning, River Rafting, etc.)		
i@13	Activities: Soft Adventure Summer (Tobboganing, etc.)		
i@14	Activities: Soft Adventure Winter (Sledging with Dogs, etc.)		
i@15	Activities: Walking		
i@16	Activities: Hiking and Walking on a Theme Path		
i@17	Activities: Driving around by Car		
i@18	Activities: Riding a Ship, Boat (and similar)		
i@19	Activities: Visiting a Castle and Fortress		
i@20	Activities: Visiting a Church and/ or a Monastery		
i@21	Activities: Visiting a Museum, Permanent Figureion		
i@22	Activities: Visiting a Tradeshow		
i@23	Activities: Visiting a Theme Park		
i@24	Activities: Visting a City		
i@25	Activities: Stop at Restaurants		
i@26	Activities: Visiting Zoo/ Animal Park		
i@27	Activities: Visiting a Vista Mountain		
i@28	Activities: Visting a Folk Museum/ Figureion		
i@29	Activities: Shopping		
i@30	Activities: Strolling around		
i@31	Activities: Visting a Theatre, Music Event (and similar)		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

VAR Name	VAR Label	Categories/ Coding	Type/ Scale
i@32	Activities: Visting a Procession or Demonstration		
i@33	Activities: Visiting a Fair		
i@34	Activities: Sunbathing		
i@35	Activities: Having a PickNick		
i@36	Activities: Family Event/ Party		
i@37	Activities: Participate/ Do Wellness		
i@38	Activities: Visiting Relatives		
i@39	Activities: Visiting Friends		
i@40	Activities: Talk to and discuss with other People		
i@41	Activities: Vistiing a Workshop/ Seminar for private Reasons		
i@42	Activities: Other Activities		

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

4.3 Category Listings

4.3.1 Listing "Destination"

11011: Engadine

11012: Canton of Grisons ex. Engadine

11021: Bernese Oberland

11029: Canton of Berne ex. Bernese Oberland

11031: Central Switzerland

11041: Ticino

11051: Upper Wallis (German-speaking)

11052: Lower Wallis (French-speaking)

11061: Lake Geneva Area (in the Cantons of Vaud and Geneva)

11062: Vaudoise Alps

11069: Other Canton of Vaud (excl. Jura)

11071: Jura Area (Cantons of VD, NE, BE, SO)

11081: Eastern Switzerland & Liechtenstein

11099: Other Areas of Switzerland

12011: State of Vorarlberg

12012: State of Tyrol

12013: State of Salzburg

12014: State of Kaernten

12015: State of Vienna

12019: Other Areas of Austria

12021: State of Bavaria

12022: State of Baden-Wuerttemberg

12023: States in area of the former GDR (ex. Berlin)

12024: State of Berlin

12025: Northern Germany (States of Lower Saxony, Bremen, Hamburg, Schleswig-Holstein)

12029: Other Areas of Germany

12031: Paris and Ile de France

12032: Provence and Côte d'Azur

12033: Normandy and Northern France

12034: Bretagne and Loire Valley

12035: Aquitaine, Poitou and Charente

12036: Champagne and Lorraine

12037: Limousin and Auvergne

12038: Languedoc-Roussilon

12039: Rhône and Alps

12040: Corsica

12041: Burgundy, Franche Compté

12042: Alsace

12051: Rome

12052: Sicily

12053: Sardinia

12054: Adria

12055: Tuscany

12056: Southern Tyrol

12059: Other Areas of Italy

13011: Spanish Mediterranean (Mainland)

13012: Baleares Islands

13013: Canary Islands

13014: Andalusia

13015: Madrid, Barcelona and Bilbao

13019: Other Areas of Spain

13021: Algarve

13022: Madeira

13029: Other Areas of Portugal

13031: Greece Mainland

13032: Rhodos

13033: Crete

13039: Other Greek Islands

13040: Malta

13050: Slovenia, Croatia

13060: Turkey

13070: Cyprus

13099: Other Areas of Southern Europe

14010: Belgium and Luxemburg

14020: Netherlands

14031: England and London

14032: Scotland, Wales and Northern Ireland

14039: Other Areas of the UK

14040: Republic of Ireland

15010: Denmark (excl. Greenland)

15020 Norway

15030: Sweden

15040: Finland

15050: Iceland

15060: Greenland and Spitzbergen

15099: Other Areas of Scandinavia

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

16010: Bosnia Herzegowina and Republic of Jugoslavija

16021: Hungary Western (Balaton)

16022: Hungary Eastern (Puszta)

16023: Hungary: Budapest only

16030: Tchech Republic

16040: Slovakia

16050: Estonia, Latvia, Lithuania

16060: Poland

16070: Belarus and Ukraine

16080: Russia

16099: Other Areas of Eastern Europe (West of Ural Mts.)

17010: Marocco

17020: Libya, Algeria

17030: Tunisia

17040: Egypt

17050: Israel

17060: Lebanon, Syria, Iraq, Jordan, Saudi-Arabia

17070: Persian Gulf Emirates

17080: Iran & Afghanistan

18011: US New England

18012: Florida

18013: US Bible Belt (NC, SC, GA, TN, AL, MI, LN)

18014: US South West (CO, UT, NV, CA, AZ, NM)

18015: US North West /OR, WA, ID, MN, WY)

18016: Hawaii

18017: Alaska

18019: Other Areas of the United States

18021: Eastern Canada (Newfoundland, Nova Scotia, New Brunswick, Quebec, Ontario)

18022: Western Canada (BC, AL, SA, MA)

18029: Other Areas of Canada

18030: Mexico

18040: Caribbean

18050: Central America (Costa Rica, Guatemala, Nicaragua, Honduras, Panama)

19010: Brasil

19020: Argentina

19030: Peru, Bolivia, Ecuador, Venezuela

19040: Other Areas of South America

20011: Kenya

20019: Other Areas of Eastern Africa

20021: Western Africa

20031: Central Africa

20041: South Africa, Namibia, Botswana, Zimbabwe

20051: Seychelles, Madagaskar, Mauritius, La Réunion

20099: Other Areas of Africa

21010: CIS East of Ural Mts.

21021: India, Pakistan

21022: Nepal, Buthan

21023: Sri Lanka

21024: Maldives

21025: Thailand

21026: Singapore, Malaysia (excl. Sabah and Sarawak)

21027: Japan

21028: China and Hongkong

21029: Indonisia, Sabah, Sarawak, Brunei Darussalam

21099: Other Areas of Asia

21111: Australia

21112: New Zealand

21113: South Pacific Islands

4.3.2 Listing "Type of Accommodation

1: Hotel/ Club/ Motel ****-*****
2: Hotel/ Club/ Motel **-***
3: Hotel/ Club/ Motel *
4: Friends and Relatives
5: Private room at more or less regular rate$
6: Holiday home by own proprietorship
7: Holiday home at priviledged rate
8: Holiday home at regular rate
9: Camping
10: Youth hostel
11. Hut
12: Camp, holiday colony, and similar
13: Farm stay (in private Room)
14: Farm stay (sleeping in/ on straw)
15: Cruise, Boat
16: Sanatorium
17: Traveling on aircraft, train, bus, car
18: Other category

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.

© IDT-HSG Institute for Public Services and Tourism at the University of St. Gallen. All rights reserved.