



# IDENTIFICATION OF MARKET POTENTIAL

Report on the survey about travel habits,  
Slovenia's position and segmentation of tourists  
SWITZERLAND

November 2018



## Contracting Authority

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**Name:** Slovenian Tourist Board

**Address:** Dimičeva ulica 13, 1000 Ljubljana

**Contact person:** Barbara Zmrzlikar

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## Contractor

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**Name:** Valicon d.o.o.

**Address:** Kopitarjeva 2, 1000 Ljubljana

**Contact person:** Matjaž Robinšak

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### STATEMENT ON THE PROTECTION OF RESPONDENTS' PERSONAL DATA

As per ESOMAR and AAPOR codes, the Valicon company is obliged to protect the personal data of respondents. Valicon thus takes all measures to prevent the possibility of recognising the identity of the respondents. All variables or fields which could directly reveal the identity of the respondent were removed from databases and reports. Respondents' replies were also physically separated from their data. Every attempt by the Contracting Authority or the Valicon company to deliberately identify a respondent or disclose the respondent's identity denotes a violation of the above codes.

# INTRODUCTION





**7**  
countries

SWEDEN

DENMARK

BELGIUM

CZECH REPUBLIC

SWITZERLAND

HUNGARY

SPAIN



REPRESENTATIVE SAMPLE

**23.597**

respondents



**10.916**

representatives of  
the target group



**2.219**

tourists and visitors to  
Slovenia

**12**

PERSONAS



**T = 19:52**

Average duration of the survey



**27 September – 17 October 2018**

Period of data collection

Team of **10 EXPERTS FROM VALICON**  
WORKING ON THE PROJECT

**VALICON**

Global provider of web panels:





# About the project

VALICON conducted a global online survey, '**Identification of market potential**', for the Slovenian Tourist Board, which took place simultaneously on target markets:

- Belgium
- Czech Republic
- Denmark
- Hungary
- Spain
- Sweden
- Switzerland





# Content of the survey

The survey was used to examine:

- **structure of the market** and **market potential**
  - presence of 12 personas (segments) identified in the market research, 'Segmentation – identification of target groups of Slovenian tourism,' and structure of the target population according to the segments
  - identification of key segments (the largest or the one with the largest economic potential)
- **travel motives** and **the purchase decision process** for travelling within the region (Europe)
- **perception** and **competitive positioning of** the destination of Slovenia
- **knowledge of,** and **experience with,** visiting Slovenia, including the **degree of recommendation**



# Substantive sets according to the level of analysis

The data obtained were analysed for each individual market at the level of the entire target group and at the level of various subsamples.

## ENTIRE TARGET GROUP

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday **at least once a year** and **spend at least two nights** there.

## VISITORS TO SLOVENIA (subsample 1)

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday **at least once a year** and **spend at least two nights** there. They know **Slovenia** and have already **visited** it, whereby short and non-tourist visits were also included.

## TOURISTS IN SLOVENIA (subsample 2)

Encompasses characteristics of those who **go abroad** in order to travel, have a break or a holiday at least once a year and **spend at least two nights** there. The **destinations** where they have spent at least two nights also include **Slovenia**.

## DISPLAY OF RESULTS:

- general **travel habits** and **motives**
- **elements of the purchase journey** and **consumption**

- **image** and **perception** of Slovenia

- **market structure** (personas)

- **knowledge, experience** and **NPS scale**

- **image** and **perception** of Slovenia



# About the Contractor

## VALICON

**Valicon** is a company operating in the field of marketing consulting with 20 years of rich experience dealing with market research. We adapt regional strategies to local markets and believe in long-term partnerships with our clients.

We do not merely conduct market research or collect data by means of surveys. Our **advanced technologies** differentiate us from others, while our services **add value to the business operations and brands** of our clients. We combine various approaches, such as market research, analytics and automation, marketing consulting and data collection in order to provide the highest level of quality and applicability in further steps of marketing processes and activities.

We rely on a proven structure where all our solutions observe the cycle of activities of your brand, product or company.



# Panel presentation

The research was conducted in cooperation with the renowned **provider of web panels, Research Now**. The company is active globally when collecting data in Europe, the Middle East, America and the Asia-Pacific area, and is a **leading expert** in developing programme solutions for collecting data in multiple languages. It **holds the ISO 20252 certificate** and has **received** several **awards**. All their web **panels** are **actively controlled, protected** and generated on the basis of ten years' experience and enable **the implementation of projects on a high quality level**. Web panels are locally managed and provide support in the local language, while observing differences between countries and enabling adjusted awarding of members of the web panel. To obtain respondents, various programmes are used (eRewards®, Valued Opinions® and Peanut Labs®), which **enable access to** the most **representative** and **high-quality target groups** in various branches.

With its panels, **the company provided a sample of respondents**, who completed the survey in their languages **within the Valicon survey system**, with which **supervision of the sample structure** and **data quality** was maintained simultaneously.



Source: 2016 Annual Survey of Market Research Professionals (MarketResearchCareers.com)



2017 TOP 50  
INNOVATIVE  
COMPANY

RESEARCH NOW  
RANKED #6

# METHODOLOGY



# Methodological framework of the survey



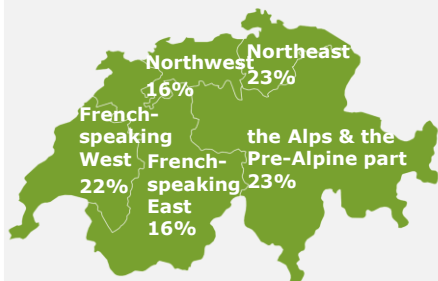
<b>Method of implementation</b>	Seb survey, the CAWI method (Computer Assisted Web Interviewing), Valicon in cooperation with web panels of the Research Now company.
<b>Country of implementation</b>	Switzerland
<b>Implementation period</b>	11 October – 16 October 2018
<b>Target group</b>	Citizens of a certain country, who <u>travel abroad at least once a year for a break, holiday or a trip and spend at least two nights there.</u>
<b>Sample</b>	Entire sample: n=2.189; Target group: n=1.516; Visitors to Slovenia: n=236; Tourists in Slovenia: n=51.
<b>Representativeness</b>	A target person was selected from the sample framework, which was representative of the population aged between 18 and 65. The data were weighted according to gender, age and region.
<b>Length of the questionnaire</b>	Average duration of the survey: t=21:37.



# SWITZERLAND: Sample demographics



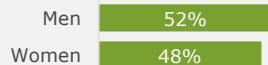
## REGIONS:



### DETAILED DEFINITION OF REGIONS:

**French-speaking East:** Bern, Jura, Valais. **French-speaking West:** Fribourg, Geneva, Neuchâtel, Vaud. **The Alps and the Pre-Alpine part:** Appenzell Outer Rhodes and Inner Rhodes, Glarus, Graubünden, Luzern, Nidwalden, Obwalden, St. Gallen, Schwyz, Ticino, Uri, Zug. **Northwest:** Aargau, Basel-countryside and city, Solothurn. **Northeast:** Schaffhausen, Thurgau, Zürich

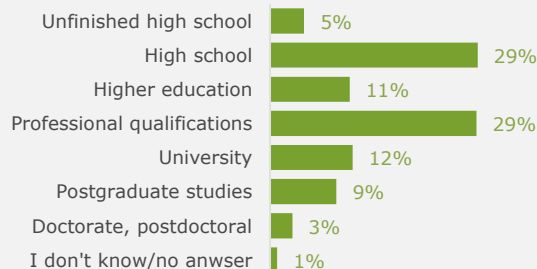
## GENDER:



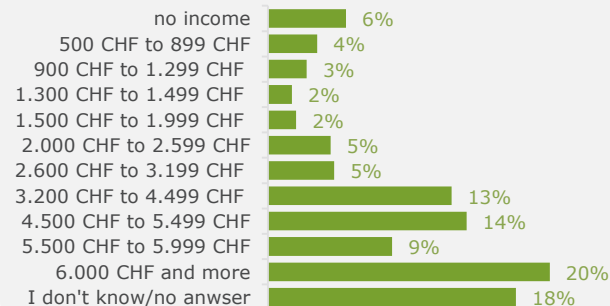
## AGE:



## EDUCATION:



## PERSONAL INCOME:





# Sample shares and sizes



*Bordered ellipses show the basis for share calculations.*



Basis: SWITZERLAND 18-65 years	
POPULATION (18-65 YEARS)	100,0%
TARGET GROUP	69,3%
VISITORS TO SLOVENIA	10,8%
TOURISTS IN SLOVENIA	2,3%

Basis: TARGET GROUP	
POPULATION (18-65 YEARS)	/
TARGET GROUP	100,0%
VISITORS TO SLOVENIA	15,6%
TOURISTIS IN SLOVENIA	3,4%

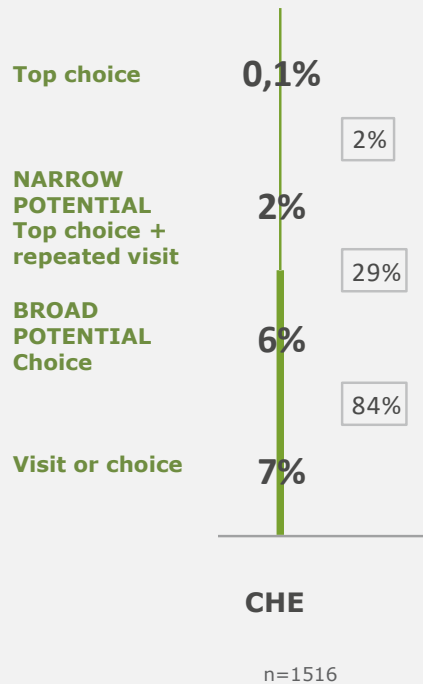
Absolute size*	
	5.472.750
	3.792.205
	590.838
	127.199

\*The absolute size is always calculated according to the population in a country aged between 18 and 65.

# **MARKET STRUCTURE AND SIZE (PERSONAS)**



# SWITZERLAND: Size of the potential



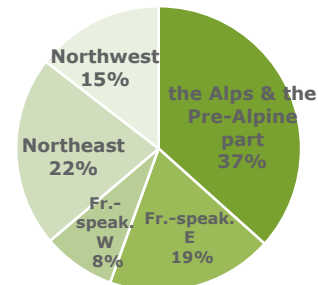
## NARROW POTENTIAL:

2%

Tourists whose first choice for a tourist visit would be Slovenia (narrow interest – top choice)  
OR those who have already been to Slovenia and would visit it again

	Size*
<b>Total in TG:</b>	<b>83.195</b>
the Alps & the Pre-Alpine part	30.482
Fr.- speak. East	15.718
Fr.- speak. West	6.875
Northeast	18.027
Northwest	12.093

## REGIONAL CLASSIFICATION:



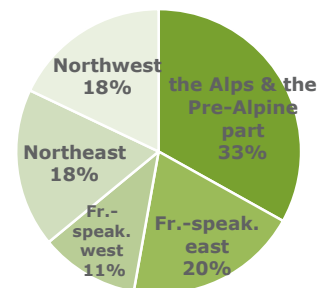
## BROAD POTENTIAL:

6%

Tourists who would visit Slovenia in the future (broad interest)  
OR those who have already been to Slovenia and would visit it again

	Size*
<b>Total in TG:</b>	<b>236.601</b>
the Alps & the Pre-Alpine part	78.310
Fr.- speak. East	46.630
Fr.- speak. West	26.560
Northeast	42.661
Northwest	42.440

## REGIONAL CLASSIFICATION:



## NOTES:

The pyramid shows the choice of Slovenia as a tourist destination and is divided into four stages: **1. VISIT OR CHOICE:** The share in the target group (TG) who have stayed in Slovenia at least two nights for a break, holiday or trip or who would choose Slovenia as a tourist destination in the future (the first and other choices). **2. CHOICE:** The share in TG who would choose Slovenia as a tourist destination in the future (the first and other choices) or who have already been to Slovenia and would visit it again. **3. REPEATED VISIT AND TOP CHOICE:** The share in TG who have already been to Slovenia and would visit it again OR would choose Slovenia as their next tourist destination (top choice). **4. TOP CHOICE:** The share in TG who would choose Slovenia as their next tourist destination (first choice). / The size is calculated according to the target population aged between 18 and 65.

## SWITZERLAND: Size of segments by regions



## URBAN CONSUMERS:

21,9%

830.313

BEAUTY AND  
INDULGENCE LOVERS:

17,7%

669.736



## GREEN EXPLORERS:

15,4%

585.185

	Total	the Alps & the Pre-Alpine part	Fr. speak. E	Fr. speak. W	Northeast	Northwest
Size (%)	100,0%	23,4%	16,0%	21,7%	22,8%	16,0%
Size	3.792.205	887.301	608.303	824.514	866.471	605.615
GREEN EXPLORERS Size (%)	15,4%	21,2%	15,4%	22,5%	22,0%	18,9%
Size	585.185	123.782	90.104	131.732	128.915	110.652
SOCIABLE FOODIES Size (%)	5,9%	22,1%	17,2%	31,1%	21,5%	8,1%
Size	223.555	49.328	38.531	69.508	48.156	18.032
URBAN CONSUMERS Size (%)	21,9%	27,5%	16,0%	24,5%	19,9%	12,1%
Size	830.313	228.397	132.820	203.575	165.354	100.168
URBAN CONSCIOUS Size (%)	4,6%	22,9%	11,9%	28,1%	26,2%	10,9%
Size	172.561	39.580	20.498	48.539	45.191	18.752
RELAXED ESCAPISTS Size (%)	8,5%	19,4%	15,0%	22,3%	19,8%	23,5%
Size	321.274	62.406	48.331	71.587	63.459	75.491
ACTIVE NOSTALGISTS Size (%)	6,8%	26,6%	19,5%	12,1%	22,2%	19,5%
Size	258.230	68.704	50.438	31.353	57.395	50.340
ADVENTURISTS Size (%)	1,9%	28,5%	20,2%	18,9%	11,2%	21,2%
Size	71.652	20.394	14.487	13.568	8.019	15.184
FOREVER YOUNG Size (%)	7,7%	24,9%	14,6%	15,6%	26,5%	18,4%
Size	290.545	72.261	42.328	45.297	77.063	53.596
BEAUTY AND INDULGENCE LOVERS Size (%)	17,7%	23,5%	15,3%	21,0%	25,7%	14,6%
Size	669.736	157.147	102.428	140.636	172.061	97.464
DEVOTED MOTHERS Size (%)	2,5%	10,1%	25,9%	18,9%	25,4%	19,7%
Size	95.345	9.623	24.726	18.011	24.194	18.791
ACTIVE FAMILIES Size (%)	3,1%	23,3%	13,5%	12,7%	30,8%	19,7%
Size	119.201	27.775	16.048	15.130	36.754	23.494
CAREFREE YOUTH Size (%)	4,1%	18,0%	17,8%	23,0%	25,8%	15,3%
Size	154.608	27.904	27.563	35.578	39.911	23.652

## NOTES:

Percentages in the 'Total' column (marked grey) show the shares of segments according to the entire target group (they travel abroad for a break or holiday). Percentages in the columns with regions (marked green) show the distribution of an individual segment by regions. The sizes of individual segments (marked white) in regions and in the 'Total' column are calculated on the basis of the size of the entire population aged between 18 and 65.



## DESTINATION TYPE

By the sea	74%
Towns	54%
In the mountains	38%
By a lake	34%
Elsewhere in nature	32%

## TYPE OF ACCOMMODATION

Hotel	86%
Apartments	45%
Staying with relatives or friends	26%
Private accommodation (e.g. Airbnb)	26%
Hostel	23%

## TRANSPORT TO THE DESTINATION

Aeroplane	60%
Car	30%
Train	4%
Motorhome (camper)	2%
Coach	2%

## TRANSPORT AT THE DESTINATION

Car	71%
Coach	33%
On foot	25%
Train	24%
Bicycle	5%

## ACTIVITIES

Sun and sea	65%
Sightseeing of a town, the capital	55%
Natural sights, nature	54%
Sightseeing of old town centres	49%
Seeing major tourist attractions	46%

## MOTIVATION

Past experience	52%
Recommendations from friends	49%
Price of the destination	34%
Articles on the Internet	33%
Proximity of the destination	21%

## SOURCE OF INFORMATION

Friends, family	56%
Articles on the Internet	53%
Web portals (TripAdvisor etc.)	29%
Travel literature	25%
Opinions in social media	16%

## RESERVATION METHOD

Booking.com	55%
Directly at the accommodation provider	34%
Agency	21%
Airbnb	19%
Expedia.com	13%

## TRAVELLING WITH

As a couple	46%
Family	32%
Friends	12%
Alone	8%
Relatives	1%

## CHARACTERISTICS:

Size*	<b>3.792.205</b>
Share*	<b>69%</b>
Age	<b>40</b>
Women	<b>48%</b>

Summer	<b>51%</b>
Autumn	<b>23%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

# SWITZERLAND: Visitors to Slovenia (15,6%)



## DESTINATION TYPE

By a lake	<b>41%</b>	<b>+8</b>
<u>Cultural and historical centres</u>	<b>32%</b>	<b>+6</b>
Towns	52%	-2
Capitals	34%	+3
<u>Countryside</u>	<b>29%</b>	<b>+6</b>

## TYPE OF ACCOMMODATION

Private accommodation (e.g. Airbnb)	28%	+2
Own accommodation	16%	+3
Boutique hotel	16%	+3
Hostel	25%	+2
Apartments	45%	+0

## TRANSPORT TO THE DESTINATION

Aeroplane	60%	+0
<u>Motorhome (camper)</u>	<b>4%</b>	<b>+2</b>
<u>Coach</u>	<b>3%</b>	<b>+2</b>
<u>Bicycle</u>	<b>1%</b>	<b>+1</b>
Car	26%	-4

## TRANSPORT AT THE DESTINATION

Coach	33%	+0
Motor	7%	+2
Car	69%	-2
Train	24%	-1
Motorhome (camper)	6%	+2

## ACTIVITIES

<u>Sightseeing of old town centres</u>	<b>56%</b>	<b>+7</b>
<u>Museums, galleries and art</u>	<b>34%</b>	<b>+9</b>
<u>Thermal health spa</u>	<b>28%</b>	<b>+9</b>
History and castles	37%	+4
<u>Music festivals and concerts</u>	<b>25%</b>	<b>+5</b>

## MOTIVATION

TV programmes	21%	+5
<u>Articles in print media</u>	<b>19%</b>	<b>+6</b>
<u>Travel presentations</u>	<b>18%</b>	<b>+5</b>
Travel literature	21%	+3
<u>Posts on social media, blogs</u>	<b>18%</b>	<b>+4</b>

## SOURCE OF INFORMATION

Travel literature	30%	+5
<u>Articles in print media</u>	<b>17%</b>	<b>+4</b>
Opinions in social media	19%	+2
Friends, family	52%	-4
Articles on the Internet	50%	-4

## RESERVATION METHOD

<u>Directly at the accommodation provider</u>	<b>40%</b>	<b>+6</b>
<u>Agency</u>	<b>26%</b>	<b>+6</b>
<u>Expedia.com</u>	<b>18%</b>	<b>+5</b>
<u>Agoda.com</u>	<b>9%</b>	<b>+4</b>
Airbnb	21%	+2

## TRAVELLING WITH

As a couple	49%	+3
<u>Alone</u>	<b>14%</b>	<b>+6</b>
Family	27%	-5
Relatives	1%	+0
Friends	9%	-4

## CHARACTERISTICS:

Size*	<b>590.838</b>
Share*	<b>11%</b>
Age	<b>41</b>
Women	<b>40%</b>

Summer	<b>50%</b>
Autumn	<b>24%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

## SWITZERLAND: Tourists in Slovenia (3,4%)



## DESTINATION TYPE

Towns	<b>78%</b>	<b>+24</b>
Capitals	<b>53%</b>	<b>+22</b>
Cultural and historical centres	<b>47%</b>	<b>+21</b>
In the mountains	43%	+5
By a lake	38%	+5

## TYPE OF ACCOMMODATION

Hotel	<b>97%</b>	<b>+11</b>
Private accommodation (e.g. Airbnb)	38%	+12
Apartments	54%	+8
Staying with relatives or friends	38%	+11
Hostel	28%	+5

## TRANSPORT TO THE DESTINATION

Aeroplane	64%	+4
Coach	6%	+4
Train	7%	+3
Motor	2%	+1
Car	19%	-11

## TRANSPORT AT THE DESTINATION

Coach	<b>46%</b>	<b>+14</b>
Car	68%	-4
Train	37%	+12
Motor	4%	+0
On foot	21%	-4

## ACTIVITIES

Seeing major tourist attractions	<b>65%</b>	<b>+19</b>
Sightseeing of old town centres	<b>68%</b>	<b>+19</b>
Sightseeing of a town, the capital	69%	+14
Shopping	<b>62%</b>	<b>+18</b>
Nightlife (bars, clubs)	<b>38%</b>	<b>+18</b>

## MOTIVATION

Past experience	62%	+10
Articles on the Internet	44%	+11
TV programmes	<b>28%</b>	<b>+12</b>
Videos on the Internet	<b>24%</b>	<b>+11</b>
Recommendations from friends	55%	+6

## SOURCE OF INFORMATION

Travel literature	33%	+8
Articles in print media	<b>24%</b>	<b>+11</b>
Articles on the Internet	58%	+4
Web portals (TripAdvisor etc.)	34%	+5
Friends, family	59%	+3

## RESERVATION METHOD

Directly at the accommodation provider	<b>53%</b>	<b>+19</b>
Airbnb	<b>32%</b>	<b>+13</b>
Expedia.com	<b>23%</b>	<b>+11</b>
Booking.com	59%	+4
At the activity provider	13%	+4

## TRAVELLING WITH

As a couple	50%	+4
Alone	10%	+2
Relatives	3%	+1
Family	27%	-5
Friends	10%	-2

## CHARACTERISTICS:

Size*	<b>127.199</b>
Share*	<b>2%</b>
Age	<b>38</b>
Women	<b>40%</b>

Summer	<b>49%</b>
Autumn	<b>27%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

## SWITZERLAND: Urban consumers (21,9%)



## DESTINATION TYPE

Towns	74%	+21
Capitals	35%	+4
By the sea	67%	-8
Cultural and historical centres	20%	-6
Spas (wellness and spa)	15%	-3

## TYPE OF ACCOMMODATION

Hotel	94%	+7
Apartments	44%	-1
Private accommodation (e.g. Airbnb)	25%	-1
Staying with relatives or friends	23%	-4
Boutique hotel	12%	-1

## TRANSPORT TO THE DESTINATION

Aeroplane	68%	+8
Train	5%	+1
Motorhome (camper)	3%	+0
Car	22%	-8
Bicycle	0%	+0

## TRANSPORT AT THE DESTINATION

Coach	36%	+3
Train	30%	+6
On foot	25%	-1
Car	69%	-3
Bicycle	4%	-1

## ACTIVITIES

Shopping	71%	+28
Sightseeing of a town, the capital	73%	+18
Seeing major tourist attractions	59%	+13
Gastronomy	47%	+12
Nightlife (bars, clubs)	41%	+21

## MOTIVATION

Recommendations from friends	52%	+4
Popularity of the destination	24%	+5
Price of the destination	34%	+0
Past experience	51%	+0
Suitability of the destination in all seasons	18%	+1

## SOURCE OF INFORMATION

Friends, family	57%	+1
Opinions in social media	20%	+3
Articles on the Internet	54%	+0
Web portals (TripAdvisor etc.)	28%	+0
Travel presentations	13%	+0

## RESERVATION METHOD

Booking.com	61%	+6
Airbnb	22%	+3
Expedia.com	14%	+2
Own accommodation	12%	+2
Directly at the accommodation provider	31%	-3

## TRAVELLING WITH

As a couple	46%	+0
Friends	18%	+5
Alone	9%	+1
Family	26%	-6
Relatives	1%	+0

## CHARACTERISTICS:

Size*	830.313
Share*	15%
Age	39
Women	49%

Summer	51%
Autumn	24%
Shorter trips	4
Longer trips	2

## NOTES:

Percentages in the title show the share of the segment according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country. / CHARACTERISTICS: \*The size and share show the size of the segment according to the population aged between 18 and 65.

## SWITZERLAND: Beauty and indulgence lovers (17,7%)



## DESTINATION TYPE

By the sea	97%	+22
Spas ( <u>wellness and spa</u> )	33%	+15
In the mountains	36%	-3
By a lake	29%	-4
Towns	39%	-15

TYPE OF  
ACCOMMODATION

Hotel	95%	+8
Staying with relatives or friends	33%	+7
Own accommodation	14%	+1
Apartments	41%	-4
Camper	12%	+2

TRANSPORT TO THE  
DESTINATION

Aeroplane	65%	+5
Car	32%	+2
Coach	1%	-1
Train	1%	-3
Motorhome (camper)	1%	-2

TRANSPORT AT THE  
DESTINATION

Car	81%	+10
Coach	29%	-4
Motorhome (camper)	4%	+0
On foot	22%	-4
Bicycle	3%	-2

## ACTIVITIES

Sun and sea	90%	+25
Shopping	60%	+16
Wellness and spa	60%	+23
Recreation	49%	+15
Activities and fun for children	35%	+19

## MOTIVATION

Past experience	55%	+3
Price of the destination	40%	+6
Recommendations from friends	51%	+3
Articles on the Internet	34%	+1
Popularity of the destination	21%	+1

SOURCE OF  
INFORMATION

Friends, family	62%	+5
Web portals (TripAdvisor etc.)	32%	+3
Agencies	15%	+4
Articles on the Internet	53%	+0
Web forums	18%	+4

## RESERVATION METHOD

Agency	27%	+6
Directly at the accommodation provider	33%	-1
Booking.com	51%	-4
Other web portal	11%	+0
Own accommodation	10%	+0

## TRAVELLING WITH

Family	50%	+18
As a couple	39%	-7
Relatives	1%	+0
Friends	7%	-6
Alone	4%	-4

## CHARACTERISTICS:

Size*	669.736
Share*	12%
Age	40
Women	53%

Summer	60%
Autumn	22%
Shorter trips	3
Longer trips	2

## SWITZERLAND: Green Explorers (15,4%)



## DESTINATION TYPE

In the mountains	67%	+29
Cultural and historical centres	55%	+28
By a lake	58%	+24
By the sea	87%	+12
Towns	75%	+21

## TYPE OF ACCOMMODATION

Apartments	66%	+21
Private accommodation (e.g. Airbnb)	37%	+11
Staying with relatives or friends	33%	+7
Hostel	32%	+10
Hotel	88%	+2

## TRANSPORT TO THE DESTINATION

Train	7%	+3
Aeroplane	63%	+3
Coach	3%	+1
Ship or another vessel	1%	+1
Car	23%	-7

## TRANSPORT AT THE DESTINATION

Coach	44%	+11
Train	39%	+15
On foot	33%	+8
Car	67%	-5
Bicycle	6%	+1

## ACTIVITIES

Natural sights, nature	78%	+24
Sightseeing of old town centres	74%	+25
Sightseeing of a town, the capital	76%	+21
Sports activities	54%	+23
History and castles	47%	+14

## MOTIVATION

Articles on the Internet	45%	+12
TV programmes	23%	+7
Proximity of the destination	26%	+5
Past experience	54%	+3
Recommendations from friends	53%	+4

## SOURCE OF INFORMATION

Articles on the Internet	63%	+9
Web portals (TripAdvisor etc.)	39%	+10
Travel literature	36%	+11
Friends, family	60%	+4
Web forums	20%	+6

## RESERVATION METHOD

Booking.com	64%	+8
Airbnb	30%	+10
Directly at the accommodation provider	38%	+4
Organiser	7%	+3
At the activity provider	12%	+3

## TRAVELLING WITH

As a couple	49%	+3
Alone	11%	+3
Friends	12%	+0
Family	27%	-5
Relatives	1%	+0

## CHARACTERISTICS:

Size*	585.185
Share*	11%
Age	40
Women	47%

Summer	48%
Autumn	24%
Shorter trips	4
Longer trips	2

## NOTES:

Percentages in the title show the share of the segment according to the entire target group (they travel abroad for a break or holiday). / DATA IN TABLES: positive and statistically significant differences are bold and underlined. The first number shows the percentage of replies for an individual element, and the second number reveals the deviation in percentage points from the entire target group in the country. / CHARACTERISTICS: \*The size and share show the size of the segment according to the population aged between 18 and 65.

## SWITZERLAND: Relaxed escapists (8,5%)



## DESTINATION TYPE

By the sea	60%	-14
Countryside	17%	-5
Elsewhere in nature	19%	-13
Towns	33%	-21
By a lake	17%	-17

TYPE OF  
ACCOMMODATION

<u>Own accommodation</u>	<b>20%</b>	<b>+7</b>
Hotel	82%	-4
Camp	17%	+2
Private accommodation (e.g. Airbnb)	19%	-7
Camper	10%	+0

TRANSPORT TO THE  
DESTINATION

<u>Train</u>	<b>7%</b>	<b>+2</b>
<u>Motorhome (camper)</u>	<b>5%</b>	<b>+2</b>
Car	34%	+3
<u>Motor</u>	<b>2%</b>	<b>+1</b>
Aeroplane	49%	-11

TRANSPORT AT THE  
DESTINATION

On foot	27%	+2
Car	64%	-7
<u>Bicycle</u>	<b>8%</b>	<b>+3</b>
Motorhome (camper)	8%	+4
Train	19%	-5

## ACTIVITIES

<u>Natural sights, nature</u>	<b>63%</b>	<b>+9</b>
<u>Thermal health spa</u>	<b>41%</b>	<b>+21</b>
<u>Gastronomy</u>	<b>40%</b>	<b>+5</b>
Learning about the local way of life	30%	-1
<u>Selfness, digital-detox, etc.</u>	<b>13%</b>	<b>+7</b>

## MOTIVATION

Price of the destination	33%	-1
Travel presentations	15%	+2
Past experience	46%	-6
Suitability of the destination in all seasons	18%	+1
Recommendations from friends	42%	-7

SOURCE OF  
INFORMATION

Travel literature	24%	-2
Friends, family	50%	-6
Travel presentations	12%	-1
Blogs	12%	-2
Articles on the Internet	45%	-8

## RESERVATION METHOD

Directly at the accommodation	36%	+2
provider		
Other web portal	14%	+2
Own accommodation	12%	+2
Booking.com	49%	-6
Agency	18%	-2

## TRAVELLING WITH

<u>As a couple</u>	<b>51%</b>	<b>+5</b>
Alone	11%	+2
<u>Relatives</u>	<b>3%</b>	<b>+2</b>
Family	26%	-6
Friends	9%	-3

## CHARACTERISTICS:

Size*	<b>321.274</b>
Share*	<b>6%</b>
Age	<b>42</b>
Women	<b>49%</b>

Summer	<b>33%</b>
Autumn	<b>28%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

## SWITZERLAND: Forever young (7,7%)



## DESTINATION TYPE

By the sea	68%	-6
Cultural and historical centres	22%	-4
By a lake	24%	-10
Countryside	17%	-6
Towns	34%	-19

## TYPE OF ACCOMMODATION

Hotel	89%	+2
Hostel	23%	+0
Camper	12%	+2
Apartments	37%	-8
Staying with relatives or friends	22%	-5

## TRANSPORT TO THE DESTINATION

Car	<b>34%</b>	<b>+4</b>
Aeroplane	61%	+1
Motorhome (camper)	3%	+0
Coach	1%	-1
Train	1%	-3

## TRANSPORT AT THE DESTINATION

Car	72%	+0
Coach	27%	-6
Motorhome (camper)	4%	+0
On foot	15%	-10
Train	15%	-10

## ACTIVITIES

<u>Sightseeing of old town centres</u>	<b>71%</b>	<b>+22</b>
<u>History and castles</u>	<b>59%</b>	<b>+26</b>
<u>Touring</u>	<b>36%</b>	<b>+22</b>
<u>Seeing major tourist attractions</u>	<b>54%</b>	<b>+8</b>
<u>Thermal health spa</u>	<b>30%</b>	<b>+10</b>

## MOTIVATION

TV programmes	21%	+4
<u>Travel literature</u>	<b>21%</b>	<b>+4</b>
<u>Travel presentations</u>	<b>17%</b>	<b>+4</b>
Popularity of the destination	19%	+0
Suitability of the destination in all seasons	18%	+1

## SOURCE OF INFORMATION

<u>Travel literature</u>	<b>32%</b>	<b>+7</b>
Travel presentations	15%	+2
Articles in print media	13%	+0
Articles on the Internet	45%	-8
Friends, family	47%	-9

## RESERVATION METHOD

<u>Agency</u>	<b>25%</b>	<b>+4</b>
Booking.com	55%	+0
Agoda.com	7%	+2
Expedia.com	13%	+1
Own accommodation	11%	+1

## TRAVELLING WITH

<u>As a couple</u>	<b>51%</b>	<b>+5</b>
<u>Alone</u>	<b>11%</b>	<b>+3</b>
Family	29%	-3
Friends	9%	-4

## CHARACTERISTICS:

Size*	<b>290.545</b>
Share*	<b>5%</b>
Age	<b>44</b>
Women	<b>55%</b>

Summer	<b>48%</b>
Autumn	<b>29%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

## SWITZERLAND: Active nostalgists (6,8%)



## DESTINATION TYPE

<u>In the mountains</u>	<b>71%</b>	<b>+33</b>
<u>Elsewhere in nature</u>	<b>68%</b>	<b>+36</b>
<u>By a lake</u>	<b>64%</b>	<b>+30</b>
<u>Countryside</u>	<b>33%</b>	<b>+10</b>
By the sea	59%	-15

TYPE OF  
ACCOMMODATION

<u>Boutique hotel</u>	<b>19%</b>	<b>+6</b>
Hotel	88%	+2
Camp	17%	+1
Camper	11%	+2
<u>Other</u>	<b>7%</b>	<b>+3</b>

TRANSPORT TO THE  
DESTINATION

<u>Car</u>	<b>48%</b>	<b>+17</b>
Train	5%	+0
Motorhome (camper)	3%	+0
<u>Motor</u>	<b>2%</b>	<b>+2</b>
Aeroplane	41%	-19

TRANSPORT AT THE  
DESTINATION

Car	73%	+2
Motor	9%	+4
Coach	24%	-9
On foot	23%	-2
Motorhome (camper)	7%	+3

## ACTIVITIES

<u>Sports activities</u>	<b>54%</b>	<b>+23</b>
Natural sights, nature	54%	+0
Learning about the local way of life	34%	+3
<u>Visit to a wine cellar</u>	<b>24%</b>	<b>+14</b>
Gastronomy	34%	-2

## MOTIVATION

Past experience	53%	+1
<u>Travel literature</u>	<b>22%</b>	<b>+4</b>
<u>Articles in print media</u>	<b>18%</b>	<b>+5</b>
Proximity of the destination	22%	+1
Articles on the Internet	29%	-4

SOURCE OF  
INFORMATION

Travel literature	26%	+1
Blogs	14%	+1
Friends, family	44%	-13
Articles on the Internet	43%	-10
Travel presentations	14%	+0

## RESERVATION METHOD

<u>Agency</u>	<b>26%</b>	<b>+6</b>
Directly at the accommodation provider	36%	+2
<u>Organiser</u>	<b>8%</b>	<b>+4</b>
At the activity provider	10%	+1
Through official TICs	7%	+2

## TRAVELLING WITH

<u>As a couple</u>	<b>64%</b>	<b>+18</b>
Family	22%	-10
Friends	8%	-4
Alone	5%	-3
Relatives	1%	+0

## CHARACTERISTICS:

Size*	<b>258.230</b>
Share*	<b>5%</b>
Age	<b>43</b>
Women	<b>44%</b>

Summer	<b>44%</b>
Autumn	<b>25%</b>
Shorter trips	<b>3</b>
Longer trips	<b>2</b>

## SWITZERLAND: Sociable foodies (5,9%)



## DESTINATION TYPE

Cultural and historical centres	<b>71%</b>	<b>+45</b>
Towns	<b>84%</b>	<b>+30</b>
Capitals	<b>68%</b>	<b>+37</b>
Countryside	<b>51%</b>	<b>+29</b>
By the sea	<b>84%</b>	<b>+9</b>

## TYPE OF ACCOMMODATION

Hotel	<b>92%</b>	<b>+6</b>
Staying with relatives or friends	<b>35%</b>	<b>+9</b>
Boutique hotel	<b>27%</b>	<b>+14</b>
Own accommodation	<b>21%</b>	<b>+8</b>
Apartments	<b>44%</b>	<b>-1</b>

## TRANSPORT TO THE DESTINATION

Car	<b>33%</b>	<b>+3</b>
Train	<b>8%</b>	<b>+4</b>
Aeroplane	<b>58%</b>	<b>-2</b>
Motor	<b>1%</b>	<b>+0</b>

## TRANSPORT AT THE DESTINATION

Car	<b>78%</b>	<b>+7</b>
Coach	<b>44%</b>	<b>+11</b>
On foot	<b>38%</b>	<b>+13</b>
Train	<b>30%</b>	<b>+6</b>
Motor	<b>2%</b>	<b>-2</b>

## ACTIVITIES

Sightseeing of old town centres	<b>91%</b>	<b>+42</b>
History and castles	<b>76%</b>	<b>+44</b>
Natural sights, nature	<b>88%</b>	<b>+33</b>
Seeing major tourist attractions	<b>85%</b>	<b>+39</b>
Aquafun, amusement parks	<b>62%</b>	<b>+41</b>

## MOTIVATION

Past experience	<b>70%</b>	<b>+18</b>
Price of the destination	<b>50%</b>	<b>+16</b>
Recommendations from friends	<b>59%</b>	<b>+11</b>
Proximity of the destination	<b>33%</b>	<b>+12</b>
Travel literature	<b>30%</b>	<b>+13</b>

## SOURCE OF INFORMATION

Articles on the Internet	<b>64%</b>	<b>+11</b>
Travel literature	<b>36%</b>	<b>+11</b>
Friends, family	<b>64%</b>	<b>+7</b>
Articles in print media	<b>19%</b>	<b>+7</b>
Web portals (TripAdvisor etc.)	<b>31%</b>	<b>+2</b>

## RESERVATION METHOD

Booking.com	<b>60%</b>	<b>+5</b>
Other web portal	<b>21%</b>	<b>+10</b>
Expedia.com	<b>19%</b>	<b>+6</b>
Agency	<b>24%</b>	<b>+3</b>
At the activity provider	<b>14%</b>	<b>+5</b>

## TRAVELLING WITH

As a couple	<b>54%</b>	<b>+8</b>
Family	<b>37%</b>	<b>+5</b>
Alone	<b>4%</b>	<b>-5</b>
Relatives	<b>2%</b>	<b>+1</b>
Friends	<b>3%</b>	<b>-9</b>

## CHARACTERISTICS:

Size*	<b>223.555</b>
Share*	<b>4%</b>
Age	<b>42</b>
Women	<b>45%</b>

Summer	<b>53%</b>
Autumn	<b>17%</b>
Shorter trips	<b>3</b>
Longer trips	<b>2</b>

## SWITZERLAND: Urban conscious (4,6%)



## DESTINATION TYPE

Capitals	53%	+22
Towns	65%	+12
Cultural and historical centres	42%	+15
Elsewhere in nature	31%	-1
Countryside	18%	-4

## TYPE OF ACCOMMODATION

Hostel	53%	+30
Private accommodation (e.g. Airbnb)	46%	+20
Apartments	52%	+7
Boutique hotel	23%	+11
Camper	14%	+4

## TRANSPORT TO THE DESTINATION

Aeroplane	63%	+3
Train	5%	+0
Motorhome (camper)	3%	+1
Ship or another vessel	1%	+1
Car	27%	-3

## TRANSPORT AT THE DESTINATION

Train	38%	+14
Coach	36%	+3
Motor	7%	+3
Car	58%	-13
On foot	28%	+3

## ACTIVITIES

Learning about the local way of life	74%	+43
Sightseeing of old town centres	79%	+30
Museums, galleries and art	63%	+37
Sightseeing of a town, the capital	77%	+21
Social events, festivals	58%	+34

## MOTIVATION

Past experience	61%	+9
Posts on social media, blogs	26%	+12
Articles in print media	23%	+10
Articles on the Internet	38%	+6
Suitability of the destination in all seasons	23%	+5

## SOURCE OF INFORMATION

Web portals (TripAdvisor etc.)	42%	+13
Blogs	24%	+11
Opinions in social media	25%	+9
Articles on the Internet	53%	-1
Friends, family	53%	-3

## RESERVATION METHOD

Directly at the accommodation provider	40%	+6
Airbnb	28%	+9
Booking.com	57%	+2
Expedia.com	13%	+0
Agoda.com	7%	+2

## TRAVELLING WITH

As a couple	49%	+3
Alone	17%	+9
Family	21%	-11
Relatives	3%	+2
Friends	11%	-2

## CHARACTERISTICS:

Size*	172.561
Share*	3%
Age	38
Women	58%

Summer	42%
Autumn	23%
Shorter trips	4
Longer trips	2

## SWITZERLAND: Carefree youth (4,1%)



## DESTINATION TYPE

<u>By the sea</u>	<b>80%</b>	<b>+6</b>
<u>Towns</u>	<b>70%</b>	<b>+16</b>
<u>Capitals</u>	<b>47%</b>	<b>+16</b>
By a lake	32%	-1
In the mountains	31%	-7

TYPE OF  
ACCOMMODATION

<u>Hostel</u>	<b>57%</b>	<b>+35</b>
<u>Private accommodation</u> (e.g. Airbnb)	<b>33%</b>	<b>+7</b>
<u>Camp</u>	<b>29%</b>	<b>+14</b>
Apartments	43%	-2
Staying with relatives or friends	30%	+4

TRANSPORT TO THE  
DESTINATION

Aeroplane	60%	+0
<u>Motorhome (camper)</u>	<b>5%</b>	<b>+3</b>
<u>Coach</u>	<b>5%</b>	<b>+3</b>
Car	26%	-4
Train	3%	-1

TRANSPORT AT THE  
DESTINATION

Coach	32%	+0
Car	68%	-4
<u>Bicycle</u>	<b>10%</b>	<b>+5</b>
Train	21%	-3
Motor	7%	+2

## ACTIVITIES

<u>Music festivals and concerts</u>	<b>64%</b>	<b>+45</b>
<u>Nightlife (bars, clubs)</u>	<b>50%</b>	<b>+30</b>
<u>Social events, festivals</u>	<b>43%</b>	<b>+19</b>
Sightseeing of a town, the capital	58%	+3
Sun and sea	61%	-4

## MOTIVATION

<u>Recommendations from friends</u>	<b>60%</b>	<b>+11</b>
<u>Posts on social media, blogs</u>	<b>29%</b>	<b>+15</b>
Price of the destination	39%	+4
<u>Proximity of the destination</u>	<b>26%</b>	<b>+5</b>
<u>TV oglasi</u>	<b>13%</b>	<b>+8</b>

SOURCE OF  
INFORMATION

<u>Friends, family</u>	<b>65%</b>	<b>+9</b>
<u>Opinions in social media</u>	<b>23%</b>	<b>+6</b>
Articles on the Internet	58%	+5
<u>Blogs</u>	<b>18%</b>	<b>+4</b>
Web portals (TripAdvisor etc.)	23%	-5

## RESERVATION METHOD

<u>Booking.com</u>	<b>64%</b>	<b>+9</b>
<u>Airbnb</u>	<b>30%</b>	<b>+11</b>
Expedia.com	13%	+0
Own accommodation	11%	+1
Organiser	7%	+2

## TRAVELLING WITH

<u>Friends</u>	<b>42%</b>	<b>+30</b>
Family	27%	-5
As a couple	28%	-19
Relatives	1%	+0
Alone	3%	-6

## CHARACTERISTICS:

Size*	<b>154.608</b>
Share*	<b>3%</b>
Age	<b>31</b>
Women	<b>33%</b>

Summer	<b>64%</b>
Autumn	<b>12%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

## SWITZERLAND: Active families (3,1%)



## DESTINATION TYPE

In the mountains	77%	<b>+38</b>
Elsewhere in nature	63%	<b>+31</b>
By a lake	62%	<b>+28</b>
By the sea	71%	-4
Countryside	43%	<b>+21</b>

TYPE OF  
ACCOMMODATION

Apartments	61%	<b>+15</b>
Camp	36%	<b>+21</b>
Own accommodation	20%	<b>+7</b>
Private accommodation (e.g. Airbnb)	25%	-1
Hostel	23%	+0

TRANSPORT TO THE  
DESTINATION

Aeroplane	62%	+2
Motorhome (camper)	3%	+1
Ship or another vessel	3%	<b>+2</b>
Bicycle	3%	<b>+2</b>
Car	27%	-3

TRANSPORT AT THE  
DESTINATION

Car	77%	+6
Bicycle	10%	<b>+6</b>
On foot	24%	-2
Motor	9%	+5
Coach	23%	-9

## ACTIVITIES

Sports activities	73%	<b>+42</b>
Water sports activities	60%	<b>+41</b>
Mountaineering (more challenging tours)	38%	<b>+32</b>
Touring	33%	<b>+19</b>
Wellness and spa	43%	+6

## MOTIVATION

Videos on the Internet	21%	<b>+8</b>
Past experience	50%	-2
Articles in print media	20%	<b>+8</b>
Articles on the Internet	32%	-1
Other	13%	+7

SOURCE OF  
INFORMATION

Articles on the Internet	55%	+1
Web portals (TripAdvisor etc.)	32%	+3
Articles in print media	21%	+8
Web forums	21%	<b>+6</b>
Travel literature	23%	-2

## RESERVATION METHOD

Directly at the accommodation provider	44%	+10
At the activity provider	19%	<b>+10</b>
Agency	29%	<b>+8</b>
Agoda.com	15%	+11
Airbnb	22%	+3

## TRAVELLING WITH

Family	34%	+2
Alone	14%	<b>+6</b>
As a couple	41%	-5
Friends	11%	-1

## CHARACTERISTICS:

Size*	119.201
Share*	2%
Age	38
Women	48%

Summer	62%
Autumn	21%
Shorter trips	4
Longer trips	2

## SWITZERLAND: Devoted mothers (2,5%)



## DESTINATION TYPE

Countryside	59%	+37
In the mountains	58%	+20
By a lake	46%	+13
By the sea	59%	-16
Elsewhere in nature	27%	-5

TYPE OF  
ACCOMMODATION

Apartments	54%	+9
Tourist farm	28%	+21
Staying with relatives or friends	32%	+6
Private accommodation (e.g. Airbnb)	32%	+6
Own accommodation	27%	+14

TRANSPORT TO THE  
DESTINATION

Car	66%	+35
Motorhome (camper)	3%	+0
Coach	2%	+1
Aeroplane	29%	-31

TRANSPORT AT THE  
DESTINATION

Car	87%	+16
On foot	28%	+3
Motor	6%	+2
Train	17%	-8
Coach	22%	-11

## ACTIVITIES

Activities and fun for children	53%	+37
Sports activities	52%	+21
Countryside, farm activities	36%	+27
Natural sights, nature	55%	+1
Social events, festivals	27%	+3

## MOTIVATION

Posts on social media, blogs	15%	+1
Articles in print media	13%	+1
Price of the destination	31%	-3
Suitability of the destination in all seasons	17%	-1
Past experience	47%	-5

SOURCE OF  
INFORMATION

Friends, family	61%	+5
Articles in print media	16%	+3
Travel literature	25%	+0
Articles on the Internet	44%	-9
Blogs	14%	+0

## RESERVATION METHOD

Directly at the accommodation provider	38%	+4
Own accommodation	25%	+15
At the activity provider	9%	+0
Organiser	5%	+0
Booking.com	34%	-21

## TRAVELLING WITH

Family	60%	+28
Friends	10%	-2
Alone	7%	-1
As a couple	23%	-23

## CHARACTERISTICS:

Size*	95.345
Share*	2%
Age	41
Women	42%

Summer	73%
Autumn	13%
Shorter trips	3
Longer trips	2

## SWITZERLAND: Adventurists (1,9%)



## DESTINATION TYPE

<u>Elsewhere in nature</u>	<b>65%</b>	<b>+33</b>
<u>By a lake</u>	<b>48%</b>	<b>+14</b>
<u>Countryside</u>	<b>35%</b>	<b>+13</b>
In the mountains	46%	+8
Spas (wellness and spa)	13%	-5

TYPE OF  
ACCOMMODATION

<u>Other</u>	<b>13%</b>	<b>+9</b>
Camper	14%	+4
Private accommodation (e.g. Airbnb)	15%	-11
<u>Glamping</u>	<b>11%</b>	<b>+7</b>
Staying with relatives or friends	14%	-12

TRANSPORT TO THE  
DESTINATION

Car	38%	+8
<u>Motorhome (camper)</u>	<b>6%</b>	<b>+4</b>
Train	7%	+2
Coach	4%	+2
Aeroplane	45%	-15

TRANSPORT AT THE  
DESTINATION

Car	66%	-5
Motor	11%	+7
<u>Bicycle</u>	<b>10%</b>	<b>+5</b>
Coach	20%	-13
On foot	16%	-9

## ACTIVITIES

History and castles	55%	<b>+22</b>
<u>Mountaineering (more challenging tours)</u>	<b>29%</b>	<b>+22</b>
<u>Adrenaline sports challenges</u>	<b>29%</b>	<b>+23</b>
Natural sights, nature	63%	+8
<u>Water sports activities</u>	<b>30%</b>	<b>+11</b>

## MOTIVATION

<u>Travel literature</u>	<b>27%</b>	<b>+10</b>
Articles on the Internet	34%	+1
TV programmes	20%	+4
Articles in print media	17%	+5
<u>TV oglasi</u>	<b>11%</b>	<b>+6</b>

SOURCE OF  
INFORMATION

Articles on the Internet	47%	-7
Travel presentations	21%	+8
Blogs	19%	+5
Web portals (TripAdvisor etc.)	22%	-7
Agencies	10%	-1

## RESERVATION METHOD

Expedia.com	19%	+6
Directly at the accommodation provider	33%	-1
Agoda.com	7%	+2
Agency	19%	-2
Other	3%	+1

## TRAVELLING WITH

<u>Friends</u>	<b>29%</b>	<b>+16</b>
As a couple	35%	-12
Alone	10%	+2
Family	27%	-5

## CHARACTERISTICS:

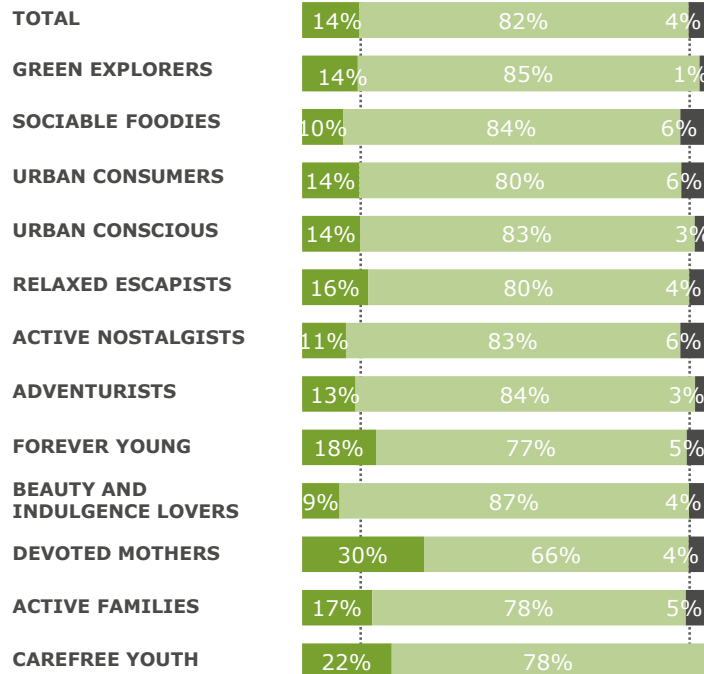
Size*	<b>71.652</b>
Share*	<b>1%</b>
Age	<b>39</b>
Women	<b>34%</b>

Summer	<b>51%</b>
Autumn	<b>39%</b>
Shorter trips	<b>4</b>
Longer trips	<b>2</b>

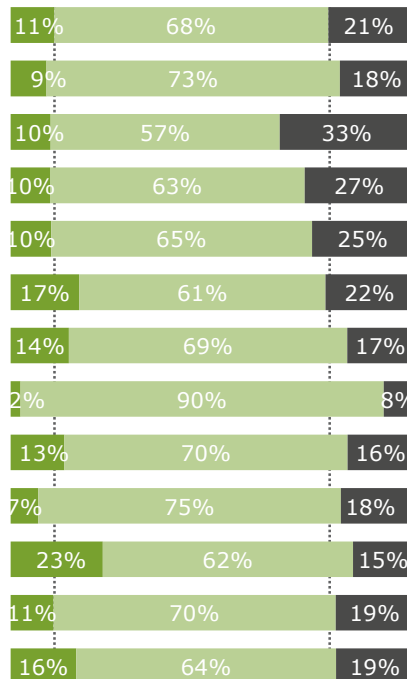
# SWITZERLAND: Price sensitivity



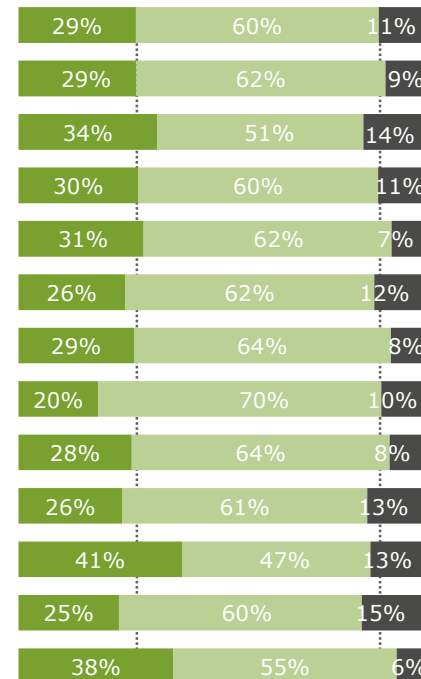
## CHOICE OF ACCOMMODATION



## CHOICE OF DESTINATION



## CHOICE OF TRANSPORT

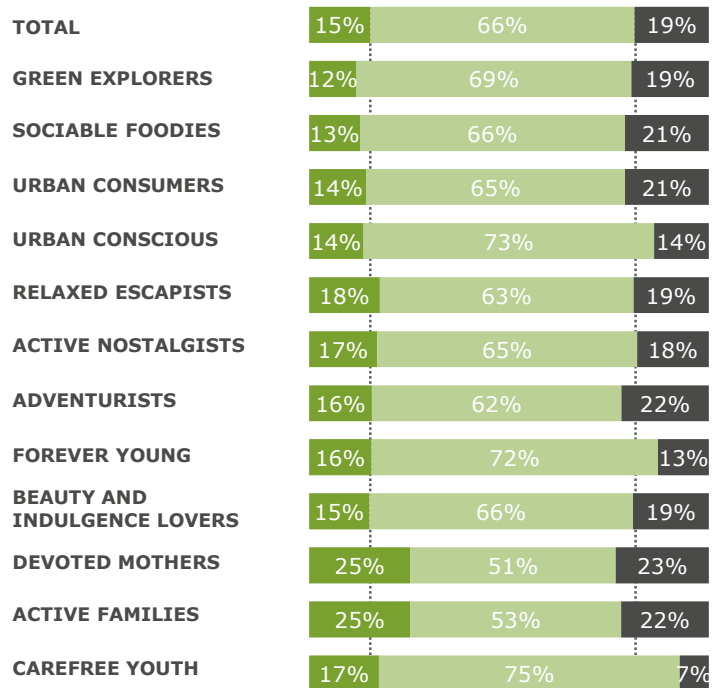


seek the most favourable offer
  assess value for money
  disregard the price

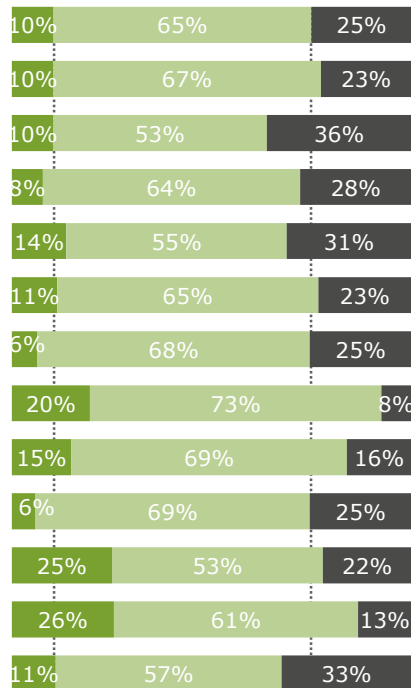
# SWITZERLAND: Price sensitivity



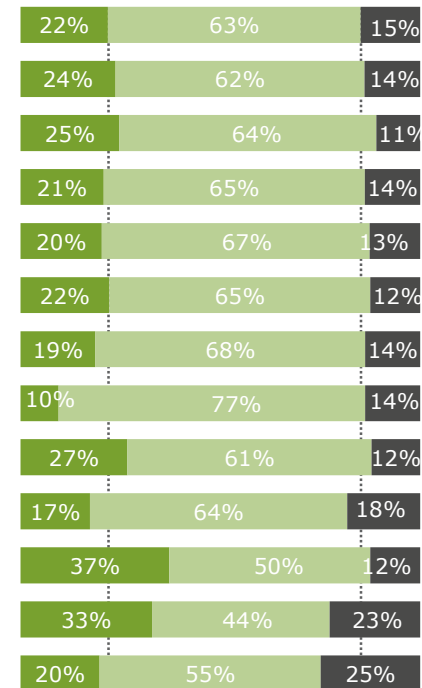
## CHOICE OF ADDITIONAL ACTIVITIES



## CHOICE OF FOOD



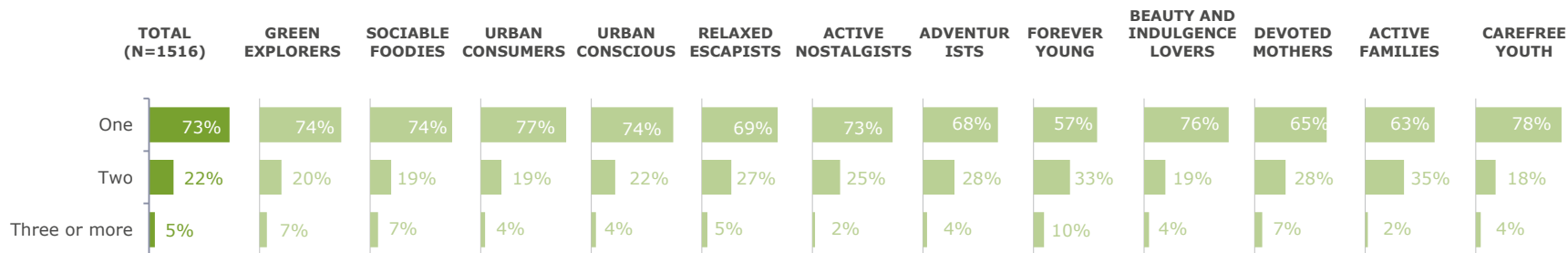
## SHOPPING



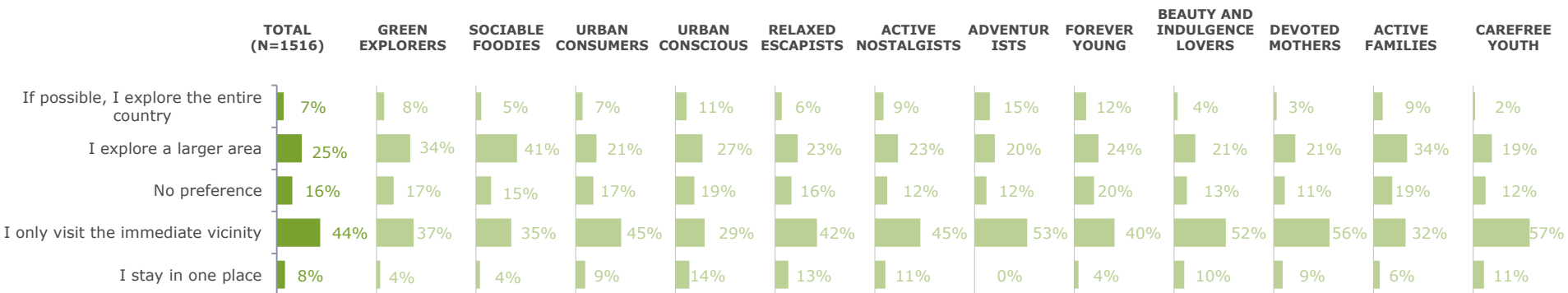
seek the most favourable offer
  assess value for money
  disregard the price



## Number of countries visited during one trip, break or holiday



## Exploring in one country



# **GENERAL OVERVIEW OF TRAVEL HABITS, MOTIVES AND THE PURCHASE JOURNEY**





## CHARACTERISTICS OF THE TARGET GROUP:

Size*	<b>3.792.205</b>	Summer	<b>51%</b>
Share*	<b>69,3%</b>	Autumn	<b>23%</b>
Age	<b>40</b>	Shorter trips	<b>4</b>
Women	<b>48%</b>	Longer trips	<b>2</b>

## TRAVELLING WITH:

as a couple	<b>46%</b>
Family	<b>32%</b>
Friends	<b>12%</b>
Alone	<b>8%</b>
Relatives	<b>1%</b>

## DESTINATION TYPE:

By the sea	<b>53%</b>	74%
Towns	<b>13%</b>	54%
In the mountains	<b>6%</b>	38%

**6 x**  
a year  
travels  
abroad

## ACTIVITIES - TOP 10:

Sun and sea	<b>65%</b>
Sightseeing of a town, the capital	<b>55%</b>
Natural parks, attractions	<b>54%</b>
Sightseeing of old town centres	<b>49%</b>
Tourist sights	<b>46%</b>
Shopping	<b>44%</b>
Wellness and (beauty) spa	<b>37%</b>
Gastronomic delights	<b>35%</b>
Recreation	<b>33%</b>
History and castles	<b>33%</b>

## TRAVEL MOTIVES - TOP 10:

To learn something new	<b>14%</b>	37%
Enjoy good food, drinks	<b>5%</b>	33%
Relaxation	<b>9%</b>	29%
Visit a beautiful destination	<b>9%</b>	29%
Retreat from the everyday	<b>8%</b>	28%
Spend time with partner	<b>8%</b>	26%
Rest, slow down the pace of life	<b>7%</b>	25%
Spend time with family, strengthen the bonds	<b>10%</b>	24%
Experience another culture	<b>5%</b>	24%
Visit a town, the capital	<b>6%</b>	19%

## VISITING COUNTRIES- TOP 10:

Italy	<b>46%</b>	53%
Germany	<b>41%</b>	52%
France	<b>39%</b>	47%
Spain	<b>40%</b>	47%
Switzerland	<b>31%</b>	40%
Non - European countries	<b>27%</b>	35%
Austria	<b>27%</b>	33%
United Kingdom of Great Britain and Northern Ireland	<b>19%</b>	24%
Greece	<b>17%</b>	23%
Portugal	<b>17%</b>	22%
Slovenia	<b>2%</b>	3%

**Repeated visit**  
**Visit**

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / CHARACTERISTICS OF THE TARGET GROUP: The size and share show the size of the target group according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE: what type of destination is chosen. / ACTIVITIES - TOP 10: what do they do. / TRAVEL MOTIVES - TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries have they visited so far and would visit again (Top 10, compared with Slovenia).

# SWITZERLAND: Elements of the purchase journey and consumption



## TYPE OF ACCOMMODATION:



Other frequent accommodation types:

**Private accommodation: 26%**  
**Hostel: 23%**  
**Camp: 15%**

## RESERVATION:



70%

## TRANSPORT MODE (%):

AEROPLANE CAR TRAIN MOTORHOME COACH

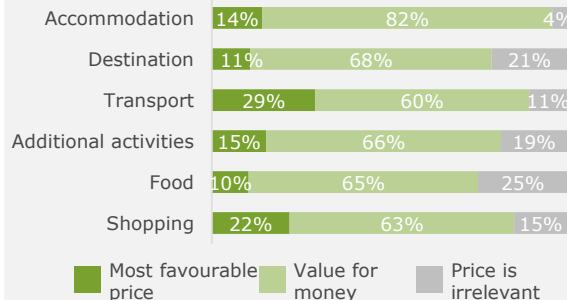


60 - 30 71 4 24 2 4 2 33

□ To the destination

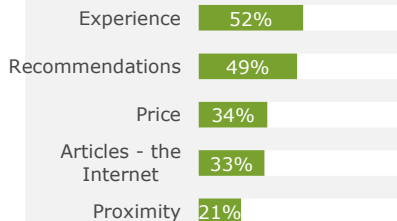
■ At the destination (25% ON FOOT, 5% BICYCLE, 4% MOTORCYCLE)

## PRICE SENSITIVITY:

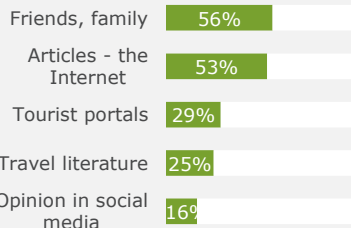


## PURCHASE JOURNEY:

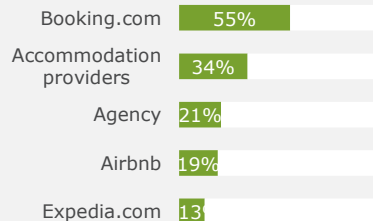
### MOTIVATIONS:



### SOURCES OF INFORMATION:



### RESERVATION METHOD:



## BUDGET AND SPENDING:

	PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	81 €	84 €
TRANSPORT per person	149 €	153 €

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET (planned costs) AND SPENDING (actual costs): costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.



## CHARACTERISTICS OF VISITORS TO SLOVENIA:

Size*	<b>590.838</b>	Summer	<b>50%</b>
Share*	<b>10,8%</b>	Autumn	<b>24%</b>
Age	<b>41</b>	Shorter trips	<b>4</b>
Women	<b>40%</b>	Longer trips	<b>2</b>

## TRAVELLING WITH:

As a couple	<b>49%</b>
Family	<b>27%</b>
Alone	<b>14%</b>
Friends	<b>9%</b>
Relatives	<b>1%</b>

## DESTINATION TYPE:

By the sea	<b>55%</b>	<b>72%</b>
Towns	<b>12%</b>	<b>52%</b>
By a lake	<b>6%</b>	<b>41%</b>

**6 x**a year  
travels  
abroad

## ACTIVITIES - TOP 10:

Sun and sea	<b>60%</b>
Sightseeing of old town centres	<b>56%</b>
Sightseeing of a town, the capital	<b>54%</b>
Natural parks, attractions	<b>50%</b>
Tourist sights	<b>42%</b>
Shopping	<b>40%</b>
Wellness and (beauty) spa	<b>38%</b>
Gastronomic delights	<b>38%</b>
history and castles	<b>37%</b>
Museums, galleries, art	<b>34%</b>

## TRAVEL MOTIVES - TOP 10:

To learn something new	<b>10%</b>	<b>33%</b>
Enjoy good food, drinks	<b>7%</b>	<b>33%</b>
Experience another culture	<b>7%</b>	<b>31%</b>
Visit a beautiful destination	<b>11%</b>	<b>30%</b>
Spend time with family, strengthen the bonds	<b>10%</b>	<b>29%</b>
Relaxation	<b>8%</b>	<b>24%</b>
Spend time with partner	<b>6%</b>	<b>23%</b>
Rest, slow down the pace of life	<b>9%</b>	<b>22%</b>
Retreat from the everyday	<b>5%</b>	<b>21%</b>
Visit a town, the capital	<b>6%</b>	<b>19%</b>

## VISITING COUNTRIES- TOP 10:

Germany	<b>41%</b>	<b>52%</b>
Italy	<b>44%</b>	<b>51%</b>
Austria	<b>39%</b>	<b>47%</b>
Spain	<b>37%</b>	<b>44%</b>
France	<b>38%</b>	<b>44%</b>
Switzerland	<b>32%</b>	<b>40%</b>
Non - European countries	<b>28%</b>	<b>35%</b>
Croatia	<b>24%</b>	<b>28%</b>
Portugal	<b>19%</b>	<b>24%</b>
the Netherlands	<b>17%</b>	<b>24%</b>
Slovenia	<b>14%</b>	<b>22%</b>

Repeated visit

Visit

## NOTES:

The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday and have already visited Slovenia, whereby short and non-tourist visits are also observed. / CHARACTERISTICS OF VISITORS TO SLOVENIA: The size and share show the size of the subsample (visitors to Slovenia) according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE - TOP 10: what type of destination is chosen. / ACTIVITIES - TOP 10: what do they do. / TRAVEL MOTIVES - TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries they have visited so far and would visit again (Top 10, compared with Slovenia).

# SWITZERLAND: Elements of the purchase journey and consumption

*Subsample: visitors to Slovenia*



## TYPE OF ACCOMMODATION:



Other frequent  
accommodation types:

**Relatives, friends: 26%**  
**Hostel: 25%**  
**Own accommodation: 16%**

## RESERVATION:



79%

## TRANSPORT MODE (%):

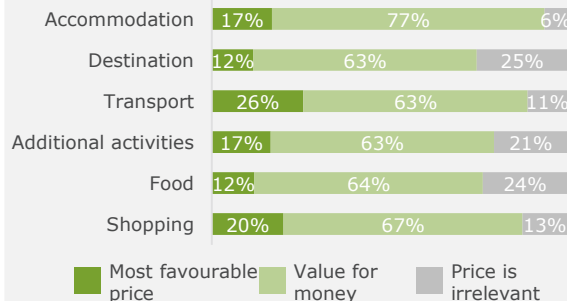
AEROPLANE CAR TRAIN MOTORHOME COACH



□ To the destination

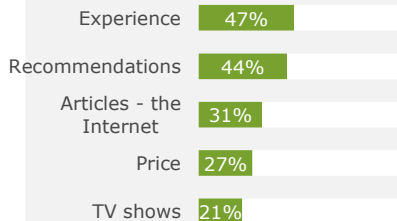
■ At the destination (20% ON FOOT, 7% MOTORCYCLE, 4% BICYCLE)

## PRICE SENSITIVITY:

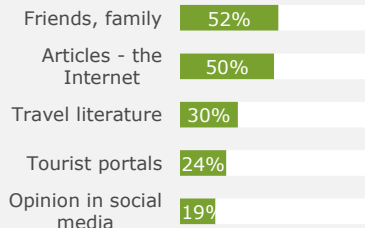


## PURCHASE JOURNEY:

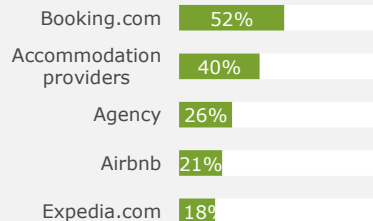
### MOTIVATIONS:



### SOURCES OF INFORMATION:



### RESERVATION METHOD:



## BUDGET AND SPENDING:

	PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	74 €	80 €
TRANSPORT per person	162 €	172 €

## NOTES:

The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday and have already visited Slovenia, whereby short and non-tourist visits are also observed. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET AND SPENDING: shows the costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.



## CHARACTERISTICS OF TOURISTS IN SLOVENIA:

Size*	127.199	Summer	49%
Share*	2,3%	Autumn	27%
Age	38	Shorter trips	4
Women	40%	Longer trips	2

## TRAVELLING WITH:

As a couple	50%
Family	27%
Alone	10%
Friends	10%
Relatives	3%

## DESTINATION TYPE:

Towns	17%	78%
By the sea	52%	71%
Capital	2%	53%

6 x

a year  
travels  
abroad

## ACTIVITIES - TOP 10:

Sun and sea	74%
Sightseeing of a town, the capital	69%
Sightseeing of old town centres	68%
Tourist sights	65%
Shopping	62%
Natural parks, attractions	57%
Gastronomic delights	44%
History and castles	43%
Museums, galleries, art	40%
Social events, festivals	40%

## TRAVEL MOTIVES - TOP 10:

To learn something new	14%	53%
Experience another culture	10%	42%
Retreat from the everyday	3%	30%
Relaxation	5%	30%
Enjoy good food, drinks	4%	29%
Visit a beautiful destination	17%	29%
Rest, slow down the pace of life	11%	28%
Spend time with family, strengthen the bonds	4%	28%
Spend time with partner	5%	26%
Take care of one self, be restored	6%	18%

## VISITING COUNTRIES- TOP 10:

Slovenia	64%	100%
Austria	76%	84%
Germany	62%	81%
Spain	57%	71%
Italy	62%	71%
Switzerland	47%	62%
Croatia	55%	60%
France	51%	57%
Non - European countries	46%	51%
the Netherlands	35%	44%

■ Repeated visit  
■ Visit

## NOTES:

The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday, their destinations also include Slovenia. / CHARACTERISTICS OF TOURISTS IN SLOVENIA: The size and share show the size of the subsample (tourists in Slovenia) according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE - TOP 10: what type of destination is chosen. / ACTIVITIES - TOP 10: what do they do. / TRAVEL MOTIVES - TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries they have visited so far and would visit again (Top 10).

# SWITZERLAND: Elements of the purchase journey and consumption

*Subsample: tourists in Slovenia*



## TYPE OF ACCOMMODATION:



Other frequent accommodation types:

**Relatives, friends: 38%**

**Hostel: 28%**

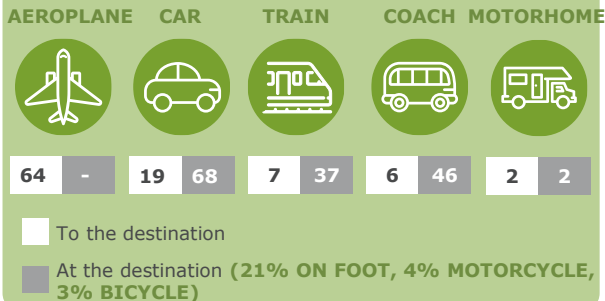
**Own accommodation: 15%**

## RESERVATION:

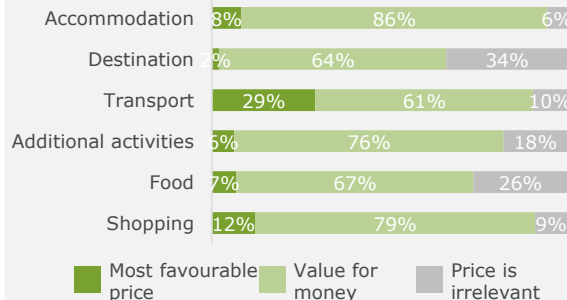


**72%**

## TRANSPORT MODE (%):

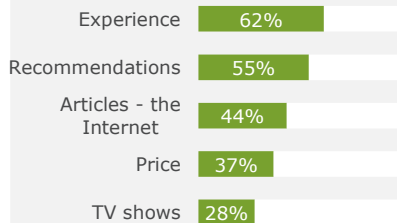


## PRICE SENSITIVITY:

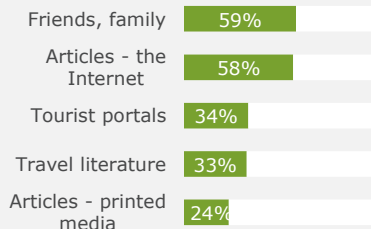


## PURCHASE JOURNEY:

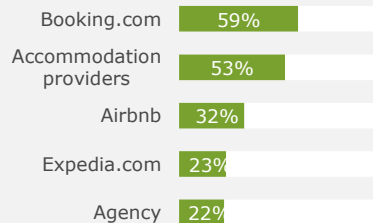
### MOTIVATIONS:



### SOURCES OF INFORMATION:



### RESERVATION METHOD:



## BUDGET AND SPENDING:

		PLANNED COSTS	ACTUAL COSTS
ACCOMMODATION, FOOD and other per person/day	in Europe	74 €	82 €
	in SLO	60 €	59 €
TRANSPORT per person	in Europe	143 €	146 €
	in SLO	139 €	141 €

## NOTES:

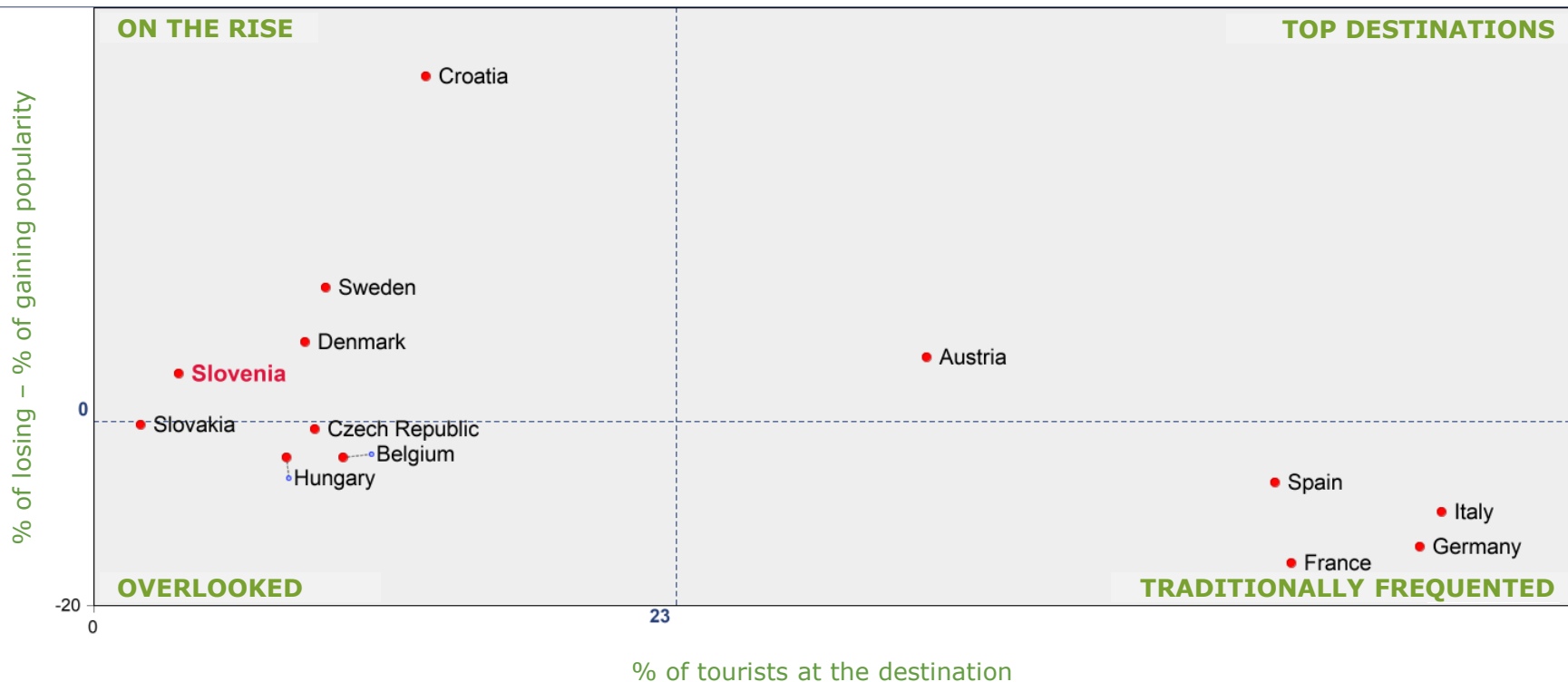
The results represent the subsample in the target group: they travel abroad at least once a year for a break or holiday, their destinations also include Slovenia. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET AND SPENDING: shows the costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.

# **IMAGE AND PERCEPTION OF SLOVENIA**



# SWITZERLAND: Destination relevance

Share of visitors by popularity of the destination



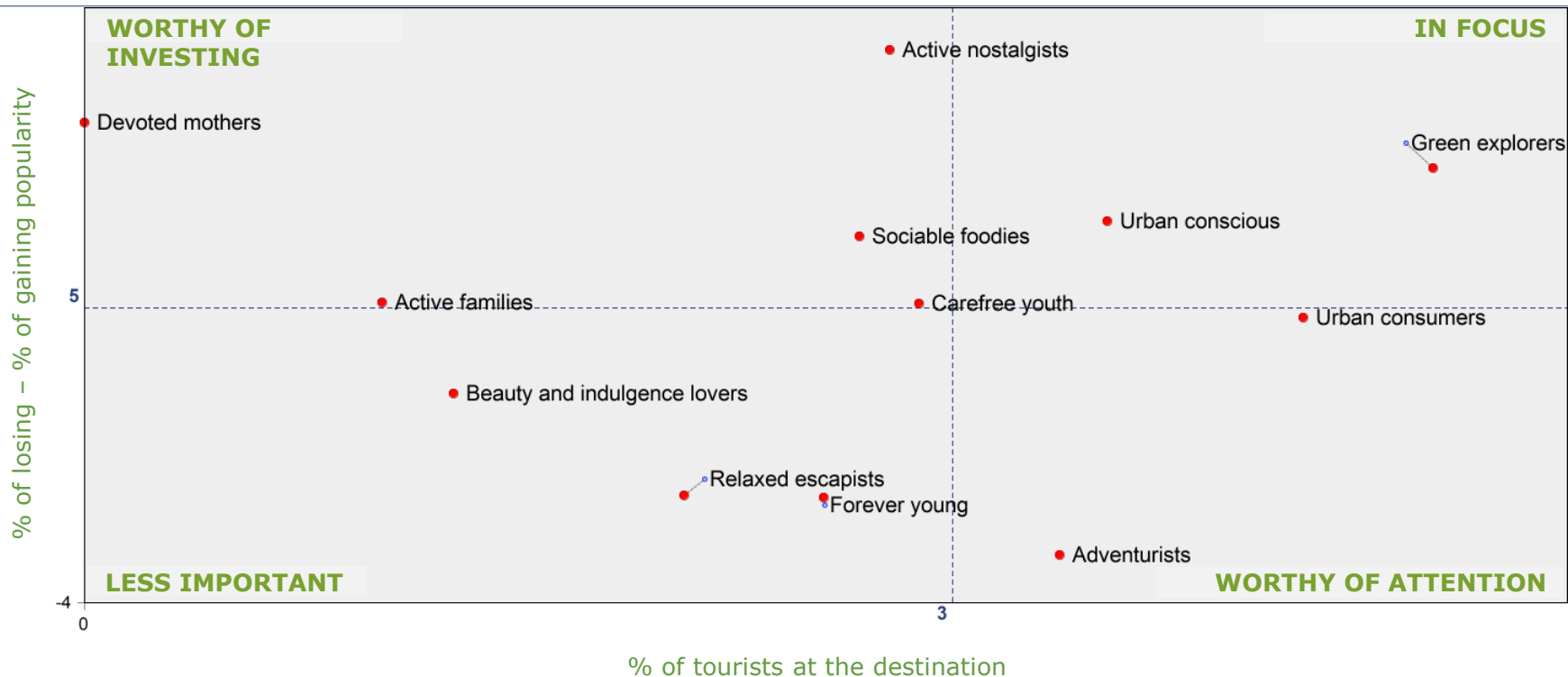
## NOTES:

The chart shows the share of visitors according to the ratio of gaining – losing popularity (destination % losing – % gaining).

The percentage of tourists at the destination shows the visitor frequency of the destination (the largest shares of tourists are at destinations in the right quadrant).

# SWITZERLAND: Slovenia's relevance

Slovenia's relevance as a tourist destination according to the popularity by segments of tourists



**NOTES:**

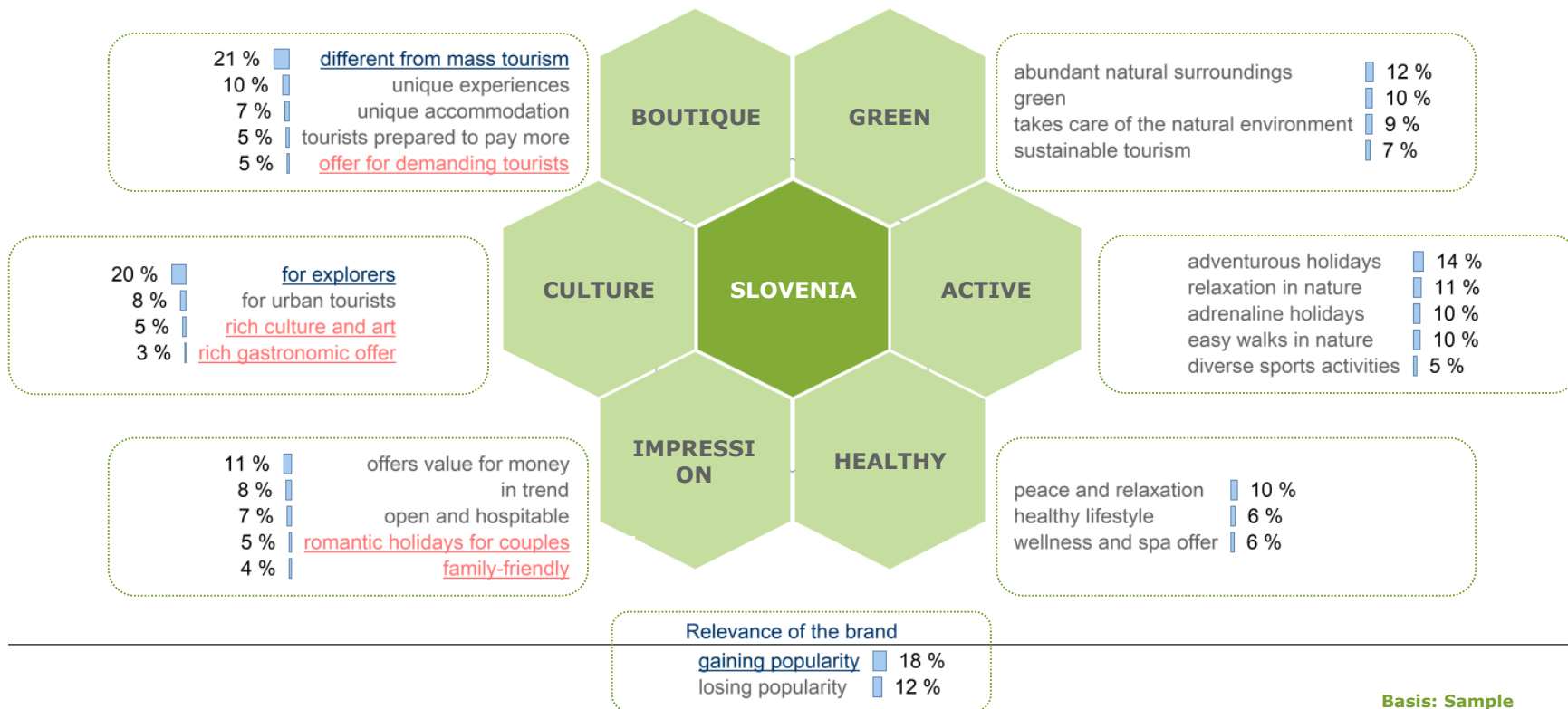
The chart shows the share of visitors according to the ratio of gaining - losing popularity (destination % losing - % gaining).

The percentage of tourists at the destination shows the visitor frequency of the destination (the largest shares of tourists are at destinations in the right quadrant).

# SWITZERLAND: Slovenia's image



n=1516



Basis: Sample

## NOTES:

The prism shows all elements linked to the image of the destination, which are divided into six key dimensions of the image. The elements are classified according to a descending order for each individual dimension. The elements deviating statistically significantly in a positive way are underlined and marked blue, while the elements deviating statistically significantly in a negative way are marked red.

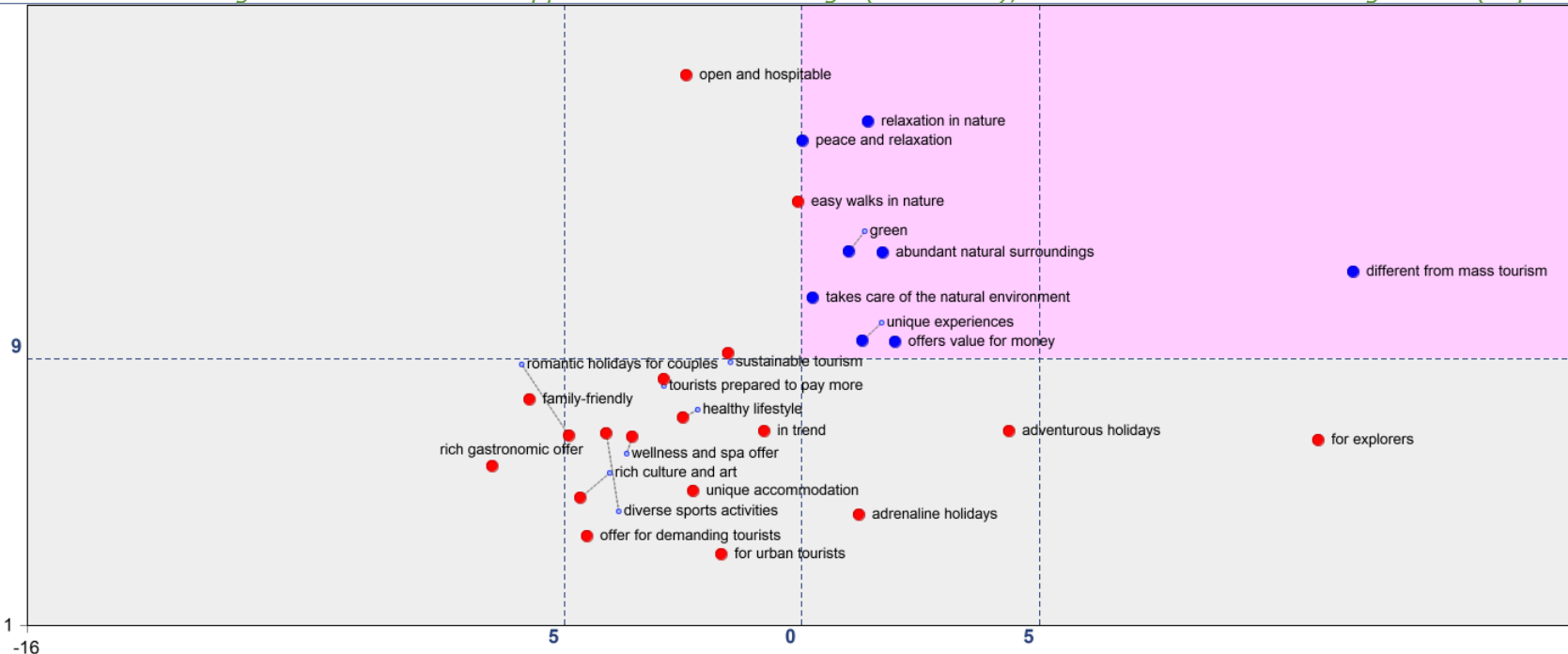
# SWITZERLAND: Significance of elements

## Impact of elements on selecting Slovenia as a destination for a holiday or a break



*\*interesting elements are in the upper section of the image (influential), the best ones are on the right side (important)*

Impact of the image element on selecting  
Slovenia as a destination for a holiday or a break



Weaker association of Slovenia ← → Stronger association of Slovenia

### NOTES:

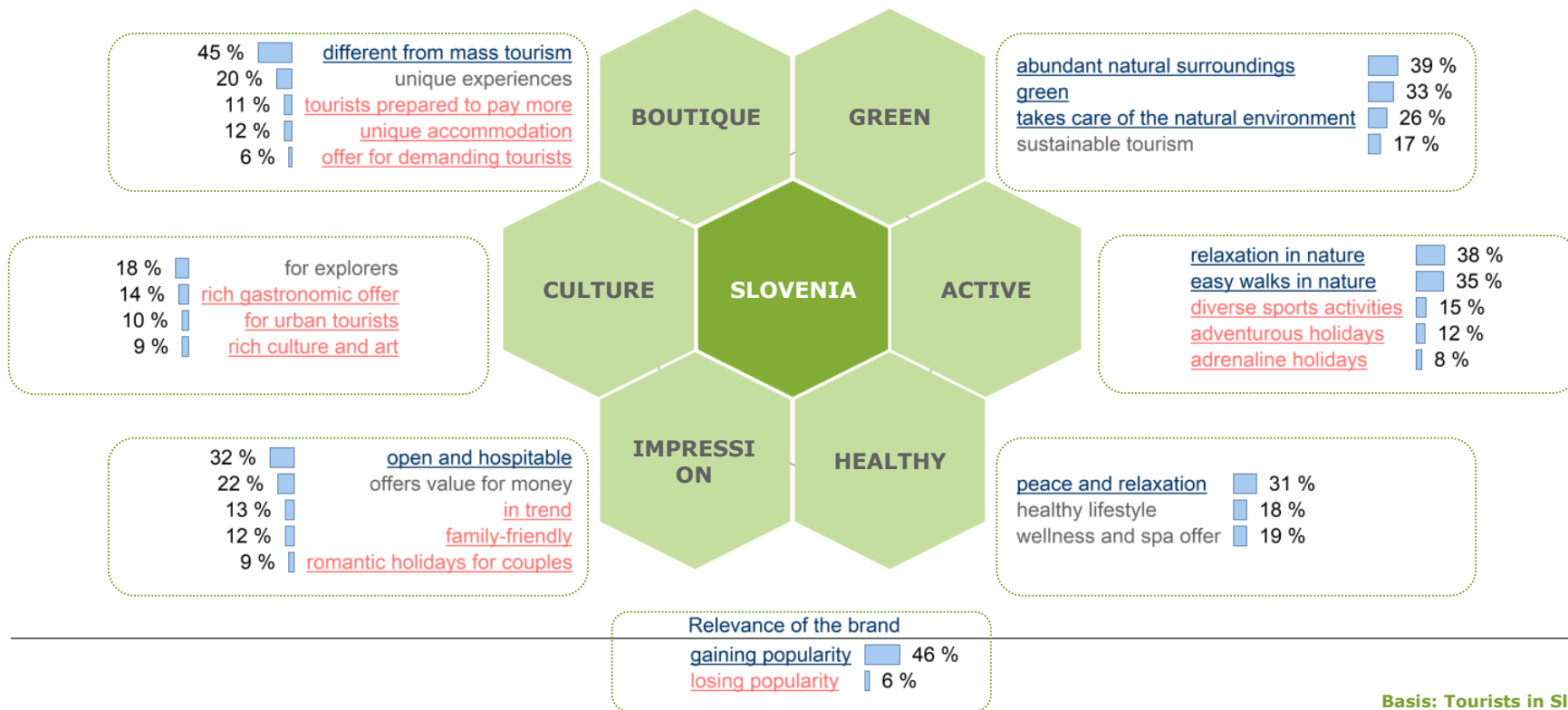
Guidelines for interpretation: elements in the upper right quadrant have a strong impact on the destination's image. These are the elements which influence an individual's decision to spend a holiday at a destination. The upper middle quadrant represents new opportunities.

# SWITZERLAND: Slovenia's image

Subsample: tourists in Slovenia



n=51



Basis: Tourists in Slovenia

## NOTES:

The prism shows all elements linked to the image of the destination, which are divided into six key dimensions of the image. The elements are classified according to a descending order for each individual dimension. The elements deviating statistically significantly in a positive way are underlined and marked blue, while the elements deviating statistically significantly in a negative way are marked red.

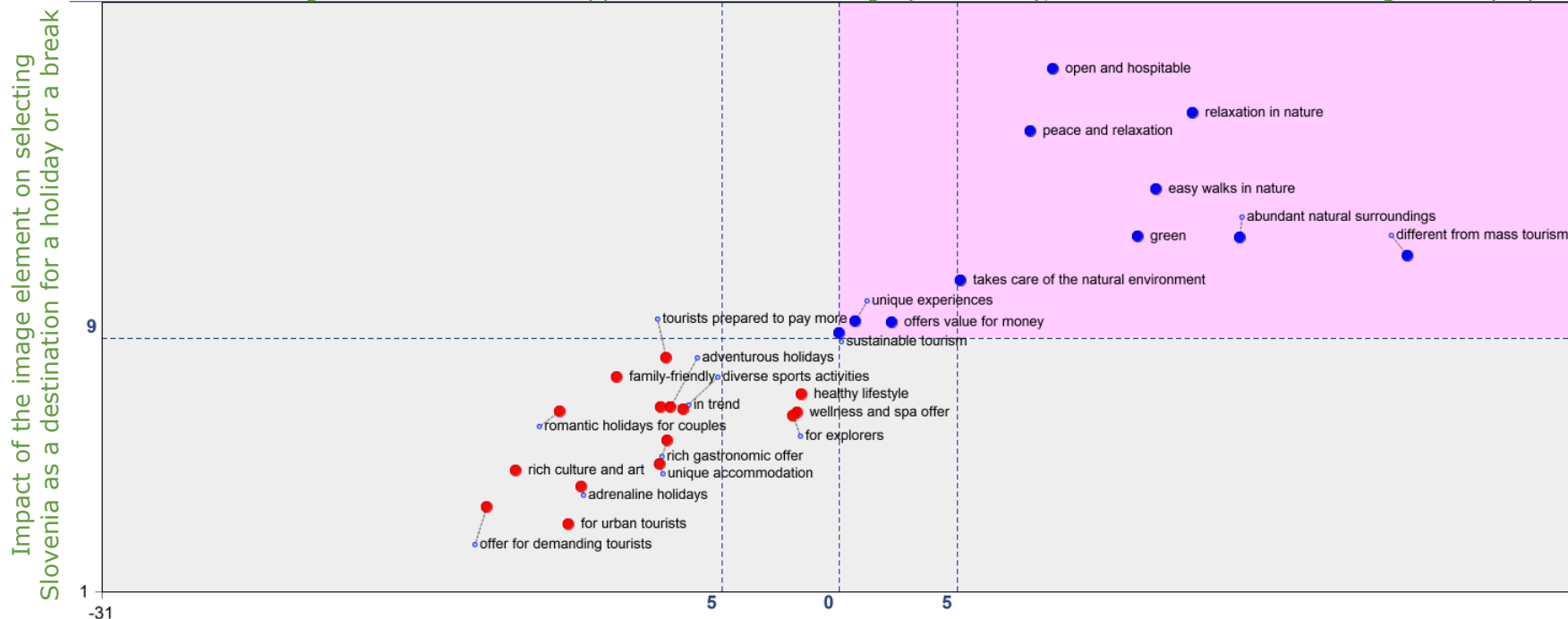
# SWITZERLAND: Significance of elements

Impact of elements on selecting Slovenia as a destination for a holiday or a break

Subsample: tourists in Slovenia



*\*interesting elements are in the upper section of the image (influential), the best ones are on the right side (important)*



Weaker association of Slovenia ← → Stronger association of Slovenia

## NOTES:

Guidelines for interpretation: elements in the upper right quadrant have a strong impact on the destination's image. These are the elements which influence an individual's decision to spend a holiday at a destination. The upper middle quadrant represents new opportunities.

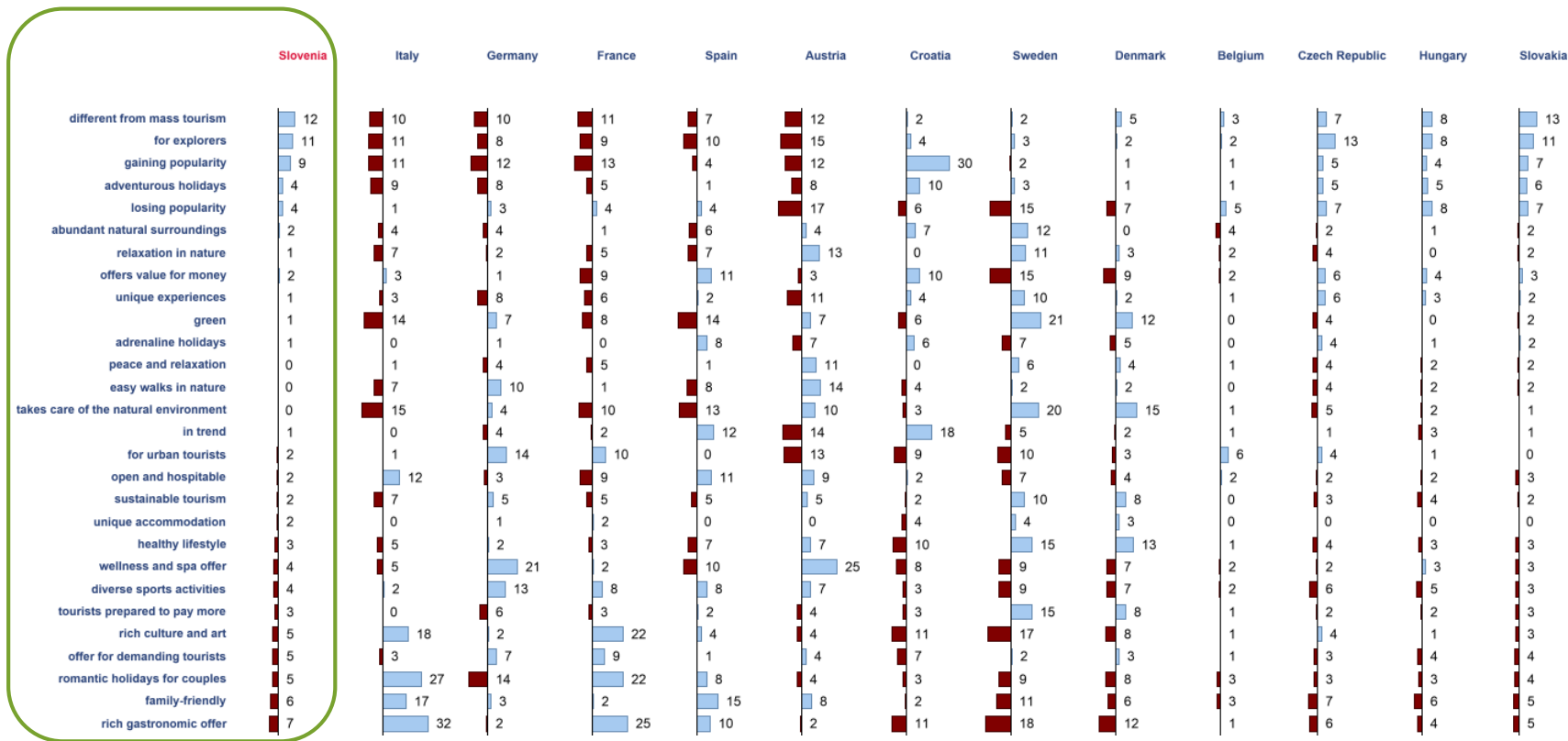
# SWITZERLAND: Destination image



**NOTES:**

For each element provided or statement linked to the image of countries as tourist destinations, the respondents chose three of the countries available, for which they believed that the statements were most suitable. They first selected the country for which the statement was most applicable. The shares of statements for destinations by elements are shown. The elements are classified according to the share of statements for Slovenia.

# SWITZERLAND: Typical elements of destinations



NOTES:

Deviations from the theoretical value for each element are shown. The positive deviation to the right (blue) means that the element is more typical of this destination as per the remaining destinations. The negative deviation to the left (red) means that the element is less typical of this destination as per the remaining destinations. The elements are classified according to the characteristics for Slovenia.

# **SLOVENIA: KNOWLEDGE, EXPERIENCE AND RECOMMENDATIONS**

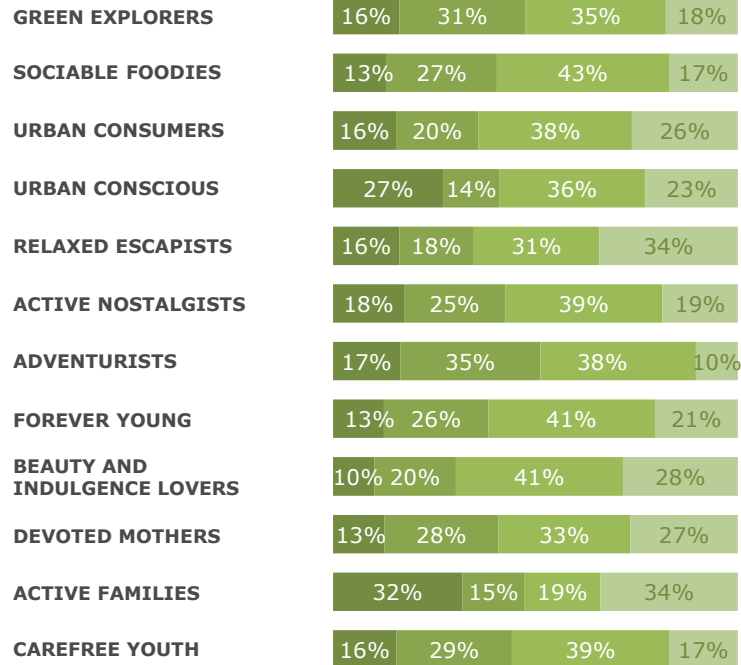


# SWITZERLAND: Knowledge of, and experience with, Slovenia

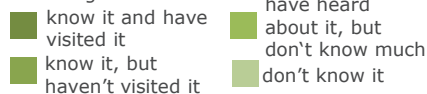


## KNOWLEDGE OF SLOVENIA

Base: sample

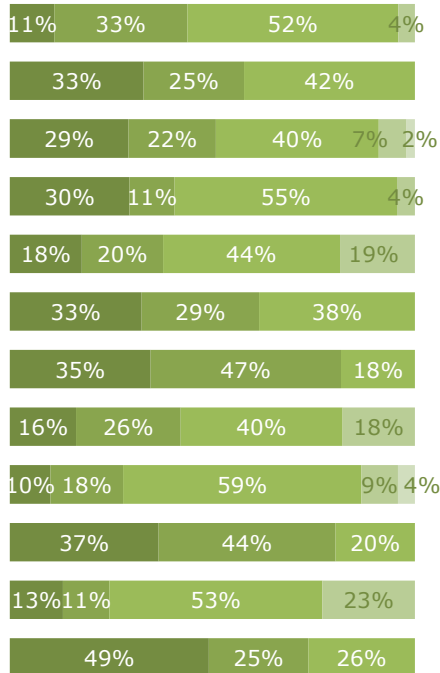


Knowledge:



## SATISFACTION

Base: visitors of Slovenia

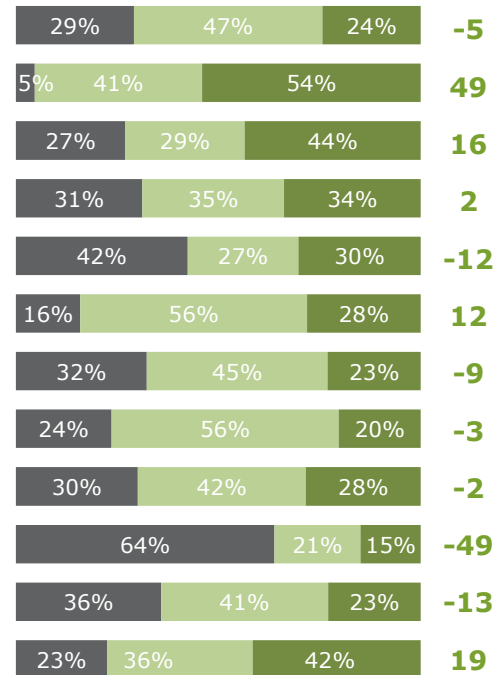


Meeting of expectations:



## NPS – DEGREE OF RECOMMENDATION

NPS Index



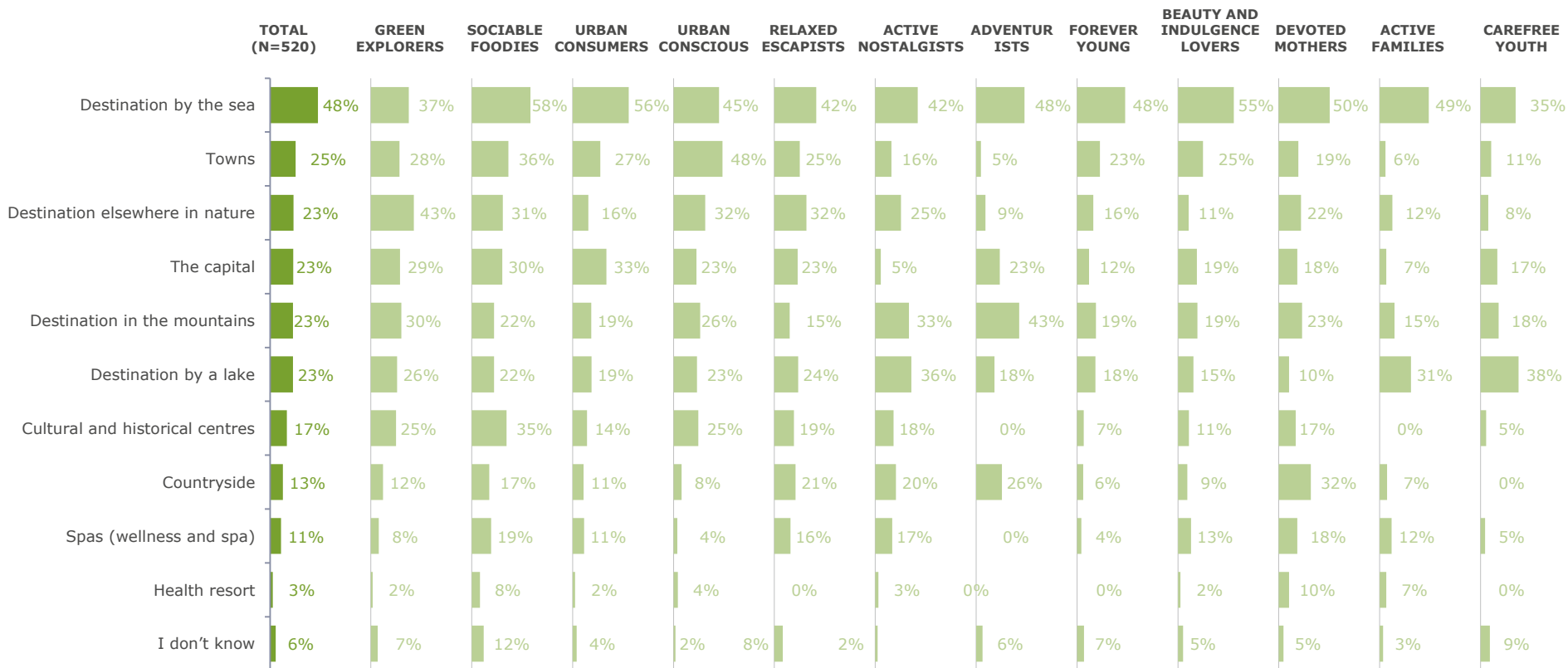
Recommendations:



**NOTE:** The gossipers represent values from 0 to 6, neutral from 7 to 8, and promoters from 9 to 10 (recommend the country). The NPS Index is the share of promoters minus the share of gossipers, and reveals the level of loyalty.

# SWITZERLAND: Destination type in Slovenia

Subsample: visitors to Slovenia



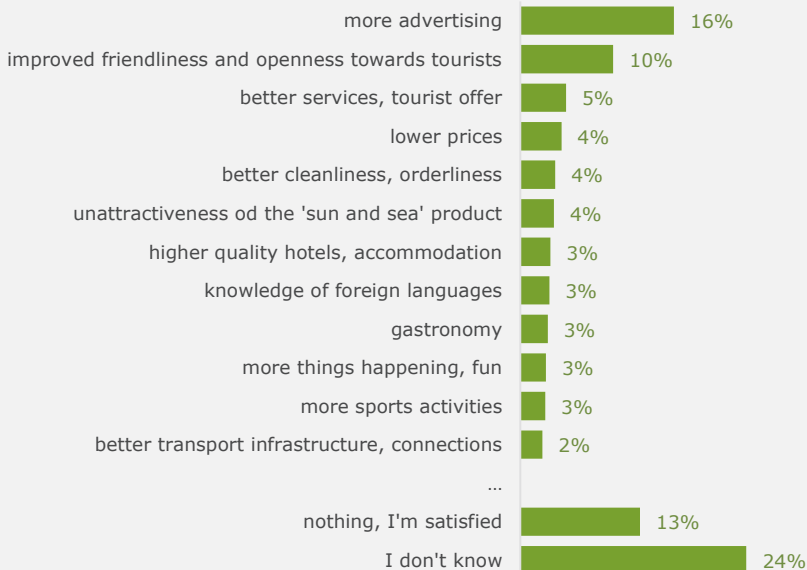
## NOTES:

Replies are presented on a subsample of visitors to Slovenia who would visit it again. The chart includes types of tourist destinations which visitors to Slovenia would choose if they visit it again. Several replies were possible.



## Opportunities for improvement – Top 12

*Gossipers and neutral (would not recommend Slovenia), n=160*

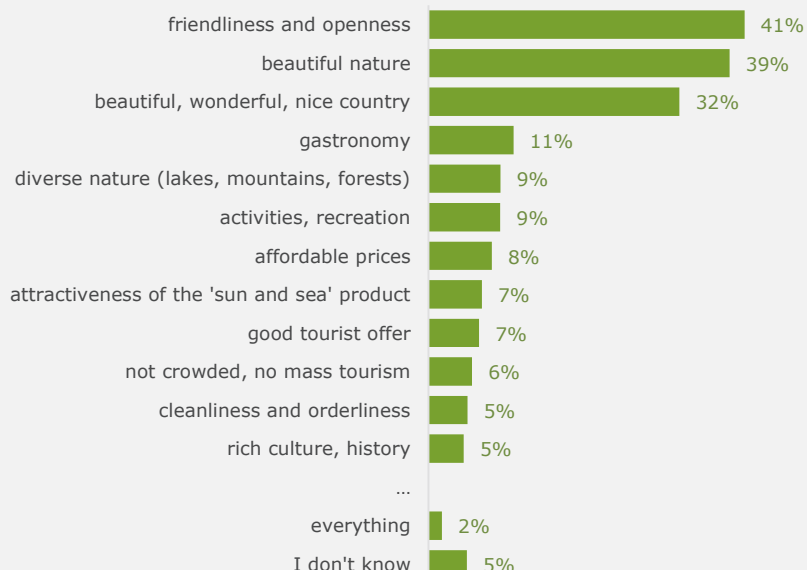


### NOTES:

OTHER STATEMENTS: I'm not familiar enough, modernisation, nature, landscape, preservation of safety, more hotel facilities, accommodation, offer of local goods and own culture, orientation away from mass tourism, lower prices/abolishment of vignettes, different social and political attitude

## Elements of excitement – Top 12

*Promoters (would recommend Slovenia), n=76*

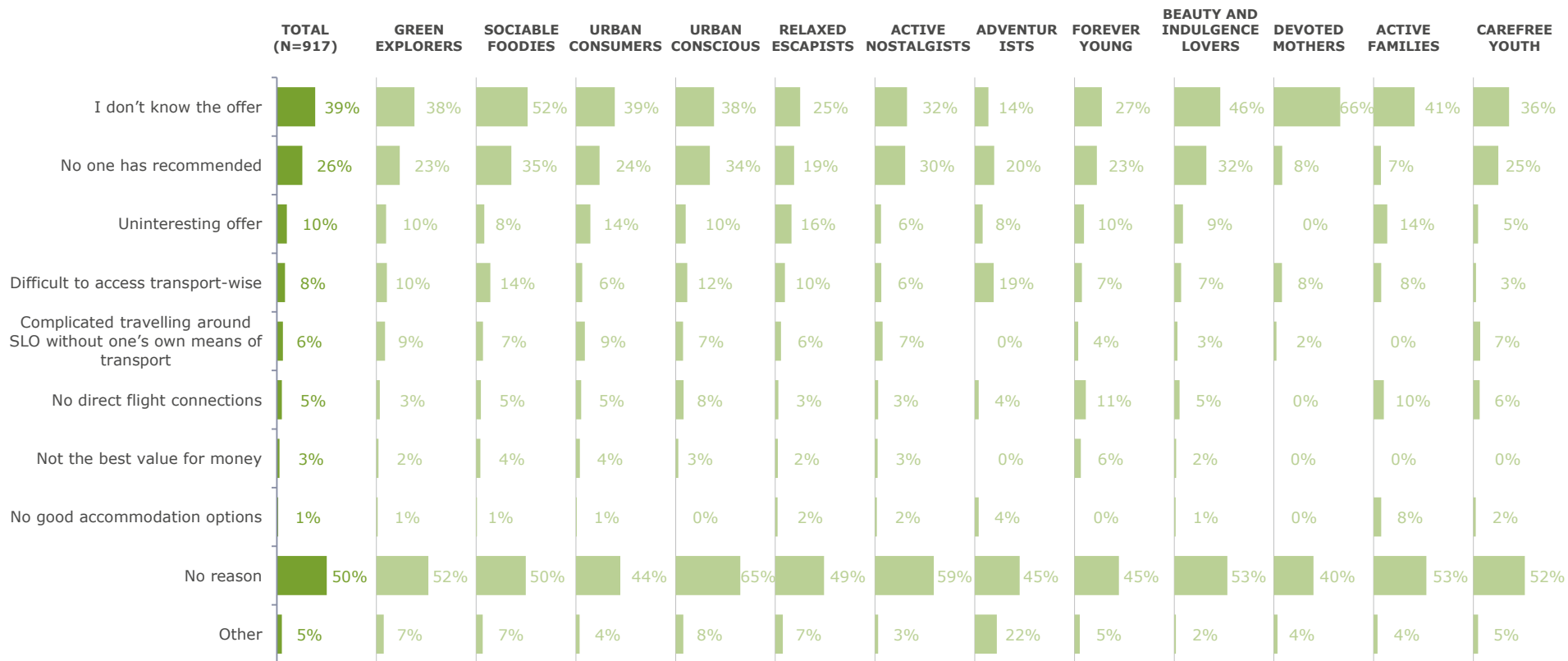


### NOTES:

OTHER STATEMENTS: sights, attractions, proximity, location, accommodation, pleasant and fun atmosphere, green country, suitable for rest and relaxation

# SWITZERLAND: Reasons for not visiting

Subsample: non-visitors



## NOTES:

Replies are presented on the subsample of those who replied in the survey that they knew Slovenia or had at least heard of it but had not visited it yet (subsample: non-visitors). The replies provide reasons why they have not visited Slovenia. Several replies were possible.

# ATTACHMENTS





## Additional explanations

The **sizes of target groups** and **segments** (absolute values) were calculated on the basis of **data on population** in countries on 1 January 2018\*:

Country	Total population*	Population aged between 18 and 65*
<b>Belgium</b>	11.351.727	7.075.878
<b>Czech Republic</b>	10.578.820	6.811.816
<b>Denmark</b>	5.748.769	3.549.649
<b>Hungary</b>	9.797.561	6.382.651
<b>Spain</b>	46.528.024	29.823.712
<b>Sweden</b>	9.995.153	6.050.551
<b>Switzerland</b>	8.419.550	5.472.750

When calculating expenditure of tourists, the **currency conversion** on 28 October 2018 was used\*\*:

- **Czech Republic:** 1 CZK= 0.03869 EUR
- **Denmark:** 1 DKK= 0.13404 EUR
- **Hungary:** 1 HUF= 0.00309 EUR
- **Sweden:** 1 SEK= 0.09680 EUR
- **Switzerland:** 1 CHF= 0.87290 EUR

\*Source: <http://ec.europa.eu/eurostat>

\*\*Source: <https://www.ecb.europa.eu>



# Key for icons

## TYPE OF ACCOMMODATION



**Apartment**



**Hostel**



**Hotel**



**Boutique  
hotel**



**Private  
accommodation**



**Camp**



**Relatives or  
friends**

## TRANSPORT MODE



**Aeroplane**



**Car**



**Bicycle**



**Walking**



**Public  
transport  
(bus)**



**Public  
transport  
(train)**



**Motorhome**



**Motorcycle**

## SWITZERLAND: Green explorers (15,4%)



Name of the persona representing a segment of tourists in the country.  
The percentage represents the share of the persona in comparison with all tourists in the country.



## DESTINATION TYPE

In the mountains	67%	+29
------------------	-----	-----

Question: What type of destination do you usually choose for your break, holiday or trip?

## TYPE OF ACCOMMODATION

Question: What type of accommodation do you usually seek for your break, holiday or trip?  
(Classification of up to 5 replies)

## TRANSPORT TO THE DESTINATION

Train	7%	+3
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Question: What means of transport do you most frequently use to travel to a destination?

## TRANSPORT AT THE DESTINATION

Coach	44%	+11
-------	-----	-----

Question: How do you usually travel from one point to another at a destination?

## ACTIVITIES

Natural sights, nature	78%	+24
Sightseeing of old town centres	74%	+25

Question: What type of destination do you usually choose for your break, holiday or trip?

## MOTIVATION

Articles on the Internet	45%	+12
TV programs	23%	+7

Vprašanje: Kakšne vrste  
Question: What type of destination do you usually choose for your break, holiday or trip?

## SOURCE OF INFORMATION

Articles on the Internet	63%	+9
Web portals	39%	+10

Question: What type of destination do you usually choose for your break, holiday or trip?

## RESERVATION METHOD

Booking.com	64%	+8
Airbnb	30%	+10

Question: What type of destination do you usually choose for your break, holiday or trip?

## TRAVELLING WITH

As a couple	49%	+3
Alone	11%	+3
Friends	12%	+0

Question: What type of destination do you usually choose for your break, holiday or trip?

## CHARACTERISTICS:

Size*	585.185
Share*	11%
Age	40
Women	47%

Summer	48%
Autumn	24%
Shorter trips	4
Longer trips	2

## SWITZERLAND: General travel habits and motives



The 'Subsample' subtitle denotes which subsample the results are shown for. When the subsample is not provided, the results are shown for the entire target group.

## LASTNOSTI CILJNE SKUPINE:

Size*	3.792.205		51%
Share*	69,3%		23%
Age	40		4
Women	48%	Longer trips	2

The data are calculated as per the size of the country's entire population.

## TRAVELLING WITH:

Question: With whom do you usually spend your break, holiday or trip?

Alone	8%
Relatives	1%

## DESTINATION TYPE:

Top 3 – Question: What type of destination do you usually choose for your break, holiday or trip?

In the mountains	6%	32%	38%
------------------	----	-----	-----

6 x

year

Frequency of travelling abroad irrespective of the length

## ACTIVITIES - TOP 10:

Top 10 – Question: What type of activities are important for you when going abroad for a break, holiday or trip? (several replies)

Sun and sea	65%
Shopping	44%
Wellness and (beauty) spa	37%
Gastronomic delights	35%
Recreation	33%
History and castles	33%

## TRAVEL MOTIVES - TOP 10:

Top 10 TOM – Question: What is your main motive (which are the other) to go on a break, holiday or trip in Europe? (one main reply (TOM) and other replies)

Retreat from the everyday	8%	37%
Spend time with partner	8%	26%
Rest, slow down the pace of life	7%	25%
Spend time with family, strengthen the bonds	10%	24%
Experience another culture	5%	24%
Visit a town, the capital	6%	19%

## VISITING COUNTRIES- TOP 10:

Top 10 – VISITING OF COUNTRIES AND THE INTENTION OF VISITING AGAIN, whereby a selection of European countries was provided in detail. – Question: In which countries have you stayed at least two nights for a break, holiday or trip? Would you revisit any of the countries in which you have already stayed? The replies were compared with Slovenia. (several replies)

Italy	46%	53%
Non - European countries	27%	35%
Austria	27%	33%
United Kingdom of Great Britain and Northern Ireland	19%	24%
Greece	17%	23%
Portugal	17%	22%
Slovenia	2%	3%

Repeated visit

Visit

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / CHARACTERISTICS OF THE TARGET GROUP: The size and share show the size of the target group according to the population aged between 18 and 65. / TRAVELLING WITH: people with whom they travel. / DESTINATION TYPE: what type of destination is chosen. / ACTIVITIES – TOP 10: what do they do. / TRAVEL MOTIVES – TOP 10: what are their purposes for travelling (the main one and other reasons). / VISITING COUNTRIES: which countries they have visited so far and would visit again (Top 10, compared with Slovenia).

# SWITZERLAND: Elements of the purchase journey and consumption



The 'Subsample' subtitle denotes which subsample the results are shown for. When the subsample is not provided, the results are shown for the entire target group.

## TYPE OF ACCOMMODATION:

Top 3 most frequent accommodation types are shown in icons. Less frequent accommodation types are given in the text.

Question: What type of accommodation do you usually seek for your break, holiday or trip? Classify according to your most towards your least frequent accommodation type. (several replies)

## RESERVATION:

Question: How far in advance do you usually book your break, holiday or trip in Europe? The data show the most frequently stated response and also include all other temporally shorter statements.

## TRANSPORT MODE (%):

AEROPLAN



60

To the destination

TRAIN MOTORHOME COACH



2

33

At the destination (25% ON FOOT, 5% BICYCLE, 4% MOTORCYCLE)

Question: What means of transport do you most frequently use to travel to a destination/How do you usually travel from one point to another at a destination of your break, holiday or trip?

## PRICE SENSITIVITY:

Accommodation 82% 4%

Additional

Food 10% 65% 25%

Shopping 22% 63% 15%

Most favourable price Value for money Price is irrelevant

Question: Assess how important price is for you when choosing individual elements of your break, trip or holiday in Europe.

## PURCHASE JOURNEY:

### MOTIVATIONS:

Top 5 replies – Questions: What stimulates your interest the most in a destination when you start thinking about/Where do you look for information when you want to educate yourself about a certain destination of/How do you usually book your break, holiday or trip in Europe? (several replies)

Articles - the Internet 33%

Proximity 21%

### SOURCES OF INFORMATION:

Travel literature 25%

Opinions in social media 16%

### RESERVATION METHOD:

Airbnb 19%

Expedia.com 13%

## BUDGET AND SPENDING:

PLANNED ACTUAL

Question: Think about your last holiday or break in Europe/stay in Slovenia (subsample: tourists in Slovenia) where you spent at least two nights and assess the planned and actual costs of your trip. The costs are calculated per person on the basis of additional verification of the number of persons and the number of days the trip lasted.

per person 149 € 155 €

## NOTES:

The results represent the target group: everyone who travels abroad at least once a year for a break or holiday. The data refer to trips to European destinations. / TYPE OF ACCOMMODATION: where they usually spend the night. / RESERVATION: how far in advance they book. / TRANSPORT MODE: how they travel to the destination and how they travel at the destination. / PRICE SENSITIVITY: level of attention paid to the price by elements. / PURCHASE JOURNEY: represents ordinary motivations which excite about the destination of the trip, information sources about the destination and reservation methods. / BUDGET (planned costs) AND SPENDING (actual costs): costs of transport per person and all other costs relating to the accommodation, food and activities per person per day.



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