

Switzerland Survey Report



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Research *Methodology*

For this Switzerland Research, A.T.A. examined the travel and leisure habits of the characteristics of the Swiss, their decision-making style, active lifestyle, their need for exploration, and the activities and experiences the Swiss traveler engages in at home.

The survey is used to understand and measure which elements/attributes should be considered for the market and what is essential when considering a beach vacation.

The primary research for this report consisted of quantitative methods. An online survey was created in English, French, and German and deployed in September 2022.

In total, we received 422 respondents. After the data clean-up, the final sample size was 420. Of the 420 surveys, 308 respondents answered the survey in German, while 42 surveys were responded to in English and 70 surveys in French.

The survey was distributed through Qualtrics's online service to their Database. This entails that the respondents are not past visitors to Aruba.

The following criteria were used to qualify:

- Do you currently reside in Switzerland?
- Household Income: - \$50K-100K (~50%) and - >100K (~50%)

Additionally, from the mentioned criteria, a screening question was used to select respondents who have traveled or will travel internationally to the Caribbean and if they have traveled in the past two years.

The Survey consisted of 16 questions seeking to understand Swiss travel behavior.

The Data was also analyzed using the chi-square test to compare observed and expected results. Chi-square distributions are used for hypothesis testing.

Online Survey



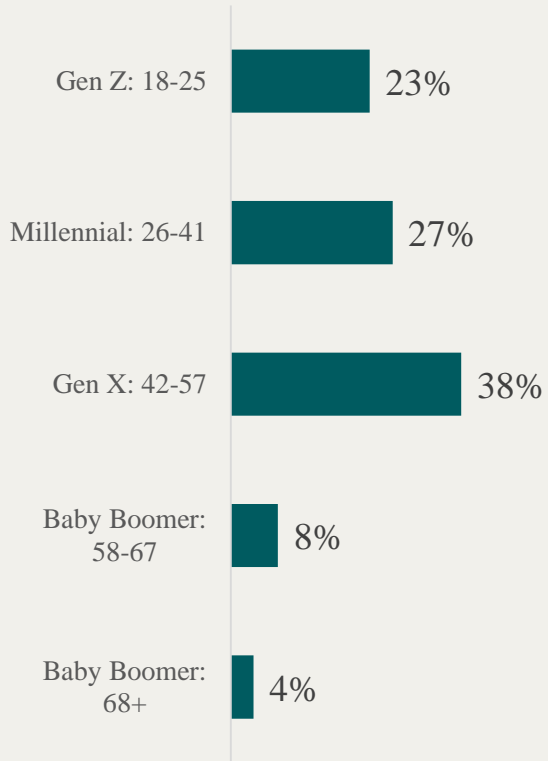
Quantitative



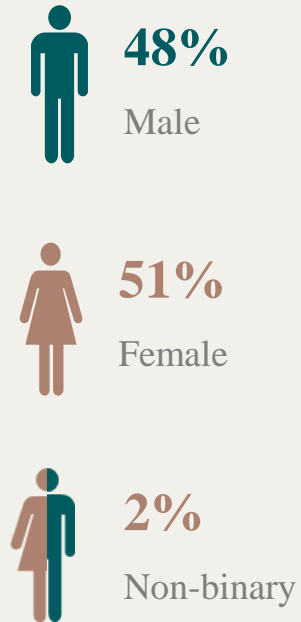
A young woman with long blonde hair is sitting on a thick, gnarled tree branch in a mangrove forest. She is wearing a wide-brimmed straw hat, a white long-sleeved shirt, and denim shorts. The background is filled with a dense network of mangrove roots and green foliage, with bright sunlight filtering through the trees, creating a warm, golden glow. The word "Demographics" is overlaid in white serif font across the center of the image.

Demographics

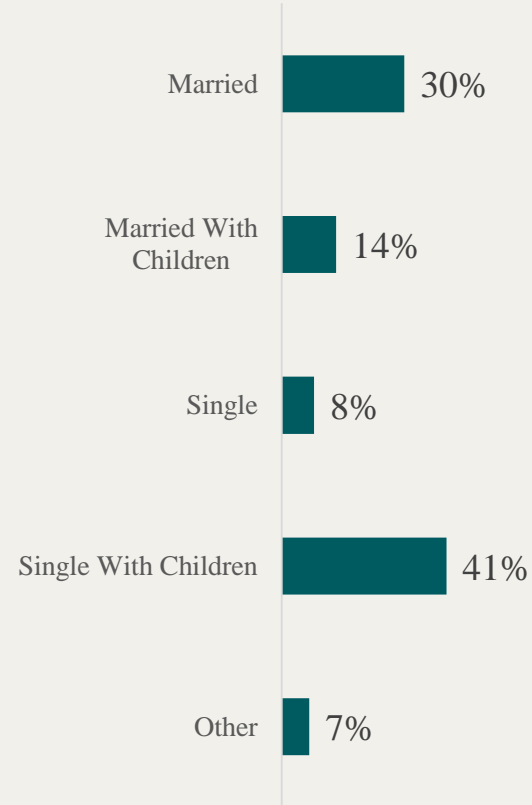
Generation & Age Range



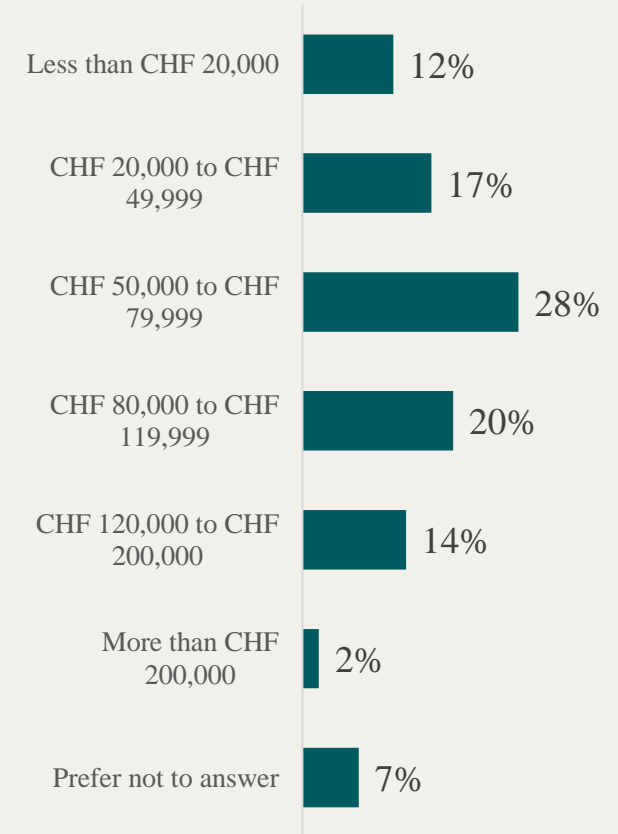
Gender



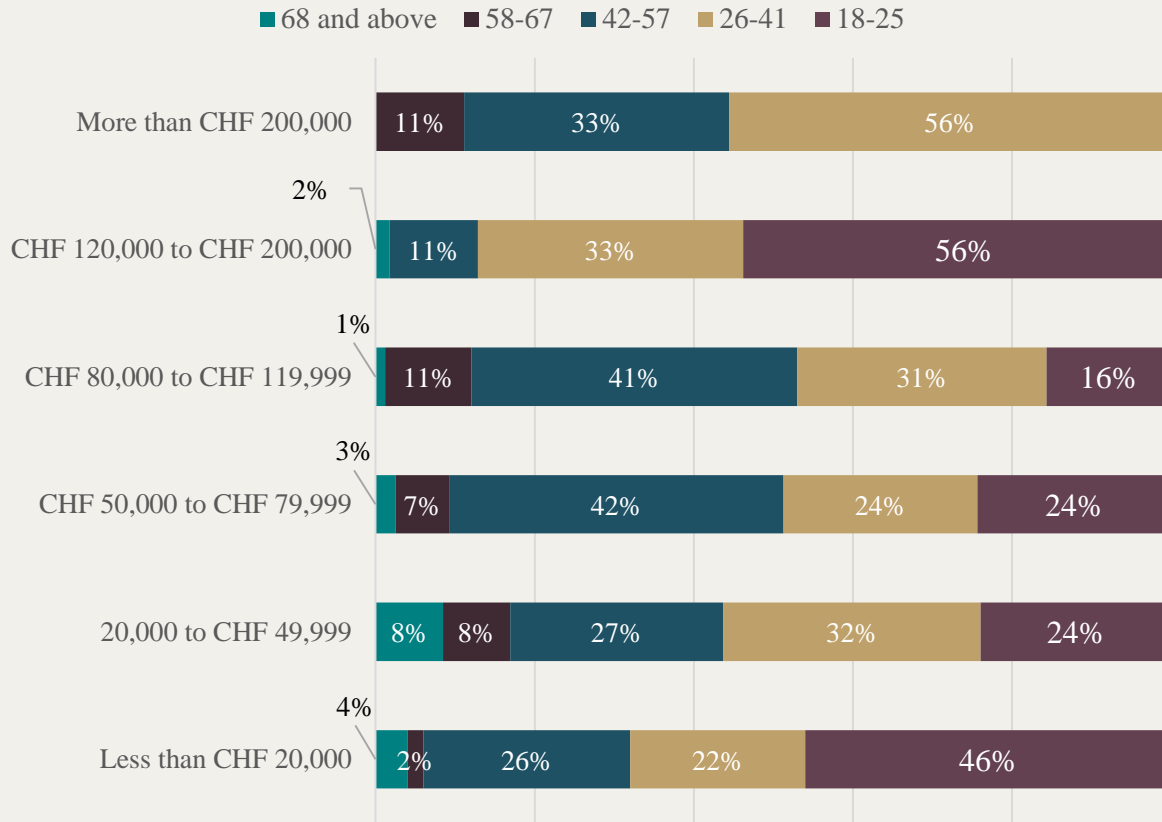
Marital Status



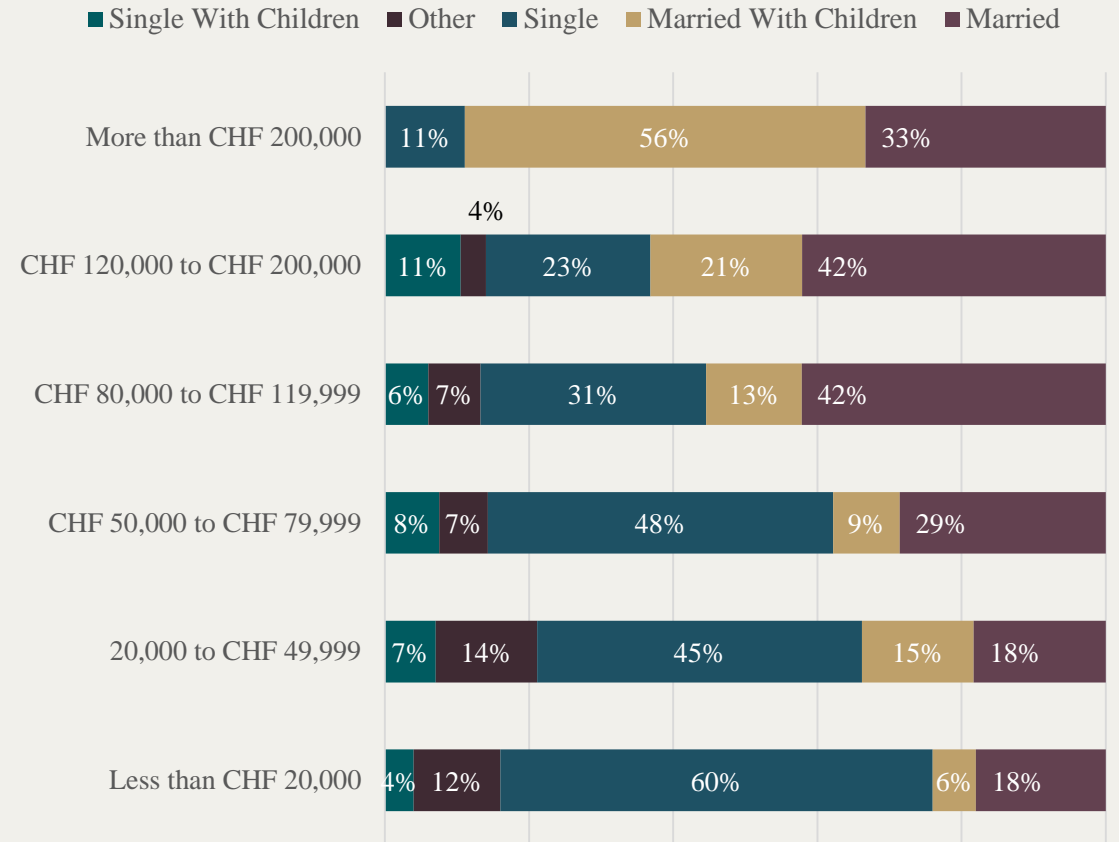
Household Income (HHI)



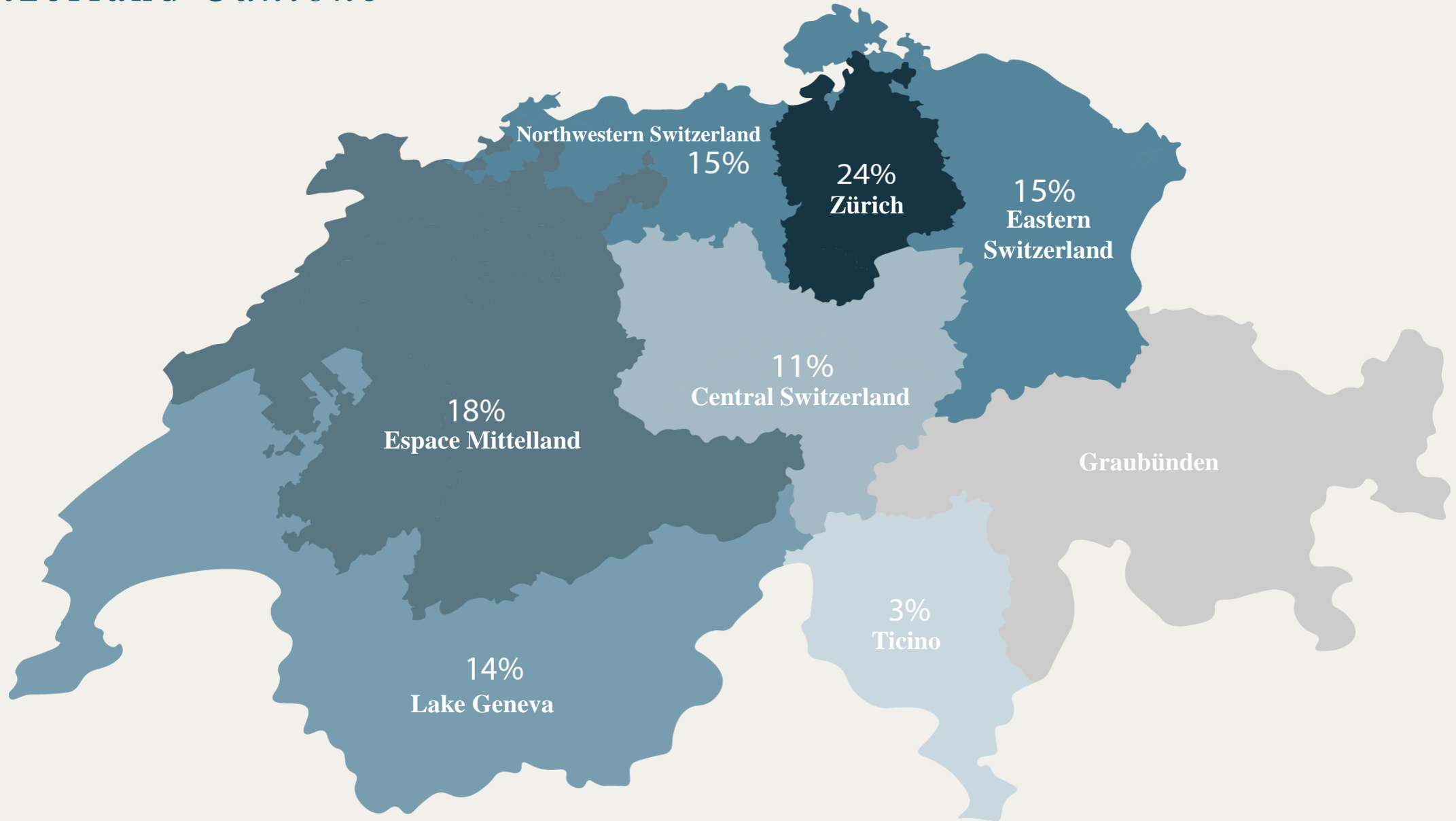
HHI by Generation



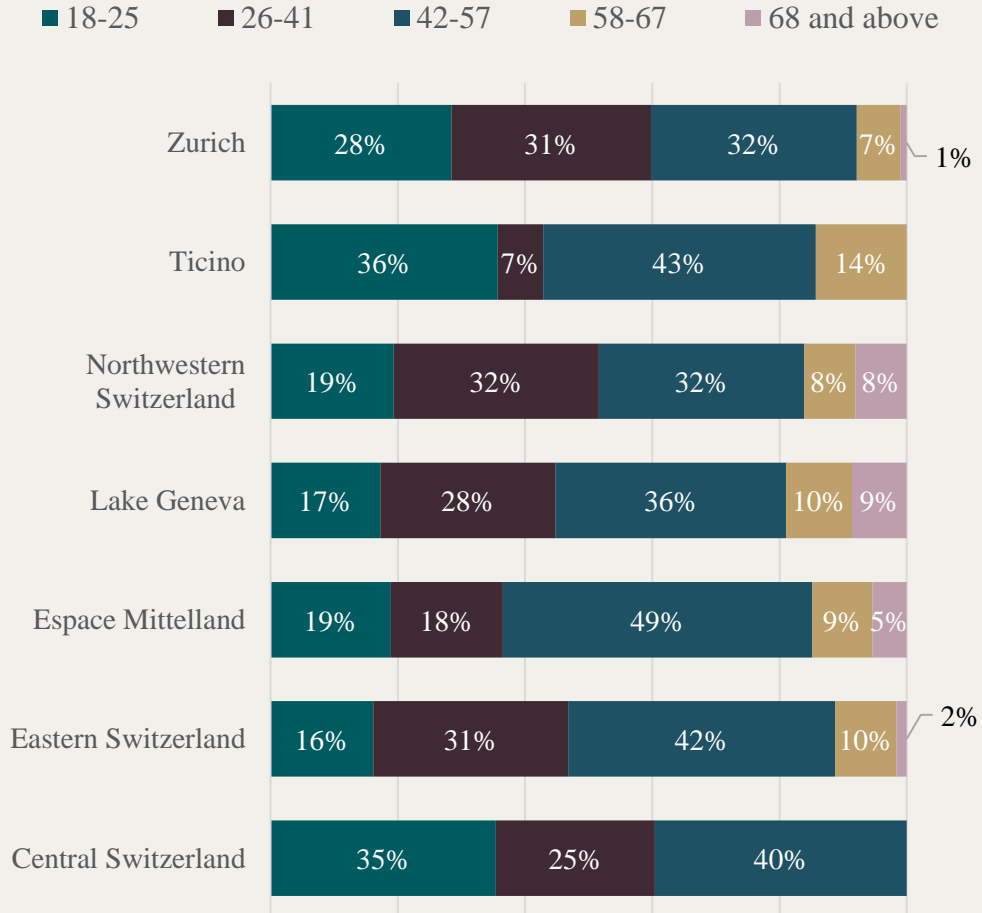
HHI by Marital Status



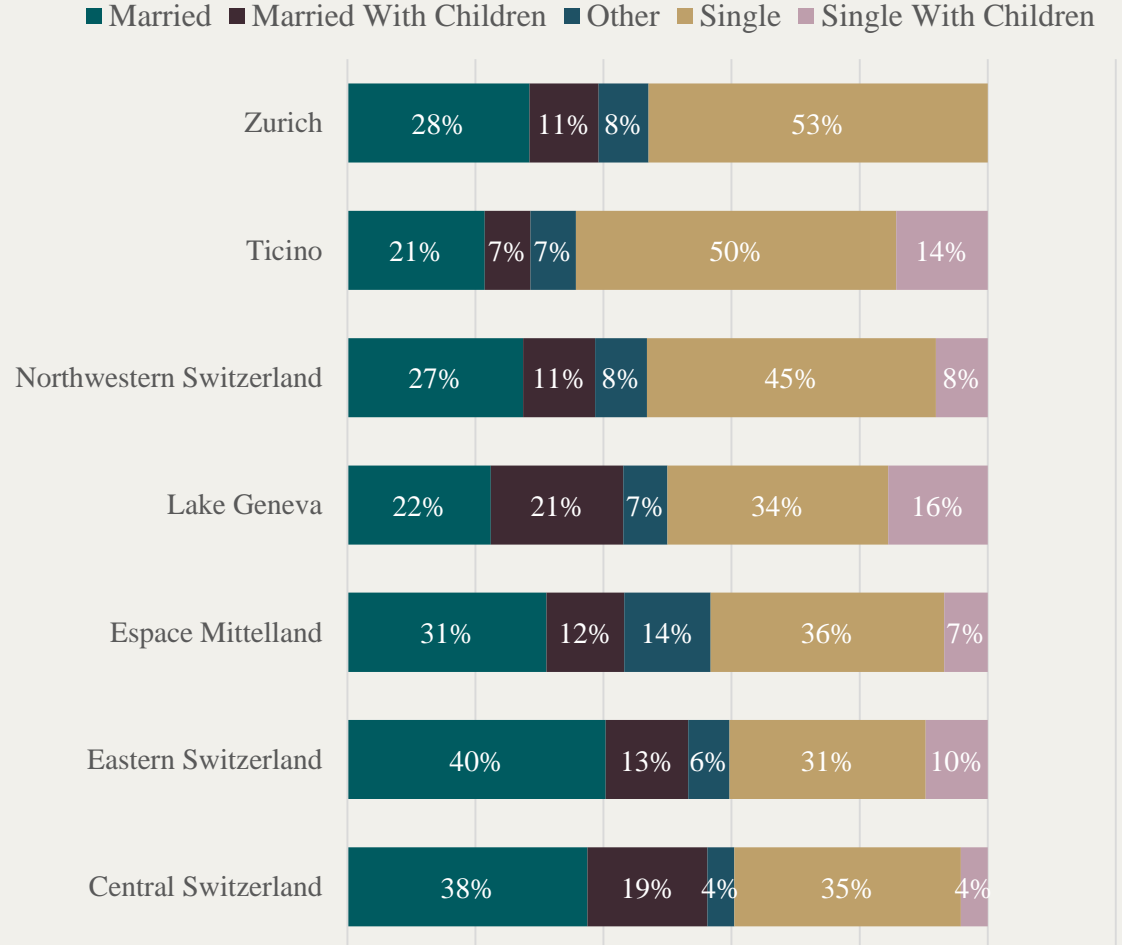
Switzerland *Cantone*



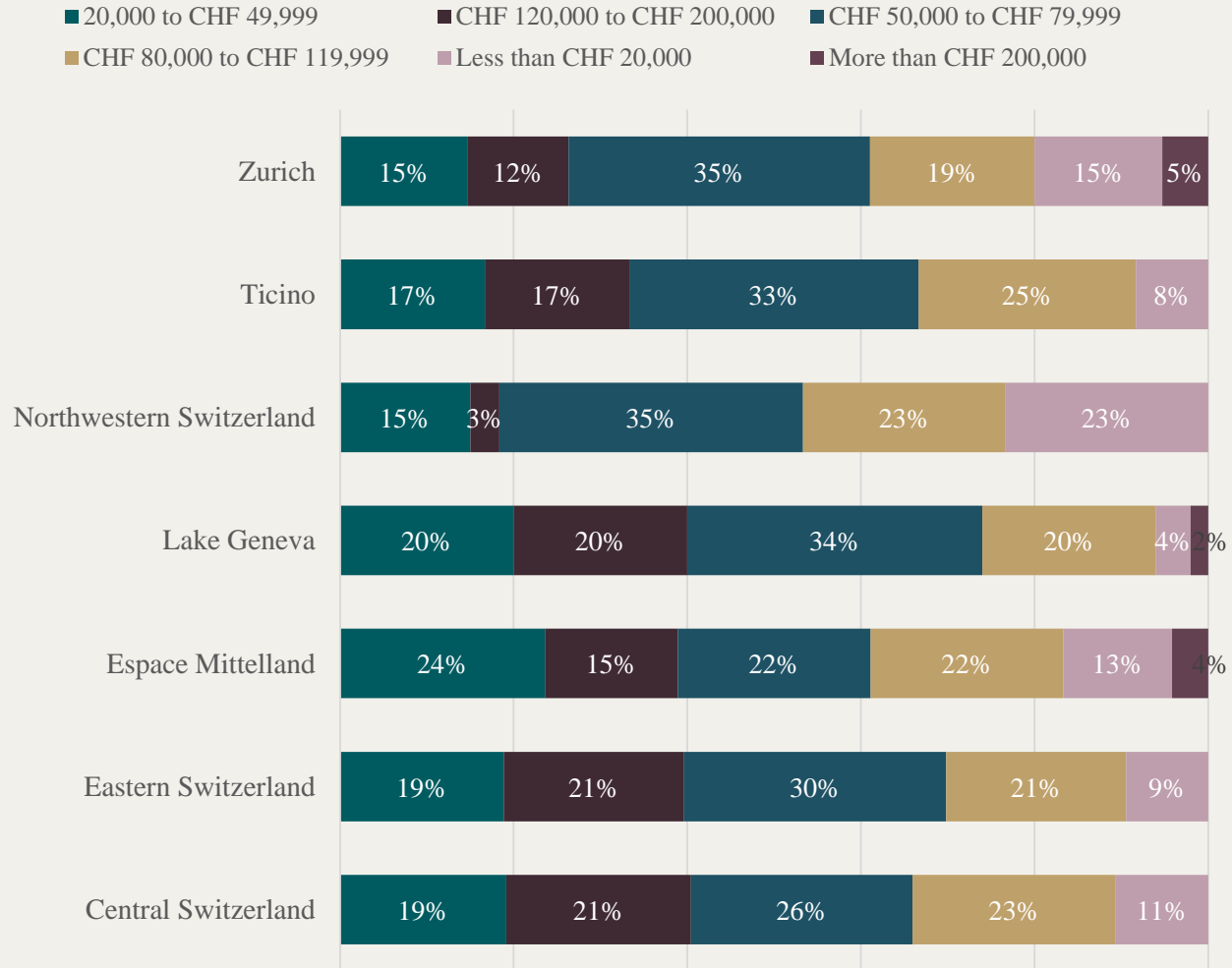
Cantone by Generation



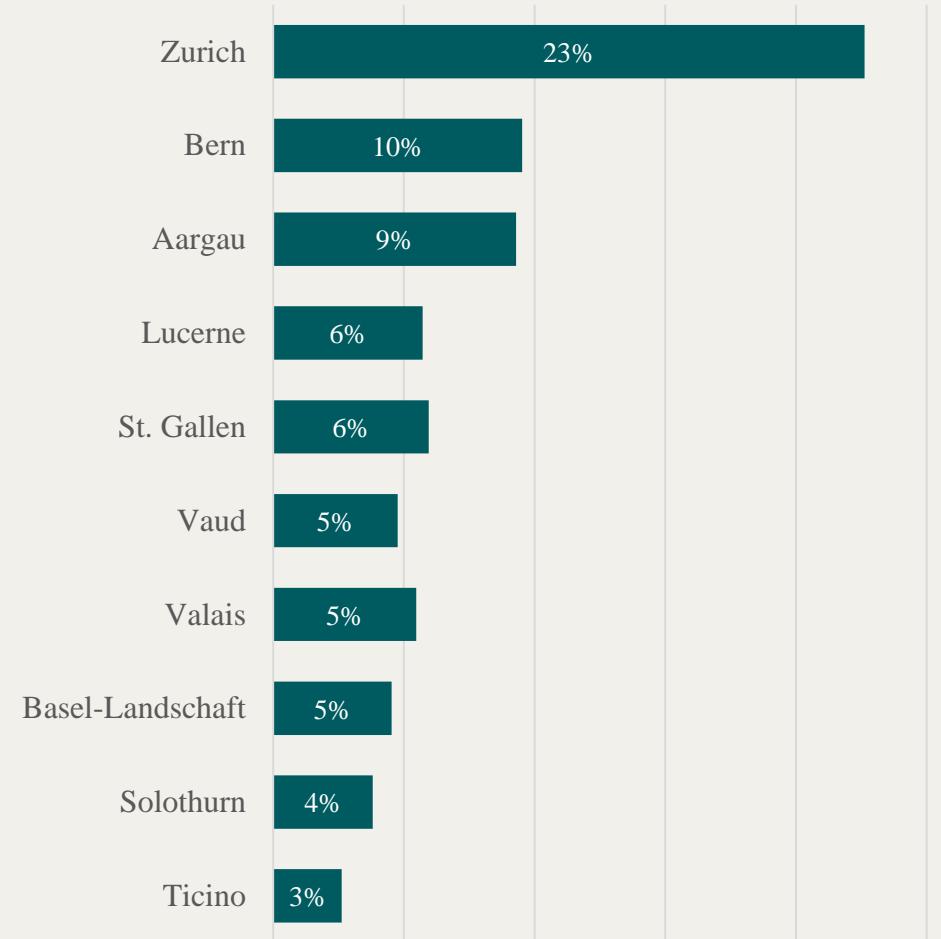
Cantone by Marital Status



Cantone by Household Income



Top 10 Capital of Cantone



Note Other Capitals: 26%

Key Highlights

- 38% of the respondents are Generation X, and 27% are Millennials.
- 51% of the respondents were females, and 41% were males.
- 41% were single with kids.
- 29% of the respondents indicated having an HHI of 0 to CHF49,999 (Low Income), followed by 48% of the respondents having an HHI of CHF 50,000-119,999 (Mid Income) and 16% of the respondents having an HHI above CHF120,000 (High Income). 7% of the respondents prefer not to state their HHI.
- 56% of the respondents who indicated having an HHI above CHF 200,000 are between 26-41 years. In the category of HHI, between CHF120,000 – 199,999 are between 18-25 years, while 41% of the respondents earning an HHI of CHF 80,000-119,999 belong to the age category of 42 – 57 years, and 42% of the respondents made an HHI CHF 50,000-79,999. Lastly, 32% of the respondents with an HHI of CHF 20,000-49,999 are in the age category of 24-41 years, and 40% of those earning less than 20,000 are in the age category of 18-25 years.
- 24% of the respondents live in Zurich, 18% in Espace Mitteland, and 15% in Northwest and Eastern Switzerland.
- 17% of the respondents who indicated having a High Income (Income above CHF 120,000) live in Zurich, 19% live in Espace Mitteland, and 22% live in Lake Geneva.
- Of the top 3 capitals of the respondents are as follows, 23% live in Zurich, 10% in Bern, and 9% in Aargau.

A scenic view of a tropical waterfront. In the foreground, a wooden dock with a railing extends into the water. A man in red shorts and a woman in a white top are sitting on the dock, looking out at the water. The water is a clear, light blue-green color. In the background, there is a dense line of lush green mangroves or tropical vegetation. The sky is blue with some white clouds. The word "Familiarity" is written in a white, serif font across the center of the image.

Familiarity

Likelihood for Caribbean Travel *and Familiarity with Aruba*

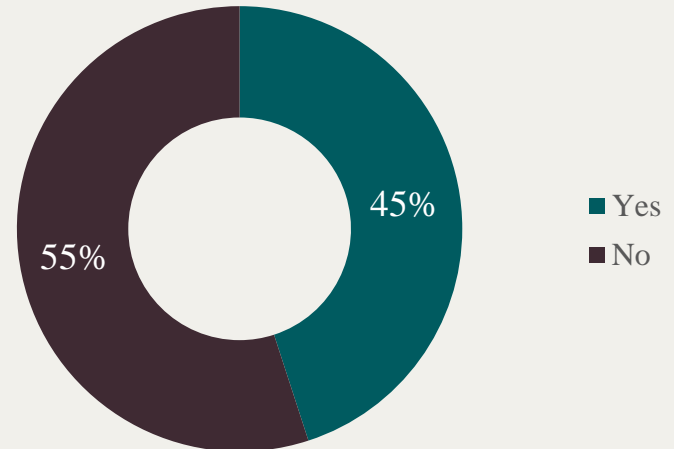
Likelihood to Travel *To a Caribbean island*

- Extremely and somewhat unlikely
- Neither likely nor unlikely
- Extremely and somewhat likely



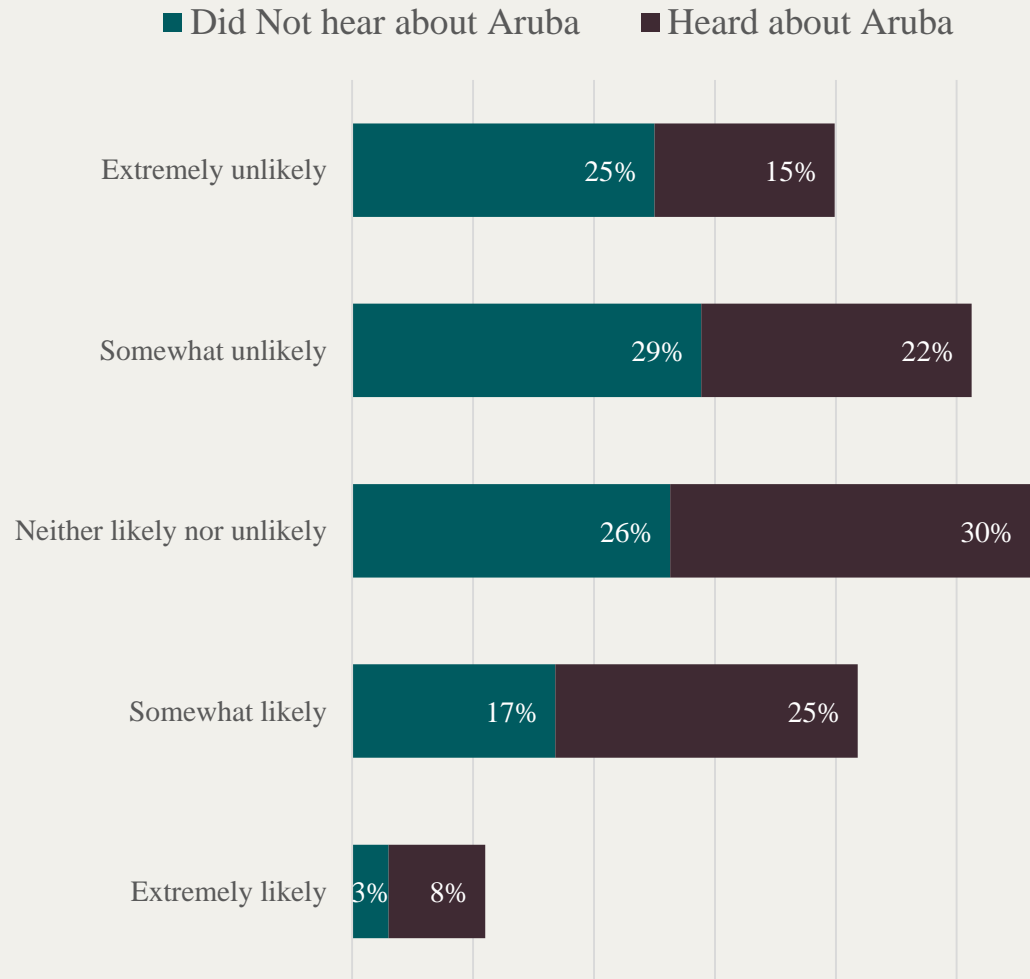
Question: How likely are you to travel abroad to a Caribbean island in the next 12 months?

Familiarity With *Aruba*



Question: Have you heard about Aruba before?

Likelihood to visit and Familiarity With Aruba

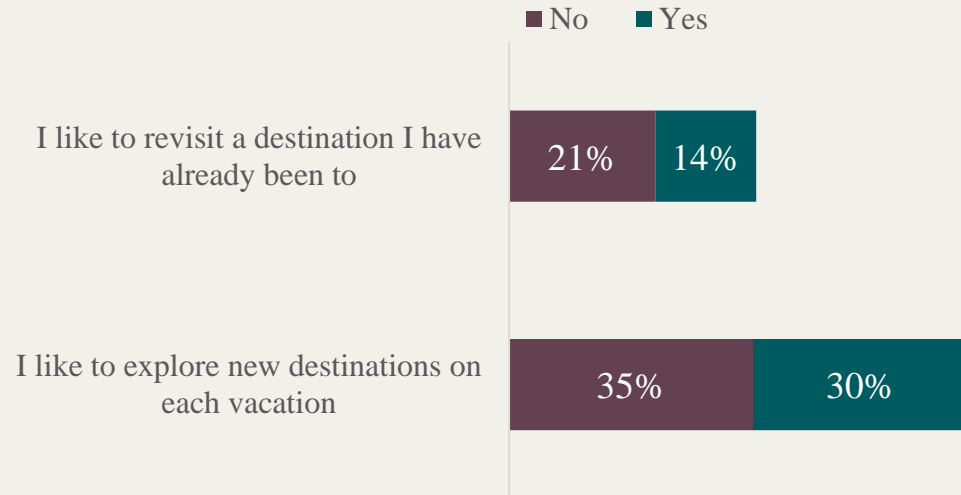


INSIGHTS:

- 54% of those who are unlikely to visit the Caribbean in the next 12 months are not familiar with Aruba
- 37% of those who are unlikely to visit the Caribbean in the next 12 months are familiar with Aruba
- 20% of those who are likely to visit the Caribbean in the next 12 months are not familiar with Aruba
- 33% of those who are likely to visit the Caribbean in the next 12 months are not familiar with Aruba

In addition to the above observations, we wanted to measure if there was a direct relationship between visiting the Caribbean region and knowing about Aruba via the chi-square distribution. The conclusion is that there is a positive relationship, meaning that visitors who know about Aruba are more likely to visit the Caribbean than those who don't.

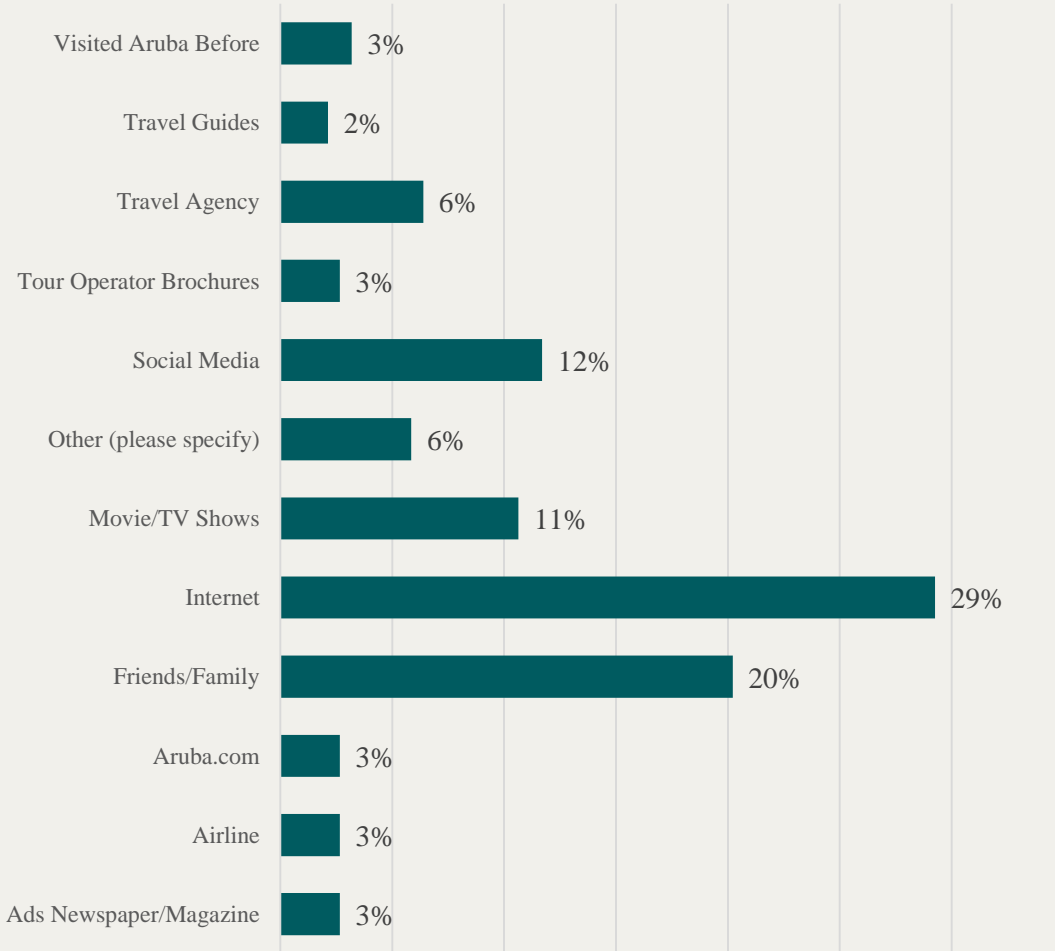
Familiarity with Aruba and *Type of Traveler*



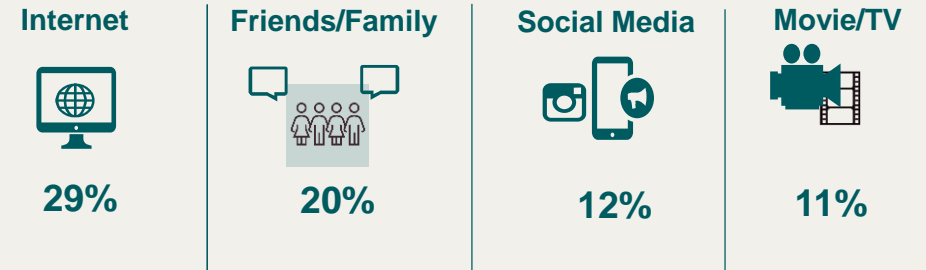
INSIGHTS:

- 30% of the respondents who heard about Aruba before are the type of travelers that like to explore new destinations.
- Important to note that a respondent who has yet to hear about Aruba is also a type of traveler who likes to revisit a destination multiple times.

Channels when hearing *about Aruba*



Top Channels *When hearing about Aruba*



Question: How did you hear about Aruba?

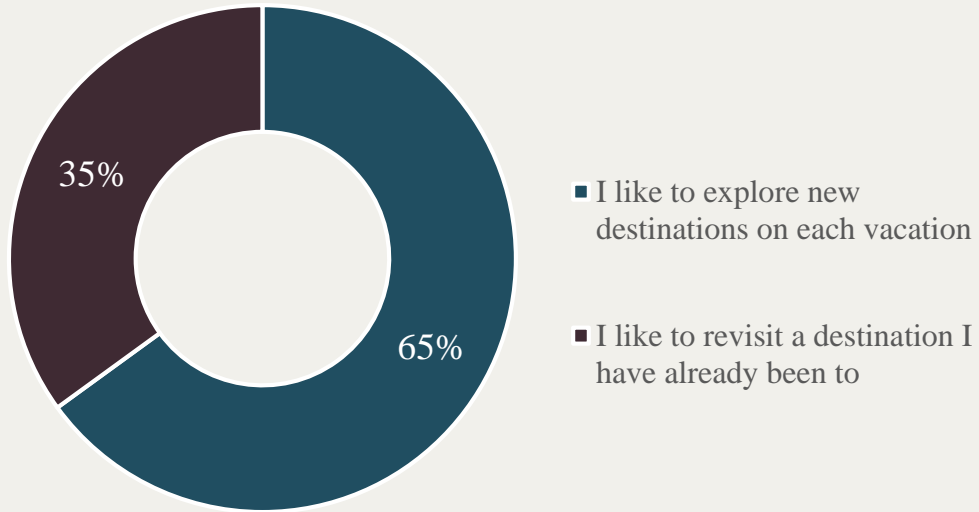
Key Highlights

- 46% of the respondents indicated (extremely and somewhat) unlikely to travel to the Caribbean in the next 12 months, while 25% indicated that they were (extremely and somewhat) likely to travel to the Caribbean in the next 12 months.
- 55% of the respondents indicated not having heard of Aruba, and 45% did hear of Aruba.
- 20% of those who are likely to visit the Caribbean in the next 12 months are not familiar with Aruba, and 33% of those who are likely to visit the Caribbean in the next 12 months are not familiar with Aruba
- 30% of the respondents who heard about Aruba before are the type of travelers that like to explore new destinations.
- The top 5 channels when hearing about Aruba are as follows, 29% indicated hearing about Aruba via the Internet, 20% via Friends and Family, 12% via Social Media, and 11% via Movies/TV Shows.



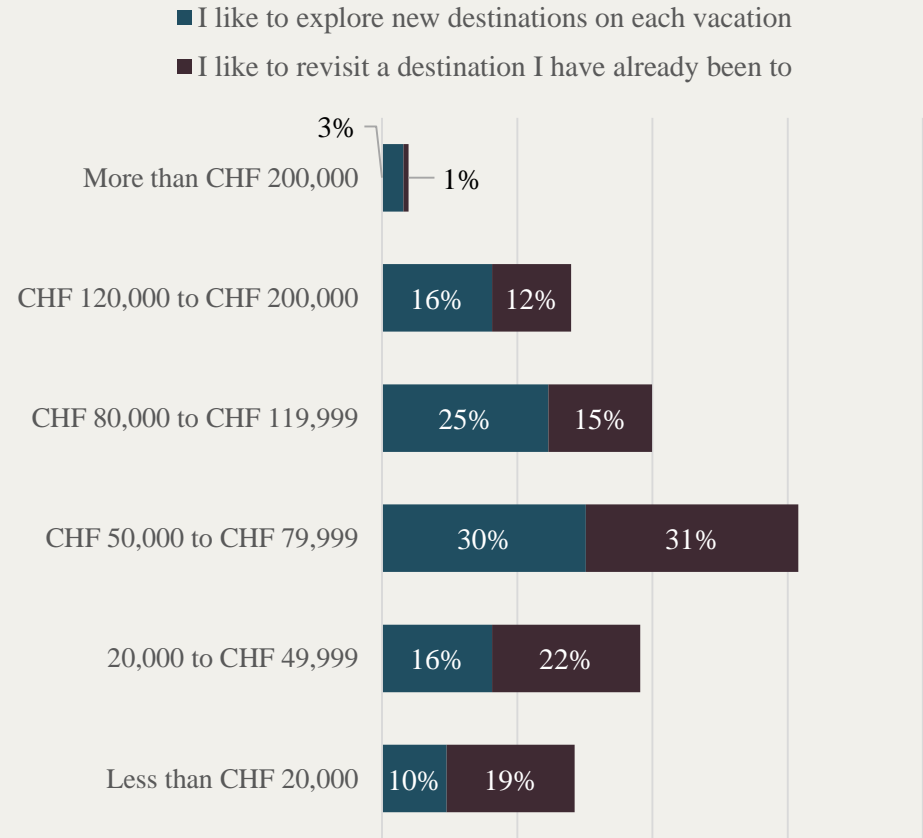
Travel Characteristics

Type of Traveler



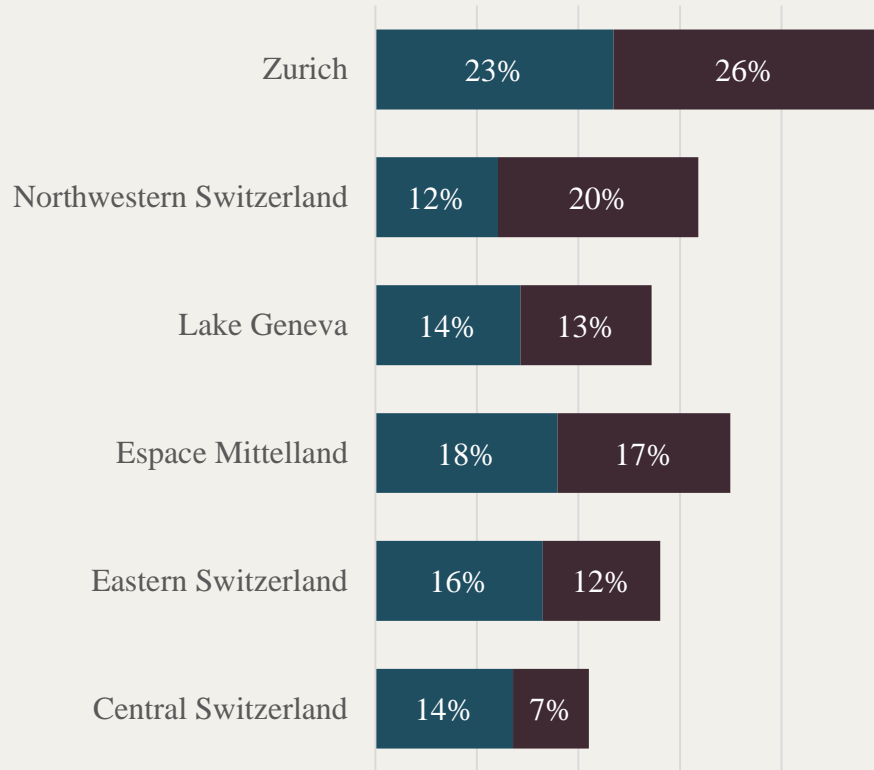
Question: Which of the following best describes you as a traveler?

Type of Traveler By Income



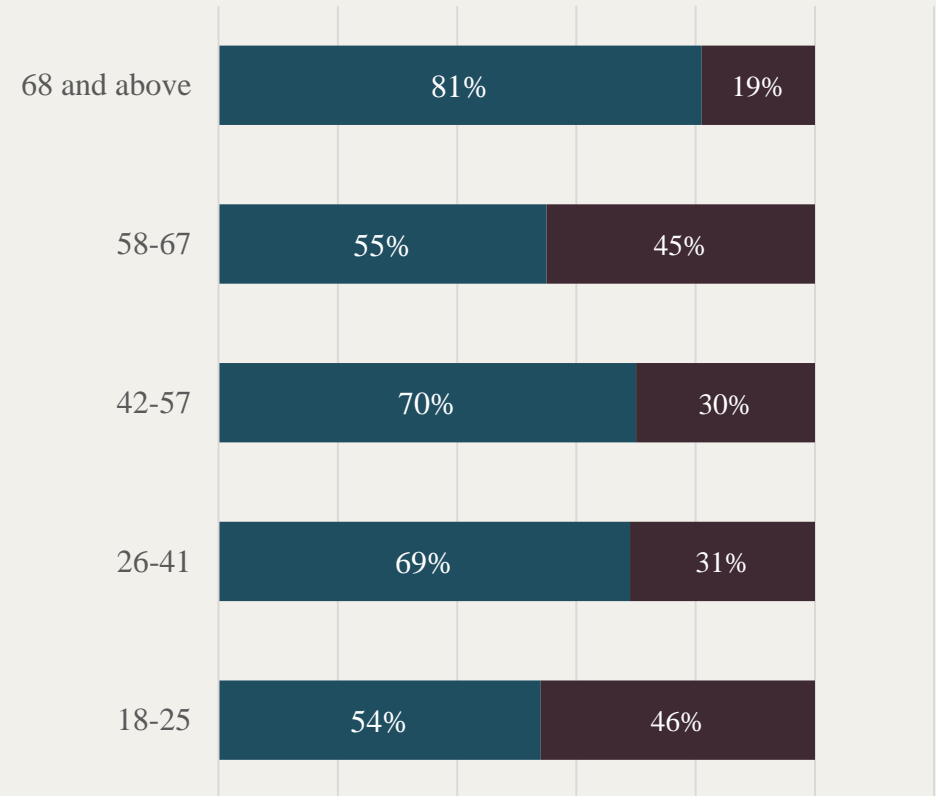
Type of Traveler By Cantone

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to

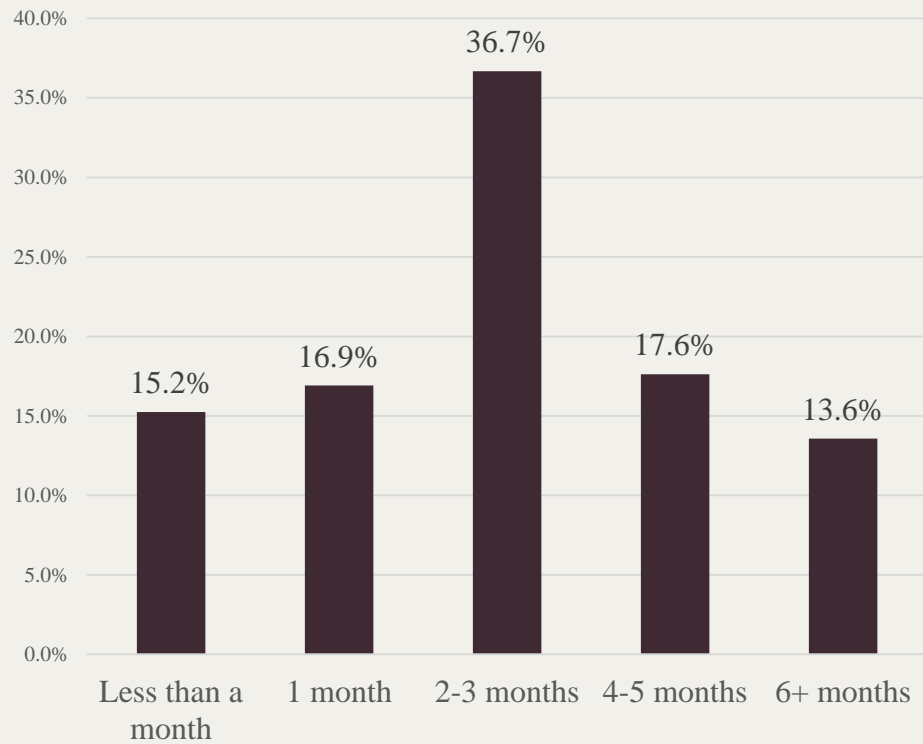


Type of Traveler By Age Group

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to

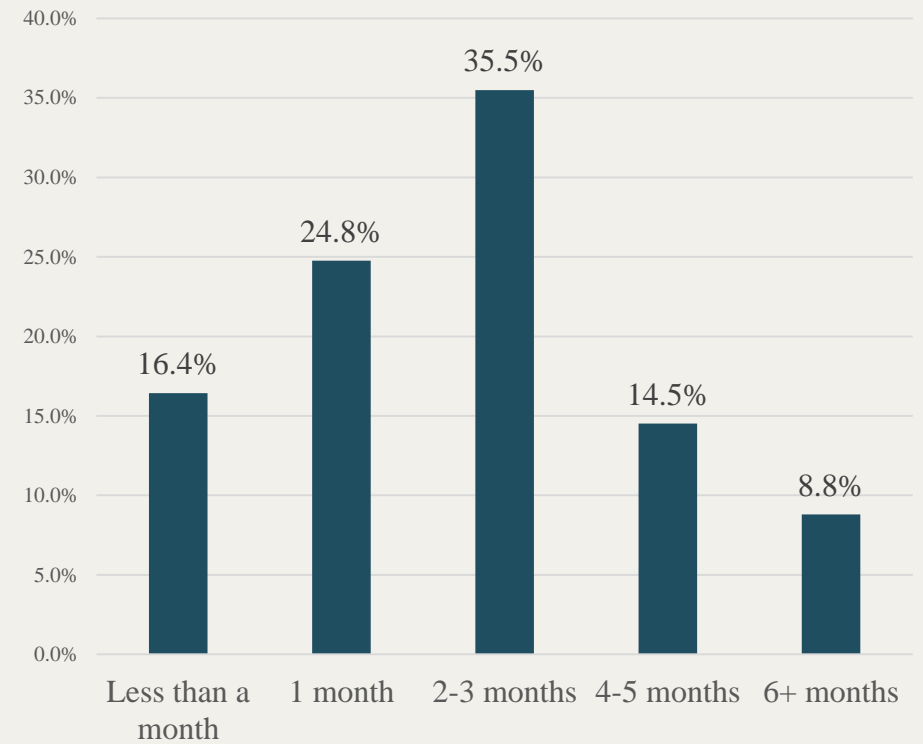


Planning Behavior



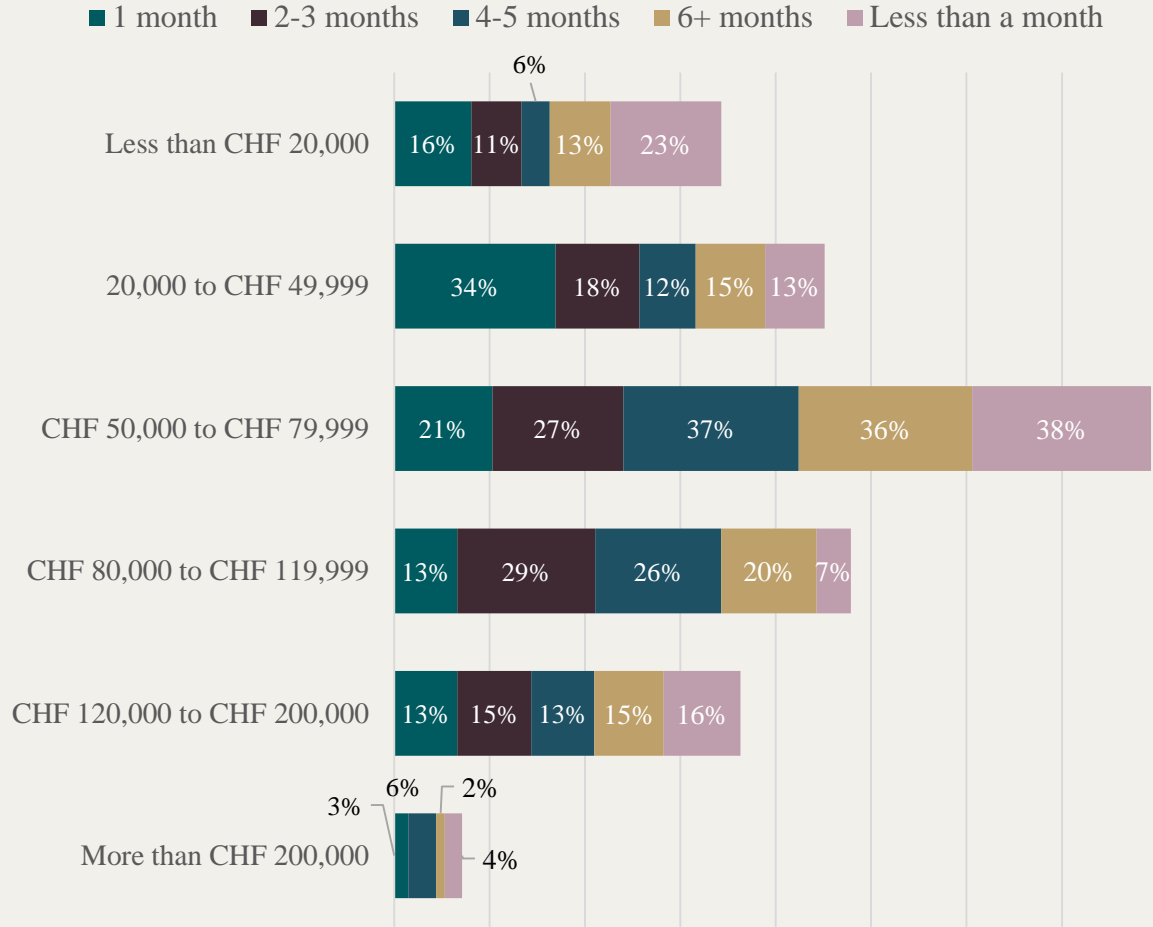
Question: How far in advance do you start planning a vacation?

Booking Behavior

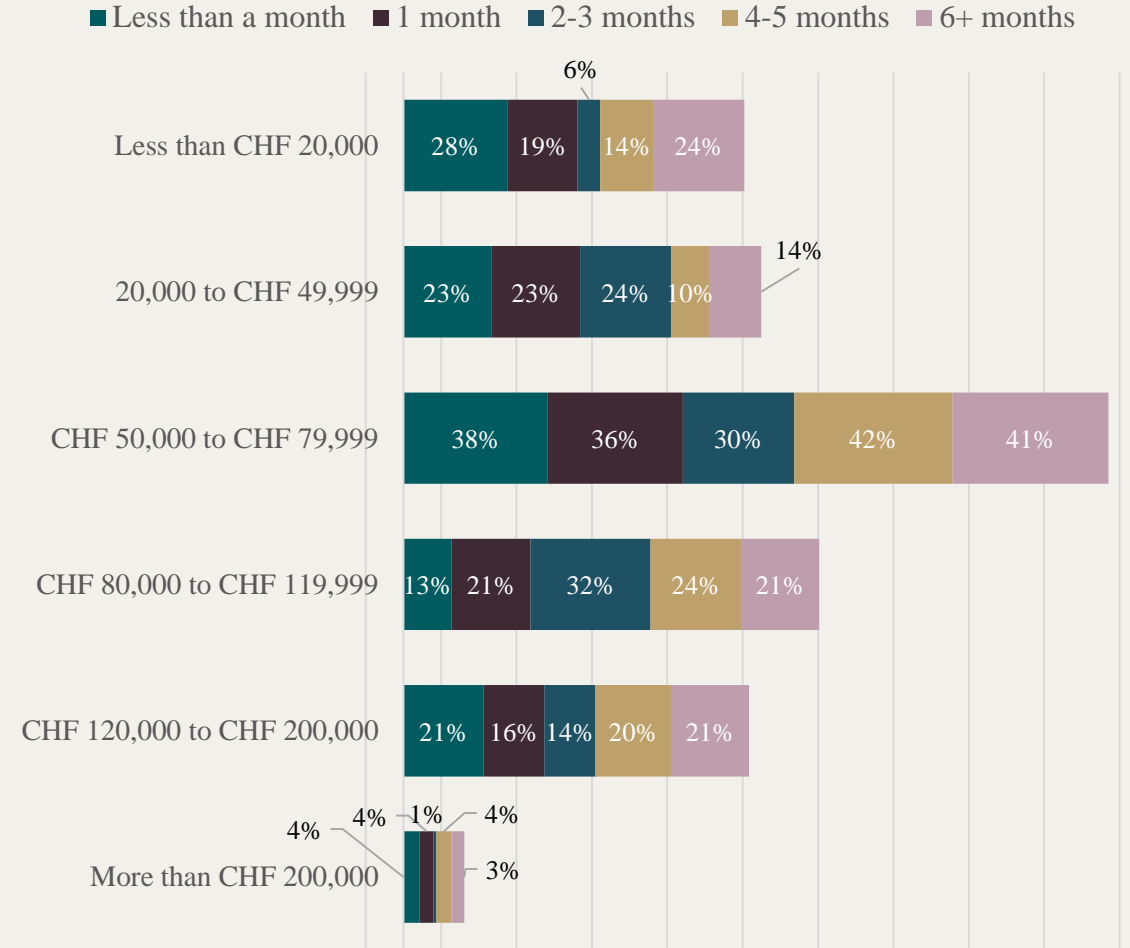


Question: How far in advance do you purchase your flight tickets for a vacation?

Planning Behavior By HHI



Booking Behavior By HHI

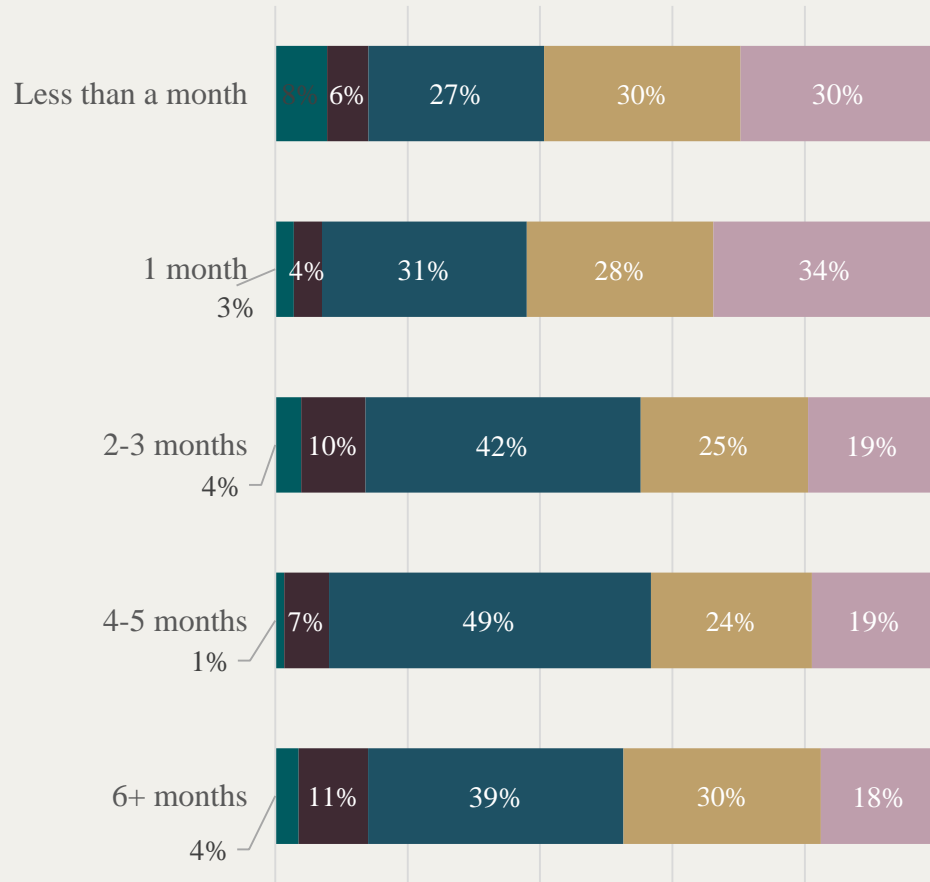


Question: How far in advance do you start planning a vacation?

Question: How far in advance do you purchase your flight tickets for a vacation?

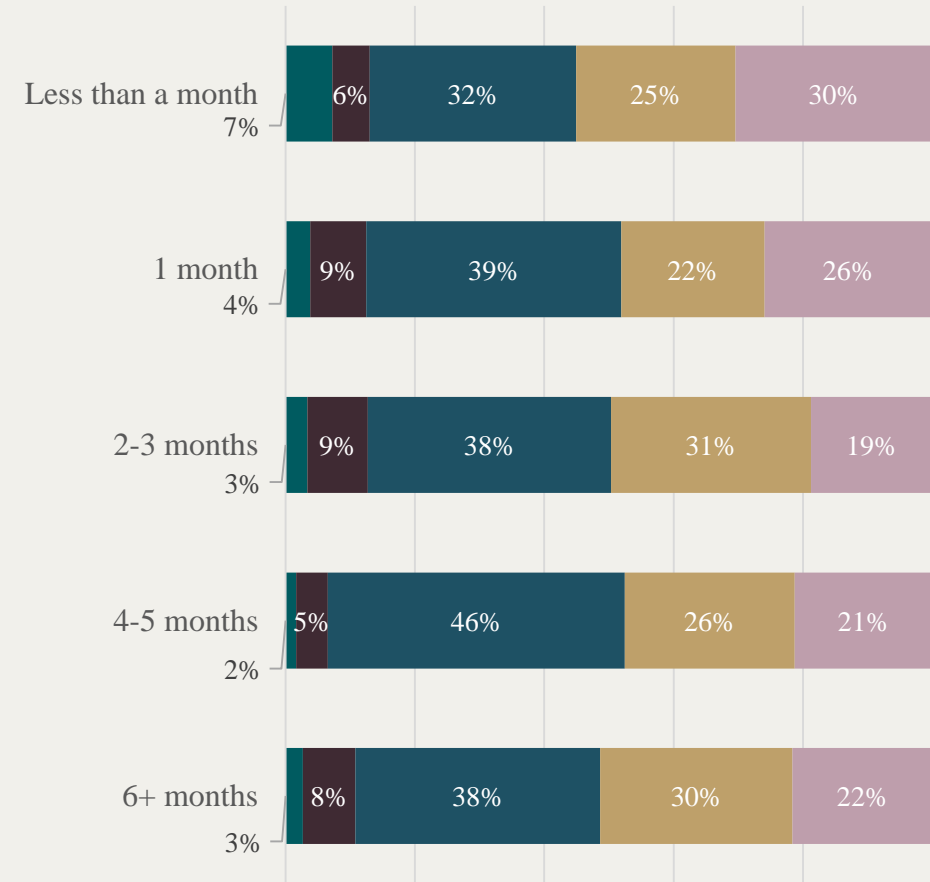
Planning Behavior By Age Group

68 and above 58-67 42-57 26-41 18-25



Booking Behavior Age Group


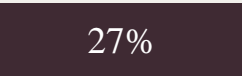

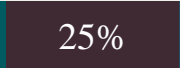

68 and above 58-67 42-57 26-41 18-25



Question: How far in advance do you start planning a vacation?

Question: How far in advance do you purchase your flight tickets for a vacation?

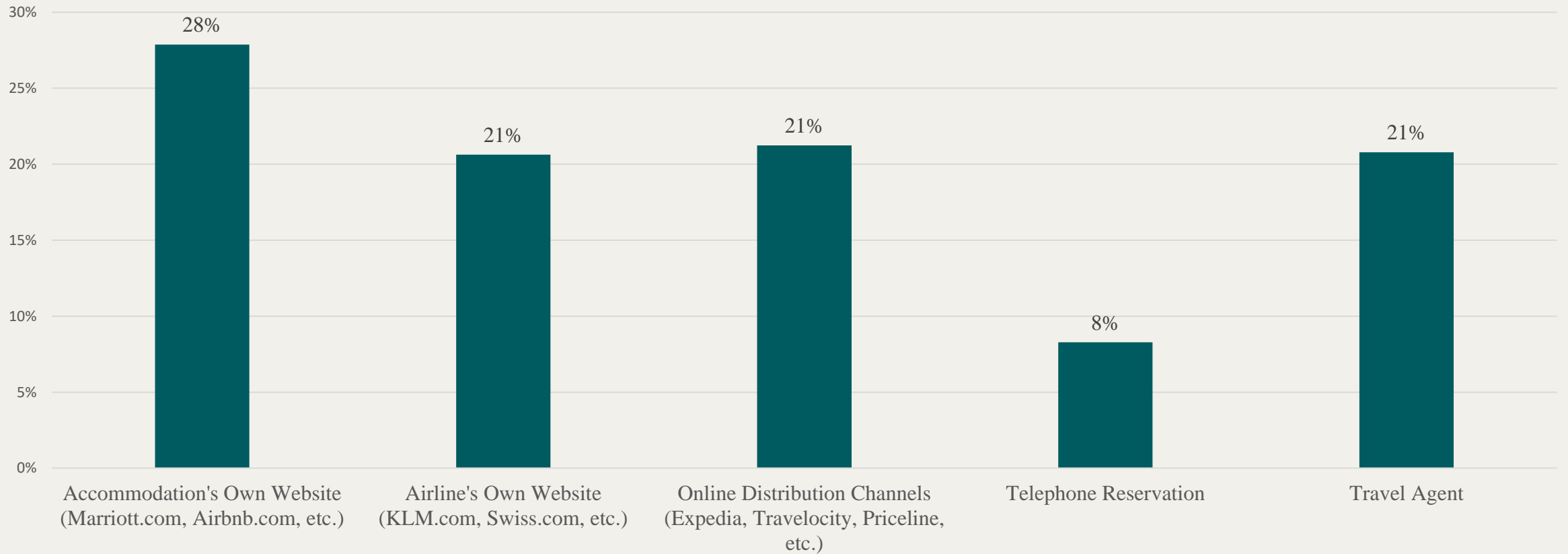
Planning Behavior *Highlights*

	< 1 MONTH	1 MONTH	2-3 MONTH	4-5 MONTH	>6 MONTH
Overall	16.4%	24.8%	35.5%	14.5%	8.8%
Household Income	CHF 50,000-79,999: 21%	CHF 50,000-79,999: 38%	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <small>CHF 80,000-119,999</small>  <p>29%</p> </div> <div style="text-align: center;"> <small>CHF 50,000-79,999</small>  <p>27%</p> </div> </div>	CHF 50,000-79,999: 36%	CHF 50,000-79,999: 38%
Age	18-41: 30%	26-41: 28%	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <small>42 - 57</small>  <p>42%</p> </div> <div style="text-align: center;"> <small>26- 41</small>  <p>25%</p> </div> <div style="text-align: center;"> <small>18-25</small>  <p>19%</p> </div> </div>	42-57: 49%	42-57: 30%
Top 3 Cantone	Zurich Lake Geneva Espace Mittelland/ Northwestern Switzerland	Zurich Espace Mittelland	Zurich Espace Mittelland Eastern Switzerland	Zurich Northwestern Switzerland	Zurich Lake Geneva Northwestern Switzerland

Booking Behavior *Highlights*

	< 1 MONTH	1 MONTH	2-3 MONTH	4-5 MONTH	>6 MONTH
Overall	15.2%	16.9%	36.7%	17.6%	13.6%
Household Income	CHF 50,000-79,999: 38%	CHF 50,000-79,999: 36%	<div style="display: flex; justify-content: space-around; font-size: small;"> CHF 80,000-119,999 CHF 50,000-79,999 CHF 20,000-49,999 </div>	CHF 50,000-79,999: 42%	CHF 50,000-79,999: 41%
Age	42-57: 32%	42-57: 39%	<div style="display: flex; justify-content: space-around; font-size: small;"> 42 - 57 26- 41 </div>	42-57: 46%	42-57: 38%
Top 3 Cantone	Zurich Eastern Switzeland Espace Mittelland	Zurich Espace Mittelland Lake Geneva	Zurich Espace Mittelland Lake Geneva, Central and Eastern Switzerland	Espace Mittelland Central and Northwestern Switzerland	Zurich Northwestern Switzerland Eastern Switzerland

Channel used to *Arrange Reservations*



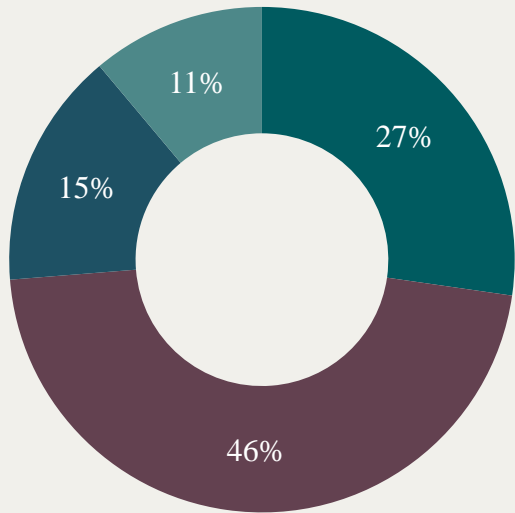
Question: How do you normally arrange your reservation(s) for your vacation?



Travel Spending

Average Per Day Spend F & B and Activities

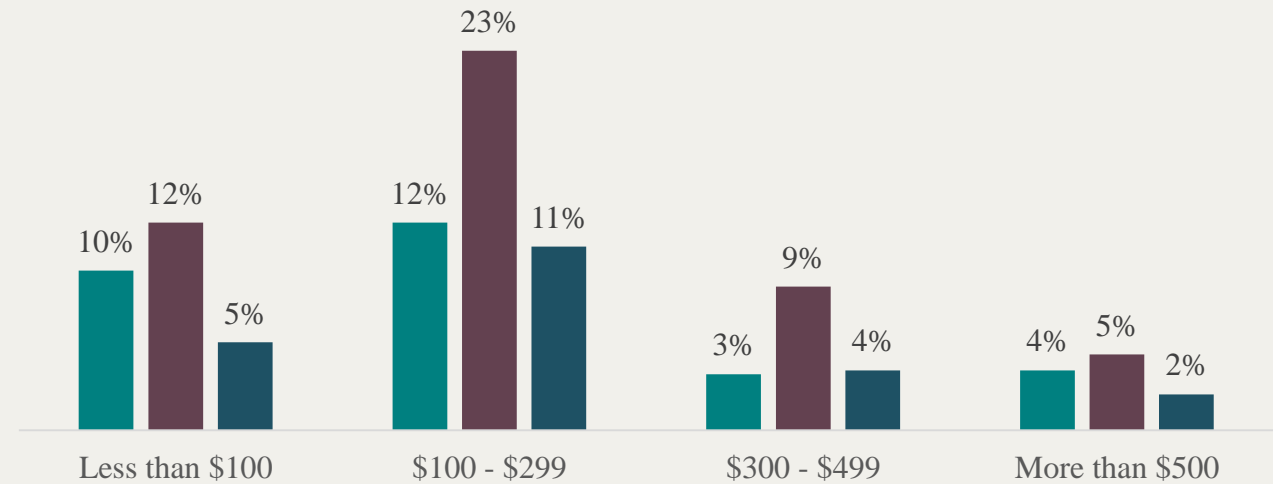
■ Less than \$100 ■ \$100 - \$299 ■ \$300 - \$500 ■ More than \$500



Question: How much do you spend on average on vacation on food & beverage and other activities (ex: scuba diving, horseback riding, etc.)" per person per day?

Average Per Day Spend By Income

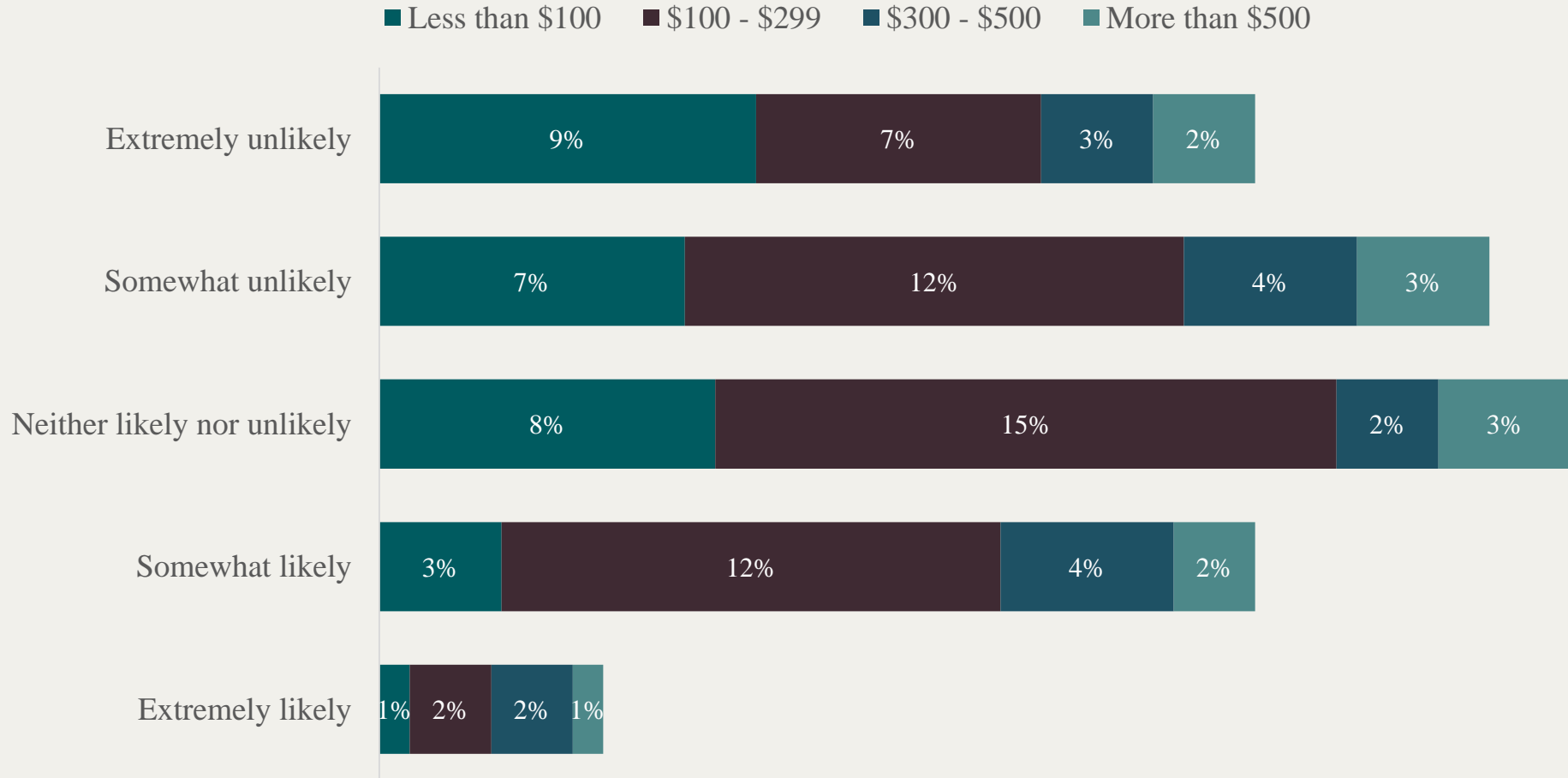
■ Low ■ Mid ■ High



INSIGHT:

- Low HHI (below CHF49,999) below tend to spend significantly less on their trip compared to Mid HHI (CHF 50,000-119,999) and High HHI (above CHF120,000).
- The High HHI scored high (35%) for both \$100-\$299 and More than \$500.
- Mid-HHI scored higher for all spending ranges

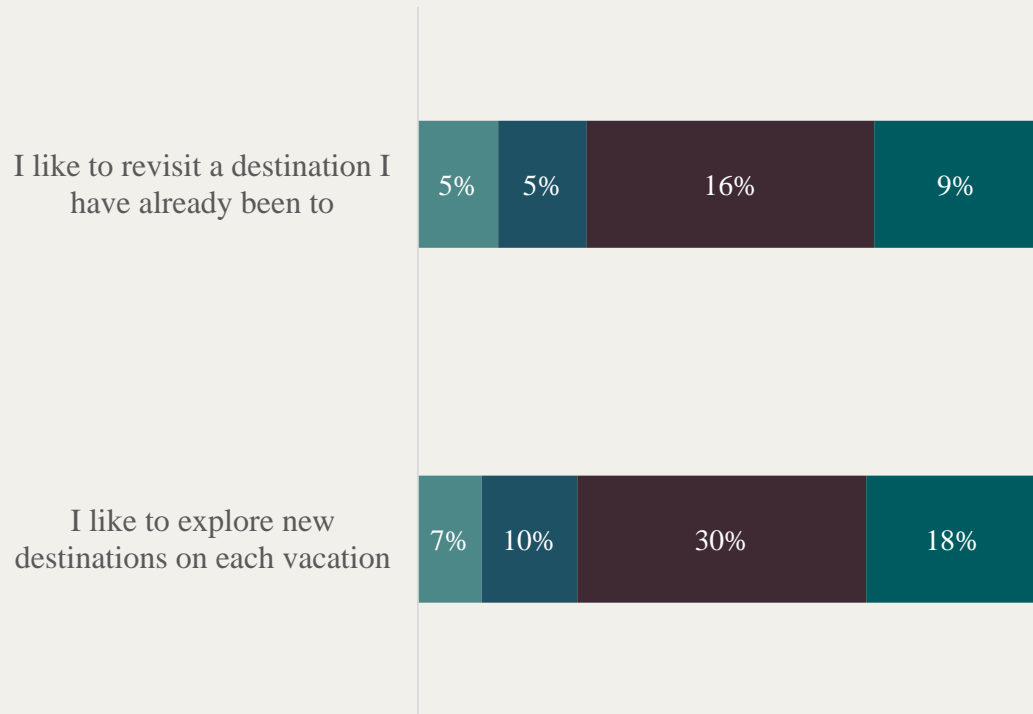
Average Per Day Spend
By Likelihood to visit a Caribbean Destination
in the next 12 month



Question: How much do you spend on average on vacation on food & beverage and other activities per person/per day

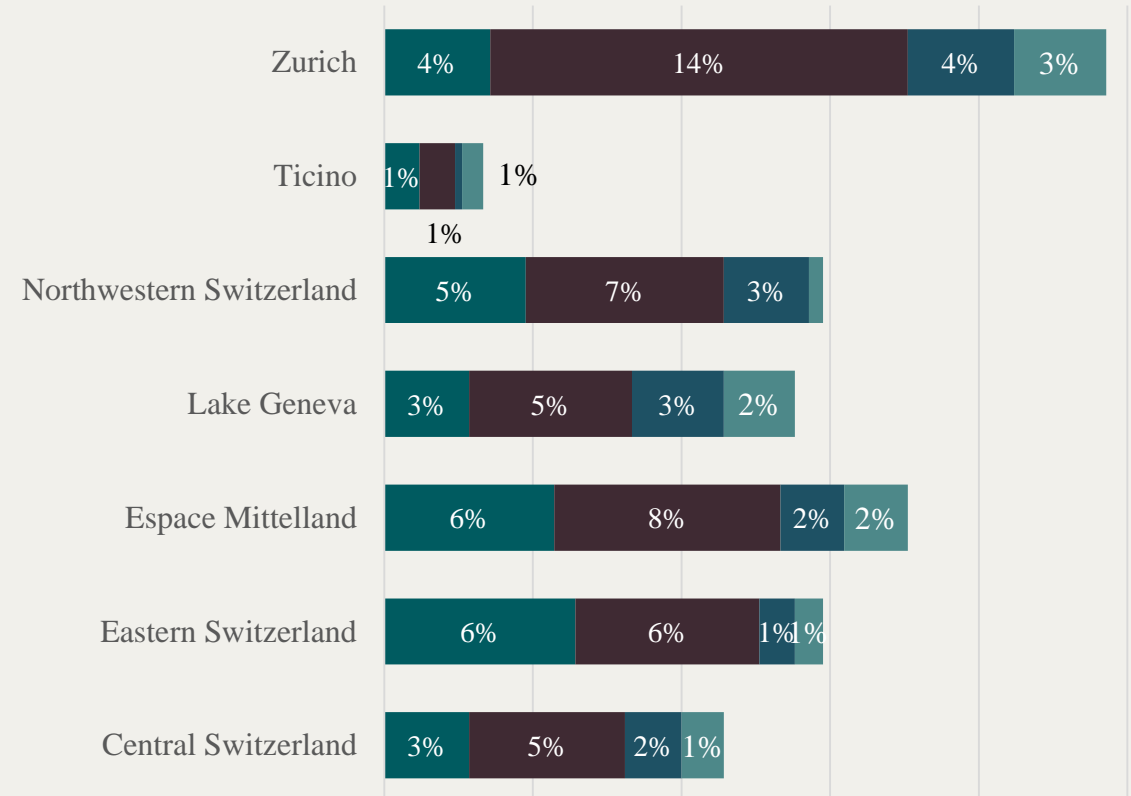
Average Per Day Spend By Explorer vs. Loyal Traveler

■ More than \$500 ■ \$300 - \$500 ■ \$100 - \$299 ■ Less than \$100



Average Per Day Spend By Cantone

■ Less than \$100 ■ \$100 - \$299 ■ \$300 - \$500 ■ More than \$500



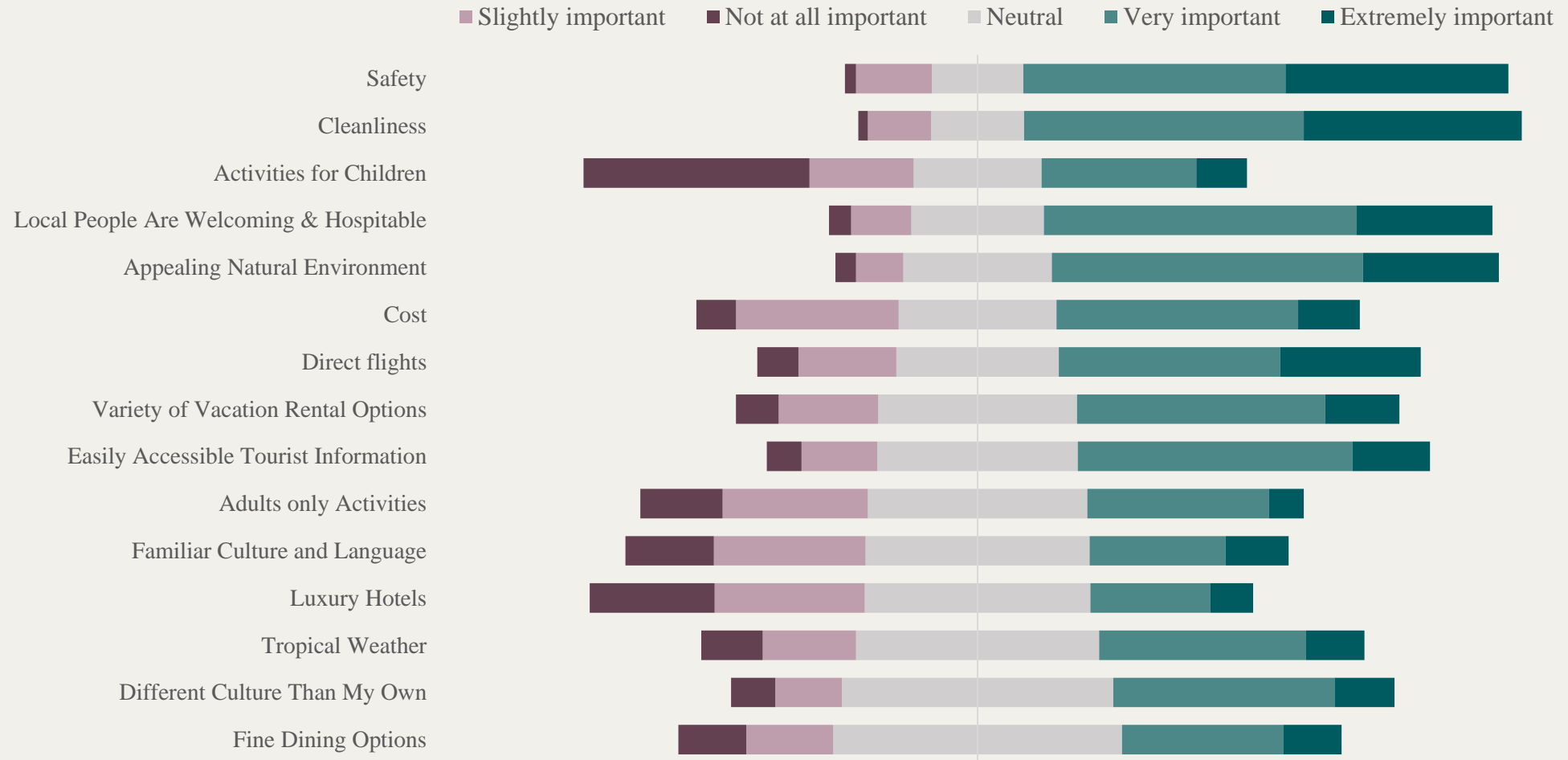
Key Highlights

- 46% of the respondents indicated spending on average \$100-299 per person per day, 27% spend below \$100, 11% spend above \$500, and 15% spend \$300 – 500.
- 12% of the respondents who spend \$100-299 are somewhat likely to visit the Caribbean in the next 12 months.
- 14% of those who spend \$100-299 live in Zurich.
- 30% of those likely to explore new destinations spend \$100-299 per person daily.

Key Decision Factors

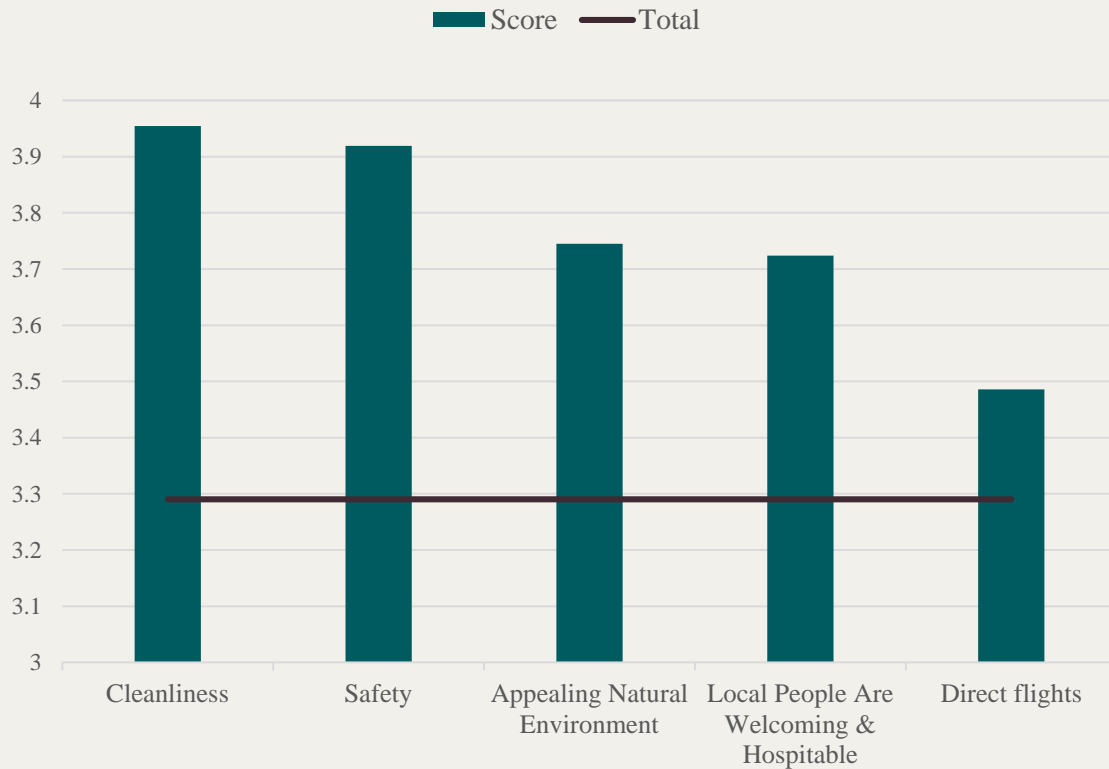
A woman with dark hair is sitting at a wooden desk outdoors, smiling as she works on a silver laptop. The desk is cluttered with a glass carafe, a Starbucks coffee cup, a glass, and two small potted cacti. The background features a wooden slat fence and green foliage.

Important Considerations when *Choosing a Destination*



Question: When choosing to go on a vacation, how important are the following for you? Please indicate how important each of the following statements are for you when choosing a vacation.

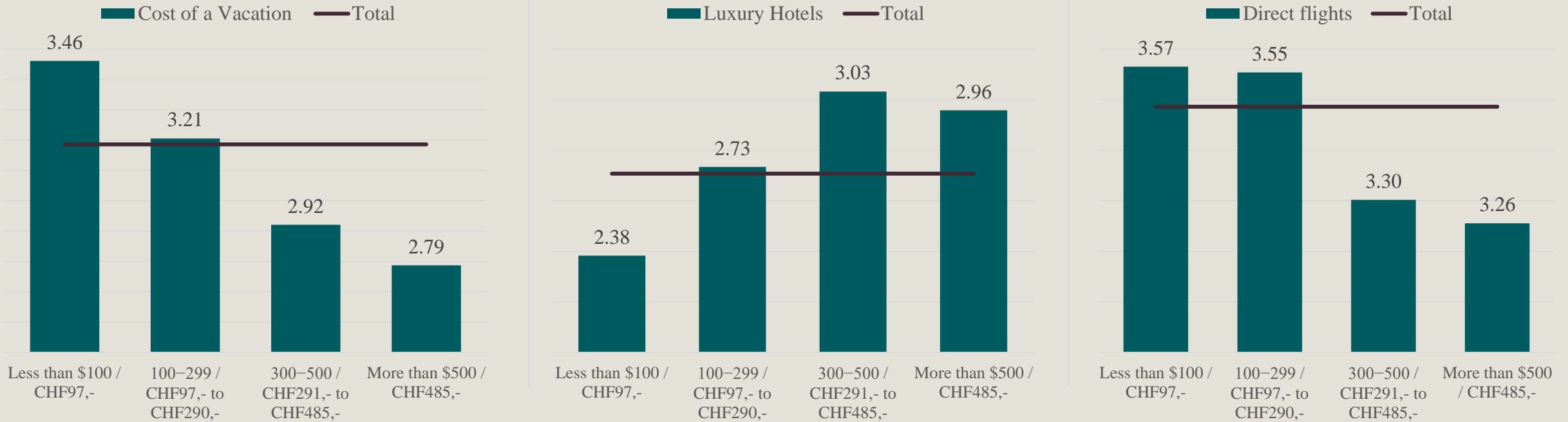
Key Highlights of *Important Considerations*



INSIGHT

- The graph shows the results of the categories that stood out.
- The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The more relevant categories that scored higher than average are cleanliness, safety, and an appealing natural environment.
- ATA can focus on the four components which scored the highest by including them in messaging geared towards Swiss travelers.

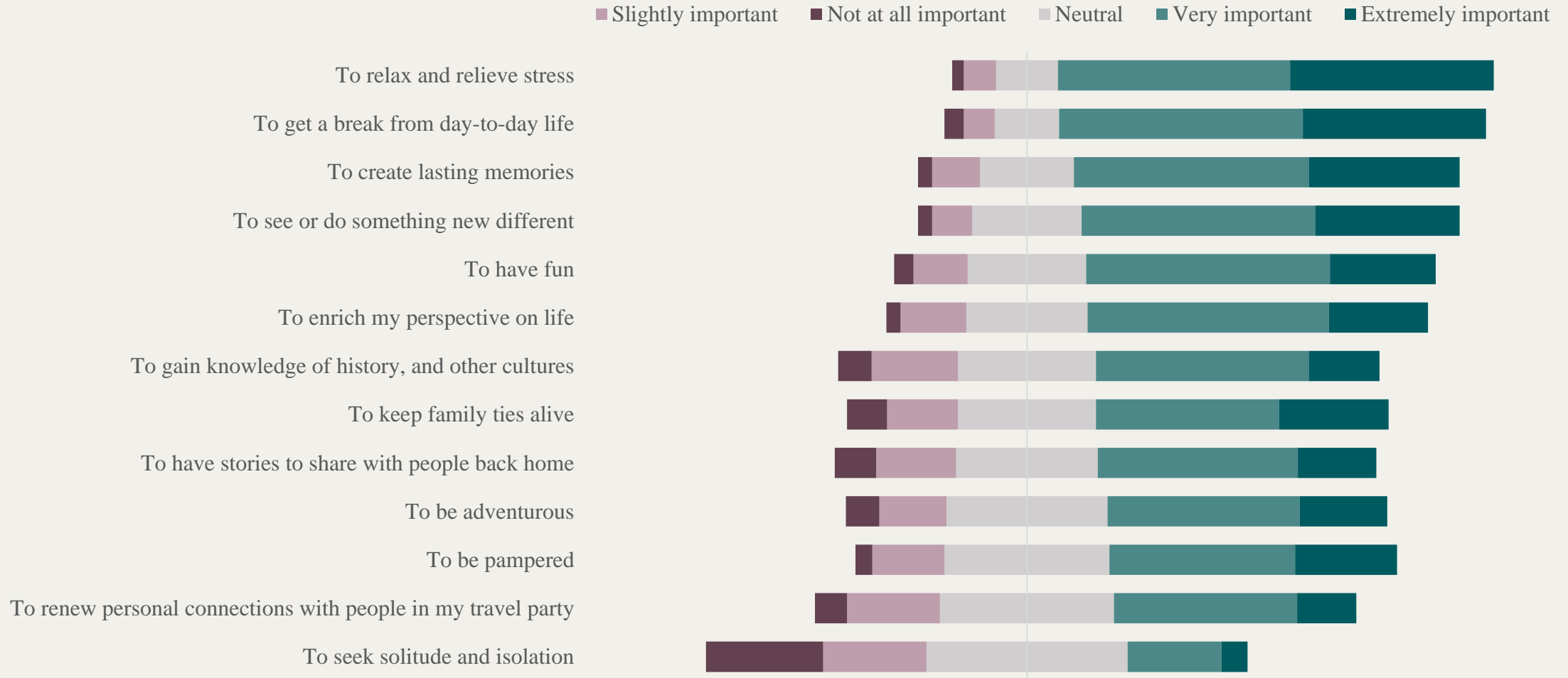
Key Highlights of *Important Benefits by Spending*



INSIGHT

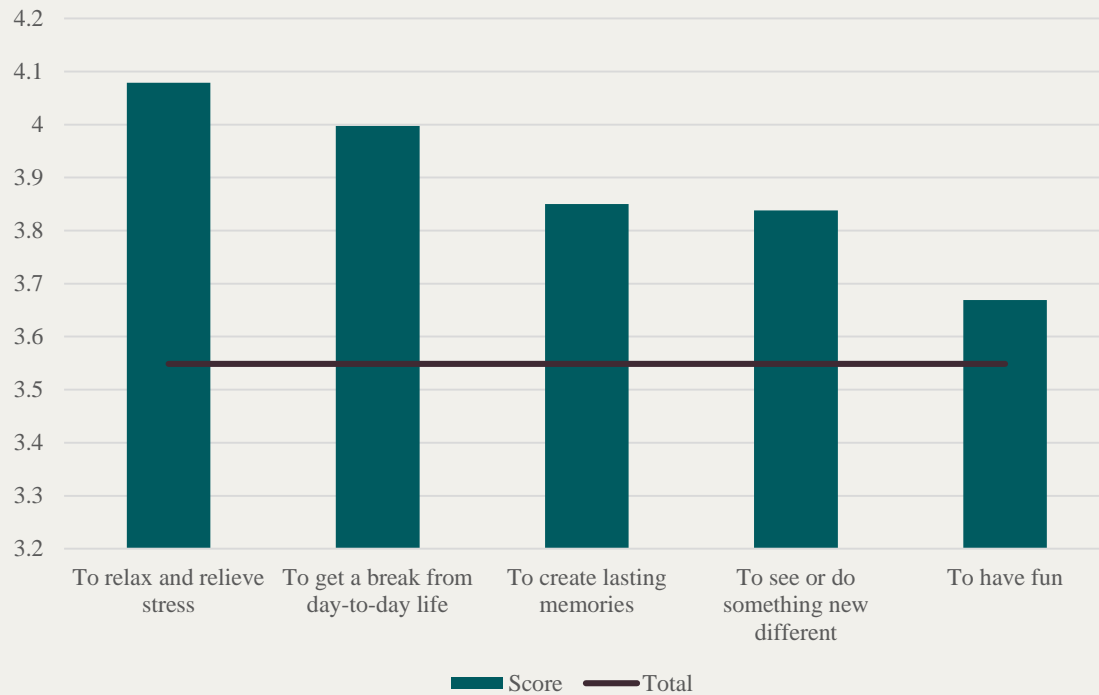
- The graph shows the results of the categories that stood out among the spend categories. The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The cost of a vacation and Direct Flights scored the highest among those who spend less than \$100 (CHF 97) while on vacation. Direct Flights scored above average for those who spend between \$100-299 (CHF 97-290).
- Luxury Hotels scored the highest amongst the respondents who spent \$300-500 (CHF 291-485) and spent above \$500 (above CHF485)

Important Benefits



Question: What are some of the benefits you seek from a vacation? Please indicate how important each of the following statements are to you.

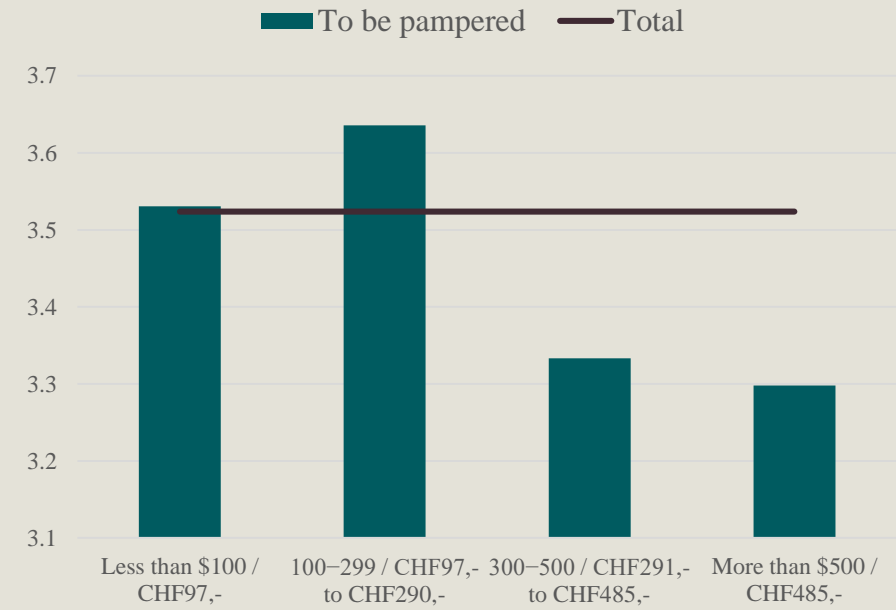
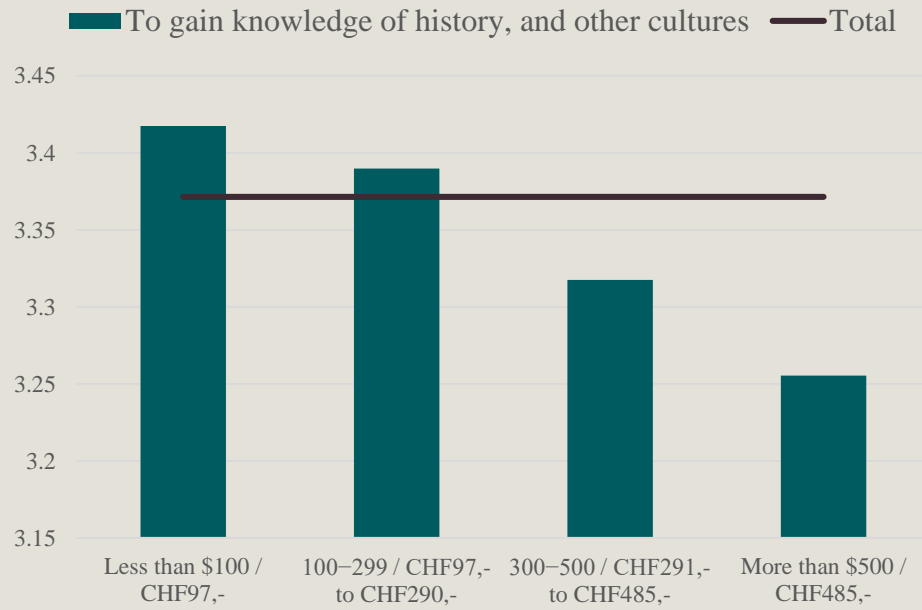
Key Highlights of *Important Benefits*



INSIGHT

- The graph shows the results of the categories that stood out.
- The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The more relevant categories that scored higher than average are relaxing and relieving stress, taking a break from day-to-day life, and creating lasting memories.
- ATA can focus on the five benefits the Swiss traveler wants, which scored the highest.

Key Highlights of *Important Benefits by Spending*



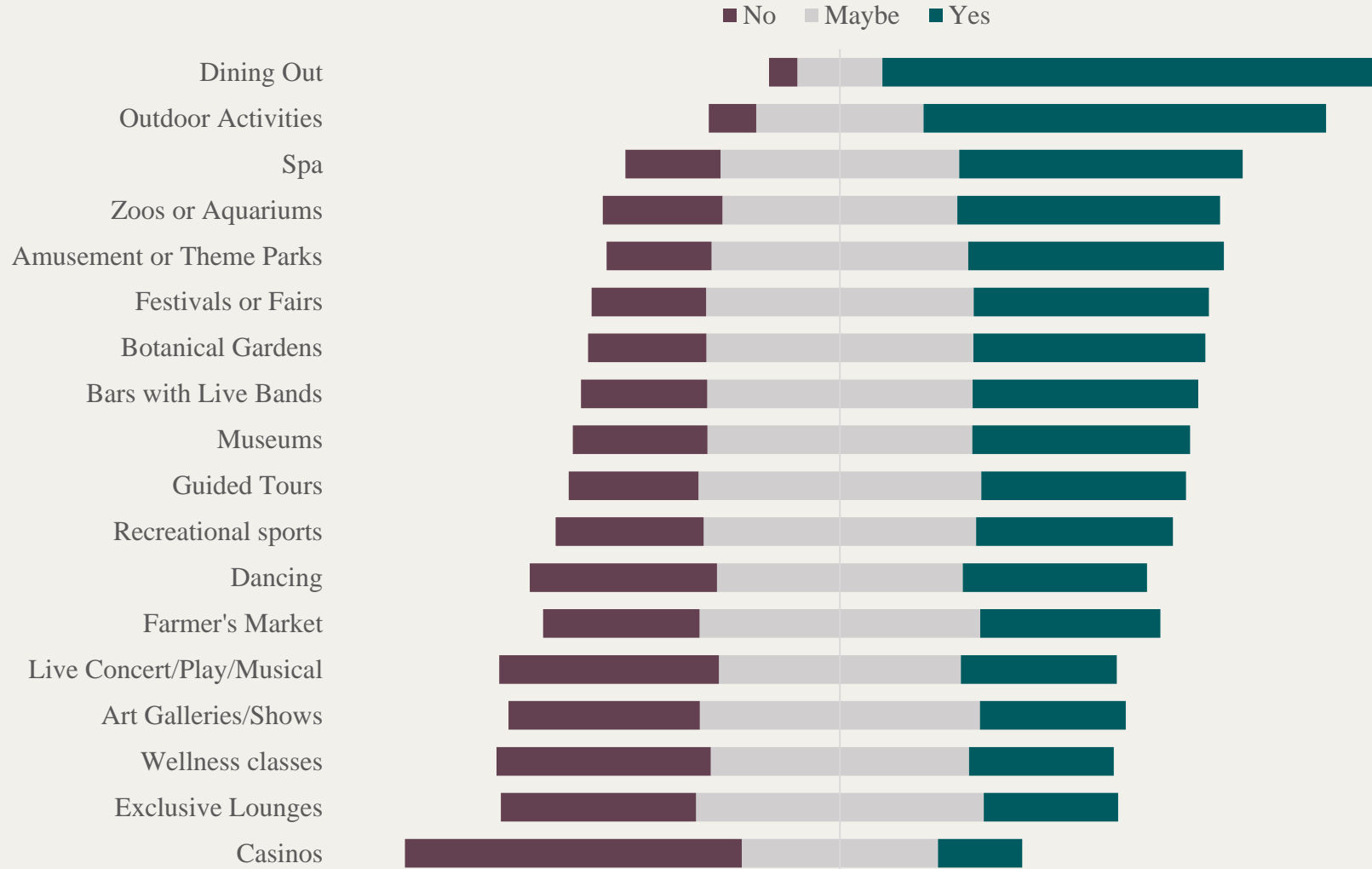
INSIGHT

- The graph shows the results of the categories that stood out among the spend categories. The deviations from the norm were calculated to determine the types that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- Gaining knowledge of history and other cultures scored the highest among those who spent less than \$100 (CHF 97) while on vacation.
- Being pampered scored the highest amongst the respondents who spent \$100-299 (CHF 97-290).



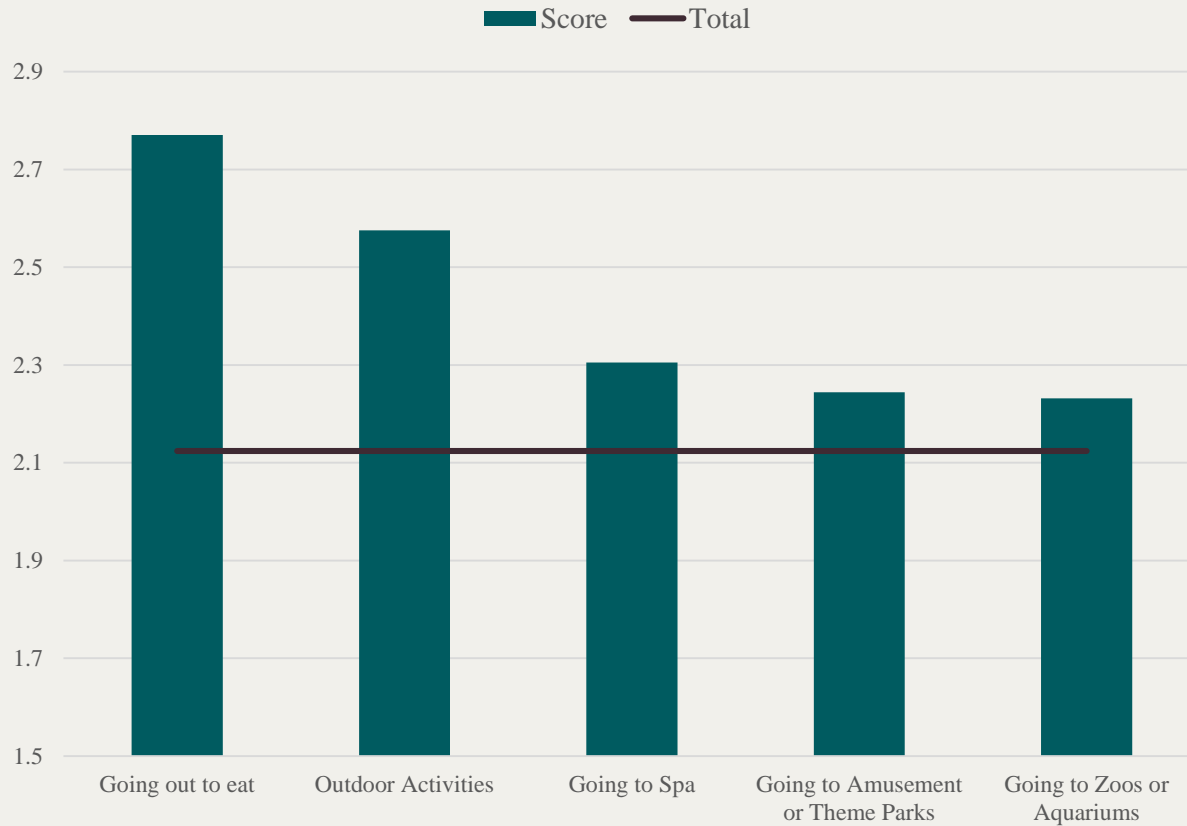
Activities

Preferred Activities



Q: What activities/experiences are you typically interested in while on vacation?

Key Highlights of *Preferred Activities*



INSIGHT

- The graph shows the results of the categories that stood out.
- The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The more relevant categories that scored higher than average are Going out to eat, Outdoor activities, and going to a Spa.
- ATA can focus on the three components which scored the highest by including them in messaging geared towards Swiss travelers.



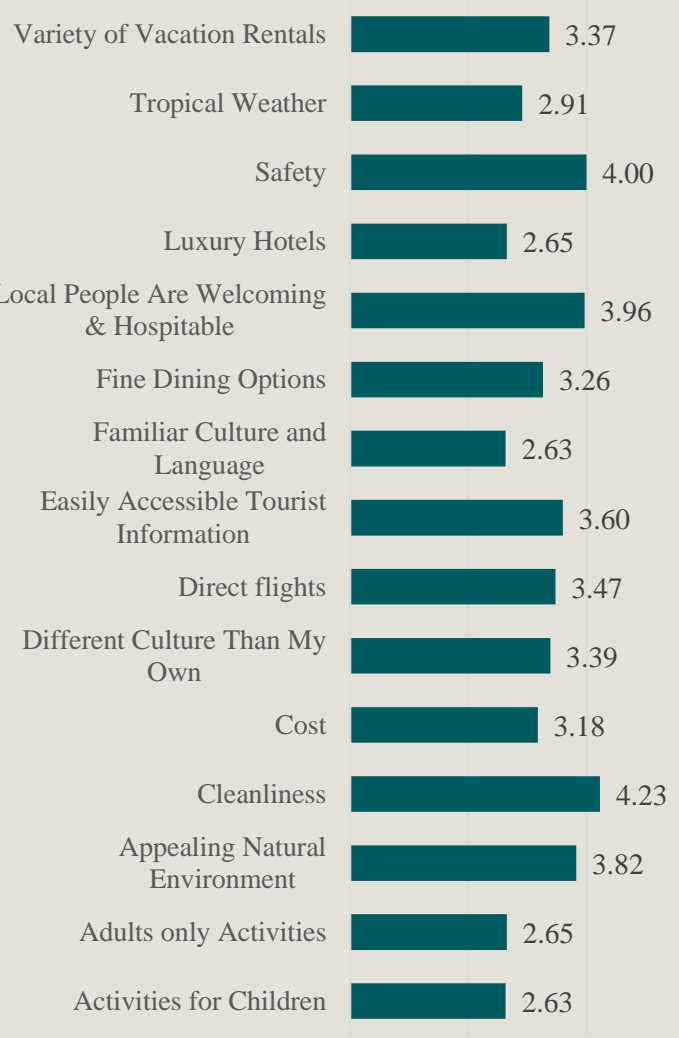
Affluent *HHI*

Mid High HHI
CHF 120,000 - 200,000

Consideration

Benefits

Activities/ Experiences



TOP 5

Messaging When Choosing a Destination to Highlight

Mid High HHI
CHF 120,000 - 200,000

Consideration

- 1 Cleanliness
- 2 Safety
- 3 Local People Are Welcoming & Hospitable
- 4 Appealing Natural Environment
- 5 Easily Accessible Tourist Information

Benefits

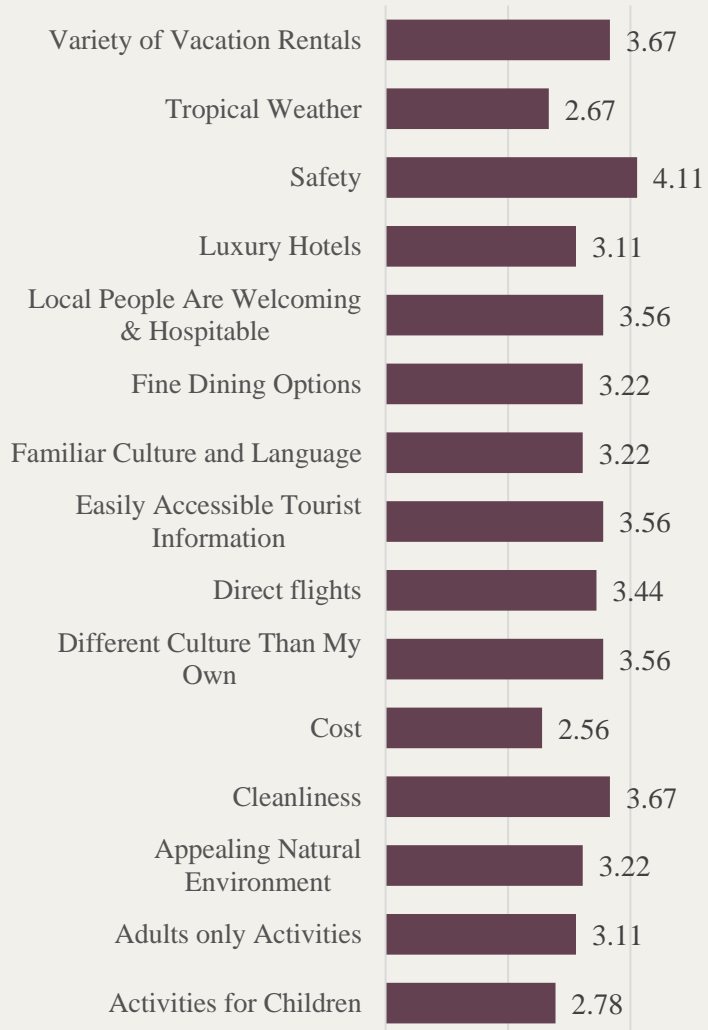
- 1 To get a break from day-to-day life
- 2 To Relax and Relieve Stress
- 3 To Create Lasting Memories
- 4 To Experience Something Different
- 5 To Enrich My Perspective on Life

Activities/ Experiences

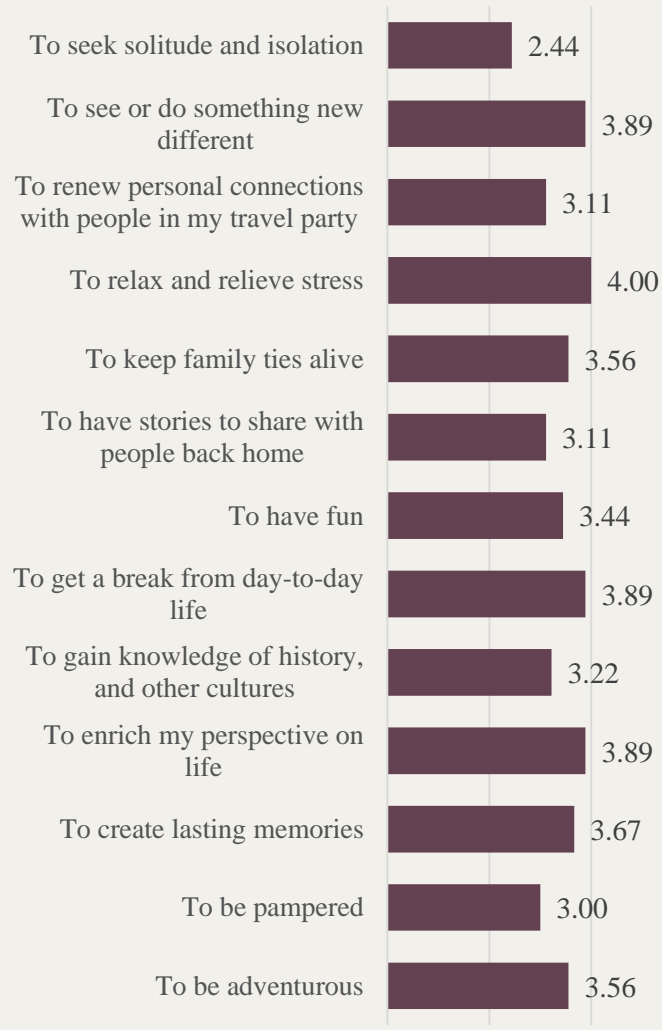
- 1 Going out to eat
- 2 Outdoor Activities
- 3 Spa's
- 4 Zoos & Aquariums
- 5 Amusement/Theme Parks

High HHI
More than CHF200,000

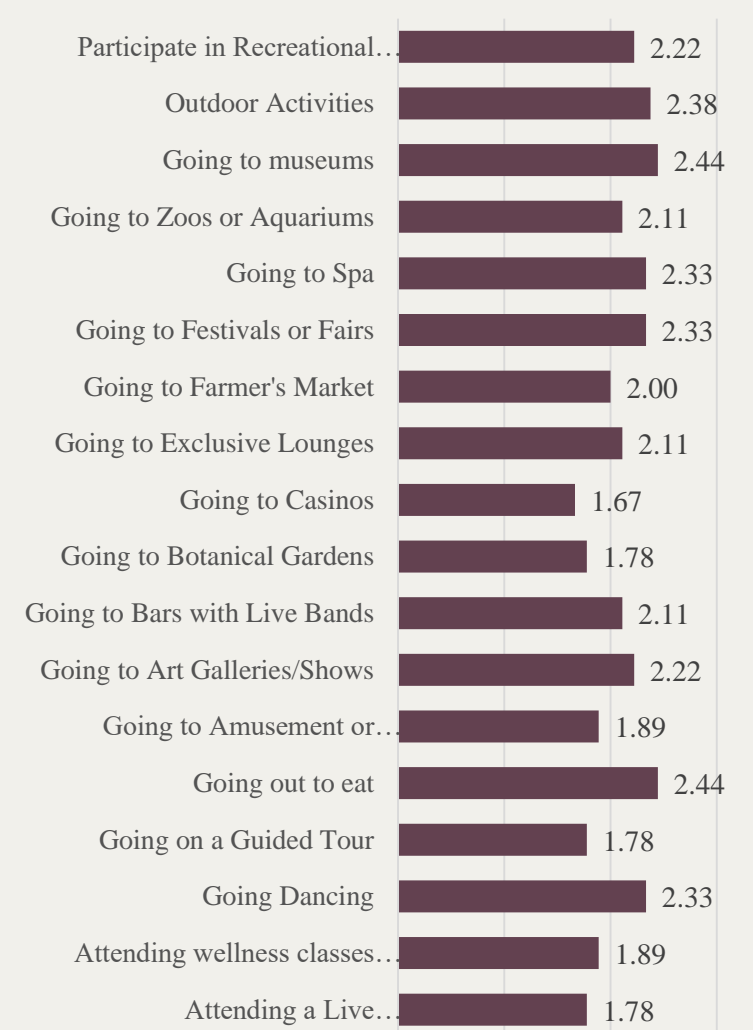
Consideration



Benefits



Activities/ Experiences



TOP 5

Messaging When Choosing a Destination to Highlight

High HHI
More than *CHF200,000*

Consideration

- 1 Safety
- 2 Cleanliness
- 3 Vacation Rental Option
- 4 Different Culture
- 5 Easily Accessible Tourist Information

Benefits

- 1 To Relax and Relieve Stress
- 2 To Enrich My Perspective on Life
- 3 To Get a Break From Day-to-Day Life
- 4 To Experience Something Different
- 5 To Create Lasting Memories

Activities/ Experiences

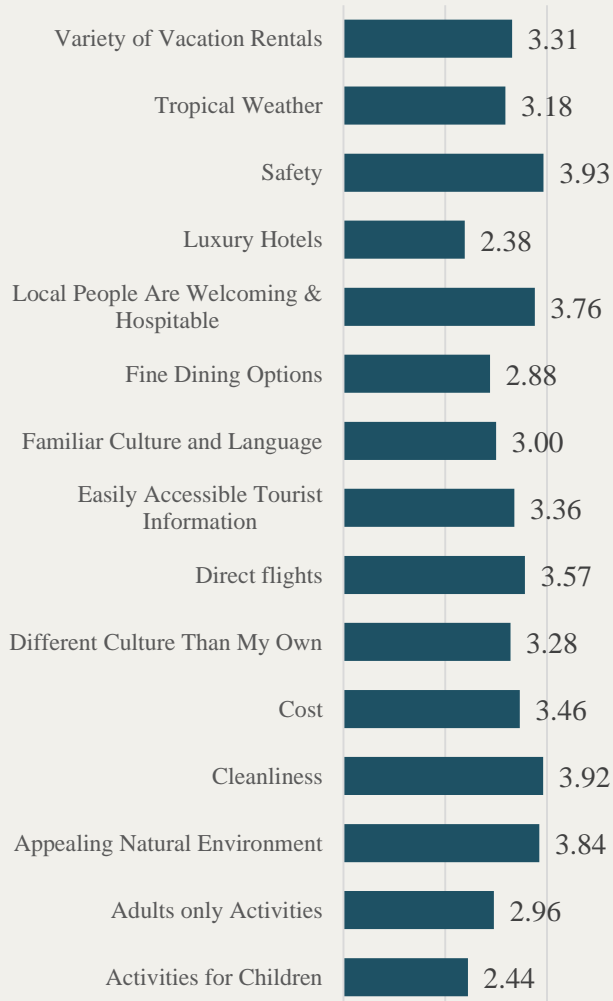
- 1 Going out to eat
- 2 Museums
- 3 Outdoor Activities
- 4 Spa
- 5 Festivals/Fairs
Dancing



Spending

Mid Low Spending
Less than \$100/CHF97

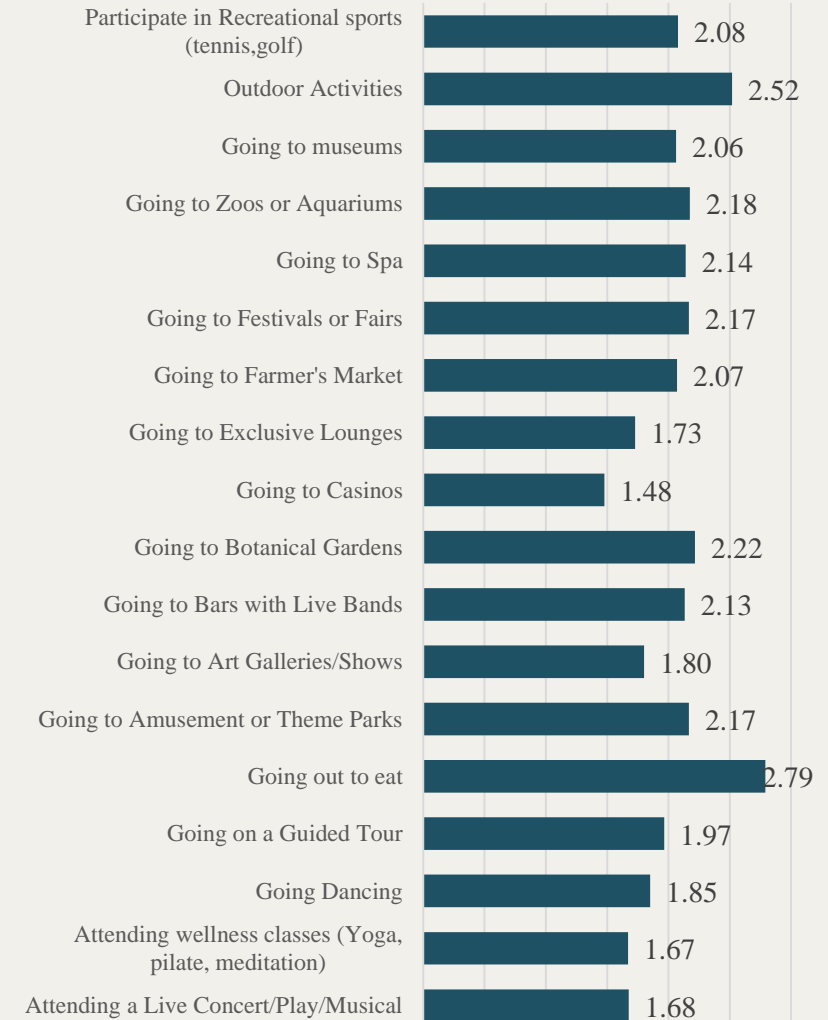
Consideration



Benefits



Activities/ Experiences



Mid Low Spending
Less than \$100/CHF97

TOP 5

Messaging When Choosing a Destination to Highlight

Consideration

- 1 Safety
- 2 Cleanliness
- 3 Appealing Natural Environment
- 4 Local People Are Welcoming & Hospitable
- 5 Direct Flights

Benefits

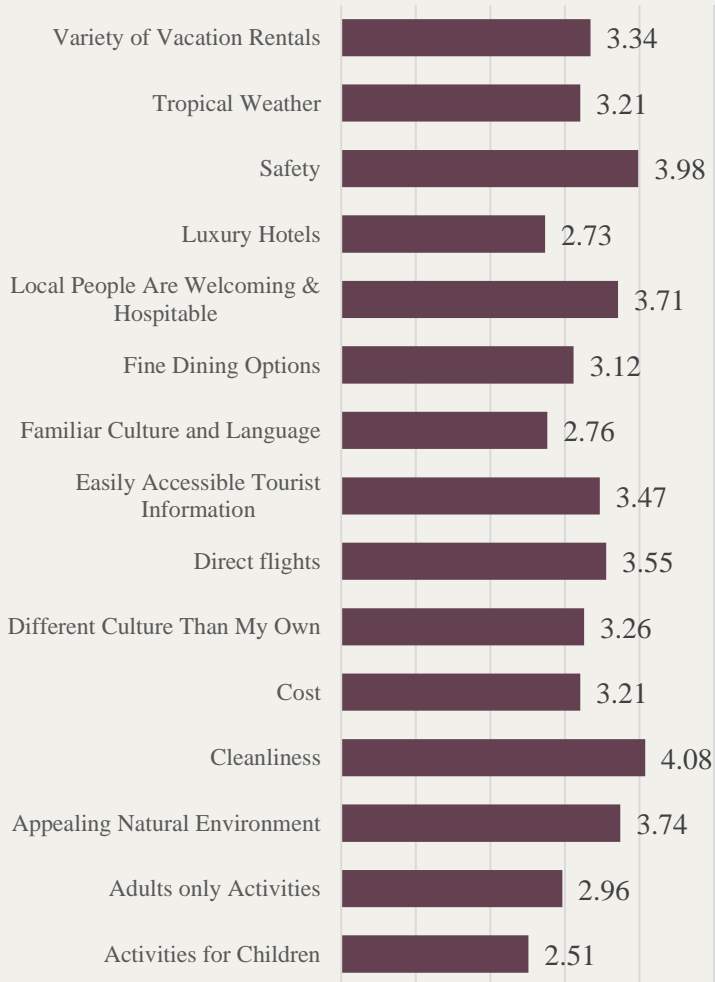
- 1 To Relax and Relieve Stress
- 2 To Get a Break From Day-to-Day Life
- 3 To see or do something new different
- 4 To Create Lasting Memories
- 5 To Enrich My Perspective on Life

Activities/ Experiences

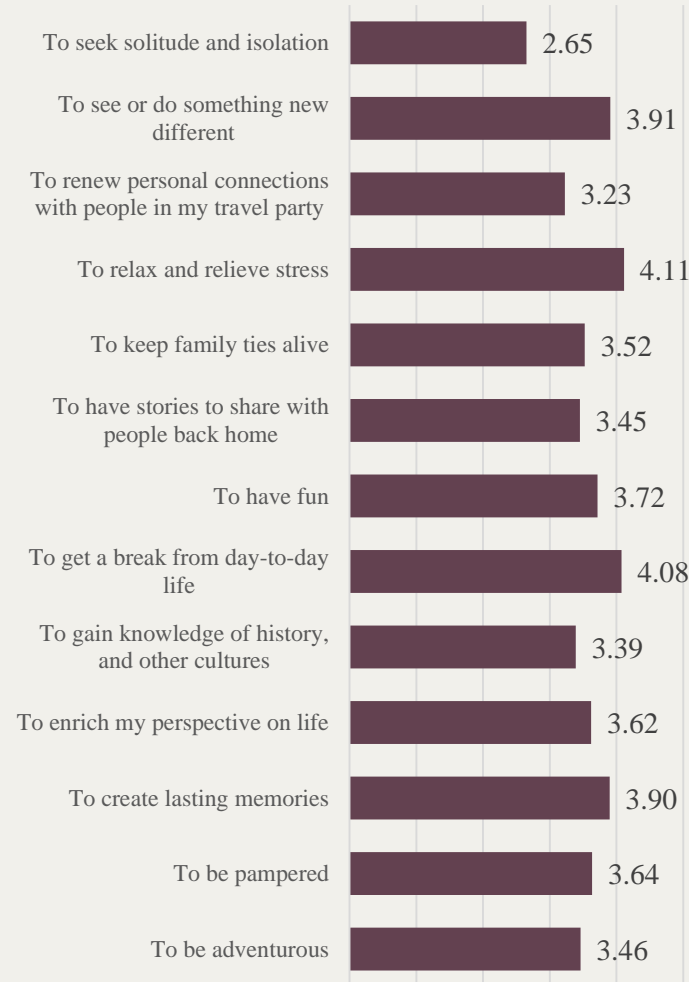
- 1 Going out to eat
- 2 Outdoor Activities
- 3 Botanical Gardens
- 4 Zoos or Aquariums
- 5 Festivals/Fairs

Mid High Spending
\$100–299 or CHF97-290

Consideration



Benefits



Activities/ Experiences



Mid High Spending
\$100-299 or CHF97-290

TOP 5

Messaging When Choosing a Destination to Highlight

Consideration

- 1 Cleanliness
- 2 Safety
- 3 Appealing Natural Environment
- 4 Local People Are Welcoming & Hospitable
- 5 Direct flights

Benefits

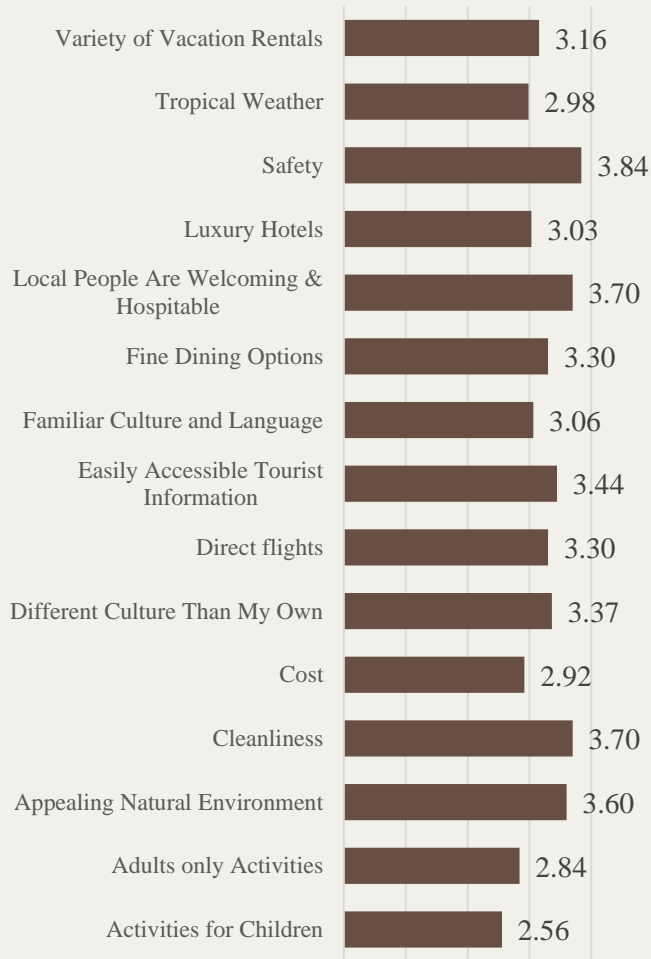
- 1 To Relax and Relieve Stress
- 2 To Get a Break From Day-to-Day Life
- 3 To see or do something new different
- 4 To Create Lasting Memories
- 5 To have fun

Activities/ Experiences

- 1 Going out to eat
- 2 Outdoor Activities
- 3 Spa
- 4 Amusement or Theme Parks
- 5 Zoos or Aquariums

High Low Spending
\$300-500/CHF291-485

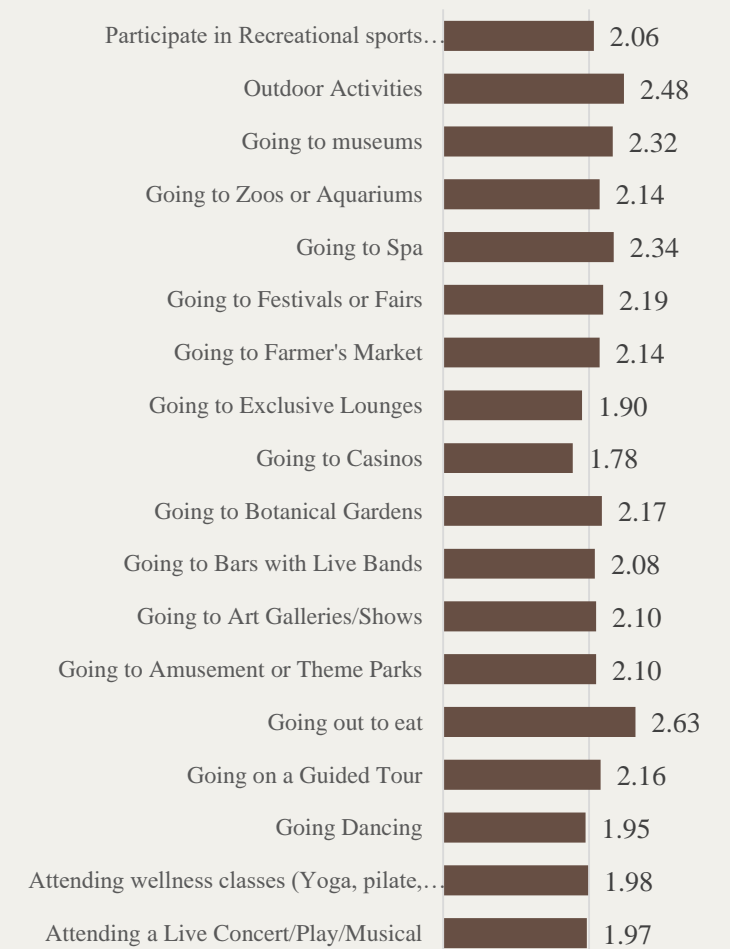
Consideration



Benefits



Activities/ Experiences



High Low Spending
\$300-500/CHF291-485

TOP 5

Messaging When Choosing a Destination to Highlight

Consideration

Benefits

Activities/ Experiences

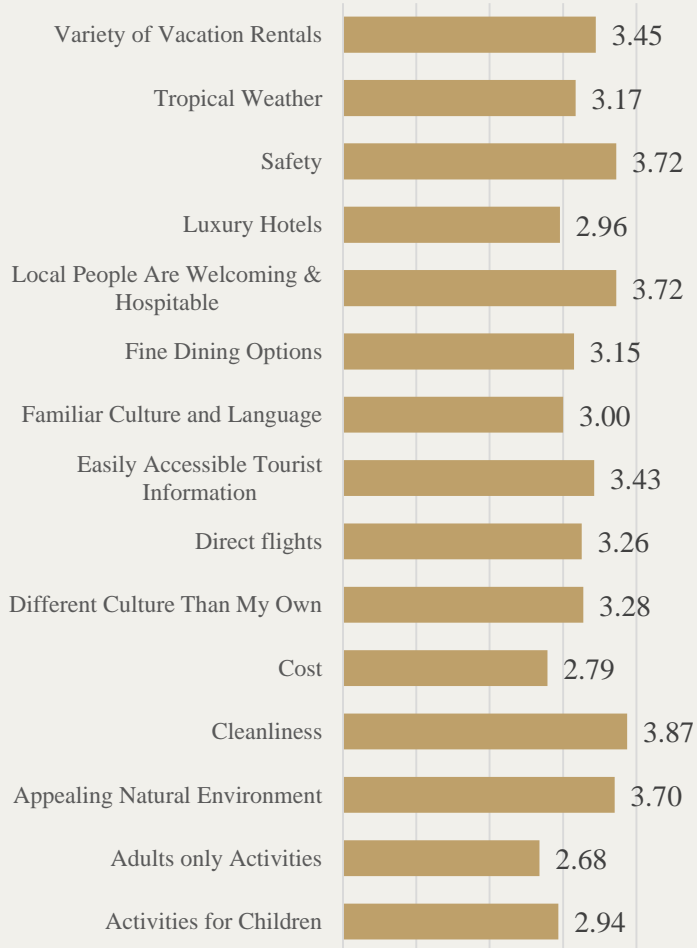
- 1 Safety
- 2 Cleanliness
- 3 Local People Are Welcoming & Hospitable
- 4 Appealing Natural Environment
- 5 Easily Accessible Tourist Information

- 1 To Relax and Relieve Stress
- 2 To Get a Break From Day-to-Day Life
- 3 To Create Lasting Memories
- 4 To Enrich My Perspective on Life
- 5 To have fun

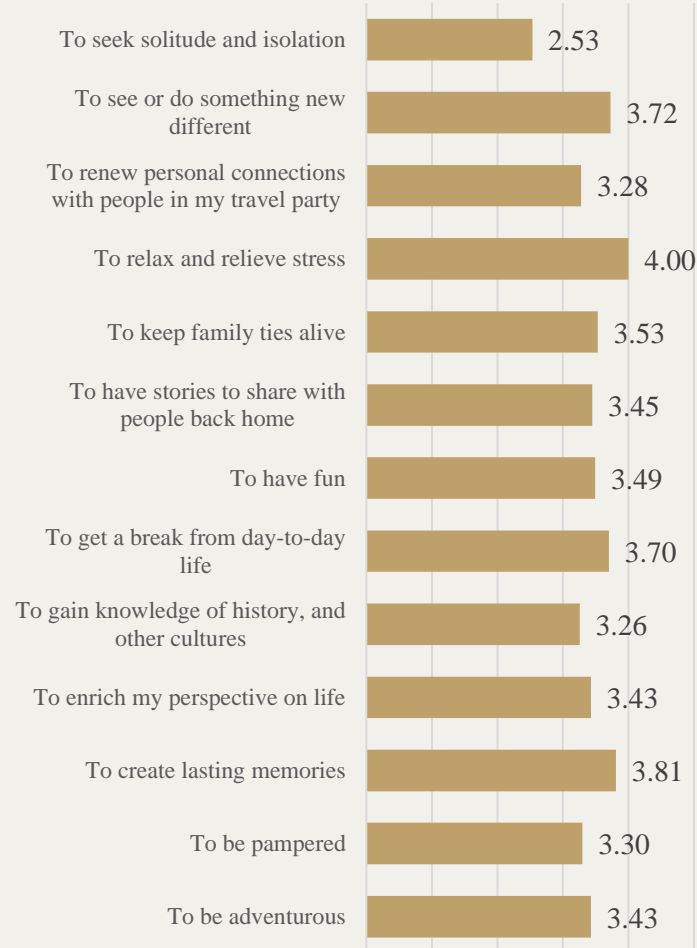
- 1 Going out to eat
- 2 Outdoor Activities
- 3 Going to Spa
- 4 Museums
- 5 Festivals or Fairs

High Spending
More than \$500/CHF485

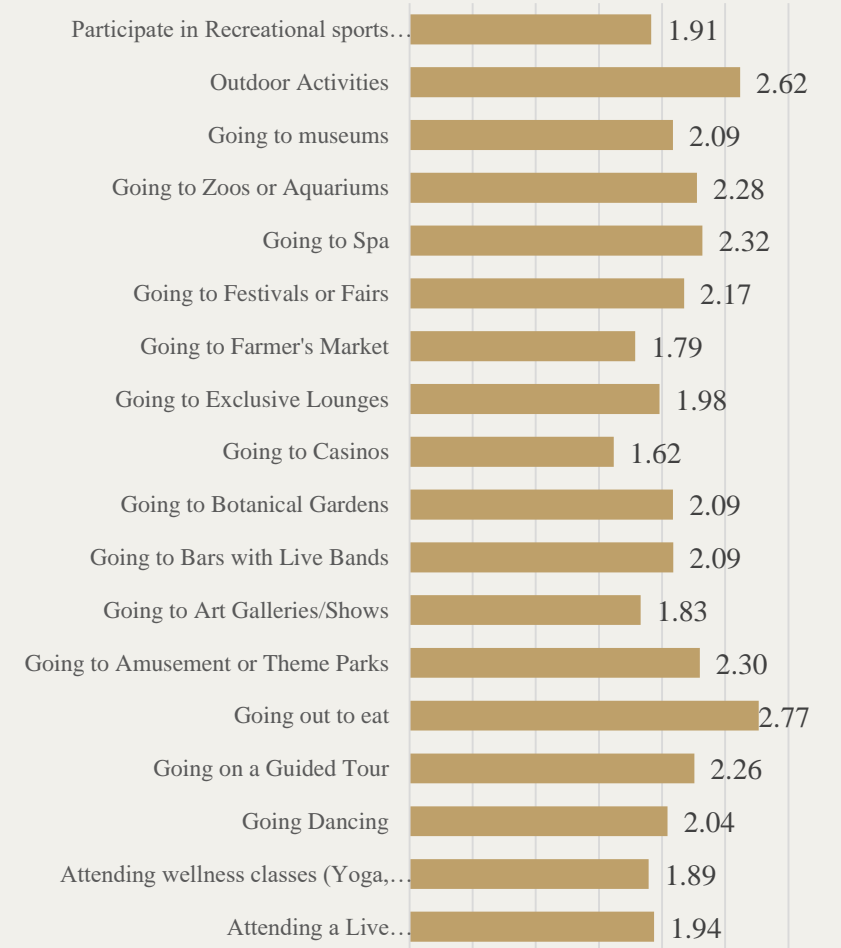
Consideration



Benefits



Activities/ Experiences



High Spending
Above \$500/CHF485

TOP 5

Messaging When Choosing a Destination to Highlight

Consideration

- 1 Cleanliness
- 2 Local People Are Welcoming & Hospitable
- 3 Safety
- 4 Appealing Natural Environment
- 5 Variety of Vacation Rental Options

Benefits

- 1 To Relax and Relieve Stress
- 2 To Create Lasting Memories
- 3 To see or do something new different
- 4 To Get a Break From Day-to-Day Life
- 5 To keep family ties alive

Activities/ Experiences

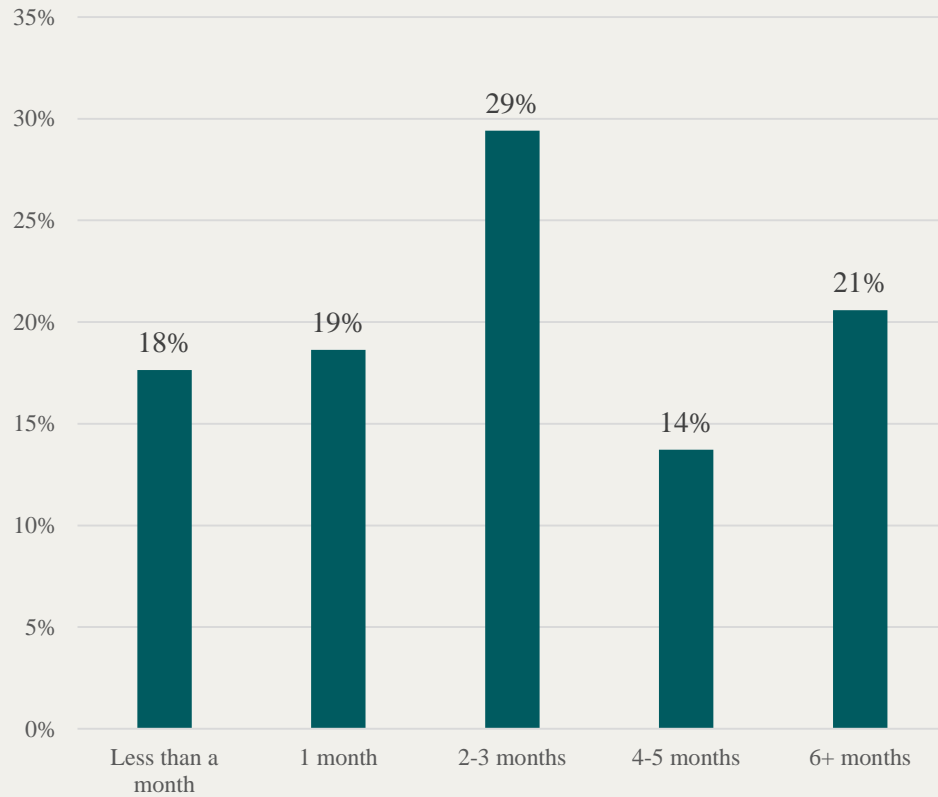
- 1 Going out to eat
- 2 Outdoor Activities
- 3 Going to Spa
- 4 Amusement or Theme Parks
- 5 Zoos or Aquariums

An aerial photograph showing a traditional thatched-roof hut in the lower-left quadrant, surrounded by a sandy area and several large, leafy trees with green and yellow foliage. The text "Findings by Top Cantone" is overlaid in the center in a white serif font.

Findings by Top Cantone

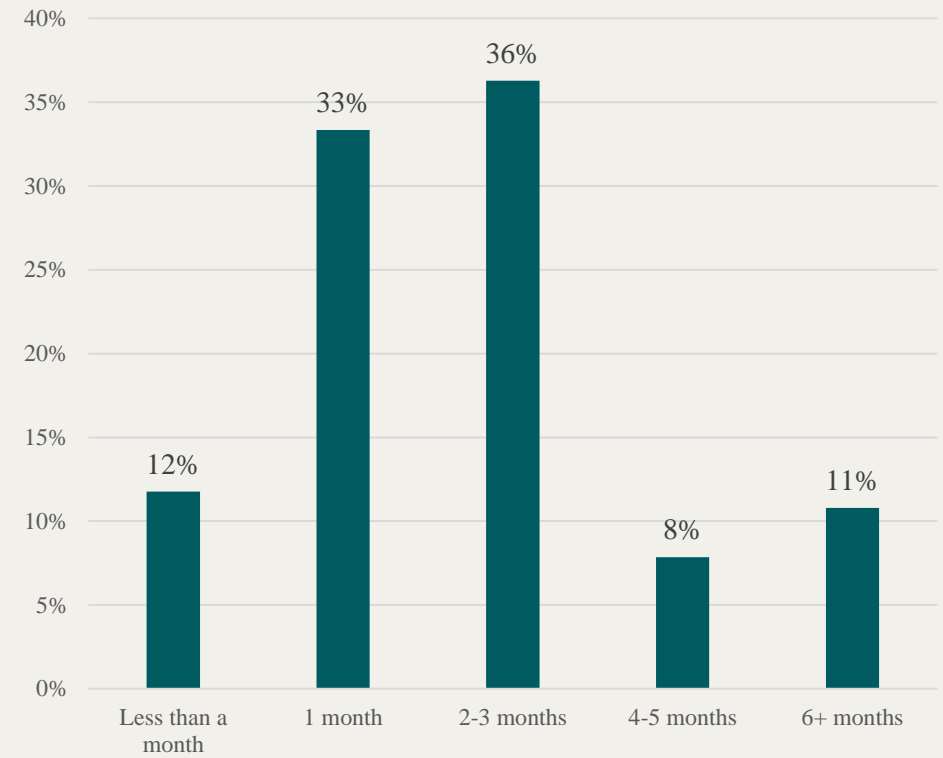
Zurich

Planning Behavior



Question: How far in advance do you start planning a vacation?

Booking Behavior

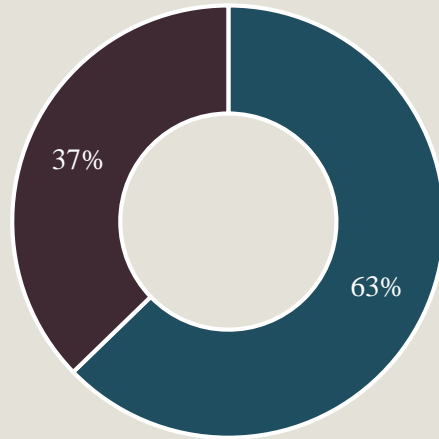


Question: How far in advance do you purchase your flight tickets for a vacation?

Zurich

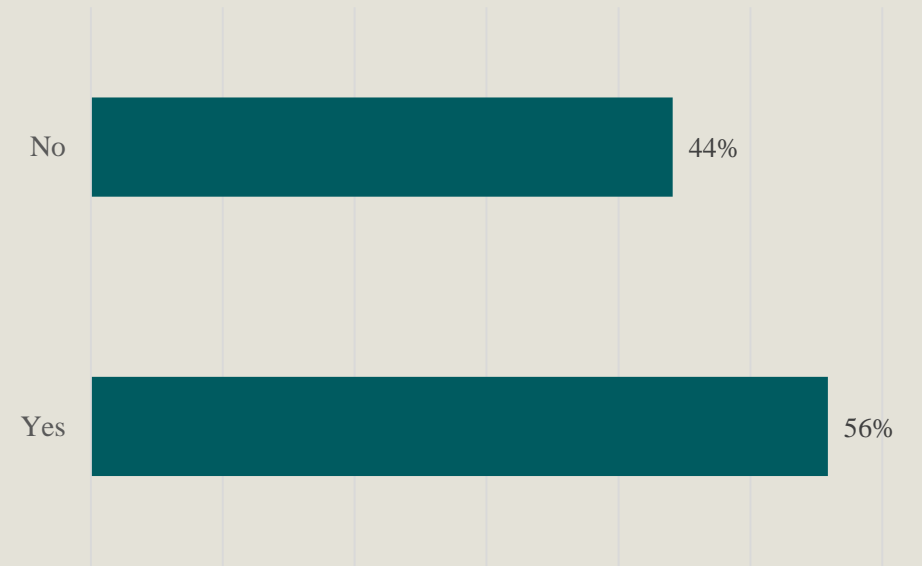
Type of Traveler

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to



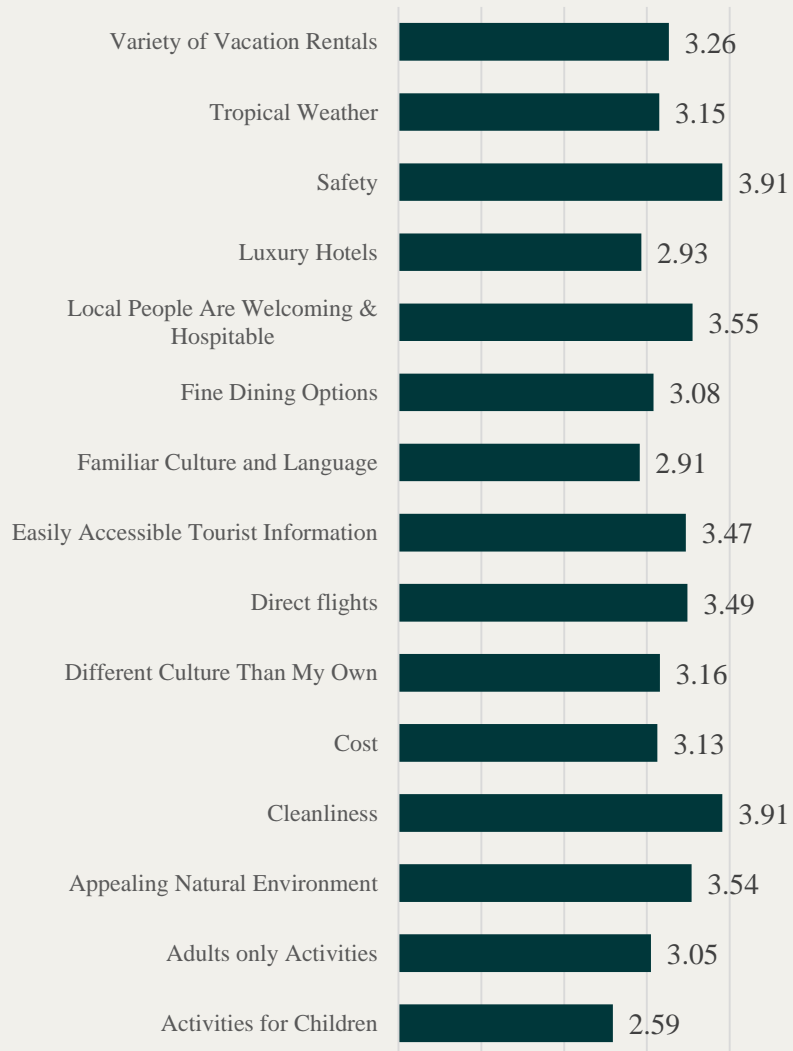
Question: Which of the following best describes you as a traveler?

Familiarity with Aruba



Zurich

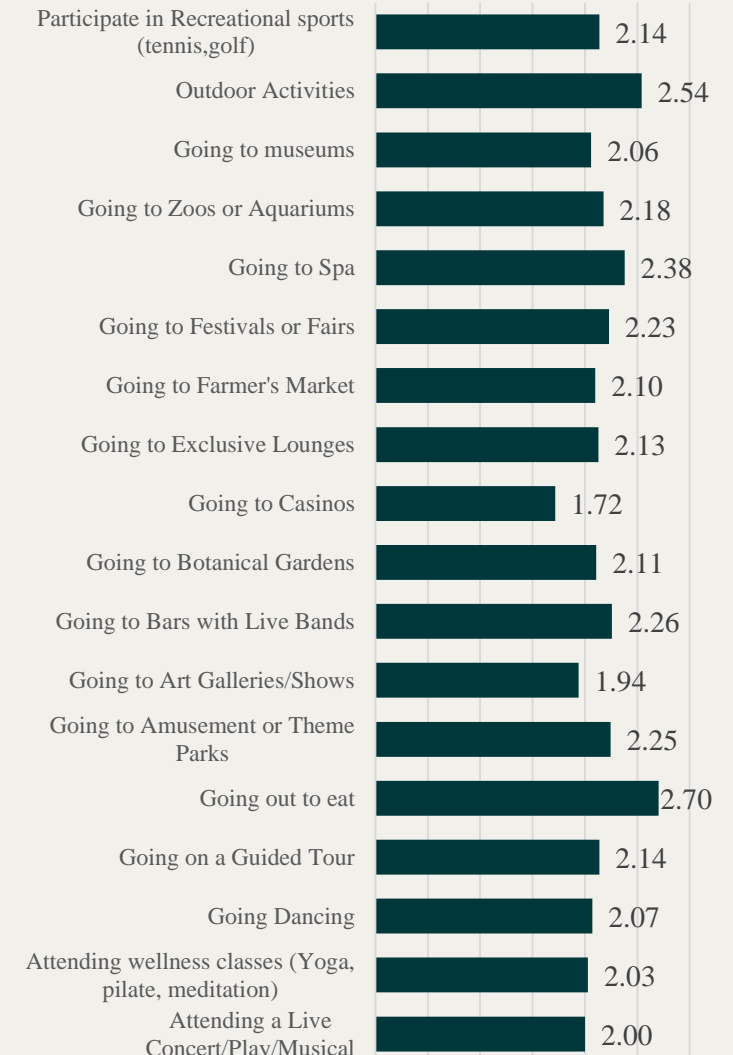
Consideration



Benefits

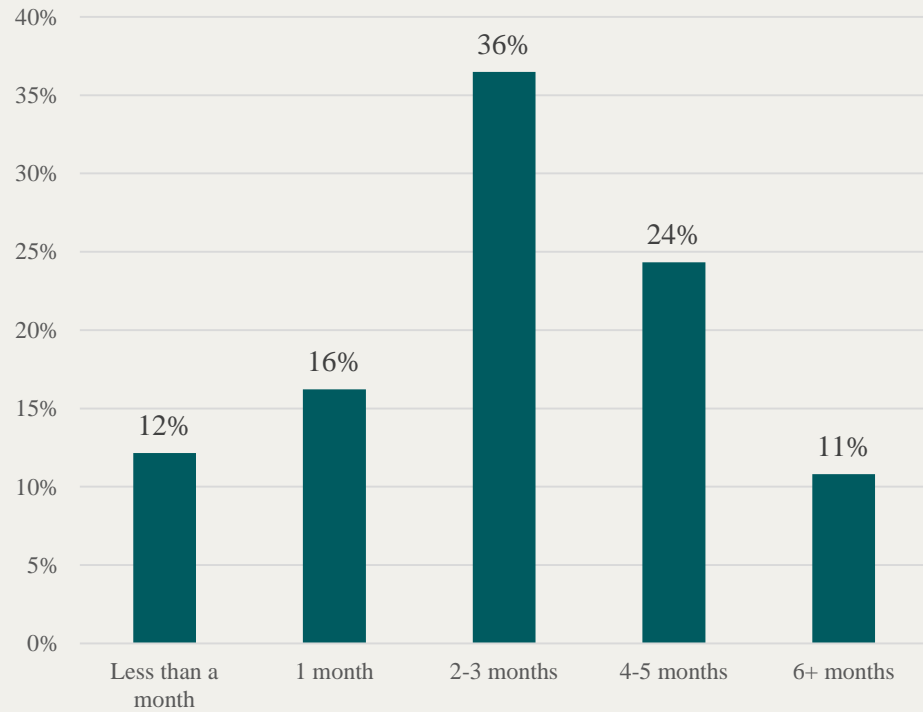


Activities/ Experiences



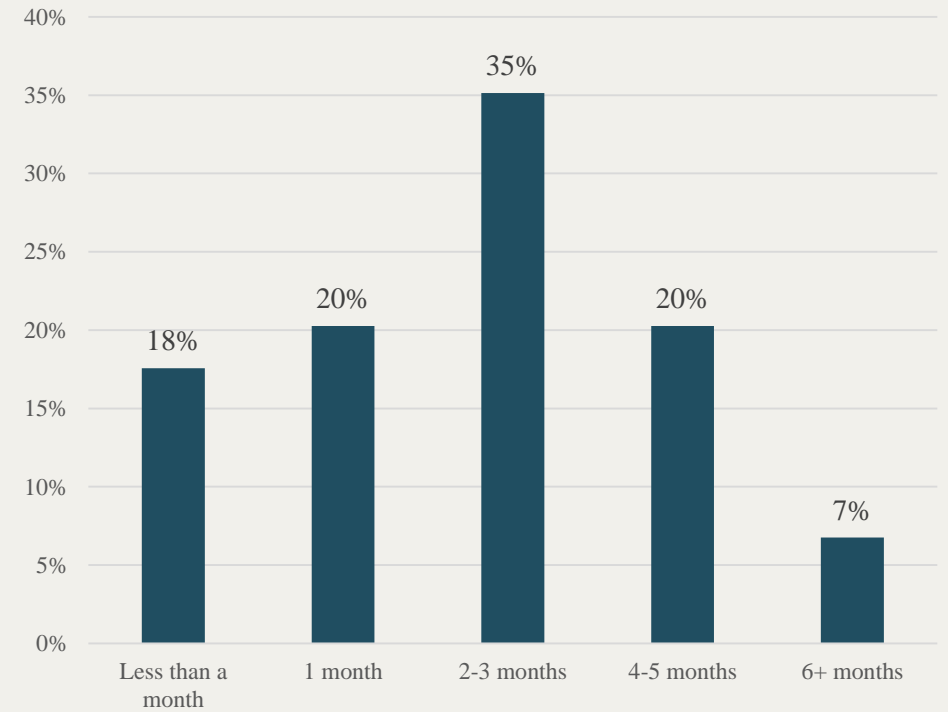
Espace *Mittelland*

Planning Behavior



Question: How far in advance do you start planning a vacation?

Booking Behavior

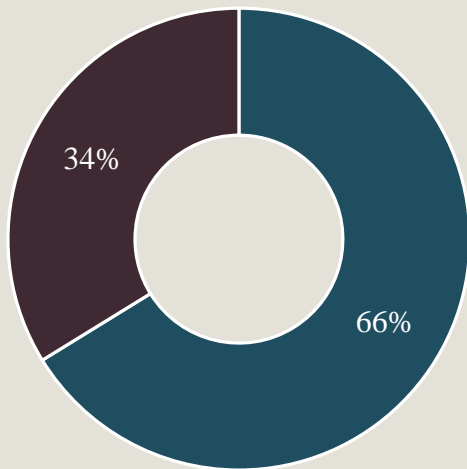


Question: How far in advance do you purchase your flight tickets for a vacation?

Espace *Mittelland*

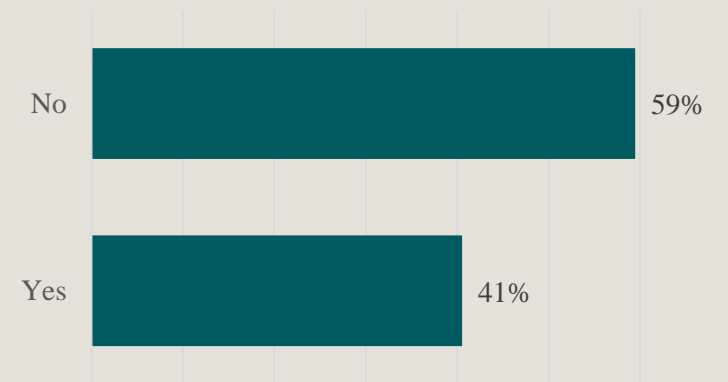
Type of Traveler

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to



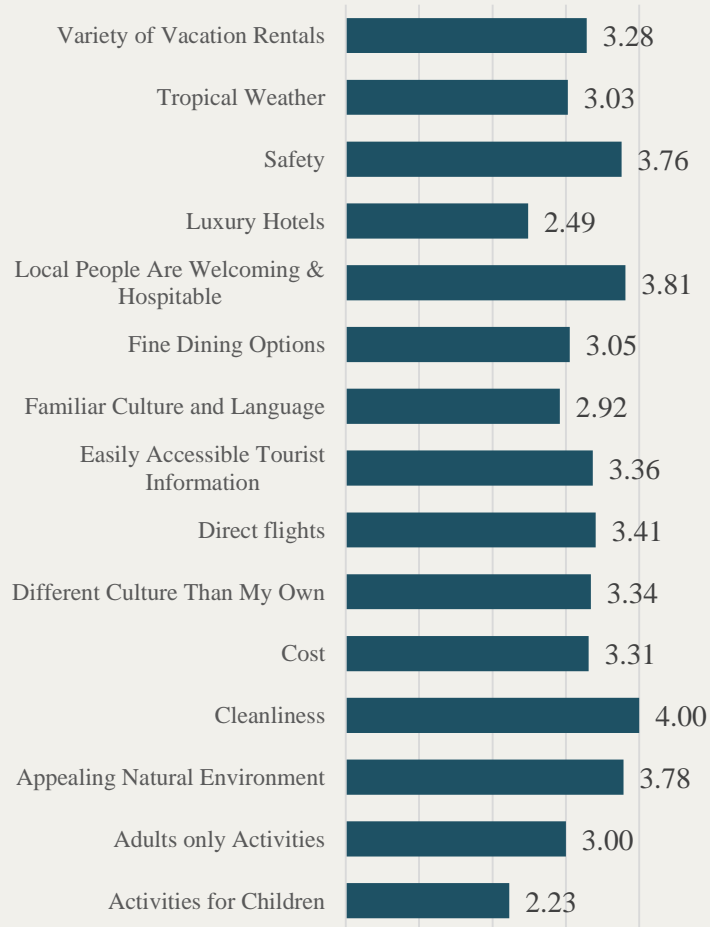
Question: Which of the following best describes you as a traveler?

Familiarity with Aruba

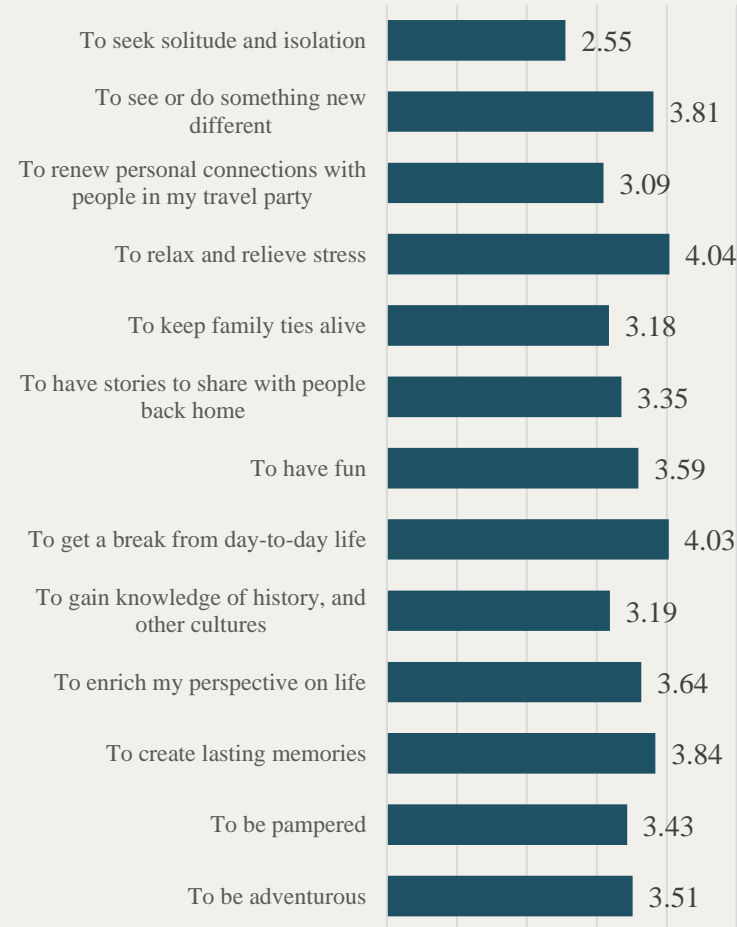


Espace *Mittelland*

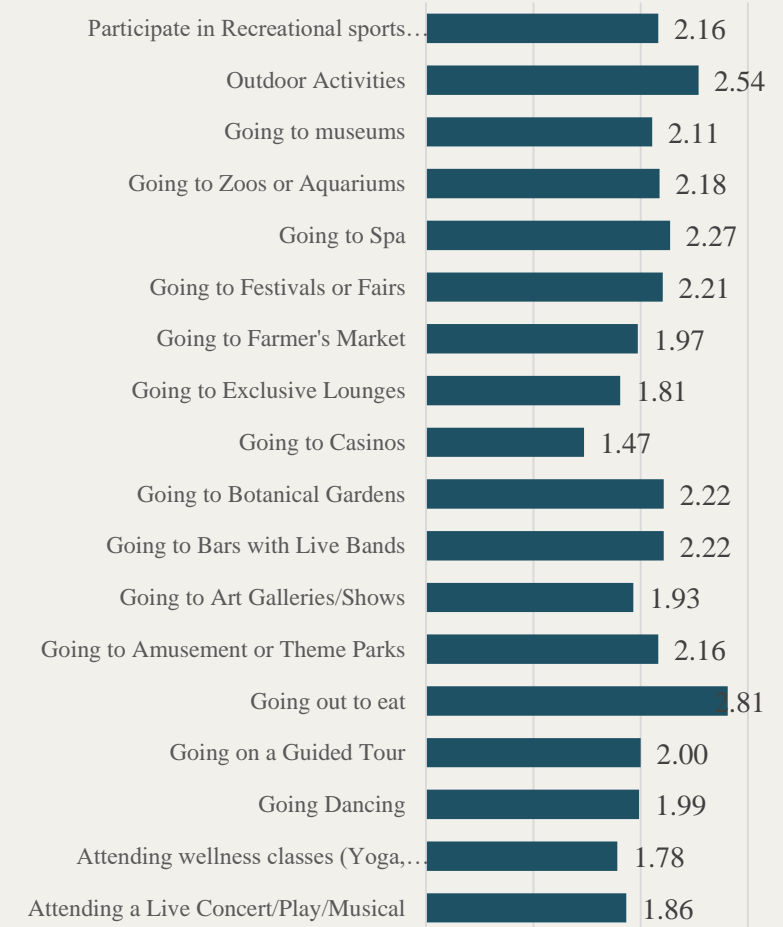
Consideration



Benefits

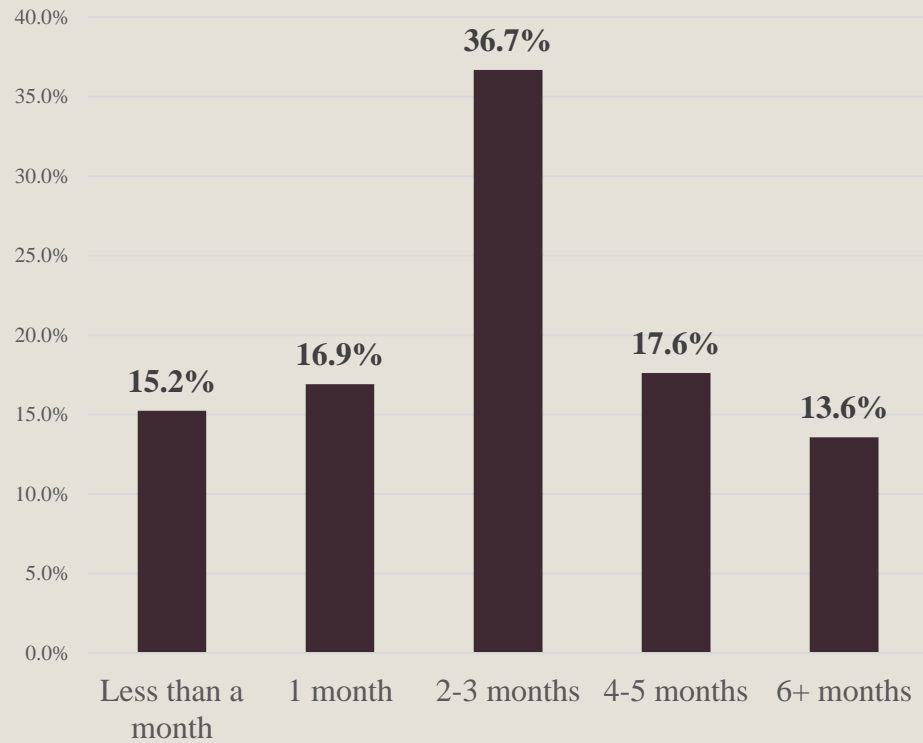


Activities/ Experiences



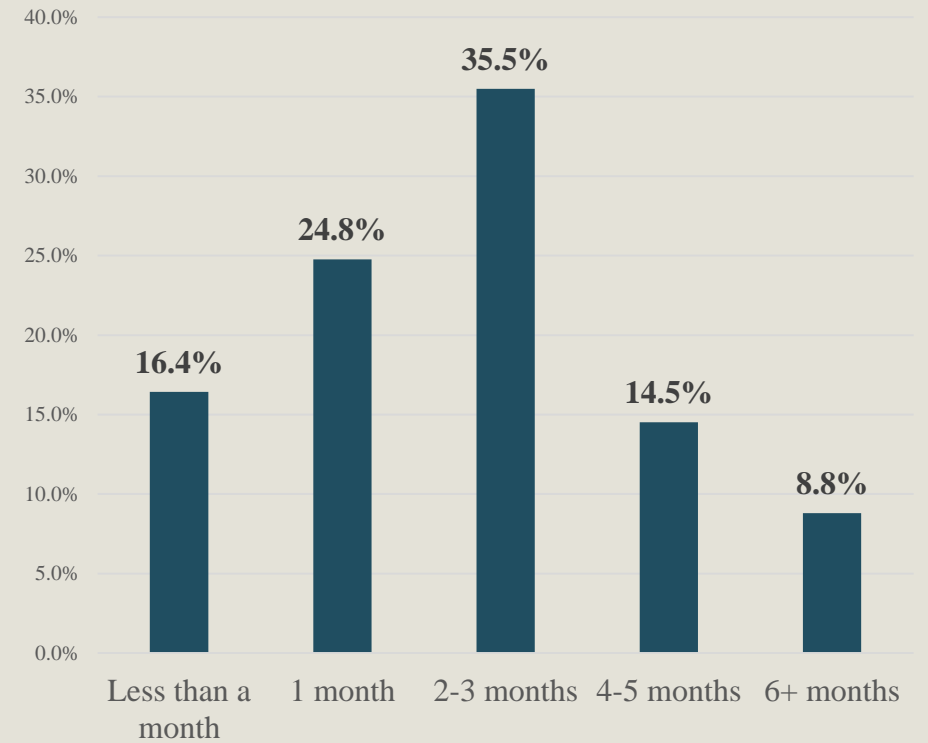
Northwestern *Switzerland*

Planning Behavior



Question: How far in advance do you start planning a vacation?

Booking Behavior

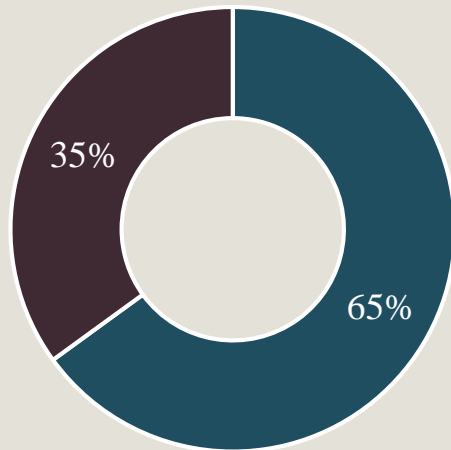


Question: How far in advance do you purchase your flight tickets for a vacation?

Northwestern *Switzerland*

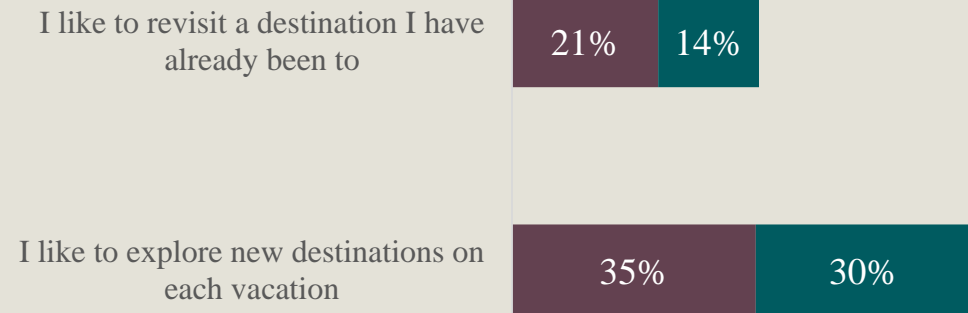
Type of Traveler

■ I like to explore new destinations on each vacation



Familiarity with Aruba Type of Traveler

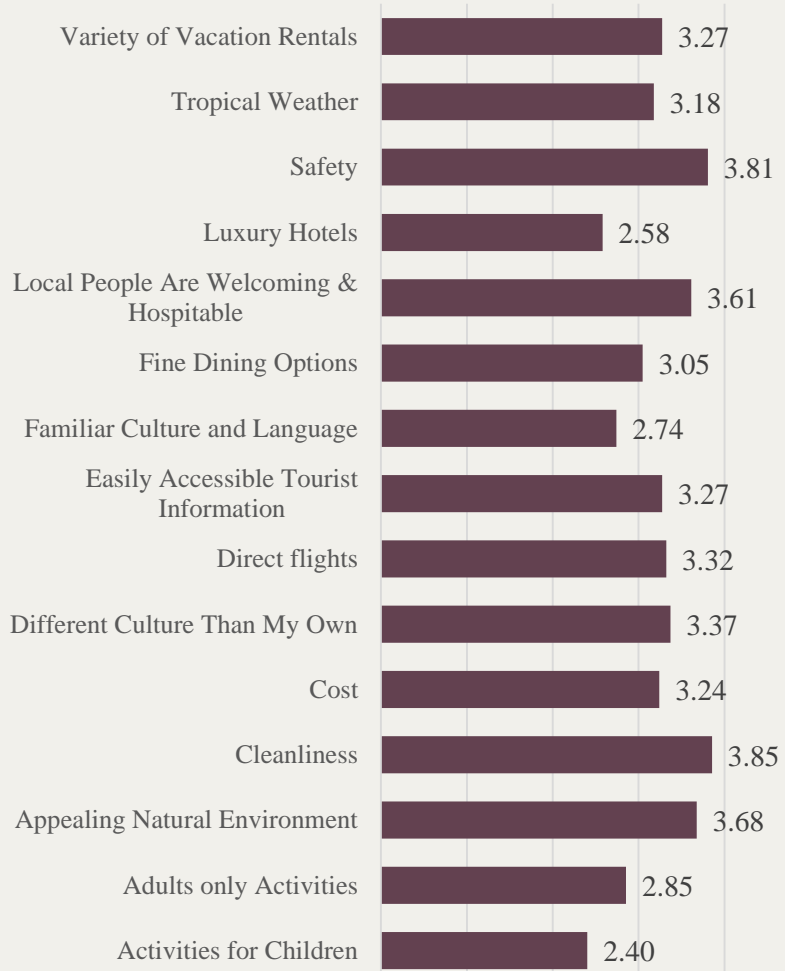
■ No ■ Yes



Question: Which of the following best describes you as a traveler?

Northwestern *Switzerland*

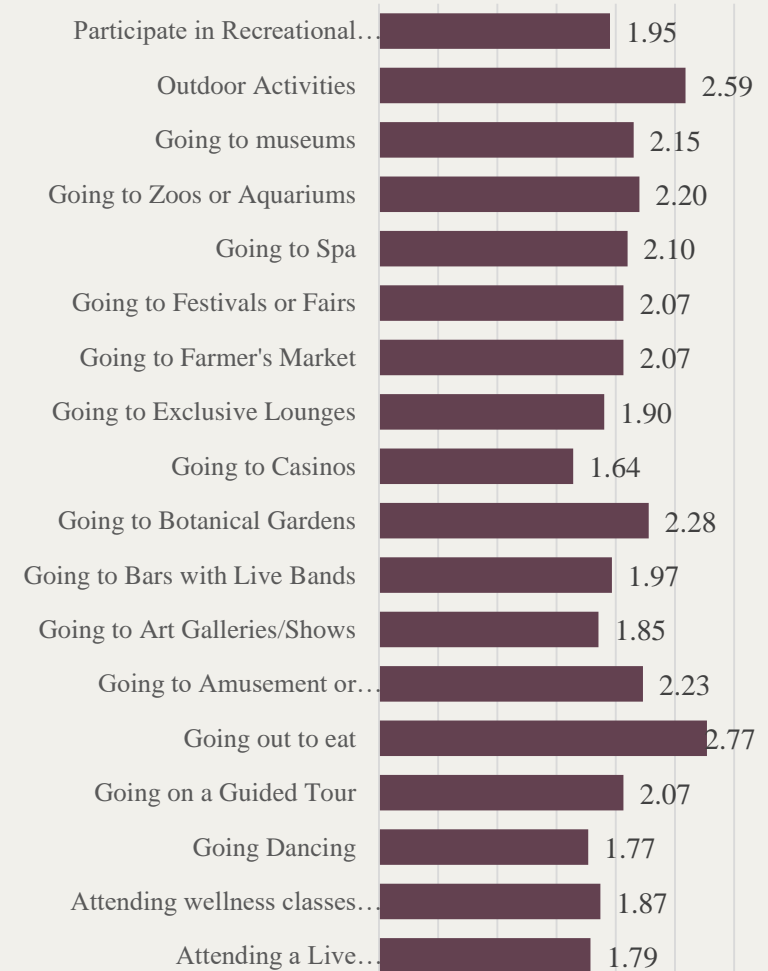
Consideration



Benefits

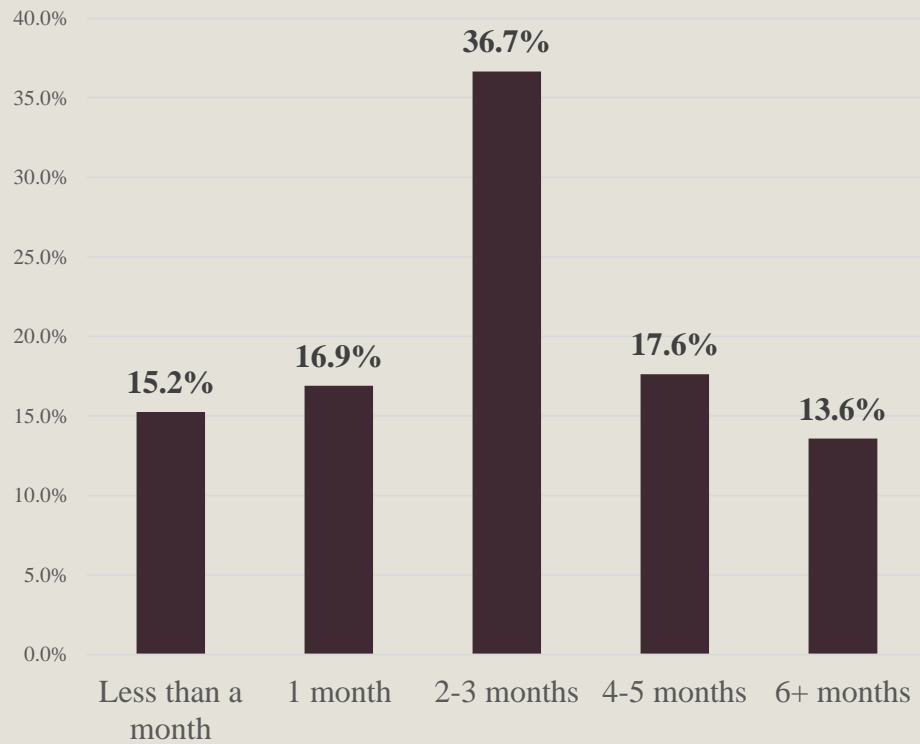


Activities/ Experiences



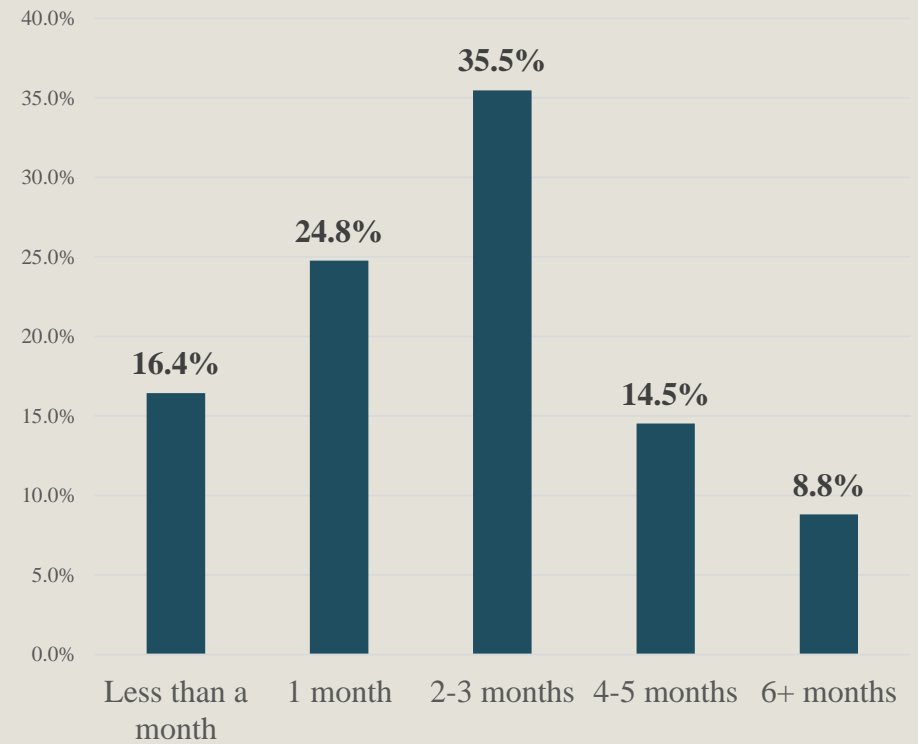
Lake Geneva

Planning Behavior



Question: How far in advance do you start planning a vacation?

Booking Behavior

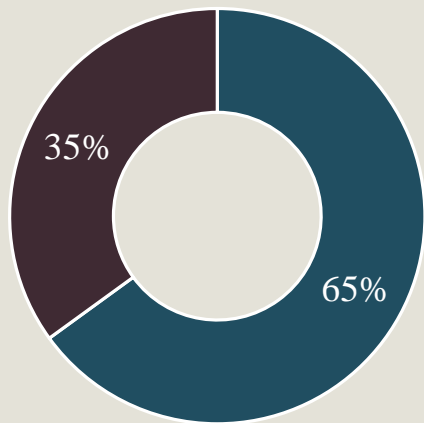


Question: How far in advance do you purchase your flight tickets for a vacation?

Lake Geneva

Type of Traveler

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to

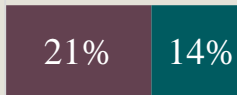


Question: Which of the following best describes you as a traveler?

Familiarity with Aruba Type of Traveler

■ No ■ Yes

I like to revisit a destination I have already been to

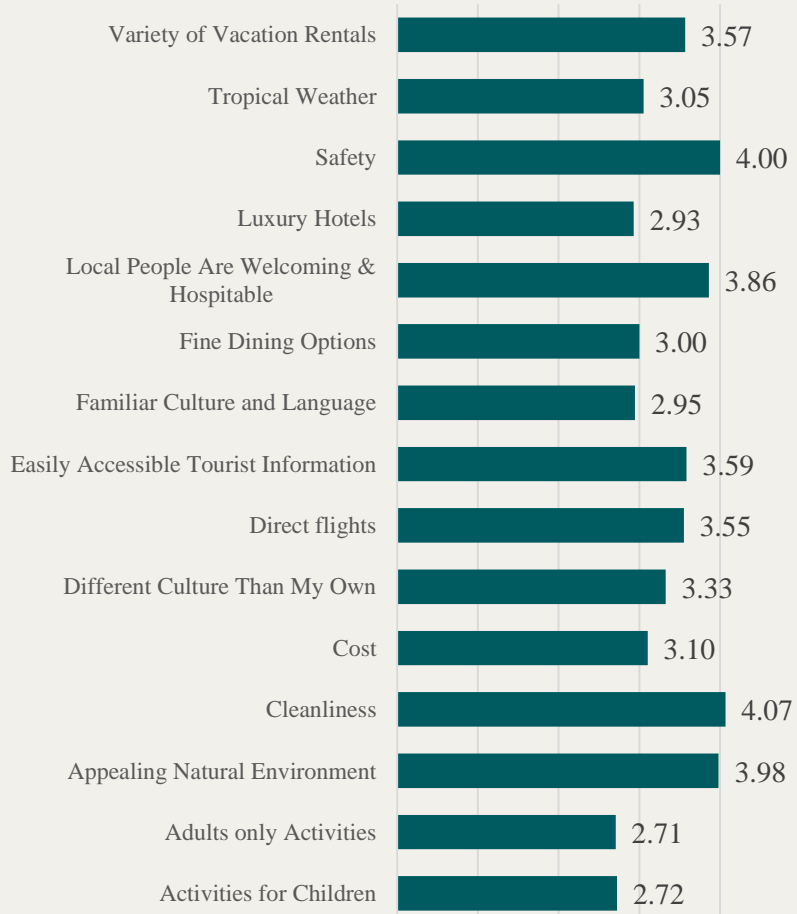


I like to explore new destinations on each vacation



Lake Geneva

Consideration



Benefits



Activities/ Experiences





Thank you