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Potential analysis of the autumn as theme product in the Swiss Alps for the Dutch market specific to Switzerland Tourism's segments

Papugna lake in autumn, Albula pass, Preda

Source: Swiss image (2012). Palpugna lake, Preda. Retrieved from.http://swissimages.dc2.orphea.com/de/asset/fullTextSearch/search/herbst/page/1

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Abstract

The study of tourism demand of a specific market for a destination, during a certain period needs to consider numerous different aspects (i.e. the economy, travel trends, destination's assets, etc.). Few research has been conducted by the tourism marketing organization *Switzerland Tourism (ST)* concerning tourism during the fall season in the Swiss Alps. The Dutch market appears to have a prospect of success in being targeted for Switzerland during this period, as there is a strong interest for the nature and the mountains, as well as a growing participation of autumn holidays in the Netherlands. This bachelor thesis attends to assess that level of potential and to deepen the research into ST's visitor segments. In order to accomplish this task, desk research has formed the basic part of the study, completed with data investigated through a quantitative online survey and backed up by expert interviews, providing added value to the content.

Findings gathered in the context of this Bachelor thesis affirm that there exists a high level of potential among the Dutch. This market's needs and motivations to relax on a holiday, being surrounded by beautiful natural landscapes and having many outdoor possibilities, matches with the offer in the Swiss Alps during the fall. Additionally, the (up-coming) travel trends and the economy, amongst others, favor the development of tourism during this season. More precisely, the tourist segments created by ST with high potential include the so-called "Nature Lover" and "Outdoor Enthusiast". To a slighter extent, the "Attraction Tourer" segment also shows some potential for the future. The autumn is recommended to be more actively promoted by ST Netherlands as part of the extended *Summer* theme product. Its implementation at ST Netherlands could be of interest for further research.

Keywords: Dutch market, segments, Switzerland Tourism, autumn product, potential analysis, Swiss Alps

Foreword and acknowledgements

After having studied five semesters tourism and business management at the University of Applied Sciences HES-SO in Western Switzerland, I had the great opportunity to complete my one-year internship at Switzerland Tourism Netherlands. In the transitory unification year of the BeNeLux markets, I had the chance to be integrated in different sectors such as media management, key account management or digital marketing. A special integration concerned the promotion of the *Summer* and *Winter* product through Switzerland Tourism's different marketing channels.

As part of my internship and last semester of the course, a Bachelor Thesis needs to be written. The topic that awakened my curiosity emerged from the fact, that the company uses *Winter* and *Summer* as seasonal marketing units but not the other two seasons of the year. The former e-marketing manager, Anna Grossenbacher, suggested me to investigate in the potential of the fall season, as it has never been consistently researched until now. In a further step, it has been decided to narrow the study down to the Alpine sector as well as to the Dutch market and the specific ST segments. As the BeNeLux markets were still in a transitory consolidation, the study has decided to be conducted in the Dutch market only.

This is how this study aims to discover the potential of the fall season in the Swiss Alps for the Dutch market in general as well as for the different ST segments. Difficulties encountered included the decision to focus the research or on the Dutch market (demand side) or on the fall season as product (supply side). The Dutch market has been selected as main point of interest as it was believed to provide more useful results to ST Netherlands. Another challenge included the quantitative online survey, which showed relatively unequal distribution and number of respondents per filtered category. Consequently, data needed to be carefully analysed. Finally, the evaluation of the level of potential - considering the numerous aspects, which have been accounted for in the research - was perceived as a very difficult and challenging task.

First of all, I would like to thank my thesis advisor, Mr. Manu Broccard, professor at the HES-SO Valais/Wallis, for having supported me throughout the whole realisation of the thesis. He has always been intent to the encountered difficulties and took the time for skype meetings whenever needed. I would also like to express my gratitude to Mrs. Anna

Grossenbacher, former e-marketing manager, who has guided me in my thoughts - in the first steps of the process - in order to address a topic following my interests. She has always provided me with valuable feedback and even when she has left the company, she has been kind to advise me with the content of the quantitative survey. I would like to thank Mr. Yves Lütolf, director BeNeLux, for having assumed Mrs. Anna Grossenbacher's role as my company supervisor when she gave up her position. Whenever I found myself in challenging situations, he has taken the time to thoroughly affront my difficulties and guide me towards solutions.

Furthermore, I would like to thank the following members of the ST Netherlands team: Mrs. Janine Nijlant (Summer & Trade Manager), Mr. Maarten Visser (Media Manager) and Mr. Andreas Frey (Digital Manager), for having provided me with striking insights regarding the Dutch market, the ST segments and thank you for the support of the different questions that have arisen during the realisation of the thesis.

I would also like to express my gratitude to the experts who have shared their knowledge to contribute to the findings of this study: Mr. Berno Stoffel (CEO "Touristische Unternehmung Grächen"), the Dutch tour operator I could interview and Mr. Urs Eberhard (Vice-Director and Market & Meetings Responsible of Switzerland Tourism). Their expertise and opinion have added great value to the thesis.

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Table of content

List of tables vii

List of figures viii

List of pictures ix

List of abbreviations x

Introduction 1

1. Framework 3

1.1 Research question 3

1.2 Research justification 4

1.3 Objectives 6

2. State-of-the-art 6

2.1 Development of Dutch tourism 7

2.2 Tourism today 8

2.3 Forecasts 9

3. Hypotheses 12

4. Methodology 13

5. Switzerland Tourism (ST) 17

5.1 Mission & positioning 17

5.2 Marketing strategy 18

5.3 Segments justification 19

5.3.1 The "Nature Lover" 21

5.3.2 The "Outdoor Enthusiast" 22

5.3.3 The “Attraction Tourer” 23

5.3.4 The "Family" 24

5.3.5 The "Lifestyle Traveller" 25

5.3.6 The "Spa & Vitality Guest" 26

6. Consumer analysis: the Dutch market 26
6.1 The Dutch traveller 27
6.1.1 Inspiration and booking 27
6.1.2 Travel behaviour 27
6.1.3 Interests and motivations 30
6.2 Quantitative survey 30
6.2.1 Initial situation 31
6.2.2 Limitations 32
6.2.3 Results and analyses 32
7. Product analysis: the autumn in the Swiss Alps 40
7.1 Product description 40
7.1.1 Climate, weather conditions and natural resources 41
7.1.2 Culture and traditions 43
7.2 Framework conditions 44
7.2.1 Seasonality effects in the Swiss Alps 44
7.2.2 Autumn tourism as alternative to global climate change effects 45
8. Conclusion 46
8.1 Results and analyses 46
8.1.1 Are the Dutch ready to consume the autumn product in Switzerland? 46
8.1.2 Which segments should be targeted? 50
8.2 Recommendations 52
References 57
Appendix I: Transcript focus group - ST Netherlands team 62
Appendix II: Transcript expert consultation - Berno Stoffel 67
Appendix III: Transcript expert consultation – Dutch tour operator 69
Appendix IV: Transcript expert consultation - Urs Eberhard 72

Appendix V: Development of hotel overnights by the Dutch in Switzerland during the consecutive months: in percentage 78

Appendix VI: Leisure newsletter item, September 2016..79

Appendix VII: Facebook and newsletter survey - English version 79

Appendix VIII: Facebook and newsletter survey - Dutch (original) version 84

Appendix IX: Facebook and newsletter survey – Results: averages of all participants 84

Appendix X: Facebook and newsletter survey – Results: averages per segment....................87

Author's declaration…………………………………………………………………………………………………….127

List of tables

Table 1: Spending on foreign travel, in billions of USD 10
Table 2: Evaluation of future trends according to global climate change 11
Table 3: Online survey - distribution of participants according to ST segments (2016) 33
Table 4: Reasons for not going in fall to Switzerland according to Dutch people who have never been there during this period (2016) 40

List of figures

Figure 1: Netherlands: Arrivals, overnights and average length of stay in Swiss accommodations: 1992- 2015 4
Figure 2: ST four-wheel drive model 18
Figure 3: Switzerland Tourism's leisure tourism segments 19
Figure 4: Overview Switzerland Tourism's summer visitor segments 19
Figure 5: Monthly distribution of Swiss hotel overnights in percentage by the Dutch 28
Figure 6: Level of importance for Dutch ST segments of elements of an autumn holiday in general (2016) 36
Figure 7: Reasons for a holiday in Switzerland according to Dutch people 37
Figure 8: Holiday frequency according to periods of the year 38
Figure 9: Average extent of enjoyment perceived by Dutch ST segments for autumn holiday activities in the Swiss Alps (2016) 39
Figure 10: Projected future change of temperature for the fall season (September, October, November) over Europe by 2035, 2060 and 2085. Shown is an increase in temperatures compared to the reference period 1980-2009. 41
Figure 11: Number of foggy days per year (mean of the period 1981-2000) 42

List of pictures

Picture 2: Reach of the "Zwitserland. get natural" Facebook page (2016) 32

List of abbreviations

BeNeLux	Belgium - Netherlands - Luxembourg
CHF	Swiss Franc
CVO	Holiday Research (Continu Vakantie Onderzoek)
DMO	Destination Management Organisation
e.g.	For example (exemplī grātiā)
etc.	And so on (et cetera)
GPI	Global Peace Index
i.e.	That is to say (id est)
KAM	Key Account Management
KMM	Key Media Management
MICE	Meetings, Incentives, Conferences & Exhibitions
PR	Public Relations
SBB	Schweizerische Bundesbahn
SFSO	Swiss Federal Statistical Office
SON	September, October, November
ST	Switzerland Tourism
TMS	Tourism Monitor Switzerland
TO	Tour Operator
USD	American Dollar
USP	Unique selling proposition

Introduction

The fast pace of tourism development is impacting destinations on several levels. Flexibility and fast adaptation towards upcoming trends is essential for their sustainability. In many regions of the world, the seasonal expansion of tourism is strived by destinations. Regarding the fall period, very little research has been conducted regarding the way to stimulate visitation growth due to the complexity of the season, a period with many independent changes (i.e. temperature, holidays, fall foliage, festivals, etc.). However, it has been affirmed that, in order to succeed in such a process, effective marketing strategies are needed, which induces a remarkable knowledge of the fall tourism market (Spencer & Holecek, 2007). A recent study has found out that autumn visitors show quite different characteristics among each other and thus, a specific segmentation of the fall tourism market appears to be more successful than attracting fall visitors in general (Spencer & Holecek, 2007). In order to evaluate the potential of a certain tourism place for a market or specific segments, some studies counter that the assets of a destination is a key success variable, in other words, that the product would be the major determinant (Smith, 1994). However, others focus on the demand-side and support that the travel motivations greatly induce the level of interest in a certain area (Crouch, 1994). With respect to this thesis, a holistic approach will be adopted considering three key variables: the product, external tourism factors and the demand. The latter has been chosen as the steering variable of the research. In fact, the investigation starts with a focus on one specific market, namely the Netherlands. Further market analysis will narrow the research down to selected segments, which have been created by the tourism organization of Switzerland - the host country in question in this research. In brief, the question that has to be answered is: What is the potential of the autumn in the Swiss Alps as theme product for the Dutch market specific to Switzerland Tourism's segments?

The national tourism marketing organization Switzerland Tourism (ST) has been promoting the country's "Swissness" for almost one century (Switzerland Tourism, 2015, p. 8). For leisure tourism, the seasonal marketing units include, *Summer* and *Winter,* since at least 30 years. With respect to the fall season, only very little research has been conducted and no consistent, multiple-year campaign has been realized until now (U. Eberhard, vice-director and market & meetings responsible of Switzerland Tourism, personal communication, 03 November 2016). Besides, in order to address the right customers, ST has created marketing segments (as briefly mentioned above), which can be targeted by the different ST markets worldwide (26 countries as of today). Hence, ST Netherlands has selected the ST segments with the highest prospect of success to be targeted for summer and winter holidays. In fact, the Dutch outbound tourism has reflected a strong perceived value for nature and mountains and it is interesting to observe that the participation in fall vacation has proved to be growing (NBTC Holland Marketing, 2016). Moreover, regarding the distribution of hotel overnights spent by the Dutch in Switzerland throughout the years, it can be seen that the share in September-October-November is constantly growing. But to what extent do the Dutch enjoy the Swiss mountain holidays in autumn? And which ST segments show potential to be actively targeted for the fall period by ST Netherlands?

These leading questions will be addressed in this Bachelor thesis. In order to assess this objective, the first step will consist in understanding the evolution of the Dutch market including the current and up-coming travel trends. Moreover, an overview of the marketing company Switzerland Tourism with its marketing strategy and the different segments that have been created will be provided. In a second part, the Dutch consumer will be analyzed into details. Through desk research, expert interviews as well as a quantitative online survey, the travel behavior, motivations and interests with respect to the Dutch market in general as well as for the different ST segments will be presented. In the third part, all investigated data will be collected - from travel trends, to the demand, the supply and the fall's conditional framework - in order to carry out an analysis. The latter aims to find out whether the Dutch market's visitor profile matches with the autumn product in the Swiss Alps and if so, for which segments specifically. Based on these findings, recommendations with regard to content that could be promoted by ST Netherlands and the implementation of the autumn as new theme product will be formulated.

1. Framework

1.1 Research question

Switzerland Tourism (ST) promotes the country focusing on specific cross marketing campaigns/theme products, which are: *Summer, Winter* and *Cities* for leisure tourism and *Meetings* for business travels. In this study, the autumn as new theme product for ST will be investigated. The research will be narrowed down to the Dutch market and intends to find out whether the autumn season would match with the needs and interests of the market. If that is the case, we will focus our attention on Dutch ST segments. This is how, on behalf of Switzerland Tourism Netherlands, this thesis intends to discover:

What is the potential of the autumn in the Swiss Alps as theme product for the Dutch market specific to Switzerland Tourism's segments?

In order to answer the research question, it is essential to:

- Describe the evolution of the Dutch vacation consumption and understand the current & forecasted tourism trends in the globalized society in which the Dutch market evolves.
- Explain the marketing strategy of Switzerland Tourism, partly by describing its different segments.
- Understand the Dutch tourist by researching the way he travels nowadays and what he seeks during a vacation in general, as well as in Switzerland.
- Investigate the needs, interests and the travel behaviour of the different ST segments in the Netherlands in general, as well as during the autumn period.
- Describe the autumn period in the Swiss Alps, including which tourism experiences and peculiarities the season can offer as well as its framework conditions.
- Analyse whether the Dutch travel profile in general and the ST segments in the Netherlands travelling in September, October and November match with the autumn product in Switzerland and its related (tourism) framework conditions.

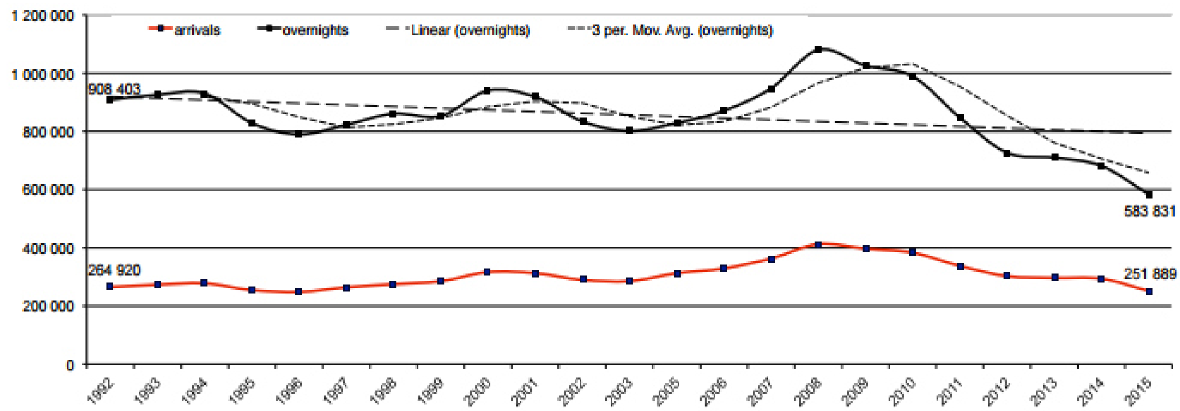
- Identify to which extent the autumn has potential to be promoted in the Dutch market and specify which ST segments show potential to be actively targeted.

- Provide recommendations to Switzerland Tourism Netherlands, content-wise, which aspects show the greatest prospect of success to be considered in the marketing promotion of the autumn season in the Swiss Alps and whether the fall should be promoted as a new theme product.

1.2 Research justification

The Netherlands belong to the ST priority markets together with France, Germany, Italy, Switzerland, the USA and the UK, generating 74.7% of the overnights. It is true that the number of hotel overnights spent by the Dutch in Switzerland is shrinking: -14.4% in 2015 and -4% in 2014 compared to the respective previous year (Switzerland Tourism, 2015, p. 10). These numbers can be perceived as a great shortfall, however, when considering arrival figures of the Dutch, it can clearly be remarked that their decrease is smaller compared to the decline in overnights during the same period (Switzerland Tourism - Ch. Huser, T. Ambord, 2016). This can be illustrated in figure 1 comparing overnight stays in hotels with arrivals.

Figure 1: Netherlands: Arrivals, overnights and average length of stay in Swiss accommodations: 1992- 2015



Source: (Switzerland Tourism - Ch. Huser, T. Ambord, 2016)

Thus, the Dutch remain important guests and even belong to the most loyal visitors of the country, especially when it comes to small and middle-sized destinations and non-hotel accommodations (Huser C. , 2015). Therefore, the Netherlands is an interesting market to investigate (Switzerland Tourism, 2014, p.8).

Furthermore, ST uses the "market segmentation" as a strategic marketing tool. This strategy consists in grouping tourists, who are similar, into market segments in order to study opportunities and competitive advantages in the market place (Dolnicar, 2007). In fact, many tourism destinations group their visitors into country of origin, but it might not be the most "sophisticated" strategy even though it offers advantages such as reaching the target group with a common language and through the same media channels (Dolnicar, 2007, p. 131). Nonetheless, ST has decided to create market segments according to visitor's interests and travel behaviour. Therefore, this study will firstly analyse whether the Netherlands as a market is ready to consume the autumn product in Switzerland. Secondly, it will deepen the investigation into the segments created by ST and define which ones specifically have potential.

In addition, 45% of the Dutch travelling to Switzerland go for a summer holiday, versus 40% for a winter holiday, 10% for business meetings and 5% to visit cities (Switzerland Tourism, 2016, p.43). Certainly, the summer experience in Switzerland takes a great importance for this market. Also, ST positions its country as a destination of quality, naturalness, authenticity, sustainability and modernity. Together, these qualities form the concept of "pure Swissness", which is what mainly attracts the loyal Dutch visitors to Switzerland (Switzerland Tourism, 2016, p. 8). The autumn can provide similar activities than the summer, as well as a range of very unique experiences specific to the season. These could include seasonal culinary specialities or cultural festivities, such as the Alpine descent of the cattle (MySwitzerland, 2016). Additionally to the authentic cultural and culinary traditions, the landscape offers a colourful view and most of the time optimal conditions for outdoor activities. Providing many authentic and nature-based experiences, the autumn season in the Swiss Alps has high probability to have potential among the Dutch market and has hence been chosen as a topic of the research.

In addition, the annual TMS report (Tourism Monitor Switzerland), a market research carried out by ST, clearly shows that "mountains" and "nature" are the top tourist needs and perceived strengths of Switzerland among the Dutch market. Simultaneously, only a small amount travels to Swiss cities for their holidays (Huser & Ambord, 2016). For these reasons, this study will narrow the research to the Alpine sector, which allows making a better scope and obtaining more relevant recommendations.

Finally, the economic situation in Europe, as well as the current and future travel trends seem to be in favour of an autumn vacation in the Swiss Alps (see chapters 2.2 & 2.3). This is additionally supported by the fall's framework conditions supporting the creation of a new season as theme product. Attracting tourists in autumn could be a response to threats in the Alpine tourism sector, such as institutional seasonality problems or climate changes shortening the winter season and prolonging the summer season (Elsasser & Bürki, 2002).

All in all, the Dutch market remains a loyal, priority market for Switzerland and is a nature-oriented customer, who has a great interest in mountain holidays when it comes to Switzerland (Huser & Ambord, 2016). Trends as well as framework conditions seem in favour of an autumn holiday. Several Dutch ST segments could be interesting to be actively targeted for an autumn experience in the Swiss mountains. The previous described reasons have led to the respective research question.

1.3 Objectives

The core objective of this study is to research and to understand the Dutch market travelling in September, October and November and to determine his level of interest in a holiday in the Swiss mountains. If the travel demand on the Dutch side matches with the autumn product in the Swiss Alpine sector and its external factors, the potential can be defined as existing. A final objective will then be to investigate which Dutch ST segments would be attractive to actively target and provide ST Netherlands with valuable recommendations.

2. State-of-the-art

This chapter gives an overview of the research made concerning the Dutch holiday consumption. Firstly, the evolution of the last decades of outbound tourism in the Netherlands is described, covering topics such as vacation frequency and expenditures.

Secondly, the more recent evolution is laid out, underlining tourism mega-trends. Nowadays, going beyond geographical borders and cultures, there are mega trends in tourism, which influence the way people, who live in a globalized world, travel. Many countries, including the Netherlands, are embraced in these mega-trends and are hence described in this chapter. Finally, the forecasted development of tourism, with regard to the related topic of interest - the Swiss Alps - is important to be accounted for.

2.1 Development of Dutch tourism

A few studies made in the last decades about the travel behaviour specific to the Dutch market are available. A considerable study realised in 1981 by the precursor of the current CVO (Continu Vakantie Onderzoek), a holiday research based on a dataset of Dutch households on the topic of vacation destinations and expenditures in the Netherlands, has been analysed by two scientists, van Soest and Kooreman (1987). Their data analyses have recently been used to describe the evolution of the Dutch vacation expenditures and participation. In the research article written Van Loon and Rouwendal, figures from the last three decades were compared to draw conclusions about the development of the Dutch tourism market. In fact, they found out that there has been a great increase in holiday participation as well as expenditure in the 80s, while it has been relatively modest since the 90s. Indeed, in 1981, the vacation participation percentage of the population was at 63% and increased by more than 11% in nine years. Since then, it grew less steadily, meaning by only seven percent in 18 years (Van Loon & Rouwendal, 2013). When considering the holiday frequency, it is also interesting to mention that domestic tourism and outbound tourism have not equally grown. Another study showed that there has been a 68% increase in holidays abroad in 2015 in comparison to 1990, whereas domestic tourism only grew by 17% (ABN AMRO, 2016). The second aspect that has been studied in the research of Van Loon and Rouwendal concerns the expenditures. According to the authors, expenditures have grown in the last decades, however relative to the purchasing power of the 80s and the 21st century, it has remained the same (EUR 680.- real per person average vacation abroad expenditure). Concerning the income, it has been concluded that an increase in income results in a higher frequency of holidays abroad. However, expenditures do proportionally increase moderately. The analysis of the development of the Dutch market for the last three decades has, firstly, shown that taking a holiday has become a necessity rather than luxury and, secondly, that the Dutch market is a mature market (Van Loon & Rouwendal, 2013).

2.2 Tourism today

The European economy is only slowly recovering from the global financial crisis of 2008. Switzerland is still suffering from the strong Swiss Franc, especially in the mountain regions, as they depend more on the leisure tourism than the cities do (UBS Outlook, 2013). In 2012, a holiday to Switzerland cost 18% more than in 2008, which obviously strongly affected tourism (UBS Outlook, 2013) and particularly impacted the Dutch, who are very price-sensitive (Huser & Ambord, 2016). In the Netherlands, the economy grew by two percent in 2015 and is forecasted to grow by 2.5% in 2016, which is mainly due to an increase in economic activity, exports and employment (CBS, 2015). Indeed, with a forecasted 6.25% unemployment in 2016 compared to 7.4% in 2014, the purchasing power of the Dutch is slightly growing again and resulting in a higher holiday frequency (NBTC-NIPO Research, 2016, p. 11). It is interesting to mention that, according to a research conducted by the Dutch bank ABN AMRO (2016), Dutch people have always been active travellers with a constantly increasing travel frequency, yet less steadily during financial crises.

Additionally, new travel trends, not only involving the Netherlands, but also many other globalized countries, are merging. The long traditional summer/winter holidays are now replaced by several mini-breaks. In other words, nowadays tourists take shorter holidays and decide on a shorter notice to which destination they are going to (Switzerland Tourism, 2016a). Accordingly, the weather and transportation connection have a continuing growing importance in the decision-making process (Switzerland Tourism, 2016a).

Furthermore, today's travellers seek more and more individual travel and discovery (Switzerland Tourism, 2016a). According to Machiavelli (2009, p. 101) "the trend is to move away from sport activities to activities more oriented to play or fun, and so more emotional activities." These activities should not only be emotional but also intense, not too time consuming and easily renewable (Bourdeau, 2006). Besides the travel behaviour and the interests, there is a dramatic evolution of technology, which has become an integrated part of our lives (Horwath HTL, 2015). The fast development of technology in the last years, made it very easy to access rapidly to information and strongly impacted the way tourists "search, explore, book and experience travel" (Horwath HTL, 2015, p. 9). Consequently, price and quality aspects are much more transparent and comparable, which also makes the consumer more agile (Switzerland Tourism, 2016a). Mountain resorts must therefore also develop their digital marketing in order to meet the high expectations of content and design of the travellers (Switzerland Tourism, 2016a).

2.3 Forecasts

Trying to forecast how tourism will look like in the future implies the consideration of long-term evolution factors. This means the identification of emerging trends, as well as questioning the state-of-the-art (Bourdeau, 2006). Anyhow, there are several aspects that can be identified and forecasted:

- The economic development in Europe is predicted to grow slowly and is expected to be positive for Germany, the UK, as well as the Netherlands who will still be price-sensitive, according to the European Commission (Switzerland Tourism, 2015, p. 6). The exchange rate will continue to be a main influencing development factor in the future of Swiss leisure and business tourism and is most likely to stay strong in the coming years (Switzerland Tourism, 2015). However, one should keep in mind that economic crises have always existed. They are unpredictable, and therefore, it is difficult to forecast the future economic development of Europe. As it can be seen in table 1, the development of the Dutch market looks positive and is forecasted to grow, at least for the next two years, more or less at the same speed than France, Germany and Italy.

Table 1: Spending on foreign travel, in billions of USD

Market	2016 billion USD	2017 billion USD	2018 billion USD	Growth 2016-2018 in %
Brazil	24.8	25.9	27.4	10%
China	138.8	154.6	171.6	24%
France	43.3	43.8	44.8	3%
Germany	90.6	93.3	95.4	5%
Gulf States	57.2	61.9	66.5	16%
India	14.4	16.1	18.0	25%
Italy	26.2	26.5	26.8	2%
Netherlands	21.8	22.1	22.5	3%
Poland	8.6	9.8	10.5	21%
Russia	41.8	51.1	57.1	37%
Switzerland	15.0	15.5	16.2	9%

Source: (Switzerland Tourism, 2015, p. 3)

- Demographics, on the other hand, can be measured and it can be assumed that there will be a great increase of the 50+ age group, because of the aging population of the so called "baby boom" after the Second World War (Bosshart, 2011). Moreover, the average age of the population is globally growing, namely to 47.3 in Europe in 2050 compared to 38.9 in 2005 (Bosshart, 2011). Market research has shown that the aging population in developed countries (including the Netherlands) have common characteristics. It is a fact that older people have more money, less home responsibilities and, in particular, more time to spend in travelling. Additionally, besides that comfort remains a top priority, they seek a "life-experience" during their holiday, resulting in the tendency to have stronger interest towards the local lifestyle (Horwath HTL, 2015, p. 3).

- Values with regard to tourism will evolve in the near future. Indeed, it is predicted that, with the acceleration of our already fast-paced world, luxury will be redefined (Bosshart, 2011). Time will become more precious and greater importance will be laid on authentic experiences. According to Bosshart (2011), *slower and better* is emerging as a countertrend to the *faster and cheaper* megatrend". Other developing values in the near future include the growing importance laid to nature in a continuous urbanised and polluted world or the increasing popularity of health, beauty and wellbeing (Horwath HTL, 2015).

- Many different factors need to be considered in order to predict tourism demand. A study mandated by Switzerland Tourism and carried out by the *Institut de recherche sur les loisirs et le tourisme (FIF)* at the university of Bern (2008), has evaluated future trends in terms of demand and turnover in the Swiss Alps. Climate change, among many other factors influencing development of tourism, was taken into consideration to create the evaluation illustrated in table 2. It can be noticed that due to warmer and dryer summers, popularity would (significantly) increase in the Swiss Alps (Müller & Weber, 2008).

Table 2: Evaluation of future trends according to global climate change

Fréquence de la clientèle en été		
Alpes	↗	+++
Préalpes	↗	++
Régions de lacs	↗	++
Villes	↗	+
Fréquence de la clientèle en hiver		
Alpes	→	0
Préalpes	↘	---
Régions de lacs	→	0
Villes	→	0
Chiffres d'affaires par rapport à la fréquence de la clientèle	→	
Marché intérieur	↗	++
Marchés de proximité*	↗	++
Marchés lointains**	→	0

* Marchés de proximité voiture/train
Marchés prioritaires: CH, D, I, F, NL, UK; marchés actifs, en pleine croissance: Belgique, Luxembourg, Autriche, Hongrie, pays nordiques, CZ, Pologne, Espagne

** Marchés lointains
Marchés prioritaires: USA, JP
Marchés actifs, en pleine croissance: Chine, Inde, pays du Golfe (GCC), Russie, Canada

Source: (Müller & Weber, 2008, p. 16)

However, desk research showed that forecasts of societal tourism trends are complex and difficult to predict. Where some studies show a decrease in popularity for summer holidays in the mountains (Drapier, 2008), others show a prediction of a significant increase in demand (Amelung, Nicholls & Viner, 2007; Müller & Weber, 2008). Facts and figures exist, yet the interpretation of these can vary strongly depending on which elements are taken into consideration and how much importance is given to them. ST keeps an eye on the trends related to summer holidays in the mountains. As this is a concern, they have written a "re-invent summer" report in 2010, which provides a prospect of how mountain tourism in 2020 could look like (Switzerland Tourism, 2012).

- Security will have a growing importance in tourism in the near future (Horwath HTL, 2015). Feeling safe seems to be an obvious need for travellers and is perceived as standard. In fact, if we consider the famous "Hierarchy of Needs" of Abraham Harold Maslow, a concept illustrated by a pyramid of what human being generally aspires to, safety comes just after the physiological needs (breathing, eating, sleeping etc.) (Jayawardena & Miththapala, 2013). However, socio-political actions such as terrorism attacks appear to become more frequent where tourism takes place (e.g. Paris (Nov. 2015), Istanbul (Jan. 2016), Ankara (Feb. 2016), Brussels (Mar. 2016), Nice (Jul. 2016), etc.), which pushes people to be more careful when choosing a destination for their holiday (LaGrave, 2016). According to Rochelle Turner, director of research at the *World Travel & Tourism Council,* one of the outcomes of terrorism attacks in tourism places is that tourists "change destinations, but do not tend to stop travelling as a whole" (LaGrave, 2016).

3. Hypotheses

This research supposes that:

- The evolution of the Dutch tourism consumption and the current and future development of tourism are in favour of the development of the autumn in the Swiss Alps and has a high potential to be promoted as theme product by Switzerland Tourism Netherlands.
- The autumn in the Swiss Alps corresponds to the Dutch needs, wishes and travel behaviour during September, October and November and has high potential to be actively promoted.
- Several ST summer segments have potential to be actively targeted by ST Netherlands for the autumn in Switzerland. There might even be (a) new segment(s) that need(s) to be created specifically to the autumn product.

4. Methodology

In the field of tourism and leisure, both research methods, quantitative and qualitative, are applied (Finn, Walton, & Elliott-White, 2000). In order to answer the main research question, different sub-topics need to be researched and combined (as described in chapter 1.1). On one hand, tourism stakeholder consultation will provide valuable insights for different studied topics. In that case, a qualitative method in form of a semi-directed interview is applied in order to gain a deep insight in their field of expertise and opinion. In a semi-directed interview, a set of questions is prepared, yet there is also some space left for new discussion and upcoming ideas (Finn, Walton, & Elliott-White, 2000). On the other hand, it will be important to also use a quantitative method in form of an online questionnaire, in order to get measurable data of a significant number of people. The latter will enable to draw a travel profile for each ST segments. According to the “Tourism and Leisure Research methods”, a book written by Finn, White & Walton, no matter whether one approach is used more than the other in a research, “a combination of the approaches can improve validity” (Finn, Walton, & Elliott-White, 2000, p. 9).

State-of-the-art

If we now describe step by step which methods are used to answer each sub-topic described in chapter 1.1, the starting point would be a desk research in order to familiarise oneself with the topic. Scientific articles will show the evolution of the Dutch vacation behaviour of the last years regarding holiday frequency, destination choice and expenditures. Further scientific articles, as well as statistical data will provide insight into the tourism consumption in today's and future society, in which the Dutch traveller evolves. As already mentioned, tourism trends and society changes have great influence in the travel behaviour and are important to be considered in a potential analysis for a market evolving within these trends.

Switzerland Tourism – segmentation

Secondly, the company Switzerland Tourism will be briefly described focusing on its marketing strategy, with regard to the market segmentation. Each segment the company has created will be briefly described in order to define, in a later stage, which profiles have potential to be promoted for the autumn by the company. The data for the segmentation description is provided by a yearly research (the Tourism Monitor Switzerland) carried out by

Switzerland Tourism and used to create these profiles. As four out of six segments are targeted by ST Netherlands, a focus group with the team will provide additional information more specific to Dutch segments, than the overall ST segments and therefore create additional value. The ST Netherlands team has a valuable knowledge of the Dutch market, some are Dutch themselves and others Swiss, yet working since many year in the market. To gather their knowledge and experience, the research method is, as mentioned, a focus group. More precisely, it is defined as an in-depth group interview, characterised by its "length, depth and structure" (Veal, 2006, p. 198). Indeed, it lasts at least 30 minutes, goes through a list of topics, rather than a pre-defined questionnaire and offers space for interaction within the group (including the interviewer) (Veal, 2006, p. 198). The idea here is to share experience and knowledge about the market and agree on the main characteristics of the different segments. Participants in the focus group include: Yves Lütolf – ST BeNeLux Director, Anna Grossenbacher – E-Marketing Manager, Janine Nijlant – Trade & Summer Manager and Maarten Visser – Media & PR Manager. The focus group has taken place on Tuesday, 19th of April and on Monday, 25th of April 2016 from approximately 3.30 pm until 5.50 pm, in the meeting room at the ST Netherlands' office in Amsterdam. The transcription can be found in appendix I.

Consumer analysis

In a next phase, the research topic is investigated in two steps. Firstly, research will be carried out regarding the Dutch market, including topics such as booking and travel behaviour as well as interests and motivations. Several sources of information can be used and include statistics of different market research companies such as Canadean, NBTC-NIPO Research (Dutch bureau for tourism and congress) or from ST directly, who does a so called "TMS research" (Tourism Monitor Switzerland). On one hand, findings will be supported by the focus group with the ST Netherlands team and, on the other hand, by a semi-directed interview with a Dutch tour operator providing a valuable point of view. Indeed, the fact that the latter is an external tourism stakeholder working in the same market, but who has no direct link to Switzerland, can provide interesting knowledge about the Dutch market (especially across all seasons). The approximately 25-minute expert interview will be conducted with one of the biggest tour operator in the Netherlands. The company as well as the interviewee wish to remain anonymous. The interview has been carried out via skype from the ST office in Amsterdam, on Monday, 29th of August 2016, 10 am. The transcript can be found in appendix III.

The second step of the consumer analysis will consist in a quantitative research among the Dutch ST segments in order to find data at three levels:

1) How do the Dutch consume an autumn vacation (in general)?
2) What do the Dutch like about Switzerland?
3) What are the greatest interests of the Dutch during the fall season in Switzerland?

For this matter, an online survey will be created through the software "Inquery survey surver" linking to a webpage with multiple-choice questions. As ST also uses this programme for other statistical research, the layout is already ST branded. The online link to the original Dutch survey and the English version of the questions can be found in appendix VII & VIII. The channels used to reach the scope will first include the *Zwitserland. get natural*. Facebook page (Dutch ST page). This Facebook page has approximately 45'400 fans living in the Netherlands and has previously been successfully used to reach a large number of people. The second used channel is the monthly "ST Leisure Newsletter" sent to 37'097 subscribers. A print screen can be found in appendix VI. Both actions will take place during the autumn period, more precisely in September. Together, the two channels should generate a significant number of participants, from whom interesting statistical data can be analysed. It is important to mention that the questionnaire will be realized in a way that premeditated questions will enable to sort out and define which ST segment has answered the survey. This can be done through several questions tracking the respondents' travel profile (following characteristics of the ST segments described by the TMS report and the ST Netherlands team). Consequently, the survey should provide data about the travel behaviour, interests and needs in autumn for each of the ST segments. In this case, a certain quantity of answers will be needed to make statements about "general behaviours" per segment. Therefore, a quantitative method will be the most significant approach. Further details regarding the process of the survey, the limitations and the results can be found in chapter 6.2.

Last but not least, Urs Eberhard, vice-director and market & meetings responsible of Switzerland Tourism will be a very interesting informant, having worked for 26 years at

Switzerland Tourism, of which four years in the Netherlands. Firstly, he knows the Dutch market very well. Secondly, he thoroughly masters business management matters, such as the implementation of a new theme product. His long-term experience, knowledge and opinion will be of great added value in this study. The transcript of the interview can be found in appendix IV.

Product analysis

Another phase of the research includes a small descriptive part of the characteristics of the autumn as a tourism product. This is needed in order to find out whether the product matches the Dutch travel needs in autumn. Desk research will partly enable to discover which peculiarities the fall season in Switzerland offers, regarding the Alps. Moreover, DMO stakeholder interviews will be conducted in order to get input about the fall product in the Alps. These tourism stakeholders can easily describe this period of the year in the Alps, with all its characteristics and difficulties in terms of tourism. The expert consultations will thus, also provide a valuable insight and point of view of the perceived potential, from the supplier side. Their knowledge can be used for the results and analysis (chapter 8.1), as well as for the recommendations (chapter 8.2). Besides Urs Eberhard, one of the interviewed experts includes a local DMO actor, namely Dr. Berno Stoffel, CEO of the "Touristitische Unternehmung Grächen" and president of the Upper-Wallis cable car company (OWBB). He is very active and innovative in the tourism sector and possesses a great working experience in tourism management. The transcription can be found in appendix II.

Benchmark – justification

It has to be mentioned that no benchmark will be used in this study for the following reasons. First of all, the research question can already be accurately answered without a benchmark. Indeed, the sources that will be consulted including the desk research, internal ST data analyses, the quantitative online survey as well as the three expert consultations, already provide a large amount of relevant input that can answer the research question. Moreover, this research is a specific case of the Swiss Alps with regard to specific ST segments. Therefore, analysing other Alpine destinations or other autumn destinations, having their own segments with their own needs and expectations would not be very relevant and would not add as much value. Finally, the sources related to the autumn product in other destinations were not satisfying enough and presented a lack of information, which would not allow to carry out a proper benchmark.

Based on the different steps of the methodology, the general recommendations in the last part of this thesis will be based on desk research, internal ST data, empirical research and backed up by knowledge of relevant tourism experts.

5. Switzerland Tourism (ST)

This part of the research gives an overview of the marketing organization Switzerland Tourism including its marketing strategy and defines briefly the existing ST segments.

5.1 Mission & positioning

Switzerland Tourism (ST) is a marketing organization, which is mandated by the federal government, who promotes the country as a "holiday, travel and conference destination" for almost 100 years (Switzerland Tourism, 2015, p. 8). The organization aims to create a "Swissness" brand for the country that stands for quality, nature experience, sustainability, as well as modernity. Present in 26 countries worldwide and employing 244 people (in 2015), the destination management organization pursues its mission as followed:

> We generate enthusiasm for Switzerland as a holiday, travel and congress destination, and we trigger the desire to travel. We deliver information efficiently to interested prospects, and we guide them seamlessly towards a reservation (Switzerland Tourism, 2016, p. 4).

The country positions itself as a destination where values, roots and authenticity create an unforgettable experience, in addition to a beautiful natural backdrop. In other words, the combination of authenticity and nature gives the Swiss experience of "getting natural", the reason why their slogan is "get natural" (Switzerland Tourism, 2016). This positioning is spread out in the short-haul markets (Switzerland and European countries) as well as in the long-haul markets (countries outside of Europe). This strategy is known as the *dual markets strategy* (Switzerland Tourism, 2016).

5.2 Marketing strategy

In order to generate global interest in the country, Switzerland Tourism uses campaigns/theme products, which have been defined as being: *Summer, Winter, Cities* and *Meetings*. Every ST market, meaning every country where Switzerland Tourism is present, selects the campaigns that are of interest to be promoted in the country. ST Netherlands, for instance, promotes *Summer, Winter* and *Meetings*. Each market promotes its selected theme products through four main channels as illustrated in figure 2 (Switzerland Tourism, 2016):

Figure 2: ST four-wheel drive model

Source: (Switzerland Tourism, 2016, p. 34)

These four channels (e-marketing, key media management, promotion & key account management) are marketing instruments used to reach the target audience. This strategy is also known under the name: "four-wheel drive" model (Switzerland Tourism, 2016).

Furthermore, ST has created several profiles grouping a large number of people with same interests and travel motives, who are called *segments* (Switzerland Tourism, 2016). For each chosen campaign by the ST markets (*Summer, Winter, Cities, Meetings*), the most relevant segments - the ones offering the best prospects of success - have been selected to be actively targeted (Switzerland Tourism, 2016).

5.3 Segments justification

For leisure tourism, Switzerland differentiates itself by its large variety of offers with regard to nature experiences, environmental and cultural contrasts, outdoor activities, authenticity, public transport and so on (Switzerland Tourism, 2016a, p.22). For each of the three main leisure tourism campaigns, ST has defined visitor segments to attain, which include the followings:

Figure 3: Switzerland Tourism's leisure tourism segments

Source: Switzerland Tourism, 2016, p.5

As this study has been narrowed to the Swiss Alps, city segments do not need to be considered. Winter segments, such as the "Snow Lover" and the "Snow Sports Enthusiast" are also excluded as there is a very low probability to have snow in September and October and the temperatures tend to get warmer as explained further in the research (see chapter 7.1.1). Therefore, the following segments, in figure 4, will be of interest for this study:

Figure 4: Overview Switzerland Tourism's summer visitor segments

Source: (Switzerland Tourism, 2016, p. 23)

ST Netherlands has selected four segments to reach: the "Nature Lover", "Outdoor Enthusiast", "Attractions Tourer" as well "Family". These have been considered to be interesting segments to attract and target for summer holidays in Switzerland. Because the autumn is a different product, interests and travel behaviour might be different as well. In fact, a study carried out in a northern Mediterranean destination showed that "visitors who search for similar benefits across seasons are related with different demographics and travel related characteristics" (Rudez, Sedmak, Vodeb, & Bojnec, 2014). This factor is also an element to consider for the autumn season in Switzerland, where many resorts are bi-seasonal, winter/summer (SWI, 2015) and attract a different kind of visitor during the off-season than during the high season. Similarly, in the television programme *LE JOURNAL* Michèle Ulrich, director of the French resort management society of *les Rousses*, points out that the customer coming in the fall is very different than the summer and winter customer. She counters that the autumn and the spring are much more competitive seasons as they are less popular, that’s why there is a need to "fight" to get the customer in their destination (Ulrich, 2015). Therefore, all summer segments need to be described in order to determine which segments match best with the autumn product. As described in the hypothesis, a new, not yet existing segment specific to the autumn period only, could be discovered in this research and added in the recommendations part.

The following segment profiles are mainly based on data collected during the focus group with the ST Netherlands team, which are the: “Nature Lover”, “Outdoor Enthusiast”, “Attraction Tourer” and “Families”. The team’s knowledge about the Dutch ST segments is very relevant and based on many years of working experience in the Dutch market. However, it is important to highlight that the “Lifestyle Traveller” and the “Spa & Vitality Guest” are described as general ST segments and are not specific to the Dutch market, as they are not targeted by ST Netherlands. This information is lacking but has been investigated and analysed in chapters 6.2. Therefore, the TMS report 2013, which is the newest research regarding the ST segments, will be used as a source for these two segments.

5.3.1 The "Nature Lover"

Who	• Age range 55+ • Dutch with middle to upper income
What	• Relax, enjoy time and quietness • Soft sport activitites in the nature
When	• Mainly February & July • 53.6% in summer
Why	• Loves the nature,the mountains and beautiful landscapes • Wants to escape everyday life (sometimes stressful)
Where	• Grisons, Valais, Bernese Oberland • Chalet, apartment, camper
How	• Mainly with the car • Few with train & airplane

According to the ST Netherlands team:

The Dutch "Nature Lover" belongs to the 55+ age class, lives in the city or nearby a city in the Netherlands and has an average to upper income. He has a rather stressful everyday life and hence appreciates quietness on a holiday. When he was younger, he might have been several times on a holiday in mountain regions with his family or in holiday parks such as *center park*. During his vacation, he appreciates being outside in the nature and undertaking some soft sport activities, such as short walks (up to one or two hours) or small biking tours (on flat roads). As the name defines it, he loves the nature. He likes the fresh air and feeling the pureness of nature. He has a passion for unique nature-related experiences, enjoys to be outside and to spend some time with a friend, a partner or his family. Relaxing time, preferably outside in the sun where he can, for instance, read a book, is just as important to him, as the occasional day trips he undertakes. Further interests consist in activities such as animal watching, viewpoints or national parks. He tends to spend his overnights in campgrounds when travelling with a camper/caravan or in a chalet/apartment, when he travels with his private car. Once the "Nature Lover" is on sight, he likes to go to the tourist office to get "insider tips" and information about walking trails, with a special interest for hiking maps (ST Netherlands team, PC, 19 April 2016).

5.3.2 The "Outdoor Enthusiast"

Who	• Age range 35-65 • Dutch with average to upper income
What	• Outdoor sport activitites • Alpinism, mountain bike, trekking, climbing
When	• Mainly in summer
Why	• Wants to be healthy and likes physical challenges • Loves to be outside and do sports
Where	• Grisons, Valais, Bernese Oberland • Huts, wild camping, modest accommodations
How	• Mainly with the car • Few with train & airplane

According to the ST Netherlands team:

The age range of the "Outdoor Enthusiast" is between 35-65 years old. He lives in the city, mostly "Randstad" (dense area in the Netherlands where the highest percent of the population lives). He has a rather well-paid job and seeks both, professional and physical challenges. Moreover, he is health conscious and practices a lot of sport. With a passion for outdoor (sport) experiences, holiday activities include mountain biking, trekking, alpinism and climbing, with a special interest for hut-to-hut trips. For his sport activities, he needs and wants good equipment, which makes him spend quite a lot of money on that. The "Outdoor Enthusiast" undertakes more often four to five day trips with his friends, rather than with his family. He travels, as most of the Dutch do, with the car, so that he can easily carry all his sport equipment such as a mountain bike. If he undertakes a biking tour, he appreciates hotels, in which where he can safely store his bike, which is mostly quite expensive. Nonetheless, the quality of the accommodation is not of major importance and he does not mind doing wild camping, for instance, on a hiking tour. Often, the "outdoor Enthusiast" does a lot of research beforehand, in order to know exactly which activities he is going to do during his vacation (ST Netherlands team, PC, 19 April 2016).

5.3.3 The “Attraction Tourer”

Who
- "Train Lover" (60+), "Motor Rider" (40+), rest (50+)
- Dutch with average income

What
- Discovering highlights of different places
- Train /motor trips , daily excursions

When
- Spring, summer & autumn
- Quite flexible

Why
- Have time to travel
- Enjoys seeing highlights & diversity of places

Where
- Throughout Switzerland
- Luzern, Ticino, Valais, Grisons (incl. panoramic trains)

How
- Mostly with the train, car or motor to & within Switzerland
- Sometimes also with the camper or caravan

According to the ST Netherlands team:

The “Attraction Tourer's” age range is 40-70+, strongly depending on the activity he does during his holiday in Switzerland. In fact, in the Dutch market the "Attraction Tourer" is made of sub-groups. The biggest of these sub-groups is the "Train Lover", who is mostly retired (65+). A smaller, so-called niche market, is the "Motor Rider", who also goes from one attraction to the other, but is a little younger (40+). In the Netherlands, the "Attraction Tourer" is well educated and generally lives in smaller towns, in north Holland, rather than in the populated cities. In most cases, he is married, and for the older ones, has grandchildren. The Dutch "Attraction Tourer" has not a lot of money, in return, he is willing to spend his savings in unique experiences. Quality is important to him and he needs to feel that he made a good deal. Moreover, for the biggest part of the "Attraction Tourers", trains are of great interest, some even own model railways. In Switzerland, panoramic trains, such as the Bernina Express or the Glacier Express are very popular among this segment and might even be the main motivation to travel to the country. The main characteristic of the "Attraction Tourer" is his interest in visiting many different places and highlights, within a country or a region.

5.3.4 The "Family"

Who	• Age range 31-50 • Dutch with upper income
What	• Activities with the whole family • Nature, sport activities
When	• Mainly summer, 60.2% • +/- 4-7 days
Why	• Spend time together with family • Being outside
Where	• Small alpine destinations • Bergün, Hasliberg, Bettmeralp, etc.
How	• Mainly with the car • Few with train & airplane

According to the ST Netherlands team and the TMS report 2013:

The parents of the “Family” segment range between 31-50 and has a rather upper-income. Among the five main “Family” markets, 7% come from the BeNeLux. Many Dutch families travel in winter with their extended family, which includes, for instance, the grandparents. The latter often help with childcare as well as provide a financial contribution to the holiday. In summer, however, it is more likely for the Dutch to travel with their nuclear family (parents and children only). This is also the most travelled period by this segment (60.2%) and for 98.5% of the cases their holidays take place in the mountain areas. There, they enjoy spending time outside with their family and to consider their vacation as their “traditional hiking holiday”. For many Dutch families, who are travelling to the Swiss mountains, the children are already grown enough to undertake small hikes (from 6 years old on). The "Family" segment spends a little less money than the average tourist and stay in small destinations, including, for instance, Hasliberg, or Bettmeralp. However, they do also stay longer on a holiday than the average tourist, almost 30% of them for 8 days or longer and only 17% of them stay for one to three nights. Also, families would rather go to a destination and move from there, than touring. Clearly, the “Family” segment lays great emphasis on family-friendliness in destinations and hotels, as well as the possible activities, in case of bad weather. Camping's are very popular places to stay and make them often travel with a car and their caravan. Finally, families make a great use of cable cars, which is less the case for the average percentage of tourists.

5.3.5 The "Lifestyle Traveller"

Who
- Age range 31-60
- Upper income

What
- Shopping, eating in good restaurants
- Golf, hiking & skiing

When
- As much summer than winter

Why
- Relax
- Need for luxury, prestige & quality

Where
- Mountains, small and big citites
- Also tours in Switzerland and Europe

How
- More touring than average tourist

According to the TMS report 2013:

The "Lifestyle Traveller", also called "Luxury Traveller", is between 31-60 years old. Compared to the other segments, he travels almost as much in summer (51.4%) than in winter (48.6%). He also goes as much to mountain regions than to smaller and bigger cities. He spends his vacation in popular and more expensive destinations such as St. Moritz, Zermatt, Montreux and Lucerne. A small percentage of the "Lifestyle Travellers" are from Dutch origin. Indeed, when comparing the BeNeLux markets, there are more tourists from Belgium and Luxembourg (3.4%) than from the Netherlands (1.5%). Regarding the length of stay, he more often goes for more than eight nights, rather than for one to three nights, but most frequently stays for four to seven days. In order to talk about the "Luxury Traveller" segment, this type of traveller needs to have a daily expenditure of at least CHF 250.- per day. Another characteristic includes the fact that he tours more than the average tourist, not only in Switzerland, but also in Europe. His travel needs include customer friendliness, mountains (yet not as much as the average tourist), comfort, quality and gastronomy. Clearly, and as per definition, the "Luxury Traveller" also lays importance on luxury, good atmosphere, prestige and exclusivity. In a destination, he is interested in activities, such as hiking, skiing, golfing, shopping and going out to eat in nice restaurants.

5.3.6 The "Spa & Vitality Guest"

Who
- Age range 36-60
- Middle to upper income

What
- Wellness, spa and beauty
- Relaxation and recuperation

When
- Mainly winter 57.4%
- +/- 4-7 days

Why
- Wants to relax, enjoy time and quiteness
- To be sporty and healthy

Where
- Small rural/alpine destinations
- Morschach, Leukerbad, Weggis, etc.

How
- Almost no touring

According to the TMS 2013:

The "Spa & Vitality Guest" is in the age range 36-60, with an overrepresentation between 41-65. He, more often, travels to Switzerland in the winter (57.4%) than in the summer (42.6%) and stays in smaller destinations such as "Leukerbad", Weggis, etc., These zones are for 99.3% of them, in the mountains. The main interest of this segment includes "spa, wellness, beauty", on one hand and "health, prevention and nordic walking", on the other hand. The most important needs for this segment are the mountains, the nature, customer-friendliness, price-quality ratio and recuperation. The "Spa & Vitality Guest" also enjoys undertaking some sport activities in his holidays, especially hiking. Interesting to notice, is the fact that he spends more money during his holiday, than the average tourist and stays, on average, four to seven days in the destination. Mostly, touring within Switzerland or Europe is not part of his holiday.

6. Consumer analysis: the Dutch market

In this chapter, the Dutch tourism consumer and the different ST segments in the Netherlands are studied and analysed. In a first step, the tourism consumption of a Dutch tourist is described in order to get familiar with this market. This includes booking and travel behaviour, especially related to Switzerland, as well as interests and motivations for holidays in the autumn. In a second step, results from the online survey are presented in order to provide a more detailed description of the different types of Dutch travellers, as well as to analyse the differences in terms of needs, interests and travel behaviour.

6.1 The Dutch traveller

6.1.1 Inspiration and booking

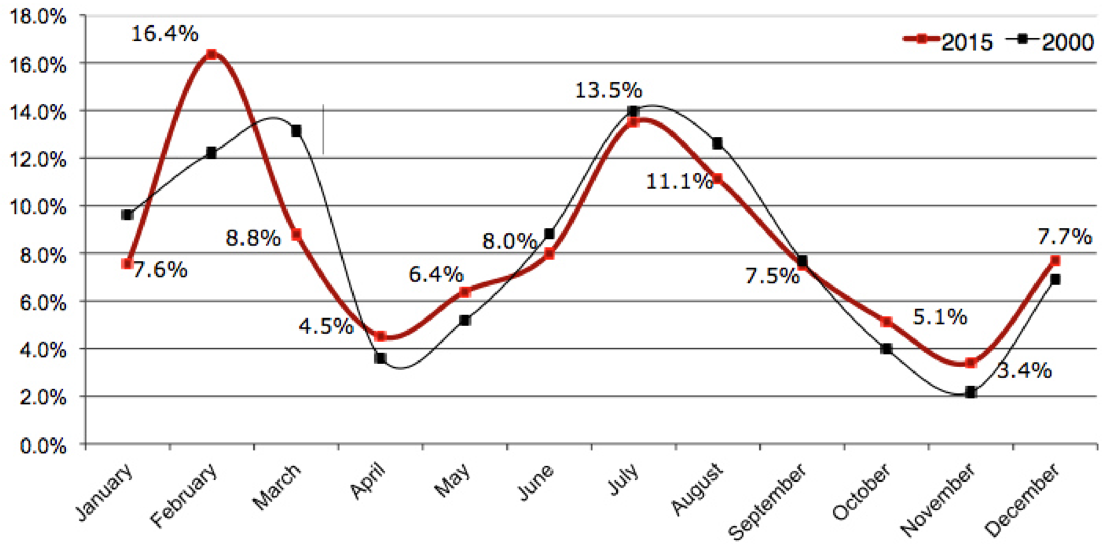
It can be highlighted that the Dutch "live and book online". This has not only been proven by the yearly TMS research, but also by other companies, such as the market research company Canadean or the ABN AMRO. There are many channels that people use to get inspiration for their holiday (e.g. word of mouth, brochures, internet, etc.). In the Netherlands, nine out of ten Dutchmen make use of social media channels, "forming one of the most active follower communities in Europe", which has a great influence in the holiday inspiration phase (Huser C. , 2015, p. 9). Besides the social media channels, other relevant information sources for the Dutch include word of mouth, as well as accommodations internet sites and brochures/leaflets (Huser & Ambord, 2016). When it comes to bookings, many Dutch book online. Indeed, the Netherlands rank 3rd - out of 31 studied markets by Canadean (2015) - with 87% online bookings, just after Denmark and Sweden. Also, more and more Dutch are looking for flexible arrival and departure times when they book an accommodation (Rabobank, 2016). When it comes to hotels, the most chosen categories are three and four stars hotels (Huser & Ambord, 2016).

6.1.2 Travel behaviour

European countries remain by far the most visited destinations by the Dutch, where Switzerland ranks 10th among the top 10 holiday destinations abroad in 2016 (NBTC-NIPO Research, 2016, p. 12). With respect to the autumn period, Italy, Germany, France and Denmark are the most popular destinations for the Dutch, according to an interview carried out with one of the biggest tour operators in the Netherlands (Dutch tour operator, personal communication, 29 August 2016). This has also been stated by the Dutch newspaper "Dagblad Noorden" (2016), that also adds Belgium to the list. Moreover, the tour operator believes that people taking a holiday in the autumn are quite different to the ones in the summer or the winter. Families, for instance, are restricted to school holidays and therefore often go on summer vacation and in September and October, there are more couples who travel. The age range clearly influences the holiday destination choice, younger couples (20-40 years old) would rather go to destinations, such as Croatia, Spain and Italy, whereas Germany, Austria and Switzerland attract the 40+ category (Dutch tour operator, PC, August 2016).

Regarding to Switzerland, the travel period of a Dutch is rather long compared to the average visitor (Huser & Ambord, 2016). According to data from the SFSO (Swiss Federal Statistical Office) illustrated in figure 5, February and July are the most visited months. Additionally, a slight decrease in overnights in the summer 2015 compared to the summer 2000, with a relative greater increase in the autumn (especially October and November) is noticeable.

Figure 5: Monthly distribution of Swiss hotel overnights in percentage by the Dutch



Source: (Huser & Ambord, 2016) **based on Swiss Federal Statistical Office**

Furthermore, comparing the percentages of the development of overnights of the last 15 years in the TMS report (see appendix V), enables us to see that the share of overnights in October and November 2015 (relative to the other months of the year) has never been so high in the last 15 years (5.1% in October and 3.4% in November). Moreover, this overnight share has constantly been growing for the last 5 years (Huser & Ambord, 2016). Indeed, the NBTC Holland Marketing (2016) affirmed that in 2016, 1.5 million Dutch are expected to go on a holiday in autumn (700'000 abroad), which is 3-4% more than the previous year. The interviewed tour operator (PC, 29 August 2016) adheres to the tendency and believes that this is due to the prices that are more attractive and the fact that it is less crowded in the low season.

An important factor influencing their travel behaviour, is the fact that "the Dutch are, undoubtedly, price sensitive. Still, "they are very much willing to spend money on unique experiences" (Huser C. , 2015, p. 9). The interviewed Dutch tour operator joins that statement noticing that, since one or two years, the price is not the biggest issue anymore and the people are "more and more looking for quality" (Dutch tour operator, PC, 29 August 2016). He also mentions, that "quality" can also be related to safety, another important topic, which has been described in chapter 2.3. The money sensitiveness certainly influences the Dutch travel behaviour and Switzerland has, undoubtedly, got a strong image of an "expensive destination", this has become clear through the different interviews (see appendix III & IV). In Switzerland, this can be remarked through the overnight statistics showing that the Dutch would rather stay in cheaper, less popular destinations, such as *Sent, Waltensburg/Vuorz, Quarten, Saas-Grund, Brig-Glis, Morschach and Lauterbrunnen* (Huser C. , 2015). These villages are cheaper and not very well known (unlikely Zermatt, St. Moritz, Davos, etc.). Yet, visitors have the advantage of making the most of the same natural surroundings, than the popular destinations (ST Netherlands, PC, 19 April 2016). In fact, 69% of their overnights are in small and middle-sized destinations and the most popular tourism regions include the mountain regions *Grisons, Valais and Bernese Oberland* (Huser C. , 2015). It is not a surprise that there is a high perceived value, for the price-sensitive market, with regard to profitable deals and packages with unmistakeable added value (Huser C. , 2015). Moreover, the interviewed Dutch tour operator (2016) remarks that their sold packages to Switzerland are booked by Dutch people with above average income, namely, at least one and a half the mean salary. It is, nonetheless, very interesting to underline that the price sensitive Dutch person does spend quite a lot of money on the camper and the whole equipment used for travelling (ST Netherlands, PC, 19 April 2016).

With regard to the means of transport, the Dutch mostly use a private car and this tendency is increasing (Dutch tour operator, PC, 29 August 2016; ST Netherlands, PC, 19 April 2016). As they are generally aware of the price on site, many tourists find it useful to load their car with groceries and personal belongings bought in the Netherlands, as it is cheaper than in Swiss shops. The approximately ten hours drive to Switzerland is not perceived as a long journey and is usually done within one day (ST Netherlands, PC, 19 April 2016). If it is too long, they stop one night in Germany, but it does not hold them back from visiting the country (Dutch tour operator, PC, 29 August 2016).

6.1.3 Interests and motivations

In the TMS report, the top five most relevant tourist needs of Dutch visitors in Switzerland are cited as follows: "mountains", "nature", "peace & quite", "pleasant climate & weather", as well as a "good price & benefit ratio" (Huser & Ambord, 2016, p. 1). The interviewed tour operator (PC, 29 August 2016) adds that safety also has an increasing importance in visitor's main tourist needs. Furthermore, there is a special interest for nature and mountains among the Dutch compared to other tourists in Switzerland (Huser & Ambord, 2016). Besides, satisfied customers often return to the destination, particularly the Dutch, who belong to Switzerland's most loyal guests (Huser & Ambord, 2016). Indeed, 59.1% of the current Dutch visitors in Switzerland come at least for the sixth time and 41.9% actively recommend to visit the destination (Huser & Ambord, 2016, p. 2). Happy guests spreading a positive word of mouth is one of the most powerful tools among the Dutch, ranking number one of the top 10 most relevant information sources (Huser C. , 2015). Regarding the fall period, many Dutch enjoy undertaking activities such as hiking, biking, visiting a museum or going to an attraction park (NBTC Holland Marketing, 2016). Besides, holiday houses and bungalows are very popular accommodations among the Dutch. In fact, 40% of the Dutch, who take a holiday in their own country in autumn, chose to stay in a bungalow (NBTC Holland Marketing, 2016). With the trend for "basic and back to nature" as well as "sustainability", there is also an increasing interest for camping holidays (NBTC Holland Marketing, 2016).

6.2 Quantitative survey

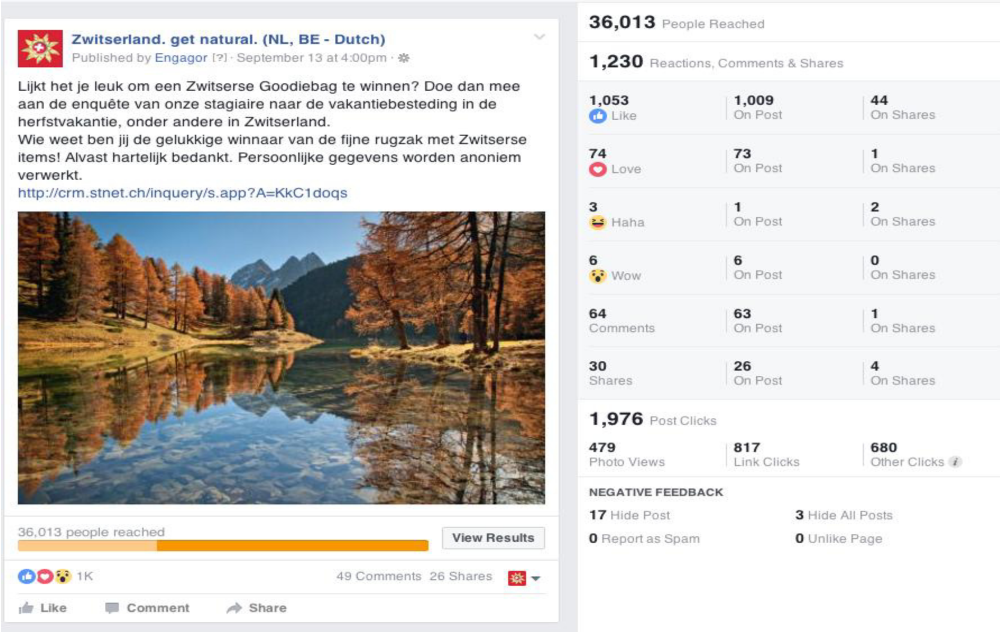
According to Spencer and Holecek (2007), each marketer who wishes to exploit the fall season needs to find out which market segment(s) he should target. In order to find out which Dutch ST segments (or possibly new segment(s)) have potential for the autumn season, a quantitative survey has been carried out. Through preliminary questions allowing to distinguish answers per segments, the survey could provide an insight into the differences between the travel needs and behaviour in the autumn.

6.2.1 Initial situation

As described in the methodology, a quantitative survey has been realized in form of an online questionnaire. The latter has been carefully planned, considering several important aspects in order to generate a higher response rate. First, an internal research tool - Inquery survey - has been used to have a simple, ST corporate designed layout and a clear interpretable scoring system. Secondly, the questions have been numbered and grouped by topic with clear questions. The brief introduction of the survey included the most important information such as: the purpose of the survey, the topic and the goodie bag to win. When participants have clicked on the link, further information on the aim of the survey has been given the guarantee to anonymously use of their personal data and the approximate time it would take to complete the survey. Moreover, the questionnaire has been first sent to a pilot sample of members in order to test if the questionnaire was well understood (Kelley, Clark, Brown, & Sitzia, 2003). Finally, the questionnaire has begun with a few short and easy questions, tables to complete in the middle and the personal data (i.e. gender, age range, etc.) at the end. On the last page, participants were thanked and could chose to leave their e-mail address to participate in the win action.

The channels used to spread the online survey included on one hand the ST BeNeLux "Zwitserland. get natural" Facebook page, which has more than 51'000 followers (as for November 2016). However, the post has been directed only to people living in the Netherlands (more than 45’500 followers) and not the entire BeNeLux. The questionnaire has been written in English, translated into Dutch and checked by a ST Netherlands employee. In order to trigger the participation of people, a Swiss goodie bag could be won by filling out the questionnaire, which is always very popular among the Dutch. The post appeared on a Tuesday (13.09.2016), a day when most of the people work (unlike Fridays and Mondays for the ones working at 80%) and in the morning, the time of the day when many people are active on Facebook according to statistics of the online tool "business manager Facebook". An additional "boost" of CHF 50.- has been invested in order to increase the reach. As illustrated in picture 2, the post has generated more than 1'230 reactions, comments and shares.

Picture 1: Reach of the "Zwitserland. get natural" Facebook page (2016)



Source: Business Manager Facebook, 2016

Besides, the survey has appeared in the monthly ST leisure newsletter, in the September edition, and has been sent to 37'097 Dutch subscribers. It turned out to be the most clicked item of the newsletter (432 clicks). Moreover, a beautiful fall season picture has been placed to draw attention.

6.2.2 Limitations

By posting the survey on the ST Facebook page or sending it to people subscribed to the ST newsletter, the majority (95.8% according to the results) of the participants have already been to Switzerland, or at least already show some interest for the country. Accordingly, as is not a random sample it does not reflect the view of the general population and answers are not representative. Moreover, there have been a small number of respondents for the "Spa & Vitality Guest" and "Lifestyle Traveller" samples (see table 3), hence analyses related to these segments cannot be generalized. Therefore, it is very important to highlight that results and conclusions must be cautiously treated.

6.2.3 Results and analyses

In total 876 people participated to the survey and have been sorted out according to the answer to the question: *How would your holiday in Switzerland most likely look like?* This key question gave 6 possibilities of answers, which describe each of the (6) studied ST segments. In the *Inquery* survey program, a filter has then been applied in order to get data according to the different segments. An overview of the number of participants per segment can be found in table 3 below. This table reveals, that the "Nature Lover", the "Outdoor Enthusiast" and the "Family" segments are the ones, who are the most linked to Switzerland (through the Facebook page or the newsletter).

Table 3: Online survey - distribution of participants according to ST segments (2016)

	"Nature Lovers"	"Outdoor Enthusiasts"	"Attraction Tourers"	"Family"	"Lifestyle Travellers"	"Spa & Vitality Guests"
Number of participants	348	149	84	171	9	54

Source: Author's table with date from online survey 2016

Once the results have been sorted out per segment, other questions have been considered in order to check whether the almost totality of the respondents appeared in the correct segment group. Such questions included, for instance, with whom they have travelled to Switzerland (e.g. "Family" segment with their family) or where they have travelled in the country (e.g. an "Attraction Tourer" not only in the mountains but also in a city and the lakes or an "Outdoor Enthusiast" principally in the mountains).

The ST segments, as described by the ST team and the TMS report in chapter 5.3, have been important to create the quantitative survey. The profile description was needed to create the key question allowing sorting out the respondents according to segments. In fact, there have been some slight differences between the profiles resulted from the online survey and the ones described by the ST Netherlands team or the TMS. These differences are mainly related to socio-demographics - which could be related to the fact that the sample is not representative to the whole population - and to the travel partner. The following differences can be underlined:

- According to the survey the "Nature Lover's" age range is more spread and does not principally include the 55+. This could be related to the fact that elderly people make less use of social media channels, which could lead to a overrepresentation of the younger age-class compared to a representative sample of the population. In fact, the questionnaire has turned out to be completed by more than 55% of the age range 25-54.

- The questionnaire shows that the "Outdoor Enthusiast" appears to mostly travel with his partner (39%) and with his family (36%), but not as much with his friends as stated by the ST team. In fact, only a little more than one out of ten is accompanied by friends. This difference might be issued from the fact that two weeks before the focus group has been carried out, ST has attended an outdoor fair, with several information requests on “hut-to-hut hike weekend with friends”. This might have slightly shaped the image of a “general” Dutch “Outdoor Enthusiast”.
- The "Attraction Tourers" come from West-Holland (44%) and not as much from North-Holland (10%) as described by the ST team. Similarly, only around 4% undertake group trips and a larger amount travel with their family, according to the survey. There might, indeed, be more families who tour than is thought.

As defined in the methodology, three topics have been investigated and analysed in the following sub-chapters. All the data from the analysis have been extracted from the online survey, which can be found in the Appendix.

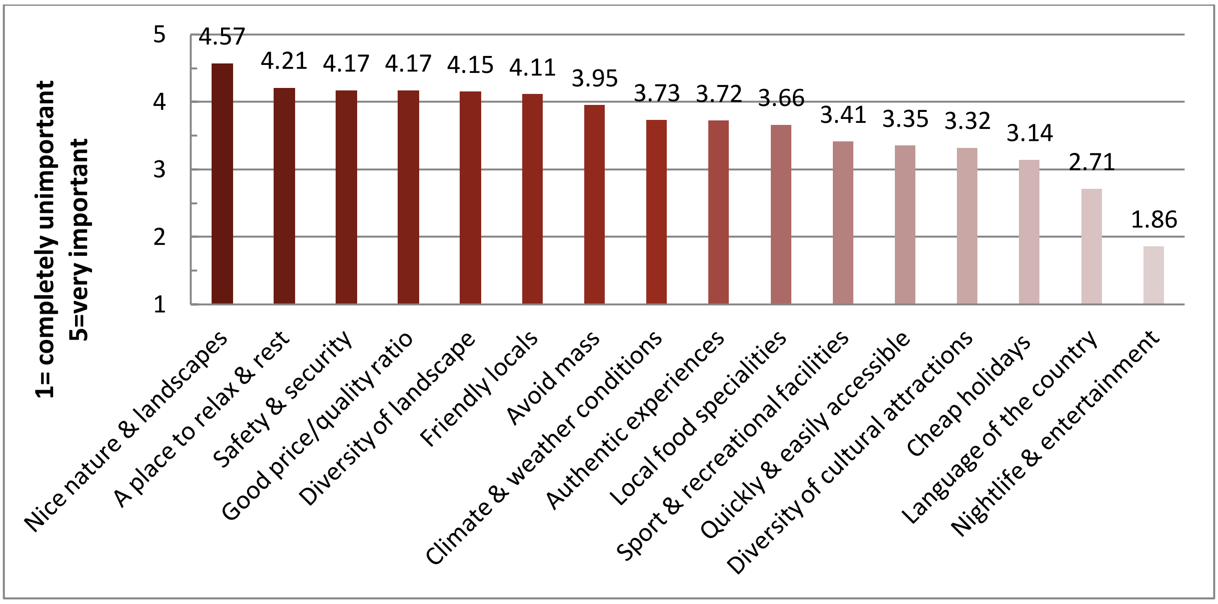
6.2.3.1 Holidays in the autumn in general

Results of the online survey have shown that there is clearly an interest for autumn holidays for all the segments, with almost 70% of the participants going on a vacation during this period. The other 30% most notably concern, on one hand, the "Family" segment, often due to the difficulties encountered in matching work and school holidays according to various comments that can be found in the survey and on the other hand the "Spa & Vitality Guest" for financial and time-related reasons. In fact, time and money belong to the two primarily reasons for not going on a holiday during the fall. Indeed, many comments have revealed that people had to make a choice concerning their holiday period, in which the fall was not part of the first selection. Another frequently cited reason included their work, which did not allow them to have time off during that period. Notwithstanding, a large number of respondents found no cons to undertake a holiday in the autumn and asserted that this was their favourite holiday period. The "Nature Lover", "Outdoor Enthusiast" and "Lifestyle Traveller" belongs to the segments who would least skip an autumn holiday.

Additionally, it can be emphasized that almost three out of four participants would choose to go to the mountains rather than the beach, cities or the countryside for their vacation in the fall. Nevertheless, this statement it still needs to be considered that all the respondents are linked, online, to Switzerland and thus there is a high probability that they like mountains. In comparison with the other segments, only the "Lifestyle Traveller" and the "Attraction Tourer" show, additionally, interest for cities.

If we examine the level of importance of elements of an autumn holiday in general, one can observe that there are quite minor differences between the segments. An overview of the mean values of all participants is illustrated in figure 6 and show that requirements seem to be rather high. In fact, on a scale from one to five, the following holiday elements have been rated the highest: "nice nature and landscapes" (4.57/5), "a place to relax and rest" (4.21/5), "good price/quality ratio" (4.17/5) and "safety and security" (4.17/5). On the contrary, "nightlife and entertainment" (1.87/5) and "language spoken at the destination" (2.71/5) are perceived as the least relevant aspects. The slight differences that can be noticed when comparing the different segments include, for instance, the fact that the "Outdoor Enthusiast" tends to give less importance to "security" and "diversity of cultural festivities", and the same for the "Lifestyle Traveller" to "diversity of outdoor sport facilities" and "cheap holidays". “Cheap holidays”, in contrast, tends to be of greater concern for the "Family" and the "Attraction Tourer".

Figure 6: Level of importance for Dutch ST segments of elements of an autumn holiday in general (2016)



Source: Author's figure with date from online survey 2016

6.2.3.2 Holidays in Switzerland

The fact that the Dutch are loyal guests, as asserted earlier in this paper, has been confirmed through the survey with almost 74% of the respondents having been more than five times to Switzerland and almost 17% have been between two and five times. Particularly the "Family", "Outdoor Enthusiast" and "Lifestyle Traveller" segments seem to be frequent visitors, whereas there is still a considerable number of "Attraction Tourers" who have been two to five times to Switzerland (30% compared to less than 17% for the others). Further similarities can be noticed between the "Outdoor Enthusiast" and the "Nature Lover" with respect to their travel behaviour and interests. Indeed, both segments have travelled accompanied as much by their partner as by their family. Also, for eight out of ten "Nature Lovers" and nine out of ten "Outdoor Enthusiasts", the mountains have been chosen as main holiday destination. Likewise, the Alpine regions have been highly frequented by the "Family" segment (more than 70%), and together with the "Spa and Vitality Guest", they tend to also combine it with holidays on a lake shore. In comparison, the "Attraction Tourer" has travelled most of the time with his partner and as for the "Lifestyle Traveller", he travels with his partner, friends and sometimes families. Also, both have varied their vacation by combining mountains, lakes and cities.

Furthermore, it is important to highlight that the "unique landscapes" Switzerland has to offer has been, for all the segments, one of the main reasons to visit the country as it can be observed in figure 7. This particularly applied to the "Nature Lovers", whom 85% have clicked on that response item, as well as the "Outdoor Enthusiast", with even 90%. The latter has additionally a strong perceived value for the possibilities of outdoor activities in Switzerland. Moreover, cities are of greatest concern for the "Lifestyle Traveller" and the "Attraction Tourer". Further reasons to travel to Switzerland included "visiting friends and family", "security" and as comments show: "beauty of nature", "hiking paths", "calm", "clean" and "feeling home/in a familiar place".

Figure 7: Reasons for a holiday in Switzerland according to Dutch people

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*61*	*6.96%*	
Unieke landschappen [1]	671	76.60%	
Veiligheid [1]	177	20.21%	
Locatie/geografische situatie [1]	296	33.79%	
Vrienden/familie bezoeken [1]	204	23.29%	
Outdoor mogelijkheden [1]	302	34.47%	
Steden [1]	126	14.38%	
Anders, namelijk [1]	133	15.18%	
Total answers	*1970*	*224.89%*	
Total participants	*876*	*100.00%*	

Source: Inquery, 2016

6.2.3.3 Autumn holidays in Switzerland

Even though the highest percentage of holidays undertaken by the Dutch was during the summer (June-July-August), the autumn season (September-October-November) appears to be the second most popular vacation period (see figure 8). Indeed, almost 37% of the participants confirmed having mainly visited Switzerland, among others, during the fall period, which is more than during the winter sport holiday months (almost 32%) or the spring season (almost 22%).

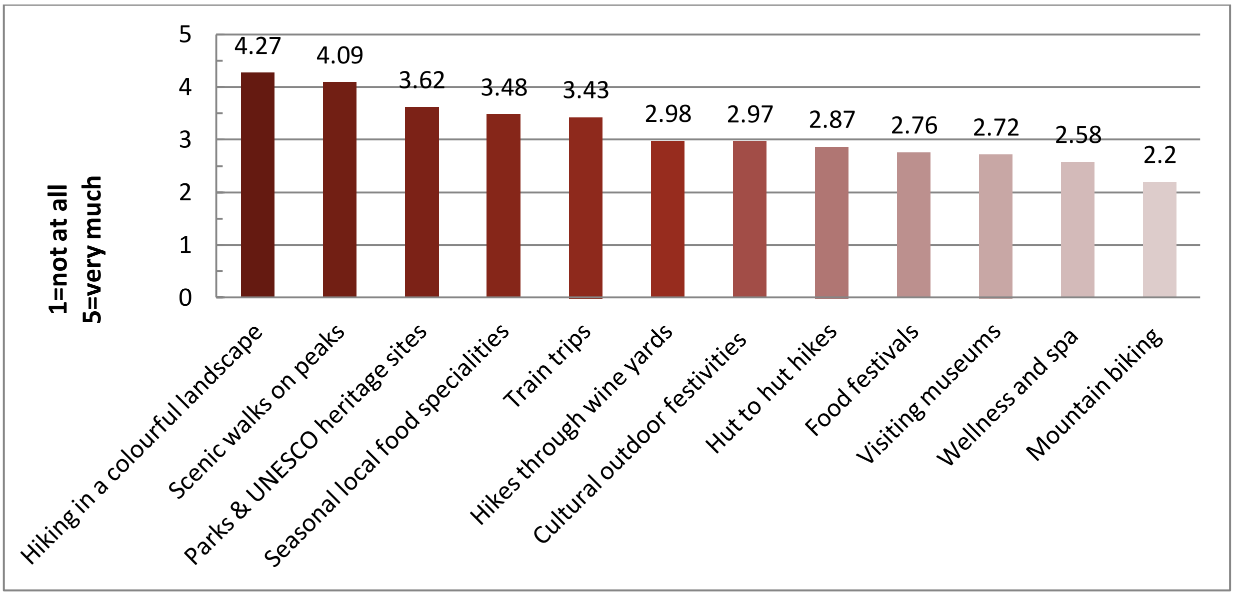
Figure 8: Holiday frequency according to periods of the year

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*61*	*6.96%*	
Januari-februari-maart (Winter(sport)) [1]	277	31.62%	
April-mei (Lente / laagseizoen) [1]	189	21.58%	
Juni-juli-augustus (Zomer) [1]	617	70.43%	
September-oktober-november (herfst) [1]	320	36.53%	
December (kerst/nieuwjaar vakantie) [1]	125	14.27%	
Total answers	*1589*	*181.39%*	
Total participants	*876*	*100.00%*	

Source: Inquery, 2016

In general, the most frequent cited reasons for going in the autumn on a holiday to Switzerland, rather than summer, winter or spring, comprised nature-related aspects such as the nice colours of the trees, the clear air, the temperatures, etc. An other reason for this would be the lower prices compared to the high-season. The nature took, here again, for the "Nature Lover" and the "Outdoor Enthusiast" the greatest importance. Other segments, such as the "Family" and the "Spa and Vitality Guest" additionally had the visit of friends and family during this period as an argument. Furthermore, some "Attraction Tourers", more than other segments, tended to choose this period, as it is less crowded. Accordingly, the most appreciated activities in autumn, on a scale from one to five, clearly showed to be, firstly, "hiking in colourful landscapes". Indeed, with an average rate of 4.27 and a relatively small standard deviation s=0.65 - meaning the dispersion of the answers in the scale with regard to the mean - all segments agreed on having had "much" to "very much" pleasure in hiking in a colourful setting during the autumn vacation in Switzerland. Secondly, "scenic walks on peaks" with an average rate of 4.09/5 appeared to be also quite popular among all segments (especially for the "Outdoor Enthusiast" 4.46/5), even though there is a little higher standard deviation s=0.86. In contrast, "mountain biking" and "spa and wellness" (expect for the "Spa & Vitality Guest") has only brought "neutral" to "not much" pleasure. An overview of the average most popular autumn holiday activities in the Swiss Alps can be found in the graph below.

Figure 9: Average extent of enjoyment perceived by Dutch ST segments for autumn holiday activities in the Swiss Alps (2016)



Source: Author's figure with date from the online survey (2016)

Almost all segments, who have indicated never having been to Switzerland in the fall, have clicked "never really thought about going in the autumn to Switzerland" as a main reason for not going during that period, namely 37% on average (see table 4). In this case, the "Attraction Tourer" is the only segment who has a stronger tendency towards that reason, more precisely, regarding almost half of them (49%). The second reason, consists in "having more time in summer/winter" than in autumn (32%) and is followed by various other reasons such "financial matters", "weather conditions", "opening hours of cable cars", "no time", "work", etc. considering participant's comments. It can be added to this, that the "Outdoor Enthusiast" seems to "have more time in summer/winter" than in fall, still, a little more than 16% believe that it is the best period of the year in Switzerland for outdoor activities.

Table 4: Reasons for not going in fall to Switzerland according to Dutch people who have never been there during this period (2016)

	Number of answers	Percentage
I never really thought about going in autumn to Switzerland	196	37%
I have more time in summer/winter	167	32%
Other (please specify):	98	19%
It is too cold / the weather is not good enough	53	10%
There is not much to do in autumn in Switzerland	13	2%
Total number of answers	527	100%

Source: Author's table with date from the online survey (2016)

Finally, one can remark that the cultural activities in autumn generally provide "neutral" pleasure to the participants. This can be seen in the rating of activities such as "museums", generating an average interest of 2.72/5 or "food festivals" 2.76/5, "participating in cultural outdoor festivities (e.g. traditional cows decent)" 2.76/5 and "hikes through vineyards" 2.98/5. Notwithstanding, there is one segment who shows greater interest in this field than the others, who is the "Lifestyle Traveller". In fact, he tends to particularly enjoy "trying seasonal local food specialities" and "train trips", which has entirely been rated as providing "much" to "very much" pleasure.

7. Product analysis: the autumn in the Swiss Alps

This chapter describes the autumn in the Swiss Alps, in a first step, in terms of a tourism product by defining what the season offers and which activities can be done. In a second step, external factors (or "framework conditions") impacting the fall season - and thus tourism - are presented.

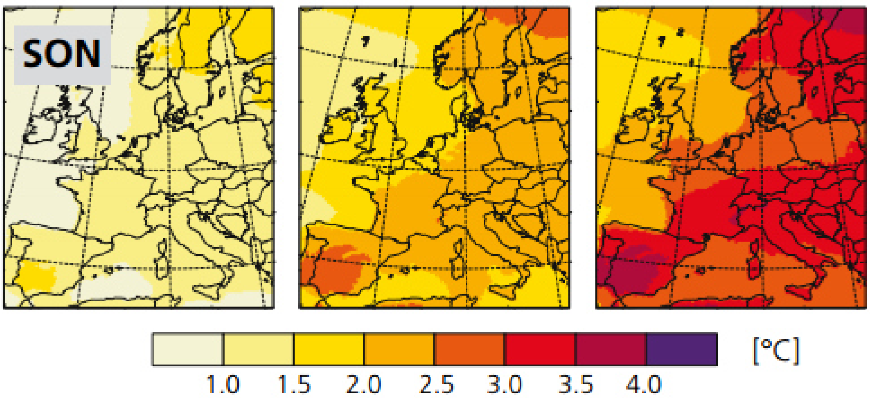
7.1 Product description

According to a research studying the competitive potential of tourism in destinations, "the success of a particular form of tourism in a destination depends, to a great extent, on the resources which it possesses" (Garcia-Falcon & Melian-Gonzalez, 2003, p. 16). Tourism resources consist of *cultural assets* such as traditional festivals or *natural resources* such as mountains, rivers and landscapes (Garcia-Falcon & Melian-Gonzalez, 2003). It can be added that even if cultural and natural resources determine the activities that tourists undertake at a destination, the weather defines when they can be best scheduled (Amelung, Nicholls, & Viner, 2007). Therefore, different aspects of the Alpine sector in the fall season are evaluated.

7.1.1 Climate, weather conditions and natural resources

The climate and weather conditions in the Swiss mountains in autumn are often very good for tourism activities and seem to become even better in the future according to meteorological predictions. In fact, as a result of the current climate change (which impacts on the fall season will be further described in chapter 7.2.2), temperatures are predicted to rise in the whole country and for the four seasons in the coming years. In other words, the tendency goes towards longer warm summers and shorter cold winters (CH2011, 2011). Figure 10 illustrates the predicted temperature increase for Europe in fall, meaning in September, October and November (SON). With regard to precipitations, they are difficult to predict and could increase or decrease in the future. However, for now, there are no consistent changes predicted for the coming 100 years (CH2011, 2011).

Figure 10: Projected future change of temperature for the fall season (September, October, November) over Europe by 2035, 2060 and 2085. Shown is an increase in temperatures compared to the reference period 1980-2009.

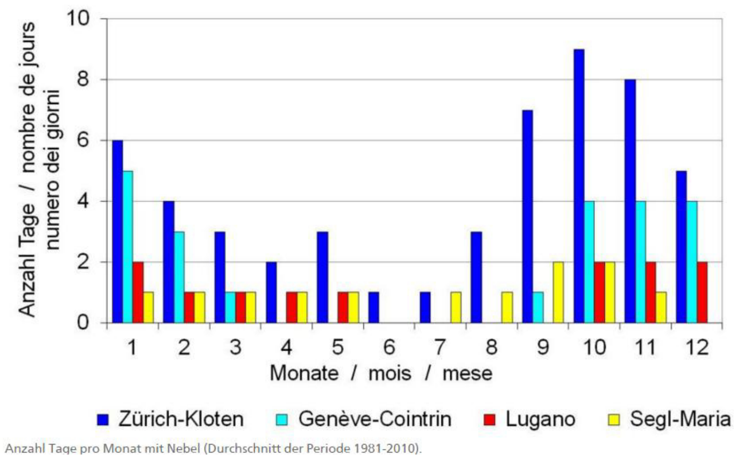


Source: (CH2011, 2011)

Berno Stoffel, an experienced tourism stakeholder in Wallis, claims that the autumn is a good period for hikes, especially in the vineyards as it is often still warm in the lowland but not too hot such as in summer. He further states that additional popular activities for hikers, in the fall, include mountain huts, which can be visited as long as there is no snowfall in high altitudes (B. Stoffel, CEO of the "touristische Unternehmung Grächen, personal communication, 07 June 2016).

Moreover, in autumn fog can appear more frequently than during the other periods of the year. As figure 11 shows, September to January appear to be the foggiest months of the year. Nonetheless, the number of foggy days in the high altitude regions and in the south of the Alps is much less frequent than in the plateau (Federal Office of Meteorology and Climatology, 2016). Under certain meteorological circumstances, the fog stays between 600-1000 meters over sea level. The lower the fog is, the more likely it is to disappear during the day. Urs Eberhard sees this natural phenomenon creating a "sea of fog" as a "unique" tourism experience that can be observed in high altitudes (U. Eberhard, PC, 03 November 2016).

Figure 11: Number of foggy days per year (mean of the period 1981-2000)



Source: (Federal Office of Meteorology and Climatology, 2016)

Furthermore, the Swiss Alps offer spectacular views, surrounded by many "rough" mountains (Dutch tour operator, PC, 29 August 2016). During the fall period, the air is pure, the landscapes very colourful and the fruit is ripe. The nature appears to be at its "peak", as defined by Urs Eberhard. Last but not least, it is also the period where it is most likely to see wild animals such as dears or ibexes (B. Stoffel, PC, 07 June 2016), for instance, the natural phenomenon "rut of the dears" is talking place end of September/beginning of October. During this period, dears fight for their females, which they do by squalling and fighting with other males. Listening and watching them has become, for instance in the "Val d'Anniviers" in Wallis, part of a tourism experience (Val d'Anniviers, 2016).

Finally, one of Switzerland's strongest competitive advantage, combining natural and man-made resources, includes the extended hiking, cycling and mountain biking network throughout the whole country and particularly in the Alpine areas. Routes, which can be used as much during the autumn season than during the other seasons, exist at a national, regional and local level and are well indicated by nationally uniform signalization. Their maintenance, signalization and planning are taken care of by the "Swiss Hiking Trail Federation" in order to meet requirements of users (comprising tourists and locals). During the fall season, these trails can all easily be used an offer many possibilities for outdoor activities (SwitzerlandMobility, 2016).

7.1.2 Culture and traditions

With respect to the cultural assets, it can be underlined that after the summer period, many traditional festivities take place in the alpine regions. It is the season for the harvest, game meat and chestnuts, which is an important element in the Swiss culture (MySwitzerland, 2016). Chestnut festivals are celebrated, for instance, through the whole canton of Ticino during the fall period (MySwitzerland, 2016). In Wallis, many restaurants offer only during this period menu's with local specialities such as the "brisolée", a meal of hot chestnuts accompanied by local specialities such as cheese and dried meat (Valais terroir, 2016). But not only chestnuts are served, also game meat, as the traditional hunting period is taking place in many alpine cantons such as in Graubünden, Berner-Oberland and Wallis. Furthermore, due to the harvest in September and October numerous wine festivals are taking place in the different regions (MySwitzerland, 2016). From a culinary point of view, the autumn is therefore very rich and offers many seasonal local specialities.

Food is only one part of the festivities. The other part includes the traditional "désalp" (cattle descent from Alpine pastures). In other words, locals bring their pastures from the high Alps back to the village, where they will stay during the wintertime (MySwitzerland, 2016). A whole traditional festivity is made out of it, where cows are often flowered and people of the village reunited. The traditional "désalp" takes places in all mountain regions of Switzerland (MySwitzerland, 2016). Berno Stoffel (2016) argues that tourists in Grächen "love these authentic cultural festivities, being outside in the nature and feel the pure air". The tourism organization Grächen uses this festivity to attract more visitors to their region in fall.

7.2 Framework conditions

This sub-chapter briefly describes what the surrounding conditions are in the autumn in Switzerland. In fact, the autumn is not only a product in itself but is also surrounded by external factors such as seasonality effects of tourism or global climate change. These are important to be described as they impact the tourism experience during that season.

7.2.1 Seasonality effects in the Swiss Alps

For most of the tourism destinations, visitor crowding occurs during specific seasons. Indeed, a main issue threatening the Alpine tourism sector is the phenomenon of seasonality in tourism. Butler acknowledges that seasonality can be separated into two groups causing its origin, namely *natural factors* and *institutional factors* (Baum & Lundtorp, 2011). *Natural factors* or *climatic seasonality* cover the destination's annual variations of temperatures, rain, wind and so on. *Institutional factors* or *seasonal demand variation* on the other hand include social norms and practices, for instance, (school) holidays (Baum & Lundtorp, 2011). These two factors are strongly interdependent in a way that the climatic seasonality strongly influences the demand variation. The form of seasonality can be expressed *"in terms of dimensions such as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment and admissions to attractions"* (Butler, 1998). These dimensions of seasonal variations distinctly present some challenges for Alpine tourism, which, as presented by Baum & Lundtorp (2011), mainly include:

- Operating a business during a short and precise period of the year.
- The pressure to be able to generate enough revenue to cover (fixed) costs during the off-season.
- Issues with long-term commitment from the transport providers.
- Part time employment, many businesses cannot provide all-year jobs.
- Keeping service and product quality high with employees who are not there all year round.

Tourism suppliers try to overwhelm these issues with marketing strategies such as product variations or lowering prices/making incentives, which have turned out to be successful (Baum & Lundtorp, 2011).

In Switzerland, September is part of the shoulder season and October & November of the low season, with consequently fluctuating prices (Lonely Planet, 2016). According to Lonely Planet, prices in mountain resorts can be up to 50% cheaper in the low season than in the high season. Still, there are many tourism businesses that are not able to operate and forced to close because of the low demand. Berno Stoffel (2016) affirms that the restricted opening hours and closing of businesses during the low season are perceived as a difficulty in attracting tourists in autumn. He believes that cable cars are closing “too early” and are “not flexible enough”. He sees it difficult to change the "mentality" of defining one year in advance the opening times and to make them remain as such whether the weather is good or not. Same applies to most of the mountain huts, they are closing mid-September in Wallis even though the demand for hut hikes during this period would be present (B. Stoffel, PC, 07 June 2016).

7.2.2 Autumn tourism as alternative to global climate change effects

Global climate change has not only direct effect on the fall season, as mentioned above, but also on the other seasons, which in return could again indirectly impact the autumn. In fact, such as many other countries, Switzerland will be affected by this phenomenon in the near future, if not already now. Global climate change can be felt through the intensification of the general global warming, which is problematic for winter resorts depending on snow (Müller & Weber, 2008). With a global average surface temperature that is predicted to increase between 1.4°C and 5.8°C between 1990 and 2100 (Organe consultatif sur les changements climatiques [OcCC], 2004), ski resorts at around 1'000 meter altitude have difficulties with snow reliability. For the higher mountain areas, snow can be guaranteed (SWI, 2015). Consequently, winter seasons are getting shorter, precipitations in form of rain more frequent, and simultaneously, there will be longer and dryer summers. Therefore, Switzerland needs to think about alternatives in tourism for the future (OcCC, 2014). According to a study showing the need for adaptation strategies in relationship with climate change, the visitor adapts his travel behaviour by “changing activity, adjust clothing, change destination and adjust visit timing” (Scott, de Freitas, & Matzarakis, 2009). Another research on climate change and tourism in the Alps, underlines that one of the adaptation strategies could be "all-year tourism" as alternative to ski tourism (Elsasser & Bürki, 2002). The fall period, in this case, can be perceived as a good product to be promoted as an adaptation strategy towards climate change effects in the Alpine sector.

8. Conclusion

8.1 Results and analyses

In the last part of the thesis, all collected results are combined and analysed in order to answer the research question. First, it will be defined whether the travel behaviour, needs, interests and motivations of the Dutch market travelling in the fall period match with the autumn product and its related framework conditions. Secondly, the segments that show potential to be actively targeted by ST Netherlands are identified, based on data resulting from the online survey.

8.1.1 Are the Dutch ready to consume the autumn product in Switzerland?

Despite the only moderate pace of economic growth in the Netherlands, there is an increase in purchasing power with positive repercussions on the Dutch outbound tourism. Nonetheless, the strong Swiss Franc will remain a threat for tourism in Switzerland, particularly regarding the Dutch tourists, since they are very the price-sensitive. Still, they are willing to pay for unique experiences. Indeed, the online survey has showed that "cheap holidays" only received a fairly lower importance rate (3.14/5) than the "price/quality ratio" (4.17). The interviewed Dutch TO has remarked that the price is still a concern, but since a few months, this appears to be not such a big issue anymore, whereas quality has gained value. He affirmed that safety has, nowadays, become a quality indicator, especially due to the latest terrorism attacks in Europe. Indeed, the online questionnaire has reflected that "safety and security" belong to the top tourism needs. In this sense, Switzerland has the advantage, firstly, of standing for a quality product, and secondly, belonging to the most peaceful countries in the world, namely seventh according to the 2016 Global Peace Index (GPI) (Institute for economics & peace (IEP), 2016). Furthermore, an element that has strongly influenced the price/quality perception is the rapid growth of technology, which allows information to be more transparent and comparable. The Dutch appear to be very active in the online world, forming one of the greatest follower communities on social media and booking their trip online, in 87% of cases. ST recognizes this phenomenon and is aware of the need for mountain resorts to develop their digital marketing.

As mentioned above, unique experiences where authenticity, discovery and emotions play an essential role are strongly sought in today's society. These values perfectly match with Switzerland as they are used by ST to position the country. Besides, Switzerland's positioning also fits with one of the up-coming trends, "slower and better". With regard to the autumn, such experiences can be exemplified through the discovery of the mystic sea of fog from high altitudes (a phenomenon that does not exist in the Netherlands), the numerous - very authentic - traditional festivities in Switzerland or the "romantic" colourful landscape, which could arise emotions (as defined by Urs Eberhard). It can be underlined, that these kind of experiences will especially draw the attention of the aging population. With a higher life expectancy, as well as more time and money to travel, they tend to seek a "life-experience" resulting in an increasing interest for local lifestyle. Correspondingly, tourism activities in the fall, in Switzerland, are particularly related to local population, as there are many local cultural festivities.

Additionally, the literature seems to disagree with respect to the forecasted interests in summer holidays in the mountains. Where some see a decreasing attractiveness due to the effect of globalization, others predict growth as a result of warmer and dryer summers. However, it is clear that tourism is evolving at an extremely fast pace with numerous trends, that are constantly up-coming and changing. ST believes in an inclination towards "back-to-nature", which will be used as the leading marketing theme in 2017. With respect to the Dutch, the nature and mountains are key aspects of a holiday. They love to be outside, being active and discovering non-touristy places, as affirmed by Urs Eberhard. According to the online survey, three out of four participants would choose the mountain regions as fall vacation destination. These interests are in line with the top general autumn holiday needs: 1. Beautiful nature and landscape 2. A place to relax 3. Good price/quality ratio. Hence, chances are high that the Dutch's interest for mountains and the nature will remain stable in the near future. Furthermore, it can be added that due to the effects of global climate change, the winter seasons shorten and the summers get dryer and longer. This could result, first, in a decreasing interest in winter holidays, as the period is much shorter with less snow guarantee. Secondly, within the extended summer, the holidays might be more spread, with a consequently increasing visitation in the fall period. In this sense, the seasonal expansion of the autumn in the Alps could additionally be considered as an adaption strategy to climate warming. But to which extent can the autumn attract the Dutch to Switzerland?

In fact, there is an increasing popularity during the autumn holidays in the Netherlands (+3-4% compared to 2015). Time and money are the main reasons why a Dutch would not take a vacation during that period. The visited holiday destinations remain most of the time in Europe and include countries such as Italy, Germany, France, Belgium and Denmark. During that period, many 40+ couples choose destinations such as Germany, Austria and Switzerland, whereas the younger generation tend to go to warmer destinations such as Croatia, Spain or Italy. Urs Eberhard perceives a competitive advantage in fall by the fact that the period is short, intense and the fact that many people do not want travel far away. The growing participation in fall vacation in the Netherlands can also be noticed in Switzerland. Indeed, the percentage of overnight stays spent by the Dutch between September and November relative to the other months of the year, has never been so high for the last 15 years and has been continuously growing for the last 5 years. Indeed, the online survey has shown that September-October-November is a more frequented period than January-February-March. Forasmuch, there seems to be a tendency to a shift towards the autumn season. The interviewed Dutch tour operator believes that the Dutch see a great price advantage during the low season and appreciate the less crowded places. Nevertheless, one needs to keep in mind, that even if there is a growing interest for the autumn period compared to the other seasons, in terms of visits per month, the Dutch mostly travel to Switzerland during February and July.

Not surprisingly, the Dutch are part of Switzerland's priority markets. Indeed, they are particularly loyal guests - almost 60% have been at least six times to Switzerland - and stay longer than the average visitor. Urs Eberhard describes this as an old, long-standing friendship between the Dutch and Switzerland, with still a strong growth potential. The attractive elements for the Dutch travelling in fall to Switzerland comprise, first of all, natural aspects such as the colourful landscapes, the pure air and often the ideal temperatures. This can be observed through the most popular autumn activities among the Dutch: Hiking in a colourful landscape and scenic peak walking. Secondly, the fact that there are lower prices in the mountain areas, due to seasonality effects, results in a greater attraction to this season. However, simultaneously, there is a perceived issue regarding the limited opening hours of businesses (e.g. shops, cable cars, etc.), which is very difficult to change in the near future. Despite the fact that the growing interest for the fall period would be profitable for suppliers' businesses in the Swiss Alps, there is a stagnation in the "bi-seasonal winter/summer mind set", excluding the potential of the fall period. Surprisingly, cultural activities appear to provide only a neutral pleasure according the online survey. However, Switzerland offers an extended cultural offer in autumn. Furthermore, a main cited reason for the Dutch to not visit the country in fall simply includes the choice for another season (mostly due to time). It is important to highlight that 37% of the respondents of the online survey, who have never been to Switzerland during the fall, indicated that they had never really thought about travelling to Switzerland, during that period. This might be due to the fact that many people have a negative image of a cold, foggy and rainy season in Switzerland.

In conclusion, the development of outbound tourism in the Netherlands, including the economic growth and up-coming trends, have shown to be in favour of the development of the autumn tourism experience in the Swiss Alps. Still, the high prices will remain a key issue for this market and an important factor in the holiday decision-making process. However, it is possible to overcome this threat thanks to the high perceived value the Swiss mountains have. Indeed, the Dutch have always travelled a lot and have maintained a loyal, long-lasting relationship with Switzerland. Their strong interest for the nature, the mountains and their need for unique experiences, perfectly match with the outdoor activities Switzerland offers. These values can even be more emphasized during the fall period as the landscape is very colourful, it is less crowded and the local activities are very authentic. Even though warmer and dryer fall seasons will most probably result from global climate change, it remains a challenge to change the (sometimes) negative image people have about the autumn as a cold, rainy and foggy season. Moreover, all expert interviews have affirmed seeing a high potential in the fall for the Dutch market, yet with different cited challenges to face. However, analyses, expert interviews and desk research have proven that the Dutch market is highly interested in the fall product in the Swiss Alps. Finally, there is not only a tendency of an increasing number of fall vacations in the Netherlands, but also a rising popularity among the Dutch to take a holiday in the autumn period in the Swiss Alps. These results provide confirmatory evidence that a strong interest on the Dutch demand side clearly exists, matching with a product on the supply side. Besides, a majority of surrounding external factors favour this match. Therefore, the autumn period in the Swiss Alps has high potential for being promoted in the Dutch market.

8.1.2 Which segments should be targeted?

First, it can be underlined that according to the findings, there are not only differences between the segments but also many similarities. For instance, the "Nature Lover" and the "Outdoor Enthusiast" differ most in the intensity of the activities (e.g. long versus short hikes). But, apart from that, they appear to be quite similar to each other in terms of needs and motivations, which perfectly match with the Swiss autumn product. Indeed, they lay strong emphasis on outdoor activities in the nature, spending their overnights in Alpine areas and both principally travel accompanied by their partner or family. The nature and the unique landscapes are the main reasons for them to travel to Switzerland in autumn. During their holiday, they most enjoy hiking in the mountain areas (especially scenic peak walks for the "Outdoor Enthusiast"). These activities are ideal to be undertaken in the fall in Switzerland. On top of that, they generally often travel in the fall period and are loyal guests. Finally, even though they both do not have special interest in cultural festivities, the great hiking trail network in Switzerland, the colourful nature during the fall as well as the smaller number of tourists can offer them the best prospect to satisfy their needs, wishes and aspirations.

Cultural activities such as food festivals, is on the other hand attractive for the "Lifestyle Traveller". Indeed, enjoying culinary (local) specialities is part of what defines that segment and can perfectly be covered in the fall period in Switzerland. What's more, he often travels in autumn, the price level is not that important to him and he seems to be a loyal guest. Similarly to the "Attraction Tourer", he does not only visit the mountains in Switzerland, but also the cities. Switzerland offers the quality he seeks, the mountains, cities and the activities he enjoys. The low Alpine areas might be the most interesting place for him to stay, as he could easily visit a city from there or go up the mountains. Notwithstanding, as already remarked above, the sample was very small, is not reliable enough to draw conclusions and therefore it can only be referred to as tendencies.

The "Attraction Tourer", as defined previously, travels around areas (e.g. mountains, lakes, countryside, cities) and different destinations. Unlike the other segments, the majority has travelled less than five times to Switzerland. His main reason to travel in autumn to Switzerland includes the fact that it is less crowded, yet, almost half of them never really thought about going to Switzerland during that period. Therefore, it seems that this segment is not (yet) as familiar with the autumn in Switzerland than the other segments, yet this could potentially evolve.

The "Family" and "Spa & Vitality Guest" appear to have similar travel behaviours. In fact, they both have less possibility to travel in fall because of lack of time and money reasons. They enjoy travelling to mountains in Switzerland, but also often like to combine it with other places as well (e.g. lakes). Many people of these two segments, visit friends and family, as main reason to travel to Switzerland in autumn.

For the above mentioned reasons, the "Nature Lover" and the "Outdoor Enthusiast" show the greatest prospect of success to be actively targeted by ST Netherlands. Regarding the "Lifestyle Traveller", it would be interesting to further investigate this segment, as it has shown quite some potential to be targeted as niche market. The match between the "Attraction Tourer" and the fall season was not as strong as for the "Nature Lover" and "Outdoor Enthusiast". Switzerland can offer him activities he enjoys, anyhow, he still needs to become aware of the fall period. He is certainly interesting to be targeted, but not as actively as the above described segments. Concerning the Dutch "Spa & Vitality Guest", he might be too price-sensitive for the (spa & wellness) offers in Switzerland and does not show enough interest in the autumn. For now, he is not very interesting to be targeted by ST Netherlands, still, we can keep in mind that he could evolve in the future along with the health, beauty and well-being trend. Finally, the "Family" segment has less time and money in the autumn, than in summer or winter. When families decide to go on a fall vacation in Switzerland, they often visit friends and family. Accordingly, this segment does not present much potential to be actively targeted and being inspired to go to Switzerland. Finally, looking at the findings, there are no remarkable detected unique characteristics that could form a new ST segment specific for the fall period. In fact, demographic characteristics, which can be observed, include the fact that the autumn seems to attract people in the age range 45+, as well as couples. Nevertheless, these features can also be found in the already existing ST segments and hence do not need to form a new segment.

8.2 Recommendations

In this last sub-chapter, general recommendations to ST Netherlands resulting from the analyses are provided. More precisely, they concern aspects that could be considered in the marketing promotion of the autumn season in the Swiss Alps. Since ST Netherlands already knows how to promote a product through the four-wheel drive model, recommendations are based on content and not on the way to use the marketing channels.

✓ CHANGE THE IMAGE

The first suggestion consists in changing the image of the Swiss autumn as being chilly, rainy and foggy. Here, it would be important to highlight - in promotional activities - the fact that the weather conditions are most likely to be excellent and temperatures are still warm in September and October. Interest could be increased by putting forward the idea of an “Indian summer” in the Swiss Alps.

✓ SHOW PROFITABLE DEALS

Even if the high income Dutch is rather targeted, price will remain a main concern of this market. Hence, it is important to increase the perceived quality. By proposing truly good and unmistakable deals, the price/quality ratio could be enhanced. These profitable deals should have a segment specific added value, for instance, free entree for children (for the "Family” segment) or including tickets for cable cars (for the "Nature Lover" segment). Such an extra service/night/item *for free* already draws all the Dutch's attention. Moreover, it is suggested to underline that the autumn has the advantage of having lower prices, because it is a low-season period. (e.g. accommodations, cable cars, etc.). It is also recommended to promote the good price/quality accommodations (maximum three to four star hotels) and middle-sized destinations (Saas-Grund, Lauterbrunnen, etc.) For holiday apartments, the ones with flexible departure and arrival times are of interest. Additionally, with the trend for shorter and more frequent holidays throughout the year, 3-4 days’ packages could be promoted as “Energizer weekend in the colourful Swiss mountains”.

✓ PROMOTE THE TRUE SWISS EXPERIENCE

The Dutch consumer is willing to pay for unique experiences, so it should be shown in which way the Swiss autumn could satisfy his desires. Therefore, it is suggested to promote activities and experiences, which relate to values with high perception: nature, rest, authenticity and discovery. As there is a strong interest to see the colourful landscape, outdoor activities such as hiking should be focused. Hiking is an easy activity to promote as the hike trail network is highly extended in Switzerland and can be used at different levels (as much by a "Outdoor Enthusiast" than by a "Nature Lover"). The extended sea of fog, which can be observed from high altitudes, is also a phenomenon that does not occur in the Netherlands as the country does not have any mountains and could therefore be promoted as unique experience. Furthermore, the fact that this period is less crowded could be linked with the concept of gaining energy by spending time in the peaceful, unspoiled nature. In addition, although results have shown a neutral interest towards cultural activities, the cultural events such as wine/chestnuts/cheese festivals or the decent of the cattle, which take place in autumn in Switzerland, are truly authentic. Also, to be part of a local event and being at the same time outside could satisfy the wish for discovery, which the curious Dutch traveller seeks. Therefore, more than promoting the characteristics of the festivities themselves, the authenticity and discovery aspects of such an event should be in the focus. Likewise, the seasonal food specialities are particularly diverse in fall and as they cannot be reproduced in other countries (e.g. compared to chocolate) the “special experience” aspect could be emphasized.

✓ TARGET THE RIGHT PEOPLE

The message should not only be adapted to the market, but it should also reach the right segments. In fact, according to the analyses it is recommended to mainly actively target the "Nature Lover" and the "Outdoor Enthusiast". They both have very similar travel interests and values for the fall period, which could be combined in the message that wants to be communicated, which is likely to induce similar reactions to a particular marketing mix. Also, the "Attraction Tourer" should not be overlooked. For him, the main task consists in rising awareness of the possibilities to tour during the autumn in Switzerland. On the contrary, the “Family” and “Spa & Vitality Guest” segments show low potential for the autumn season and are not recommended to actively target. In addition, to be even more precise in the targeting, it is suggested to reach the 40+ age category. In fact, as the younger generation more often travels to southern European countries in autumn compared to the 40+ age range, who rather picks countries such as Germany or Austria, the older generation is of higher interest. Nevertheless, the challenge remains in showing them why they should choose Switzerland rather than Austria, Germany or France. Suggestions include the focus on the competitive advantages of Switzerland in the autumn. That said, it can finally be mentioned that it is recommended to keep an eye on the aging population. Elderly people are an interesting future segment for the tourism sector. This especially applies to Switzerland as the elderly people have higher affinity for quality, authenticity, safety and the locals, which belong to the country's core advantages.

✓ HIGHLIGHT THE COMPETITIVE ADVANTAGES

Because of the strong Swiss Franc, the interviewed tour operator sees a major challenge for Switzerland to show that the country is different than Austria. According to him, Switzerland is rougher, more quiet and has more unspoiled natural landscapes than Austria. Furthermore, the local outdoor events, as well as the seasonal food specialities are part of the competitive advantages and are unique to the autumn period in the Swiss Alps. These qualities are recommended to be put forward in promotional messages.

✓ USE ACTIVELY AND SMARTELY ONLINE CHANNELS

It is suggested to be very active online, especially on social media, as the Dutch are part of one of the most online active communities. Content that is shared should contain the community's needs and interests. Mountain biking, nightlife amusement, as well as wellness and spa are examples of activities, which had low rate of interest in the online survey, whereas a colourful natural landscapes, sunsets/sunrises or untouched nature can generate much more engagement. In other words, aspects defined as “true Swiss experience” described above should be highlighted in these messages.

✓ PROLONG THE SUMMER CAMPAIGN AND PITCH THE HEADQUARTER

ST's headquarter is currently doing some research in the fall period and preparing a consistent 5-years autumn promotion. The fall will not be a new marketing unit such as

Summer, Winter, Cities, but it will be part of the prolongation of the *Summer*. Indeed, as the summer segments can perfectly be used in the fall period, plus the autumn season is very intense (mainly 6-8 weeks according to Urs Eberhard), it is recommended to ST Netherlands to prolong the *Summer* campaign, rather than to create a new unit. The prepared content of headquarter could partly be used for autumn marketing activities but adapted to the Dutch market's interests and motivations. Besides, the headquarter is looking for additional financial resources in order to promote the fall season and not to draw on the *Summer* budget. For now, this future yearly promotion is meant to attract the Swiss market itself, as well as the neighbouring countries such as Germany, Austria or France. As this study showed high potential in the attractiveness of the fall period for the Dutch market, it is recommended to ST Netherlands to not only pitch the headquarter for financial contribution, but also to take 10% from the *Summer* and 10% from the *Winter* campaign to support the promotional activities of the fall. Besides, Urs Eberhard is very confident about the development of the Dutch market as he affirmed: "I strongly believe that we would play the fall into the hands of the Dutch traveller".

Limitations of this research include, first of all, the very little scientific articles that have been found regarding the evolution of the Dutch travel behaviour in the last decades. Further research on this topic would have allowed to provide a more complete state-of-the-art. Secondly, participants of the focus group might have been influenced by each other and being working colleagues tend to fall into the common sense. Therefore, they might have agreed more easily with each other and have not questioned every aspect of the segment profiles. Furthermore, one should keep in mind that expert interviews are very valuable but are also often subjective. Therefore, their statements should be carefully treated and not too generalized. Additionally, providing insights from an anonymous tour operator could be perceived as less trustworthy than giving credit to a well-known company. It would also have been interesting to interview a second Dutch tour operator to compare their answers. Regarding the interviews with Urs Eberhard and Berno Stoffel, it can be underlined that both are tourism stakeholders promoting Switzerland, consequently they are focused on the product with a higher probability to see potential of the fall tourism in Switzerland no matter the market. Last but not least, the Facebook survey presents some limitations such as the representativeness of the sample, which has been detailed in chapter 6.2.2. Ideally, the sample should have included random Dutch people. The latter could have been reached, for instance, by conducting a structured street survey or through a mailing to different households. However, for time-related reasons and the available resources, these methods could not have been carried out.

However, for now, until further research is available,
ST Netherlands should more actively promote the autumn season as part of the extended *Summer* campaign and focus on the high-potential segments, who are the "Nature Lover" and the "Outdoor Enthusiast".

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Appendix I: Transcript focus group - ST Netherlands team

The focus group has been carried out on Tuesday, 19th of April and Monday 25th of April 2016 from approximately 15:30-17:50 and 16:00-17.00 in the meeting room at the ST Netherlands' office in Amsterdam. The in-depth group interview has covered a checklist of topics. An interviewer (the author) has led the discussion to stay in the main research topic. Discussions were led to reach on a common agreement on the profile description. The agreed facts have therefore been summarized and transcribed in bullet points as follows:

The people who participated in the focus group include the ST Netherlands team. They have been working in the Dutch market (and are partly Dutch) for Switzerland tourism since several years. They have great knowledge about the behaviour of Dutch travellers and can provide valuable information specific to each segment.

Participants:	**Lynn Huber**	**Interviewer / author**
	Yves Lütolf	**Director BeNeLux / Swiss**
	Anna Grossenbacher	**E-Marketing Manager / Swiss**
	Janine Nijlant	**Trade and Summer Manager / Dutch**
	Maarten Visser	**Media & PR Manager / Dutch**

1. The "Nature Lover"

Who is the nature lover? (Age range, place of living, personality, lifestyle, income)

- The Dutch "Nature Lover" belongs to the age class 55+.
- He lives in the city or nearby a city in the Netherlands.
- He is not the sportiest person and would not go for a trekking or mountain biking.
- The "Nature Lover" is a conscious person, sustainable and informed about what is happening in the world
- When he was younger he might have been several times on holiday with his family in mountain regions or holiday centre parks such as Andal.
- He is has busy everyday life and hence appreciates quietness on a holiday.

- As most of the Dutch, he is very money sensitive. Nevertheless, he likes to have branded products of good quality.
- When it comes to Switzerland, the Nature Lover belongs to the middle to upper income class.

What are his interest and motivations? What holiday activities does he enjoy?

- He loves the nature. He has a passion for unique nature related experiences.
- He likes to be outside and spend some time together with a friend, partner or family.
- On his holiday he enjoys spending time by doing recreational hikes or daily trips, but not every day. Relaxing time, preferably outside in the sun, where he reads a book or plays a game is just as important. He also enjoys eating well and spending some nice time with his partner/friend/family.
- Further interests consist in animal watching, viewpoints, national parks and so on.

How does he travel (when, how (flight/car/train))? What are his expectations, needs, behaviour, destination choice, and accommodation)?

- Regarding his expectations on a holiday, it is important to him to be surrounded by a beautiful natural landscape. He seeks quietness on a holiday to rest and enjoy the place.
- He wants authenticity, fresh air, feeling the pureness of nature.
- This type of person does generally not undertake holidays at the beach in summer, where it is very hot and crowded.
- Going far away for a holiday is not what he likes most. Travelling with the car and not having to take the plane is something he likes.
- Once on site, he prefers having a point from where to move and not changing location to often.
- Destinations he travels to, are mostly in the mountain regions. These destinations are rather the smaller destinations where the ratio price/quality is not the highest, yet where they can profit from the same surrounding than the popular destinations in the region. The type of overnight mostly includes holiday apartments/chalets,

campers or historical hotels. If he stays in a hotel, then in a three stars rather than four to five stars hotels.

2. The "Outdoor Enthusiast "

Who is the Outdoor Enthusiast? (Age range, place of living, personality, lifestyle, income)

- The age range of the "Outdoor Enthusiast" differs between 35-65 years old
- Passion for outdoor experience and sport.
- He lives in the city, mostly "Randstad" (where the highest percent of the Dutch population lives).
- He has a rather well paid job and wants to reach something.
- He lives a healthy life, is aware of what is good for him and therefore also practices a lot of sport.
- Needs challenge and wants to reach something which he can do through his job or through physical challenges.
- When he does sport activities he needs and wants good equipment and does spend relatively much money in that laying importance on brands.
- In his free time, the "Outdoor Enthusiast" is quite active.
- He is health conscious.

What are his interest and motivations? What holiday activities does he enjoy?

- He enjoys active sports such as, mountain biking, long and difficult walks.
- His passion lays in alpinism, climbing and trekking.
- High interest lies in holidays where hut-to-hut trips can be undertaken.

How does he travel (when, how (flight/car/train))? What are his expectations, needs, behaviour, accommodation, with whom)?

- He prefers travelling with friends and make a 4-5 outdoor holiday rather than with his family.
- He travels as most of the Dutch with the car so that he can easily carry all his sport equipment such as a mountain bike.

- Not much importance is laid on the quality of the accommodation. The modest overnight stays are rather considered as adventurous. However, if he makes a biking tour, he appreciates hotels where he can safely store his bike that is mostly a very expensive one.
- He enjoys the fact that there is no Wifi in mountain huts for instance or does not mind wild camping. He likes the atmosphere and simplicity of mountain huts.

3. The “Attraction Tourer”

Who is the Attraction Tourer? (Age range, personality, lifestyle, income)

- The “Attraction Tourer” is composed by different groups such as the “Train Lover” which mainly applies for the Dutch market, the “Motor Lover” and the “Unique Activity Seeker”, which can be highlighted is also an upcoming trend.
- The “Attraction Tourer” is around 50+.
- He has saved money and is willing to pay but for good quality and unique experience. He wants to feel that he made a good deal. Uniqueness of the experience is important.
- He has put aside some money for his trip to Switzerland. Often he has a bucket list in his mind of things he wants to have seen or done and saves money for that.
- Often he has a bucket list in his mind of things he wants to have seen or done and saves money for that.

What are his interest and motivations? What holiday activities does he enjoy?

- The “Train Lover” loves panorama trains in Switzerland and this could be the main motivation to travel to the country.
- He enjoys seeing highlights and discovering nice places that he can talk about.
- Places still need to be not too touristy

How does he travel (when, how (flight/car/train))? What are his expectations, needs, behaviour, accommodation, with whom)?

- He likes to travel with a camper and visit the highlights of the country.
- He also likes to go with the motorbike.
- He enjoys doing excursions. Sometimes, he likes to undertake a group trip and sometimes he travels with his/her partner. He usually visits different places and stays sometimes at one place from where he undertakes daily activities and visits but more often he moves within different regions.
- He prefers not going to very touristic places. Has interest in alternative attractions rather than top attraction such as "Jungfraujoch".
- Most Dutch go with the car and so does the "Attraction Tourer".
- Dutch make very long research when it comes to their holiday to make sure to have caught the best deal.

4. The "Family"

Who is the nature lover? (Age range, place of living, personality, lifestyle)

- The "Family" segment can be composed the nuclear family (=parents and children) or the extended family, including the grandparents.
- The "Family" segment includes many parents between 30-50.
- Grandparents often help financially to pay the holiday. They sometimes can stay in a bigger apartment, which makes it cheaper as a group.
- Grandparents also help to look after the children, which gives the parents the opportunity to do something alone or to rest.
- For many young couples, this is a great help.
- Families who travel to Switzerland belong rather to the upper-income class, for the rest it is too expensive.

What are his interest and motivations? What holiday activities does he enjoy?

- They enjoy spending time together with the whole family.
- Hiking and spending time outside in the nature is very important to them during a holiday.
- There are many families who go for hiking in the mountains with their children, but more with kids from 6 years old on.

- In Switzerland, families really travel to the mountains.

How does he travel (when, how (flight/car/train))? What are his expectations, needs, behaviour, destination choice, and accommodation)?

- There are more families travelling in summer than in winter.
- Mostly they travel with their car filled up with luggage and groceries. If they camp, then they might also have their caravan with them.
- Camping grounds are very popular because they can spend a lot of time outside and it is the cheapest option for the whole family.
- When they stay in hotels, rather in small destinations than the famous ones (e.g. Saas Grund rather than Saas-Fee). They can profit from the same natural surroundings but can afford it better.
- Many Dutch families always return every year to the same destinations with their family for traditional hiking holidays.
- They look for family-friendly places, for instance camping places with animation for children.

Appendix II: Transcript expert consultation - Berno Stoffel

The approximately 20-minutes interview has been carried out in the "Hotel des Indes" in Den Haag on Tuesday 07 June 2016 from approximately 16.00-16.20 and transcribed as followed:

Participants:	**Lynn Huber**	**Interviewer**
	Berno Stoffel	**CEO - "Touristische Unternehmung Grächen"**

From when to when is the autumn tourism period in the Alps? I would say it starts from September first until end of October.

How does the autumn season look like in Grächen/Wallis? During autumn it is quite and we get prepared for the winter. We install all the artificial snowmaking machines and renovate things.

Do you try to attract more people during the low season? How do you proceed? Yes, Grächen tries to attract more people. We try to bring up the authenticity of the traditional festivities in autumn. If you take the "désalpe" (Cattle descent from Alpine pastures), we have for every "désalpe" a theme. One theme was *decorate the cows*, so in Grächen as a family destination it is great for kids to decorate the cows with the flowers or to walk down the mountain with the locals. You could also make a goat theme, where you accompany locals and their goats. We try to look for events to attract people. To make this work we have to change our mind set and create a new season.

What kind of people come in Autumn to Wallis? Especially Swiss people. During summer, people prefer to go far away, go to the beach. In autumn, they want a break, not going too far away and then the Alps are perfect. We have two weeks in autumn, during the fall break school holiday that we are quite busy and there are mostly Swiss people.

Why do they come during this period of the year? People love traditional festivities and they love the nature, being outside, surrounded by these colours and the pure air. With these surroundings and pure air you get the feeling that the mountains are straight in front of you, that you can touch them. You can make a great staging with that.

Do you think the autumn has potential as a theme product in the Alps? Yes, definitely. There is a high potential of the autumn but it is not always detected. Especially with climate change you can feel it. In autumn you radically feel the difference, in summer not so much. Summer periods are always a bit similar whereas in the autumn period temperatures are much higher than 10 years ago. Now, November is warm and you can do activities, before November was cold and rainy. Last year for example it was a wonderful autumn and we lost this chance because we are too much in the "Summer/Winter mentality". The potential has to do with the culture.

What do you mean with "the potential has to do with the culture"? Well, because there are many traditional festivals and customs in autumn. For example the so-called "désalpe" (Cattle descent from Alpine pastures). This is absolutely authentic, it is a good product and people are very interested in that. Our culture has potential to attract people.

Talking about the "désalpe", what other activities can you do in autumn in the Alps? In autumn you can do many things. It is great because in the lowland it is still very warm and you can walk through the vineyards, in summer this is not possible, it's far too hot. So you can also hike to mountain huts. It's good time to hike because the landscape is very colourful; the air is very pure, which make the mountains looks fantastic, much more than in summer. You can also do animal watching, dears, ibexes and so on.

What are the difficulties to attract more people in autumn? There are two main difficulties to attract people in autumn. First, the cable cars close in the middle of the autumn to get prepared for the winter, which means installing the artificial snowmaking machines. The cable car companies are not flexible enough, they have their opening times that they define one year in advance and that's it. Whether it is nice or not they open in June and close in October. This is really bad. We are too focused on timetables. ***How would you operate then?*** Well it would be much better to open when it is warm and close when it is bad weather but then we have problems with the employees who cannot be flexible enough etc. It is very difficult to change a mental structure. **But if you close when the weather is bad, you cannot guarantee the customer anymore that cable cars will be open when he will be on holiday, right?** Yes that's true that's also an issue, see it is quite complex. Guarantee must indeed still be there. But we could for instance open a swimming pool instead. A good example is Karl Roth from Lötschental. He opened last year in November and it was a success. **And what is the second problem?** The huts, because they are closing mid-September. They close because most of the owners are hunters and in autumn it's hunting time. They close because it is more difficult to access. But people like that and they love the huts as an experience. We try to make it perceived as an attraction and not just an accommodation. Here again we have a product that can be staged and we call it "high road".

Appendix III: Transcript expert consultation – Dutch tour operator

The approximately 20-minute expert interview via skype has been carried out with a Dutch product and purchase TO manager for car holidays in the Netherlands. The consultation has been conducted in Amsterdam, on Monday, 29 August 2016, from 10.00-10.20. It has been wished to keep the name of the company and the interviewee anonymous. The interview has been transcribed as follow:

Holiday in general

How do you work with the Dutch market, in other words in which way are you in contact with the customer? There are two ways we are in contact with our customer; offline and online. The offline part is via a travel agent and is where we distribute our brochures and the online is via our website and social media, which is a very important tool nowadays. Next to that, we started last year to participate again in the "vakantie beurs" in Utrecht (= yearly holiday fair in the Netherlands). We used to go there but then stopped the last few years. So, last year we attended the fair again and it has been very successful. **So, is it right that you are working for the whole Benelux?** Well, the sector I work is for the whole Benelux but my work is specific to the Dutch market.

What is your target group in the Benelux? Looking at Switzerland we look at a up scaled part. You know the price level is quite high in Switzerland. **And in general?** In general, for us it would families for peak seasons, meaning winter and summer and for low-season couples. **When you say "couples" do you refer to all age groups?** Yes, starting from 20 years of age, who go rather to Greece, Turkey to elderly people 60-70. **For what kind of holidays?** Difficult to say but many older people go to Germany, Austria and Switzerland, young people go to Croatia, Spain and Italy. And when I say younger couples, I mean up to 50 but for Germany, Austria and Switzerland I would say it's 40+.

Which elements do the Dutch perceive as high value when it comes to a holiday? In general, in the last few years, price was a big issue. I now have the feeling since this year and also the last year, that clients are more and more looking at the quality. So price is still important but not only anymore, now also quality. Especially with what happened in France for instance, safety is getting a bigger and bigger issue, or you could say the image safety, because France is a safe country but the image has changed.

What is important to the Dutch when they book a holiday? (price, accessibility,etc) Safety very important and also what's to do in the spot they go to. If you go to Costa Brava it is full of tourists, but Switzerland is much more quite, so what is important depends on what they seek on a holiday.

Holidays in autumn

What is the level of interest in a holiday in autumn for the Dutch? I would say, a very big interest. Large target group looks for holiday out of peak season, because of the price first of all and most of the destinations are not as crowded.

What kind of people book a holiday in autumn? Is it a very different customer than the summer or winter? Well, definitely different to the ones booking in winter. Families book more in summer or beginning of autumn, because beginning of autumn lots of parents go with smaller children because they don't go yet to school). But there are more couples in autumn.

Which are the most popular destinations the Dutch book in autumn? According to you for what reason? Good question. Italy for sure. Talking about car holidays, so which means reachable with the car. Germany is doing well in September and October. In November no one travels in Europe. France, the Côte d'Azur, is doing a good job, Croatia as well. Germany is rather a destination where they go for a few days. But France, Italy and Croatia are big for September, but less in October. **Which are the most popular destinations in October?** Denmark a lot because there is "Legoland". Kids have holiday in October and many go to "Legoland". But that it's lower in October might be due to fact that people book last minute.

What kind of holiday do the Dutch seek in autumn? (beach, mountain, relax)? Very different, differs on the target group.

Holidays in Switzerland

According to you, what do the Dutch have for an image of Switzerland? The Dutch, have a very expensive image of Switzerland. I do think that the major challenge for Switzerland is to make clear that it is very different compared to Austria. I know that because I have travelled many times to Switzerland that it is much rougher, it's more quite and more beautiful. **What do you mean with "rougher"?** Mountains are rougher. This has to be the USP for Switzerland, for most areas (not Interlaken for example) are so much more quite. If you go to valleys in Austria like "Silla" town, you have traffic jam to enter and go out of the valley. In "Saastal" you never have traffic jam, it's much more quite more quite.

What kind of guest book a holiday to Switzerland at your company? The above average income, at least 1.5 average salary. I honestly think we don't look at younger people. Most of the ones who go to Switzerland want to be active, they like the nature, the mountains and the lakes. Apartments in Savognin do very well.

What do your customers like about Switzerland? The diversity of the nature, the lakes, and the quietness. Many people book Switzerland in a package that combines Italy or they stop in Switzerland when they go to Italy.

Do you think the autumn in Switzerland could be interesting for the Dutch market? Could be. Some things have to change though. Dutch people do go on holiday in Switzerland. But then topics like "the Indian summer" they people know from Canada, if you could bring that in people's mind then people think that you have a great USP.

Just one question that came to my mind, do the Dutch perceived travelling to Switzerland as a long journey? Oh no, that's not a problem, if it's too long they do an overnight and stay in Germany for one night. Do most Dutch travel with the car? Yes, more and more Dutch go with the car, car holidays are growing, 3-4% growth.

Appendix IV: Transcript expert consultation - Urs Eberhard

The approximately 35-minutes expert consultation via skype has been carried out with Urs Eberhard, vice-director and market & meetings responsible of Switzerland Tourism, in

Amsterdam on Thursday, 03 November 2016 from 10:30 to 11:05. The interview has been transcribed as follow:

Potential of the autumn in the Swiss Alps

In the beginning of the year, you have presented a structural analysis of the autumn in the Swiss Alps (according to overnight stays). Why did you decide to make an analysis of the fall season?

We have been looking at the overnight stay figures in Switzerland and we have seen that the urban areas are doing quite well but that the Alpine areas not. We looked at the competitive advantages, what could we do, how could we tackle that challenge. We have seen that the situation in fall is much better than in the summer, in the summer we have a much stronger competition, because summer are longer, you have the whole world at your disposal. If you would like to travel in the fall, then the period is much shorter and then beach destination within EU are no options anymore in the fall because it is too cold to go into the water, you need to go far to go to the sun and to the beach. We think that the Alpine areas will have a big advantage, offering all the festivals: harvest festivals, wine festivals, cheese festivals, cattle coming down from the Alps, all those assets happening in the fall are attractive for visitors. Also the weather is mostly more stable in the fall, the views are spectaculars, you have clear air to look around, the panoramic views are spectacular and if you have a sea of fog and you are above that sea of fog, it is a unique experience.

Looking at all those advantages we said this is something that, in the past, we have not been tackling. We have not been working on consistently and hard enough. So, we decide to start a project for multiple years, to go at least for 5 years together with the tourist sector in Switzerland and try to create a product, to develop and obviously also to promote products that are attractive to visitors. Primarily, in Switzerland and the surrounding countries but it could also be quite attractive for Dutch people.

Why did ST choose to use *Winter, Summer and Cities* as campaigns for leisure tourism?

We try to find product or a unit that is big enough and strong enough to have as much suppliers as possible in there, to have as much offers as possible in there. So, it's the largest possible denominator to do marketing for a country, because if you take summer, you have the whole season from April to November, including the fall. In winter you have basically everything from Christmas markets to the skiing and if you take cities you have all year round possibilities to promote the cities. This is the largest possible denominator to the marketing. Also to be able to include all the suppliers, all the destinations, all the regions, because no one could say that they wouldn't fit at least in one of the marketing units.

Since when do these campaigns exist as such at ST?

Since I remember, and I'm already 26 years with the company. It's at least since 20 years, the city promotion is more recent, probably 15-16 years ago. Before we had only summer and winter. In the year 2000 we also started to promote the meetings sector. **How often do you reconsider these campaigns?** The campaigns are basically defined every year, the content is changing but not the campaign itself, like in 2016 it is the Grand Tour of Switzerland, in 2017 "Back to Nature", in 2018 it will be the "Outdoor Enthusiast", so it's always a different view, a different angle to look at the content. You need to put a focus on something, on a theme. So the campaign content is changing quite frequently, the marketing units stay stable.

You mentioned it already in the first question, that you never deeply researched the autumn, is that correct?

Yes, you have understood it correctly. We have been looking at the fall now and then and we started to promote it with campaigns such as "herfstlich wilkommen" or "fall in love with the fall". We had a few tries, but not consistently promoting it. We started one year, stopped the next year. We have not found a constancy in the promotion that allowed people to say, ok there is a repetition, so this time we really want to do it for five years to spread the message out.

So, you have tried it out one year, did you get some reporting, results about it where you could see whether it has been successful? Or is it difficult to do it within one year?

It was difficult. We looked at the figures and we have seen that the arrivals in the fall (September/October) have been increasing. But overall, looking at the last 10 years, we have seen an increase in arrivals but still relatively decreasing (and I'm talking now about Alpine areas) you have seen an decreasing rate of overnights in alpine area but an increase in arrivals. It is not something that we really deeply start to study, we did not make large research of the one year trial to promote the falls season.

Why does the autumn generate fewer overnights according to you? Is it because:

- We promote it less, so that people would not be aware of it? or...

- Because there is a smaller interest? or..

- Do people have a bad image of the season, for instance bad weather?

I think it's mostly the perception that the weather is not stable, foggy, rainy, cool. People are not yet so much in love with the fall. Very spontaneous season, it's nice weather, let's go for a day. People are very spontaneously, they might come more often, but they do not stay as long in hotels as in summer season. Short stay and not long vacation, but this is a general trends that we can see all over the seasons, people tend to travel more often and less long and more spontaneously and here the fall is even more pronounced.

Considering future trends such as the importance of the experience, "back to nature", authenticity, do you think the autumn could be revitalized?

Yes, it's a very special kind of season, it' a combination of nature of hot fall summer, the fall is the peak of nature, the colours are coming out, the fruits, harvest, cheese is ready the cattle is coming down etc. It's a special, very condense experiences. Looking at the trends, people want to have special experiences, they want authenticity, special tips, hidden gems. We believe, by giving people the option where to go and what to do and to have a real true experience, we would be able to get them to Switzerland in the autumn. It's a very condensed season, which makes it easier to promote, because it all happens in 6-8 weeks. **September and October**, right? Yes.

Potential of the Dutch market in the Swiss Alps

How many years have you worked specifically for ST Netherlands?
From 1990 to 1994, so four years.

The Dutch market had quite a shortfall of overnight stays and fortunately it looks more positive this year. How confident are you about the development of this market for the coming years?
Very confident. There is a very old relationship we have with this country, we offer a product that is not available in Holland; we have the mountains, the opportunity to be outdoor what they love. It is a long standing friendship and long standing loyalty. The Dutch are very well known to save money and find the good deals and the exchange rate was pretty much a problem, you didn't know what you get for your Euro and it changed always. Now, the Euro seems to get stable again (at a lower rate but stable) and you know what you get and the quality you receive to discover new areas something that the curious Dutch like. We have all these assets and we have seen this summer now since a few years a positive development again. I personally believe that we reached the bottom. Looking at past, there is quite some potential still to get the Dutch into Switzerland. There is a strong growth possible and the Dutch like vacation homes and apartment rentals where we have a fantastic offer as well. Many also own a second home in Switzerland. So in that respect, I am really, really positive that this will continue to grow.

In regards to segments, if we would launch a new campaign such as Summer, Winter, Cities that would be the autumn, do you think there would be a need to create new segments specific to the autumn?
No, I don't think so. I don't think there would be new marketing unit called "fall", the fall would be part of the summer and there could be an emphasis on the fall season. Still, it is part of the summer, and there would not be a completely new unit with new

segments. In the fall I believe we will have the "Attraction Tourer", person travelling around visiting the festivals and the "Nature Lover" looking at the spectacular colours and the clear view. Also, good for the "Outdoor Enthusiast" the one that is hiking. It's not too hot perfect, the perfect season to hike and to be outside. These segments fit perfectly well. Even the lifestyle traveller, the gourmet, which is looking for the autumn specialities will find the treats in this season.

The online survey carried out for that study has showed that more than 22% did not go to Switzerland on a holiday because they have never thought about it, do you think that number could decrease if the autumn would be more actively promoted?
I think so because we would have some specific offers out. We would tell people what they could experience, make them curious, we would tease their appetite in terms in what they could do in the fall, we would show them the colourful pictures with what they would see. In that respect, yes, definitely.

Do you think that the autumn has potential to be actively promoted by ST Netherlands? Why?
I do believe it yes, it offers a lot of assets that the Dutch love, being outside, being active, discovering, maybe also areas that are less travelled. They also like to be part of the locals and with all the festivals happening and things going on in the fall, I strongly believe that we would play it into the hands of the Dutch traveller. It's also a less travelled season so the offers might be more attractive than in high seasons. It could really be something that people, have not yet considered Switzerland or not yet considered to travel into the mountain during that period, who could be motivated to come.

Are there any other ST markets where the fall season has potential to be promoted?
It's definitely the short-haul market, it's a very short season, doesn't last too long because you cannot lay on the sun the whole day. It's interesting for Switzerland itself, the UK as well but it will be mostly Italy, Germany, Austria, Holland, Belgium.

Perhaps some eastern European countries like Poland or Czech Republic but not something that we believe to be promoted in USA or India.

If we would find out that the autumn in the Netherlands would have great potential, where the interest might be even bigger than during the winter sport season, how would it be possible to implement the autumn from a managerial and financial point of?

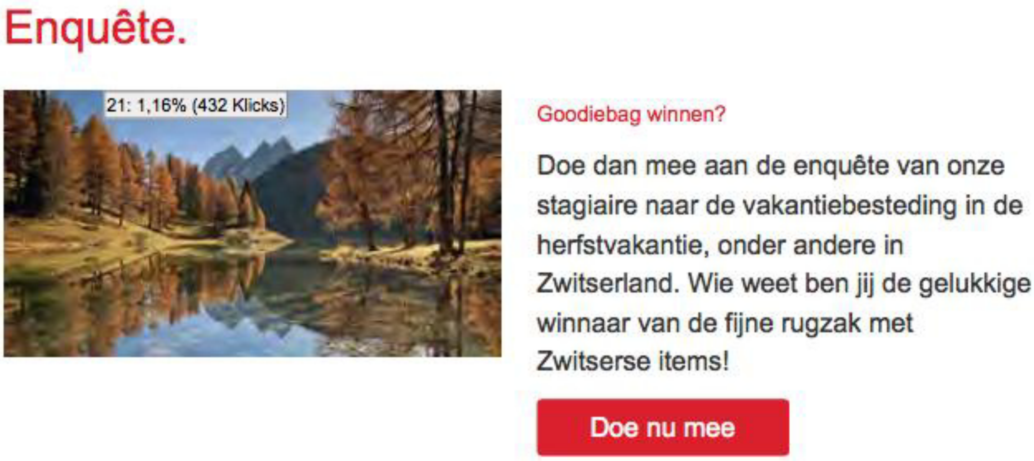
We are currently looking for additional budget to promote the fall, also on a central level because there is a new product and message that we want to get out because we don't want to take too many funds away from other products and the same applies for the markets. The market has to decide, and this is valid for everything when you do marketing, you have to decide what is the best, what is the return on investment for all activities done in the market. In that respect, if you see a better chance in fall than winter and the return on investment might be bigger than in the winter, then you might obviously put the money and the resources into that product. This is something what a market has to decide. You as a market have to find out how do I get with the resources the best return on investment.

Appendix V: Development of hotel overnights by the Dutch in Switzerland during the consecutive months: in percentage

	January	February	March	April	May	June	July	August	September	October	November	December	Jan-Dec
1992	8.0%	11.1%	11.4%	3.9%	5.4%	10.3%	13.4%	14.1%	9.1%	4.6%	2.2%	6.6%	100.0%
1993	8.3%	11.4%	9.9%	3.8%	5.6%	11.0%	14.6%	14.4%	9.2%	4.0%	2.2%	5.5%	100.0%
1994	10.3%	11.9%	11.4%	3.6%	5.6%	10.1%	14.1%	13.7%	8.1%	3.7%	2.1%	5.4%	100.0%
1995	10.4%	12.8%	11.2%	3.9%	5.1%	9.9%	13.8%	12.3%	8.1%	4.3%	2.4%	5.8%	100.0%
1996	9.3%	11.2%	13.0%	3.9%	5.2%	9.5%	14.0%	12.3%	8.2%	4.6%	2.3%	6.5%	100.0%
1997	8.5%	11.4%	12.3%	3.9%	5.6%	10.1%	13.8%	12.4%	8.3%	4.4%	2.4%	7.0%	100.0%
1998	8.6%	14.4%	9.9%	3.8%	5.2%	9.0%	13.0%	13.9%	8.2%	4.0%	2.2%	7.6%	100.0%
1999	9.0%	15.7%	8.8%	4.0%	5.4%	9.3%	13.9%	13.7%	7.6%	4.4%	2.5%	5.7%	100.0%
2000	9.6%	12.2%	13.1%	3.6%	5.2%	8.8%	14.0%	12.6%	7.7%	4.0%	2.2%	6.9%	100.0%
2001	9.6%	12.3%	13.2%	4.0%	5.1%	8.9%	13.6%	12.5%	7.6%	4.1%	2.1%	7.0%	100.0%
2002	9.4%	15.8%	10.0%	4.4%	5.4%	9.3%	13.6%	11.7%	6.9%	3.9%	2.4%	7.3%	100.0%
2003	8.5%	15.0%	11.2%	4.5%	5.5%	8.9%	14.2%	11.4%	7.5%	4.0%	2.4%	6.9%	100.0%
2005	9.0%	14.8%	10.8%	3.9%	5.4%	9.1%	13.8%	13.4%	7.1%	4.1%	2.5%	6.1%	100.0%
2006	8.4%	15.4%	10.5%	3.8%	5.3%	8.0%	13.6%	12.8%	7.9%	4.4%	2.6%	7.3%	100.0%
2007	8.0%	14.5%	9.9%	3.9%	5.1%	8.4%	14.7%	13.3%	7.7%	4.2%	2.5%	7.8%	100.0%
2008	7.6%	15.0%	8.3%	4.2%	5.6%	11.2%	14.7%	12.5%	6.9%	3.8%	2.1%	8.0%	100.0%
2009	7.4%	15.3%	7.9%	4.2%	5.1%	8.4%	15.0%	14.6%	7.2%	4.1%	2.2%	8.6%	100.0%
2010	6.4%	15.2%	7.9%	4.2%	6.4%	8.4%	16.2%	14.5%	6.7%	3.9%	2.4%	7.9%	100.0%
2011	7.3%	14.5%	10.8%	4.1%	5.8%	9.2%	16.2%	13.1%	6.9%	3.7%	2.5%	5.8%	100.0%
2012	8.6%	14.0%	9.1%	4.4%	6.0%	8.3%	14.9%	12.5%	6.9%	4.4%	2.9%	8.1%	100.0%
2013	7.5%	14.1%	8.9%	5.2%	5.8%	8.4%	14.5%	12.7%	7.1%	4.5%	3.0%	8.4%	100.0%
2014	7.0%	13.1%	9.6%	4.8%	5.8%	8.2%	14.0%	13.4%	7.4%	4.8%	3.2%	8.6%	100.0%
2015	7.6%	16.4%	8.8%	4.5%	6.4%	8.0%	13.5%	11.1%	7.5%	5.1%	3.4%	7.7%	100.0%
average 1992-2015	8.4%	13.8%	10.3%	4.1%	5.5%	9.2%	14.2%	13.0%	7.6%	4.2%	2.5%	7.1%	100.0%

Source: Huser & Ambord (2016), based on Swiss Federal Statistical Office

Appendix VI: Leisure newsletter item, September 2016


Enquête.

21: 1,16% (432 Klicks)

Goodiebag winnen?

Doe dan mee aan de enquête van onze stagiaire naar de vakantiebesteding in de herfstvakantie, onder andere in Zwitserland. Wie weet ben jij de gelukkige winnaar van de fijne rugzak met Zwitserse items!

Doe nu mee

Appendix VII: Facebook and newsletter survey - English version

If you would like to win a nice Swiss goodie bag and help a student of the university of Applied Sciences in Switzerland in her research about the autumn season in Switzerland, please take a few minutes to fill in the questionnaire. With a little bit of chance, you might be the lucky winner :-)! (Personal data will of course be anonymously treated!) Thank you in advance!

Holidays in autumn in general

1. How often do you go on a holiday in autumn (September/October/November)?
   - every year
   - every 2-3 years
   - I hardly go on a holiday in autumn

2. What could be a reason for you to **not** go on a holiday in autumn? (Several clicks possible)
   - I have more time in summer/winter
   - I don't know where I could go
   - Weather conditions are not good enough in many destinations
   - I never really thought about travelling in autumn
   - Other (please specify): ....

3. To what kind of holiday destination would you most likely go in autumn?
   - the beach
   - the mountain
   - the city
   - the countryside
   - Other (please specify): ....

4. What kind of holiday would enjoy in autumn?

- outdoor (sport) activities to evacuate stress and feel healthy
- resting and relaxing
- discovering new places/destinations
- Enjoy time with friends and/or family
- Other (please specify):…

5. In the following table you will find a list of elements of a holiday. Please, indicate to what extent these elements are important or unimportant to you during an autumn holiday. (only one cross per line).

Elements of a holiday	How important is this for you?					
	Absolutely NOT important	Not very important	neutral	important	Very important	I don't know
1. safety and security						
2. quickly & easily accessible from home						
3. cheap holidays						
4. good price/quality ratio						
5. climate and weather conditions						
6. language of the country						
7. diversity of cultural attractions (festivities, customs, museum, cultural sites)						
8. availability of outdoor sport and recreational facilities						
9. authentic experiences						
10. night life and entertainment						
11. avoid mass						
12. a place to relax and rest						
13. diversity of landscape						
14. nice nature and landscapes						
15. local food specialities						
16. friendly locals						

Holidays in Switzerland in general

6. How often have you been to Switzerland for a holiday? *If the answer is "never", questions 7-11 are skipped.*

- only once
- 2-5 times
- more than 5 times
- never

7. With whom do you mostly travel to Switzerland?

- alone
- with my partner
- with the family
- with a friend
- group trips organised by a tour operators

8. Which part of Switzerland have you mainly visited?

- City
- Lakeshore
- Mountain
- Other (please specify):….

9. How does/would your holiday in Switzerland mostly look like?

- Very active outdoor sport activities such as climbing, mountain bike, 5-6 hours hikes, seeking for untouched nature. *(outdoor enthusiast)*

- Relaxing in a mountain area with nice views, going for some 1-3 hours walks/hikes, watching the nature and animals. Staying in one accommodation and doing excursions from there on. *(nature lover)*

- Visiting highlights of Switzerland, including natural as well as cultural sites. Moving within different regions of the country and sleeping in different accommodations. (this included train trips) *(attraction tourer)*

- In search of trendy spots (cafés, restaurants, shops), rather cites than mountains, luxury accommodations. *(Life style traveller)*

- Relaxing holidays in the mountain to tank energy, includes spa & wellness in comfortable accommodations. *(Spa and vitality guest)*

- Going on a holiday with the family and doing (outdoor) activities in the mountains or in the city together. *(families)*

10. Why did you /or would you chose Switzerland for your holiday? (several clicks possible)

- Unique landscapes
- Security
- Geographical situation

- Visit friends/family
- Outdoor possibilities
- Cities
- Other (please specify): …

11. During which month(s) of the year do you most often go to Switzerland / or have you most often been to Switzerland? (several clicks possible)

- January-February-March *(winter(-sport))*
- April-Mai *(spring / low season)*
- June-July-August *(Summer)*
- September-October-November *(autumn)*
- December (Christmas/new year holiday) *(Christmas/new year)*

Autumn in Switzerland

12. Have you already travelled to Switzerland in autumn (between September-October)?

- If YES → why did you decide to go in autumn rather than summer, winter or spring?
  - I have more time in autumn
  - It is less expensive than in the high seasons (summer & winter)
  - The fall is the nicest season for outdoor activities in the mountains
  - In autumn there are many (cultural) festivals I wish to attend
  - Other (please specify):......
- if NO → what is your reason for not going in autumn?
  - I have more time in summer/winter
  - There is not much to do in autumn in Switzerland
  - It is too cold / the weather is not good enough
  - I never really thought about going in autumn to Switzerland
  - Other (please specify):....

13. In the following table you will find a list of elements of a holiday. Please, indicate to what extent you enjoy these experiences during an autumn holiday in Switzerland. (only one cross per line).

Elements of a autumn holiday	How much would you enjoy this experience?					
	Not at all	Not much	Neutral	Much	Very much	I don't know
1. hiking in a colourful landscape						
2. visiting museums						
3. hut to hut hikes						
4. participating in cultural outdoor festivities, for example:						

traditional Alpine cows descent						
5. participating in food festivals such as chestnuts, wine, etc.						
6. trying seasonal local food specialities						
7. train trips						
8. hikes through wine yards						
9. wellness and spa						
10. scenic walks on peaks						
11. visit parks & UNESCO world heritage sites						
12. mountain biking						

To end up, a few general questions:

14. What is your gender?

- male
- female

15. What is your age?

- 15-24
- 25-44
- 45-54
- 55-64
- 65+

16. How many people live in your household?

- I live alone
- 2
- 3
- 4
- more than 4

17. Where do you live?

- West Netherlands (Zeeland, Zuid-Holland, Utrecht, Noord-Holland)
- North Netherlands (Groningen, Friesland, Drenthe)
- East Netherlands (Flevoland, Overijssel, Geldeland)
- South Netherlands (Noord-Brabant, Limburg)

Many thanks for having participated in this survey! If you wish to participate in the Swiss goodie bag win action, please indicate your e-mail address by which we can contact you if you are the lucky winner.

Appendix VIII: Facebook and newsletter survey - Dutch (original) version

The original version of the online questionnaire in Dutch can be found on the following link:

http://crm.stnet.ch/inquery/s.app?A=BYINpv47

Appendix IX: Facebook and newsletter survey – Results: averages of all participants

All comments, which have been inserted by the participants (in Dutch) can be requested by e-mail: Huber.lynn@hotmail.com

Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	876	09-13-2016 16:01	10-12-2016 23:25	8:16 Min.

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.	0% – 100%
Not answered	*0*	*0.00%*	
ieder jaar [1]	335	38.24%	
ieder 2-3 jaar [1]	273	31.16%	
bijna nooit op herfstvakantie [1]	268	30.59%	
Total answers	*876*	*100.00%*	
Total participants	*876*	*100.00%*	

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% – 100%
Not answered	*0*	*0.00%*	
Ik heb meer tijd in de zomer/w [1]	265	30.25%	
Ik weet niet waar ik heen zou [1]	29	3.31%	
Het weer is vaak niet goed gen [1]	229	26.14%	
Ik heb nooit echt nagedacht om [1]	106	12.10%	
Anders, namelijk …. [1]	335	38.24%	
Total answers	*964*	*110.05%*	
Total participants	*876*	*100.00%*	

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.	0% – 100%
Not answered	*0*	*0.00%*	
strand [1]	42	4.79%	
bergen [1]	650	74.20%	
stad [1]	89	10.16%	
platteland [1]	40	4.57%	
anders, namelijk.... [1]	55	6.28%	
Total answers	*876*	*100.00%*	
Total participants	*876*	*100.00%*	

4. Welk type vakantie heeft jouw voorkeur in de herfst?

Ø 1.00	Abs.	Rel.	0% – 100%
Not answered	*0*	*0.00%*	
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	323	36.87%	
Uitrusten en ontspannen [1]	190	21.69%	
Nieuwe plaatsen/bestemmingen ontdekken	226	25.80%	
Tijd doorbrengen met vrienden en/of familie [1]	71	8.11%	
Anders, namelijk: ... [1]	66	7.53%	
Total answers	*876*	*100.00%*	
Total participants	*876*	*100.00%*	

6. Hoe vaak ben je op vakantie geweest in Zwitserland?

Ø 1.00	Abs.	Rel.
Not answered	*11*	*1.26%*
Eenmalig [1]	33	3.77%
2-5 keer [1]	148	16.89%
Vaker dan 5 keer [1]	647	73.86%
Nooit [1]	37	4.22%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

7. Met wie ga je meestal op vakantie in Zwitserland?

Ø 1.00	Abs.	Rel.
Not answered	*60*	*6.85%*
alleen [1]	49	5.59%
met partner [1]	304	34.70%
met het gezin [1]	358	40.87%
met vrienden [1]	46	5.25%
georganiseerde groepsreis door een touroperator [1]	6	0.68%
Anders, namelijk [1]	53	6.05%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

8. Wat heb je voornamelijk bezocht in Zwitserland?

Ø 1.00	Abs.	Rel.
Not answered	*61*	*6.96%*
Steden [1]	38	4.34%
De bergen [1]	616	70.32%
meer [1]	55	6.28%
platteland [1]	22	2.51%
Anders, namelijk ... [1]	84	9.59%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)

Ø 1.00	Abs.	Rel.
Not answered	*61*	*6.96%*
Outdoor enthusiast [1]	149	17.01%
Nature lover [1]	348	39.73%
Attraction tourer [1]	84	9.59%
Lifestyle traveller [1]	9	1.03%
Spa & vitality guest [1]	54	6.16%
Families [1]	171	19.52%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice

Ø 1.00	Abs.	Rel.
Not answered	*61*	*6.96%*
Unieke landschappen [1]	671	76.60%
Veiligheid [1]	177	20.21%
Locatie/geografische situatie [1]	296	33.79%
Vrienden/familie bezoeken [1]	204	23.29%
Outdoor mogelijkheden [1]	302	34.47%
Steden [1]	126	14.38%
Anders, namelijk [1]	133	15.18%
Total answers	*1970*	*224.89%*
Total participants	*876*	*100.00%*

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.
Not answered	*61*	*6.96%*
Januari-februari-maart (Winter(sport)) [1]	277	31.62%
April-mei (Lente / laagseizoen) [1]	189	21.58%
Juni-juli-augustus (Zomer) [1]	617	70.43%
September-oktober-november (herfst) [1]	320	36.53%
December (kerst/nieuwjaar vakantie) [1]	125	14.27%
Total answers	*1589*	*181.39%*
Total participants	*876*	*100.00%*

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?		
Ø 1.00	Abs.	Rel.
Not answered	*392*	*44.75%*
Ik heb meer tijd in de herfst [1]	58	6.62%
Minder duur dan in het hoogseizoen (zomer & winter) [1]	111	12.67%
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	78	8.90%
In de herfst zijn er veel (culturele) festivals [1]	25	2.85%
Anders, namelijk…. [1]	212	24.20%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?		
Ø 1.00	Abs.	Rel.
Not answered	*349*	*39.84%*
Ik heb meer tijd in de zomer/winter [1]	167	19.06%
Er is niet veel te doen in Zwitserland in de herfst [1]	13	1.48%
Het is te koud / het weer is niet mooi genoeg [1]	53	6.05%
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	196	22.37%
Anders, namelijk…. [1]	98	11.19%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

14. Wat is uw geslacht?		
Ø 1.00	Abs.	Rel.
Not answered	*62*	*7.08%*
vrouw [1]	491	56.05%
man [1]	323	36.87%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

15. Tot welke leeftijdsgroep behoor je?		
Ø 1.00	Abs.	Rel.
Not answered	*62*	*7.08%*
15-24 [1]	49	5.59%
25-44 [1]	266	30.37%
45-54 [1]	221	25.23%
55-64 [1]	157	17.92%
64+ [1]	121	13.81%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

16. Waar woon je ?		
Ø 1.00	Abs.	Rel.
Not answered	*62*	*7.08%*
West Nederland (Zeeland, Zuid-Holland, Utrecht, Noord-Holland) [1]	377	43.04%
Noord Nederland (Groningen, Friesland, Drenthe [1]	85	9.70%
Oost Nederland (Flevoland, Overijssel, Geldeland) [1]	200	22.83%
Zuid Nederland (Noord-Brabant, Limburg) [1]	152	17.35%
Total answers	*876*	*100.00%*
Total participants	*876*	*100.00%*

Appendix X: Facebook and newsletter survey – Results: averages per segments

Comparison between segments: Average rates for questions 5 & 13 (tables)

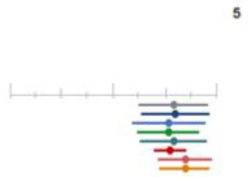
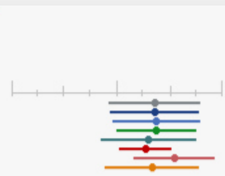
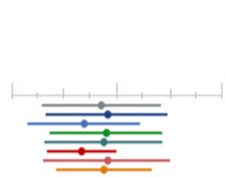
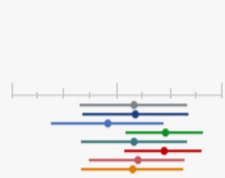
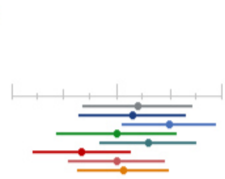
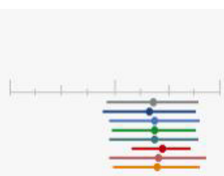
Legend

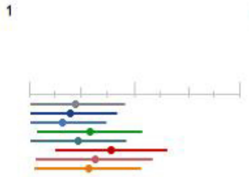
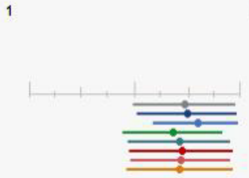
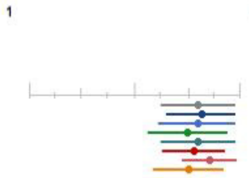
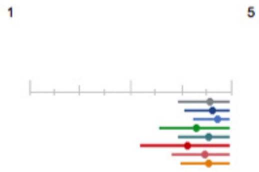
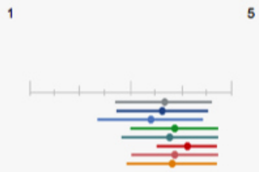
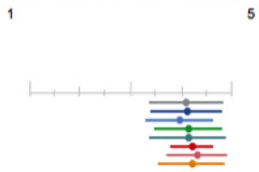
	Average all participants
	1. Nature Lover
	2. Outdoor Enthusiast
	3. Attraction Tourer
	4. Families
	5. Lifestyle Traveller
	6. Spa & vitality guest
	7. People who have never been to Switzerland

5. In hoeverre zijn de onderstaande onderdelen belangrijk of onbelangrijk voor je tijdens een herfstvakantie ?

Hoe belangrijk is dit voor jou?

	Ø	s	n
Veiligheid	Ø 4.17	s=0.81	n=875
	Ø 4.18	s=0.77	n=347
	Ø 3.78	s=0.91	n=149
	Ø 4.35	s=0.70	n=84
	Ø 4.37	s=0.67	n=171
	Ø 4.33	s=0.82	n=9
	Ø 4.33	s=0.72	n=54
	Ø 4.22	s=0.62	n=37
Snel en eenvoudig bereikbaar vanaf huis	Ø 3.35	s=0.99	n=875
	Ø 3.41	s=0.98	n=347
	Ø 3.15	s=1.03	n=149
	Ø 3.42	s=0.97	n=84
	Ø 3.33	s=0.91	n=171
	Ø 3.56	s=1.07	n=9
	Ø 3.41	s=1.06	n=54
	Ø 3.65	s=0.99	n=37
Goedkope vakantie	Ø 3.14	s=0.88	n=876
	Ø 3.14	s=0.91	n=348
	Ø 2.99	s=0.84	n=149
	Ø 3.25	s=0.84	n=84
	Ø 3.18	s=0.83	n=171
	Ø 2.67	s=0.67	n=9
	Ø 3.35	s=0.80	n=54
	Ø 3.41	s=0.91	n=37

	Ø	s	n		
Goede prijs/kwaliteit verhouding	Ø 4.17 Ø 4.21 Ø 4.08 Ø 4.08 Ø 4.17 Ø 4.11 Ø 4.39 Ø 4.39	s=0.67 s=0.66 s=0.71 s=0.60 s=0.65 s=0.31 s=0.52 s=0.49	n=873 n=347 n=148 n=84 n=171 n=9 n=54 n=36		
Klimaat en weersomstandigheden	Ø 3.73 Ø 3.72 Ø 3.76 Ø 3.76 Ø 3.60 Ø 3.56 Ø 4.09 Ø 3.68	s=0.87 s=0.86 s=0.84 s=0.77 s=0.91 s=0.50 s=0.78 s=0.90	n=875 n=348 n=148 n=84 n=171 n=9 n=54 n=37		
Taal van het land van bestemming	Ø 2.71 Ø 2.81 Ø 2.38 Ø 2.80 Ø 2.75 Ø 2.33 Ø 2.81 Ø 2.76	s=1.13 s=1.16 s=1.08 s=1.07 s=1.13 s=0.67 s=1.22 s=0.91	n=876 n=348 n=149 n=84 n=171 n=9 n=54 n=37		
Diversiteit van culturele attracties (festiviteiten, musea, tradities, culturele plaatsen)	Ø 3.32 Ø 3.36 Ø 2.83 Ø 3.92 Ø 3.34 Ø 3.89 Ø 3.39 Ø 3.30	s=1.03 s=1.01 s=1.07 s=0.73 s=1.01 s=0.74 s=0.91 s=0.98	n=873 n=347 n=149 n=83 n=170 n=9 n=54 n=37		
Aanbod van outdoor sport en recreatie faciliteiten	Ø 3.41 Ø 3.29 Ø 4.00 Ø 3.01 Ø 3.60 Ø 2.33 Ø 3.00 Ø 3.14	s=1.05 s=1.02 s=0.91 s=1.15 s=0.93 s=0.94 s=0.93 s=0.87	n=874 n=348 n=148 n=84 n=171 n=9 n=53 n=37		
Authentieke ervaring	Ø 3.72 Ø 3.66 Ø 3.76 Ø 3.75 Ø 3.75 Ø 3.89 Ø 3.81 Ø 3.80	s=0.87 s=0.88 s=0.85 s=0.80 s=0.85 s=0.57 s=0.92 s=0.82	n=871 n=348 n=147 n=84 n=170 n=9 n=54 n=35		

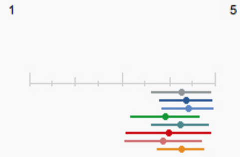
Nachtleven en amusement	Ø 1.86 Ø 1.76 Ø 1.62 Ø 2.14 Ø 1.92 Ø 2.56 Ø 2.24 Ø 2.11	s=0.96 s=0.90 s=0.86 s=1.00 s=0.94 s=1.07 s=1.12 s=1.01	n=871 n=346 n=148 n=84 n=171 n=9 n=54 n=35	
Vermijden van massa toerisme	Ø 3.95 Ø 4.01 Ø 4.19 Ø 3.73 Ø 3.85 Ø 3.89 Ø 3.87 Ø 3.86	s=0.97 s=0.95 s=0.85 s=0.96 s=0.97 s=0.99 s=0.95 s=1.02	n=864 n=345 n=144 n=84 n=170 n=9 n=53 n=35	
Een plaats om te rusten en ontspannen	Ø 4.21 Ø 4.27 Ø 4.20 Ø 4.01 Ø 4.20 Ø 4.13 Ø 4.43 Ø 4.03	s=0.72 s=0.66 s=0.74 s=0.75 s=0.71 s=0.60 s=0.53 s=0.68	n=866 n=345 n=148 n=83 n=168 n=8 n=54 n=37	
Mooie natuur en landschappen	Ø 4.57 Ø 4.63 Ø 4.72 Ø 4.29 Ø 4.56 Ø 4.13 Ø 4.48 Ø 4.56	s=0.62 s=0.54 s=0.46 s=0.70 s=0.60 s=0.93 s=0.66 s=0.55	n=857 n=339 n=145 n=83 n=168 n=8 n=54 n=36	
Lokale keuken en specialiteiten	Ø 3.66 Ø 3.63 Ø 3.39 Ø 3.87 Ø 3.78 Ø 4.13 Ø 3.89 Ø 3.83	s=0.96 s=0.91 s=1.05 s=0.87 s=0.96 s=0.60 s=0.86 s=0.90	n=870 n=348 n=147 n=83 n=171 n=8 n=53 n=36	
Vriendelijke lokale bevolking	Ø 4.11 Ø 4.12 Ø 3.97 Ø 4.15 Ø 4.15 Ø 4.22 Ø 4.32 Ø 4.22	s=0.73 s=0.71 s=0.67 s=0.68 s=0.76 s=0.42 s=0.61 s=0.66	n=869 n=347 n=147 n=82 n=170 n=9 n=53 n=37	

13. Graag door middel van één antwoord per onderdeel aangeven in hoeverre je plezier beleeft aan deze onderdelen tijdens een herfst vakantie in Zwitserland.

Hoe belangrijk is dit voor jou?

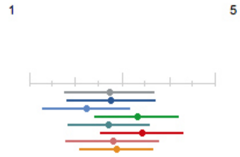
Wandelen in een kleurrijk landschap

Ø	s	n
4.27	s=0.65	n=815
4.37	s=0.58	n=337
4.43	s=0.57	n=143
3.93	s=0.74	n=80
4.25	s=0.62	n=162
4.00	s=0.93	n=7
3.88	s=0.85	n=52
4.26	s=0.50	n=34



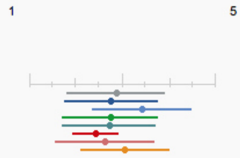
Musea bezoeken

Ø	s	n
2.72	s=0.98	n=815
2.76	s=0.97	n=337
2.22	s=0.94	n=143
3.31	s=0.92	n=80
2.71	s=0.88	n=162
3.43	s=0.90	n=7
2.79	s=1.01	n=52
2.88	s=0.80	n=34



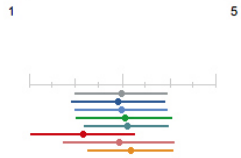
hut naar hut wandelingen

Ø	s	n
2.87	s=1.06	n=812
2.75	s=1.01	n=335
3.43	s=1.07	n=143
2.74	s=1.05	n=80
2.72	s=1.02	n=161
2.43	s=0.49	n=7
2.63	s=1.07	n=52
3.06	s=0.97	n=34



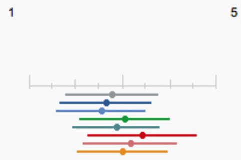
Deelnemen aan culturele outdoor festiviteiten, bijvoorbeeld: traditionele afdaling van de alpenweide

Ø	s	n
2.97	s=1.01	n=810
2.90	s=1.01	n=334
2.98	s=0.99	n=143
3.04	s=1.03	n=80
3.09	s=0.91	n=160
2.14	s=1.12	n=7
2.92	s=1.19	n=52
3.18	s=0.92	n=34



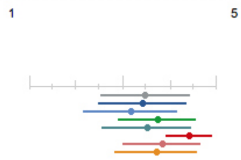
Deelnemen aan food festivals, zoals kastanjes, wijn etc.

Ø	s	n
2.76	s=1.00	n=811
2.64	s=0.99	n=334
2.54	s=0.96	n=142
3.05	s=0.97	n=80
2.86	s=0.95	n=161
3.43	s=1.18	n=7
3.17	s=1.01	n=52
3.00	s=0.99	n=35



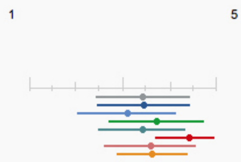
Lokale specialiteiten van het seizoen proberen

Ø	s	n
3.48	s=0.96	n=815
3.43	s=0.94	n=336
3.17	s=1.01	n=143
3.74	s=0.83	n=80
3.52	s=0.96	n=162
4.43	s=0.49	n=7
3.85	s=0.84	n=52
3.71	s=0.88	n=35



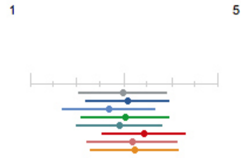
Uitstapjes per trein

Ø	s	n
3.43	s=1.01	n=814
3.45	s=1.01	n=336
3.09	s=1.06	n=142
3.73	s=1.04	n=80
3.41	s=0.93	n=162
4.43	s=0.73	n=7
3.60	s=0.99	n=52
3.63	s=0.76	n=35



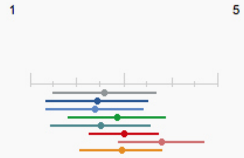
Wandelingen door wijngaarden

Ø	s	n
2.98	s=0.95	n=813
3.07	s=0.91	n=334
2.69	s=1.00	n=143
3.03	s=0.95	n=80
2.90	s=0.92	n=162
3.43	s=0.90	n=7
3.17	s=0.98	n=52
3.23	s=0.96	n=35



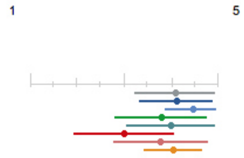
9. wellness and spa

Ø	s	n
2.58	s=1.12	n=813
2.42	s=1.10	n=335
2.38	s=1.05	n=143
2.85	s=1.06	n=80
2.49	s=1.08	n=162
3.00	s=0.76	n=7
3.80	s=0.93	n=51
2.94	s=0.89	n=35



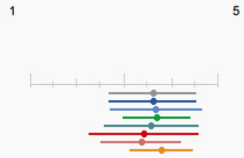
Schilderachtige wandelingen over bergtoppen

Ø	s	n
4.09	s=0.86	n=810
4.11	s=0.80	n=333
4.46	s=0.60	n=142
3.79	s=1.00	n=80
4.00	s=0.94	n=162
3.00	s=1.07	n=7
3.78	s=1.02	n=51
4.06	s=0.63	n=35



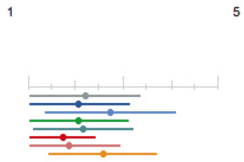
Het bezoeken van parken en UNESCO werelderfgoederen

Ø	s	n
3.62	s=0.94	n=811
3.61	s=0.94	n=332
3.69	s=0.99	n=143
3.70	s=0.73	n=80
3.59	s=1.02	n=162
3.43	s=1.18	n=7
3.37	s=0.86	n=52
3.80	s=0.67	n=35



Mountainbiken

Ø	s	n
2.20	s=1.18	n=815
2.05	s=1.09	n=336
2.73	s=1.39	n=143
2.05	s=1.08	n=80
2.16	s=1.06	n=162
1.71	s=0.70	n=7
1.85	s=1.10	n=52
2.57	s=1.15	n=35



Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	348	09-13-2016 16:03	10-03-2016 16:21	8:26 Min.

Filter
1. Nature Lover

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
ieder jaar [1]	139	39.94%	
ieder 2-3 jaar [1]	114	32.76%	
bijna nooit op herfstvakantie [1]	95	27.30%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk)
Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Ik heb meer tijd in de zomer/w [1]	112	32.18%	
Ik weet niet waar ik heen zou [1]	6	1.72%	
Het weer is vaak niet goed gen [1]	102	29.31%	
Ik heb nooit echt nagedacht om [1]	29	8.33%	
Anders, namelijk …. [1]	129	37.07%	
Total answers	*378*	*108.62%*	
Total participants	*348*	*100.00%*	

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
strand [1]	9	2.59%	
bergen [1]	266	76.44%	
stad [1]	32	9.20%	
platteland [1]	19	5.46%	
anders, namelijk.... [1]	22	6.32%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

4. Welk type vakantie heeft jouw voorkeur in de herfst?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	112	32.18%	
Uitrusten en ontspannen [1]	93	26.72%	
Nieuwe plaatsen/bestemmingen ontdekken	89	25.57%	
Tijd doorbrengen met vrienden en/of familie [1]	20	5.75%	
Anders, namelijk: ... [1]	34	9.77%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

6. Hoe vaak ben je op vakantie geweest in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Eenmalig [1]	14	4.02%	
2-5 keer [1]	56	16.09%	
Vaker dan 5 keer [1]	278	79.89%	
Nooit [1]	0	0.00%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

7. Met wie ga je meestal op vakantie in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
alleen [1]	16	4.60%	
met partner [1]	153	43.97%	
met het gezin [1]	136	39.08%	
met vrienden [1]	18	5.17%	
georganiseerde groepsreis door een touroperator [1]	2	0.57%	
Anders, namelijk [1]	23	6.61%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

8. Wat heb je voornamelijk bezocht in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Steden [1]	6	1.72%	
De bergen [1]	285	81.90%	
meer [1]	19	5.46%	
platteland [1]	10	2.87%	
Anders, namelijk ... [1]	28	8.05%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor enthusiast [1]	0	0.00%	
Nature lover [1]	348	100.00%	
Attraction tourer [1]	0	0.00%	
Lifestyle traveller [1]	0	0.00%	
Spa & vitality guest [1]	0	0.00%	
Families [1]	0	0.00%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Unieke landschappen [1]	297	85.34%	
Veiligheid [1]	77	22.13%	
Locatie/geografische situatie [1]	128	36.78%	
Vrienden/familie bezoeken [1]	72	20.69%	
Outdoor mogelijkheden [1]	102	29.31%	
Steden [1]	44	12.64%	
Anders, namelijk [1]	53	15.23%	
Total answers	*773*	*222.13%*	
Total participants	*348*	*100.00%*	

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Januari-februari-maart (Winter(sport)) [1]	100	28.74%	
April-mei (Lente / laagseizoen) [1]	75	21.55%	
Juni-juli-augustus (Zomer) [1]	269	77.30%	
September-oktober-november (herfst) [1]	138	39.66%	
December (kerst/nieuwjaar vakantie) [1]	42	12.07%	
Total answers	*624*	*179.31%*	
Total participants	*348*	*100.00%*	

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*136*	*39.08%*	
Ik heb meer tijd in de herfst [1]	25	7.18%	
Minder duur dan in het hoogseizoen (zomer & winter) [1]	54	15.52%	
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	32	9.20%	
In de herfst zijn er veel (culturele) festivals [1]	9	2.59%	
Anders, namelijk…. [1]	92	26.44%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*143*	*41.09%*	
Ik heb meer tijd in de zomer/winter [1]	70	20.11%	
Er is niet veel te doen in Zwitserland in de herfst [1]	4	1.15%	
Het is te koud / het weer is niet mooi genoeg [1]	18	5.17%	
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	76	21.84%	
Anders, namelijk…. [1]	37	10.63%	
Total answers	*348*	*100.00%*	
Total participants	*348*	*100.00%*	

Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	149	09-13-2016 16:01	10-09-2016 10:23	9:00 Min.

Filter
2. Outdoor Enthusiast

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
ieder jaar [1]	62	41.61%
ieder 2-3 jaar [1]	48	32.21%
bijna nooit op herfstvakantie [1]	39	26.17%
Total answers	*149*	*100.00%*
Total participants	*149*	*100.00%*

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Ik heb meer tijd in de zomer/w [1]	60	40.27%
Ik weet niet waar ik heen zou [1]	3	2.01%
Het weer is vaak niet goed gen [1]	35	23.49%
Ik heb nooit echt nagedacht om [1]	15	10.07%
Anders, namelijk …. [1]	59	39.60%
Total answers	*172*	*115.44%*
Total participants	*149*	*100.00%*

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
strand [1]	5	3.36%
bergen [1]	121	81.21%
stad [1]	7	4.70%
platteland [1]	7	4.70%
anders, namelijk.... [1]	9	6.04%
Total answers	*149*	*100.00%*
Total participants	*149*	*100.00%*

4. Welk type vakantie heeft jouw voorkeur in de herfst?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	113	75.84%
Uitrusten en ontspannen [1]	8	5.37%
Nieuwe plaatsen/bestemmingen ontdekken	14	9.40%
Tijd doorbrengen met vrienden en/of familie [1]	4	2.68%
Anders, namelijk: ... [1]	10	6.71%
Total answers	*149*	*100.00%*
Total participants	*149*	*100.00%*

6. Hoe vaak ben je op vakantie geweest in Zwitserland?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Eenmalig [1]	2	1.34%
2-5 keer [1]	26	17.45%
Vaker dan 5 keer [1]	121	81.21%
Nooit [1]	0	0.00%
Total answers	*149*	*100.00%*
Total participants	*149*	*100.00%*

7. Met wie ga je meestal op vakantie in Zwitserland?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
alleen [1]	11	7.38%
met partner [1]	58	38.93%
met het gezin [1]	54	36.24%
met vrienden [1]	16	10.74%
georganiseerde groepsreis door een touroperator [1]	1	0.67%
Anders, namelijk [1]	9	6.04%
Total answers	*149*	*100.00%*
Total participants	*149*	*100.00%*

8. Wat heb je voornamelijk bezocht in Zwitserland?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Steden [1]	2	1.34%
De bergen [1]	134	89.93%
meer [1]	2	1.34%
platteland [1]	2	1.34%
Anders, namelijk ... [1]	9	6.04%
Total answers	*149*	*100.00%*
Total participants	*149*	*100.00%*

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor enthusiast [1]	149	100.00%	
Nature lover [1]	0	0.00%	
Attraction tourer [1]	0	0.00%	
Lifestyle traveller [1]	0	0.00%	
Spa & vitality guest [1]	0	0.00%	
Families [1]	0	0.00%	
Total answers	*149*	*100.00%*	
Total participants	*149*	*100.00%*	

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Unieke landschappen [1]	134	89.93%	
Veiligheid [1]	34	22.82%	
Locatie/geografische situatie [1]	59	39.60%	
Vrienden/familie bezoeken [1]	25	16.78%	
Outdoor mogelijkheden [1]	104	69.80%	
Steden [1]	7	4.70%	
Anders, namelijk [1]	23	15.44%	
Total answers	*386*	*259.06%*	
Total participants	*149*	*100.00%*	

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Januari-februari-maart (Winter(sport)) [1]	52	34.90%	
April-mei (Lente / laagseizoen) [1]	31	20.81%	
Juni-juli-augustus (Zomer) [1]	117	78.52%	
September-oktober-november (herfst) [1]	70	46.98%	
December (kerst/nieuwjaar vakantie) [1]	16	10.74%	
Total answers	*286*	*191.95%*	
Total participants	*149*	*100.00%*	

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*61*	*40.94%*	
Ik heb meer tijd in de herfst [1]	8	5.37%	
Minder duur dan in het hoogseizoen (zomer & winter) [1]	17	11.41%	
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	24	16.11%	
In de herfst zijn er veel (culturele) festivals [1]	2	1.34%	
Anders, namelijk…. [1]	37	24.83%	
Total answers	*149*	*100.00%*	
Total participants	*149*	*100.00%*	

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?			
Ø 1.00	Abs.	Rel.	0% – 100%
Not answered	*65*	*43.62%*	
Ik heb meer tijd in de zomer/winter [1]	35	23.49%	
Er is niet veel te doen in Zwitserland in de herfst [1]	2	1.34%	
Het is te koud / het weer is niet mooi genoeg [1]	14	9.40%	
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	18	12.08%	
Anders, namelijk…. [1]	15	10.07%	
Total answers	*149*	*100.00%*	
Total participants	*149*	*100.00%*	

Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	84	09-13-2016 16:02	10-12-2016 22:56	8:10 Min.

Filter
3. Attraction Tourer

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
ieder jaar [1]	23	27.38%	
ieder 2-3 jaar [1]	30	35.71%	
bijna nooit op herfstvakantie [1]	31	36.90%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Ik heb meer tijd in de zomer/w [1]	12	14.29%	
Ik weet niet waar ik heen zou [1]	4	4.76%	
Het weer is vaak niet goed gen [1]	19	22.62%	
Ik heb nooit echt nagedacht om [1]	17	20.24%	
Anders, namelijk …. [1]	35	41.67%	
Total answers	*87*	*103.57%*	
Total participants	*84*	*100.00%*	

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
strand [1]	4	4.76%	
bergen [1]	55	65.48%	
stad [1]	20	23.81%	
platteland [1]	1	1.19%	
anders, namelijk.... [1]	4	4.76%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

4. Welk type vakantie heeft jouw voorkeur in de herfst?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	10	11.90%	
Uitrusten en ontspannen [1]	18	21.43%	
Nieuwe plaatsen/bestemmingen ontdekken	50	59.52%	
Tijd doorbrengen met vrienden en/of familie [1]	3	3.57%	
Anders, namelijk: ... [1]	3	3.57%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

6. Hoe vaak ben je op vakantie geweest in Zwitserland?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Eenmalig [1]	9	10.71%	
2-5 keer [1]	25	29.76%	
Vaker dan 5 keer [1]	50	59.52%	
Nooit [1]	0	0.00%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

7. Met wie ga je meestal op vakantie in Zwitserland?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
alleen [1]	9	10.71%	
met partner [1]	40	47.62%	
met het gezin [1]	21	25.00%	
met vrienden [1]	5	5.95%	
georganiseerde groepsreis door een touroperator [1]	3	3.57%	
Anders, namelijk [1]	6	7.14%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

8. Wat heb je voornamelijk bezocht in Zwitserland?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Steden [1]	14	16.67%	
De bergen [1]	40	47.62%	
meer [1]	9	10.71%	
platteland [1]	2	2.38%	
Anders, namelijk ... [1]	19	22.62%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor enthusiast [1]	0	0.00%	
Nature lover [1]	0	0.00%	
Attraction tourer [1]	84	100.00%	
Lifestyle traveller [1]	0	0.00%	
Spa & vitality guest [1]	0	0.00%	
Families [1]	0	0.00%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Unieke landschappen [1]	65	77.38%	
Veiligheid [1]	17	20.24%	
Locatie/geografische situatie [1]	27	32.14%	
Vrienden/familie bezoeken [1]	24	28.57%	
Outdoor mogelijkheden [1]	11	13.10%	
Steden [1]	30	35.71%	
Anders, namelijk [1]	11	13.10%	
Total answers	*185*	*220.24%*	
Total participants	*84*	*100.00%*	

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Januari-februari-maart (Winter(sport)) [1]	25	29.76%	
April-mei (Lente / laagseizoen) [1]	21	25.00%	
Juni-juli-augustus (Zomer) [1]	62	73.81%	
September-oktober-november (herfst) [1]	24	28.57%	
December (kerst/nieuwjaar vakantie) [1]	14	16.67%	
Total answers	*146*	*173.81%*	
Total participants	*84*	*100.00%*	

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*38*	*45.24%*	
Ik heb meer tijd in de herfst [1]	5	5.95%	
Minder duur dan in het hoogseizoen (zomer & winter) [1]	10	11.90%	
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	3	3.57%	
In de herfst zijn er veel (culturele) festivals [1]	8	9.52%	
Anders, namelijk…. [1]	20	23.81%	
Total answers	*84*	*100.00%*	
Total participants	*84*	*100.00%*	

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?		
Ø 1.00	Abs.	Rel.
Not answered	*21*	*25.00%*
Ik heb meer tijd in de zomer/winter [1]	14	16.67%
Er is niet veel te doen in Zwitserland in de herfst [1]	4	4.76%
Het is te koud / het weer is niet mooi genoeg [1]	5	5.95%
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	31	36.90%
Anders, namelijk…. [1]	9	10.71%
Total answers	*84*	*100.00%*
Total participants	*84*	*100.00%*

Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	171	09-13-2016 16:02	10-04-2016 13:49	8:24 Min.

Filter
4. Families

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
ieder jaar [1]	72	42.11%
ieder 2-3 jaar [1]	39	22.81%
bijna nooit op herfstvakantie [1]	60	35.09%
Total answers	*171*	*100.00%*
Total participants	*171*	*100.00%*

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Ik heb meer tijd in de zomer/w [1]	48	28.07%
Ik weet niet waar ik heen zou [1]	6	3.51%
Het weer is vaak niet goed gen [1]	35	20.47%
Ik heb nooit echt nagedacht om [1]	24	14.04%
Anders, namelijk …. [1]	74	43.27%
Total answers	*187*	*109.36%*
Total participants	*171*	*100.00%*

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
strand [1]	12	7.02%
bergen [1]	127	74.27%
stad [1]	16	9.36%
platteland [1]	6	3.51%
anders, namelijk.... [1]	10	5.85%
Total answers	*171*	*100.00%*
Total participants	*171*	*100.00%*

4. Welk type vakantie heeft jouw voorkeur in de herfst?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	62	36.26%	
Uitrusten en ontspannen [1]	29	16.96%	
Nieuwe plaatsen/bestemmingen ontdekken	35	20.47%	
Tijd doorbrengen met vrienden en/of familie [1]	32	18.71%	
Anders, namelijk: ... [1]	13	7.60%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

6. Hoe vaak ben je op vakantie geweest in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Eenmalig [1]	1	0.58%	
2-5 keer [1]	26	15.20%	
Vaker dan 5 keer [1]	144	84.21%	
Nooit [1]	0	0.00%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

7. Met wie ga je meestal op vakantie in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
alleen [1]	6	3.51%	
met partner [1]	27	15.79%	
met het gezin [1]	122	71.35%	
met vrienden [1]	1	0.58%	
georganiseerde groepsreis door een touroperator [1]	0	0.00%	
Anders, namelijk [1]	15	8.77%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

8. Wat heb je voornamelijk bezocht in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Steden [1]	11	6.43%	
De bergen [1]	120	70.18%	
meer [1]	12	7.02%	
platteland [1]	6	3.51%	
Anders, namelijk ... [1]	22	12.87%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor enthusiast [1]	0	0.00%	
Nature lover [1]	0	0.00%	
Attraction tourer [1]	0	0.00%	
Lifestyle traveller [1]	0	0.00%	
Spa & vitality guest [1]	0	0.00%	
Families [1]	171	100.00%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Unieke landschappen [1]	126	73.68%	
Veiligheid [1]	39	22.81%	
Locatie/geografische situatie [1]	65	38.01%	
Vrienden/familie bezoeken [1]	62	36.26%	
Outdoor mogelijkheden [1]	73	42.69%	
Steden [1]	35	20.47%	
Anders, namelijk [1]	35	20.47%	
Total answers	*435*	*254.39%*	
Total participants	*171*	*100.00%*	

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Januari-februari-maart (Winter(sport)) [1]	82	47.95%	
April-mei (Lente / laagseizoen) [1]	43	25.15%	
Juni-juli-augustus (Zomer) [1]	126	73.68%	
September-oktober-november (herfst) [1]	62	36.26%	
December (kerst/nieuwjaar vakantie) [1]	44	25.73%	
Total answers	*357*	*208.77%*	
Total participants	*171*	*100.00%*	

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*77*	*45.03%*	
Ik heb meer tijd in de herfst [1]	14	8.19%	
Minder duur dan in het hoogseizoen (zomer & winter) [1]	14	8.19%	
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	16	9.36%	
In de herfst zijn er veel (culturele) festivals [1]	4	2.34%	
Anders, namelijk.... [1]	46	26.90%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*68*	*39.77%*	
Ik heb meer tijd in de zomer/winter [1]	33	19.30%	
Er is niet veel te doen in Zwitserland in de herfst [1]	2	1.17%	
Het is te koud / het weer is niet mooi genoeg [1]	9	5.26%	
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	37	21.64%	
Anders, namelijk…. [1]	22	12.87%	
Total answers	*171*	*100.00%*	
Total participants	*171*	*100.00%*	

Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	9	09-13-2016 16:16	09-29-2016 15:30	6:15 Min.

Filter
5. Lifestyle Traveller

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
ieder jaar [1]	4	44.44%	
ieder 2-3 jaar [1]	3	33.33%	
bijna nooit op herfstvakantie [1]	2	22.22%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Ik heb meer tijd in de zomer/w [1]	4	44.44%	
Ik weet niet waar ik heen zou [1]	0	0.00%	
Het weer is vaak niet goed gen [1]	4	44.44%	
Ik heb nooit echt nagedacht om [1]	0	0.00%	
Anders, namelijk …. [1]	1	11.11%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
strand [1]	0	0.00%	
bergen [1]	3	33.33%	
stad [1]	5	55.56%	
platteland [1]	1	11.11%	
anders, namelijk.... [1]	0	0.00%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

4. Welk type vakantie heeft jouw voorkeur in de herfst?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	0	0.00%	
Uitrusten en ontspannen [1]	2	22.22%	
Nieuwe plaatsen/bestemmingen ontdekken	5	55.56%	
Tijd doorbrengen met vrienden en/of familie [1]	1	11.11%	
Anders, namelijk: ... [1]	1	11.11%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

6. Hoe vaak ben je op vakantie geweest in Zwitserland?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Eenmalig [1]	1	11.11%	
2-5 keer [1]	0	0.00%	
Vaker dan 5 keer [1]	8	88.89%	
Nooit [1]	0	0.00%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

7. Met wie ga je meestal op vakantie in Zwitserland?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
alleen [1]	0	0.00%	
met partner [1]	3	33.33%	
met het gezin [1]	2	22.22%	
met vrienden [1]	4	44.44%	
georganiseerde groepsreis door een touroperator [1]	0	0.00%	
Anders, namelijk [1]	0	0.00%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

8. Wat heb je voornamelijk bezocht in Zwitserland?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Steden [1]	3	33.33%	
De bergen [1]	3	33.33%	
meer [1]	2	22.22%	
platteland [1]	0	0.00%	
Anders, namelijk ... [1]	1	11.11%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor enthusiast [1]	0	0.00%	
Nature lover [1]	0	0.00%	
Attraction tourer [1]	0	0.00%	
Lifestyle traveller [1]	9	100.00%	
Spa & vitality guest [1]	0	0.00%	
Families [1]	0	0.00%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Unieke landschappen [1]	7	77.78%	
Veiligheid [1]	1	11.11%	
Locatie/geografische situatie [1]	4	44.44%	
Vrienden/familie bezoeken [1]	3	33.33%	
Outdoor mogelijkheden [1]	2	22.22%	
Steden [1]	6	66.67%	
Anders, namelijk [1]	0	0.00%	
Total answers	*23*	*255.56%*	
Total participants	*9*	*100.00%*	

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Januari-februari-maart (Winter(sport)) [1]	1	11.11%	
April-mei (Lente / laagseizoen) [1]	2	22.22%	
Juni-juli-augustus (Zomer) [1]	6	66.67%	
September-oktober-november (herfst) [1]	3	33.33%	
December (kerst/nieuwjaar vakantie) [1]	3	33.33%	
Total answers	*15*	*166.67%*	
Total participants	*9*	*100.00%*	

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*6*	*66.67%*	
Ik heb meer tijd in de herfst [1]	1	11.11%	
Minder duur dan in het hoogseizoen (zomer & winter) [1]	1	11.11%	
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	0	0.00%	
In de herfst zijn er veel (culturele) festivals [1]	0	0.00%	
Anders, namelijk…. [1]	1	11.11%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*4*	*44.44%*	
Ik heb meer tijd in de zomer/winter [1]	3	33.33%	
Er is niet veel te doen in Zwitserland in de herfst [1]	0	0.00%	
Het is te koud / het weer is niet mooi genoeg [1]	0	0.00%	
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	2	22.22%	
Anders, namelijk…. [1]	0	0.00%	
Total answers	*9*	*100.00%*	
Total participants	*9*	*100.00%*	

Survey	Participants	First participation	Last participation	Ø Participation time
Zwitserland Toerisme _Herfstvakantie Nederlander_Facebook	54	09-13-2016 16:02	10-12-2016 23:25	7:58 Min.

Filter
6. Spa & vitality guest

1. Hoe vaak ga je op vakantie in de herfst (september/oktober/november)?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
ieder jaar [1]	15	27.78%	
ieder 2-3 jaar [1]	17	31.48%	
bijna nooit op herfstvakantie [1]	22	40.74%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

2. Wat zou een reden kunnen zijn om niet op vakantie te gaan in de herfst? (Meerdere antwoorden mogelijk) Multiple choice

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Ik heb meer tijd in de zomer/w [1]	13	24.07%	
Ik weet niet waar ik heen zou [1]	3	5.56%	
Het weer is vaak niet goed gen [1]	14	25.93%	
Ik heb nooit echt nagedacht om [1]	9	16.67%	
Anders, namelijk …. [1]	21	38.89%	
Total answers	*60*	*111.11%*	
Total participants	*54*	*100.00%*	

3. Naar welk type vakantiebestemming zou je het liefst gaan in de herfst?

Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
strand [1]	4	7.41%	
bergen [1]	39	72.22%	
stad [1]	2	3.70%	
platteland [1]	4	7.41%	
anders, namelijk.... [1]	5	9.26%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

4. Welk type vakantie heeft jouw voorkeur in de herfst?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Outdoor (sport) activiteiten om te ontspannen en voor een fit/gezond gevoel [1]	9	16.67%	
Uitrusten en ontspannen [1]	24	44.44%	
Nieuwe plaatsen/bestemmingen ontdekken	14	25.93%	
Tijd doorbrengen met vrienden en/of familie [1]	5	9.26%	
Anders, namelijk: ... [1]	2	3.70%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

6. Hoe vaak ben je op vakantie geweest in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Eenmalig [1]	3	5.56%	
2-5 keer [1]	14	25.93%	
Vaker dan 5 keer [1]	37	68.52%	
Nooit [1]	0	0.00%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

7. Met wie ga je meestal op vakantie in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
alleen [1]	6	11.11%	
met partner [1]	23	42.59%	
met het gezin [1]	23	42.59%	
met vrienden [1]	2	3.70%	
georganiseerde groepsreis door een touroperator [1]	0	0.00%	
Anders, namelijk [1]	0	0.00%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

8. Wat heb je voornamelijk bezocht in Zwitserland?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*0*	*0.00%*	
Steden [1]	2	3.70%	
De bergen [1]	34	62.96%	
meer [1]	11	20.37%	
platteland [1]	2	3.70%	
Anders, namelijk ... [1]	5	9.26%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

9. Hoe ziet jouw vakantie in Zwitserland er hoofdzakelijk uitzien? (één antwoord mogelijk)		
Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Outdoor enthusiast [1]	0	0.00%
Nature lover [1]	0	0.00%
Attraction tourer [1]	0	0.00%
Lifestyle traveller [1]	0	0.00%
Spa & vitality guest [1]	54	100.00%
Families [1]	0	0.00%
Total answers	*54*	*100.00%*
Total participants	*54*	*100.00%*

10. Waarom heb je gekozen voor een vakantie in Zwitserland? Multiple choice		
Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Unieke landschappen [1]	42	77.78%
Veiligheid [1]	9	16.67%
Locatie/geografische situatie [1]	13	24.07%
Vrienden/familie bezoeken [1]	18	33.33%
Outdoor mogelijkheden [1]	10	18.52%
Steden [1]	4	7.41%
Anders, namelijk [1]	11	20.37%
Total answers	*107*	*198.15%*
Total participants	*54*	*100.00%*

11. Tijdens welke maand(en) ga je meestal naar Zwitserland / ben je voornamelijk in Zwitserland geweest? (Meerdere antwoorden mogelijk) Multiple choice		
Ø 1.00	Abs.	Rel.
Not answered	*0*	*0.00%*
Januari-februari-maart (Winter(sport)) [1]	17	31.48%
April-mei (Lente / laagseizoen) [1]	17	31.48%
Juni-juli-augustus (Zomer) [1]	37	68.52%
September-oktober-november (herfst) [1]	23	42.59%
December (kerst/nieuwjaar vakantie) [1]	6	11.11%
Total answers	*100*	*185.19%*
Total participants	*54*	*100.00%*

12. Ben je al een keer op vakantie geweest in Zwitserland in de herfst (tussen september en november)? Zoals JA: Waarom ging je voornamelijk in de herfst in plaats van de zomer, winter of voorjaar?		
Ø 1.00	Abs.	Rel.
Not answered	*23*	*42.59%*
Ik heb meer tijd in de herfst [1]	5	9.26%
Minder duur dan in het hoogseizoen (zomer & winter) [1]	9	16.67%
De herfst is het beste seizoen voor outdoor activiteiten in de bergen. [1]	2	3.70%
In de herfst zijn er veel (culturele) festivals [1]	1	1.85%
Anders, namelijk…. [1]	14	25.93%
Total answers	*54*	*100.00%*
Total participants	*54*	*100.00%*

Ben je al een keer op vakantie geweest in Zwitserland in de herfst. Zoals NEE: Wat is voor jou voornamelijk een reden om niet in de herfst te gaan?			
Ø 1.00	Abs.	Rel.	0% 100%
Not answered	*20*	*37.04%*	
Ik heb meer tijd in de zomer/winter [1]	9	16.67%	
Er is niet veel te doen in Zwitserland in de herfst [1]	0	0.00%	
Het is te koud / het weer is niet mooi genoeg [1]	5	9.26%	
Ik heb nooit eerder bedacht om in de herfst naar Zwitserland te gaan. [1]	12	22.22%	
Anders, namelijk…. [1]	8	14.81%	
Total answers	*54*	*100.00%*	
Total participants	*54*	*100.00%*	

Author's declaration

I hereby declare that I have carried out this final research project on my own without any help other than the references listed in the list of references and that I have only used the sources mentioned. I will not provide a copy of this paper to a third party without the permission of the department head and of my advisor, including the partner company with which I collaborated on this project, with the exception of those who provided me with information needed to write this paper and whose names follow: Berno Stoffel, Urs Eberhard and the interviewed Dutch tour operator.

Lynn Huber