

Tourism Monitor Switzerland 2017.

Tourism Monitor Switzerland 2017 (TMS 2017) is the largest national guest survey. Conducted by Switzerland Tourism for the Swiss tourism industry, it focuses on overnight tourism in the leisure sector. The survey covers a wide range of topics, including sources of information, tourist needs and activities, touristic strengths and tourist satisfaction.

21,535 leisure tourists from 130 countries participated in the 20-minute online interview in the touristic year 2017. They were recruited representatively while on holiday in 180 Swiss destinations.

Improvements compared to the TMS 2013:

- extended sample size: +54.7%
- new topics: social media, main travel reason, segmentation

Members of ST have access to the

1. TMS PDF reports¹: www.stnet.ch
2. TMS online database: <http://tms.myswitzerland.com>

The TMS online tool generates 40-page reports and allows you to choose and combine 200 criteria in an unlimited number of ways.

Content.

The 16-page questionnaire covers the following topics:

Source market and destination	Type of travel	Tourist related elements
Market of origin: source market	Season	Sources of information
Market of origin: market groups	Accommodation	Daily expenditure
Tourism zone	Hotel classification	Tourists' needs
Tourism region	Length of stay in destination	Activities
Image of destination	Length of stay in Switzerland	Main travel reason
Strengths of destination	Touring	ST segments self-selection
Weaknesses of destination	Means of transportation in CH	Frequency visiting destination
Satisfaction with destination	Travel package	Frequency visiting Switzerland
Loyalty with destination	Group size	Socio-demographics
		Travelling with children

Table 1: table of content

¹ all TMS PDF reports can also be produced by the online analysis tool

Method & sample size.

Sample	n=21,535 overnight tourists from all parts of the world staying at a Swiss destination (Leisure)
Survey period	tourism year 2017 (November 2016-October 2017)
Sampling method (>90% of cases)²	<ol style="list-style-type: none"> 1. Email acquisition of tourists (person to person) in all Swiss tourism regions at 180 representative³ Swiss destinations 2. 1-2 weeks after Email acquisition: Email dispatch with survey link (followed by two reminder mailings to non-responders): response rate: ≈ 30% 3. Computer-assisted self-interviewing (CASI)
Markets of origin	133
Data volume	15,000,000
Data / case	700
Carried out by	Market Research, Switzerland Tourism
Source	Switzerland Tourism

Switzerland	8,651	Japan	157
Germany	2,503	Malaysia	138
UK	1,113	Czech Republic	132
USA	872	Poland	127
Greater China	870	Sweden	124
France	723	Portugal	112
Netherlands	622	Denmark	84
Spain	470	Mexico	80
India	460	Israel	79
Belgium	434	Luxembourg	70
Italy	425	Turkey	67
Korea, Rep.	333	Indonesia	65
Australia	274	Finland / Norway	64
Brazil	258	South Africa	55
Thailand	248	Argentina	53
Canada	241	New Zealand	53
Gulf Countries (GCC)	222	Philippines	47
Austria	183	Hungary	42
Singapore	165	Ukraine	41
Russia	159	other countries	1,153

Cases are weighted based on actual overnight distribution (markets, season).

Table 2: sample size per market of origin

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² If no Email address available: self-administered questionnaire (paper & pencil) at destination (< 10% of all interviews)

³ selected according to geography and size