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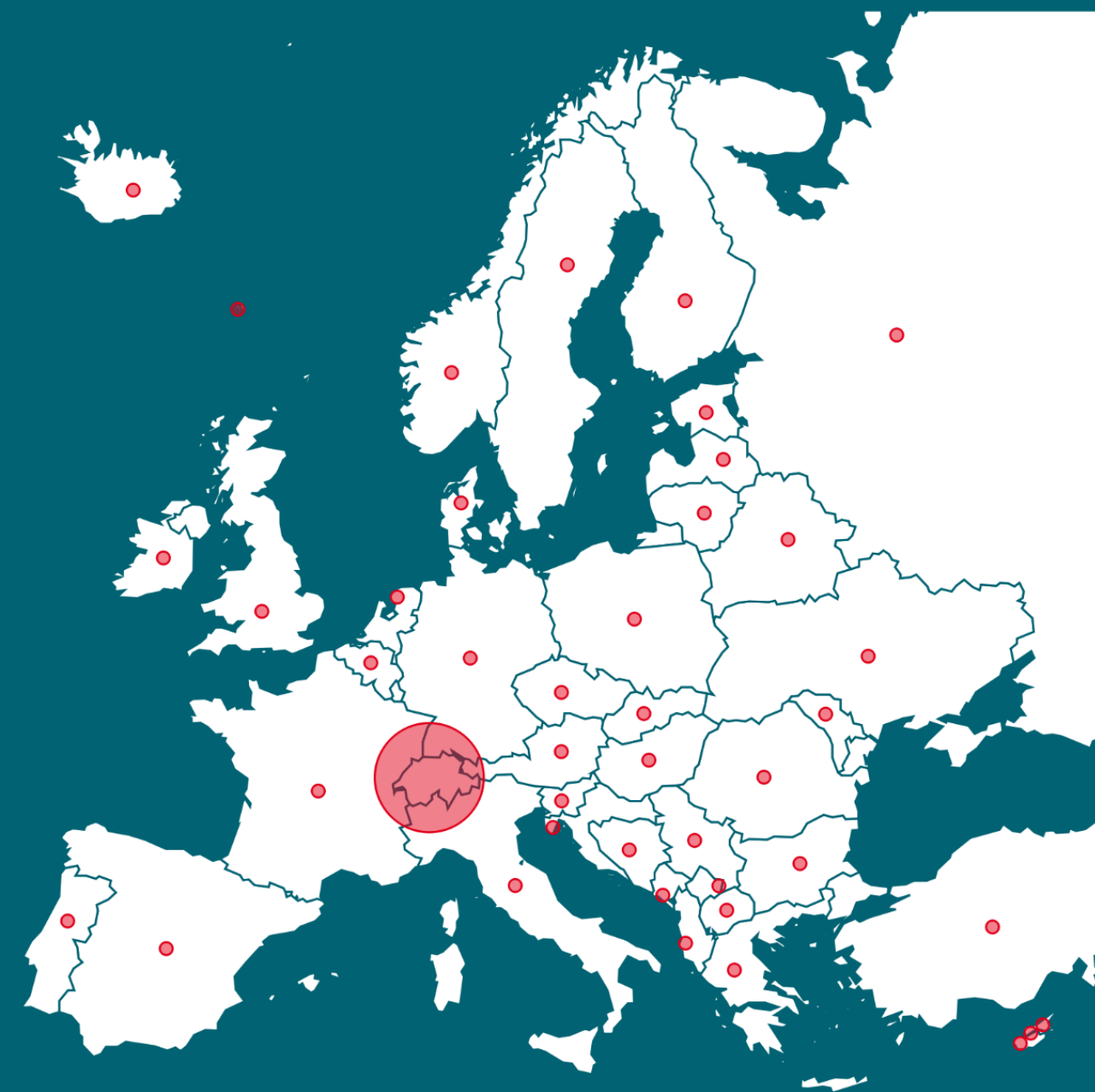
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The Swiss Tourism Happiness Index

Key Study Findings





Tourism happiness is emerging as a key measure of service performance, destination competitiveness and overall tourist satisfaction.

What factors should be taken into consideration when assessing tourist satisfaction in Switzerland, one of the happiest tourist destinations in the world?

The Swiss Tourist Happiness Index is providing new measurement criteria of tourist satisfaction for the industry.



Long-haul, international travel make tourists happier

Chinese, American and Canadian tourists reported the highest level of happiness traveling to Switzerland, while tourists from neighboring countries (Italy, France and Germany) and Switzerland were the least happy.

How long tourists stay matters

Tourist happiness increases with the length of stay in the country. Visitors who stayed over 8 nights in Switzerland were substantially happier than those who stayed for less than 4 nights. That's good news for Swiss hospitality professionals as staying longer in the country means tourists have more time to engage in travel activities that can positively impact their overall satisfaction.

Nurturing happy tourists is important

Keeping tourists long enough in the country is not enough. It's all about delivering high value experiences that will influence travel happiness at destination and beyond, creating a virtuous circle for repeat trips.



Diversifying the range of activities at destination is a key happiness attribute

Projecting a favorable image as well as delivering high-quality travel experiences are key success attributes in predicting tourist happiness. As an example, tourists who engaged in highly engaging travel activities and sports were the happiest, while those engaging in night-life activities were the least happy.

Managing tourist happiness should be looked at in context

Travel purpose and frequency play a role in tourist satisfaction. Visitors frequently traveling to Switzerland for business report the lowest level of satisfaction, while tourists who visited Switzerland multiple times for leisure (up to 10 times) were the happiest. Managing happiness for frequent travelers is therefore a key consideration for industry professionals who create new opportunities for loyalty.

Socio-demographic profile influences tourist happiness

Not surprisingly, age, educational level, employment and income are important factors behind tourist happiness. Younger (25-34), educated (graduate and post-graduate), employed tourists with disposable income were the happiest traveling to Switzerland. If wealthier tourists report higher level of satisfaction, purchasing material goods is not considered as important as partaking in activities and experiences while traveling.



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