



Switzerland
Destination
Imagery

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Which photo better evokes viewers' memory about Switzerland?

Does this photo evoke positive or negative associations with Switzerland?

Can we develop a method to evaluate and compare photos?

We took on the challenge to (1) find a method to evaluate photos for tourism promotion, and (2) to better understand how potential target markets perceive Switzerland. We tested 65 photos and successfully collected 796 online responses from the UK, France, Italy, and Germany.

We will introduce our research process, present the Destination Imagery Diagnosis model, and share our findings.

Executive Summary

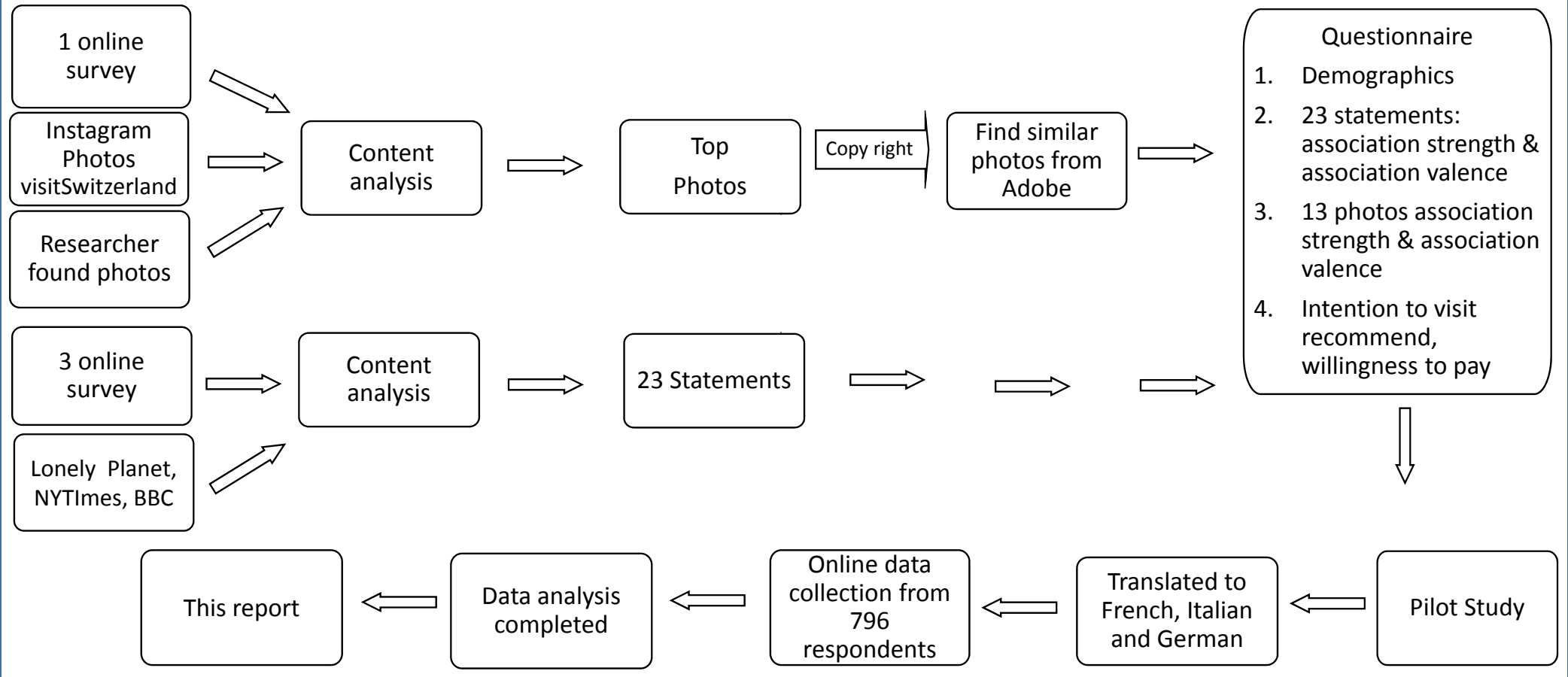
- Research process
- Respondents' profiles
- Association Strength and Association

Valence

- Destination Imagery Diagnosis Model

Methodology

Research Process



Respondent Profiles

Gender	Number	%
Male	404	50.8%
Female	392	49.2%

Age

18-29	476	59.8%
30-39	183	23.0%
40-49	73	9.2%
50-59	46	5.8%
60-69	18	2.3%

Previous travel experience	Number	%
Never been to Switzerland	469	58.9%
Once	181	22.7%
More than once	146	18.3%

Association Strength and Association Valence

To measure Association Strength, we asked this question:

How do you relate this photo (or statement) to Switzerland as a tourist destination?

1: not at all,

5: Strong association

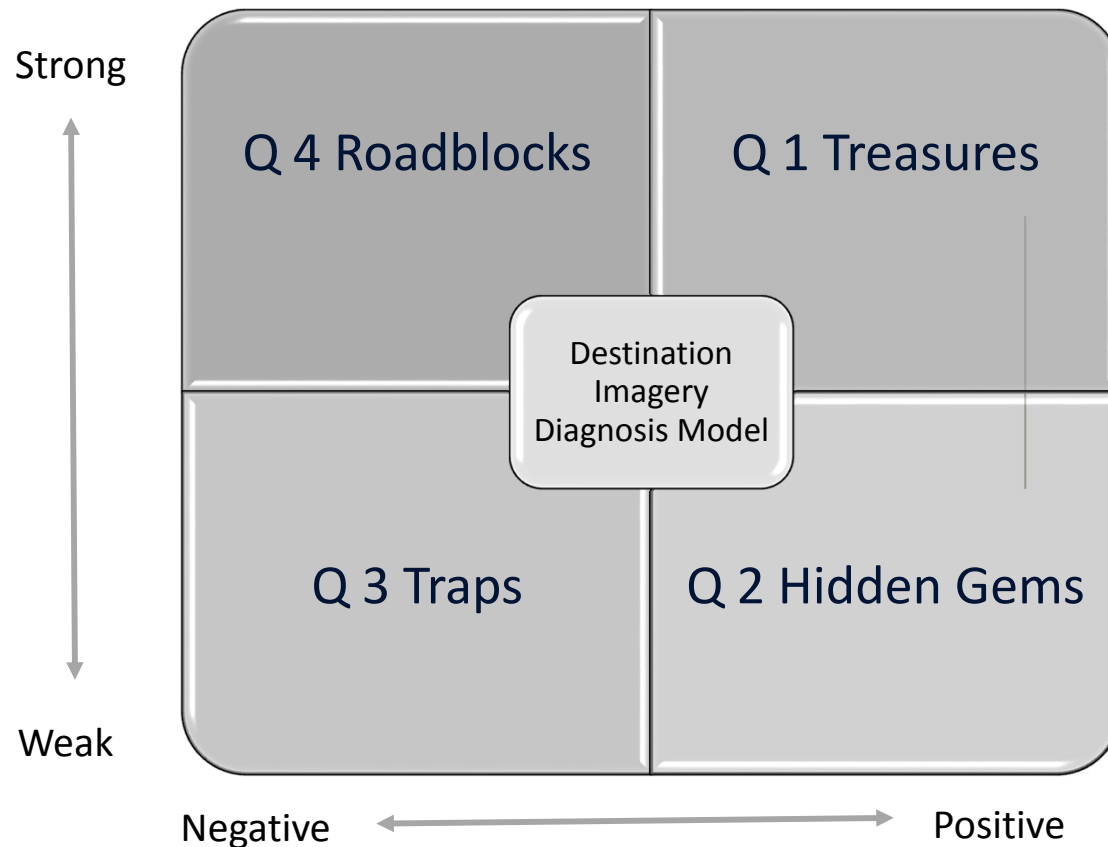
To measure Association Valence, we asked this question:

For you as a potential tourist in Switzerland, would this photo (or statement) be negative or positive?

-3: strongly negative

+3: strongly positive

Destination Imagery Diagnosis Model



Based on Association Strengths and Association Valences

- To leverage Treasures (strong and positive associations)
- To promote Hidden Gems (weak but positive associations)
- To avoid Traps (weak and less positive associations)
- To proceed with caution with Roadblocks (strong and less positive associations)

We collected data from online surveys and travel-related websites (such as Lonely Planet, BBC travel). We analysed these data and identified 23 statements best representing stereotypes, feelings, and uniqueness about Switzerland as a travel destination.

We then conducted an online survey to respondents in the UK, France, Germany, and Italy.

For every statement, we asked respondents to answer 2 questions.

How do you relate this statement to Switzerland as a tourist destination? (answer between 1 to 5, 1: not at all, 5 Strong association).

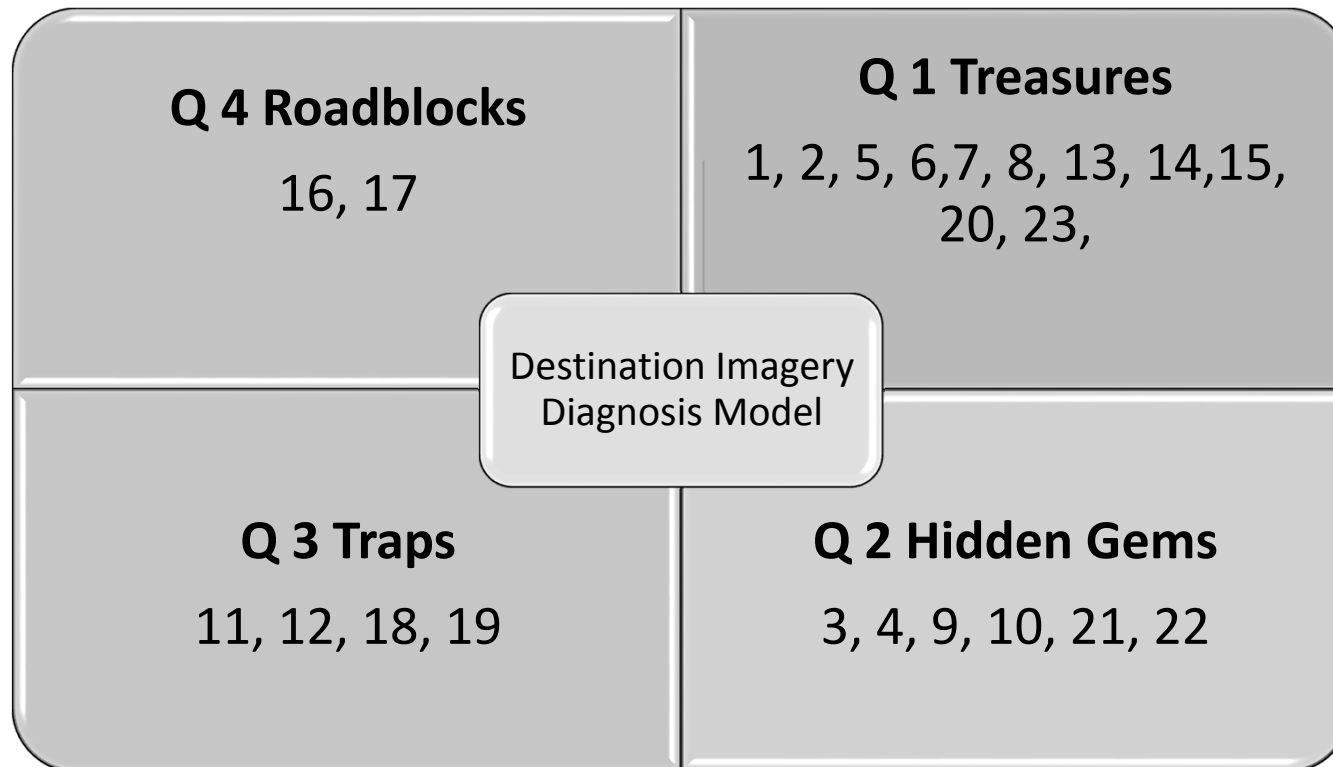
For you as a potential tourist in Switzerland, would this statement be negative or positive?(answer between -3 and 3, -3: strongly negative, +3: strongly positive)

Statement Findings

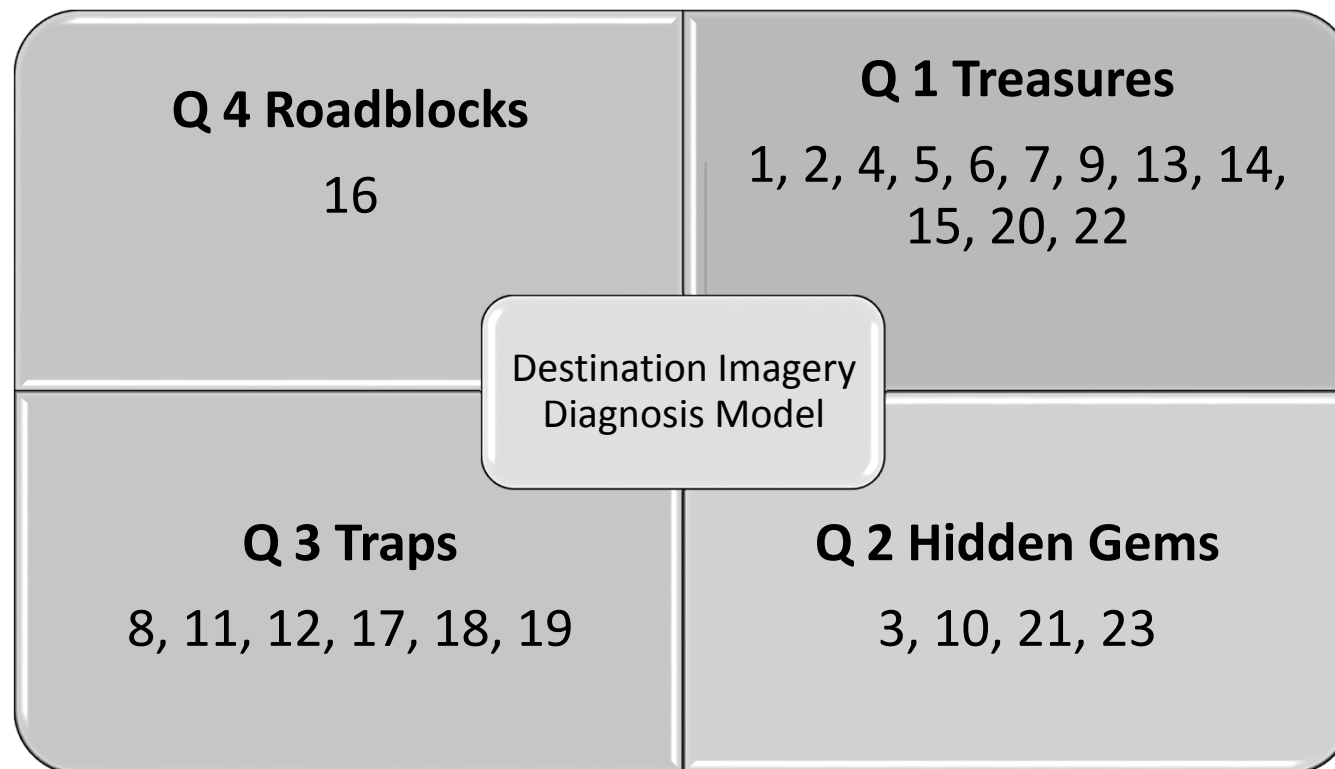
23 Statements

1. A country between mountains and lakes
2. Safe
3. Multiculturalism, multi-lingual
4. Offers many outdoor activities (hiking, skiing, snowboarding, kayaking, paragliding, sky diving, etc.) with amazing views
5. Enjoy nature, connect with nature
6. Fondue, raclette, cheese, and chocolate
7. Beautiful landscape, scenic views
8. Precision and organized
9. Easy and efficient transportations throughout the journey: trains, cable cars, funiculars, boats
10. Transportation is a travel experience itself, such as Glacier Express and chocolate train
11. Festivals and Carnival: Montreux Jazz, Nyon Paleo, Zermatt unplugged, etc.
12. St. Moritz, Zermatt, and Matterhorn
13. Calm, peaceful, tranquil
14. Authentic untouched nature
15. Fresh air, clear water, and clean environment
16. Expensive
17. Money or bank
18. Boring
19. Rule based country, strict
20. Switzerland is picturesque
21. Healthy life style
22. Welcoming or friendly
23. Quiet and discreet

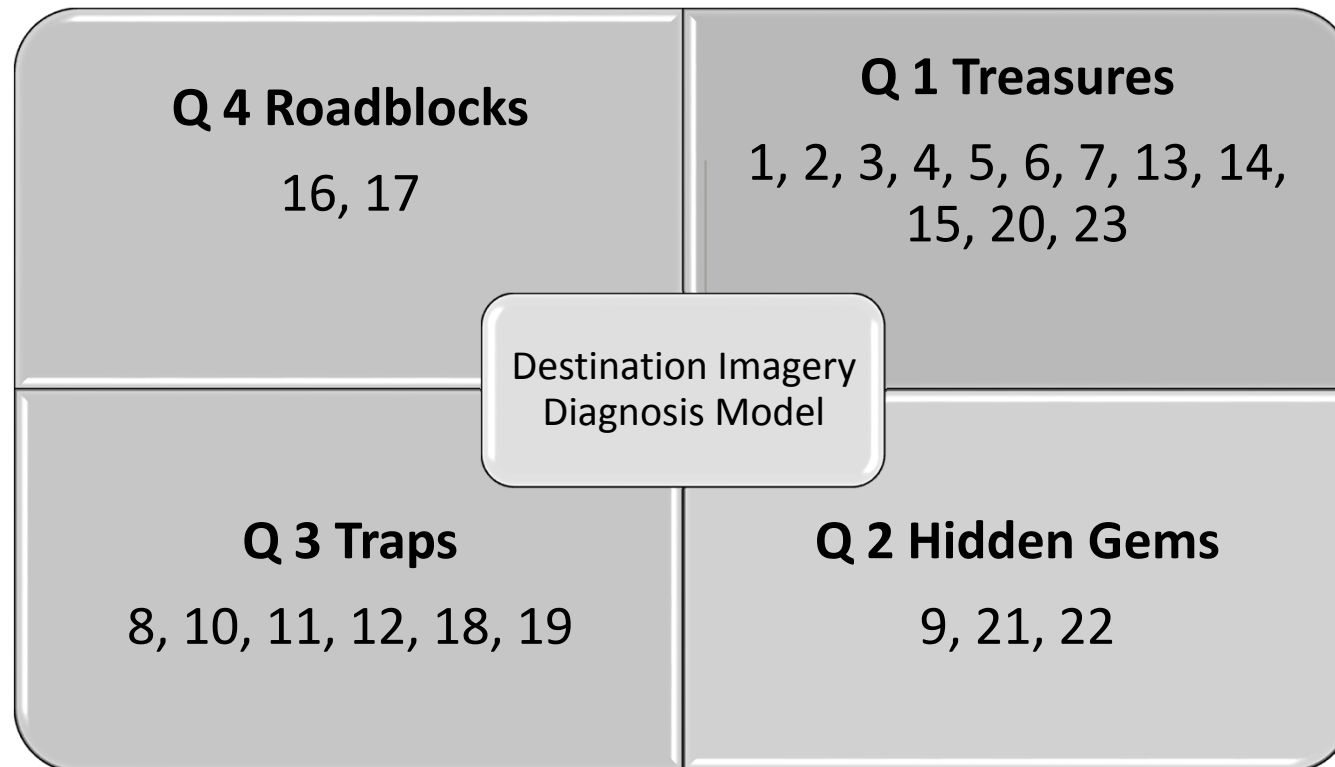
ALL Markets Combined



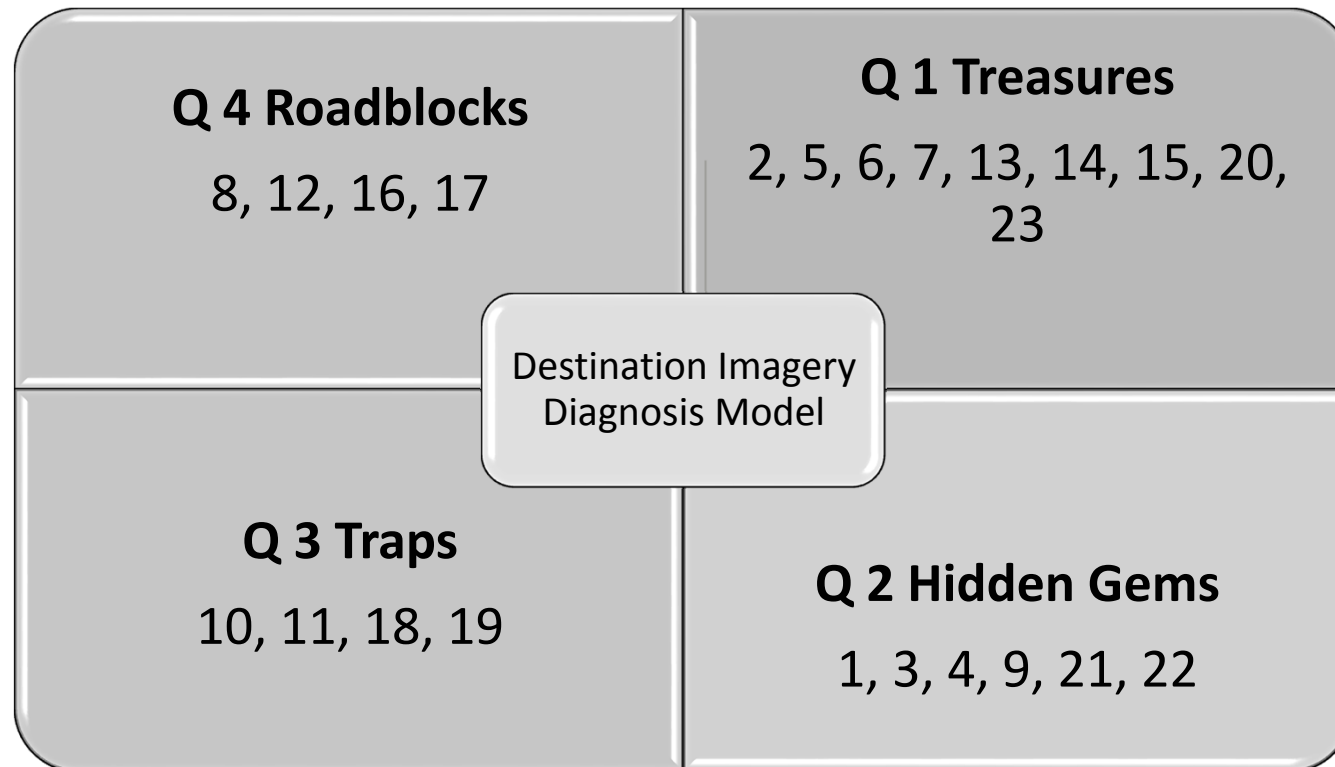
The United Kingdom



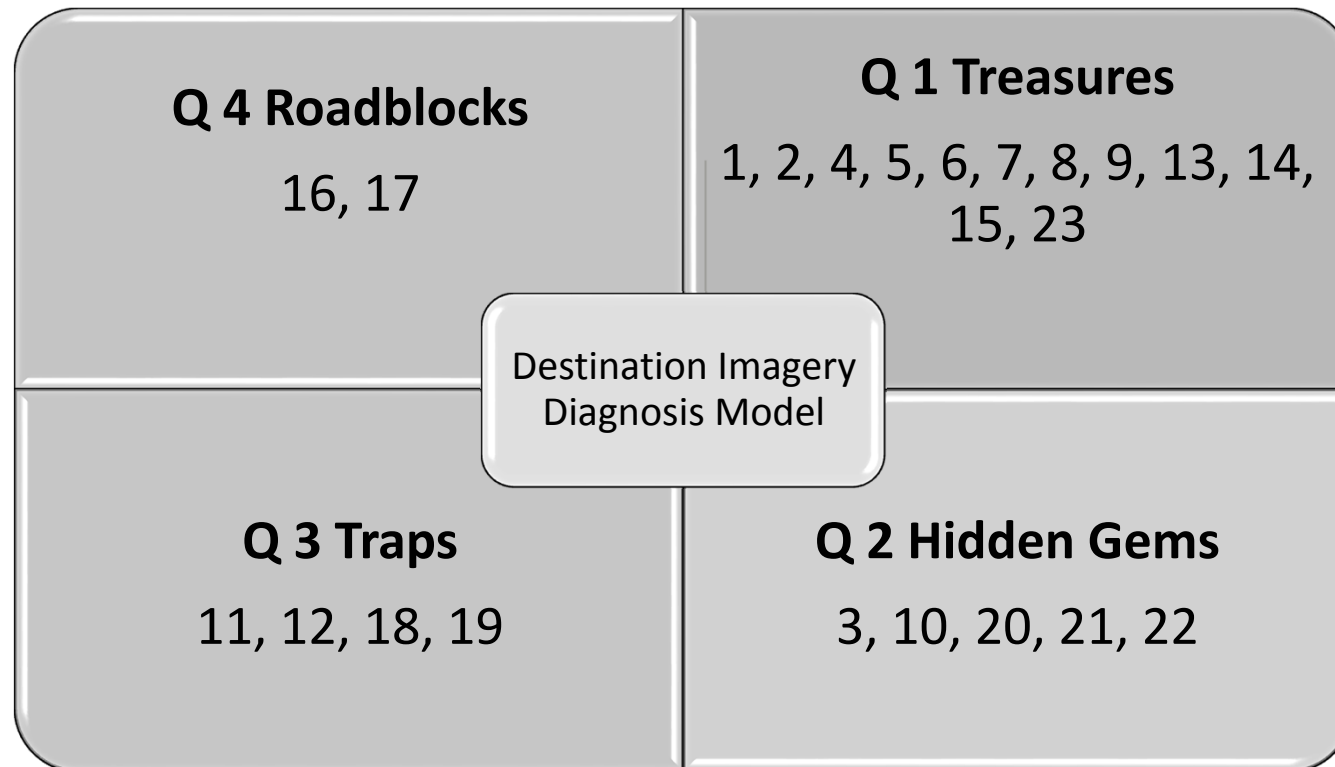
France



Germany



Italy



We collected data from an online survey and Instagram visitswitzerland account. We also added some photos which are relevant but missing from the other data sources.

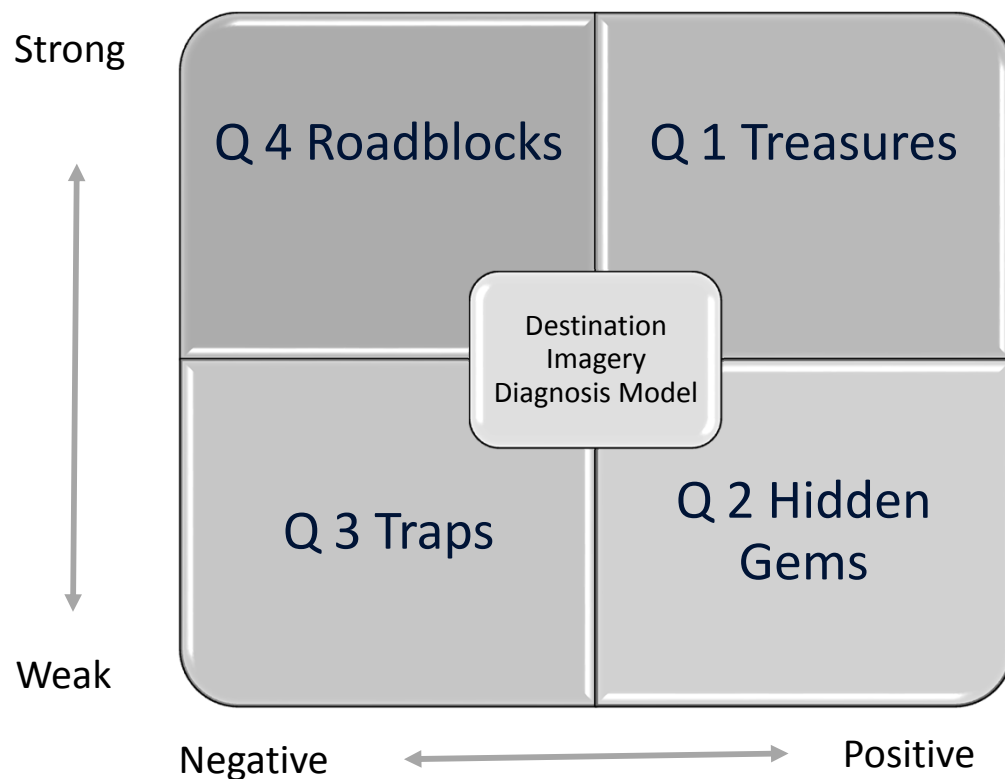
We then rated all photos based on the categories (nature, man-made environment, and people doing something) and assigned different ratings. Four researchers (1 Swiss and 3 long term Swiss residents) independently rated a collection of 283 photos. We then combined the rating results, and selected the top 65 photos.

To avoid the copyright issues, we found the most comparable photos from Adobe stock photos. We then conducted an online survey to respondents in the UK, France, Germany, and Italy. Every respondent reviewed 13 photos.

For every photo, we asked respondents to answer 2 questions.
How do you relate this photo to Switzerland as a tourist destination? (answer between 1 and 5, 1: not at all, 5 Strong association)
For you as a potential tourist in Switzerland, would this photo be negative or positive? (answer between -3 and 3, -3: strongly negative, +3: strongly positive)

Photo Findings

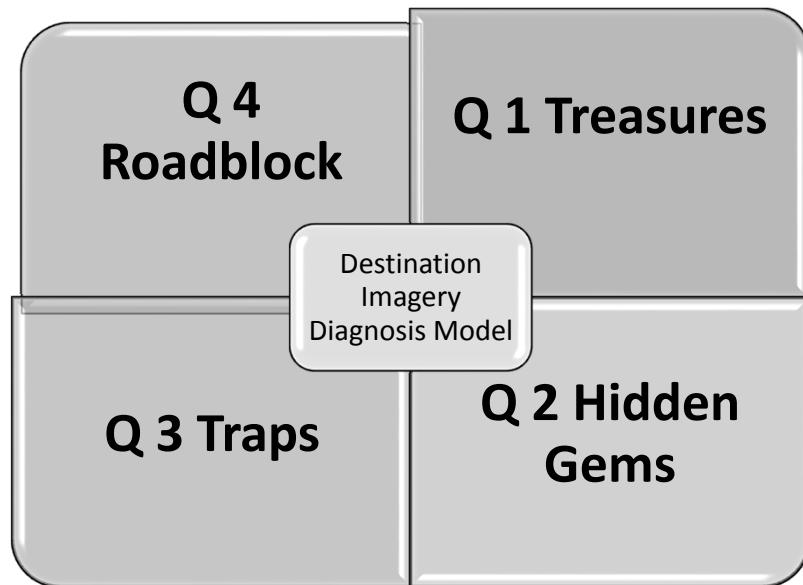
Destination Imagery Diagnosis Model



Based on Association Strengths and Association Valences

- To leverage Treasures (strong and positive associations)
- To promote Hidden Gems (weak but positive associations)
- To avoid Traps (weak and less positive associations)
- To proceed with cautions with Roadblocks (strong and less positive associations)

How to Read the Results



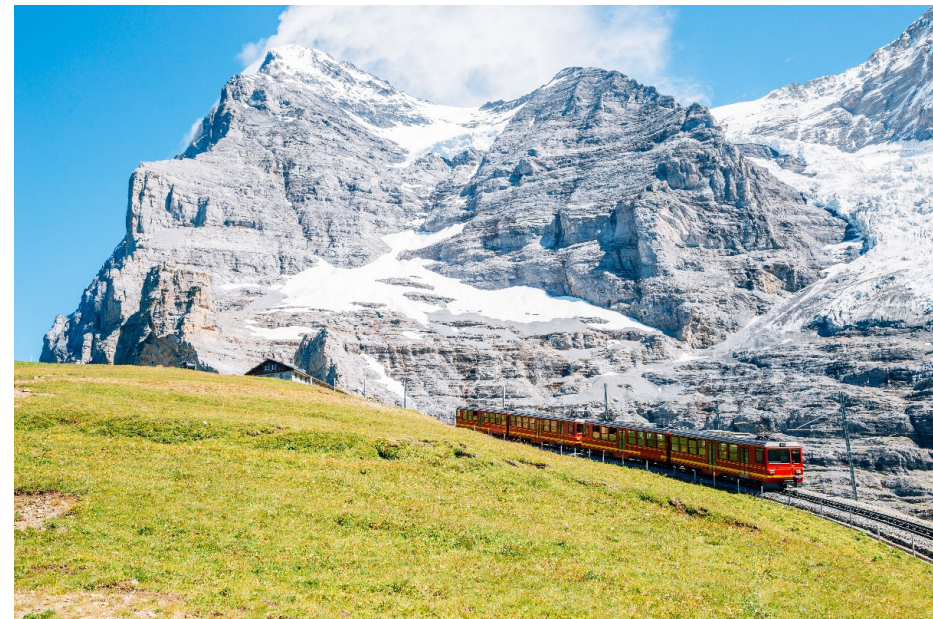
1.1	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1

This photo is located in Quadrant 1 for all markets combined, UK, France, Germany and Italy.



1.1	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1

1.2	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



1.8	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1

1.3	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1

1.9	All	U.K.	France	Germany	Italy
Quadrant	1	1	2	1	1



1.10	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	4



2.4	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



2.9	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	2

2.10	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1



2.11	Quadrant
All	1
U.K.	2
France	1
Germany	1
Italy	1



3.4	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



3.7	All	U.K.	France	Germany	Italy
Quadrant	1	4	1	4	1

3.9	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	2	1



4.2	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



3.13	Quadrant
All	1
U.K.	1
France	4
Germany	1
Italy	1

3.11	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



4.4	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	4	1



4.5	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



4.13	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



5.1	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1

5.2	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1



5.8	Quadrant
All	1
U.K.	1
France	1
Germany	1
Italy	1



5.9	Quadrant
All	1
U.K.	4
France	1
Germany	1
Italy	4



5.11	All	U.K.	France	Germany	Italy
Quadrant	1	2	1	1	4

5.12	All	U.K.	France	Germany	Italy
Quadrant	1	1	1	1	1



1.6	Quadrant
All	2
U.K.	2
France	2
Germany	2
Italy	2

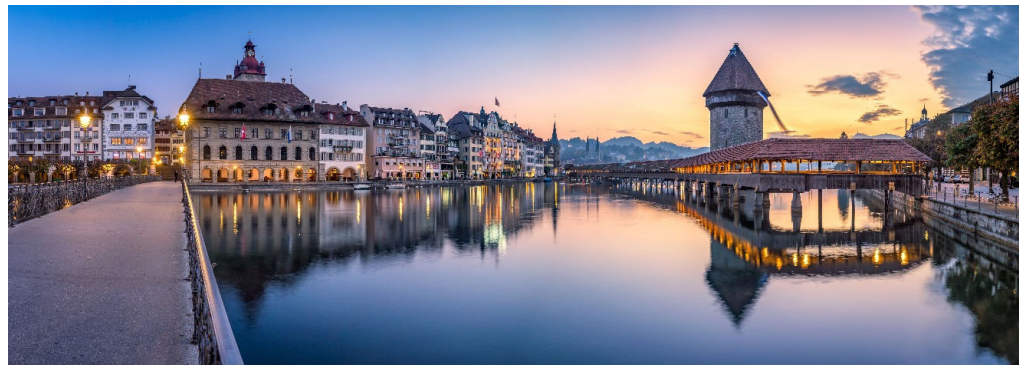


1.13	Quadrant
All	2
U.K.	2
France	2
Germany	2
Italy	2



2.2	All	U.K.	France	Germany	Italy
Quadrant	2	1	1	2	2

2.7	All	U.K.	France	Germany	Italy
Quadrant	2	2	1	1	2



3.1	Quadrant
All	2
U.K.	2
France	2
Germany	1
Italy	1



3.5	Quadrant
All	2
U.K.	2
France	2
Germany	3
Italy	2



3.10	All	U.K.	France	Germany	Italy
Quadrant	2	2	2	2	2

4.7	All	U.K.	France	Germany	Italy
Quadrant	2	2	1	2	2



4.8	Quadrant
All	2
U.K.	2
France	2
Germany	2
Italy	2



5.5	Quadrant
All	2
U.K.	3
France	1
Germany	1
Italy	3



1.5	All	U.K.	France	Germany	Italy
Quadrant	3	3	4	4	3

1.7	All	U.K.	France	Germany	Italy
Quadrant	3	3	2	2	1



1.11	Quadrant
All	3
U.K.	2
France	3
Germany	3
Italy	3



2.1	Quadrant
All	3
U.K.	3
France	1
Germany	4
Italy	2



2.5	All	U.K.	France	Germany	Italy
Quadrant	3	3	3	3	3

2.12	All	U.K.	France	Germany	Italy
Quadrant	3	3	4	3	3



2.8	Quadrant
All	3
U.K.	2
France	3
Germany	3
Italy	3



2.6	Quadrant
All	3
U.K.	3
France	3
Germany	3
Italy	3



3.2	All	U.K.	France	Germany	Italy
Quadrant	3	3	3	3	4

3-3	All	U.K.	France	Germany	Italy
Quadrant	3	3	1	3	1



3.8	Quadrant
All	3
U.K.	3
France	4
Germany	4
Italy	4



4.6	Quadrant
All	3
U.K.	3
France	4
Germany	3
Italy	3



4.9	All	U.K.	France	Germany	Italy
Quadrant	3	2	1	3	3

4.11	All	U.K.	France	Germany	Italy
Quadrant	3	3	3	3	3



4.12	Quadrant
All	3
U.K.	3
France	1
Germany	3
Italy	4

5.3	All	U.K.	France	Germany	Italy
Quadrant	3	3	4	1	3



5.6	All	U.K.	France	Germany	Italy
Quadrant	3	2	1	3	3

5-7	All	U.K.	France	Germany	Italy
Quadrant	3	3	1	3	4



5.10	Quadrant
All	3
U.K.	3
France	1
Germany	3
Italy	3

5.13	Quadrant
All	3
U.K.	3
France	3
Germany	3
Italy	3



1.4	All	U.K.	France	Germany	Italy
Quadrant	4	4	3	4	4

1.12	All	U.K.	France	Germany	Italy
Quadrant	4	4	3	4	4



2.3	Quadrant
All	4
U.K.	1
France	1
Germany	4
Italy	1



2.13	Quadrant
All	4
U.K.	4
France	1
Germany	4
Italy	3



3.6	All	U.K.	France	Germany	Italy
Quadrant	4	4	1	1	4

3.12	All	U.K.	France	Germany	Italy
Quadrant	4	4	4	4	1



4.1	Quadrant
All	4
U.K.	4
France	4
Germany	4
Italy	4

4.3	Quadrant
All	4
U.K.	1
France	1
Germany	4
Italy	1





4.10	All	U.K.	France	Germany	Italy
Quadrant	4	4	1	4	3

5.4	All	U.K.	France	Germany	Italy
Quadrant	4	3	1	4	4



The Destination Imagery Diagnosis model helps marketers to understand the perceptions of target markets. Based on the association strengths and association valances, marketers could effectively identify marketing treasures, hidden gems, traps, and roadblocks. Marketers could further develop corresponding marketing strategies to leverage treasures, and promote hidden gems.

In addition to the main contribution of developing the Destination Imagery Diagnosis model, this research also identified and tested 23 statements and 65 photos in four target markets. Marketers are encouraged to use the research findings.

Takeaways

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