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# Quality.

**Nothing is more important.**

Satisfied guests are the guarantee of success, something to which all the parties they encounter during their stay can contribute. This is why the struggle for more quality has to be conducted by everyone collectively.



Val Verzasca in Canton Ticino





At the workshop of Alphorn maker Hansruedi Bachmann in Eggiwil, Emmenthal.

# For Switzerland, good is not good enough.

In a study conducted by DemoSCOPE, Switzerland was awarded the grade "good" for hospitality. By increasing the focus on customers and alliances, this could be turned into a "excellent".

## Hospitality

Visitor satisfaction is a crucial criterion for success in the tourism business. For this reason Switzerland Tourism commissioned a study of satisfaction levels among Swiss holidaymakers. Some 3800 people were surveyed, of which almost half had spent their vacations in Switzerland during the previous 12 months. The results make pleasant reading.

A total of 80 % of respondents were very satisfied with their vacation, an encouraging result when one considers that domestic visitors constitute the largest customer segment. Those surveyed were asked to award grades to the individual elements making up their vacation. On a scale of one to six the average rating was slightly higher than five, with six being the highest possible grade.

Swiss holidaymakers attach the greatest importance to accommodation. Here, slight deviations between the grades given to the various accommodation types would indicate that there is potential for improvement. Whereas staff friendliness, the welcome, coziness and atmosphere and the quality of meals were given grades over five, comfort and quality of the establishment and value for money were rated slightly below five.

Despite the general satisfaction Jürg Schmid, CEO of Switzerland Tourism, feels there is room for improvement: "People expect a maximum from Switzerland." In his opinion, the way to increase quality is by tailoring services to the needs of guests and encouraging industry alliances, making it possible to optimize the revenues needed to make the infrastructure improvements required across the country.

### Swiss visitor satisfaction.

The average grade awarded to the tourism partners in Switzerland for their services by Swiss nationals was 5.09. A result that is good, but not excellent.

## Facts.

### Selected results of the DemoSCOPE hospitality study

Overall satisfaction with the tourism office	5.20
Overall satisfaction with the accommodation	5.00
Hospitality of local people	5.12
Satisfaction with the booking	5.32

(Scale: 1 = "not at all satisfied" to 6 = "completely satisfied")

