

CUSTOMER CASE

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Switzerland Tourism maximises its use of market research data thanks to the online tourism monitor

A clever business analytics solution in the DyneCloud: a wealth of market research data is individually processed easily and quickly. For Switzerland Tourism, this new solution saves an enormous amount of time in contrast to performing painstaking manual evaluations.



Switzerland Tourism is a public body of the federal government promoting Switzerland as a destination for holidays, travel and conferences on a worldwide basis.

A rich data collection of feedback on Switzerland

The Tourism Monitor Switzerland (TMS) is the biggest national tourist survey carried out by Switzerland Tourism. In 2010, 9,168 recreational overnight tourists from 110 origin markets in 100 destinations in Switzerland were recruited for the survey. The primary data collection method was online interviews lasting 20 minutes. Switzerland Tourism members and partners have access to a database comprising 2.5 million individual opinions (using an online analysis tool), as well as to countless reports on the Switzerland Tourism partner website. The TMS ascertains the preferences and behaviour of tourists as well as their knowledge of the market, and this provides the basis for the strategic and operative

marketing decisions of Switzerland Tourism which include:

- Positioning and differentiating Switzerland as a tourist destination by using destination images,
- The needs of the guests, tourism-related strengths and competitive advantages,
- Offer optimisation based on customer satisfaction,
- Effective marketing based on the information sources used and their booking times.

Individually constructed online reports from market research data

In order to be able to use this wealth of important customer feedbacks effectively, Switzerland Tourism commissioned its long-time partner Dynelytics to implement an interactive online evaluation platform. The tourism organisation defined 200 filter, segmentation and benchmarking variables for the new analysis tool, which can be combined in multiple ways. Accordingly, countless individualised evaluations can be performed, e.g. which sources of information are first-time Chinese visitors using? How many days in advance are wellness holi-

days in the Alps booked? For what reasons are Swiss cities visited? In which tourism region is Switzerland most authentic and hospitable? Users can call up the information which interests them online in a multi-stage process, individually compiled from different segments, filters and benchmarks. The results of the queries are reports, which are approximately 30 pages in length, consisting of a combination of graphics and tables which are printed in PDF format and can be saved. The required reports are sorted based on the frequency of responses, with automatic labelling of over- or under-representation, and the integration of fixed elements such as title pages and cards.

Flexible online database with easy handling

Besides the availability of data at any time, a further advantage of the online solution includes the possibility of worldwide access. Access is available not only to Switzerland Tourism with branches in 27 countries but also to more than 700 members and partners (from the tourist industry, universities / technical colleges and the economic sector). TMS partners have their own logins tailored especially to their needs. This means that a user's access to information in a password-

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controlled environment depends on his/her individual authorisation. Using the online database is simple: there are no system requirement conditions and one can simply access the portal using one of the usual browsers. And, as stated by Christian Huser, a specialist market research manager at Switzerland Tourism: “Both the use of the online tool and the reports are self-explanatory”.

Traditional data tables were less reader-friendly and inflexible in their application

Traditional institutional marketing research tables are not an option for Switzerland Tourism market research. Users find their use impractical and unattractive, e.g. missing graphics highlighting over- or under-representation of information or missing graphic / table combinations. Christian Huser summarises this thus: “This way of processing the results barely meet the requirements. The new interactive portal can be used flexibly, it delivers clear results at the click of a button, and it is cost-efficient.” The Dynelytics solution offers Switzerland Tourism an attractive cost model. Apart from the hosting costs there is only a one-off cost for programming.

Frequent use and real additional value for Switzerland Tourism

The TMS online database led to a strong proliferation of the results and a strengthening of the offers to members and partners of Switzerland Tourism; the generated reports

Christian Huser, market research department head, Switzerland Tourism

“Once again, many thanks for the productive and pleasant collaboration, and for the brilliant final product.”

were used just three months after activation with more than 1,000 downloads. The tracking tool also shows that two out of three downloaded reports were requested by external users and that the topic “guest requirements” generated the most interest. Christian Huser praises the high level of expertise shown by Dynelytics in implementing the solution: “Once again, many thanks for the productive and pleasant collaboration, and for the brilliant final product.” Although certain wishes – e.g. a flexible choice of benchmarks – are still open, Tourism Monitor is a long-term project that will be regularly updated with new survey data. Once a database structure is created it can be easily expanded with new cases and new variables at any time. ●

This online evaluation solution is ideal...

- . For data sets with countless filter and segmentation options,
- . For data sets with large numbers of cases (enough cases available despite many segments),
- . For a large, heterogeneous group of users (i.e. a large need for varied and individualised analyses),
- . For recurring tests (one-off development costs for an increasing value of information),
- . For both operational and institutional market research such a solution is suitable.