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Green luxury, a paradox?

Understanding Swiss 5-Star Hotel Guests' Values and Views on Sustainability

*Results of an Online Survey conducted in December
2023*

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> Executive Summary

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Executive Summary (I)

Context and Study Goals

- In the competitive and evolving landscape of luxury hospitality, **understanding the motivations and preferences of guests is crucial for delivering exceptional experiences** that resonate with their needs and aspirations. Traditionally, hotels have relied on demographic-based segmentation approaches to identify and target specific customer groups. However, these methods often fail to capture the nuanced preferences and decision-making processes of luxury travelers. To address this challenge, this research proposes a data-driven, **benefit-segmentation approach of Swiss 5-star hotel guests**.
- Benefit segmentation differs from traditional demographic segmentation by **focusing on the intangible and tangible benefits that drive customer choices**. By identifying **distinct segments** who share similar benefit-seeking patterns, hotels can effectively **tailor their marketing strategies, service offerings**, and overall guest experience to resonate with the specific desires of each segment. This customized approach **empowers hotels to deliver personalized experiences** that foster customer loyalty and drive sustainable growth in the competitive landscape of luxury hospitality.

Executive Summary (II)

Context and Study Goals

- Today, a major preoccupation of the public is the **problem of global warming** and the efforts that everyone needs to make to preserve our planet. The emergence of Purpose-Driven Guests highlights the **growing importance of ethical benefits**, with guests increasingly seeking to align their luxury experiences with their values of sustainability and social responsibility.
- **Customers integrate these concerns into their consumption patterns to a greater or lesser extent**, depending on their sensitivity to the issue, as well as the object and context of consumption.
- In our research, we sought to **identify whether customers of 5-star hotels could be segmented according to their attitudes towards sustainable development issues and their resulting mode of consumption of luxury experiences** when choosing providers who do or do not respect environmentally-friendly management principles.

Executive Summary (III)

Methodology

- To delve into the motivations and preferences of **Swiss 5-star hotel guests**, this research employed a **online survey** that was distributed in December 2023 through a panel provider, Innofacts.
- The survey garnered a total of 569 responses, reaching a diverse pool of Swiss residents who met the study criteria. After rigorous quality control measures, a robust sample of **508 valid responses** remained, providing a solid foundation for detailed analysis.
- We utilized advanced statistical software to explore the diverse characteristics of our customer base. We started with a basic assessment of demographic details, then advanced to grouping customers using **hierarchical cluster analysis**.

Executive Summary (IV)

Main results

- **Behavioral Paradox:** The survey revealed a paradox in luxury travel. Guests show a **growing preference for hotels that integrate sustainable practices, demonstrating a shift towards more eco-conscious travel.** While there is an increasing awareness and preference among luxury travelers for sustainable practices, their **travel choices often include inherently unsustainable activities**, such as frequent flying and the enjoyment of lavish amenities. This **contradiction highlights a complex dynamic where luxury and sustainability intersect.**
- **Digital Engagement and Booking Behavior:** Online platforms, especially Instagram and WhatsApp, are favored for sharing vacation experiences, emphasizing the importance of a hotel's digital presence. The survey indicated a preference for online booking platforms and direct hotel bookings, suggesting the need for a strong online and direct booking strategy for hotels.

Executive Summary (V)

Main results

Using hierarchical cluster analysis, the study identifies **three distinct segments**: the "**ethical enthusiasts**," the "**unconcerned aesthetes**" and the "**practical connoisseurs**."

These segments are characterized by the relevance they assign to social and symbolic benefits, ethical benefits, and functional service benefits. These sets of benefits were identified using exploratory factor analysis.

Ethical enthusiasts show a strong preference for sustainability and social connection, practical connoisseurs value functional service benefits, while unconcerned aesthetes display indifference mainly towards functional and ethical aspects.

**Ethical
Enthusiast**
(20.28%)



**Unconcerned
Aesthete**
(35.83%)



**Practical
Connoisseur**
(43.90%)



Implications

- **Navigating the Paradox:** The luxury travel industry faces the challenge of innovating to provide experiences that are both luxurious and sustainable. Addressing this paradox involves balancing extravagant services with ecological responsibility.
- **Enhanced Digital Marketing:** To appeal to the tech-savvy luxury traveler, hotels should bolster their digital marketing strategies, particularly on popular social media platforms.
- **Customization and Personalization:** Tailoring services to meet individual guest preferences can significantly enhance the luxury experience.
- **Sustainability as a Core Value:** Integrating sustainable practices into all aspects of hotel operations is becoming a standard expectation among luxury travelers. Luxury hotels have the opportunity to play a key role in educating guests about sustainability and potentially influencing their future travel choices and behaviour.

Managerial implications

- The **ethical enthusiast** segment is likely to engage with social media and email content concerning local gastronomy, use of public transportation, and family activities. This segment is the most likely to share their experiences on social media.
- The **unconcerned aesthete** segment might be interested in content highlighting the grandeur of the hotel and its aesthetic beauty; they value the pride and symbol of success they associate with staying in a luxury hotel.
- The **practical connoisseur** is likely to engage more with content addressing value for money, hotel accessibility, and activities with a partner. They do not value strongly ethical dimensions such as transparency, fairness in pricing or environmental conservation. They don't like sharing on social media and they travel with a partner.

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> Context: Sustainability & Luxury Hotels

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Motivation for the Survey (I)

Project Goals: The overarching goal of this research is to assist luxury hotels in effectively aligning their digital marketing strategies with the evolving preferences of luxury travelers, particularly those who prioritize sustainability. By understanding the unique characteristics and preferences of this discerning clientele, hotels can tailor their marketing messaging and experiences to resonate with their values and expectations.

Consumer Insights: Gathering insights into the perceptions of Swiss 5-star hotel guests towards sustainability is crucial for demystifying this paradox and identifying the key factors that influence their decision-making. This survey aims to delve into the minds of these discerning travelers, understanding how they perceive and value sustainability in their luxury experiences.

Addressing the Paradox: The luxury-sustainability paradox often arises from the perception that these two concepts are mutually exclusive. However, this research seeks to challenge this notion by analyzing whether sustainability can be a powerful differentiator for luxury hotels, attracting a loyal clientele who values both indulgence and environmental responsibility.

Context and Relevance of the Survey

Background: In the ever-evolving landscape of luxury hospitality, sustainability has emerged as a key differentiator, attracting a clientele seeking experiences that align with their values and aspirations. This research delves into the intersection of luxury and sustainability, specifically examining how digital marketing strategies can resonate with a new generation of consumers who prioritize, or at least take into account, eco-conscious practices. The study aims to unravel the complexities of appealing to this group of travelers while maintaining the essence of exclusivity that defines luxury hospitality.

Importance: The demand for sustainable accommodations is on the rise globally, driven by a growing awareness of environmental concerns and a desire to minimize one's ecological footprint. Luxury hospitality holds significant influence in the global luxury goods industry, boasting the third-largest market share. However, despite its substantial influence, research on luxury market segmentation and the integration of sustainability into digital marketing strategies remains limited. This gap in knowledge underscores the need for deeper understanding of how brands can effectively cater to the evolving preferences of luxury travelers, particularly those driven by sustainability considerations.

Motivation for the Survey (II)

Unlocking Sustainable Luxury: By gathering and analyzing data on customer preferences and perceptions, this project aims to guide effective digital marketing strategies for sustainable luxury in Swiss hospitality. The findings will assist luxury hotels in tailoring their marketing messages to reach environmentally conscious travelers, effectively communicate their sustainability initiatives and position their brands as leaders in this emerging field.

Segmenting Swiss 5-Star Hotel Guests Based on Benefit Seeking

Study Focus: In the dynamic and demanding world of luxury hospitality, understanding the motivations and preferences of guests is crucial for delivering tailored experiences that resonate with their unique needs and aspirations. Traditional demographic-based segmentation approaches often fail to capture the nuances of consumer behavior, particularly in the context of luxury experiences. This research delves into the psychology of benefit seeking, identifying distinct segments of Swiss 5-star hotel guests based on the specific benefits they seek from their luxury experiences

Identifying Relevant Benefits: Literature on luxury hotel benefits suggests that guests seek a combination of self-directed and outer-directed benefits. Self-directed benefits focus on personal gratification and indulgence, including hedonic aspects like relaxation and enjoyment. Outer-directed benefits, on the other hand, emphasize status, prestige, and alignment with the hotel's brand values. Recent research has also highlighted the growing importance of ethical benefits, as guests increasingly seek to align their luxury experiences with their values of sustainability and social responsibility.

Profiling Swiss 5-Star Hotel Guests Based on Benefit Seeking

- **Status Seekers (Symbolic Benefits):** Guests who prioritize the prestige and social standing associated with staying at a luxury hotel.
- **Aesthetics Admirers (Aesthetic Benefits) :** Guests who appreciate the hotel's design, ambiance, and overall aesthetic appeal.
- **Functional Perfectionists (Utility Benefits) :** Guests who seek practicality, convenience, and a seamless hotel experience.
- **Lifestyle Enhancers (Lifestyle Benefits) :** Guests who believe the hotel experience enriches and elevates their personal lifestyle.
- **Financially Minded (Financial Benefits) :** Guests who value value for money and seek cost-effective luxury experiences.
- **Purpose-Driven Guests (Ethical Benefits) :** Guests who prioritize sustainable practices and ethical operations of the hotel.

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> Methodology: The Survey

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The questionnaire

- The survey aims to understand the preferences and motivations of guests of 5-star hotels, with a focus on sustainability and luxury. The questionnaire (see details in annex) is structured into several sections:
 - **Hotel Preferences:** Explores what factors guests prioritize in their luxury hotel stays, including aspects like design, service quality, and sustainability.
 - **Perceptions and Values:** Assesses guests' views on the symbolic importance of luxury hotels, lifestyle alignment, and aesthetic appeal.
 - **Ethical and Sustainability Considerations:** Queries guests' opinions on environmental responsibility and ethical practices of luxury hotels.
 - **Financial Considerations:** Investigates the financial aspects influencing guests' choices, including perceived value for money.
 - **Booking and Travel Habits:** Gathers information on how guests book their stays, their travel companions, and vacation choices.
 - **Demographic Information:** Collects basic demographic data such as age, gender, nationality, and income.

Survey Administration and Response Analysis

- The questionnaire was translated in 4 languages : French, German, English and Italian. It was administered online.
- **Target Group:** Survey *conducted in December 2023* in collaboration with Online-Panel provider Innofacts, targeting *Swiss residents* who stayed at least one night in a 5-star hotel in 2022 or 2023.
- **Initial Responses:** Received a total of 569 responses from the survey participants.
- **Quality Control:** Responses completed in less than 180 seconds were deemed non-serious and excluded from the analysis.
- **Valid Responses:** After quality filtering, *508 valid responses* remained, forming the basis for detailed analysis and insights.

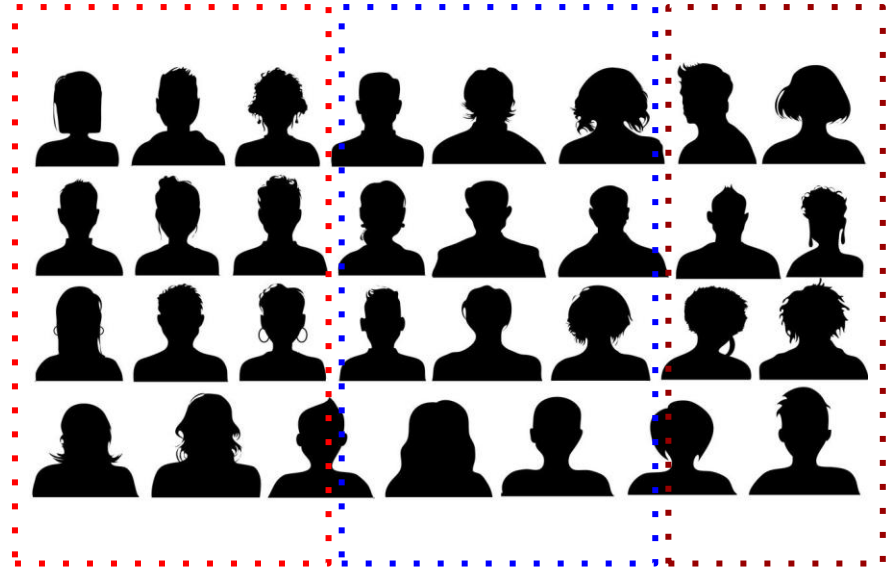
Cluster Analysis

- Using **hierarchical cluster analysis**, the study identifies three **distinct segments**: the "ethical enthusiasts," the "unconcerned aesthetes," and the "practical connoisseurs." These segments are characterized by the relevance they assign to **social and symbolic benefits**, **ethical benefits**, and **functional service benefits**. These sets of benefits were identified using exploratory factor analysis. A series of (Welch's) ANOVAs and chi-square tests were used to describe segments' characteristics and profiles.

Step 1: identification of benefits from literature and interviews

Step 2: segmentation based on luxury and ethical benefits

Step 3: profiling based on all *the other* variables



Sample profile (see annex for details)

- **Gender:** The sample shows a male majority (59%), with females representing 41%.
- **Age:** The age groups are predominantly 30 to 39 years old (30%) and 40 to 49 years old (21%), indicating that the middle-aged demographic is the most represented in the sample. This is followed by the 18 to 29 years old (20%), suggesting that younger adults also form a substantial part of luxury hotel guests.
- **Professional Position:** A significant proportion of respondents are employees without managerial responsibility (33%), followed by those in lower management (21%), upper management (15%), and self-employed or entrepreneurs (13%). This diverse professional representation suggests a variety of decision-makers.
- **Education:** The educational background of respondents is high, with the most common level being a Master's degree or equivalent (27%), followed by vocational school/apprenticeship (27%), and a Bachelor's degree (24%).
- **Income Levels:** The largest group of respondents falls within the 10,000 - 14,999 CHF/EUR per month income range (32%), followed by 5,000 - 9,999 CHF/EUR (25%) and 15,000 - 29,999 CHF/EUR (18%).

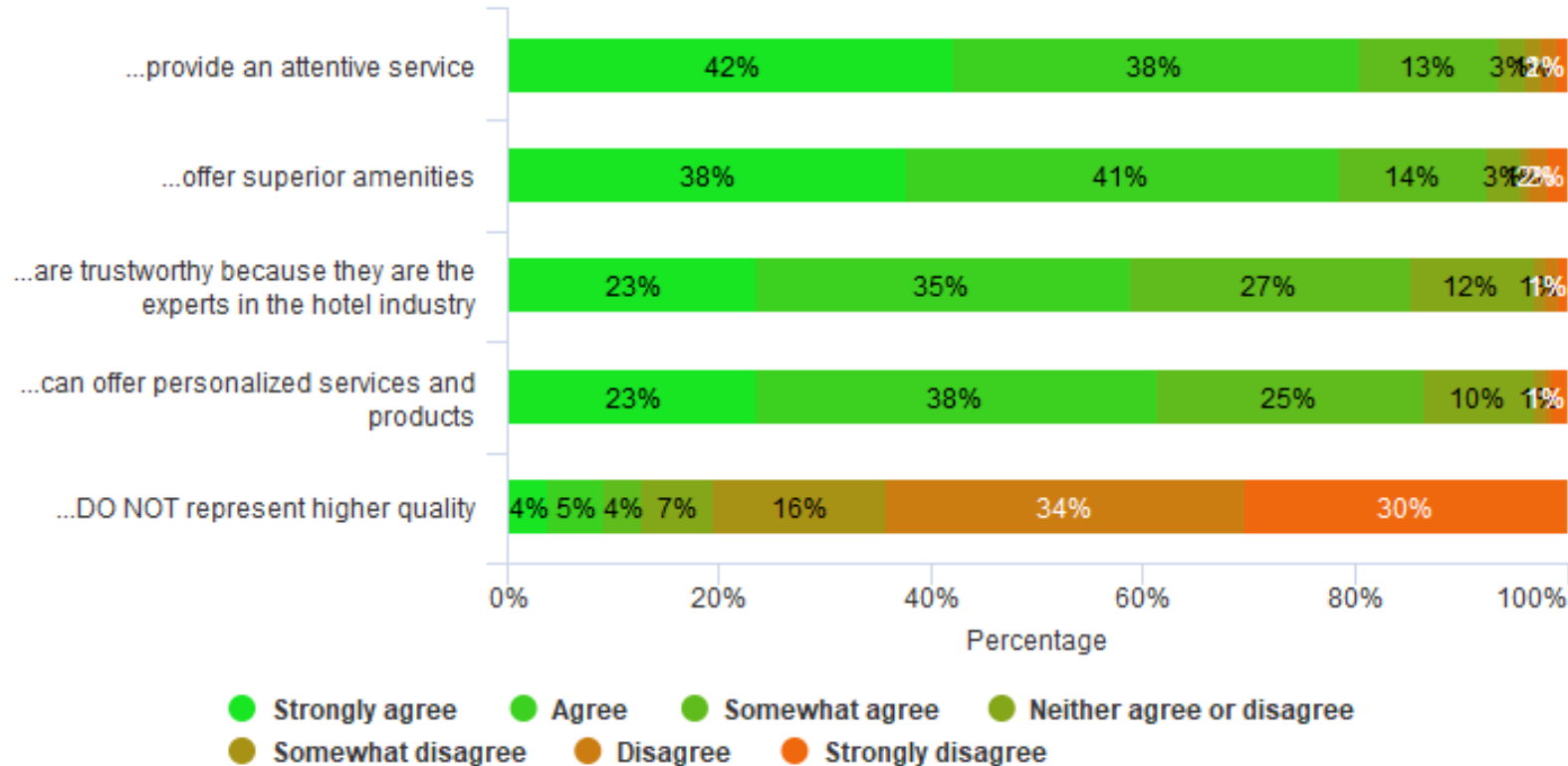
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➤ The Survey Results

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Assessing Service Excellence: Guest Perspectives on Utilitarian Benefits

5-Star Hotels ...



Assessing Service Excellence: Guest Perspectives on Utilitarian Benefits

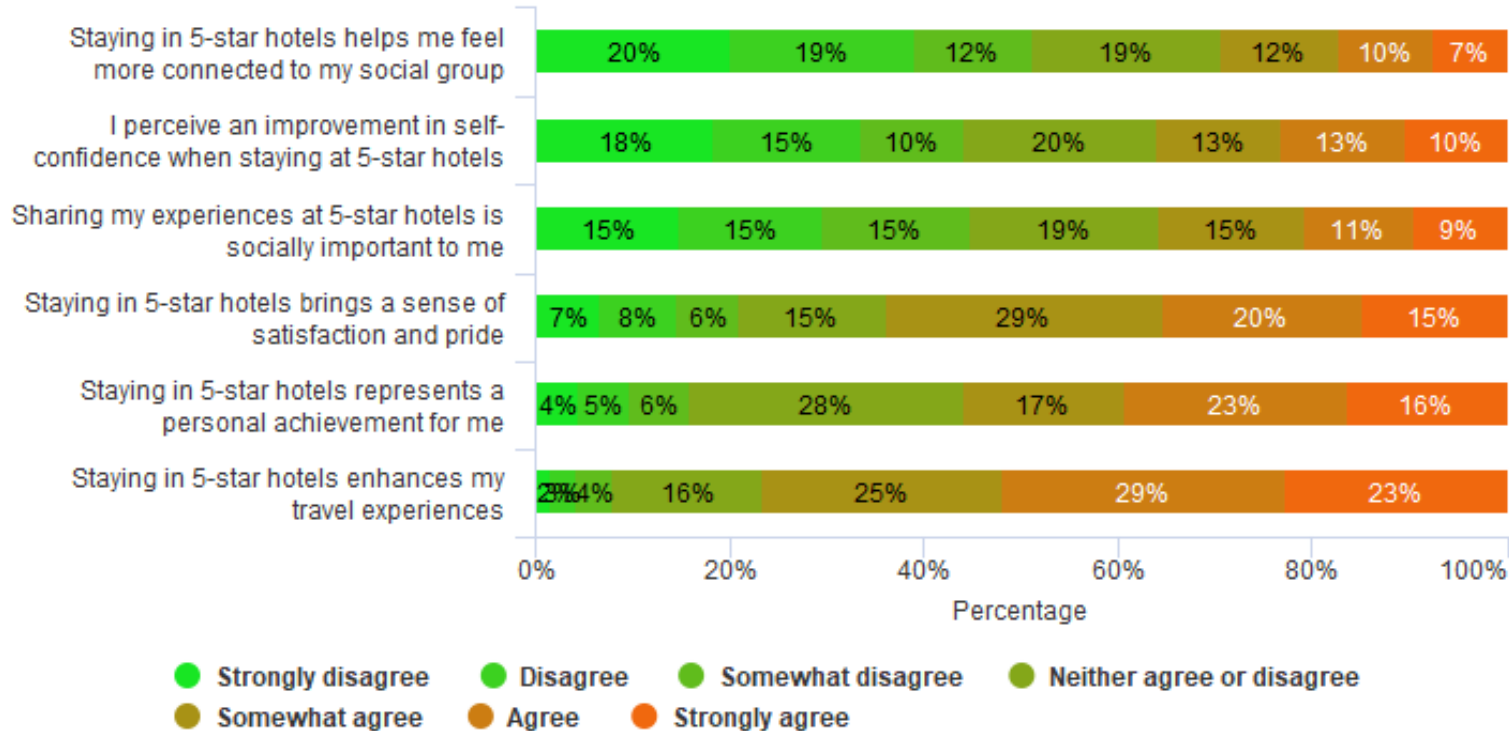
- The survey results reflect a **strong affirmation of the quality of service and amenities provided by 5-star hotels**, with a majority agreeing that these hotels offer attentive service and superior amenities.
- **Trust in 5-star hotels as industry experts is moderately high**, yet not as unanimously agreed upon.
- The ability to **personalize products and services** is also rated as fairly positive.
- There is a **small but notable dissent regarding whether 5-star hotels represent higher quality**, indicating that while many associate luxury with quality, there are exceptions within guest perceptions.

Assessing Service Excellence: Guest Perspectives on Utilitarian Benefits

Implications for hotels

- **Exceed Standards:** Consistently exceed guest expectations by continuing to provide not only the same high standards of attentive service but personalized experiences that anticipate guest needs.
- **Expertise as a Signature:** Establish the hotel's reputation for expertise by offering bespoke concierge services that demonstrate in-depth knowledge of local culture, cuisine, and experiences.
- **Hyper-Personalization:** Utilize customer data analytics to tailor services and amenities to individual preferences, creating a sense of exclusivity and recognition for each guest.
- **Quality Assurance:** Implement a guest feedback loop to immediately address any discrepancies between guest expectations and their experience, ensuring consistent quality and attention to detail. Customers tend not to have the same definition of quality.

Evaluating Prestige and Status: The Symbolic Value of 5-Star Hotels



Evaluating Prestige and Status: The Symbolic Value of 5-Star Hotels

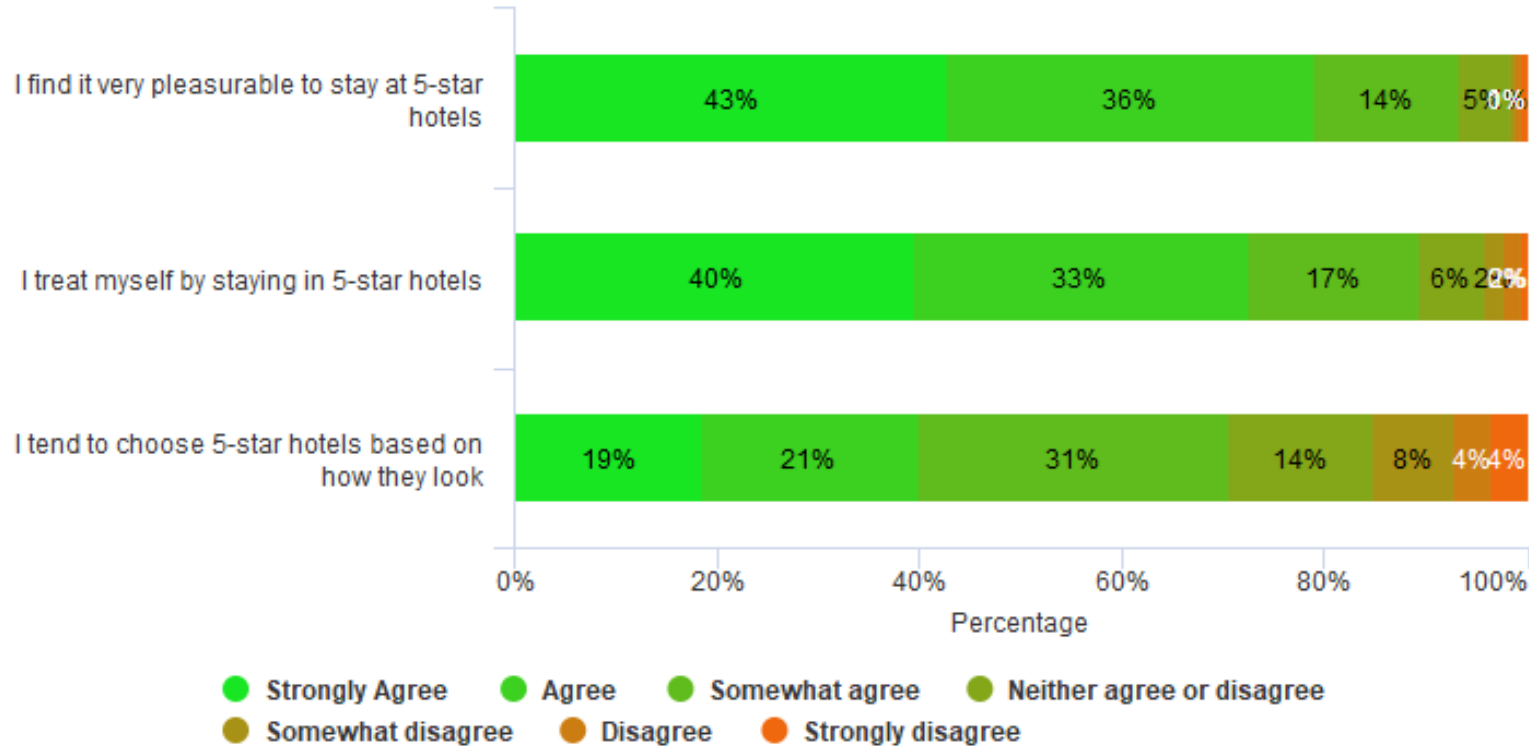
- **Enhancing travel experiences through stays at 5-star hotels is** the statement with the greatest disapproving consensus, suggesting that while the symbolic benefits of luxury accommodation are recognized, they are secondary to the enhancement of the overall travel experience.
- The results from the symbolic benefits survey indicate that while staying in 5-star hotels is somewhat linked to **social connection and self-confidence** for guests, it is **not the most significant factor**.
- Social importance and personal achievement associated with such stays have moderate agreement.

Evaluating Prestige and Status: The Symbolic Value of 5-Star Hotels

• Implications for hotels

- **Enhance Experience:** Focus on enhancing overall guest experiences, as utilitarian benefits is highly valued over other symbolic benefits.
- **Promote Inclusivity:** While personal achievement is not to be neglected, the social aspect isn't as strong, suggesting a move towards more inclusive marketing that doesn't rely solely on exclusivity and prestige.
- **Tailored Services:** Personalized services that contribute to a sense of achievement and enhance travel should be emphasized in guest relations and marketing.
- **Subtle Status Marketing:** Understand that while guests recognize the status associated with 5-star hotels, overt displays of luxury are less impactful than subtler, experience-focused benefits.

Perceptions of Elegance: Agreement on Hedonistic Benefits of 5-Star Hotel Aesthetics



Perceptions of Elegance: Agreement on Hedonistic Benefits of 5-Star Hotel Aesthetics

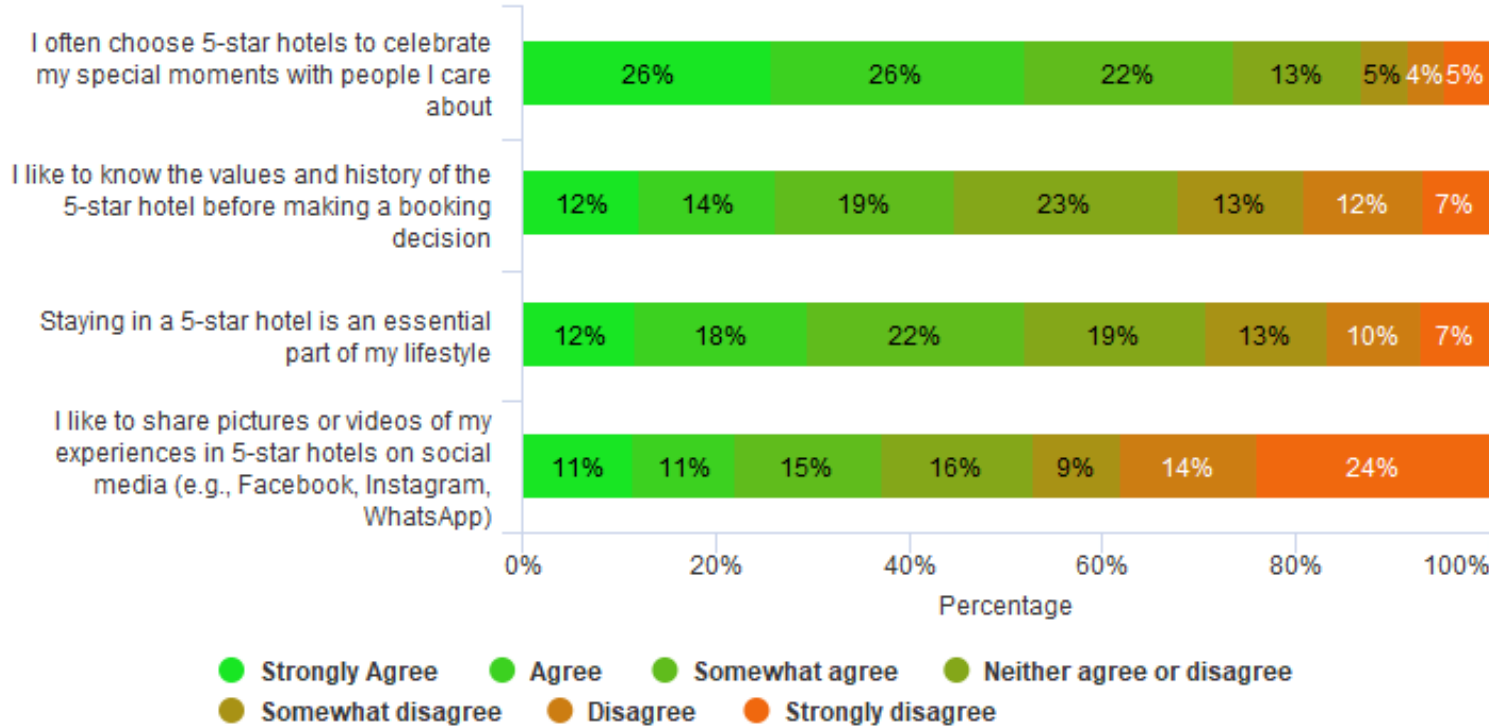
- The survey results show a strong affinity for the pleasure and self-indulgence associated with staying at 5-star hotels, with a significant majority finding it very pleasurable and viewing it as a form of self-treatment.
- The choice of hotel based on appearance holds considerable sway but to a lesser extent, suggesting that while aesthetics are important, other factors also contribute to the decision-making process.

Perceptions of Elegance: Agreement on Hedonistic Benefits of 5-Star Hotel Aesthetics

• Implications for hotels

- **Emphasize Sensory Experiences:** Since guests find pleasure in the ambiance, luxury hotels should enhance the sensory appeal of their environments through superior design, art, music, and scent marketing.
- **Self-Treat Narratives:** Marketing should focus on the concept of self-indulgence and treating oneself, positioning the hotel as a haven for personal reward and well-being.
- **Aesthetic Investments:** While the hotel's appearance is important, it's not the only deciding factor. However, maintaining an impressive aesthetic can influence the choice of hotel, suggesting continued investment in the property's visual appeal.
- **Holistic Pleasure:** The overall enjoyment of staying at a luxury hotel indicates guests are looking for a holistic experience that satisfies all senses. This should be reflected in every aspect of the hotel, from the room comfort to the quality of dining experiences and spa services

Aligning Lifestyles with Luxury: Evaluating Relational Benefits of 5-Star Hotels



Aligning Lifestyles with Luxury: Evaluating Relational Benefits of 5-Star Hotels

- The survey results suggest that **choosing 5-star hotels for special occasions is a popular trend**, with a significant proportion of respondents agreeing that it's their preference. Knowledge about a hotel's values and history before booking shows a moderate level of importance, indicating that while some guests consider this information, it is not a decisive factor for everyone.
- The idea that staying in a 5-star hotel is an essential part of one's lifestyle receives a mixed response, implying that **for some guests, luxury stays are integral to their way of living, while others do not see it as a necessity**.
- **Sharing experiences on social media is relatively divided**, with a notable percentage of guests preferring to post about their stays, reflecting the modern trend of documenting travel experiences online. However, a significant portion disagrees, suggesting privacy or other factors outweigh the desire to share publicly.

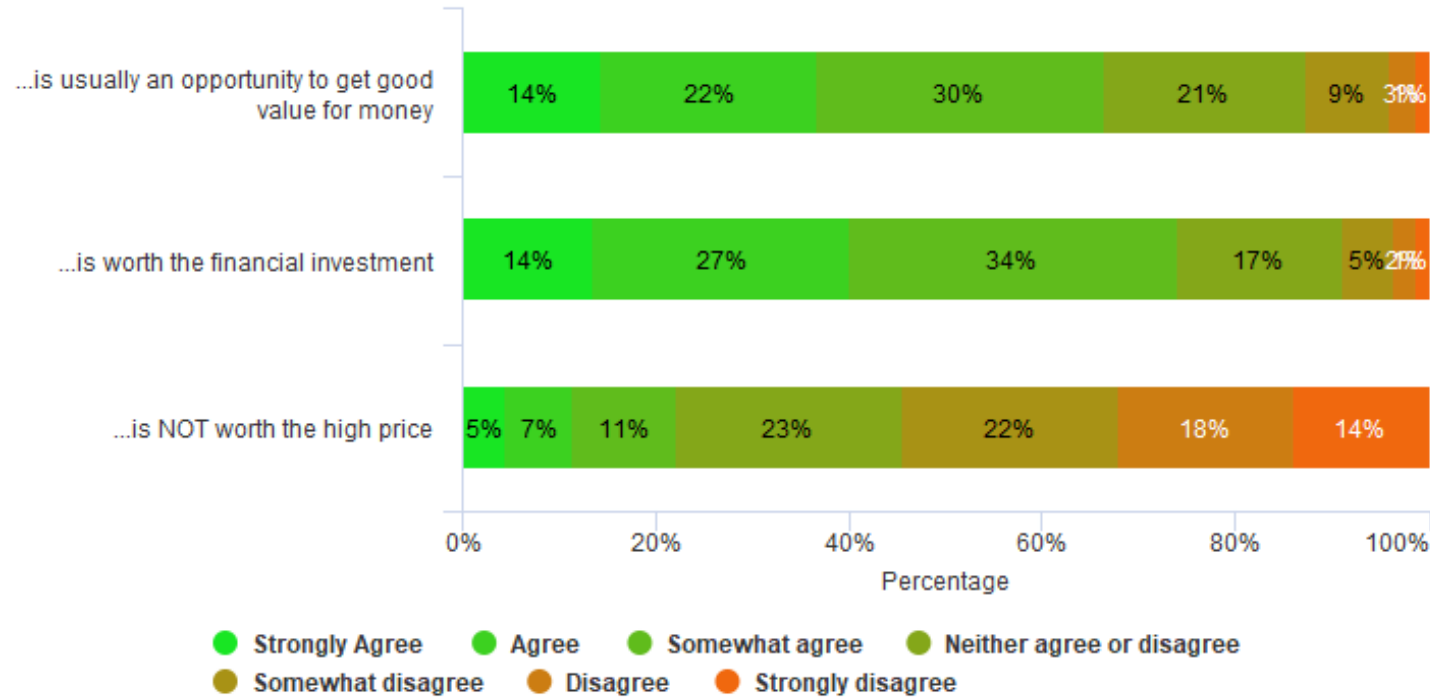
Aligning Lifestyles with Luxury: Evaluating Relational Benefits of 5-Star Hotels

• Implications for hotels

- **Event Marketing:** With many guests choosing 5-star hotels for special occasions, hotels should market themselves as prime destinations for celebrations and create tailored packages for such events.
- **Storytelling:** Given the moderate interest in a hotel's history and values, hotels should invest in storytelling about their brand's legacy and ethos, potentially influencing guests' booking decisions.
- **Lifestyle Branding:** For the segment that views luxury hotel stays as a lifestyle, hotels can develop a membership or loyalty program that offers exclusive experiences aligning with the aspirational aspects of their brand.
- **Privacy vs. Publicity:** Recognizing the split in social media attitudes, hotels should provide opportunities for guests who wish to share their experiences online, like Instagram-worthy spots or shareable digital content, while ensuring privacy options for those who prefer discretion

Evaluating Cost-Value Balance: Guest Views on the Financial Advantages of 5-Star Hotels

Staying in 5-star hotels...



Evaluating Cost-Value Balance: Guest Views on the Financial Advantages of 5-Star Hotels

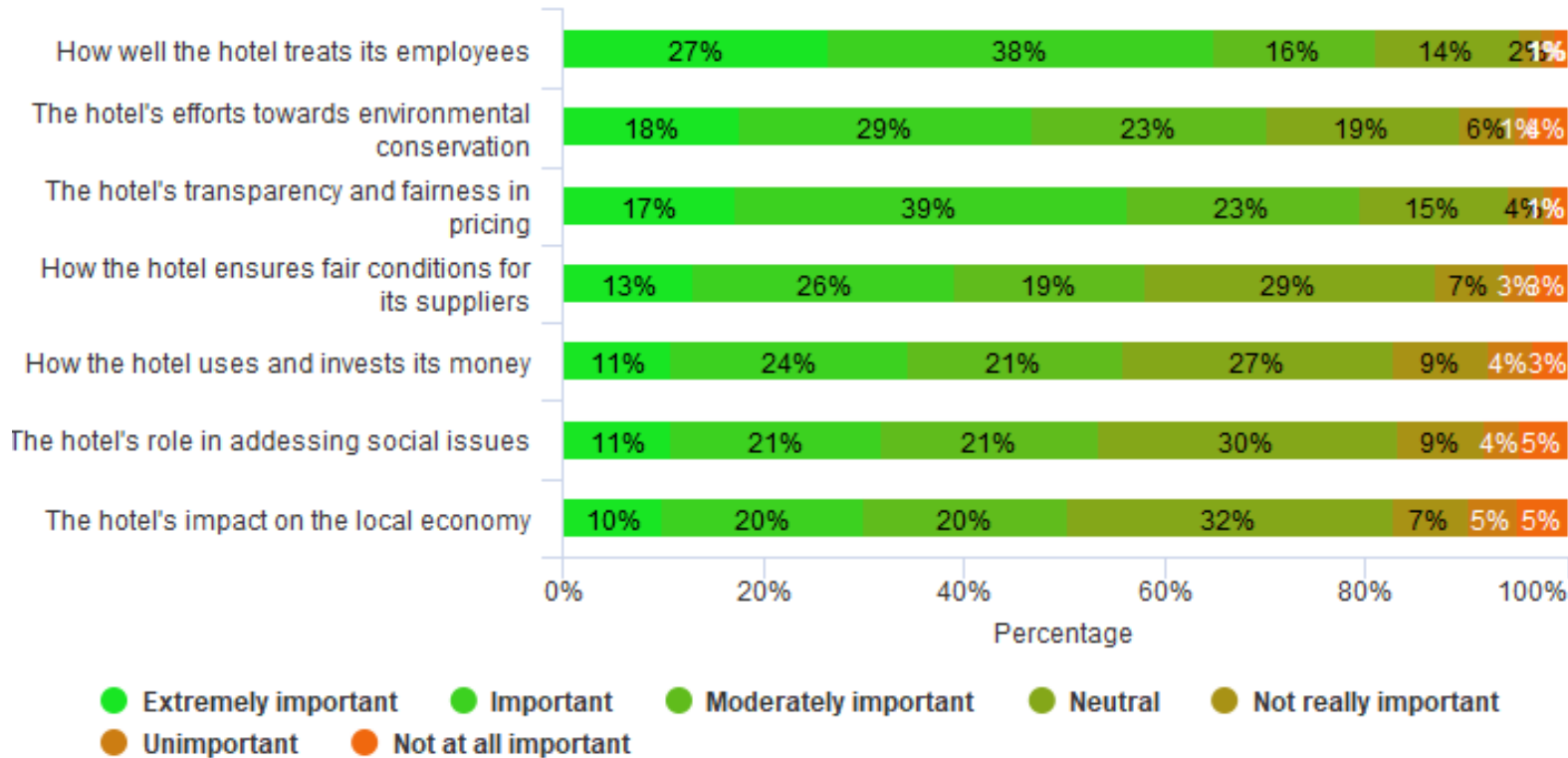
- The survey data reveals a divided perception of financial benefits related to staying in 5-star hotels. A significant number of respondents view staying in such hotels as an opportunity for good value for money and consider it worth the financial investment.
- However, there's a noticeable segment that disagrees (12% agrees to 23% somewhat agrees), indicating they do not believe 5-star hotels are worth the high price.
- This suggests that while luxury hotels are seen as valuable by many, there is still a critical perspective on their cost-effectiveness.

Evaluating Cost-Value Balance: Guest Views on the Financial Advantages of 5-Star Hotels

- **Implications for hotels**

- **Value Proposition:** There's a need to enhance the perceived value of staying at 5-star hotels. This could involve emphasizing unique services, experiences, or amenities that guests cannot find elsewhere.
- **Pricing Strategy:** The data indicates some skepticism about the costs versus benefits ratio. Hotels may need to reassess their pricing strategies to ensure they meet the expectations of value-conscious guests.
- **Transparent Communication:** Clearly communicate the benefits and exclusive experiences that justify the premium pricing of 5-star hotels.
- **Customized Packages:** Offer tailored packages that can be perceived as adding value, such as special events, all-inclusive options, or unique local experiences.

Decision Drivers: The Role of Ethical Considerations in Selecting 5-Star Hotels



Decision Drivers: The Role of Ethical Considerations in Selecting 5-Star Hotels

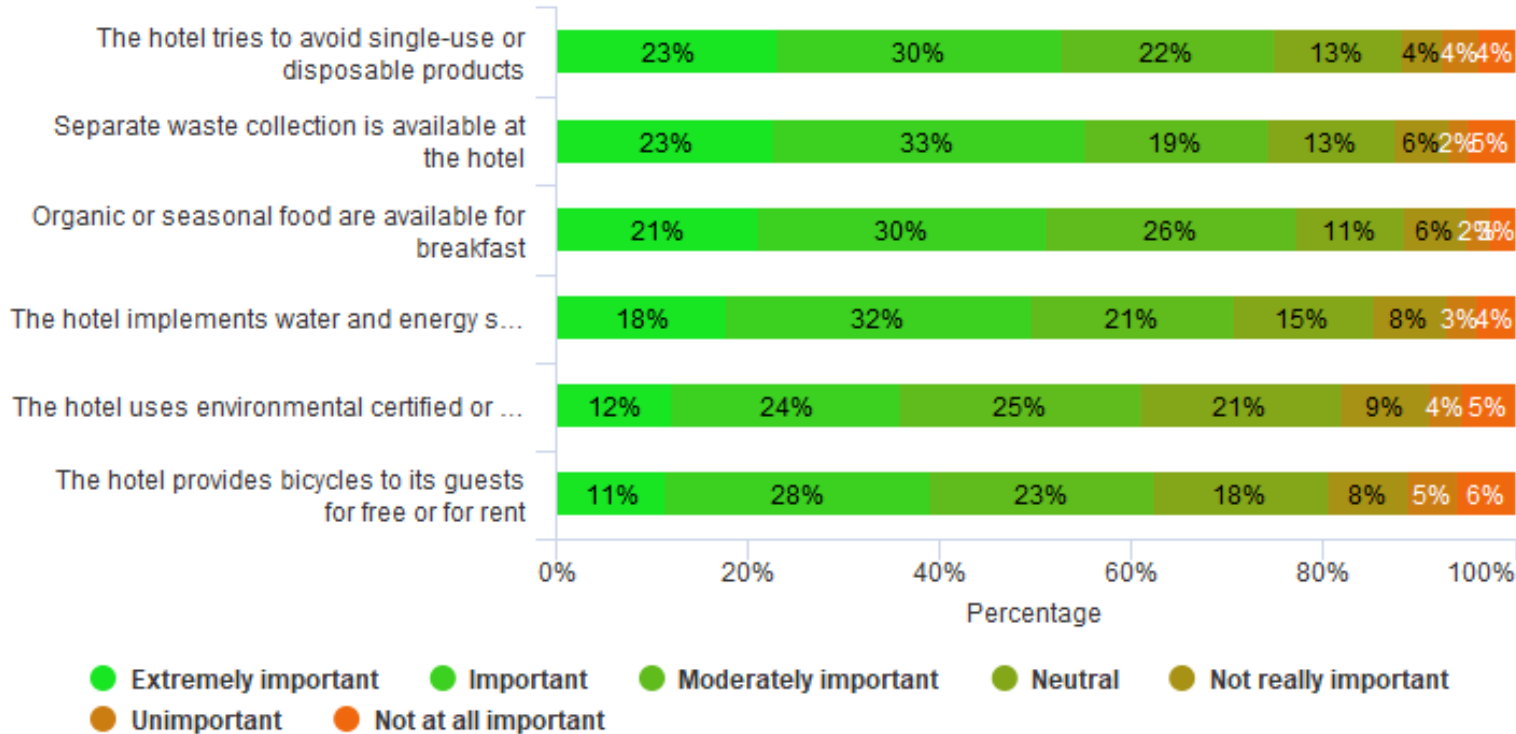
- The survey results indicate that **ethical considerations play a significant role** in the decision-making process of guests choosing 5-star hotels. Treatment of employees is seen as the most influential factor, suggesting guests are increasingly concerned about social responsibility within hotel operations.
- **Environmental conservation efforts** and transparent pricing also hold considerable importance, reflecting a trend towards sustainability and fairness in business practices.
- **Fair conditions for suppliers**, how the hotel manages its finances, and its role in social issues, while slightly less critical, still matter to a substantial number of respondents. The **impact on the immediate community is also rated as important**, indicating guests are mindful of the socio-economic implications, even locally, of their lodging choices.
- Overall, ethical benefits are not only important but essential to many when selecting luxury accommodations.

Decision Drivers: The Role of Ethical Considerations in Selecting 5-Star Hotels

- **Implications for hotels**

- **Employee Well-being:** Prioritize fair treatment of employees, as this is highly valued by guests.
- **Environmental Stewardship:** Strengthen and showcase efforts towards environmental conservation, as guests are increasingly making choices based on sustainable practices.
- **Transparent Pricing:** Maintain clarity and fairness in pricing strategies to build trust and loyalty among guests.
- **Community Impact:** Engage in and publicize initiatives that support the local economy and address social issues, reinforcing the hotel's commitment to making a positive impact.

Guest Priorities: The Importance of Sustainable Practices in 5-Star Hotels



Guest Priorities: The Importance of Sustainable Practices in 5-Star Hotels

- The survey results indicate a **strong interest in sustainable practices within 5-star hotels**. Efforts to **avoid single-use or disposable products** and the availability of separate waste collection are considered the most important, showing a high level of guest concern for waste reduction. The provision of **organic or seasonal food options** also ranks high, reflecting a preference for environmentally friendly and healthy dining options.
- Water and energy saving implementations are deemed important but with slightly less unanimity, suggesting a recognition of the importance of resource conservation. The use of environmentally certified products shows that guests are attentive to a hotel's ecological footprint, though it is less critical than waste management.
- Lastly, the availability of bicycles for transportation is seen as moderately important, indicating that while guests are interested in sustainable mobility options, it may not be a decisive factor in their hotel selection. Overall, these responses highlight the **growing trend of eco-consciousness among luxury hotel guests**

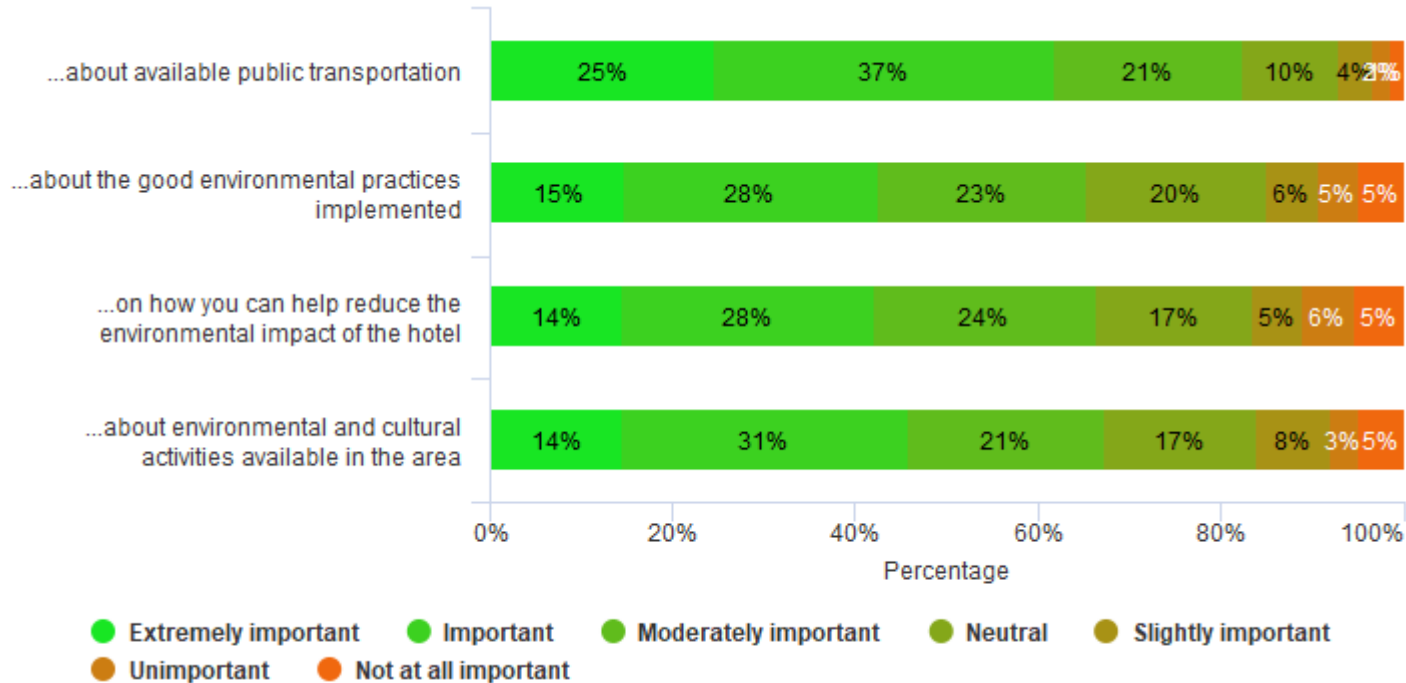
Guest Priorities: The Importance of Sustainable Practices in 5-Star Hotels

• Implications for hotels

- **Reduce Single-Use Products:** There is a clear guest preference for reducing waste, so hotels should prioritize sustainability initiatives such as eliminating single-use plastics and offering reusable alternatives.
- **Waste Management:** Implementing comprehensive recycling and composting programs can meet guest expectations and demonstrate the hotel's commitment to environmental stewardship.
- **Sustainable Dining:** Offering organic, local, and seasonal food options can attract guests who value sustainability and also potentially improve the hotel's reputation as a socially responsible business.
- **Resource Conservation:** Investing in water and energy-saving technologies is important. Communicating these efforts to guests can enhance the hotel's image as an eco-friendly establishment.
- **Eco-certification:** Pursuing and promoting environmental certifications can strengthen a hotel's marketability to environmentally conscious consumers.

Prioritizing Eco-Awareness: The Significance of Sustainable Communication for Guests in 5-Star Hotels

The 5-star hotel informs you...



n=508

Question: Please indicate how important are the following communication activities for you. The 5-star hotel informs you... (Sustainable communication)

Prioritizing Eco-Awareness: The Significance of Sustainable Communication for Guests in 5-Star Hotels

- The survey data indicates that **communication about sustainable practices and local eco-friendly options is important** to guests of 5-star hotels. Information on **public transportation options** is seen as very important, suggesting guests are interested in accessible and sustainable travel methods.
- Communication about the **hotel's** environmental practices and how guests can contribute to reducing the hotel's environmental impact is considered important, reflecting a guest preference for transparency and participation in sustainability efforts.
- Information about **environmental and cultural activities** in the area is also valued, which aligns with a growing trend among luxury travelers who seek authentic and sustainable experiences during their stay.
- Overall, guests show a clear preference for being informed about sustainable options and practices.

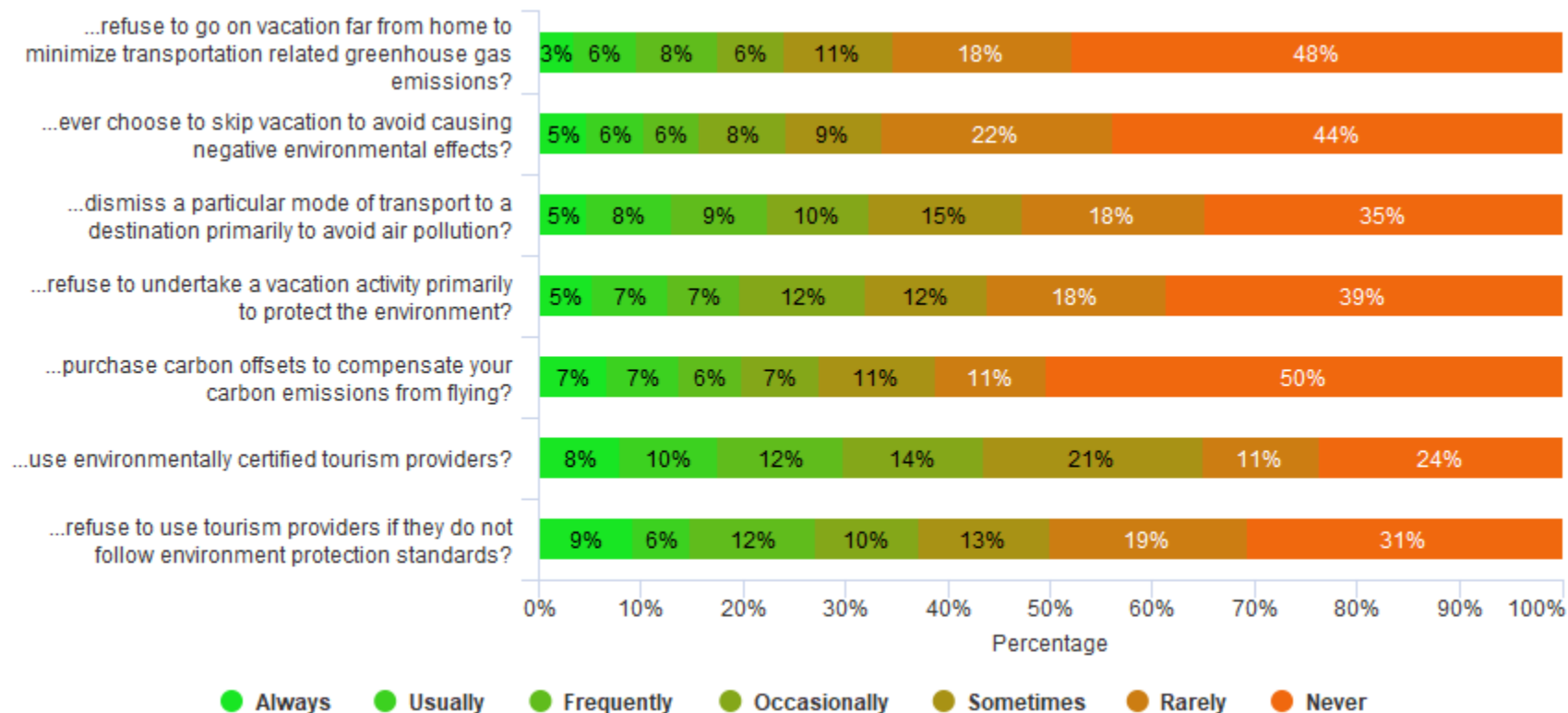
Prioritizing Eco-Awareness: The Significance of Sustainable Communication for Guests in 5-Star Hotels

- **Implications for hotels**

- **Enhanced Communication on Sustainability:** Hotels need to effectively communicate their sustainable practices and how guests can contribute to these efforts, as guests show a keen interest in environmental responsibility.
- **Promote Local Sustainability:** Providing guests with information about local environmental and cultural activities can enrich their stay, align with their values, and encourage responsible tourism.
- **Sustainable Transport Options:** Sharing information about available public transportation and other eco-friendly travel options is crucial, suggesting a guest preference for convenience and sustainability.
- **Guest Involvement:** Encouraging guests to engage in the hotel's environmental initiatives can foster a sense of community and shared purpose.

Evaluating eco-friendly choices: Guests' approach to sustainable vacations

Do you ...



Evaluating eco-friendly choices: Guests' approach to sustainable vacations

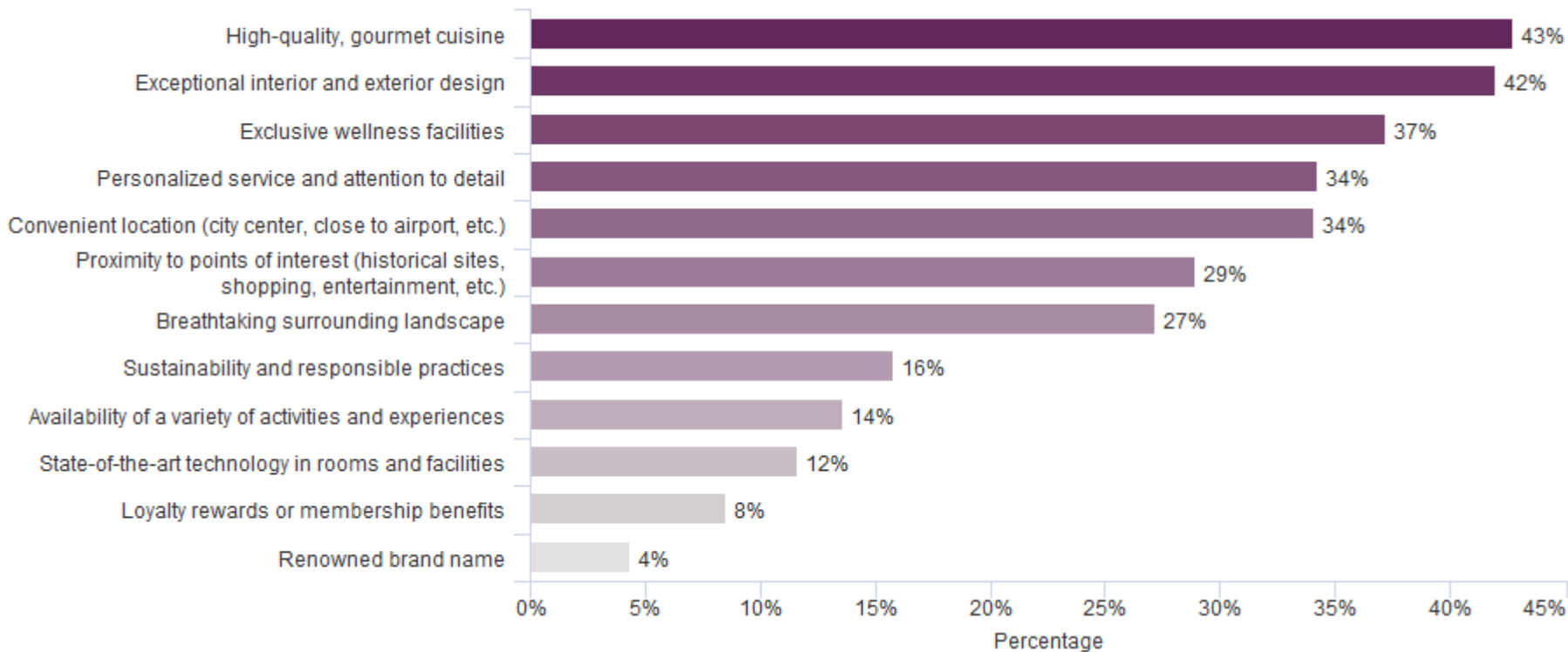
• Implications for hotels

- **Promote Green Initiatives:** Given the varying degrees of commitment to sustainability, luxury hotels should actively promote their green initiatives to educate and encourage guests to make more eco-friendly choices.
- **Sustainability as a Service:** Offer services that allow guests to easily participate in sustainable practices, such as carbon offset programs for flights and partnerships with environmentally certified local tour providers.
- **Transparent Communication:** Clearly communicate the hotel's sustainability efforts and how these actions contribute to environmental conservation, potentially influencing guests' travel behaviors.
- **Environmental Education:** Provide information and educational opportunities about the local ecosystem and the hotel's role in protecting it, which could encourage guests to engage in more eco-friendly activities.
- **Incentivize Sustainable Behavior:** Create incentives for guests who choose environmentally friendly options, such as discounts or loyalty points, to encourage a shift towards more sustainable travel behaviors.

Evaluating eco-friendly choices: Guests' approach to sustainable vacations

- The survey data shows that **sustainable practices are taken into account in guests' vacation choices related to transport, activity types and locations**, but with varying degrees of commitment. Guest tend to opt for options that combine reducing environmental impact with minimizing the frustration and inconveniences involved. In fact, the choice to avoid activities that have negative environmental effects is not a consistent priority.
- If guest are seeking to reconcile their vacation preferences with environmental considerations, this does not primarily involve paying for carbon offsetting. For the majority of respondents, **purchasing carbon offset is not a valuable option**.
- Finally, **guests are unlikely to refuse tourism providers based on their environmental standards**, indicating that while there is some concern for sustainable practices, other factors may be more decisive in their selection of providers.
- **Overall, the results reflect a growing trend of environmental awareness** among luxury hotel guests, but also **highlight the need for more incentives to further integrate sustainable practices into travel behavior**.

Main criteria for the selection of a 5-star luxury hotels



n=508

Question: When considering a stay at a 5-star luxury hotel, which factors do you prioritize the most? Please choose the 3 most important elements.

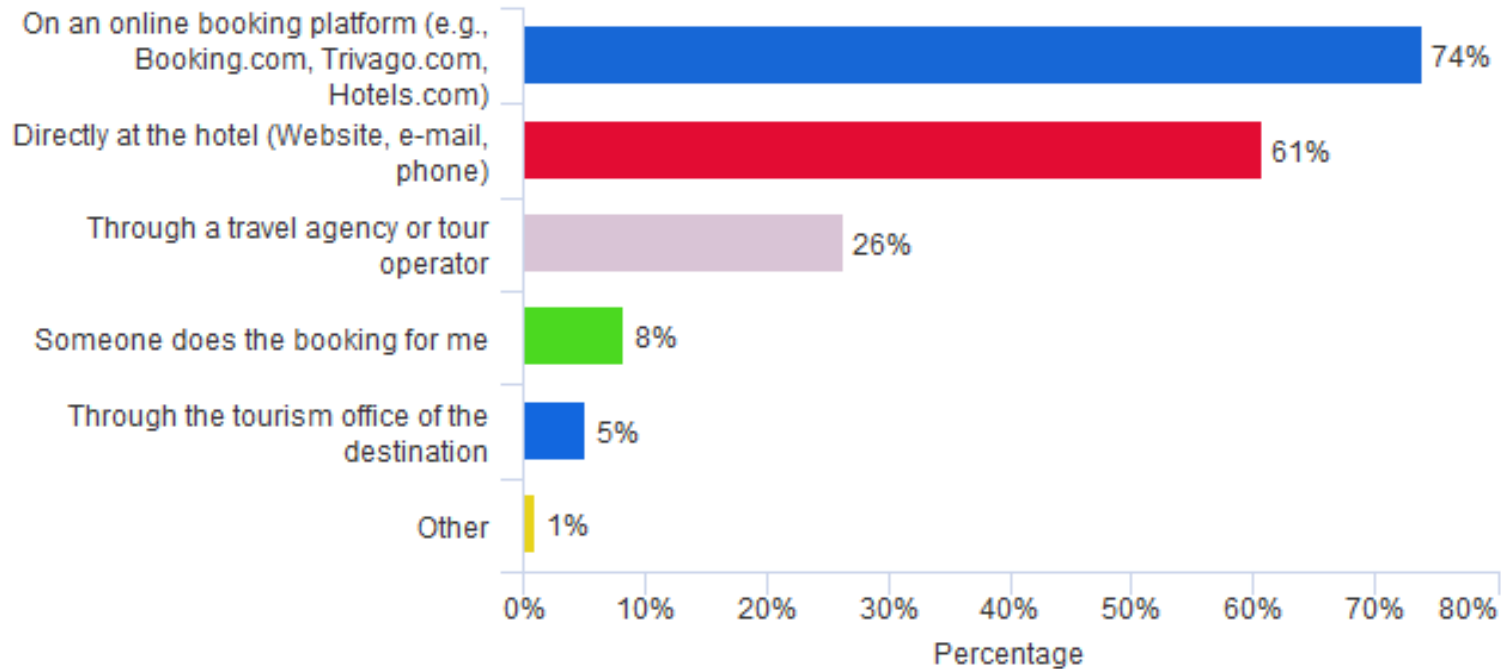
Main criteria for the selection of a 5-star luxury hotel

- The survey results indicate that guests of 5-star luxury hotels in Switzerland **prioritize experiential and sensory elements**, with high-quality cuisine, and superior design aesthetics leading their preferences.
- Wellness facilities also play a crucial role in their decision-making, suggesting a strong **desire for relaxation and self-pampering**.
- **Practical considerations such as location and proximity** to attractions are important but secondary.
- Interestingly, while **sustainability is less prioritized**, it is still significant to a notable minority, reflecting a growing consciousness of ethical practices in luxury experiences.
- Brand name and loyalty rewards are less influential in the decision-making process, indicating that the intrinsic quality of the experience outweighs the reputation or rewards associated with the hotel brand.

Implications for hotels

- **Elevate Culinary Experiences:** Prioritize gourmet dining experiences, possibly by collaborating with renowned chefs or offering locally-sourced fine dining to appeal to the sensory expectations of guests.
- **Design and Aesthetics:** Invest in unique architectural features and interior designs that reflect luxury and comfort, creating an environment that guests find both visually and emotionally appealing.
- **Wellness as a Priority:** Develop comprehensive wellness programs, incorporating local traditions with innovative treatments to cater to the high demand for wellness.
- **Location Plus Experience:** Market the hotel's location as a gateway to unique local experiences, rather than just a convenience, adding value to the stay.
- **Sustainable Luxury:** Actively integrate sustainable practices into operations and communicate this commitment to guests, as this is increasingly important to a segment of the market.
- **Brand Experience Over Name:** Focus on delivering exceptional experiences that go beyond the brand name to foster loyalty and positive word-of-mouth recommendations.

Holiday booking methods: how guests reserve their hotel stays



n=508

Question: How do you usually book the hotel for your vacation? More than one answer is possible

Holiday booking methods: how guests reserve their hotel stays

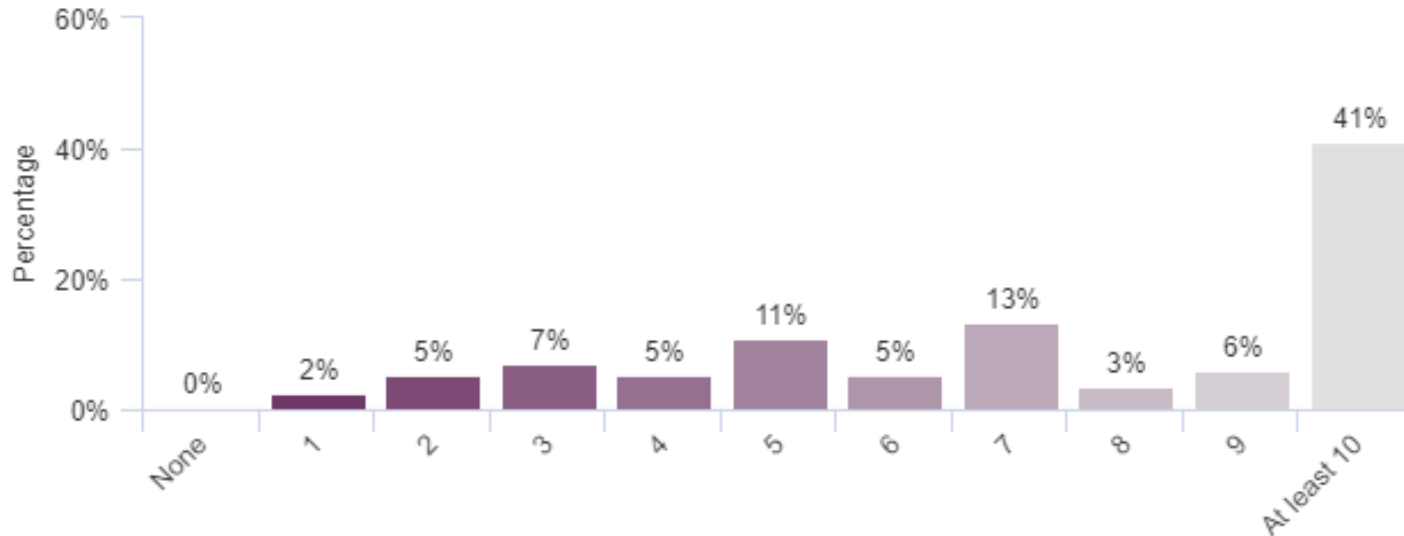
- The chart illustrates that the **majority of guests** prefer to book their holiday accommodations through **online booking platforms**. This indicates a strong trust in and reliance on the convenience of websites like Booking.com and Expedia.com.
 - **Direct bookings** with the hotel through its own website, email, or phone constitute the **second most popular method**, showing a substantial number of guests still choose to engage directly with the hotel for a more personalized booking experience or possibly to secure direct booking benefits.
 - Booking through a travel agency or tour operator is chosen by one out of four respondents, which suggests that a significant minority of guests value the expertise and convenience that these services provide.
- This data reflects a clear **preference for digital and direct booking channels** among holidaymakers when reserving 5-star hotels.

Nights spent in luxury hotels for holidays

In the past year (2022-2023), how many nights (approximately) did you stay in 5-star hotels during your HOLIDAYS?

Effective responses: 508

Response rate: 100%

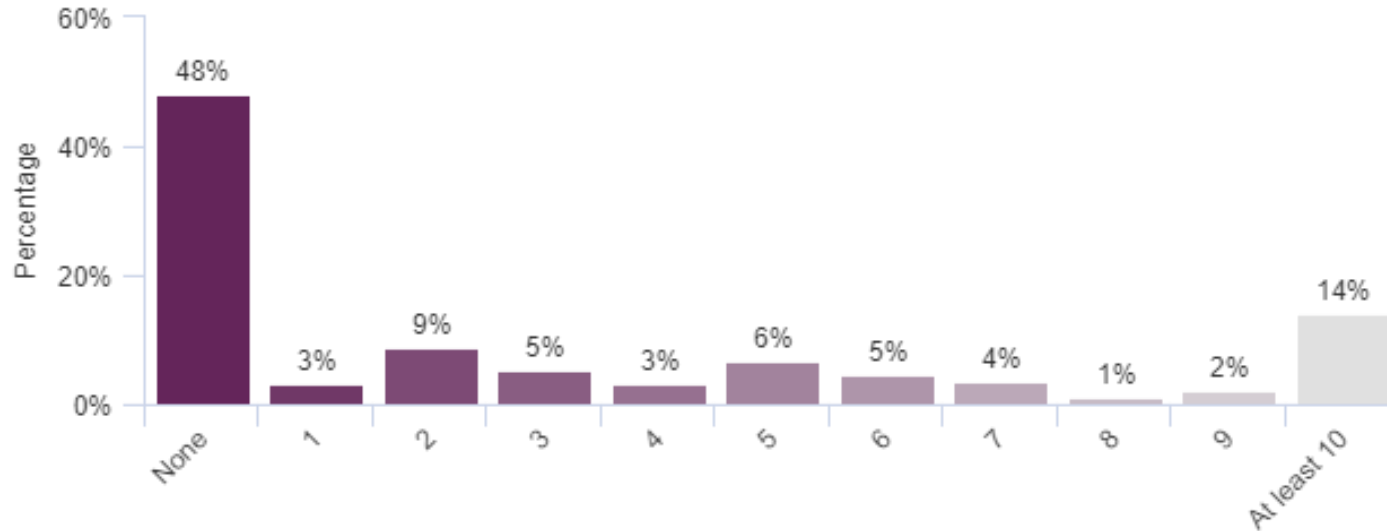


Nights spent in luxury hotels for business

In the past year (2022-2023), how many nights (approximately) have you stayed in 5-star hotels for BUSINESS?

Effective responses: 508

Response rate: 100%



Nights spent in luxury hotels

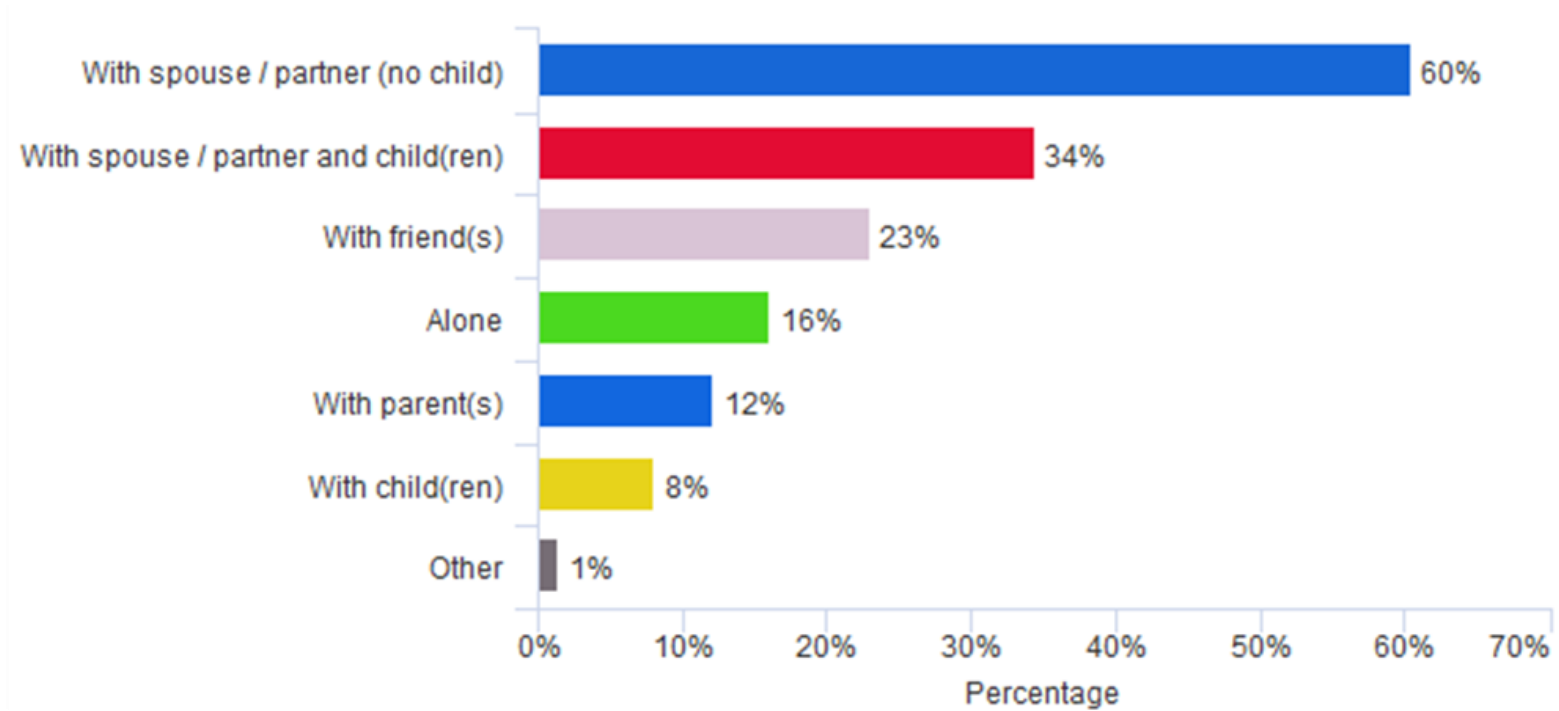
For holiday stays:

- A substantial 41% of respondents spent at least 10 nights in 5-star hotels, indicating a strong preference for extended luxury stays during holidays.
- A smaller percentage of guests reported staying between 1 to 9 nights, with 13% staying for 7 nights and 11% for 5 nights, showing varied lengths of stay.

For business stays:

- Nearly half of the respondents (48%) did not stay in 5-star hotels for business, suggesting that luxury hotels may not be the primary choice for business accommodations for many or there was no need to stay in a hotel because of the geographical proximity (sample from Switzerland and neighboring countries) iThe rest of the respondents reported shorter stays, with 2-night stays being the most common after the 'None' and 'At least 10' categories.
- These findings show that while there is a significant trend towards luxury accommodation for extended holiday stays, this does not translate as strongly to business travel, with a significant number of respondents choosing not to (or not being allowed to) use 5-star hotels for business purposes.

Travel Companions: Whom Guests Vacation With



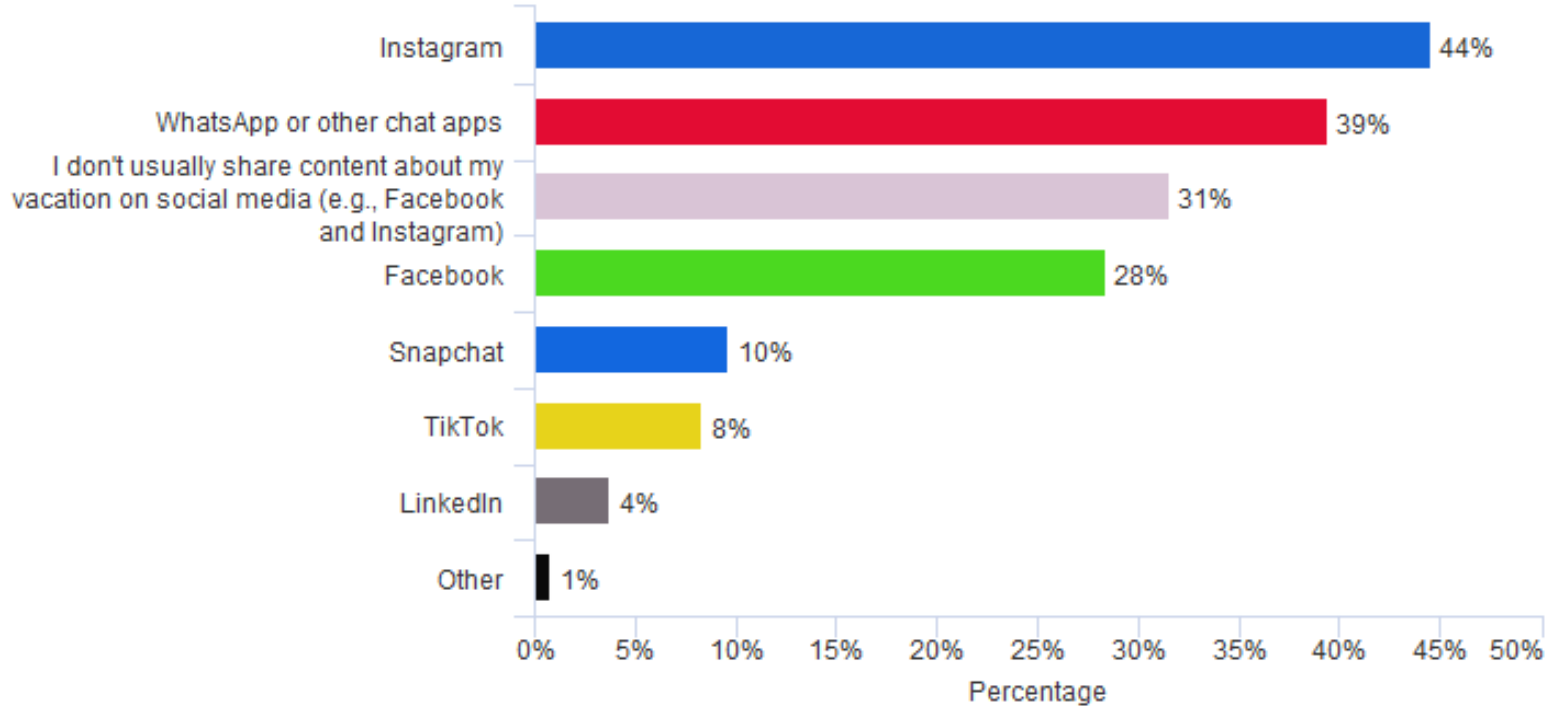
n=508

Who do you usually spend your vacations with? More than one answer is possible.

Travel Companions: Whom Guests Vacation With

- The majority of luxury hotel guests favor **couple's getaways** without children, indicating a strong market for romantic travel, while **family vacations with children also represent a significant segment**, emphasizing the need for family-oriented offerings. Social group travel, solo journeys, and intergenerational vacations, although less common, are **important diverse markets** that hotels should cater to with tailored services and amenities.
- These insights can guide luxury hotels in **creating targeted offerings to cater to the varied preferences of their guests**, from romantic retreats and family packages to solo traveler deals and group travel amenities.

Social sharing trends: Preferred networks for luxury hotel guests' travel content



n=508

On which social network do you usually share content about your vacation? More than one answer is possible.

Social sharing trends: Preferred networks for luxury hotel guests' travel content

- The results indicate that **Instagram is the leading platform for sharing vacation content** among luxury hotel guests.
 - **WhatsApp** and other chat apps also play a significant role.
 - A noteworthy nearly **one third of respondents do not typically share** their vacation experiences on social media, which suggests a preference for privacy or selectivity in their social sharing habits.
 - **Facebook** remains a rather popular choice for guests, followed by **Snapchat** and **TikTok**, indicating a spread across different age demographics and social media preferences.
- Instagram and WhatsApp are the favored platforms for luxury hotel guests to share their vacation experiences, reflecting the **visual and immediate communication preferences of modern travelers**. While a **significant portion opts out of social sharing**, indicating a preference for privacy, the variety of platforms used suggests that guests' **social media engagement spans across both visual and personal networking spheres**.

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➤ Results of cluster analysis

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Three segments for Swiss guests of 5-star hotels

**Ethical
Enthusiast**
(20.28%)



Unconcerned Aesthete
(35.83%)

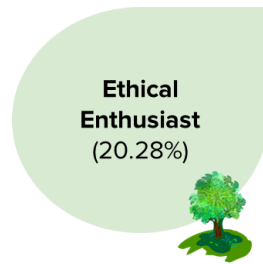


**Practical
Connoisseur**
(43.90%)



Note: results obtained with 508 survey participants grouped on their response on 22 items concerning luxury and ethical benefits.

Ethical enthusiast



The ethical enthusiast group stands out due to their strong alignment with ethical, social, and symbolic benefits associated with staying at 5-star hotels. Here's what this means:

- **Environmental Conservation:** These individuals highly value luxury hotels' efforts in protecting the environment.
- **Fair Conditions for Suppliers:** The "ethical enthusiasts" believe in fair treatment of suppliers and employees.
- **Social Connection:** Staying at 5-star hotels makes them feel more connected to their social circle. It's not just about accommodation; it's an experience they can share with friends and family.
- **Symbolic Benefits:** These guests find staying at luxury hotels empowering. It boosts their self-confidence and becomes a story they proudly share with significant others.

Ethical enthusiast



High importance of luxury hotel green practices



Strong efforts in terms of sustainable tourist behaviour



They like to share their experiences on social media (84.5%)



They tend to travel with children (56.3%)

Keywords:
Social power
Wealth
Going green
to be seen



Profile Ethical enthusiast



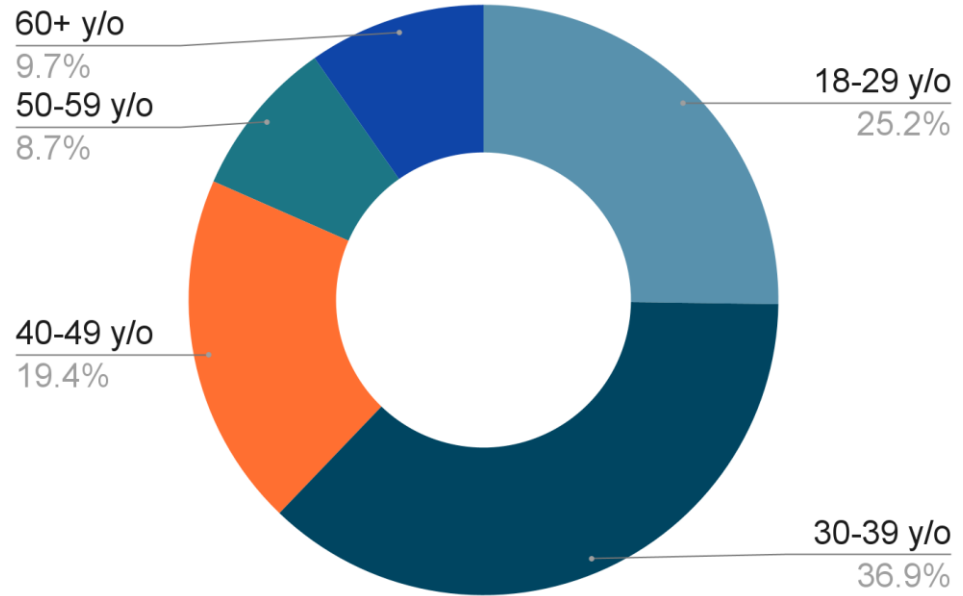
Female = 25.2%
Male = 74.8%



BA degree = 20.4%
MA degree = 39.8%



Monthly income =
≥30k (18.4%)



Unconcerned Aesthete

Unconcerned
Aesthete
(35.83%)



The unconcerned aesthete group has distinct preferences when it comes to luxury hotels. Here's what characterizes this group:

- **Ethical and Functional Benefits:** These aspects **don't hold much importance** for them. They're not particularly concerned about ethical practices or functional services provided by 5-star hotels.
- **Social and Symbolic Benefits:** While they don't prioritize ethical matters, they do find value in certain social and symbolic benefits. Let's explore these:
 - **Satisfaction and Pride:** They feel moderately satisfied and proud when staying at 5-star hotels. It's a positive experience, but not overly significant.
 - **Sense of Achievement:** There's a sense of accomplishment associated with staying in such hotels. It's like a personal milestone.
 - **Aesthetics:** What matters most to them is the visual appeal—the aesthetics—of the luxury hotel they choose.
- In summary, the "unconcerned aesthete" group **seeks visually pleasing experiences** without being overly concerned about ethical or functional aspects.

Unconcerned Aesthete



Low importance of luxury hotel green practices



Weak efforts in terms of sustainable tourist behaviour



They like to share their experiences on social media (65.7%)



They tend to travel without children (62.1%)

Keywords:
Aesthetics
Symbolism
Beauty



Profile Unconcerned Aesthete



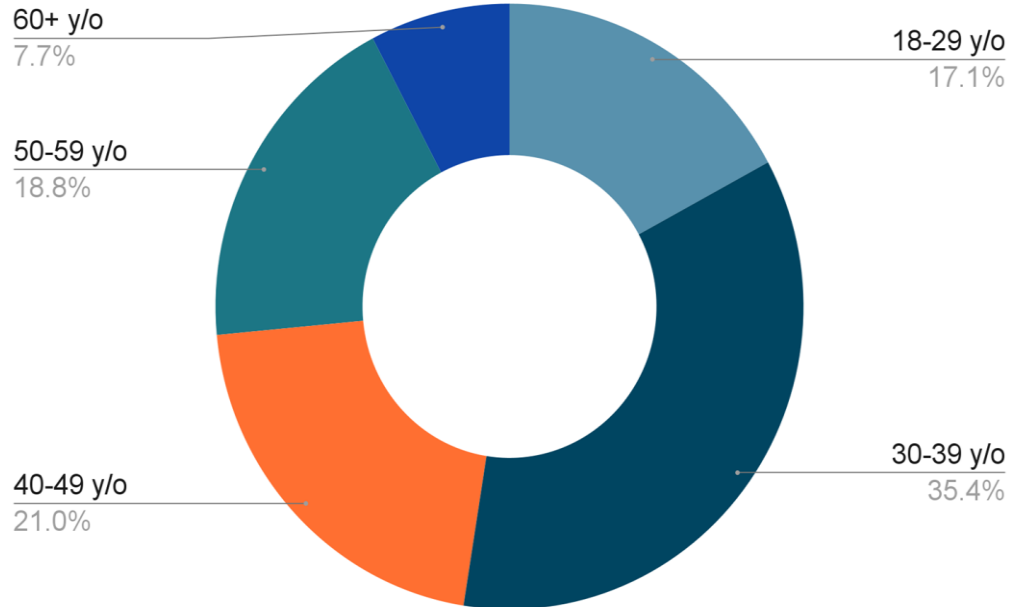
Female = 42.0%
Male = 58.0%



BA degree = 27.1%
MA degree = 27.1%



Monthly income =
10-14k (29.8%)



The practical connoisseur group seeks a comfortable stay that is worth the price:

- **Interest in Functional Benefits:** These guests care about practical stuff. They're keen on the useful services a luxury hotel provides. Think comfy beds, efficient check-in, and reliable room service.
- **Moderate Ethical Concerns:** While they appreciate ethics, it's not their top priority. They're okay with hotels being fair and transparent, but it's not a deal-breaker.
- **Not Big on Social and Symbolic Perks:** Fancy experiences and bragging rights don't excite them. They're more about *value for money*.
- **Price-Worthiness:** They're *savvy shoppers*. If a 5-star hotel is worth the price, they're in. They also appreciate hotels that are open about their pricing.
- **Environmental Efforts:** They're okay with hotels doing their bit for the planet, but it's *not a major factor* for them.

Practical Connoisseur



Medium importance of luxury hotel green practices



Weak efforts in terms of sustainable tourist behaviour



Less likely to share their experiences on social media
(36.5 % do not share)



They tend to travel without children (69.1%)

Keywords:
Functionalist
Rational
Personal



Profile Practical Connoisseur

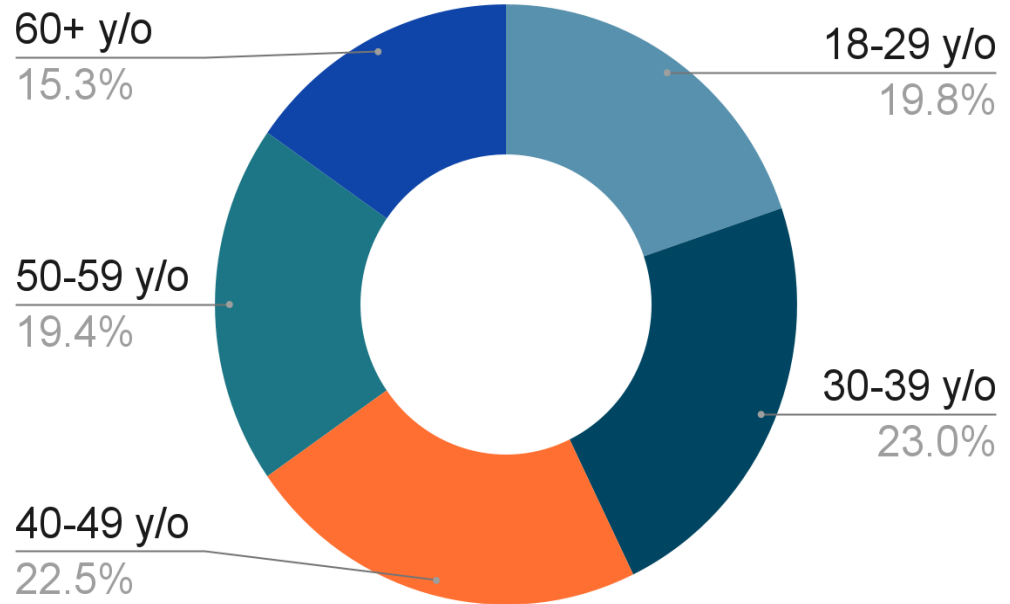
Female = 47.7%
Male = 52.3%



Vocational school =
34.2%



Monthly income =
10-14k (36.5%)



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> Discussion of results

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Shifting Paradigms: Sustainability and Social Influence in Luxury Travel

- **Sustainability Awareness:** With a notable minority prioritizing sustainability and responsible practices, luxury hotels must consider integrating sustainable operations and ethical considerations into their brand narrative to meet the expectations of environmentally conscious guests.
- **Financial Perception:** There's a divided perspective on the financial aspect of luxury hotels, suggesting a need for transparent communication of value and justifying premium pricing with exceptional experiences.
- **Social Sharing:** The trend towards sharing vacation experiences on social media platforms like Instagram and WhatsApp underscores the importance of a hotel's digital presence and the role of social validation in the luxury travel experience.

Understanding Guest Priorities: The Spectrum of Benefits in Luxury Hotels

- **Sensory Experiences:** Guests display a strong preference for sensory experiences, with a particular emphasis on high-quality, gourmet cuisine and exceptional design aesthetics, indicating a trend towards an indulgent and immersive luxury experience.
- **Wellness Focus:** The significant interest in exclusive wellness facilities highlights a growing trend in luxury travel, where guests seek not only relaxation but also health and well-being as part of their stay.
- **Personalized Services:** There's an evident appreciation for personalized services and attention to detail, reflecting a desire for bespoke experiences that cater to individual preferences and elevate the standard of luxury.

Eco-Luxury Unfolded: Practices and Communication at the Forefront

- **Integrated Sustainability:** Guests at 5-star hotels show a preference for properties that integrate sustainability into their operations. From waste reduction and resource conservation to offering organic and local food, sustainable practices are becoming a benchmark for luxury experiences.
- **Transparent Eco-Communication:** Clear communication about these practices is crucial. Guests value being informed about a hotel's efforts in environmental conservation and appreciate guidance on how they can participate in these initiatives during their stay.
- **Engagement and Education:** Beyond just implementing sustainable practices, there is an opportunity for hotels to lead in environmental education and guest engagement, creating a sense of shared responsibility and community around sustainability efforts.

Navigating the Paradox: Balancing Sustainability with Luxury in Travel Choices

- **Conscious Choices:** Guests increasingly make eco-conscious decisions, such as preferring environmentally certified tourism providers, which demonstrates a significant awareness and concern for sustainability issues.
- **Behavioral Paradox:** Despite this awareness, many luxury travelers exhibit behaviors that can be at odds with sustainable practices, such as frequent flying or indulging in opulent amenities, highlighting a paradox in luxury travel.
- **Rethinking Luxury:** This paradox reflects the complex nature of sustainable luxury travel, where the challenge lies in balancing the high standards and experiences associated with luxury with the principles of sustainability.
- **Opportunities for Change:** For luxury hotels, this opens opportunities to redefine luxury in an eco-conscious era, to innovate with sustainable luxury experiences that do not compromise on quality or comfort, and to facilitate more sustainable guest behaviors through incentives and education

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➤ Conclusions and recommandations

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Resolving the Luxury-Sustainability Paradox: The Future of Conscious Travel

- The behavioral paradox in luxury travel is a compelling aspect of modern consumerism. On one hand, there's an **increasing consciousness among luxury travelers about the environmental impact of their choices**. They show a growing preference for hotels that adopt sustainable practices and are more likely to patronize establishments that demonstrate a commitment to ecological stewardship.
- However, the very nature of **luxury travel often involves activities that can be inherently unsustainable**, such as frequent flying which contributes to significant carbon emissions, or the enjoyment of lavish amenities that may require extensive resources to deliver the expected level of opulence.
- This paradox is not lost on the discerning traveler, nor is it ignored by the luxury travel industry. As awareness grows, so does the tension between the desire for the exceptional and exclusive experiences that define luxury and the need to preserve the environment. The **industry is thus at a crossroads, tasked with innovating to provide luxury experiences that are both extravagant and ecologically sound**.

5 Strategic Directions for Sustainable Luxury Hospitality Management

- 1. Sustainable Luxury Integration:** Luxury hotels should incorporate sustainable practices into every aspect of their operations, from energy-efficient utilities to eco-friendly guest amenities. They should strive to achieve a balance between luxury and environmental responsibility, ensuring that the opulence of their offerings does not come at the cost of ecological harm.
- 2. Transparent Communication Strategy:** Management should prioritize clear, transparent communication about their sustainability efforts. This includes detailing the steps taken to mitigate environmental impact and how guests can contribute. Additionally, hotels should share their sustainability goals and progress towards these goals openly, fostering trust and reinforcing their commitment to environmental stewardship.
- 3. Behavioral Incentives:** To encourage guests to engage in more sustainable behaviors, hotels should introduce incentives such as loyalty program points, discounts, or exclusive experiences for choosing green options like declining daily room cleaning, using public transportation, or participating in local conservation efforts.

5 Strategic Directions for Sustainable Luxury Hospitality Management

- 4. Educational Initiatives:** Luxury hotels should educate guests about the local environment and the hotel's role in preserving it. This could involve organizing educational tours, talks, or providing information booklets in rooms. Educating guests not only raises awareness but can also positively influence their travel behaviors.
- 5. Innovative Sustainable Services:** Management should constantly seek innovative ways to offer sustainable luxury services. This could involve partnerships with sustainable brands, investment in cutting-edge eco-technology, or developing unique eco-tourism packages that provide luxury experiences while also promoting conservation and cultural respect.

Digital Marketing Strategies: Engaging the Sustainable Luxury Traveler (I)

- **Targeted Content:** Marketing should highlight the hotel's commitment to sustainability and luxury. Content can include stories about eco-friendly practices, behind-the-scenes looks at sustainable operations, and features on luxurious yet sustainable amenities.
- **Engaging Social Media Campaigns:** Utilize platforms like Instagram and WhatsApp, where luxury travelers are active, to showcase the hotel's luxury experiences and sustainability initiatives. Create visually appealing posts and stories that align with the aesthetic values of luxury travelers.
- **Personalized Email Marketing:** Use customer data to send personalized offers and information that resonate with individual preferences, such as exclusive sustainable packages or unique luxury experiences.
- **Influencer Collaborations:** Partner with influencers who embody sustainable luxury lifestyles to reach a wider audience. Influencers can share their experiences at the hotel, emphasizing both the luxury aspects and the sustainable practices.

Digital Marketing Strategies: Engaging the Sustainable Luxury Traveler (II)

- **SEO and Content Marketing:** Optimize online content for search engines to attract guests who are actively searching for sustainable luxury travel options. Blog posts and articles on topics like eco-friendly travel tips or luxury sustainable experiences can draw in this audience.
- **Virtual Experiences:** Offer virtual tours or experiences that highlight both the luxury and sustainable aspects of the hotel, catering to the increasing number of guests who value digital engagement.
- **User-Generated Content:** Encourage guests to share their experiences on social media and use this user-generated content in marketing campaigns, showcasing real-life examples of sustainable luxury travel.

The luxury hotel guest market is not homogenous

- Our study has revealed that the Swiss customer base for 5-star luxury hotels is diverse, with **distinct segments that seek different benefits**. This insight is crucial as it highlights the need for tailored strategies to cater to varied customer preferences.
- Customer Segments Identified:
 - The **Ethical Enthusiast**: This segment values ethical, social, and symbolic benefits the most. They are likely to appreciate initiatives related to sustainability and social responsibility.
 - The **Unconcerned Aesthete**: Customers in this group are less concerned with ethical issues but highly value the aesthetic and experiential aspects of luxury. They prioritize the beauty and exclusivity of the environment.
 - The **Practical Connoisseur**: This segment focuses on the functional benefits of services. They value efficient, practical, personalized aspects of their stay and are likely looking for comfort combined with high-quality service.

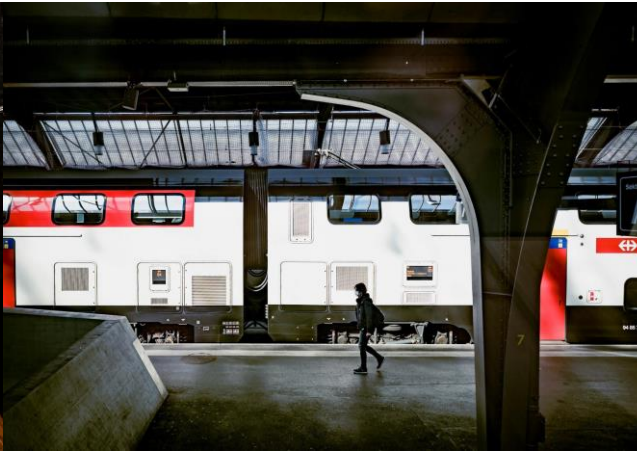
The luxury hotel guest market is not homogenous

- These segments not only differ in what they value during their stays but also in their socio-demographic characteristics, social media usage, and the composition of their travel parties. **Understanding these differences can help target marketing more effectively and adjust service offerings** to meet the specific needs and preferences of each group.
- By focusing on these specific segments, hotels can more strategically allocate resources, design targeted promotions, and ultimately enhance the guest experience in our luxury hotels.

Managerial implications of segmentation

The **ethical enthusiast** segment is likely to engage with social media and email content concerning **local gastronomy**, **use of public transportation**, and **family activities**:

- ★ This segment is the most likely to share their experiences on **social media**



Managerial implications of segmentation

The **unconcerned aesthete** segment might be interested in content highlighting **the grandeur of the hotel and its aesthetic beauty**; **activities with a partner** can be of interest.



Managerial implications of segmentation

The **practical connoisseur** is likely to engage more with content addressing **value for money**, **hotel accessibility**, and **activities with a partner**.



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> Acknowledgements

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Acknowledgements

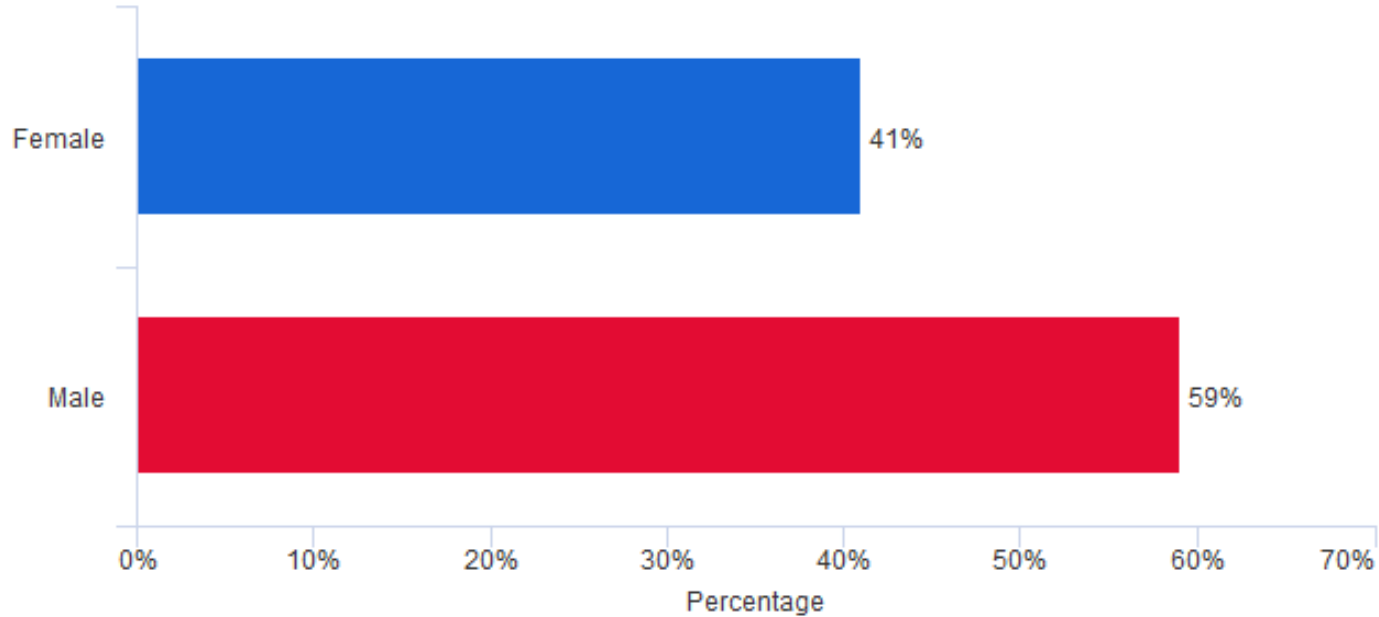
- This study was financed by a research grant (RCSO ECONOMIE & MANAGEMENT) of the University of Applied Sciences of Western Switzerland ([HES-SO](#)). The research project is named: *Is green luxury a paradox? Examining social media marketing strategies for sustainable luxury hotels in Switzerland*.
- We would like to express our thanks also to Nathalie Seiler-Hayez managing director of [Swiss Deluxe Hotels](#) and Christine Peters from [Switzerland Tourism](#) for the support of the project.

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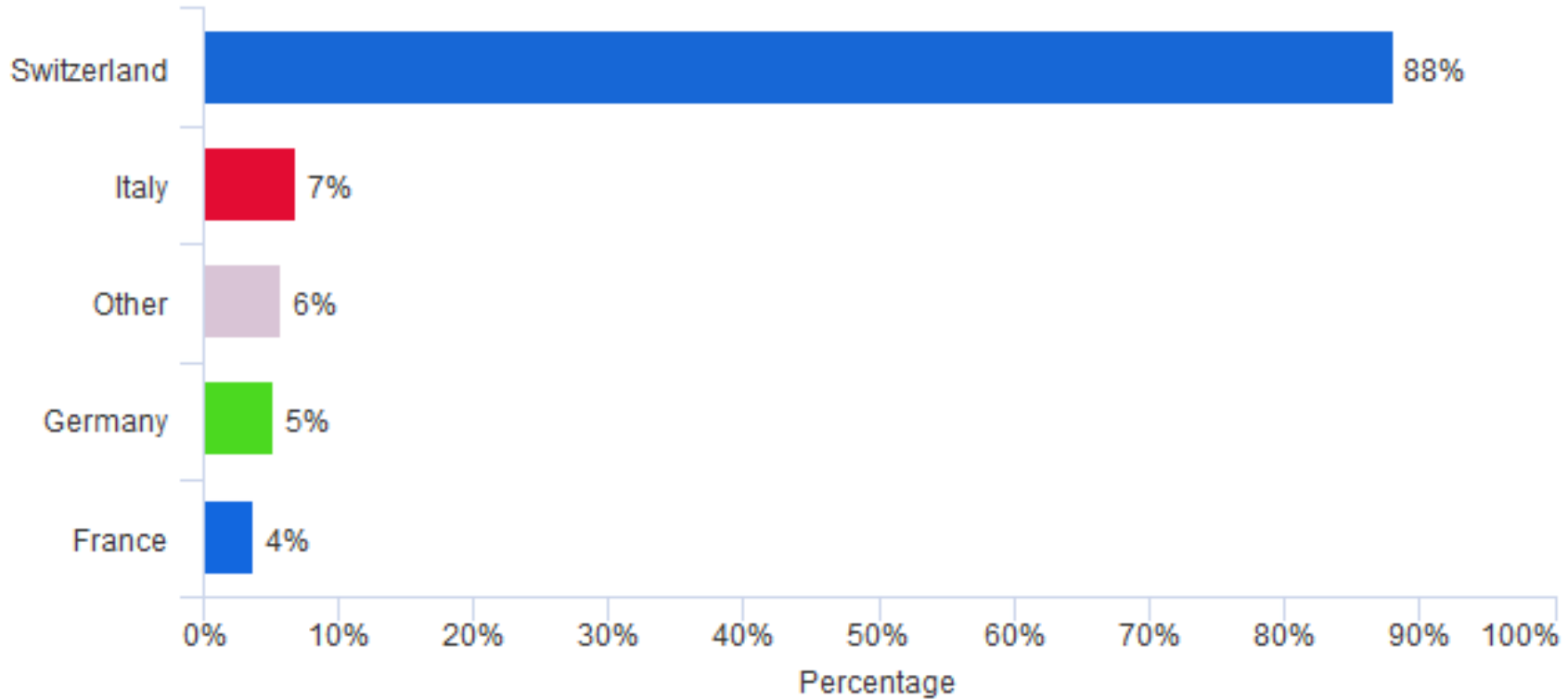
➤ The Sample

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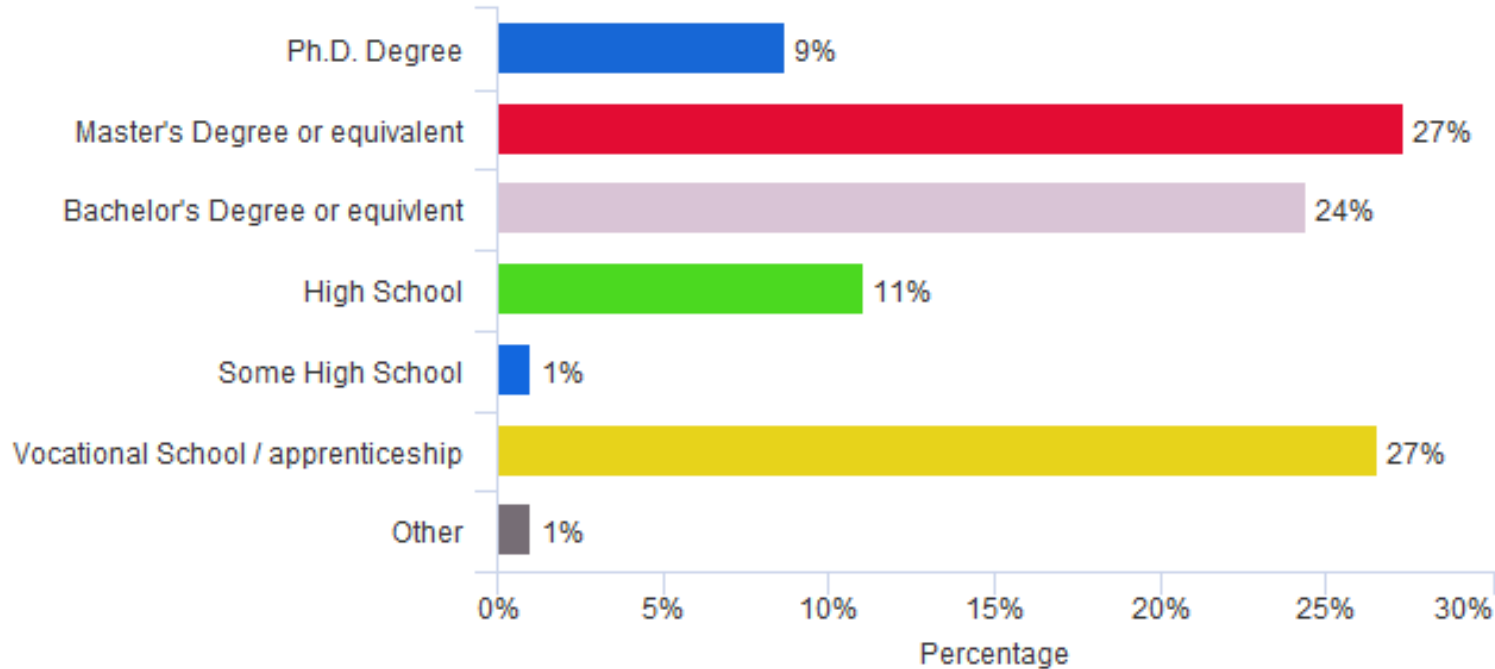
Sample: Gender proportions



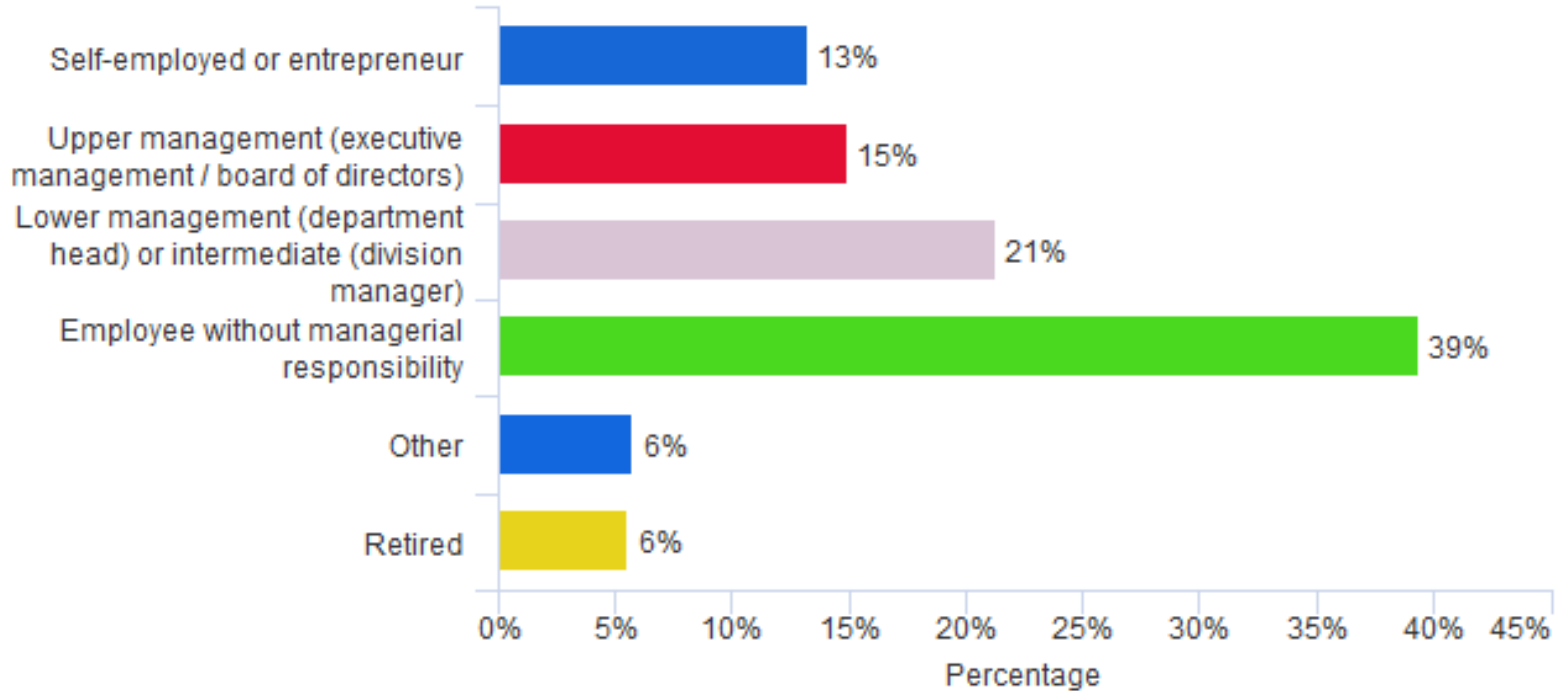
Sample: Nationality of Swiss residents in the panel



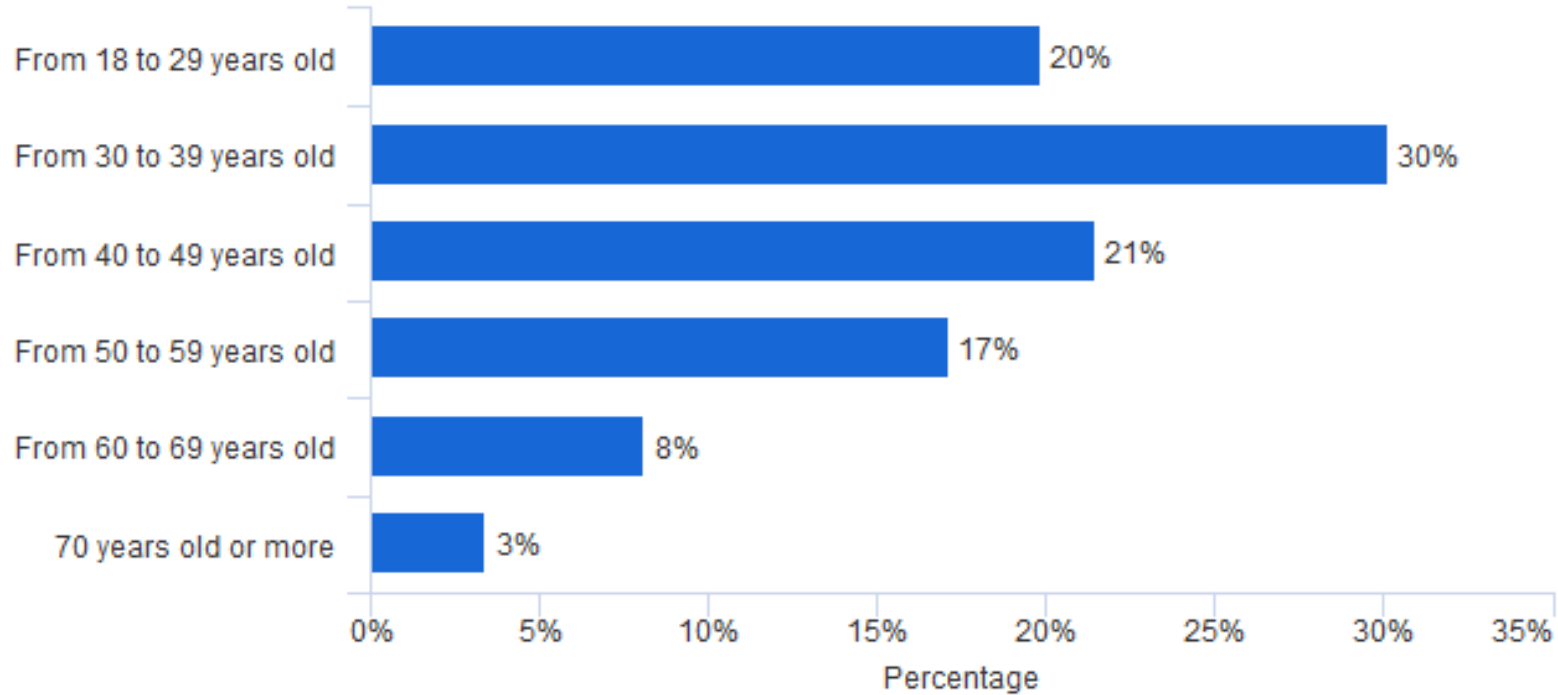
Sample: Highest degree or level of education completed



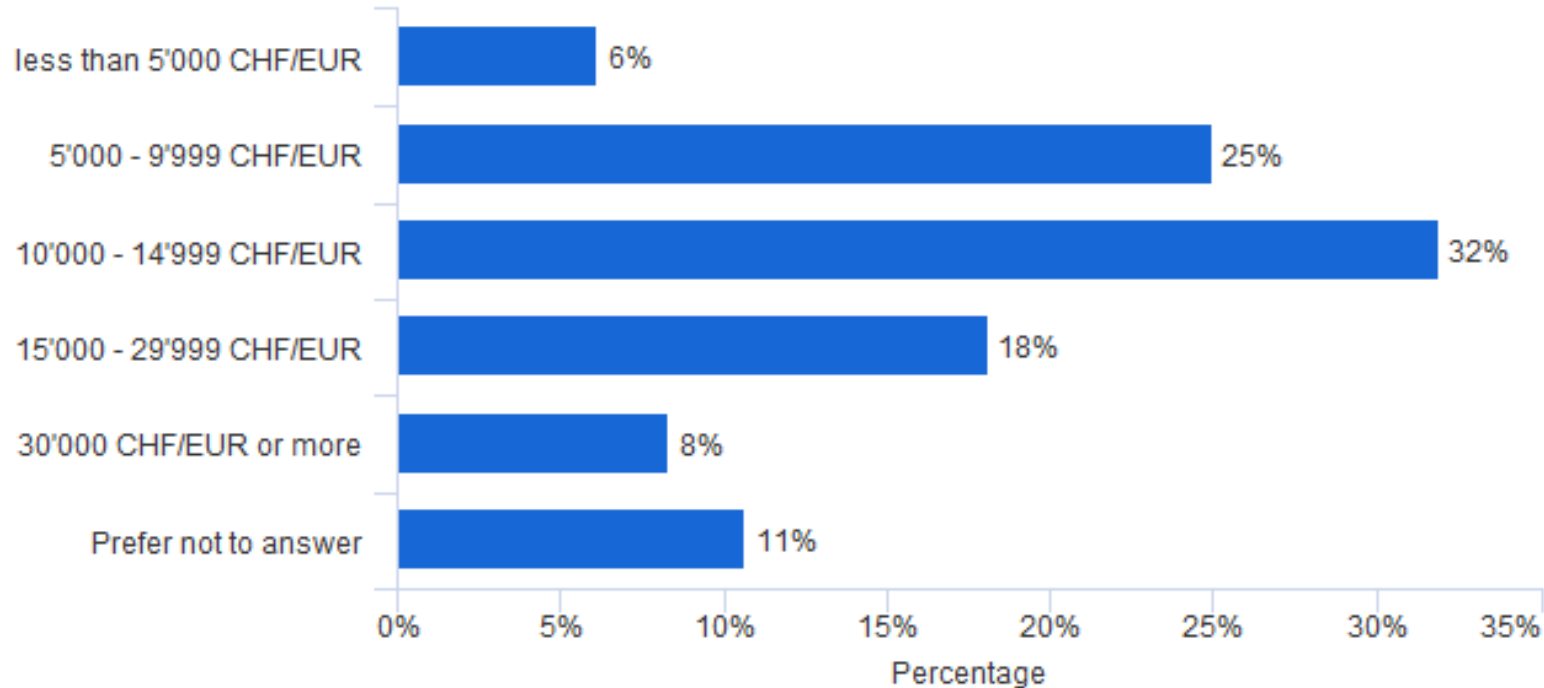
Sample: Professional position



Sample: Age group



Sample: Monthly net income in household



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➤ The questionnaire

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Questionnaire (1)

Dear participant,

Thanks for showing interest in this study.

Please read the following before starting:

Please complete this survey in one go. In other words, please only participate in this survey if you have about **10 minutes** that you can dedicate to it. Thank you very much.

Consent form

I consent to participate in this online survey, where I will be asked to answer a series of questions **about 5-star hotels, travel preferences and socio-demographics.**

I understand that all data will be kept confidential by the researcher and **the survey will be entirely anonymous.** I am free to withdraw at any time without giving a reason.

I consent to the publication of study results as long as the information is anonymous so that no identification of participants can be made.

By consenting to participate in this study, I am also confirming that I have spent 1 night (or more) in a 5-star hotel in the past year (2022-2023).

I have read and understood the explanations and I voluntarily consent to participate in this study.

I do not want to participate.

Questionnaire (2)

When considering a stay at a 5-star luxury hotel, which factors do you prioritize the most? Please choose the **3** most important **elements** for you from the list below.

- Exceptional interior and exterior design
- Breathtaking surrounding landscape
- Sustainability and responsible practices
- High-quality, gourmet cuisine
- Exclusive wellness facilities
- Proximity to points of interest (historical sites, shopping, entertainment, etc.)
- Personalized service and attention to detail
- Convenient location (city center, close to airport, etc.)
- Renowned brand name
- Loyalty rewards or membership benefits
- State-of-the-art technology in rooms and facilities
- Availability of a variety of activities and experiences

Questionnaire (3)

Please indicate how much you agree or disagree with the following statements **about 5-star hotels' services and amenities**.

5-star hotels...

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Agree | Strongly agree |
|---|----------------------|----------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|
| ...offer superior amenities | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...provide an attentive service | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...are trustworthy because they are the experts in the hotel industry | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...DO NOT represent higher quality | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...can offer personalized services and products | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (4)

Please indicate how much you agree or disagree with the following statements **about 5-star hotels' symbolic importance**.

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Agree | Strongly agree |
|--|----------------------|----------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|
| Staying in 5-star hotels represents a personal achievement for me | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Staying in 5-star hotels enhances my travel experiences | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Sharing my experiences at 5-star hotels is socially important to me | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Staying in 5-star hotels helps me feel more connected to my social group | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| I perceive an improvement in self-confidence when staying at 5-star hotels | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Staying in 5-star hotels brings a sense of satisfaction and pride | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (5)

Please indicate how much you agree or disagree with the following statements **about the beauty of 5-star hotels**.

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Agree | Strongly Agree |
|---|----------------------|----------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|
| I tend to choose 5-star hotels based on how they look | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| I find it very pleasurable to stay at 5-star hotels | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| I treat myself by staying in 5-star hotels | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (6)

Please indicate how much you agree or disagree with the following statements **about your lifestyle and 5-star hotels**.

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Agree | Strongly Agree |
|---|----------------------|----------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|
| I often choose 5-star hotels to celebrate my special moments with people I care about | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Staying in a 5-star hotel is an essential part of my lifestyle | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| I like to know the values and history of the 5-star hotel before making a booking decision | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| I like to share pictures or videos of my experiences in 5-star hotels on social media (e.g., Facebook, Instagram, WhatsApp) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (7)

Please indicate how much you agree or disagree with the following statements **about 5-star hotels' financial elements**.

Staying in 5-star hotels...

| | Strongly disagree | Disagree | Somewhat disagree | Neither agree or disagree | Somewhat agree | Agree | Strongly Agree |
|--|----------------------|----------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|
| ...is worth the financial investment | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...is usually an opportunity to get good value for money | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...is NOT worth the high price | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (8)

Please indicate how much the following factors **influence your decision when choosing a 5-star hotel.**

| | Not at all important | Unimportant | Not really important | Neutral | Moderately important | Important | Extremely important |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| The hotel's impact on the local economy | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| How well the hotel treats its employees | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| How the hotel uses and invests its money | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel's efforts towards environmental conservation | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel's role in addressing social issues | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel's transparency and fairness in pricing | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| How the hotel ensures fair conditions for its suppliers | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (9)

In the context of 5-star hotels, please indicate how important the following practices are to you:

| | Not at all important | Unimportant | Not really important | Neutral | Moderately important | Important | Extremely important |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Organic or seasonal food are available for breakfast | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel implements water and energy saving practices (e.g., new linen only when necessary) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel tries to avoid single-use or disposable products | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Separate waste collection is available at the hotel | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel provides bicycles to its guests for free or for rent | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| The hotel uses environmental certified or green labelled products (e.g., toiletries, paper) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (10)

Please indicate **how important** are the following **communication activities** for you.

The 5-star hotel informs you...

| | Not at all important | Unimportant | Slightly important | Neutral | Moderately important | Important | Extremely important |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| ...about the good environmental practices implemented | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...on how you can help reduce the environmental impact of the hotel | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...about environmental and cultural activities available in the area | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...about available public transportation | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (11)

Please answer the following questions **about your vacation choices**.

Do you...

| | Never | Rarely | Occasionally | Sometimes | Frequently | Usually | Always |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| ...ever choose to skip vacation to avoid causing negative environmental effects? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...refuse to go on vacation far from home to minimize transportation related greenhouse gas emissions? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...dismiss a particular mode of transport to a destination primarily to avoid air pollution? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...refuse to undertake a vacation activity primarily to protect the environment? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...refuse to use tourism providers if they do not follow environment protection standards? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...use environmentally certified tourism providers? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| ...purchase carbon offsets to compensate your carbon emissions from flying? | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Questionnaire (12)

In the past year (2022-2023), how many nights (approximately) did you stay in 5-star hotels during your HOLIDAYS?

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

None At least 10

In the past year (2022-2023), how many nights (approximately) have you stayed in 5-star hotels for BUSINESS?

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

None At least 10

Questionnaire (13)

How do you usually book the hotel for your vacation? *More than one answer is possible.*

- On an online booking platform (e.g., Booking.com, Trivago.com, Hotels.com)
- Directly at the hotel (Website, e-mail, phone)
- Through a travel agency or tour operator
- Someone does the booking for me
- Through the tourism office of the destination
- Other

If "Other", please specify:

Questionnaire (14)

Who do you usually spend your vacations with? *More than one answer is possible.*

- Alone
- With spouse / partner (no child)
- With spouse / partner and child(ren)
- With child(ren)
- With parent(s)
- With friend(s)
- Other

If "Other", please specify:

Questionnaire (15)

On which social network do you usually share content about your vacation? *More than one answer is possible.*

- I don't usually share content about my vacation on social media (e.g., Facebook and Instagram)
- Facebook
- Instagram
- WhatsApp or other chat apps
- TikTok
- LinkedIn
- Snapchat
- Other

If "Other", please specify:

What is your gender?

- Female
- Male
- Other
- Prefer not to answer

Questionnaire (16)

What is your **nationality**? *More than one answer is possible.*

- Switzerland
- France
- Germany
- Italy
- Other

If "Other", please insert the name of the country of your nationality (e.g., Portugal):

What is your **country of residence**? *Only one answer is possible.*

- Switzerland
- France
- Germany
- Italy
- Other

If "Other", please specify the country of residence (e.g., Portugal):

Questionnaire (17)

What is the highest degree or level of education you have completed?

- Some High School
- Vocational School / apprenticeship
- High School
- Bachelor's Degree or equivalent
- Master's Degree or equivalent
- Ph.D. Degree
- Other

If "Other", please specify:

Questionnaire (18)

Please indicate your professional position:

- Employee without managerial responsibility
- Lower management (department head) or intermediate (division manager)
- Upper management (executive management / board of directors)
- Self-employed or entrepreneur
- Retired
- Other

If "other", please specify:

Questionnaire (19)

Which is your **age group**?

- From 18 to 29 years old
- From 30 to 39 years old
- From 40 to 49 years old
- From 50 to 59 years old
- From 60 to 69 years old
- 70 years old or more

Please indicate **the range of the monthly net income in your household**.

- less than 5'000 CHF/EUR
- 5'000 - 9'999 CHF/EUR
- 10'000 - 14'999 CHF/EUR
- 15'000 - 29'999 CHF/EUR
- 30'000 CHF/EUR or more
- Prefer not to answer

Questionnaire (20)

Do you have any **comments on the topic?** (optional)

Enter your text here
