

HOW DO LEISURE TRAVEL DECISIONS COME ABOUT?

A STUDY REPORT

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Foreword

Seeking intuitively, one's destination is never in a beyond time and space but always here and now. If we are always arriving and departing, it is also true that we are eternally anchored. One's destination is never a place but rather a new way of looking at things. (Miller, 1957)

A journey is chance become real. Journeys consist of real and unique sequences of events that remain in our memory. Particularly when traveling for leisure purposes, we feel that we have many options to choose from and that the events are the result of planned but at the same time serendipitous episodes in our lives. In retrospect, we often tell others stories about our travels, some parts in a very detailed and explanatory fashion, as if everything that happened was a film in its own right that we are recalling, in which we re-emerge, as if we are reliving the events. In our travels, we could have done many different things, particularly in leisure trips during which there are many options and time is in abundance. This seems to require a rational, analytical approach prior to decision making and action. Yet in practice, we execute our travels in quite a spontaneous and natural way, without reflecting over much on the decisions made. We seldom ask ourselves what made us decide to visit a particular place and even less often do we consciously reflect on our choices during the trips themselves. What made us decide to go to the pizzeria, that day, instead of the Chinese restaurant that was located next to it? Why did I sit at the bench at the train platform for fifteen minutes and observe other travelers walking or standing, while waiting for my train? I could have continued reading my book, or, since I had enough time, I could have had a coffee at the bar instead. In a similar vein, we may ask what made us as a family choose once again to book a vacation apartment in the same place we went for the last five summers? Didn't we say last year, after we had just returned, that we wanted to go somewhere else next year?

The main objectives of this study are twofold: First, research in tourism and travel and in particular research on trip decisions has yielded many insights to date but has yet to explain what brings people to a particular place. Several models and schemes derived from the consumer behavior and choice making literature inform our research. These contributions generally show that travelers (as individuals or groups) are 'organisms' with prior experiences and that they process information in order to come to decisions. However, deriving specific and effective implications and possible recommendations for practitioners is still uncharted territory, as we will show. In particular, the question remains unanswered which mechanisms may influence potential travelers' decisions to decide to go to a particular place. Theoretically, all travelers could be virtually in all reachable places on earth at any time, obviously given their limited time and resources such as money. In other words, travelers could choose among myriads of options in space-time. Yet, in the end, they often go to the same places they have been before or they let others decide about the place, making it once again impossible for them to visit the place they long wished to visit. This could partly help explain why we encounter acquaintances in the most remote places or at least in places where we did not expect to meet them. These two questions, namely 'What makes us go to particular places at a particular time?' and 'What makes acquaintances go there and then as well, so that we surprisingly meet them there?' motivated me in the past to study such occurrences in more detail (Beritelli & Reinhold, 2018). The findings were not fully satisfying. In combination

with a new and different question that I first posed in 2013, namely ‘How come you are here...?’ (Beritelli, Reinhold, & Luo, 2017), the journey led me to explore the more profound question of our travel conditions, the context and the specific situations people experience when making decisions.

The study’s second objective is to apply a different methodological approach based on the aforementioned question that places leisure travel decisions within a reconstructed context and situation. Discussions about the methodological approach began before the study and continued over the course of it. A research framework and method had already been clarified in advance. However, the results led me to a different way of reading and presenting the findings. For this reason, I have provided not only a methodological chapter but also a concluding reflection on the challenges of research in social science today, as well as my personal notes and recommendations in Chapter 7.

The question of how it is that people come to arrive at a particular place at a particular time could be similarly approached by studying our presence during our everyday life and activities. A critical observer would argue that our likelihood of being at a given time in a particular place follows routinized sequences and activities (Hodgson, 2011). Hence, this would be a rather logical and probable occurrence. But what if a similar phenomenon pertains in an environment that provides us an almost infinite combination of options? What if for leisure trips, for which we have a great variety of options, we finally end up going to very particular places? What if these places are not so by chance? What if our presence, even for leisure travel, follows simple rules, some of them perhaps to a certain degree deterministic? What are our moorings, even in situations where we feel to a great degree free and independent? The reader is invited to join in a new approach to travel research that explores the potentials for researchers, practitioners, and the public in consciously reflecting on our leisure travel destinations and activities.¹

Acknowledgments

I would like to thank all 256 people who have agreed not only to report on selected trips, but also for giving me a little insight into their lives in this way. It was only thanks to their openness and accuracy in reporting that the relevant information for this study could be collected. Over the past years, I have been able to talk to many researchers and practitioners as well as acquaintances and friends about travel decisions and travel in general. I thank them too. In particular, I thank my long-standing colleagues Thomas Bieger and Christian Laesser. The practice-oriented and always constructively critical approach to relevant issues that we cultivate is always a source of inspiration for me. Special thanks go to Philipp Scharfenberger, who, as a colleague researching in a related field, provided me with advice and suggestions for improvement on the manuscript. The quality of the English in this manuscript is thanks to David Goldblatt. I learn from every document he proofreads for me. Finally, I thank my family, my wife Fadrina and my sons Livio and Enrico, who remind me of what is most important in life and with whom I make decisions every day.

St. Gallen, December 2023

¹ This document contains several footnotes. The reader is invited to read them as well. They provide examples, supplementary explanations, or they address objections or contradictions.

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1 Introduction

1.1 A vignette

Emma searched the waiting hall of the airport for other people who might be suitable for interviewees. She noticed a family man sitting, looking bored, while his wife was reading a newspaper and the children were busy playing. An ideal pair! He will certainly have time for an interview. "Good afternoon, may I ask you if you are available for a survey on tourism in our country?" "Yes, sure. How long will it take?" "Only five minutes. May I get started?" "Alright." "Are you here for a visit? ... Very well. ... What country are you from? What age group do you belong to? 36-45 thank you. ... Are you on vacation in our country for the first time? for the second time.... Now follows a series of questions where you should answer every question choosing a number from one to five. May I give you the tablet to fill these in? It's first about your general satisfaction with hotels, restaurants, cultural offerings, means of transport, etc., then about different motives like rest and relaxation, looking for something new, etc., and finally about your choice of activities like shopping, sightseeing, beach vacations, active sports, etc. Please check the number where it fits best in your opinion, ok?" "Alright." ...

After ten minutes, Ali hands over the tablet. Emma, satisfied with having interviewed another person, looks for more 'victims.' Things are looking really good with her study. Not only are the questions very useful for her research institute's client, the national tourism organization, but she can certainly write some research papers for her doctoral thesis with the help of quantitative analysis. She recently learned how to set up and test structural equation models. The data are just perfect for such a project. Meanwhile, Ali turns to his wife. He is glad that the family vacation went so well and to everyone's satisfaction. After all, his wife Sabrina's family is not always easy. It is important to her to visit all the relatives and her childhood friends. Especially after not having visited her hometown for a long time. The last time they were there, they were engaged, which was more than ten years ago. Now that the children are old enough to go on longer trips, they have taken the opportunity to visit everyone again. It's great that they were able to be guests in her brother's house. His in-laws also cooked delicious dishes and the last two weeks they practically never had to go to a restaurant. There was no time for culture or sports. Obviously, they came for other reasons. Filling out the questionnaire was therefore not so easy for him. At least he tried to put a cross in the middle when he was not sure.

This vignette illustrates a problem we face not only in tourism research but in other fields of social science. When traveling, people go places and do things, and while traveling or not, they think and talk about many other things. While the former relates to people's experiences, the latter reflects their mental constructions, perceptions, or wishes. Clearly distinguishing between these two different worlds is a well-known challenge in various fields of research. We researchers still struggle with the numerous perils associated with studying human behavior (for travel see for example Yüksel, 2017). This is all the more surprising because we have been working on it for a very long time. In fact, exploring and understanding decision making in travel is a quest that was launched in the research community a long time ago (Woodside & Lysonski, 1989). Many contributions in this field have hypothesized and analyzed how we apparently function as decision makers in a more or less complex environment (for good overviews see

McCabe, Li, & Chen, 2016; Sirakaya & Woodside, 2005). But they have not shed enough light on the obvious problems presented in the vignette.

1.2 Problems in practice and in research

Emma will return to her office, compiling the mostly quantitatively provided responses in a large data set. She will calculate average values, deviations, cross-tabulations and correlations, possibly regressions, too, and for her scientific work she will perhaps treat the data so that she can perform more complex, multivariate analyses. As a result of the work based on this predetermined, small range of possible responses, she will write a report for the client. The national tourism organization will conclude that a certain percentage of people visiting their country fit a general pattern. Either on the aggregate level or with predefined segments (e.g., country of origin, age, length of stay, repeat visits, or even more complex parameters such as degree of satisfaction with the trip in the country) they will conclude that their country is a preferred destination more in terms of shopping, less for sports, much more for culture, etc. They will find a justification for running advertising campaigns in Ali's country of residence, since most of these citizens are return visitors. Perhaps they will launch a new social media campaign, highlighting cultural sites, festivals, and the like by showing happy visitors, assuming that this will bring more visitors to their country because the 'brand' (actually the name) and the reputation of the country is an important asset that must be constantly nurtured.

With the help of further statistical analyses, Emma will discover that there is a relevant correlation between positive attitude towards the country of visit and the satisfaction with the trip. She will also connect the constructed dimension of the image or the brand of the country with a positive impact on the intention to revisit the destination. Another study based on this data set may find that the engagement with activities during the trip is correlated with the brand value, with the image of the country, or with a high experience value (all these constructs factorized with the help of item batteries) and that both are good predictors of the intention to revisit. And in this vein, she will generate further studies that will have an impact in the scientific community.

While we could specifically question whether intention to revisit really leads to making future trips to that destination (McKercher, 2023; McKercher & Tse, 2012), whether satisfaction predicts the intention to revisit (Dolnicar, Coltman, & Sharma, 2013), or whether terms such as destination image are clearly definable and measurable (Dolnicar & Grün, 2013), the problem is of a more basic nature. The data gathered from the interviews do not really say anything about Ali's trip that was embedded in a specific context, under specific conditions individual and distinct from other people's trips. It is also irreplicable for him even if he returned next year with his family, visiting the same places and meeting the same people. And even if Emma's questionnaire included the item "visiting friends or relatives," merging all the data to further gain data-driven insights excludes the essential and relevant aspects of Ali's journey because if someone visits friends or relatives, the quality of the tourist services of that place are irrelevant or at best so secondary that one cannot derive any specificity or particularity in that place compared to any other place. In other words, whether or not food or tourist services are good, Ali cannot help but visit his wife's hometown. Asking him about his satisfaction does not make sense because he is, happy

or not, traveling with his family only because his wife wanted to return home for the holiday season. For Ali, returning to the same place has nothing to do with his satisfaction with the country's tourist services or the food served at restaurants; therefore, most of the survey questions are rendered pointless. Equally irrelevant are constructs such as destination brand or destination image because these would have to refer to the whole country as a destination, but Ali really only visited his wife's town with the family, regardless of where the country is located. Unfortunately, with the survey questions, Emma has a priori fragmented a picture, used abstract terms, and created distorted pieces of a puzzle that she will try to reassemble with further distortions, unconsciously accepting that the constructed puzzle will produce at best a fuzzy image with no relation to Ali's trip.

Research in trip decisions must consider peculiarities that cannot be viewed by simply setting up structured or semi-structured questionnaires. In a previous article (Beritelli et al., 2017), I argued for the following four aspects in travel research to be considered:

- 1 Trip choices are in most cases made in or among groups. Trips by single travelers from single households traveling alone amount to about 1%, at most (e.g., Laesser, Beritelli, & Bieger, 2009). Decisions are made under complex social contingencies. Therefore, it is necessary to consider the social context when we interview one or multiple respondents.
- 2 "Choices are made at different stages and hierarchical levels of importance. Pre-trip choices refer to primary attributes such as the destination, the place of accommodation, budget, and the like. On-trip choices are secondary and relate, for example, to day programs, places to see, and where to eat (Choi, Lehto, & O'Leary, 2007; DiPietro, Wang, Rompf, & Severt, 2007; Fesenmaier & Jeng, 2000). Thus, travel experiences originate from several contingent choices in time and at different hierarchical levels. (Beritelli et al., 2017, p. 334)". Questions must focus on specific levels of choices While a decision to visit a particular museum on a rainy day may be made on the spot, given the particular situation (low level), deciding whether to take a flight to Budapest or to Reykjavik has a much greater impact on the subsequent decisions during the trip (high level).
- 3 As mentioned above, the specific conditions in a place at a given time require further decisions that lead to actions. Time contingencies or transportation systems (e.g., Lau & McKercher, 2006), (in)flexibility of our decisions, and the social composition of the timing and the location of the decision (Moore, Smallman, Wilson, & Simmons, 2012), are all place-dependent aspects that constitute the framework of decisions, of experiences, and consequently of one's memories. Decisions are embedded either at home, mostly with regard to the constitutive elements of the trip, or while traveling in or through places. Between travelers and their environment there is a constant exchange taking place, leading to particular decisions.
- 4 Decisions as well as actions can be described as discrete variables. At a crossing, we decide either to take the avenue on the right or on the left. When we go shopping we do exactly that, not just a little bit, or by 20%. However, we can go shopping and simultaneously combine it in one day with a visit to a museum. Therefore, decisions and actions are not scalable but binary (for a general discussion see Dolnicar, 2013; Dolnicar, Grün, & Leisch, 2011). In addition, they occur potentially simultaneously, coinciding. As a result, to distinguish activities and other aspects of a trip in order to produce segments or target groups may produce self-deceptive results.

These points show that structured questionnaires with predefined abstract terms not only have methodological limitations (Laesser & Bieger, 2021), but that from a scientific point of view they generate spurious data and information, which in turn lead to spurious implications. This does not mean that one can simply resort to qualitative methods and have the same questions answered with more background provided in an interview. As illustrated in the vignette, identifying activities and attitudes or familiarity does not help to explain why people choose one place over many others. What people do and the reason behind those activities do not tell us anything about their whereabouts. For that, we would have to ask how they came to choose a destination in the first place and what circumstances led to it (Beritelli et al., 2017). Considering the decision situation and context is not simply an alternative to exploring values, satisfaction, activities, or motives, but is rather a valid approach to understanding why people are in a certain place at a certain time². The claim to consider the context in human behavior (Savage, 1954 on the necessity of considering a large world) and in travel as well (e.g., Jeng & Fesenmaier, 2002; McCabe et al., 2016) is not new. This study provides a valid and practical way of systematically considering the situation and context of trip decisions.

1.3 A different approach with different findings

Using a new research approach to examine the phenomenon under scrutiny, this study provides a mostly reality-based and holistic discussion of study participants' responses. While the instances studied here are formulated in a general way, they were necessary and helpful in leading the interviews and in reconstructing how decisions for each trip came about. Since all people are individual and all their trips are likewise idiosyncratic, their answers and descriptions have not been further modified. As a consequence, the appendix is longer than the text sections and can be read as a collection of individual cases. From them we learn very different stories told by the respondents and can easily understand the context of their decisions. Yet, at the same time, the instances that point to factors underlying trip decisions are often recurring, as can be seen from the appendix.

Consequently, two central questions follow from the preceding remarks. The first relates to methodological problems and can be formulated as follows:

How can decision making in a complex and dynamic environment with an apparently high degree of freedom such as leisure trips be studied?

² Emma's problem can be compared to gazing at single notes in movements which together comprise a whole symphony but without putting them in the right sequence. By only collecting data and categorized chunks of information (single notes), she has no chance of connecting them in a way that makes sense of what Ali's trip (the piece) really was to him. If she had taken the time to understand how come he was there that day and who had decided to take this trip, she would have learned that the trip (the piece) is embedded in Ali's life history that includes being married to Sabrina and having a family, and that these various circumstances are the constituents of his life condition (the whole symphony, as it is currently being played). It is undisputed that single notes do not make a piece and that if we really want to enjoy the entire music we should listen to the whole symphony.

Studying the context and situation of decision making in travel enriches some previous findings and refutes others in this field of research. This study reveals and describes instances determining how people decide to go particular places and in so doing answers the following question:

What instances determine where travelers go for their leisure trips?

The methodological approach as well as the insights provided are in my viewpoint far reaching, in light of current practices in destination marketing and management as well as for research in this field and for travel research in general.

1.4 Structure of the study

The next chapter describes how the phenomenon of travel manifests itself in people's reality. In Chapter 7, the penultimate section of this report, the problems in research that are stemming from the delimitation of social phenomena as well as resultant abstractions and modeling are discussed in more detail. Chapter 2 is therefore not simply a review of the literature and theories on travel but is intended to describe the phenomenon of travel and of decisions to make trips as well as decisions during them in everyday situations. Subsequently, Chapter 3 describes the method used to capture the situation and context of travel decisions. A statistical analysis of the results from the numerous interviews is omitted because each individual trip is unique and not repeatable. Chapter 4 presents the summarized findings, taking into account descriptions of the most relevant findings presented in the appendix. Chapter 5 lists the practical and methodological implications, points out the specifics of travel, and explains why many theories and concepts from other social science disciplines cannot be transferred to this aspect of human life. In Chapter 6, I propose a set of cornerstones for research in travel decisions that should be given more attention in the future. Finally, in Chapter 7, I return to the problems I delineated in this introductory chapter from a practical perspective and argue for a new approach to research in decision making for travel and for the social sciences more generally.

2 Attempting to describe travel

In order to gain a practical understanding of the phenomenon of travel, this chapter first addresses the visitor-flow approach. In short, it says that at a collective level of observance, travelers move along flows. They do so in time frames of one day or a half-day, and this mostly in same places. Recent studies have not only managed to measure these flows, but also to represent and visualize them in an impressive way (e.g., Ferrante, Bongiorno, & Shoval, 2015; Orellana, Bregt, Ligtenberg, & Wachowicz, 2012; Vu, Li, Law, & Ye, 2015). This points to the fact that individual experiences are embedded in a social phenomenon.

Second, at a more individual level, travelers decide during variously long and complex processes on the constitutive elements of their trips, the primary focus of this study. Then, during their trips they continue to decide from day to day where to go and what to do (the secondary focus). However, even within these daily decisions, they have to continuously decide on how to proceed. Hence, decisions are made in a momentarily specific, complex and dynamic environment. While this may give rise to random decisions for trip activities and experiences, the possibilities are limited, and the decisions are easily understood.

Third, building on the need to reconstruct the situation and context that was presented in the previous subchapter, a subsequent subchapter is dedicated to the question: *'How come you are here, today....?'* The question is radically different from traditional approaches, not only because it relates to a particular methodological approach but also because it refers to a fundamentally different stance that the researcher must adopt. Finally, the chapter concludes with the results of what must be understood as the preliminary study, one which occupied the author's time for many years.

2.1 Traveling along flows

People move along flows, mostly unconsciously, both during normal working hours (e.g., as commuters) and during their leisure time (MacCannell, 2001; Sheller & Urry, 2006). Following visitors along these flows allows an observer to discern when and where they go and what they do as well as where they stay and what they purchase and consume. Since the visitor is the principal protagonist in her story (Smith, 1994), she decides with whom, what, when and where she co-creates together with other travelers the moments of experience. This approach provides the insights into how travel and ultimately tourism works in detail. Humans are mobile and social beings, and they are connected to the world.³

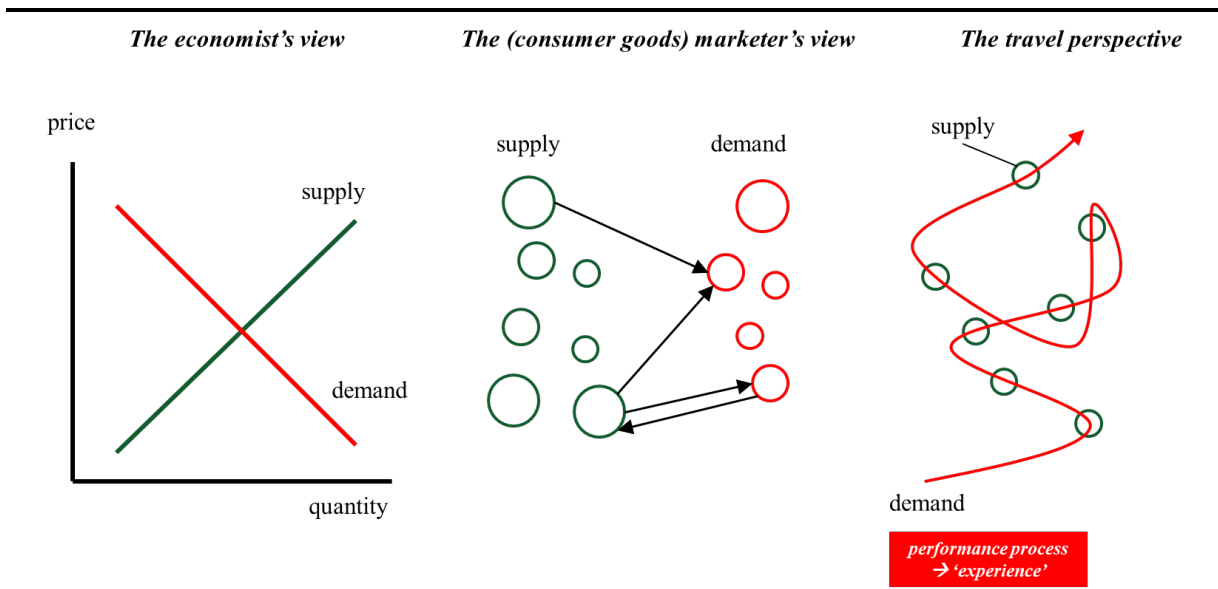
Geo- and time-tagged data, gained for instance with the help of user-generated content from social media (e.g., Kádár & Gede, 2021; Paulino, Lozano, & Prats, 2021), credit-card transactions (e.g., Aparicio, Hernández Martín-Caro, García-Palomares, & Gutiérrez, 2021), smartphones with their GPS locations (e.g., Baggio & Scaglione, 2018; Hardy et al., 2017; Raun, Shoval, & Tiru, 2020), or from visitor cards (e.g., Steiner, Baggio, Scaglione, & Favre, 2016), reveal that visitors frequent major landmarks, attractions, and tourist spots. Thus, visitors connect tourist attractions or spots, moving through other

³ Migration and mobility is a ubiquitous phenomenon among animals, too (e.g., Shaw, 2016). Recent studies based on mobility data of humans and animals impressively show how humans are embedded in the ecology of the planet and always connected to nature (Meekan et al., 2017).

non-tourist spots (Liu, Dong, & Chen, 2017; Scaglione, Baggio, & Doctor, 2021), producing a dense fabric consisting of individually produced threads. Thus, there are not tourist cities, regions, or countries. Instead, cities, regions, or countries have tourist spots connected with each other through other, intermediate, less touristic, or non-touristic spots or zones.

Visitors are the triggering subjects for the production process (e.g., Kaspar, 1991). This process is better described as a performance (e.g., Edensor, 2001) that takes place on various potential stages (MacCannell, 1973). Thus, travel is a particular form (Maggi, 2014) of household production (Muth, 1966). The figure below distinguishes the perspectives of economics (left) from consumer goods marketing (center) and travel (right) with regard to the encounter between supply and demand. In tourism, supply and demand coincide in the production process of the visitor herself. Places are therefore not comparable to consumer goods (i.e., products). Instead, they are more like potential stages of visitor performances.

Figure 1: Unfolding performance in travel, when demand and supply join



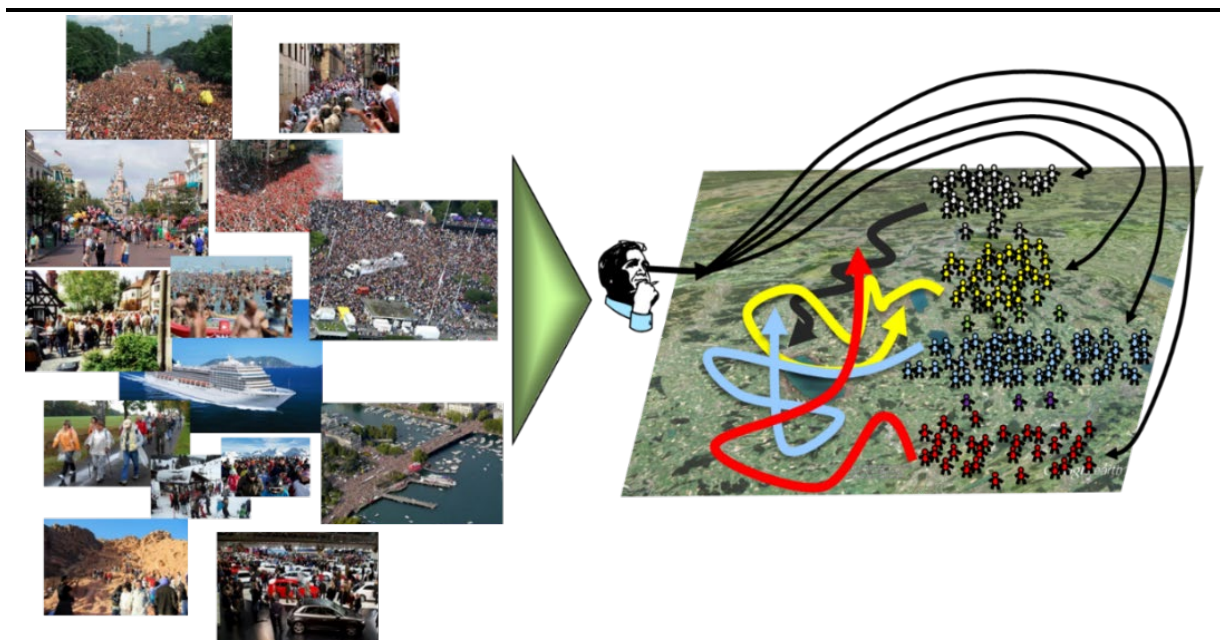
Source: Own illustration, based on (Beritelli & Laesser, 2017, p. 199)

From the supplier's or local and regional authority's viewpoint, one should not view the offer alone or examine the supply development from one's own perspective but should view it from the visitor's perspective (see Figure 2). Visitor flows, as shown in the figure on the left-hand side, characterize the majority of what happens in travel. Recent research argues that although the constitutive decisions are made before departure, the majority of the further decisions are made en route, because (un)-planned travel activities are adjusted from day to day (Moore et al., 2012; Smallman & Moore, 2010). These visitor flows can generally be determined and described as a one-/ half-day unit, since from day to day the program and the main activities are always planned and executed anew (Beritelli, 2019; Beritelli, Reinhold, & Laesser, 2020; Beritelli, Reinhold, Laesser, & Bieger, 2015). In short, travelers visit places at specific times. They look for specific places, visit attractions, engage in activities, and enjoy

experiences. Then and there, or later, maybe at home, they share these experiences with others. Travelers make their trip and in so doing, they are the ones who make tourist destinations.

Since the majority of travelers visit similar areas, often simultaneously, they represent, in aggregate, recurring visitors flows that are stable and relatively homogeneous over certain periods of time. This stability, even if it does not last long, allows providers of tourist services to anticipate demand or to specifically promote or create opportunities for visitor performances. By activating certain offers in space, demand thus creates regular, predictable and thus partially plannable supply-demand systems. However, this requires a consistent demand-oriented perspective in that providers in a region must put themselves in the shoes of the guests imagining their different experiences and thus at least mentally grasp, describe, or visualize the different visitor flows (Figure 2, right-hand side). As long as most diverse visitor flows exist or are created, the social and economic co-existence of different flows evolves. Trips are the constituents of a dense fabric of flows that make tourism a perceivable phenomenon.

Figure 2: Collectively emerging visitor flows, taking the visitor perspective



Source: Own illustration, based on Beritelli, et al. (2013), 2013 Kanton Solothurn; Cnes/Spot Image; Geo-Content; Google

It is therefore the variety and diversity of visitor flows that constitutes the social and economic sustainability of a region and not the reduction to a few non-renewable visitor flows that cease at the latest after one guest generation. The more diverse visitor flows exist, emerge, and evolve, the more likely the region will offer a sufficient number and variety of experiences for changing guest needs over a longer period of time. In this sense, tourist destinations can be compared to complex and dynamic ecosystems in constant renewal, such as forests (Beritelli & Reinhold, 2021).

2.2 Making decisions in travel

As outlined in the previous subchapter, a tourist destination is not a major area such as a city, region, or country but an individually produced sequence of points of attractions and activities, connected by the moving traveler, who crosses other, less touristic or non-touristic, zones. Tourist destinations are not areas but rather points and (bent) lines (i.e., trajectories) (Beritelli et al., 2020). Travelers have to constantly decide at points and along lines. They first must decide where to travel to and they continue making decisions over the course of the trip. The next sketch assumes that time is a continuous line and one's life biography is interrupted by episodes of leisure or business travel. People must continuously make decisions over the course of their lifetime. The moments of leisure or business trips along the journey of life are visualized by means of the white stripes in the top line of the figure. Deciding with whom to go when, for how long, where, and so on represent the constitutive elements of a trip⁴. These constitutive elements refer to both multi-day trips as well as to day trips, carried out away from home.

Indeed, before departing, one must know one's traveling companions, the dates of departure and/ or return as well as the travel duration, the main places or destinations that will be visited, which means of transport, and, for multi-day trips, often lodging options. Without having an idea of most of these elements, travelers rarely depart. Thus, there are determining aspects that characterize the trip before it starts. Then, as the journey unfolds, further decisions have to be made. These are visualized in the figure below via the three lower lines. Deciding what to do and where to go, day-to-day (day/ half-day program decision)⁵, which specific activities will be pursued during that time (activity decision)⁶, and finally executing specific further actions (getting along/ making the way)⁷, show that we are always confronted with situations in which we have to decide (more examples found in Beritelli, 2019; Beritelli, Reinhold, & Laesser, 2020). People have to make decisions all the time, at specific places and while on the move.

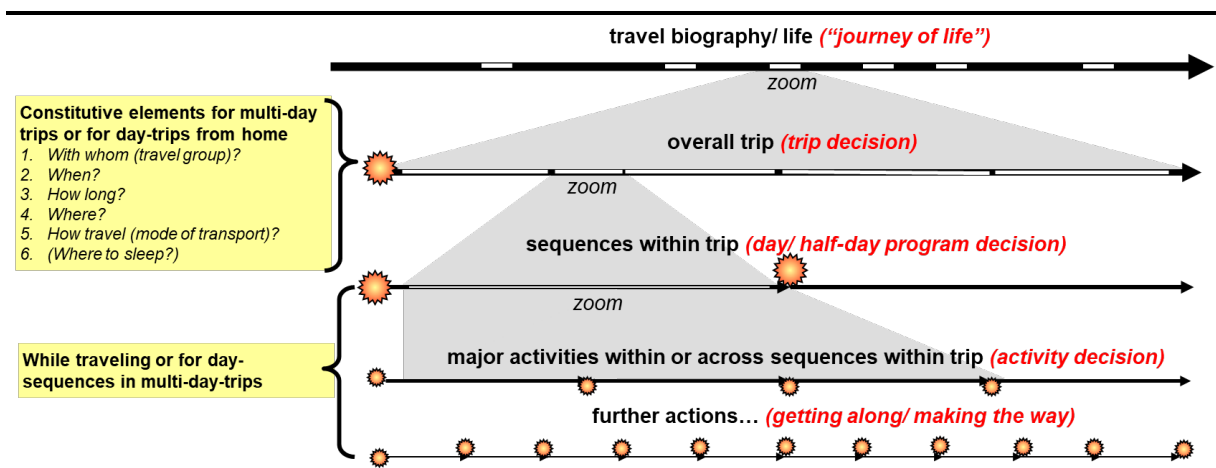
⁴ Perhaps the first attempt to structure the levels and domains of decisions was provided by Woodside & MacDonald (1994). A more comprehensive empirical study was recently presented by Luo (2020).

⁵ e.g., shopping day, a day at the museum, combine both, an excursion to the lake

⁶ e.g., have a rest at the park, have a rest at the café, hop on the tourist bus and relax on the tour

⁷ e.g., get an ice cream and continue the walk, stop for a selfie, sit for a moment on the bench

Figure 3: Making decisions at different times at different levels



Source: Own illustration, based on Beritelli, et al. (2020)

The constitutive elements of the trip (second line from the top) are relevant to the questions raised here. In the end, they strongly determine how it comes that we are at certain times in certain places.

2.3 ‘How come you are here, today ...?’

2.3.1 Relevance of the question

To understand how travelers make decisions about their trips, one must take an objective, unbiased stance. By asking the plain question ‘How come that...?’ the researcher adopts an approach that leaves open what is relevant from the respondents’ point of view, while allowing for further inquiry at different levels of decision making (Beritelli et al., 2017). The question permits exploration of the role of occurrences, events, and interventions by other people in decision making. It points to the relevant aspects of specific decision making, the specific time and place.⁸ For example, if you were to ask interviewees why they took a particular trip and the answer was "...to go hiking...", you would not find out how they came to choose that hiking route over the many others that would have been possible. People could practically be at many different places but, inevitably, they can only be in one place at a time. The place they are at a certain time must be particular, because they have chosen not to go to all the other possible places.

In this way, the method allows a more phenomenological approach to understanding decision making. It does not look for causality but for how certain conditions and events led to the outcomes. The outcomes may be regarded as the result of contingencies or coincidences (e.g., Becker, 1994; Manis & Meltzer, 1994) and less the result of strict causality, or simply said, it is about understanding what was

⁸ «How come...» should not be equated with “Why...?”. While the latter assumes that there is a clear causality known and even explicable by the respondent (such that the respondent will then search for a reason during the interview), the former allows the respondent to reflect better on the conditions and occurrences that led to the decision (Beritelli, Reinhold, & Luo, 2017).

given when the respondents seized the opportunity of taking that particular trip. As a consequence, the individual trip decisions must be seen as unique events. Comparing trip decisions bears the risk of diluting the specificity of the decision context and the execution of a trip. Trips are individually unique, non-repeatable, and therefore hardly comparable to other trips, as are all other events in a person's biography.

2.3.2 How the question came about

In the summer of 2013, during one of the two pilot projects on the visitor flow approach that eventually produced the methodology underlying the St. Gallen Model for Destination Management (Beritelli et al., 2015) we were staying, together with our project partners, in a hotel in the region of Fribourg, Switzerland. During breakfast we were discussing the influencing factors of travel decisions. At the buffet, a senior consultant and I wanted to test some approaches of inquiry in practice. So we approached members of a larger group of seniors who were at the hotel. Asking people in groups produces more unambiguous findings than individually, because the group usually has to choose collectively only one out of a variety of options. "Why are you here today?" asked the colleague. "We are from the evangelical association of town XY." "Pleased to meet you, but actually we wanted to know who brought you here, today. Who decided to stop here for the night?" "The bus driver." "The bus driver?" "Yes, he organized the accommodation for us." The answer surprised us to some extent, as one would normally assume that a specific advertising or promotional mechanism would have influenced the decision makers in the group. At the same time, as practitioners, we also remembered that in tourism, very often simple forms of cooperation among small businesses are the norm and services for travelers that stem from this cooperation are appreciated. Travelers need simple shortcuts for making decisions that help them solve problems (for more on cognitive biases and choice heuristics see Beritelli & Reinhold, 2018; Watanacharoensil & La-ornual, 2019). In this case, the problem for the group was to find a suitable accommodation on the way, and the bus driver who knew that particular hotel and the quality of services helped them.

Throughout the day, we discussed and reflected on how simple and mundane questions are powerful in uncovering relevant facts and how they are scientifically relevant. I do not remember who finally devised the formulation: How come.....?, that day. Perhaps I could have formulated it only in my mind. However, it left a permanently lasting impression in my mind since that day (August 23, 2013). Of course, we continued asking the question during the project, gaining surprising answers that pointed to quite unspectacular, boring incidents.

2.3.3 Instances developed after the long pre-study

I continued posing the question to friends, relatives, acquaintances, colleagues, and obviously students in my courses, taking notes of their responses. For example, visitors got recommendations from an acquaintance or friend, owned a second home in the location, or had made holidays there before. While the trips were specific and pointed to unique situations and constellations, they all referred to recurring instances. An instance is "a particular example or case of something" (OxfordLearner'sDictionary, 2022)

or “a particular situation, event, or fact, especially an example of something that happens generally” (CambridgeDictionary, 2022b). The examples of instances I encountered did not conform well to these definitions. However, from an etymological viewpoint, the term *instance* is the best one because the Latin word ‘instantia’ refers to presence, immediate in a way that it may be translated as ‘urgency’, too. In fact, if something instantiates it becomes a physically embodied representation and thus unfolds as a perceivable phenomenon.

Note that instances are not heuristics (Gigerenzer & Gaissmaier, 2011) and not what have more recently been termed *nudges* in the social sciences (Thaler & Sunstein, 2009). Heuristics are rules that could be applied to different situations but imply that the individuals are consciously or unconsciously applying the rule to continue the choice making process. Instances, on the other hand, refer to the occurrences that directly point to the decision. Instances do not imply a logic and hence they do not require reconstructing a causality. Nudges are rules as well but are increasingly used today in psychology and consumer research to explain what a company or the state wants the people to do, for example. They assume that someone can intentionally influence people to reach a desired behavior. Yet, as we will see below, except for ‘travelagent,’ and ‘good/ convenient offer or place,’ the instances are not intentionally prepared or organized by individuals trying to influence or even manipulate travelers. In summary, instances describe the objectively observable conditions that led to the specific decision. They do not attempt to explain an upstream mechanism, triggered by intentional impulses from third parties, that might have causally led to rational decisions in respondents' minds.

The list of instances I have collected until the start of this study, that is between 2013 and 2020, is listed below in a hypothetical sentence. Consider that for most trips, more than one instance was at play.

Question: “How come you decided....?”

Answer: “I or someone in my travel group...

- have friends/ relatives there
- was invited there by friends/ relatives
- had to go there for business reasons (business trip)
- was invited/ had to go for a social obligation (e.g., wedding, baptism, funeral, pilgrimage)
- received a tip/recommendation via word-of-mouth (offline/online) from someone we know personally (including travel agent)
- have physical assets there (e.g., holiday/ second home, boat)
- have a strong connection to the place/ region (e.g., lived, studied or worked there in the past)
- had very recently been there
- have been nearby/ close to there before
- was given the trip as a gift
- are living close by (day trip/ weekend excursion)/ were just on the way there/ passing by there
- have been searching for a particular / suitable/ convenient offer (e.g., golf course with hotel)
- have attended a particular/ suitable/ convenient cultural or sports event (e.g., concert of favorite band, exhibition of favorite painter, football match, competitions in which friends and relatives participate).”

As a member of the board of directors of Destination Marketing/ Management Organizations (DMOs), I was interested in the further question of whether advertising or any other means of communication by these organizations played a role. Therefore, I also asked at the end of the inquiry whether the respondents remembered any image, advertising campaign or the like by a DMO and if so whether it was relevant for deciding on the trip⁹. The quite disillusioning result inspired me to publish more detailed research in that field (Beritelli, 2020; Beritelli & Laesser, 2018, 2019). While this field is marginal to the main question of this study, we will look into this in greater depth in the final part of Chapter 5 because it serves precisely as a cross-check to the main findings.

⁹ "When you made your decision, what role did the communication of the DMO of that place or region or country play? Can you remember any messages, on- or offline? An advertisement? A visit to a trade fair? Was a homepage so beautiful that you said 'Wow, we're going there now' and booked right away?"

3 Methodology of the study

This chapter presents in detail how the study was prepared and carried out. Based on the first insights gained from the preliminary study between 2013 and 2020, the constitutive elements of the trip and list of instances served as the major part of the framework (next subchapter). The study was carried out between November 2020 and May 2023 and included a total of 256 respondents (see 3.2). The final subchapter describes how I proceeded during the interviews and how I took notes.

3.1 Working hypotheses and framework

The working hypotheses are easily derived from the previous sections. In general, they can be formulated as follows:

Travelers choose to go places at particular moments for a particular period, usually together with other people, due to specific instances¹⁰.

Instances come in various combinations and produce unique and unrepeatable decisions.

The framework consists of two parts: trip profiles with the constitutive elements of the trip and the list of instances.

3.1.1 Trip profiles

The constitutive elements of the trip include

- 1 the travel group
- 2 the time of the trip
- 3 the duration of the trip
- 4 the exact places people went and stayed
- 5 additional information on the accommodation and the means of transport.

Of minor interest, because it did not really make a difference, is the name of the interviewed person (in the appendix only the initials), his/ her country of current domicile (noted as ISO 3166-1 alpha-3 code) and year of birth. Regarding the main research aim, this information is not relevant, as we will show later. However, it is my intention that the people who participated in this study also exhibit a minimal individual, recognizable sign that links them to their travels.

¹⁰ People may label 'instances' alternatively and, depending on how they understand things or the mysteries of life, as 'chances,' 'happenstance,' 'accidents,' or 'serendipity.'

The study simplifies by describing two sexes. Relevant for the decision was the appearance of the interviewee to me as interviewer. The respondents were not asked about their gender identity. The sex attributions (female and male) are not precise or correct with regard to how the interviewed person identified with a gender group. The aim of the study does not primarily deal with physical or identity-related aspects. The division into two sexes is nevertheless useful for showing that the respondents represent a broad picture of society. For travel companions and their gender or the type of relationships among the travel group members, some respondents answered 'partner' or 'friend,' without providing further information. I did not ask further details because the respondents may have had a good reason to curtail their responses and because more detailed information was not needed. Indeed, the question regarding the group is more useful for understanding the constellation and the size and further contingencies relating to the travel company, all with the aim of understanding how the decision of that particular trip came about. Some respondents were very precise, explaining in detail the relationships among all the group members. This precise information, if it was provided, is included in the appendix. Sometimes this information was relevant for understanding the trip decision. For instance, EV for trip 502 explained that she and her husband decided to stop during their Australia trip in Sydney, too, because her husband's daughter from his first marriage was living there.

On the fourth element of the trip, i.e., the places (see in the appendix "trip destination(s)"), great care was taken to identify the exact places for two reasons. First, people colloquially speak less of the exact places they have been and more of the country or the region they traveled to. "Hi, Tom, good to see you again after so many months. Where did you go for holidays this summer?" "Hi, Theresa, nice to see you. We were in New Zealand." "Wow, I've never been there. Did you like it?" "Yes, it was fantastic! How about you; where did you go for holidays?" "We were in Europe this time, actually in Italy. We also had a great time. I will definitely return to Europe to see other places." With this information, no one can guess where exactly Tom or Theresa had been and what exactly they did with whom and where, such that they could have developed this particular assessment of their trip. People colloquially do not speak first of the places they have been, but preferably of the countries or regions in which these places are located. Casual conversations about tourism destinations are mostly chit-chat, in contrast to the tales of personal trip experiences.

The colloquial abstraction about larger territories and countries, in which governments and administrations as well as the media shape people's perception and communication, leads us to detach ourselves for a moment from our very personal experiences and the places related to those experiences. We then no longer really talk (although we actually think) about our travels and the places that shaped our memories but drop geographic names. We mention very large, mostly popular, geographically-administratively delimited territories¹¹. This has probably led to the general belief that countries are not only territorial areas, delimited by politically determined and delineated borders, but that they are also tourist places or destinations, even tourist brands (Beritelli & Laesser, 2018, 2019). Obviously, nobody would agree that Tom and his family had visited all the places in all of New Zealand during their vacation. Thus,

¹¹ Note that sometimes people mention particular places, usually cities, that are very popular among their peers and/ or that are world famous (e.g., Dubai, Barcelona, Paris, London, New York, Hong Kong). Here, the place they mention casually coincides with the place they have been. Nevertheless, most of our trips have been to other places, often unfamiliar to our interlocutors.

if someone responds with 'New Zealand' when asked about his vacation place, one has to admit that this information is so general and inaccurate for the purpose of understanding about travel decisions that it is essentially useless.

Second, people do not always travel to only one place. They may carry out excursions or day trips to other places, once they are en route. People travel by round-trips, too. They decide on the move whether to have an extra stop or to take a detour that leads them to stay longer in a place they did not originally have on their schedule (for alternative spatial patterns see Lue, Crompton, & Fesenmaier, 1993). Hence, the question preceding "Where did you stay?" that was posed during the interview was "Did you stay at the same place or did you travel with several stopovers?"

To conclude, and as a transitioning question on exploring the relevant instances, the respondents were asked to name the person(s) who suggested taking that particular trip.

The trip profile cells are marked with yellow headings in the appendix.

3.1.2 List of instances

The list of instances was directly derived from the preliminary study and partly restructured. Some instances may be combined such as having previously lived, studied, and/ or worked at the place. In addition, it is arguable whether the instances are at the same hierarchical level of importance. For example, having been at the same place before may be more important than just having been close to the place before, or the latter may be a slight variation of the former, in which case they could be merged into one instance. However, at that stage of conceptualization, the list in Table 1 was specific enough in order to place the answers intuitively in the appropriate cell in the appendix. Unusual but relevant peculiarities or specificities are described in more detail in the cells.

National and regional advertising are additionally considered an instance because in the preliminary study the respondents explicitly reported that it did not play any role. In order to check whether there was really a relevant case, this instance is included in the list. Hence, the final list consists of eighteen instances. The table below presents the abbreviations in the appendix with a corresponding exemplary quote/ description.

Table 1: List of instances and description

Abbreviation	Description with the help of a generic quote
frthere	I/ we have friends/ relatives there.
invitedfr	I/ we were invited by friends/ relatives.
socialobl	I/ we were invited/ had to go for a social obligation (e.g., wedding, baptism, funeral, pilgrimage).
gift	The trip was given to me/us as a gift.
business	I/ we had to go there for business reasons (business trip).
wom	I/ we received a tip/ recommendation via word-of-mouth (offline/ online) from someone we know personally.
travelagent	A travel agent suggested and organized, and/ or booked a specific part of/ the whole trip.
culture/ sports/ leisure event	I/ we wanted to visit that particular cultural, sports or leisure event.
repeater	I/ we visited this place before.
closetherebefore	I/ we were around/ close to there before (only for multi-day trips). I/ we live close to this place (for day trips).
whiletraveling-stop	While we were/ I was traveling, we/ I decided to stop at this place.
forcemajeure-stop	While we were/ I was traveling, something unexpected happened and we had/ I had to make a stop at this place.
livedthere	I/ we had been living in this place.
physical assets	I/ we have physical assets there (e.g., holiday/ second home, boat).
good/ convenient offer or place	While I was/ we were searching for a place to go, I/ we found a suitable/ convenient/ offer that we booked.
natural/ cultural/ leisure attraction	I/ we wanted to visit that particular natural, cultural or leisure attraction.
other, furtherinfo	Here is noted additional information that was deemed notable by the respondents and/ or additional information concerning antecedent or subsequent considerations to choice making. It also includes specific tools or strategies not yet covered in the other cells (e.g., looking up on a physical or digital map, searching on a particular source or channel, executing particular sequences such as booking the flight first and then the accommodation or vice versa).
reg/ nat advertisement	I/ we saw/ heard a visual/vocal advertisement for the country or region where this place is located.

The cells referring to the instances are marked with orange headings in the appendix.

3.2 Study setting and sample

Finding respondents for the study involved a combination of convenience sampling and snowball sampling. I asked all the people from my personal and professional environment if they were willing and available to participate in my study about leisure trip decisions. I asked them personally, on the phone, on video call, or by email. The request was simple; I informed them that the interview would take approximately twenty minutes¹² and that I wanted to know how they made their decision to take two trips with at least one night away from home (regardless of whether it was in their current home country or abroad) as well as one day trip. The day trip did not have to last the whole day from morning until evening but had to involve at least some hours away from home.

I interviewed a minority of respondents personally in my office; the great majority the interviews were held via video call. At the end of the interview, I informed the respondents of my idea of publishing the study in digital format. Most of them asked me to send them the study. Some respondents were interested and even enthusiastic about the study. We briefly discussed whether they knew anyone else they could recommend as study participants. By applying this snowball sampling procedure, I was able to extend the number of respondents and conclude the study in a reasonable time.

I might have concluded the interview, perhaps, after reaching one hundred (i.e., 300 reconstructed trip decisions), saturation with regard to theory and themes having been reached and the value of incremental additional information diminishing (for a differentiated discussion see J. Low, 2019). Yet, I continued for two reasons. First, interviewing each and every additional person enriched my personal knowledge on the topic and in return was an interesting experience for the respondents. In fact, many reported at the end of the interview, when they understood my research goals, that they were surprised at how little they actually realized about their trip decisions. Second, the multitude of different biographies and trips revealed, even at an advanced phase, additional nuances that helped complete the picture in greater detail. “There simply is no end point to analysis where nothing new emerges.” (J. Low, 2019, p. 135) For example, the decision on trip 490 was so peculiar that it underlines the relevance of all the other ones because it is located at the fringes of the phenomenon under scrutiny. This case, among others, will be commented on in Chapter 6 in more detail.

3.3 Interview design and protocol

As mentioned in the previous subchapter, during the interviews, I always started by completing the first part of the trip information, the one referring to the constitutive elements of the trip and the group profile. The further completion of the information on the instances followed more a case-specific logic. I continued by asking “Can you now tell me how you/ person XY came about to suggest that particular trip?” “How come you decided then to take this particular trip?”. The responses led to further inquiry in

¹² In retrospect, I estimate the average duration of the interviews at around 30 minutes. Some interviews lasted much longer. For instance, I spent more than one hour interviewing MK, because of her world trip 67.

understanding the details of the moments that led to the final decision. The following four randomly chosen trips explain how the reconstruction of the decision proceeded. The communications are shortened and not the exact transcripts of the interactions during the interviews.

Person DS, trip 222: "So, you and your colleague went to Lenzerheide for a skiing day, and you both brought this up. It sounds like you both know that place." "Yes, we do." "Ok, have you possibly both been there before?" "Yes, actually we have been there many times before." "Only for a skiing day?" "No, also for longer stays." "So, you stayed in a hotel?" "No, since my parents have a second home at the Lenzerheide, it is a place I know well and when I want to go skiing, it is one of my favorite ones." "Does your colleague have some other particular link to that place or did one of you live, study or work there?" "No, actually, we go there for holidays, sometimes just for one day." "Was there any particular event that day, that made you choose to go exactly then? Or perhaps did you want to meet someone there who joined you?" "No, not a particular event. Just enjoying a free day for skiing." "Ok, let me conclude with a final question. Did any regional or local ad campaign you noticed about Lenzerheide or the canton of Graubünden help you decide that day to go skiing there?" "No, we just know the place and wanted to return there for a skiing day."

Person NW, trip 334: "Now, Cap Verde and the day-tours sound like a very particular kind of trip. How come you decided to go there? Did you visit these places before or did you have a recommendation by someone?" "Actually, my boyfriend's aunt had been there five or six years before for hiking holidays. I do not remember anymore who was the first one to bring up this place, but we both immediately agreed, since our memory of her descriptions was still fresh." "Did you have any other option?" "Not really. We wanted to go a place we had never been before and that just sounded good." "Was there any other event or information that made you choose Cap Verde, other than the story of your boyfriend's aunt?" "What do you mean?" "For instance, do you remember any advertising by some agency online or offline? Any information at a travel fair, or the like?" "No, if my boyfriend's aunt had not been there we would not have considered this place at all because we did not know the name and location of the place until she told us about it."

Person NB, trip 445: "So, you were the one to suggest going to Kos, in Greece, right?" "Yes." "How come you suggested this particular destination?" "Well, you have to know that my colleague and I were at that time studying part time and the final exams we had to take were rescheduled on short notice. So, we decided to take this extra time to have a short trip to a near destination." "Ok, 'rather near.'" "Well, for me it was rather easy and near because since I work for Swiss [airline], I have a good overview of options and Kos was perfect with regard to the dates and the flight schedule. So I called my colleague and after a couple of minutes, the trip was booked." "Was the availability of that particular flight the reason you booked it?" "Yes, definitely." "Was there anything else relevant, say someone you know there or any relationship to that place, or any particular event taking place in those days?" "No." "Any advertising you saw before in print or videos or online about the island or about visiting Greece?" "Do you mean an advertisement to travel to Kos?" "Yes." "No, it was just the occasion to book a flight that perfectly matched the extra leisure time we had."

Person CB, trip 556: "And the trip may have taken place sometime, even a long time ago, correct?" "Yes." "Ok, then I have one." "When did you take the trip? Month and year? And how long did it last?"

"It was back in 1994, the month of June, and it lasted sixteen days. It was actually our honeymoon trip." "Wow, ok. So, I assume you went with your wife." "Yes [laughing]." "And where did you exactly go?" "It was on the island of Grenada, and we stayed in a hotel." "Who actually decided to go there or brought up the idea?" "I think it was me." "How come you found that place? Had you ever been there before? Or did you know someone who went there?" "No, let me first explain about our priorities. We wanted to go to a warm place by the sea and so we checked travel catalogues." "You mean the ones of the tour operators?" "Yes, exactly." "Did you have the brochures physically on your desk or did you look them up on other media?" "Well, I first went to different travel agents and got some catalogues. Then, at home we compared the places, the offers, and the prices. We found that the ones from Austria were more convenient than the ones from Switzerland. Finally, the travel package to Grenada matched perfectly and we booked." "And you had never been before to Grenada?" "No." "Perhaps, you knew someone who had been there before? Any word-of-mouth recommendation?" "No." "And how about some advertising, say a poster or an ad in a magazine about traveling to Grenada?" "No, we actually did not know about this island until we found the offer in the travel catalogue."

Consider that some instances are potentially complementary. For example, someone had lived as a child in a place to which she later returned because she was invited by relatives on the occasion of the wedding of a childhood friend. In this case, the four instances 'frthere' and 'invitedfr' as well as 'socialobl' and 'livedthere' are relevant in the same way. Other instances may be mutually exclusive. For example, if someone says that he had been at the same place before and the reason for returning was expressly to visit the desired place, the question of whether word-of-mouth had been relevant may be less important, since even if word-of-mouth only strengthened the reason to return, the first-hand-experience of the respondent is an obviously stronger occurrence that connects him to the place.

During and at the conclusion of the interviews, every trip was checked with regard to three criteria:

- 1 ensure clarity of description,
- 2 check whether the information was assigned to the correct instances or whether it did not fit at all (in the latter case the information was noted in 'other/ furtherinfo'),
- 3 explain – where necessary – hierarchies or sequences, for example if
 - one instance was more important than another one,
 - one instance preceded another one,
 - one piece of information could have been an instance but explicitly was not (e.g., XY had been to that place before, but it definitely was not the reason why XY and/ or the travel group decided to return there; see for example trips 160, 347, 479, 496, 628).

During the interviews it was important to read back the noted information to the respondents, so that they could confirm or correct it. In addition, at the end of the case reconstruction, they were asked which of the multiple instances (if that pertained) was more important and/ or preceded other instances. For example, trip 544 included four different instances in a particular sequence. The respondent MI clarified at the end of the reconstruction of the trip which instances came before and which ones after. For some trips, respondents were asked their opinion of the most appropriate cell assignment for the note. Through this, further detailed information was gained that could explain the trip decision in greater detail and precision.

Asking one respondent about trips that in most cases were made by groups is not a methodical flaw or bad practice (e.g., raised by Woodside, 2016) because the object of research is not an individual and does not pertain to an individual's subjectively perceived topic or domain (e.g., opinion, feeling, intent, wish). It is an ex post observable fact that regardless of the respondent remains unaltered because it refers to the trips and not to the individuals. This is why for most trip decisions, the person who raised the idea does not coincide with the person interviewed. Consider that for some trips, respondents were not able to exactly reconstruct how the decision came about, because someone else made the suggestion for the trip. Hence, I asked them to request the missing information from the other person or persons, which they then also did.

4 Findings

Using statistical methods to present the results of a study involving 768 trips would be challenging and problematic. Quantitative methods are reductive, and what they reduce is precisely the information in the context that is so important for a clear and relevant answer to the research questions. In addition, reducing the statements about an instance to quantitative values (binary or scaled values) in order to perform, for example, a qualitative comparative analysis, would not do justice to the facts and would lead to distorted findings. Alternatively, one could sum the frequencies of instances or the frequencies of combinations of certain instances¹³. But also here one should ask oneself to what aim, if each (partial) travel decision is very specific and was made at a certain point in time and is not repeatable. Each and every trip decision is unique with regard to the travel group, the time, and the coinciding instances. At this point, it should be made clear that the instances as abstract terms as well as the further categorizations that follow in this chapter are generalizations, too. Nevertheless, the specificity of individual travel decisions has been maintained in this study. In this sense, the appendix is the most informative source.

It should be noted here that this chapter uses a higher level of abstraction. In Chapter 7, a detailed critique of the use of higher levels of abstraction through general terms and concepts in the social sciences is presented. This chapter should not be misunderstood as the main body of findings. The most important findings are, indeed, the described individual travel decisions in the appendix (lower level of abstraction, because the respondents describe what they experienced in their own words and the researcher transcribes them). The second most important findings are the not always clear assignments of the descriptions to the instances (higher level of abstraction, by assigning what is described to an abstract term). The less central findings are presented here in subchapters 4.1 and especially 4.2 and 4.3, because they are described in a necessarily generalized way (4.1) and because the instances are summarized with three terms or concepts at an even higher level of abstraction (4.2 and 4.3). Despite this potentially misleading use of concepts and terms, it should thus be clear that the individual travel decision is always the relevant frame of reference in this study.

Consequently, this chapter describes the findings that emerge from my having conducted all the interviews and having read all the information in the appendix. Individual journeys are thus mentioned by way of example. The way the results are presented here gives reason to look at the appendix and to read and reflect on the travel decisions of the respondents. This is the only way the results from the study become understandable and clear. The first two parts refer to results that point first to common phenomena ('what there is'). After that, an overview of the analysis of the single instances with the help of a categorization helps describe the underlying 'mechanisms.' The subsection concludes with a look at the coincidences between the instances. The third part addresses theories, beliefs, or practices that apparently exist but could not be confirmed. These are explicitly falsified with this study ('what there is not'). A more detailed discussion with several examples supports an in-depth understanding and therefore the rebuttal of these theories and beliefs.

¹³ The language of numbers with its derived disciplines, including statistics, is a representational language. Every time we use this approach, we have to contend with disregarding relevant information. It is no exaggeration to say that mathematics has led mankind to where it is today, with its technical and technological achievements. The progress that it has supported is undisputed. However, while for many disciplines mathematics has rendered its services, in my opinion it is too often misused in the social sciences to give the appearance that a scientific approach is taken there as well, although many axioms derived from the corresponding procedures and widely used in social sciences turn out to be erroneous beliefs or simply personal assertions. Consider that the only numerical approach used in this study is the numbering of trips. The numbers have only been used to clearly identify the individual trips. There are no metric or ordinal scaling relations between the reconstructed trips.

4.1 Common phenomena – ‘What there is’

4.1.1 Instances are clearly identifiable and determine trip decisions

The first finding points to the fact that for almost all of the trips, respondents knew exactly which instance or which combination of instances was relevant to making the decision. This is important because this study shows that the unconscious or unconsciously perceived, possibly influencing aspects do not play a determining role in travel decisions. In light of this finding, research in the area of unconsciously processed factors or weak, subliminal, or non-detectable signals in travel decisions looks to be a field with very little knowledge to be gained. Of course, what this study could not reveal is how very specific instances came in play, or, in other words, what made instances emerge in people's minds. This would be more a research question on the subconscious or the subliminal aspects of human emotions and response (for a current review see for instance Tsikandilakis, Bali, Derrfuss, & Chapman, 2019). Yet, attempting to reconstruct or analyze this still hypothesized phenomenon is futile, because the mechanisms explaining trip decision making are very concrete and unambiguous. They are anything but hidden and they can be discovered in a simple way.¹⁴ There are some trip decisions the respondents could not reconstruct because they either did not remember, or they were not the ones who came up with the idea and they could not ask the other persons. For instance, on trip 526, for BK and her husband, traveling to Jordan was on their bucket list for years, but she could no longer tell what information or instance made it so important to them as a potential travel destination. However, the trips are few enough (i.e., 526, 734) that the present question and method remain a valid approach.

This finding has far greater implications than we might imagine at first glance. It leads to the conclusion that many theories, models and schemes around trip decision making are predominantly constructs, which have thus far led researchers and practitioners to measure complex events that may be proven preferably numerically. The methods that accompanied the theories and models suggested that travel decisions were constructible and even measurable. Thus, it was concluded that with the help of these models, one had enough at hand to analyze, understand, and influence potential travelers. In reality, the instances considered here show that they cannot be expressed in numbers (scaled or metric) in order for decisions to be made. Either they play a role or are otherwise not present. The results point to two almost paradoxical findings. On one hand, the instances are much simpler than imagined. How the impulses for decision making came about, on the other hand, now become even more unpredictable, let alone analyzable or influenceable. This stands in stark contrast to prevailing directions of research in consumer psychology, where with the help of experiments under controlled environments, individuals

¹⁴ The discussion on conscious and unconscious aspects of trip decisions is not new (e.g., Beritelli, 2020). Earlier contributions have clarified that «..., in general, the conditions that promote accuracy in verbal report [...] may be summarized briefly by saying that reports will be accurate when influential stimuli are (a) available and (b) plausible causes of the response, and when (c) few or no plausible but noninfluential factors are available...» (Nisbett & Wilson, 1977, p. 253). “In particular, (a) consciously considered inputs tend to play a major role in choice (including consumer choice), and (b) although understanding automatic, unconscious influences on choice is certainly important, the many potential unconscious influences in typical consumer-choice environments (e.g., in stores) create high “noise” level and potential interactions that tend to diminish the measurable significance of unconscious relative to conscious choice inputs.» (Simonson, 2005, p. 212). Practically speaking, if I travel to Geneva to visit my aunt to celebrate her birthday, it is because of her. Whether or not I have noticed an advertisement for the city or region of Geneva does not make a difference because if I noticed it and liked it, I still had no reason to go if my aunt was not living there and celebrating birthday or if there was no reason to visit her. And, if I saw the advertisement from the neighboring city of Lausanne, this would not have brought me to Lausanne because my aunt does not live there. The determining instance was visiting my aunt to celebrate her birthday, regardless of what the message (“noise”) from other communication channels was.

or groups are confronted with situations they have to choose from. A good collection of experiments of this kind is presented in “Predictably irrational” (Ariely, 2008). What this study actually reveals for trip decision making is that actors tend not to be ‘predictably irrational’ but rather ‘unpredictable by nature.’

4.1.2 Free time leads to decision-making problems

The trips taken during the pandemic period in particular, when many travel restrictions were in place (i.e., spring 2020 to summer 2022) highlight how people felt compelled to go somewhere, somehow, regardless of their preferences. They generally reported that since they could not travel to one place because of travel restrictions or because of the lack of available connections (e.g., none, less, or more expensive flights), they switched to other destinations. While this may sound logical and seem like common sense, it tells us that people do not travel to their favorite destinations or their dream destinations (Beritelli & Reinhold, 2018). Instead, if they have available time and money, they take the next best opportunity to leave home.

Leisure travel itself is a problem for people. It is a problem on the one hand because in modern society people not only have institutionally prescribed leisure time, but they also work less than their previous generation did. Thus, keeping oneself busy during leisure time is not only a need, but it becomes a problem when people do not really know how to use this given leisure time (e.g., Thai & Yuksel, 2017). On the other hand, when people decide to travel to certain places, they need information and services of all kinds to prepare, organize, and start the trip. Even during the trip, there are problems that must be solved. “What are we doing today? Where are we going to eat? Where can I get tickets for the tram? How can I book tickets for the evening event?” Travel is fundamentally a challenge for any traveler (for a recent review of travel-induced stress, see Zhu, Gao, Zhang, & Jin, 2020). Indeed, we are a mobile species that cannot rest or enjoy its own surroundings. We long for other places and as soon we have the possibility, we move, putting up with hazards in travel.

4.1.3 Trip decisions and experiences are more easily recalled than geographic names

Regardless of how complicated and inconvenient trips become, people are driven to travel as soon as they have free time. Travel is a human need in which we take the opportunity to get away from home. The departure and the journey is more important than the geographical destination. Two notable observations were made during the interviews. First, some respondents, when they had been to lesser-known places or cities, did not know the name of the locality or region where they had gone on vacation. A few even had difficulty naming the country. Many of these cases can be found in the appendix, where for ‘tripdestination(s)’ no precise location is given, but only the proximity to another place is noted. Some examples are the trips 70, 127, 128, 203, 206, 220, 224, 232, 233, 253, 253, 266, 268, 270, 280, etc. Second, often when traveling to exotic locations and/ or on complex trips with multiple locations, many people forget the names of the places where they have been. They then spontaneously look up geo-

tagged pictures on their smartphones or even check the details of their booked trip on their PC or smartphone.

While respondents often had difficulty remembering places and regions, they were very precise in describing the circumstances that had led to the travel decision. They also mentioned memorable experiences they had had during their travels. These were obviously special episodes of their journeys. As depicted in Figure 3 in subchapter 2.2, the events and moments that travelers remember are connected with their peculiarities, experienced by themselves and with other people, just like a chain of beads hanging on a thread. They refer not only to the events in the journeys as experiences, but also to the travel decision. This remains impressively in memory, in contrast to the mostly abstract geographical designations¹⁵. Geographical presence is transient and often lived unconsciously. In contrast, experiences and (travel) decisions remain in memory and constitute the episodic memory (Tulving, 1972), which we recall for ourselves and about which we like to tell other people. Episodic memory of tourist experiences is extensively discussed and well documented (e.g., S. Larsen, 2007; Tung, Lin, Qiu Zhang, & Zhao, 2017; Tung & Ritchie, 2011). This study now demonstrates that travel decisions also constitute a significant portion of that memory.

4.1.4 Trips constitute passages of one's biography

Behind every trip decision lies the personal story of one or more individuals. For example, trip 643 says much about MP's life. It describes her past and present life, such as the health condition that made her visit Bologna for continuing treatment at a specialized hospital. While she had visited that city before, this time it was suggested she visit Pisa and Lucca on the way, two cities that would be part of her future life, as she was to begin her studies in the latter and found a place to stay in the former. MP took this trip, accompanied by her boyfriend and her parents who joined her as well for the visit at the hospital. Regardless of how impactful this trip for MP's life was and will be, it is witness to her very personal life and to that of her loved ones. Another example, a little further down the list, is trip 656. DS decided to stay one week in an Airbnb in Miami and then stayed another five weeks or so there but then moved to an apartment of a friend of a work colleague of his. The reason DS visited Miami was a combination of a leisure trip and the opportunity to work for his company for four weeks in the US branch. DS remembered his visit to Miami as a child and wanted to return to that place. The business occasion was just convenient to seize the opportunity. Our connections to a particular place can last for many years and tell us much about ourselves.

In their answers to the questions posed in this study, the respondents need to explain minor or major parts of their life, occasionally their past travels, their past and current relationships, their recent life situation, their pursuits and whom they are living with. In some cases, such as trip 643, we even come to know something about their immediate future and individual plans. Our travels are, indeed, embedded in our own life. They are passages between home and other places, yet inseparable phases of our entire

¹⁵ In subsection 4.3, we will see that geography, expressed by names of places, regions, and countries, plays a secondary role in the context of travel behavior, including trip decisions.

personal biography. Thus, if we want to understand how it is that people travel to certain places at certain times, we need to understand who these people are. We need to know their story, their past and present, and even get an idea of where their future will take them. This is not an invitation to researchers to try to predict travel and travel locations. The circumstances for each traveler are simply too particular. But it is essential to understand how people's lives, connections to others, and their circumstances are embedded. At the very least, it helps to find explanations for certain forms of travel, places of travel, and much more.

4.1.5 Decisions on day trips are similar to those on multi-day trips

This subsection first considers the specific findings from the reconstructed decisions for day trips. Subsequently, the importance of the single day as a trip and as part of multi-day trips is presented. A surprising observation for me, which unfortunately cannot be specifically reported in the appendix, was a frequently recurring misunderstanding during the interviews. Several respondents wanted to or in fact started to provide answers on what they described as a day trip that turned out to be embedded in a longer lasting journey. Sometimes, individuals even picked a particular day from one of the two trips previously discussed. Therefore, as the study progressed, I explicitly asked respondents to choose a day trip from their home. Day trip 48 has been left as an exception. A day trip within a multi-day trip also results in decisions but is particularly limited by the special circumstances of the overall trip. Important in this study is the distinction between trips with overnight stays and day trips with regard to the instances and their combinations.

Another unexpected observation was that respondents found it easier to select trips with overnight stays than day trips. Many had to think about which day they should report on, although they had, for instance, much free time on weekends or non-working days that could take them somewhere far from home. People tend to take day trips more often than multi-day trips. It became clear in the interviews that respondents were better able or willing to remember multi-day trips than day trips. Perhaps this is because day trips are better characterized by one major activity or because the need to sleep away from home and to sometimes reside in a far place remains more alive in one's memory. Indisputable is the fact that day trips clearly point to people's propensity to return to the same places they have been many times before and to places they said were their usual points of reference¹⁶. Indeed, in addition to seeing friends and relatives again (e.g., 405, 438, 444, 471), many respondents sought out places that were familiar to them (e.g., 411, 414, 426, 432, 435, 450, 456, 468, 474, 486, 498).

Beyond these specifics, it must be noted that decisions for day trips are not really different from those for overnight stays in terms of instances. The instances are virtually the same, with the exception of 'travelagent' (usually people do not book a day trip from home at a travel agency). No matter where we are, at home or traveling on the road, we always have to decide about the day and the main sequences.

¹⁶ Of course, the geographic reach for day trips is smaller.

4.2 Categories and coincidence

In the search for patterns or general insights from the travel decisions studied, it is noticeable that the instances point to three main categories and that these occur repeatedly in different combinations. The following four subsections describe these in more detail. Please note that the assignment of instances to categories may not be indisputable. Depending on the context and situation, one could assign some instances to a different category. Where this might be the case, I have tried to consider it. In the end, what people experience in their reality is not subordinated to an absolute and unambiguous order.

4.2.1 Social life

Social life is essential for humans. We keep in touch with family, friends, and relatives. With known and unknown people, we meet again and again, sometimes in larger groups or even en masse, for example for cultural or sporting events. Our meeting with others is motivated by our feelings of connection or obligation to them. This and other social motivations lead us to travel to familiar and new places. The list of instances below shows that social life plays a central role in travel decisions.

Visiting friends and relatives or being invited by them is quite a frequent occasion for trips. Indeed, visiting friends and relatives makes up 40-50% of leisure trips, depending on the study (for a good overview of the literature see Backer, Leisch, & Dolnicar, 2017). Social obligations are less frequent but still an important reason to travel. Trips 283 and 643 should be attributed more to social obligations than to business reasons because they were taken for health reasons. Indeed, people travel because of other people who heal them, or they themselves travel to nurse or take care of someone. This instance may be regarded as someone's necessity or obligation. A possibly surprising finding was that many respondents reported that the trips were somehow a gift to them or to other members of their traveling group. For business reasons, we find two types of instances. The first one relates to first time visits for business reasons and subsequent returns for leisure, the former being slightly more frequent than the latter ones. Obviously, combining a business trip with a leisure trip is more complicated than returning later to the same place for leisure reasons. One of the instances that was mostly mentioned across all trip decisions was word-of-mouth (offline/ online). Travel agents are well known, trusted people who not only recommend places but often report on their own personal experiences. Although this instance comes quite frequently, it is often combined with other instances. For online travel agencies where no personal advice, recommendation or other help was needed, see the results in subchapter 4.2.3. regarding booking online. Finally, particular cultural, sports or leisure events point to the human need to convene, meet, and enjoy particular activities. Included in this instance are limited time exhibitions.

The instances relating to social life are listed below. Consider that the examples are chosen from the appendix, randomly starting at one number, and listing the ones following until a satisfying sequence is reached that represents how frequently these instances came about.

Table 2: Instances on social life

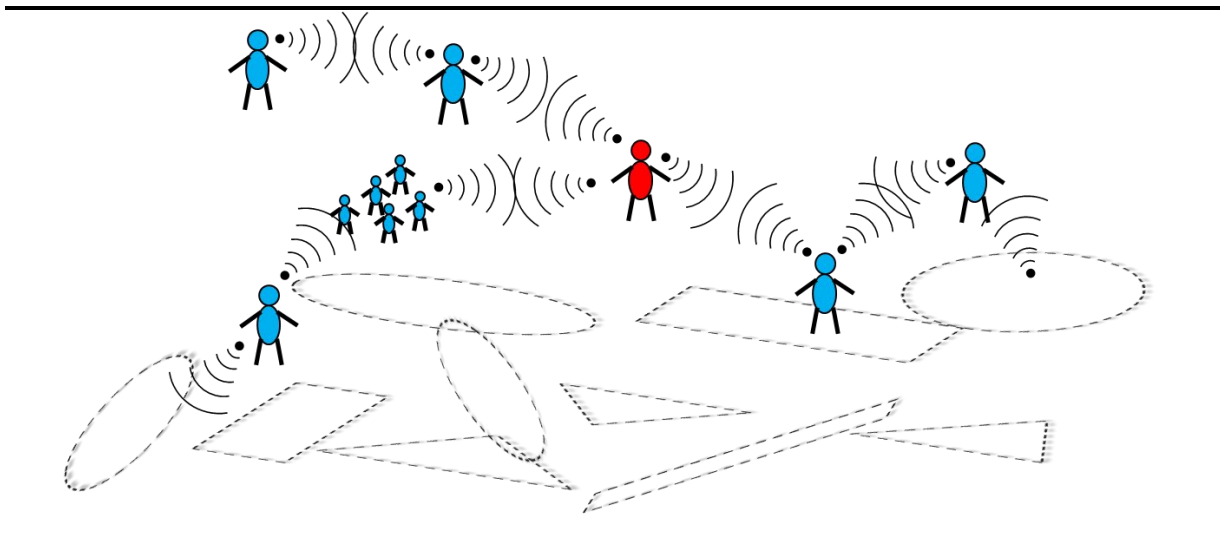
abbreviation	description with the help of a generic quote	examples
frthere	I/ we have friends/ relatives there. 599, 608, 612, 618, 622, ...
invitedfr	I/ we were invited by friends/ relatives.	...467, 508, 509, 586, 623, ...
socialobl	I/ we were invited/ had to go for a social obligation (e.g., wedding, baptism, funeral, pilgrimage).	34, 109, 152, 178, 227, 323, 369, ...
gift	The trip was given to me/us as a gift.	17, 33, 42, 43, 45, 51, 64, 82, 91, 93, 107, ...
business	I/ we had to go there for business reasons (business trip).	first visits and return for leisure: 6, 9, 21, 101, 121, 136, 153, 169, ... combining business and leisure: 40, 76, 80, 119, 133, 184, 269, ...
wom	I/ we have received a tip/ recommendation via word-of-mouth (offline/ online) from someone we know personally.	... 272, 274, 275, 278, 283, 284, 289, 290, 295, 296, 301, ...
travelagent	A travel agent suggested and organized, and/ or booked a specific part of/ the whole trip.	1, 2, 16, 57, 67, 94, 95, 101, 124, 164, 166, 167, 179, ...
culture/ sports/ leisure event	I/ we wanted to visit that particular cultural, sports or leisure event.	... 396, 404, 435, 446, 487, 491, 492, 509, ...

In modern society, mobility increases with the physical distance from one another. As a consequence, we often have to or want to bridge distances to meet again. Urry uses the term 'social physics' to remind us that analog (not only digital) social networks nourish meetingness and determine our mobility (Urry, 2004). We thus travel not because of places, but because of other people. Places are sometimes random, sometimes appropriate answers to the question of where we meet others because it is more important whom we meet and less where we meet.

The figure below outlines this condition. I (highlighted in red) am connected to other people (highlighted in blue). My direct and indirect relationships with people point to the fact that I am part of a community of people¹⁷, which meets in person and seeks common experiences or exchanges about experiences. Even if word-of-mouth is not generated by the need to meet with someone, the report, the information, or the recommendation is a social matter that takes place or is even cultivated in the common exchange among a certain group. Someone's word-of-mouth connects me to the other person's experiences and gives me meaning and a possible direction for my future journeys. For this reason, this instance is listed here, although it could also be listed in subchapter 4.2.3, as we will see below.

¹⁷ We shall not exclude other living beings we feel attached to, such as animals. For example, an amateur horseback rider might go on vacation every year to the ranch where she rides her favorite horse.

Figure 4: Social life



Source: Own illustration

4.2.2 Home away from home

Together with word-of-mouth, repeat visits to the same place are the instances that are among the most often referred to. Not all respondents had the same conception of repeat visit to the same place or a place close to it (i.e., 'closetherebefore'). For example, MH on her trip to France (562) reported that she is so experienced with traveling to the country that by visiting a new place along the French coast every time, she found these places were close to the ones she had been to before. Distance is relative, due to each individual perception. Nevertheless, this instance is relevant and deserves a view of its own, because it tells us that through our travels we open up new possibilities. This is even more important when we consider the next subchapter. Having studied or worked in a place implies having lived there, at least for a short time. People who have lived in places may have worked there as adults but may have only lived there as a child. While celebrating Christmas at a second home in the mountains for family and friends is obviously a social event, the location is rather predetermined because of the house. Although not many respondents mentioned this instance ('physical assets'), it remains an important and specific phenomenon that determines travel decisions.

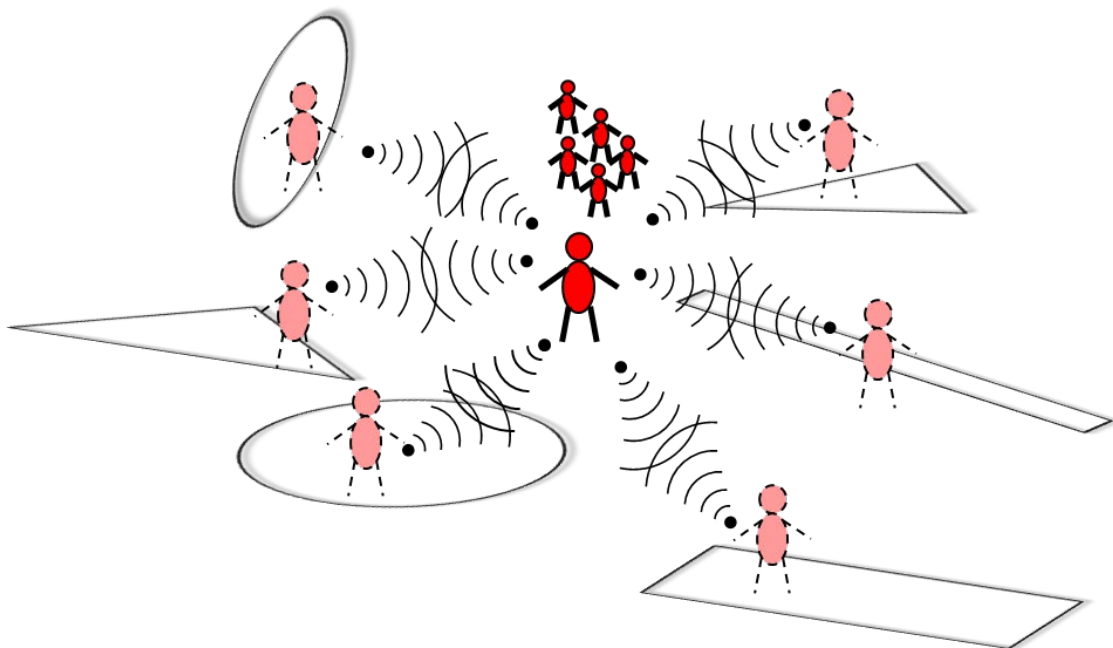
The instances on home away from home are listed below. The examples listed follow the same logic described in the previous subchapter.

Table 3: Instances on home away from home

abbreviation	description with the help of a generic quote	examples
repeater	I/ we have been to this place before.	... 200, 201, 202, 205, 207, 212, 214, 215, 216, 217, 218, 221, 222, 224, 226, 229, ...
closetherebefore	I/ we have been around/ close there before (only for multi-day trips). I/ we live close to this place (for day trips).	... 232, 244, 247, 263, 268, 280, 281, 284, 286, 289, ...
livedthere	I/ we had been living in this place.	... 311, 320, 327, 337, 349, 354, 357, 380, ...
physical assets	I/ we have physical assets there (e.g., holiday/ second home, boat).	... 400, 423, 467, 492, 580, 592, 606, 611, ...

The figure below illustrates how home away from home is to be understood. I or one or more persons of my traveling group who suggest and/ or decide on a place (all highlighted in red) are connected to a particular place. This connection is visualized with the individual traced with dotted lines and colored in light red. The place is familiar, means something to us, reminds us of our own experiences, and ties us to the place with individual memories. The place we remember is not so particular because of the place itself but because the place tells us something about ourselves, then, now, and possibly in the future.

Figure 5: Home away from home



Source: Own illustration

4.2.3 Throwing stones in the lake

Before commenting on the individual instances, a suitable analogy will be described. Imagine yourself standing on the shore of a lake. The wind is still. The water surface is smooth, and there are no ripples or other movements on the water. It is impossible to choose a specific point on the water surface and fix it in your gaze. This is because no particular measurement that has produced an incidence has taken place. Therefore, there is nothing to connect or hold on to. A measurement producing an incidence may be an event that allows one to recognize something concretely emerging and developing, something that stands out from the smooth surface of the water. Only when we throw a stone more or less purposefully into the lake does it produce a point of incidence that generates circular waves. We can now observe the point of incidence for some time and we can see how the waves are extending and coming towards us. The surface of the lake becomes a differentiated landscape that offers us new perspectives even if only for a short time. These perspectives are what allow us to make a decision, start a journey. And the closer we move to the point of incidence (i.e. during the journey), the more possibilities are offered to us. It is as if we are then wading on the water, always creating new points that take us further.

For instance, by finding an offer on the Internet or a package tour in a travel catalog and by booking it, people generate an initial incidence, even if the location is unknown to them. This is not only a first step that may trigger the next steps of the journey. It also provides the necessary familiarity and confidence for the upcoming trip. Returning to the first sentence of the preface¹⁸, journeys, especially to previously unknown areas, can only be embarked upon if people make a first measurement and thus make the lake of infinite options for travel concretely accessible to them.

The lake represents all possible options, for which always only probabilities exist. Only if people make a first concrete incidence does the access to a certain place or point of the lake open and reveal itself to them. The point of incidence that becomes relevant for choosing a particular trip literally 'co-incides' with their and/ or their co-travelers' other mostly concealed conditions. In fact, they can only speculate about how, for example, an offer for a travel package on the internet caught in that specific moment their attention or the group's and made them decide. Many respondents provided information about their wishes. However, they could not know what caused something to happen at or in them at that very moment of decision. They only know that a particular incident had produced a decisive co-incidence.

There are several trips during which people decided spontaneously to make a stop at a place located on the way. Interestingly, there were more multi-day trips than single day trips in which people took the chance to discover new places while en route. This occurs because planning activities and places to go for one day already occupies most of the available time, so that there are fewer possibilities to spontaneously add something to a planned one-day sequence. While force majeure is not really what one understands by deliberately, even if spontaneously deciding, this instance best matches a situation in which travelers confront a new framework for action. Someone and/ or something has 'thrown the stone in the lake,' and from there travelers had to find a new orientation for making their way. This reportedly happened only for three trips. However, one must consider that accidents by force majeure happen especially during short sequences in one day, for instance, when travelers plan to visit a museum that

¹⁸ A journey is chance become real.

is being closed because of a fire alarm triggered just before they wanted to enter it or when they want to make a stop at a little nature area or park but find the access road close for construction. In contrast to these first two instances, the next three refer to deliberately planned decisions. They relate to the moment when respondents reported to have found a good/ convenient offer that just met their needs or was simply just acceptable in terms of time, price, offer, and the like or when they reported that they wanted to visit that particular nature/ cultural/ leisure attraction. The instances on throwing stones in the lake are listed in the next table. The examples listed follow the same logic described in 4.2.1.

Consider that there is an additional pattern revealed through the interviews which points to search heuristics associated with this phenomenon. Some respondents reported that they searched on the Internet for interesting or convenient offers to book. Other respondents explained that they took a map, and in some cases decided to visit a place near one place they had been to before (e.g., trips 4, 5, 157, 212, 244, 262, 344, 425, 548, 562, 706 and day trips 102, 204, 303). While this refers to the instance 'close-etherebefore' (see previous subchapter), it shows that people looked for a simple cue that could help them decide. The map offered them a playfield for making the decision for a particular place.

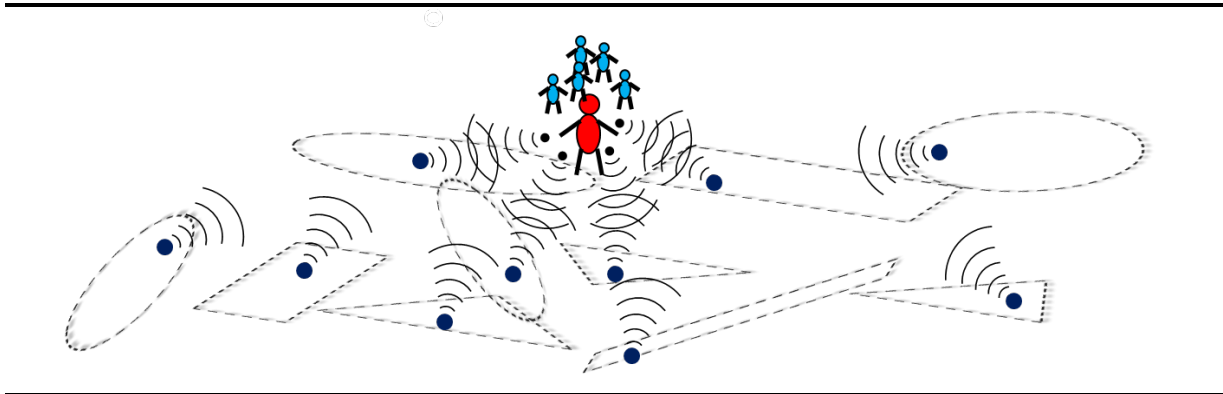
Table 4: Instances on throwing stones in the lake

abbreviation	description with the help of a generic quote	examples
whiletraveling-stop	While we were/ I was traveling, we/ I decided to make a stop at this place.	trips with overnights: 49, 67, 115, 136, 146, 152, 160, 187, 206, 233, 238, 262, 329, 331, 425, ... day trips: 108, 276, 345, 522, ...
forcemajeure-stop	While we were/ I was traveling, something unexpected happened and we had/ I had to make a stop at this place.	322, 350, 403
good/ convenient offer or place	While I was/ we were searching for a place to go, I/ we found a suitable/ convenient/ offer that we booked.	..., 300, 307, 308, 313, 316, 322, 326, 329, 335, 338, 339, 346, ...
natural/ cultural/ leisure attraction	I/ we wanted to visit that particular nature, cultural or leisure attraction.	..., 496, 503, 526, 535, 537, 545, 565, 569, 582, 607, ...

People throw stones in the lake and trigger particular events that elicit further events. Does the initial impulse occur at the moment they throw or does it occur when the stone hits the surface of the water and therefore generates the framework for the subsequent observation and action? Clearly, the interviews cannot answer that. The interviews could only add further information that reduces the nearly infinite possibilities to fewer ones. The origin of the impulse that brought about the further events remains hidden and can at best be somehow explained ex post by the preferences of the traveling group members during that particular moment. Yet, clearly, general interests or leanings do not explain why one possible option prevails over all others. One cannot know how it came to people's minds, in that

particular moment, for that particular situation, at that particular spot. The illustration below depicts the instances, again with the help of a sketch.

Figure 6: Throwing stones in the lake



Source: Own illustration

4.2.4 Coinciding instances

Finally, it must be noted that for the majority of trip decisions, more than one instance was involved. The combinations of the sixteen instances are practically unique for each trip decision. Their uniqueness becomes even clearer when one considers that not only were the travel groups different, but also their time of travel, the places, and many other aspects. For locations that were mentioned several times in this study, the instances came in different combinations as well. One of the most frequent examples is the popular Rigi mountain in Switzerland, mentioned in day and multiday trips by NH 65, NG 82, JV 141, SH 143, SM 168, SN 180, NW 588, MH 711. In the table below, the instances for the trip's decision are briefly summarized and show how diverse the situations and contexts were.

Table 5: Coinciding instances for trips to Rigi mountain, Switzerland

respondent and trip	short summary
NH 65	NH found a good offer for a weekend combined with a social media post by the hotel on the mountain.
NG 82	NG had been there before. Her boyfriend had also visited for a sporting event. He found a good offer for an overnight and made a gift to NH for her birthday.
JV 141	JV's friend lives in Lucerne, near Rigi mountain; she likes to hike and knows that place well. She suggested the day trip.
SH 143	SH and his wife visited his sister-in-law in Küsnacht am Rigi. SH's wife had been on Rigi mountain before.
SM 168	SM had received a voucher one year ago to stay at the hotel on the mountain. Her parents had been there just one week earlier.
SN 180	SN and his family live close to the place he looked up on the daily weather forecast.
NW 588	NW has been living very close to that place for a long time and has been on Rigi mountain many times. This time she wanted to show the place to a friend who was visiting her.
MH 711	MH's friends and acquaintances posted pictures of Rigi on Instagram. It was a sunny winter day with a lot of snow; MH checked pictures on the Internet.

Different situations among different group constellations with varying personal biographies and conditions, and at different times, lead people to travel to very specific places. Places represent possible anchors or frames to which the journeys can be referred to, but it is evident that when all other aspects are taken into account, even the place where one is at the moment cannot really be predicted, at least not with today's knowledge of science.

4.3 Rebuttals and demystifications – ‘What there is not’

4.3.1 Traveling does not always mean going to and staying at one single place

This empirical study has confirmed early suggestions of conceptual contributions (e.g., Lue, Crompton, & Fesenmaier, 1993). Many trips were not limited to a single location. The table below presents an excerpt of the second-mentioned multi-day trips by respondents in the sequence of trips 350 to 450. Note that in the details in the appendix, sometimes only overnight places were indicated, and day trips starting from the same place to other places and back were not counted. This base-camp pattern indicates that the overnight location itself was not the relevant location for the day experiences and therefore the trip involved multiple places, too. Respondents also sometimes made simplifying statements indicating multiple locations in such a way that, for example, they focused more on overnight locations, while not additionally emphasizing extensive moves in the course of one day with stops at several other

locations. In addition, it must be taken into account that longer trips tend to include visits at several places. Regardless of these limitations, the results show clearly that traveling to one place is anything but the rule.

Table 6: Number of visited places during selected trips

places	1 (not considering day trips to other places, base-camp pattern)	2 +
trips	354, 356, 359, 368, 386, 389, 398, 401, 404, 413, 416, 419, 422, 428, 434, 443, 449	350, 362, 365, 371, 374, 377, 380, 383, 392, 395, 407, 410, 425, 431, 437, 440, 446

Given this result, the assumption that places, regions, or even countries compete with one another can be questioned. Indeed, if a trip includes several places, these places can be considered as complements rather than substitutes. The problem of assumed competition, however, results from an even more fundamental error in thinking.

4.3.2 Tourist destinations are not in competition like organizations

According to the Merriam Webster Dictionary, competition is “the act or process of competing such as (a) the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms, or (b) active demand by two or more organisms or kinds of organisms for some environmental resource in short supply.” It also refers to “a contest between rivals” (Merriam-Webster, 2023a). Similarly, the Cambridge Dictionary formulates it as “the act of competing; rivalry; people competing for a prize; a contest for a prize” (CambridgeDictionary, 2022a). These definitions imply the following aspects:

- Competition refers to organisms, individuals, or organizations (actors).
- The object or resource for which the rivals contend is specific and attainable (specific gain).
- There are winners and losers (ranking).
- The environment where the competition takes place is determinable in space-time and the competitors face each other or know each other (competitive environment).

Research articles as well as practice reports on tourist destinations and destination marketing and management often start with the claim that tourist destinations, whatever the authors mean by that, are in competition. Building on this assumption, the authors refer to models and schemes from corporate strategy, product marketing, and the like. However, using the concept of competition for tourist destinations and places such as is done for consumables or durable goods is a fundamental error of wording and in reasoning. Consider first two typical and undisputed situations with competition: an athletes’ race and the purchase of consumer goods.

In sports competition athletes (actors) strive to win a competition, for example by passing the finish line first in a race. The first one is chosen as the winner (ranking), whereas the other one(s) will not necessarily lose but will definitely not be awarded the first prize (specific gain). The athletes train, preparing themselves for an event, in which referees who enforce the rules of the competition and mostly spectators are present. The athletes are aware in these situations that it is about giving the best of themselves. The place and time of the competition are specific, and the contenders are known (competitive environment).

For consumer goods or durables, the situation is presented in the same manner. In the store, if I stand in front of a shelf of spice jars and want to buy one variety of curry, I have a choice between two or more products from different brands and manufacturers. These are offered on the shelf simultaneously because they are arranged one next to the other. They are direct alternatives, i.e., substitutes, and the companies selling the products know the competitors/ the competing products (competitive environment). Finally, I buy one jar of curry, and I will thus not buy all the others (ranking). In this way, the company or the product manager of the purchased product (actors) will have won because a transaction will take place (specific gain). The others will have lost, at least for this round (i.e., for this purchase).

It is primarily from these situations, namely where consumer goods can be directly juxtaposed and compared as alternatives to each other, that many practices of management and sales marketing are derived. Many concepts and schemes that have emerged from this discipline have been transferred, sometimes uncritically, to travel. For example, the fact that I have several offers for flights, hotels or travel packages displayed on an OTA (online travel agent) site and can choose from them may reflect this situation. But do we always and exclusively make our decisions in this very narrow environment, regardless of many other instances shaping the context for the decision? Is not booking an accommodation, for example, just one part of a trip, for which a preceding decision making process has taken place? The results of this study actually point to an unexpected direction.

In travel decisions, one would also think of a form of substitution. Going to one place means certainly not going to the other place at the same time. Competition is true with regard to the place being chosen and all the other ones not being chosen, or, in other words, the relation of substitution and therefore the analogy of the winner and the loser (specific gain and ranking) fits. However, it does not apply to the moment and consequently to the context of decision making, because often there is only one option emerging in a particular moment and, with the exception of airlines who possibly know the competitors along selected routes, no other local business has any idea of travelers' possible alternatives (no competitive environment). First, there are situations when the only option is the only reason for traveling. People travel because they feel committed to or must travel to a particular place (e.g., social obligation, meeting friends and relatives). Second, there are other situations when people already know where to go because of habits (i.e., repeater, physical assets) or because of particular events and happenings (e.g., cultural or sporting events) that happen only in that particular place. For these situations, people do not have to guess where to go, either. The problem of being faced with a choice process, where substitutes directly present themselves, simultaneously, simply does not exist. Third, in other situations, travelers have options, but the options are not immediately (simultaneously) obvious. There is no

shortlist¹⁹. Exceptions to this are the above-mentioned five trips in this study, i.e., 88, 494, 661, 686, 734. As the next table shows, the respondents usually considered only one place at a time. Here, places, regions, or countries are not really exposed to a competitive environment. There is not a situation of evident rivalry. They could be alternative/ substitutive for each other, but only if the first decision made for whatever reason will not be realized (e.g., no availability of transport or accommodation, travel restrictions such as visas) and if the travel group still wanted to travel to some place. In the appendix trips reporting this contingency are found in the instance 'other/ furtherinfo' (multi-day trips 134, 328, 350, 368, 463, 484, 517, 640, 691).²⁰ Thus, when travelers can choose among simultaneously appearing options, they feel free. Decisions based on choices among directly comparable options suggest a certain freedom, and this freedom on the consumers' side becomes the environment the supplier perceives as the market in which he competes. In contrast, when travelers decide without choosing among simultaneously available options, they act with more determination. This targeted action on the demand side leaves for the supplier barely any opportunity to purposefully compete against substitutes. In fact, there is no way to imagine which competitors there might be in which situation and therefore how to distinguish oneself from these competitors, in order to succeed.

The claim that tourist destinations are in competition usually relates to international tourism as well as multi-day trips. Therefore, the table below presents ten selected trips with at least one night away from home (i.e., no day trips). The cases are discussed in relation to whether the place chosen had at least one alternative considered by the traveling group immediately prior to or at the moment of decision.

¹⁹ Note that the shortlist implies a mentally or materially compiled list of places that people compare and use to come to a common decision (selection list and subsequent decision making process). In contrast, the bucket list (e.g., trips 539, 610, day trip 708) is a mentally or materially compiled list of places people would like to visit someday in their life. The shortlist allows simultaneous comparison among substitutive options, the bucket list includes non-simultaneously comparable and not necessarily substitutive options. We seldom decide on places to go based on a shortlist; however, we all have a bucket list of places we dream someday to go.

²⁰ A study using in-depth interviews on 33 trips found that only 10 trips had an evident choice among multiple destinations. On 18 trips, there was no alternative from the start, and on the remaining five, it was a sequential combination of the first two types (Kalt, 2018).

Table 7: Ten selected trips and whether there was decision with or without choice

trip	instance/ instances	Did people decide with the help of a shortlist with places/ regions/ countries to choose from?
502	EV and her husband visited places in Australia because he had been there before and had relatives living in Australia ('closetherebefore', 'frthere').	Both had a bucket list, but they decided specifically on this trip without considering other ones, because they found the time perfect to take this longer lasting trip. → no shortlist
503	They had been to Madrid before ('closetherebefore') and had gotten a recommendation for this trip by a friend ('wom') and further help and suggestions by the travel agent ('travelagent').	Particularly for visiting Toledo and the cultural ambience of the city → no shortlist
505	VP's mother has been living there recently and had since returned often to Paris ('livedthere', 'repeater'). She told her daughter ('wom'), and VP's boyfriend surprised her, organizing the trip to Paris ('gift').	Fulfilling VP's wish to visit the place her mother had visited → no shortlist
506	Copenhagen is close to Malmö where her friend lived ('frthere'). Her friend had visited Copenhagen ('repeater').	Choosing Copenhagen was a matching solution for a meeting point → no shortlist
508	CP visiting his grandparents at their place ('invitedfr')	West Orange, NJ is the place CP's grandparents live → no shortlist
509	CP had been many times in Abu Dhabi before for work ('repeater') and was now invited by friends, staying in their place ('invitedfr')	Abu Dhabi is a place CP knows and where he has friends → no shortlist
511	PF's partner had wanted to visit Hawaii since he saw a program on TV ('other/ furtherinfo').	Although they had no list to choose from, there possibly could have been other places to go → no shortlist
512	One of PF's friend suggested to go to Istanbul because she had been there and all the others not ('repeater').	No alternative to Istanbul was suggested → no shortlist
514	CS and family had been to other campsites in South Tyrol before ('closetherebefore')	They wanted to return to the region of South Tyrol and now to go to a different campsite → no shortlist
515	CS and family had been to the same regions and some places before ('closetherebefore')	This time they returned to go camping; previously they had visited the regions and places by car → no shortlist

Assuming that destinations or places are in competition with each other turns out to be an awkward and pointless idea when we compare trip decision making with a very similar other situation that relates to leisure travel. It takes place during the day and at a more specific level of decision making, the one tagged 'further actions... (getting along/ making the way),' in Figure 3 and goes as follows: Imagine yourself riding with your bicycle on a free day, trying to reach a place, be it your target for the excursion or your home. In the first instance, you arrive at a point where the road stops and you must continue

somehow. You will likely take a new possible path, regardless of how complicated it gets (Figure 7, picture left). Indeed, if we want to visit a friend in a far place, we put up with the necessary inconvenience to reach our goal. Or else, there is a crossroad. Here you must choose which path to take. Both paths will lead you to the same destination. You must decide by choosing one of the paths (Figure 7, picture right). As it was explained in Chapter 2, people travel and in so doing they create or produce their experiences.

Figure 7: One single path and two alternative options



Source: Own illustration

Obviously, for either case, one would not speak of the paths being 'in competition.' Even for the second situation, the paths are simply revealed. They do not really compete with each other to be used by the excursionist (paths are not actors, just as countries or regions are not actors). They are simply possibilities revealed, in a particular time and place. As a consequence, we should not speak of tourist destinations being in competition. The term *competition* is largely misleading. Places are not comparable to athletes who have a will and intention as well as the possibility of consciously preparing for a race in order to win. In exactly the same way, we cannot claim that behind paths there are people who behave in the same way as, for example, product managers behind consumer or durable goods. In the case of the latter, there are people behind the products. These people have a specific intention and act accordingly. The product managers know that they are in competition (actors). In contrast, behind a path there is no actor who is committed to win. The path was created by humans, indeed, but whether it is used or is selected in comparison to another one yields no particular advantage for those who created it. When people travel, at some point they do purchase products and buy services, but they do this while embedded in the superordinate setting of the day trip or the multi-day trip, while passing through public space and connecting places that are partly or not shaped to the visitor's needs. There may be competition among service providers at some points in our journeys, but there is no competition among the places travelers go.

In summary, the setting of travel is fundamentally different from that of purchasing a consumer product. Travelers rarely choose from multiple options, and even more rarely from simultaneously available ones (no competitive environment). The phenomenon that would underlie the concept of competition practically does not exist to the extent it is commonly assumed because it is the traveler who decides and allows the journey to unfold. In addition, it is not the place to act with the intent to influence the traveler's decisions. Places are not agents²¹. Instances offer themselves usually as a single solution to the problem of deciding and simply getting on with life. This is why in the selected trips there was hardly any evident competition among places, regions, or countries. Only for a few trips, namely when there was a shortlist or the chosen place was not accessible for whatever reason, did the traveling groups rely on considering other places. And even here, one must admit that the places were not in competition with each other, because even if in these places there were businesses hoping to get visitors, they typically have no idea which alternatives the individuals or the groups possibly had in mind (no identifiable actors). As was shown in paragraph 4.1.3, places considered and places visited are a very specific result of individual biographies.

Accepting that places, regions, or countries are not really in competition, at least as far as travel decisions are concerned, leads to further insights that shake up many concepts and theories, as will be demonstrated in the following subchapters.

4.3.3 Traditional segmentation does not really help; positioning for regions and countries originates from buzzword exercises

Segmentation is a tricky approach because it holds many pitfalls (for a recent discussion see Dolnicar, 2019). Most problematic are easily available statistics that relate to the country of origin or age and that suggest that people travel differently according to these criteria. Other traditional approaches may build on socio-demographic features or the main activity and a corresponding segmentation. The next three points show that travelers are not placeable in pigeonholes.

First, most trips were taken in groups, or, when respondents traveled alone, they usually met someone at the destination. Exceptions for first-time trips with overnights are 88, 89, 130, 377, 452 (with an earlier first trip to the place), 524, 535, 538, 640, 688, 725. As a consequence, the group and not individual features such as people's age or gender is relevant for the decision making context. The country of domicile also seems not to be relevant. Despite most respondents' residing in Switzerland, none of the respondents living in other countries reported any particular difference in terms of destinations, means

²¹ A typical feature and illusion human beings are prone to is anthropomorphizing objects or abstract constructs. Since ancient times through mythology, and probably earlier, people have attributed personality and agency to objects and natural phenomena as well as to feelings. In this way they imputed agency where there obviously can be none. This phenomenon has been explored in scientific studies (e.g., Heberlein et al., 1998) and its benefits have been debated (Bruni, Perconti, & Plebe, 2018). Anthropomorphism is widespread in modern society and includes geographic names and places. For example, in the media, actions by individuals in governmental bodies are headlined with the name of the country (e.g., "Ecuador has decided to limit the number of day visitors to site XY." or "Amsterdam has banned coffee shops from the city center.") Personally, I agree with Korzybski when he argues that "...[o]ur old mythologies ascribed an anthropomorphic structure to the world, and, of course, under such a delusion, the primitives built up a language to picture such a world and gave it a subject-predicate form" (Korzybski, 1994, p. 89). Our language has remained 'primitive' since then. As a consequence, we derive 'primitive' concepts and theories and apply them to the real world, only to find out sometimes that they are not true.

of travel, time of travel, and the like. While for day trips the distance from home was obviously relevant and as a consequence there are clearly more domestic trips, the respondents of all countries traveled to places near and far from their home at different times for different durations, via various modes of transportation. This finding has broader significance and can be considered in a different framework, as the next paragraph shows.

Second, one could expect there to be differences due to social or cultural reasons as well as socio-economic groups. While these criteria were not recorded, it is notable that the pool of respondents did not include people who had never traveled in their life. Some respondents mentioned their budget or cultural interests as explanations of how they came to decide on or exclude a destination. Some of this information is included in the cell 'other/ furtherinfo.' However, traveling to different places at different times in the year is a pervasive phenomenon in modern society that manifests itself in diverse forms, regardless of cultural or economic background.

Third, segmenting only by main activities is not a valid approach because of two reasons. On the one hand, respondents who for instance took a biking tour or a cruise trip made other types of trips, too. There are no pure special activity travelers, because respondents reported trips with different main activities. Individual travel biographies are diverse with regard to activities. They are even more so because most trips are seldom carried out alone, by one traveler. On the other hand, the single trips included various activities, such that even if there was a main feature characterizing the trip, for instance traveling by camper, the travelers went to different places and did sports and visited historical or cultural sites as well. As a result, we can exclude people's always being driven by one single activity in their travels; the trips are not attributable to what we call 'special interest tourism.' A critique of this putative phenomenon has shown that it does not hold in terms of scientifically based reasoning (Mckercher & Chan, 2005). This study is, in addition, one empirical proof of that. Both people and single trips are hybrid with regard to activities or interests.

Since segmentation does not apply to the phenomenon of trip decision making, neither does the description of target groups. And as a consequence, deliberately positioning places, regions, or countries becomes impossible. Positioning is a concept derived from consumer products and has gained wide acceptance in practice since the 1970s (Ries & Trout, 1969). Put simply, positioning is the place a product occupies in the mind of its target audience, and this is achieved thanks to a deliberate positioning strategy by the offering supplier (e.g., Maggard, 1976). As a consequence, well positioned products should be clearly distinguishable from the competitor's ones. For trips, however, people have vague ideas and features in their mind (e.g., a warm place at the sea, a place to practice surfing, a city with cultural attractions). That is definitely not specific enough to hold a particular place in consumers' minds. If places were positioned in travelers' minds, they would hold unique and distinctive features that the travelers either had experienced themselves or had perceived from conveyors of messages about these places, for example through a description of a specific event that had happened to the narrating person.

A warm place by the sea, a city with many possibilities for shopping and cultural attractions, an exotic country with its own history, culture and food are anything but specific or unique features when they remain formulated in such an abstract way. In addition, these abstractly formulated features perceived by the travelers through the sum of their individual experiences and/ or repeatedly mentioned in the

media cannot be deliberately created or modified by any actor in the place. They simply refer to geographic or climatic features, history, cultural heritage, or current societal and economic conditions of places, regions or countries, and are therefore not modifiable by any image-based advertising campaign or other product marketing technique (for a similar critique on place and nation branding see Anholt, 2008a; Anholt, 2008b, 2013). Indeed, just the opposite occurs: characteristics that cannot be influenced, but are commonly perceived and conveyed by travelers, are coined as the buzzwords that destination marketers use (e.g., 'culture', 'sports', 'shopping', 'food'). Because the instances do not have anything to do with an abstract image or a buzzword of a place, region or country, it is obvious that whatever the local, regional, or national authorities and agencies wanted to convey did not penetrate people's consciousness. In contrast, decisions were made rather because of social obligations, personal connections to places, and/ or very specific offers or events. An advertisement highlighting food, culture, active sports, or other abstract features does not have any influence on people's decisions, as will be further demonstrated in subsection 4.3.7.

4.3.4 Simplistic mental frames and language produce the concept of geographic markets of origin

As a special and popular form of segmentation, the problem of geographical markets, usually named as countries or regions, is discussed in this section. Simply put, the findings of the study show that travelers' geographic areas of origin (countries, regions) are not 'markets.'

A close look at the term and the concept of 'market' exposes the error in reasoning that DMOs, authorities, and tourism companies in particular as well as researchers and educators have been making for decades. With regard to business and economics, a market is "a geographic area of demand for commodities or services; a specified category of potential buyers; the course of commercial activity by which the exchange of commodities is effected; an opportunity for selling; the available supply of or potential demand for specified goods or services; the area of economic activity in which buyers and sellers come together and the forces of supply and demand affect prices" (Merriam-Webster, 2023d). These different explanations refer to the market as a physical or virtual space where demand and supply meet. It is also central that the demand manifest specific needs and that this specificity allows, given the availability of products or services, a possible transaction at a price and an exchange. The concept of geography becomes relevant when, for example, demand and supply meet in one place (e.g., weekly market, store, mall) or when in a certain area the demand with a specific need is met (e.g., a café preferred by artists, a town that is a point of departure for different hiking tours and that hikers use as base camp, a music festival lasting multiple days). Hence, primary is the specific need, secondary is, in the ideal case, the situation that the demand come together in one physical (or virtual) place, i.e., the market. Geographic markets are featured by a physical or virtual space where the supplied goods and services are available and where frequently the competing offerings are comparable and/ or where potential customers with a specific need are present or meet so that the offerings may match the customers' needs.

If a geographic area contains a homogeneous group of potential buyers who have the same or similar specific needs, then segmentation based on a geographic market is worthwhile. For example, a large

company sells sporting goods worldwide. It uses its own distribution and sales organization to make its products available to end customers in one country. The company stores are the geographical location where the customers go. The choice of zone and location of the stores is central to achieving the best possible coverage of the market potential. For physical goods, suppliers have the possibility to reach out to customers by defining geographic areas because they have the means of supplying their goods at selected places. The supplier chooses and develops a place where the customer can (more or less) easily meet and purchase the offered goods. Even today, despite increasing online sales volumes, the supply chain that delivers the goods to the customers remains a strategic question because there are geographic areas where generally more people or more people with particular needs impose decisional constraints on the management of the suppliers, up to the point that suppliers focus on particular countries or regions and therefore exactly make a geographic market decision.

However, as recognized in the preceding subchapter, the needs of travelers from a given country are anything but the same or similar. Interests and activities of all kinds and just as many and different destinations were mentioned by the respondents. At the same time, similar trips were made by respondents from many different countries. For example, very specific trips such as cruises are not peculiar to residents of a particular country. Cruise trips or trips with a sea/ river cruise in the study were reported by people living in Switzerland (97, 100, 382, 383, 530, 718), Spain (497), Germany (518), USA (539), and Montenegro (704). As a consequence, the distinction by country of origin does not help to explain what made the travelers come to a destination, nor to guess what they want to do and will do²². Geographic market strategies that point to particular countries or regions as source markets are only justifiable if a supplier can open a physical point of sale that may be visited by the potential customers. This works for tour operators (a few decades ago also for transportation companies, particularly for airlines) and for travel agencies, which has been proven by the instance ‘travelagent’ in this study. The instances found in this study explain the places people decide to visit, not their nationality or the country or region they currently live in. These last explanations and examples seem trivial and superfluous, especially for readers who are well acquainted with the tourism industry. Nevertheless, they have a far-reaching significance and show that today there are basic errors in thinking and language that lead to meaningless assumptions.

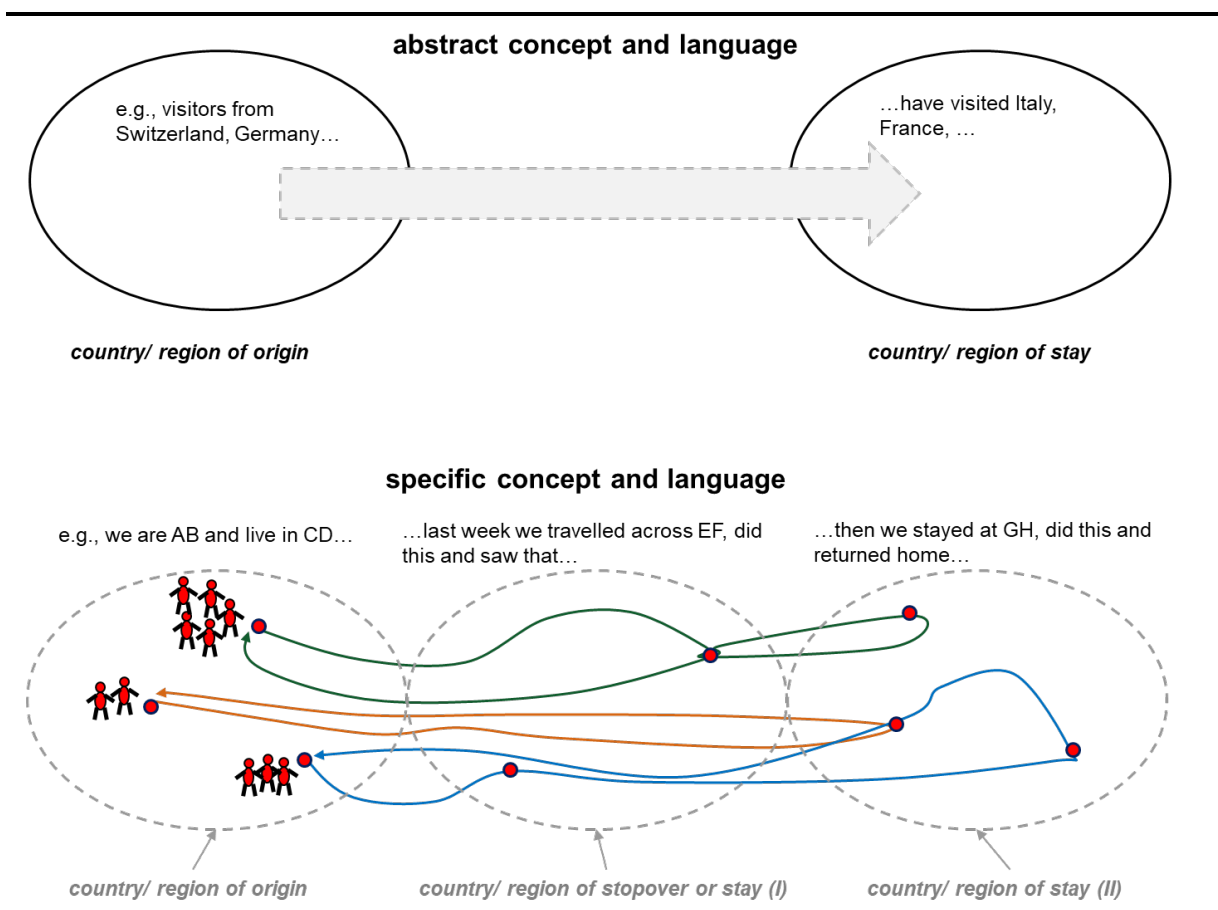
The identification with one's own country and region, learned since childhood, leads people to use territorial names as frames of reference both for their travel destinations (compare the discussion in Chapter 3 on people chatting about travel destinations) and for the origin of travelers. To make matters worse, statistics on arrivals and overnight stays primarily identify the country of origin of the visitors as their most important distinguishing feature. No wonder, then, that everyone talks about countries as destinations (e.g., “I just took a trip to India.”) and travelers as people belonging to a particular country (e.g., “There are many French tourists in this place.”).

The following illustration shows this gross simplification that leads to inaccurate or spurious conclusions. The daily use of territorial names, particularly of countries, reinforces mental and language abstraction

²² The objection that in certain countries purchasing power or cultural characteristics do play a major role for certain types of travel and for certain destinations may be true. Nevertheless, there are different people with different preferences in each country, and that income differences can also vary greatly.

and an increasing detachment from one's experiences. In addition, since people are often registered at the place they stay longer or where they have booked a commercial accommodation, the statistics produce figures that capture only a part of the phenomenon because they exclude visits with friends and relatives as well as day trips. Most conversations and analyses are limited to the level of statements such as, "In 2022, we registered in our country 3% more hotel arrivals from country XY than in 2021." This is sketched in the upper part of the figure. In contrast, the experienced world is more specific and refers to people and their travels. Travelers go to different places and sometimes make a short stopover or take a detour. They stay in specific places, and these places are important to the travelers not because they wanted to visit the country but because of other people (e.g., visiting friends and relatives, social obligations) or because of particular events (e.g., sport or cultural event, exhibition).²³ This generalization and abstraction not only leads to stereotypes but also manifests itself in questionable practices, as will be elaborated in the next chapters.

Figure 8: Misleading thought and language pattern due to the frame of territorial boundary



Source: Own illustration

²³ At this point I ask the reader to understand that the notes in the appendix are also rather general. For example, I did not ask where exactly, for example in which hotel or along which attractions and paths, the travelers went every day of their trip. An exact reconstruction of the day's activities would have been more precise. However, it is not the subject of this study, which is concerned only with the constitutive aspect of travel decisions.

4.3.5 Travelers seldom fulfill their dreams or wishes

We all have our bucket list of places we dream of, and actually sometimes we end up going there. Research and practice concludes from this that people choose places for leisure travel based on these dreams. Hence, it would be logical to nurture by all means and on all occasions the desire to visit these places. Image advertising seems to be the appropriate mechanism for this nurturing. The underlying assumption is that based on concepts such as dreams, wishes, and so on people start a search process and apply search and evaluation heuristics that eventually lead to a mostly rational choice. Thereby, it is often assumed that there are clear intentions and a straightforward mono-causality. For example, one picture of a beautiful landscape on a poster or movie will inspire people to visit that place. People will intentionally do all necessary steps (without or despite encountering particular limitations) that lead them to finally travel to that place, hoping to experience themselves that precise picture with all its potential feelings and the emotions it evoked. This belief has been reinforced by shared social media pictures and content. While this phenomenon may exist, it occurs very seldom and is limited even for most popular sites or places.²⁴ The table below illustrates this. For a selected list of 20 trips with at least one night away from home (i.e., no day trips), there is only one trip (712) that refers to intentionally chosen places in which people reported particular interests or wishes (see the instance 'other/ furtherinfo') and that was not combined with only 'good/ convenient offer or place' or other instances allowing them to fulfill their long-wished dream. Intentionally fulfilling the long wished for dream to visit a particular place would not mean for people to wait until someday the right time arrived. Instead, they would decide and plan long in advance and without any triggering instance. Compared to all the trips people take, this looks to be rather an exceptional case.

²⁴ For example, on July 02, 2023, there were on Instagram only approximately 144,000 posts for #icaria, and approximately 7.6 million posts for #santorini. Both are Greek islands, the former with an area of 255.3 km², the latter with an area of only 92,5 km². While Icaria is not a popular holiday destination (but a beautiful one anyway), Santorini is well known not only for its particular history and shape but for the towns of Fira and Oia with their white houses, typical for the Cycladic architecture. Social media is literally flooded with suggestive pictures of these towns overlooking the sea. They have become such an attraction that people, when they see one of these pictures, mention the island.

Table 8: Twenty selected trips and whether travelers intentionally fulfilled their dreams or wishes

trip	'other/ furtherinfo' informing about wishes or dreams	'good/ convenient offer or place' or other triggering instances	intentionally fulfilled wish or dream?
691	they wanted to visit Cinqueterre (ITA) but changed plans	Klostern (SUI) prevailed because SA's girlfriend's aunt has a second home there	no, because they did not visit Cinqueterre (ITA)
692	-	-	no, traveling to Pecs (HUN) was the reason to meet his girlfriend
694	-	found campsites on the map	no, it was due to a specific recommendation by APs parents
695	-	-	no, AP had been living there before and wanted to show her friends
697	-	looked up on the map to figure out the best route	no, EMs mother had been to München and Ulm (GER) before
698	-	-	no, EM and her family had been to these places before
700	-	MO got for this trip a recommendation by his mother's cousin	no, MO had been to a neighboring place before
701	find a place to get the license for golfing	recommendation by acquaintances	no, they were looking for one place to stay and get the license for golfing
703	-	-	no, they visited places mainly because LPs father had been there before or where they have relatives
704	-	at the travel agency they found a cruise trip that matched their timing	no, they wanted to make a cruise trip
706	-	recommendation by a friend who had been there before	no, the recommendation and the convenient flight connection allowed her to decide
707	father wished to visit London	-	no, CB had been there before, however, her father wished to visit London because CB had told him about it
709	-	they had been once to one of the places before	no, they looked for suitable places to windsurf
710	-	MH had been asked to join a group	no, MH had been to Marrakesh (MAR) before
712	GP and her friends wanted to visit Georgia for a long time (GEO); the friends from Estonia who joined them organized the trip	-	yes, GP and her friends could take a round-trip of Georgia
713	they wanted to go to a place at the ocean, either Canary or Madeira	Madeira was more convenient and was recommended by a friend who had been there	no, the place they looked for must be at the ocean
715	-	-	no, JA had been in Barcelona (ESP) before, her boyfriend took the occasion to visit the ruins of the Roman harbor at Tarragona
716	-	-	no, they were invited there for a wedding
718	-	AU's parents had booked the same route years before and recommended it	no, it is because of AU's parents' recommendation

trip	'other/ furtherinfo' in-forming about wishes or dreams	'good/ convenient offer or place' or other triggering instances	intentionally fulfilled wish or dream?
719	-	AU had made a safari before in the neighboring country and could now book another safari with a student travel association	no, it is about booking another safari trip

4.3.6 On studying and measuring involvement, feelings, emotions, image and other foggy concepts and theories

From the results of the previous paragraph, we can make an additional consideration. Since there are hardly trip decisions with a choice from a shortlist, studies that ask respondents to rank destinations or pick some from a list in an experimental setting do not validly take into account what people really do. Other experiments that require respondents to express or state their intentions, feelings, emotions about constructed pictures, images, descriptions and the like regarding different places, in order to find possible preferences, do not relate to the occurrence of trip decision making, either. Referring to the finding in subsection 4.3.2 on place competition, studies that assume that potential travelers are confronted with different types of choice settings are simply pointless because for the vast majority of trips, dreaming of places, setting up a shortlist, and consequently choosing one destination and traveling there is the exception and not the rule.

People are not influenceable in a way that every time they see an advertisement for a certain place they wish to be there and then they spontaneously decide to organize a trip to the place. This is not only because for most of the pictures and videos we do not know exactly where and under what circumstances they were taken. Indeed, too often, people do not even check the sender, i.e., the place, region, or country where the picture or video came from (Beritelli & Laesser, 2018). It is obvious that it is impossible to re-live oneself that specific situation from the picture or video. In addition, the effort and tedious search and preparation for the trip, the needed time and money to travel as well as other social constraints of the traveling group will pose serious limits to fulfilling the travel dream. Deciding about a leisure trip usually does not come spontaneously and easily as when passing by a vending machine and impulsively purchasing a soft drink, whether thirsty or not.

Perhaps the most limiting factor for all people is that they know that the presented or posted picture or video will never be experienced by oneself the way they see it. It is as if these pictures and videos are known by everyone to be meant as an inspiration. Everyone knows that experiencing is different than seeing something presented or posted, particularly for abstract features such as a nice beach, a beautifully prepared dish, a breathtaking sunrise, or a folkloric dance. The pictures people see are not the perceivable reality of the place; the feelings people have when they see the pictures are not the ones they might have were they to travel there someday. This is why, seeing only a picture, without an instance that offers us the opportunity to visit a place we simply turn the page, swipe, or walk by.

4.3.7 Travelers report no image, branding, or 'marketing' by DMOs

This study additionally shows that with regard to the instances leading to a trip decision, image advertising (online, offline) by DMOs is almost non-existent. It was a challenge reconstructing trip decisions that could refer somehow to any particular advertising by a national, regional or local DMO. The few cases show how difficult it was to find a clue to this. Particularly astonishing is that these few trips show precisely that image advertising played a minor, if not actually irrelevant, role. For the day trips 423, 517 (embedded in a multiday trip) and 735, regional or national advertising or information played a role because the information and/ or the pictures pointed to a specific and unique natural or cultural attraction. In addition, for trip 563, it was a specific event and for trip 524 it was a promotional advertisement for a tour operator, forwarded by a national tourist agency. For these cases it was precisely not what is usually displayed and presented in destination advertisement, namely suggestive pictures with beautiful landscapes, and/ or happy-looking people performing a particular activity (e.g., suntanning at the beach, having a drink at a street café, riding down a trail on a mountain bike, sailing on a windsurfing board) and/ or a detail of what may look like a cultural peculiarity (e.g., a special dish on a table, a detail of a mosaic wall, the water fountain of an indoor spa)²⁵.

Image advertising by DMOs at various geographic levels does not help bringing visitors to the places, regions, or countries. In retrospect, we should be surprised that one could believe in a claim that no one had never experienced or observed and that it should be deemed so important that professionals would even occupy themselves with it for a lifetime career. Before and during this study, I interviewed not only destination managers and marketers, but also many other practitioners in the tourism industry, as well as researchers and students, who firmly believed that DMOs could attract guests to places through a myriad of advertising practices. But then, all had reported that for the trips they had taken themselves, there was no image advertising by DMOs involved. Hence, one should begin to have a slight doubt, especially knowing that not only the local, regional, or national tourism organization where they live spends money on advertising, but also the DMOs of areas they visited for their trips.

The results of this study expose yet another problem with DMOs. Not only were no image advertising campaigns but also no other practices actuated by DMOs to increase familiarity, create awareness, inspire dreams, and so on such as stands at public travel fairs or at exhibitions and events were reported by any respondent as contributing to a trip decision. These stands at best represent in an often stereotyped way natural and folkloric self-representations of countries and regions. They may offer the opportunity to see and grasp brochures with beautiful images, taste a culinary specialty, have a nice chat with a representative of the country possibly visited before. However, in no case were stands at fairs mentioned by the respondent in the study as relevant for trip decisions²⁶.

²⁵ Have a look at what DMOs are really communicating through their channels (e.g., magazine ads, videos, posters, posts on social media). The pictures and comments they advertise are general and exchangeable because the area is too big to focus on a specific, unique, and well-known attraction or spot (for more on blurry communication and useless 'branding' by DMOs, see Beritelli & Laesser, 2018).

²⁶ Stands of DMOs at public travel fairs must be distinguished from stands of tour operators or tourism companies (e.g., shipping companies, hotels, airlines). The first usually do not sell bookable offers, whereas the second do, sometimes successfully. More on this important distinction can be found in a recent study (Beritelli & Laesser, 2019).

It seems clear that neither the images produced by DMOs nor the presence of their employees in any form are effective for triggering travel decisions. One trip (289) could be seen at best as an 'exception.' A radio interview with a DMO manager about a UNESCO attraction on Lanzarote (and therefore not the country or the island itself) prompted SL to book a trip there. Here, someone from a DMO did indeed contribute to a multi-day, international trip.

4.3.8 Social media is just one channel, word-of-mouth by friends and relatives beats celebrity endorsement

Let's see first 'what there is.' Social media is good for electronic word-of-mouth (e-WOM). However, less frequently than one may expect. Indeed, the study reveals that few cases refer to social media. For example, the multi-day trips, where Instagram played a decisive role, coinciding with other instances, were 155, 211, 316, 439, 470, and 739. All these trips refer to e-WOM by friends, acquaintances, and relatives. In contrast, the cases in this study show that 'some things are not.' A non-decisive role of Instagram, mentioned by the respondents provided mainly under 'other/ furtherinfo' and hence where other decisive instances were relevant, has been reconstructed for trips 48, 170, 233, 373, 443, 479, 517, and 715. Thus, indeed, people look at beautiful pictures and read exciting posts on social media. They even like, share, and comment them. But they do not make trip decisions based solely or mainly on those posts, least of all when they are uploaded by strangers.

How can this be explained? Here an important mechanism must be understood. Social media consists of platforms for communication and information but not for transactions.²⁷ Social media is used by travel companies primarily for advertising, at best for sales promotion. In a similar vein, search engines like Google serve as a framework for orientation and inspiration, but not for purchasing.²⁸ To make sure people book their services, travel and hospitality companies have to (re-)direct potential customers from the social media to their sales platforms or to OTAs. On companies' sales platforms and on OTAs, customers can book services. This is what should, and in some cases does, work and this is the only reason why travel and hospitality companies engage in social media. Indeed, even if they hope to raise attention and acceptance by the users, it is because they want sooner or later a return on investment expressed in sales volume.

An interesting observation can be made, here again, for DMOs and for their belief that they could contribute to trip decisions with the help of their efforts on social media or by collaborating with and hiring celebrity influencers and ambassadors. Just as in the previous paragraph on DMO branding and image advertising, there is no trip referring to any celebrity (intentionally or not) influencing travelers to make a multi-day trip to a destination. Nor were ambassadors, who are not engaged by companies to stimulate sales but more to convey a message or the image of a particular cause or company, mentioned in any

²⁷ An exception may be Instagram that provides the possibility of selling physical goods in selected countries (cf. <https://business.instagram.com/blog/introducing-shops-on-instagram>) However, it is not for services and therefore not for booking anything that refers to trips.

²⁸ 'Google' the texts in the appendix and you will mainly find descriptions of how travelers were looking for (additional) information or for companies or platforms that offered booking options.

case either. Possibly, celebrity endorsers were sometimes noticed by the respondents. However, they were not mentioned as playing a role in their trip decision.

For day trips the situation is somewhat different. Here, three posts on social media, as well as from DMOs, actually played a role or were at least explicitly mentioned. However, these trips refer to specific attractions and activities again and not to regional or national image advertising. These are trips 423 and 735. In addition, trip 366 refers to a blogger. Whether the blogger was commissioned or paid by a DMO could not be determined. Hence, information (and not advertising) of DMOs for the local and regional population (as well as for current visitors) plays a co-decisive role in the decision for a day trip. The next chapter provides further information on this.

4.3.9 Summary

The results on ‘what there is not’ point to problems in the discipline that have arisen because of unrealistic and detached thinking, foggy language, and blurry theories, basically producing pseudoscience. The table below summarizes the major point of the subchapters. These findings are more far-reaching than just the falsification of single hypotheses. They indicate that research and practice have relied on fundamental errors in thinking for decades, particularly on the belief that some actors and organizations have control over a phenomenon they do not really understand. The next chapter goes into this in greater detail.

Table 9: Concepts and theories transferred to trip decision making that have been disconfirmed

concept, theory	assumptions	findings and rebuttal
Trips are about going to one place.	Travelers decide on one place to go for their trip, and they stay there.	Most trips lead to more than one place. Even if visitors stay for the whole trip in the same place overnight, they undertake day excursions to other places.
There is competition among destinations.	Destinations compete with one another. They are constantly challenged to be chosen. Hence, they have to purposefully keep or improve their competitiveness/ their competitive position.	People decide on one trip or, if they cannot realize it, they look for another option. Shortlists are seldom. Hence, places are at best alternatives to other not considered or not accessible places. Places are not in competition as consumer products are. In addition, places, regions, cities or countries are neither individual persons nor specific collectives. Hence, they cannot purposefully compete.
Segmenting travelers leads to insightful findings.	By segmenting individuals with traditional criteria (socio-demographic, socio-economic, etc.) we can precisely analyze travel and derive practical consequences for attracting visitors.	Since most trips are made in groups and individuals often join a different group for each trip, socio-demographic and socio-economic criteria are not helpful for characterizing trips. Particular activities and special interests do not refer to single trips, either.

concept, theory	assumptions	findings and rebuttal
Positioning places is a promising and impactful concept.	By using 'profiling' words (e.g., culture, shopping, MICE travel, sports), we can create a distinct picture in (potential) visitors' minds so that they will seek to visit these places as soon as they think of these terms and see the corresponding images we show.	People sometimes have vague ideas about places (e.g., abstract features). What made them finally decide to take the trips was a coincidence of specific instances. Pictures and messages purposefully created to achieve a positioning (i.e., a unique place in consumers' minds) are not specific enough and therefore hardly noticed (see also the last point in this table).
Formulating market strategies based on geographical areas is necessary for identifying target groups.	Geographical source markets are a meaningful segmentation approach because it determines how trip decisions are made, the typologies of the trips, the traveler's behavior and many more aspects of the trips. Therefore, advertising and communication strategies deployed in these source markets will bring visitors to our place.	All people, regardless of country and culture, travel in different group constellations and pursue various activities. They also visit the same places. In addition, trips from people of the same country differ significantly from each other. The geographic market expressed in country or region of origin is an abstraction that does not explain how people have decided and what people will do. In addition, advertising and communication strategies do not reach the target groups, not only because the messages are not perceived but also because the messages do not contribute specifically enough to deciding for a trip to our destination (see also last point in this table).
Travel dreams or wishes come true.	People dream of visiting places. They purposefully fulfill their dreams, based on mental or material shortlists.	People dream of visiting places, but seldom are they able to carry out a long wished-for trip. Only very rarely do people have a shortlist of favorite places they dream of, choose from, and will visit.
Measuring involvement, feelings, emotions, image, etc. tells us much about how people travel.	Experimental and opinion research based on choice settings, images, descriptions, etc. on possible places will produce clear results on preferences, wishes and dreams. These results produce rules and mechanisms for purposeful and impactful influence and manipulation of potential travelers.	Experimental settings and opinion research based on surveys or interviews are artificially constructed environments that do not consider the context and the situation. Studies based on hypothetically constructed choices or decisions produce spurious results and misleading implications for practice because the decision setting in a common, not designed situation involves an unimaginable number of variables and contextual conditions. In addition, the impulses that lead to consideration of particular (combinations of) instances are not explorable.
DMO's messages influence trip decisions.	Image advertising by DMOs (often called 'marketing') will catch potential visitors' attention so that they will decide to visit these places.	Image advertising by DMOs is hardly noticed and does not contribute to trip decision making. DMO information for specific attractions and events works partly for day visits and day trips. Thus, information for attractions and events works at the day program level, while image advertising for places, regions and countries does not work for multi-day trips.
Celebrity endorsement on social media (and other channels) makes people decide on trips to places or countries.	Celebrity endorsement on various media channels, particularly on social media, makes people dream of places. The influenced people will someday book a trip, remembering the pictures and videos posted/ presented by the celebrity influencers and ambassadors. Therefore, national and regional social media advertising with the help of these personalities brings people to the destination.	Social media is just another channel for advertising. Since social media is not OTAs, people cannot book and therefore they do not decide mainly or exclusively thanks to social media posts. Respondents did not report on celebrity influencers or ambassadors making them decide on a multi-day trip ²⁹ . This refers particularly to regional and national advertising. Word of mouth on social media has, indeed, brought people to decide, but only for people they personally knew (friends and relatives).

²⁹ To my knowledge, there is one prominent case of a planned and ultimately successful influencer post in tourism. A Brazilian influencer did indeed cause a run to a hotel. After some failed attempts, one video of the infinity pool at Villa Honegg in Switzerland went viral and over the following months induced people from across the world to book a stay at the hotel. Here is the link of the video: <https://www.youtube.com/shorts/PSJh7fxuSow>. The proven cases where a commissioned influencer has attracted visitors to an attraction or a tourism business as intended by the client have anecdotal character. In addition, the effect seems to last only for a short time (Müller, 2019).

5 Implications

5.1 Implications for practice

“What makes science possible is not our ability to recognize “truth” but our ability to recognize falsehood” (Postman, 1992, p. 193).

5.1.1 General implications

What then makes people decide on trips and consequently on places, generally speaking? This section may seem trivial to some readers, especially to practitioners involved in travel and tourism. Nevertheless, the implications from the study should be explained. They are significant because they indicate which conditions play a role and where largely indirect influence by actors on the supply side is actually possible.

First, since travel decisions are made, among other things, on the basis of human relationships of various kinds (private, social, business, etc.), the places people relate to or have a common reference to become places of importance. In other words, there is an interplay between visitors and places whereby the visitors are the source of the amplifying or weakening forces. Events of all kinds connect people and thus promote travel. In addition, human exchange that is necessary due to business activity also increases the frequency of travel to places. Especially under these circumstances, one does not really have to do much advertising. Guests come in large enough numbers on their own, and tourism service providers can simply expand their capacity and make them available in these times to keep up with the increasing demand. This also happens on a small scale to natural and cultural attractions that gain popularity in a short time³⁰. Just think of the many tourist sites where, due to the paucity or slow speed in developing planning and regulation, entire streets of stalls pave the way to these attractions. Where visitors increasingly show up, different entrepreneurs take the opportunity to open a business and make money from it. In the same way, economically growing cities and/ or cities with a rich cultural heritage as well as corresponding regions are always confronted with an increase in the number of visitors. Many of these visitors take the opportunity to get to know these places and regions better and sometimes return there. The increasing demand nourishes further expansion of the supply by local actors. In summary, events of different kinds, if attractive to some people, become the reason to travel to that place. Also, activities and attractions developed for leisure purposes could bring people to places. Finally, other activities and attractions may not be developed by any actor in the place but become of importance for visitors. Here, demand pushes supply. This makes the complex and dynamic exchange between supply and demand highly unpredictable in the mid- to long-term. In this sense, tourism is a beast that is difficult to tame because the visitors are in the driver's seat.

³⁰ Consider that places, as fast as they have gained in popularity, can lose their attractiveness in the eyes of visitors.

This leads to the second insight, namely the memorable experience. It is not only tourism suppliers who provide service quality that are important to promote positive experiences and thus contribute to a possible return. It is the ambience, the people, and the individual experiences that make a different impression on each person and provide a mental anchor for a return visit. The more people like places and the more they spread the word (today increasingly with the help of pictures), the more likely other people will visit these places. Here it must be noted that this mechanism must really be understood as word-of-mouth in the strict sense, i.e., among peers. The study clearly showed that offline or online word-of-mouth takes place among people who know each other personally. In rare cases, it is due to celebrities and 'influencers'. Since visitors make tourist places, visitors who have liked places may return and spread the word.

Third, people seem to be more likely to decide spontaneously when good opportunities arise that fit the time available, the budget, and especially their (common) general interests. A cheap flight, a suitable travel package, an invitation to an already organized trip or place by a group, a travel voucher/ gift, and other opportunities of throwing stones in the lake facilitate decisions. Tourism providers can specifically influence physical access by expanding means of transport, increasing mobility, and providing bookable offers (with concrete service and price) and in this way have an indirect influence. The influence is indirect because travelers still decide. The offer can really be only what it is, something disclosed, waiting for a favorable impulse from the decision maker (cf. 4.3.2).

In sum, people meet with other people in certain places. Events and social occasions of all kinds promote this phenomenon. Specific attractions and activities provide the meaning and impetus to visit a place. This can also sometimes be artificially produced and provided, such that tourism businesses or facilities may also become the main reason for visiting. As people keep and share their very personal experiences, it can happen that these people return there or nearby and that other people seek out these places. This is illustrated in the next subsection in Figure 10.

5.1.2 What about DMOs?

Coming back to the finding that the instance of DMO advertising has no relevance in trip decision making, a detailed discussion now follows, because it is a good example of how one can be mistaken in practice and science. The litany according to which DMOs must do more 'marketing' (in the end it is just image advertising) in order to remain competitive has been promulgated for decades in practice, research, and education. The compulsion to participate in this rat race reinforces the vicious circle of increasing spending in this area even though with a simple reflection, one can see that there is nothing real behind it. All of us, including the author, have been chasing a ghost. Although a detailed exposition of facts and arguments about this was offered a few years ago (Beritelli, 2020; Beritelli & Laesser, 2019), it should be clarified why this type of advertising really has no effect and why these organizations can do without it. The next paragraphs present the most common assertions and then the scientifically supported rebuttal with the help of this study's findings and a little common sense.

First, advertising campaigns by DMOs are justified by marketing professionals with the claim that although potential travelers do not decide on the spot when they see an ad, they will someday remember it (consciously or unconsciously) and then it will be thanks to the advertising that they will decide and act. On the issue of conscious and unconscious signals, subchapter 4.1.1 has already revealed that consciously remembered, specific signals or instances are of greater importance for decision making

than unconscious signals or 'noise.' In addition, advertising messages sent out by DMOs (subliminal or not) may not even be stored in the subconscious simply because many places that were visited by respondents in this study were not advertised by a DMO or there is no DMO present. However, these places were visited anyway, precisely because of the instances, which are obviously so much more decisive than the noise of which DMO advertising is at best an infinitesimal part.

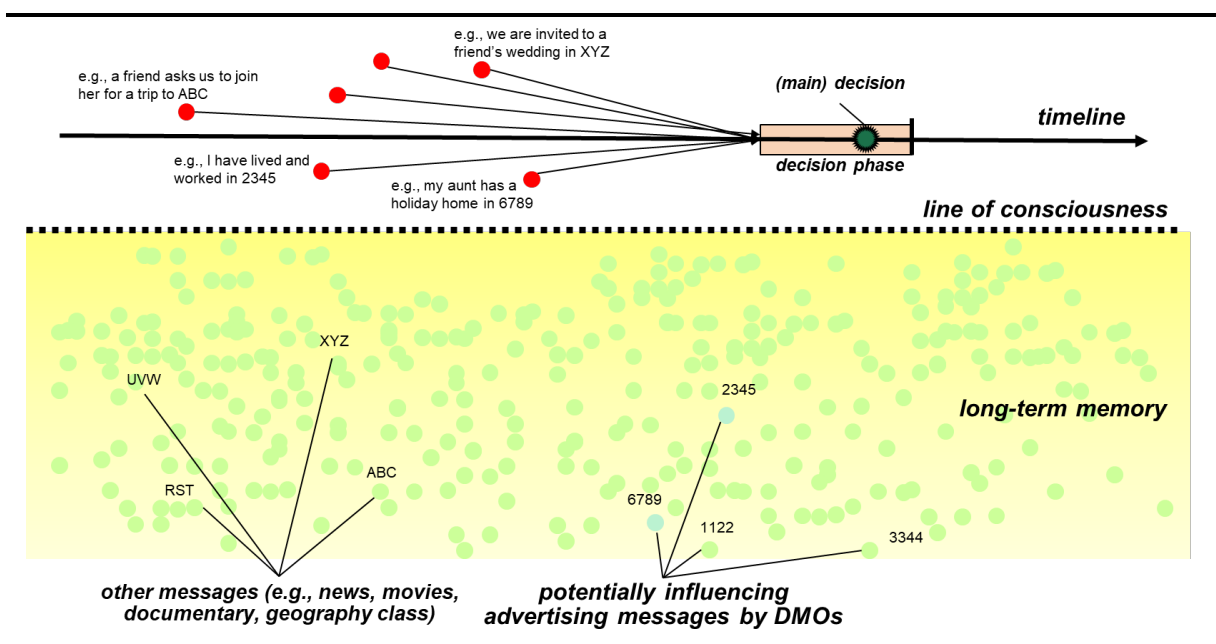
Second and similarly to the first point, one may argue that general advertising raises attention in a way that the memory of the place will be stored for an indefinite time in people's minds. This presumes that the receiver of the message did not know of the existence of that region or country before. Practitioners often speak of 'raising attention,' 'creating awareness' and the like. The problem with this argument is that most respondents, even if they could perceive these messages, already knew about the existence of these countries or regions before they could have been possibly exposed to an advertisement. Familiarity may have been gained for example from geography classes, daily news, or cultural and entertainment formats such as movies or documentaries. All of this is stored in people's semantic memory, in contrast to the previously discussed trip-related, episodic memory (Tulving, 1972). Obviously, there is a clear difference between knowing names of geographic places and visiting a particular place. Cities, regions, or countries simply have, have always had, and will continue to have geographic names, not 'brands' (Beritelli & Laesser, 2018). Some people know more names, some fewer, or different ones. Awareness of a country, region, or city is of no value unless travelers finally decide to visit a place in these areas. In fact, we can dream our whole life of visiting many places in the world, but we will never go there (Beritelli & Reinhold, 2018), because we may have not the possibilities, a particular motivation, or an occasion to do so (Laesser, Luo, & Beritelli, 2019). It is not about knowing the names of certain cities, regions or countries or about considering them as possible destinations. It is about going to places, because going to one particular place means not going to all other places we alternatively could have traveled to, as has been comprehensively revealed with the help of this study.

Third, one could argue that it is not the mere knowledge of the existence of a region or country that is relevant to the decision making, but it is the frequency and the coverage of the messages sent out by these areas. Hence, the more often and the more regularly one region or country spreads messages across all possible communication channels, the greater the likelihood will be that someone, someday, will decide to visit the area, according to this belief. While there is, to my knowledge, no serious scientific study proving the validity of this argument for advertising by DMOs, one should ask how often and how widespread the advertising must be in order for potential travelers to really be influenced in such a way. It may be assumed that if such a phenomenon existed, it would require larger budgets than any DMO is likely ever to have available.³¹ But it becomes even more obvious that this argument is not founded on professional reasoning when we find that advertising of single attractions or events clearly leads to travel decisions (e.g., day trips 243, 387, 735). The following illustration depicts the situation. Assume we have a particular moment in time when we can (leisure holidays) or should (social obligation, e.g., invitation

³¹ "A single communication of the subliminal stimulus may not create a long-lasting impression, but the repetition of the same favorable message may establish links between neurons and be stored in a long-term memory to be retrieved for later decision (Meltzer et al., 2017). Despite all of these promising benefits of subliminal messages, marketers should lower their expectations of the effectiveness of subliminal messages, as applications of the findings in laboratories, compared to a real-life situation [sic], requires validation of its applicability in complex daily life situations of consumers" (Wongtada, 2019, p. 812).

to a wedding) travel. In light of the moment of decision, particularly if we can decide to go different places, we consider different instances in various combinations. The argument of the unconsciously stored and retrieved advertising messages assumes that regardless of the instances, some messages will be so strong as to be more important than the instances themselves. Take the example that we decided to visit 2345 and show the place where we lived and worked in the past to our partner and family. Assume further that we had actually seen in the recent past one or more ads of 2345 by the regional DMO and stored them in our unconscious. The problem lies in the fact that in the memory storage we not only have a possible DMO advertising message of 2345 that could influence our decision, but we also have the message of 6789, another place we know because our aunt lives there and we could visit her, too. In addition, there are a myriad of other unconsciously stored messages by other DMOs and other places we have no relation to, yet. These places are exemplified in the figure by 1122 and 3344. The advertising message of the DMO 2345 would additionally compete in our unconscious with other messages of places we may or may not have a connection to (e.g., XYZ, ABC, RST, UVW). These messages have not been sent out by the DMOs and, considering the possible sources such as geography class, media and news, documentaries and the like, they are obviously more frequent and usually more specific. As a consequence, if the unconsciously stored messages of DMO advertising and many more other messages were relevant to making a decision, since they were competing against each other for our conscious attention at some point in time, there would be one hidden mechanism making us prefer one over all the other possible places we could go. The question is what made people finally, despite all information and messages received, decide on one place rather than all other possible places. This leads us again to the importance of the instances and the question “How come...?”.

Figure 9: Obvious instances vs unconsciously stored messages; the last ones allegedly competing with one another



Source: Own illustration

Fourth, practitioners might argue that the messages DMOs send through all channels would reinforce word-of-mouth advertising. The more that is communicated about cities, regions, or countries, the more likely the messages, including those of DMOs, will contribute to the awareness and discussion about a place, according to the belief. In the end, DMO advertising should allegedly become part of a larger social phenomenon of collective communication. Particularly thanks to social media, this should work well. Even if this argument can be contested with the help of the previous counter-arguments, it should be pointed out again that, for example, in the question of word-of-mouth recommendation by other people, it was precisely not DMO advertising but usually the actual visit to these places that triggered the recommendations (e.g., trips 243, 283, 289). The basic mechanisms of decision making in travel build on real experiences. Again, it is the travelers who make destinations.

Travel happens not in people's imagination but in their reality. Understanding travel requires observing and analyzing travel, not dreams about or intentions to travel to places. The world of media and of thoughts, dreams, and wishes is very different from the world of revealed action. Could there be explanations for this fundamental error of reasoning that has lasted generations? First, for industry professionals, and particularly DMO representatives and executives, it was explained at length that they are following a kind of cargo cult (Beritelli & Laesser, 2019), a naïve belief that makes people perform rituals and procedures to win the favor of higher forces or gods. In addition, they feel pressured to keep up with their peers by imitating the same practices without questioning them. Second, money donors, in particular policy makers, get caught in the proud parent syndrome for their own places (Sternquist Witter, 1985). Thereby, they believe that advertising campaigns for their places are justified because they think that these are not only the most beautiful places deserving to be 'marketed' but that they are the only ones that should be noticed with the help of image advertising.³² Some may believe that by running image advertising campaigns for their administrative areas, the public and the voters will praise and reward them. In response to all this, media and the public adopt these simple thinking patterns and reinforce them over time. Finally, consultants and academia underpin this by generating their own kind of discipline with numerous practices and corresponding research results.

Is there a way out of this misery? The origin of these peculiar institutions may point to a realistic role they can play and their value to the visitors and the community. Destination management or marketing organizations (DMOs) may be better called destination service organizations (DSO) because they do not manage visitors' experiences and because they do not run the main attractions or services that bring people to places (see the next figure). Indeed, visitors do manage their own experiences through their personal performance. These organizations do not even market visitors' experiences, because the instances have shown that what may be called marketing mechanisms are a coincidence of peer-to-peer marketing (i.e., social life), self-reference (i.e., home away from home), or immediate calls-to-action

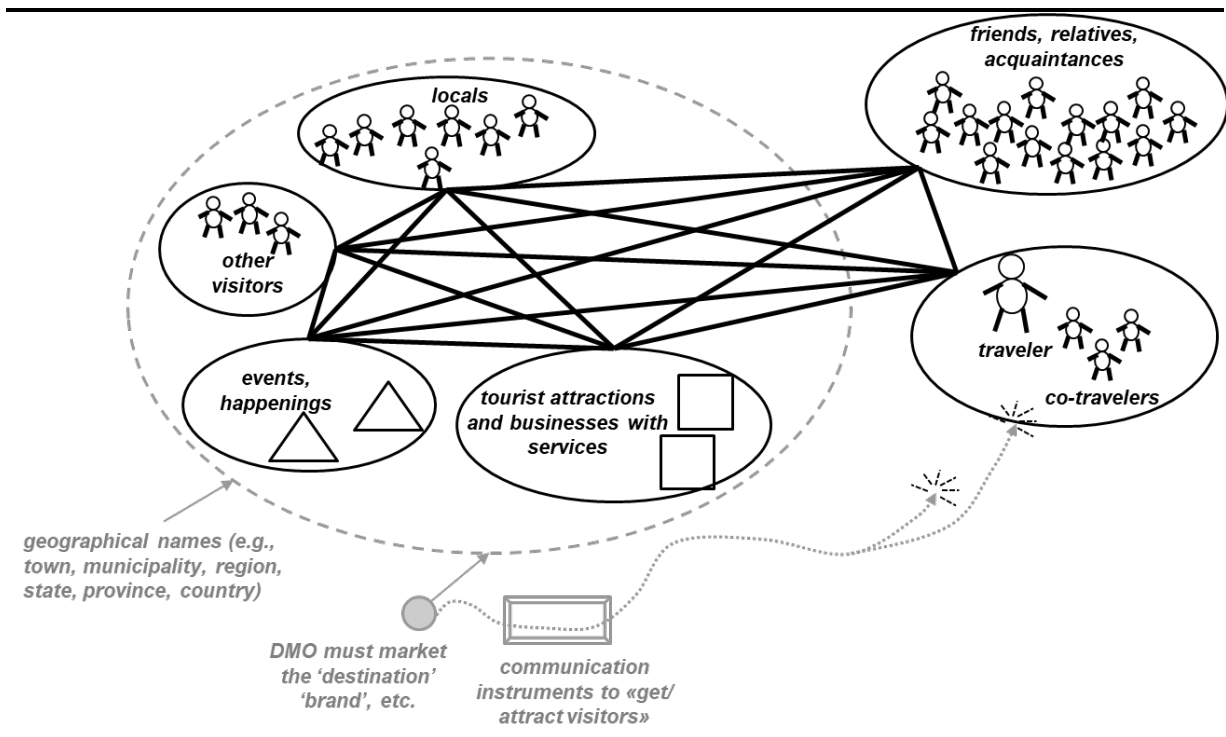
³² A recent example reports a failed national image campaign for the Philippines. The national tourism organization commissioned an advertising agency to do the job. The campaign was approved by the client. Only when a Filipino blogger reported that some of the images in the videos came from other countries (Brazil, Indonesia, Switzerland and the United Arab Emirates) did the authorities react. The following statement by the contractor makes one sit up and take notice: the video created and uploaded on social media was "intended to be a mood video to excite internal stakeholders about the campaign." White lie or deliberate, it points to the problem that the money donors and the local public are too often the effectively reached target group, while these campaigns are obviously intended for the international audience. It is also logical that a local blogger discovered the mistakes. After all, she knows her own country best and can compare it with other places (more on this on Goh, 04.07.2023; Ong, 04.07.2023).

through tourist offers or other occurrences (i.e., booking an offer, a particular event, a stay at a particular place).

There is an unusual role in which tourist offices can provide effective information so that travelers are inspired to decide. Paradoxically, it refers to particular cultural, leisure, or sport events or attractions for day trips (see trips 243, 387, 423, 735), and precisely not for attracting tourists living far away. In the study these day trips refer to locals or inhabitants who live in the respective region or country. In addition, it is obvious that when travelers come from far away and stay longer in a place, they may also be inspired by information provided by the local or regional tourist office. Interestingly enough, the usefulness of DMOs is not in 'marketing' (i.e., running image advertising campaigns) in foreign countries, but in providing useful information to the locals and the visitors once they are planning the trip, approaching the destination, or at the place of stay. The greatest impact of DMOs on travelers occurs at the day trip level. The day in the destination is the competitive framework of 'marketing' (or rather information) by the DMO. On the constitutive decisions on trips with at least one night away from home, DMOs have no influence.³³ The summarizing figure illustrates how the relationships and the links between people, events and occurrences as well as very specific attractions or service offerings do bring people to places. Places, illustrated by the dotted circle, such as cities, towns, regions, or even countries, are the larger area in which people then find themselves. DMOs try to attract people to their places with more general advertising and messages, not reaching out to their targets, or, if they do get noticed, they do not tie to an instance that could make travelers make a specific choice.

³³ Exceptions are if they run their own service offerings with a main attractive character, also in tandem with other offers and attractions; if they serve as intermediary for bookable offers in travel (similarly to travel agents); or if they organize any kind of event for which visitors come from near and far (Beritelli & Laesser, 2019).

Figure 10: Relevant relationships and links vs 'marketing destinations'



Source: Own illustration, adapted from Beritelli (2020)

5.2 Implications for theories

“Mit dem Wissen wächst der Zweifel. (Eng. ‘The greater the knowledge, the greater the doubt.’) (von Goethe, 1907)

Building on the results from Chapter 4, there is a distinction to be made between consumable and durable goods, organizations and (tourism) businesses, and travel. The table below describes the differences.

Table 10: Consumables, durables, and services vs travel

question	consumables, durables. and standardized services as purposefully conceived and made/ fabricated offers for transactions (e.g., soft drink, smartphone, car, bank account, hotel stay)	travel (e.g., 5-day cruise, round trip of an island, ski week in the Alps, long weekend in a capital city)
Who has control?	Largely the main supplier and the other partners along the supply chain.	Largely travelers, through their own partial decisions. Travelers make constitutive decisions of the journey and subsequently continuously during the journey and the stay. The private providers and those of the public space only prepare the potentials for the trip executed by the traveler.
What is the outcome?	Physical product to be used, service provided	Trip, personal memories
How far can comparison be made?	Direct and immediate comparison (e.g., soft drinks) and indirect comparison (e.g., tailored suit or special haircut) possible	Comparison is impossible because the journey takes place as an individual and non-repeatable sequence of personal events.
Who controls the price?	Suppliers and their partners along the supply chain	No one, because the trip is a combination of an individual sequence with its very own sequence of transactions
Who controls the communication processes?	The partners along the supply chain, partly customer groups (e.g., lead users or micro-influencers)	Primarily the travelers, through the travelers' networks of relationships (word-of-mouth, travel agent, etc.), secondarily through service providers during service delivery
Is there something like a brand?	Yes, as an attribute of the product, at least recognizable through the product or company logo	No, the unique and recurring presence on site produces memorable moments that remain in travelers' minds; the individual memories are 'burnt' in their minds. When people refer to places in travels, they talk about geographic names.
Is positioning possible?	Yes, by suppliers, but with major limitation, with the help of a coherent marketing mix (product for a target group at a suitable price, at the right point of sales and distribution channels, supported by the appropriate communication content and channels and media).	No, every trip is individual and non-repeatable. Memories are shared with other people. Abstract terms and catchwords serve as a colloquial basis for mutual understanding.

From this it becomes clear that for travel most of the known concepts, which are applied to consumer and durable goods as well as for the most part to (tourism) services, cannot be transferred. Travel largely escapes the widely known and popular schemes of marketing and management, of political science, and other disciplines of social science. Therefore, it is necessary to be very careful with the use of terms, definitions, and concepts.

5.3 Implications for research

Social scientists of the most varying standpoints agree that human action can be rendered meaningful only by relating it to the contexts in which it takes place. The meaning and consequences of a behavior pattern will vary with the contexts in which it occurs. This is commonly recognized in the saying that there is a "time and a place for everything" (Gouldner, 1954, p. 12).

This study is an approach to exploring decision making with validity and reliability. It is in my view more valid than, for example, using a survey with structured questions that measure scaled items (see the vignette in Chapter 1) because it detects directly and precisely how it came about that people decided. The situation and the context is reconstructed in a way that it becomes explainable how a decision came about for one specific trip and how one place to travel has prevailed over all the other available possibilities. It is more reliable because if asked regarding one trip, one respondent or other people who had traveled with the respondent would provide the same answer. Replicability of studies is a problem in all disciplines (e.g., Camerer et al., 2018; OpenScienceCollaboration, 2015). There are methods to increase the reliability of survey measurement scales (Dolnicar, Grün, & MacInnes, 2022). However, if they address the problem at the symptom level by optimizing the instrument, researchers arrive at a dead end because they have not clearly observed the phenomenon and because they have not formulated the relevant question. If we want to understand what made people choose one destination instead of another and we increase the reliability of responses to items on general themes such as 'food,' 'culture,' 'sightseeing,' 'shopping,' or on items regarding alleged feelings, attitudes, or intentions such as 'satisfied,' 'attractive,' 'intend to revisit,' we will not get to the point at which people really made the decision, and obviously we will understand even less what people will decide at the next occasion. In light of these insights, attempting to explain decisions with the help of currently prevailing methods and theories of consumer behavior looks futile.³⁴ The problem above looks obvious in retrospect. With a little common sense, one could argue, it could be easily recognized and avoided. However, the problem is of a more profound nature. It originates from and lies in the current belief that in social sciences everything must be measurable and, often in consequence, scalable, in order to produce a statistical outcome that gives the impression of something new and interesting. Yet, human reality is not reducible to a few concepts or buzzwords. It is also unfathomable as far as human decisions are concerned and remains a mystery that we will probably never be able to fully understand. This study has only scratched the surface and shown that the instances that lead to travel decisions are very simple, trivial, even mundane for those who call themselves scientists. At the same time, social sciences cannot produce (universal) laws, because each person is different, at each moment of his or her own life. This is the reason why the appendix presents cases as precisely and specifically as possible, and why they are not further analyzed with the help of statistics. In other words, we must know something about the story of someone to know who she is; we must appreciate that there is a score of the whole symphony, in order to savor the single notes. Chapter 6 revisits the issue and suggests a new way forward.

³⁴ Here, at the latest, some might wonder where the limitations of this method and study are mentioned. Presumably there are some points that can be improved upon, and I hope that some researcher will also provide feedback or suggest a better way. What I will not do in this document, however, - as in many studies is often fulfilled as a duty - is to formulate the usual statements on increasing the validity with further cases, considering other theories or frameworks, and so on. I am happy to leave it up to the reader to figure out how to proceed from here. In any case, if one looks for a more general critique of the approach used herein as well as most other research in social sciences, I suggest taking the closing word to heart.

6 Basic aspects of travel and trip decision research

6.1 New day, new life, new world, new journey

It's a new dawn. It's a new day. It's a new life. (Newley & Bricusse, 1964)

What actually happens when we have a day off? For most of us, this question comes up again and again on the weekend. But it also arises on statutory holidays and, of course, during a longer vacation period in a foreign place. After all, we rarely carry out the day's activities that we had planned before we had left home, or while we are at the new place, or en route. A close examination of the day trip decisions reconstructed in this study reveals much. First of all, it turns out that most day trips take place within familiar environments and experiential spaces, for the respondents and for their fellow travelers. Routine-like patterns emerge ('repeater', 'closetherebefore'), representing a framework of acquaintance. Thus, when people have an available day, they drift towards the habitual and the familiar. With limited time available for day trips, it is a challenge to seize the day and make the most of it. Therefore, the (jointly) free day is probably the best occasion to discover, find, experience and enjoy new things but also oneself in a new way. Every day is a new chance, a new possibility to discover oneself and the world, to make a new journey.

In addition, we note that even in this study, although it was not the main focus, multi-day trips are a succession of different experiences, often in different places. For several trips, respondents reported that they still made choices and decisions along the way that took them to places they had not planned to visit before. The trips with the instances of 'whiletraveling-stop' attest to this. But there are also other multi-day trips that report how travelers decided to visit people or places en route.

It seems that the day is the most important frame for decisions concerning with whom, when and for how long, what we do, and where we go. And just as the day is central to our decisions, so is the night, because it separates the days. Why do we say, for example, that we need to sleep on it for a night or two before making a decision? Why do we sometimes postpone decisions, even less important ones? What we know for sure is that between each day there is an important caesura, a turning point, and that for travelers each new day opens up a new world of possibilities. The English word 'journey' suggests a travel or the passage from one place to another (Merriam-Webster, 2023c). The French word 'journée' or the Italian word 'giornata' refers to the single day and how it eventually passes, implying movement and temporal transience. Regardless of the duration, these words (journey, journée, giornata) all refer to a transformation, a change, and they tell us that with every completion of a journey or day that delimits the trip, a new journey or day may begin.

6.2 What makes us go places?

"Tourists never just travel to places: their mindsets, routines and social relations travel with them" (J. Larsen, 2008, p. 27).

The title of this study should not be misunderstood. This study does not provide a method, a formula, a scheme, or a rule to predict people's whereabouts at any time. People's decisions can be neither absolutely predicted nor influenced. They cannot be predicted because of too many situational and contextual 'variables' that no human and obviously no machine is capable of imagining and considering. They cannot be influenced because 'nudges' (for overviews see for instance Congiu & Moscati, 2022; Szaszi, Palinkas, Palfi, Szollosi, & Aczel, 2018), which should regularly manipulate people to act in a desired way, do not fulfill their promise. Recent revelations even point to a possibly constructed field of research (Jack & Hill, July 01, 2023). Indeed, the effect of nudging is reported to work only "...for participants who do possess the goal in question" (Bargh, 2022, p. 8). Bargh mentions various studies and concludes that "...these findings are in harmony with Kurt Lewin's field-theory principle that you can only prime or nudge goals that a person already possesses" (Bargh, 2022, p. 8). Think of all the calls to action that you are confronted with in your daily life, for example for situations with very few contingencies, and then consider the rare times you have really responded with an action, say, by purchasing a soft drink displayed in a vending machine. We should not only look at the case of a purchased product and derive a general, abstract rule. The purchase is, indeed, somewhat an exception, when we compare the almost infinite number of products we could purchase against the effectively purchased ones. Not only do consumers have a limited budget, but they also have a specific situation and a context that leads to their decisions and consequently to 'preferences'³⁵. We do not know where or how these actions originate, or how they emerge in one particular situation. At best we can reconstruct the context by asking, here, too: "How come you purchased this, then....., there..., instead of purchasing any other different product, or not purchasing any product?"

This study has shown that our travels and where we go with whom and when say less about the great world surrounding us and more about ourselves, our life, the people we are with, our closer environment. Travels become an apparent window to the larger world, but they do give us back something very personal, not only through our individual, unique experiences and the memories but also for the opportunity they provide to recognize us, to reflect upon us, in a very different occasion, away from our home. Obviously, travel is about places, but it relates first and foremost to our self being.

"Most tourists seem to need something familiar around them, something to remind them of home, whether it be food, newspapers, living quarters, or another person from their native country. Many of today's tourists are able to enjoy the experience of change and novelty only from a strong base of familiarity, which enables them to feel secure enough to enjoy the strangeness of what they experience. They would like to experience the novelty of the macroenvironment of a strange place from the security of a familiar microenvironment. And many will not venture abroad but on those well-trodden paths equipped with familiar means of transportation, hotels, and food. Often the modern tourist is not so much abandoning his accustomed environment for a new one as he is being transposed to foreign soil in an "environmental bubble" of his native culture. To a certain extent he views the people, places, and culture of that society through the protective walls of his familiar "environmental bubble" within which he functions and interacts in much the same way as he does in his own habitat" (Cohen, 1972, pp. 166-167).

³⁵ On the meaning of 'preference' please see this chapter, below.

What Erik Cohen described more than fifty years ago is a relevant aspect of travel, not only in terms of behavior during the trips, but also with regard to how people decide about their trips. This study is proof that this description is not only a hypothesis or a claim but that it pervades leisure travel through different variations and facets. Even leisure travel, a situation with a high degree of uncertainty and serendipity, so different from our daily routines, connects us to something very specific in space-time. It is as if we were connected through a line, a thread with places we have been to, where we are staying, where and we will go.³⁶ Earlier in Chapter 3, trip 490 was mentioned as a particular example that explains the phenomenon at the fringes. LB's suggestion to travel to Paphos (CYP) with his wife was not only justified by the search for a warm place by the sea. In fact, he wanted to visit an excavation site that had been recommended to him years before by a colleague. He was helped in a very concrete way by the fact that a replica of an artifact from these excavations, given to him by this colleague, was placed in his living room. The concrete object was always visible to him and reminded him that he could travel to this excavation site. LB's daily context was influenced, mostly unconsciously, by the presence of the artifact. Objects support memories of places visited (souvenirs, physical photo albums, postcards), especially when they are daily visible. It shows that even an object from a place where one has not yet been becomes determinant for a future trip.

Objects and memories of places visited or even places that could be visited, if easily accessible, are important elements of the context that leads to travel decisions. The immediate context is connected to the agent's inner world and is the extension of it. This context is also taken wherever we go. Knebel speaks of the "touristische Eigenwelt" (tourist's own/ inner world) (1960). He means that wherever we go, even to remote and unknown places, our personal inner world still emerges in an apparently unfamiliar setting. Travel is an expression of our very individual life, anchored in space-time and tied to others. As such it is also a transient state, removed from the currently habitual and yet connected to our personal being. Similarly to the main research question of this study, a service provider or any local encountering some visitor may ask "Hi, what made you come here, today?" This will not only explain how the trip is embedded and offer useful hints to the service provider. It will also make the traveler herself and her journey explainable and accessible to the other.

6.3 Attempting to illustrate

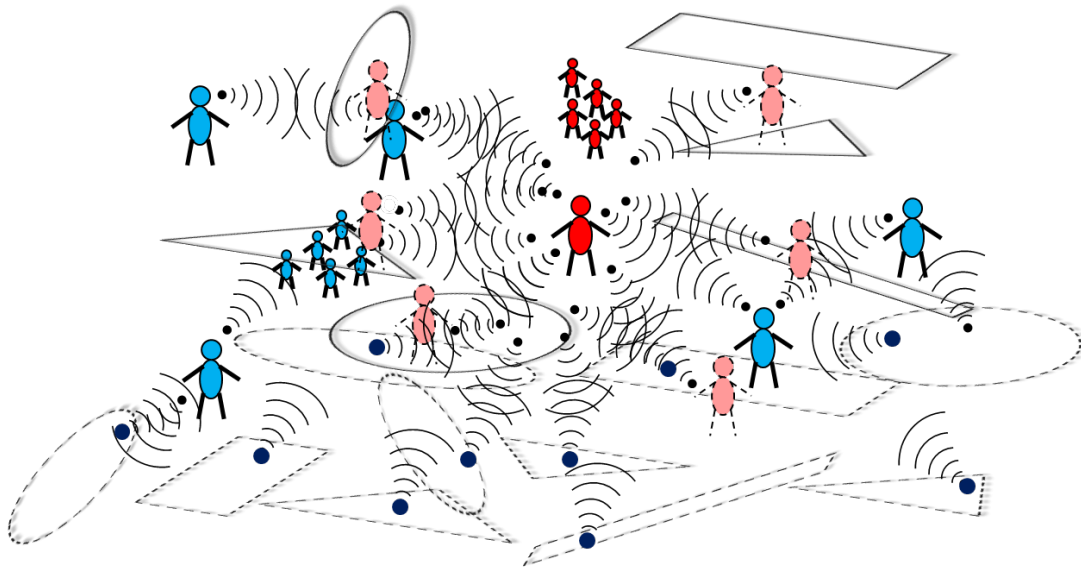
"Occurrences in this domain are beyond the reach of exact prediction because of the variety of factors in operation, not because of any lack of order in nature" (Einstein, 1940, p. 606).

³⁶ In the preface I mentioned the study that referred to 'chance meetings,' that is, people unexpectedly meeting an acquaintance while traveling in a place. Such events are very unlikely, given all the places we all could be while en route. Time and space must coincide for both individuals or groups as they are usually on the move. And yet, this is apparently a rather common occurrence (Beritelli & Reinhold, 2018). The familiarity described in this subsection explains how this probability increases: The people we meet unexpectedly have made similar choices for their journeys and have chosen similar paths because they are somehow connected to us. But while we know the whereabouts of closer friends and relatives, we do not know where all the other acquaintances might be.

Models are representations that help us explain. They serve as frames of reference, provide orientation, can be used as a checklist for considering important aspects, and illustrate interrelationships and feedback loops and much more. In short, they have often helped humanity find order and structure and speak a common language to agree, decide, act, and achieve better results. There are several trip decision models in the literature (Laesser et al., 2019, p. 619; McCabe et al., 2016, p. 9; Woodside & MacDonald, 1994, p. 33). These and other models are valuable and help describe and explain, but they additionally may suggest that people that having considered the elements and connections of the models, they are able to control, or at least understand, what happens in the phenomenon under scrutiny. We must keep in mind that “the map is not the territory” (Korzybski, 1994). Illustrations and sketches that imply some kind of model tempt us to look at the elements and mechanisms over which people seem to have at least a minimal influence. Subsequently, researchers attempt to validate the models by identifying measurable parameters that approximate them. The resulting instruments usually consist of complex questionnaires with several variables, experiments that modify single variables, and the like. The problem is not so much to construct measurability or to evaluate the resulting data statistically in such a way that significant results are obtained. The bigger trap is that we look for controllable metrics because as humans we are looking to shape, change, or influence things according to our ideas and desires. These models were sketched with the best intentions. Yet, they tempt us to select what apparently seems influenceable or to derive constructs that can be influenced by our own actions. Particularly when adding the specific situation and context, predicting where people will go for the next holidays becomes an impossible endeavor.

The present study could conclude with a proposed and correspondingly illustrated model. In so doing, it would try to take into account the specific situation and context, including the individual and personal aspects of each person. The attempt would marginally include the influence of other people, for example word-of-mouth. It would also have to take into account the cases where, by chance, the respondents booked a suitable offer. Here, the reader would then get the idea that direct influence is possible after all, hypothesizing a general understanding and a least predictability, estimated by (significant) probability. I avoid this here, because I am convinced that one cannot find a framework that contains all relevant variables in the same way. With this I hope that other researchers will not try to conceive of predictability or even of controllability of this phenomenon. At least with the current means and methods, it remains inscrutable. As an example of this present inexplicability, a sketch (not a model) will serve, in which the instances are overlaid in a sort of collage. The following figure shows a rather confusing picture. It points to a complex and dynamic environment, in which the individual himself through and because of an inner life makes the world tangible and experienceable. This takes place not only for decisions and actions in our life routines, but clearly also for travel.

Figure 11: Combining instances in one sketch



Source: Own illustration

6.4 Chance, the unpredictable, and the emerging preference in the situation and the context

“Chance. Stupid, dumb, blind chance. Just a part of the strange mechanism of the world, with its fits and coughs and starts and random collisions” (Oliver, 2010).

The preceding figure suggests a fact that is relevant not only to travel decisions but also to other situations in which people act as individuals or as a group. It shows that agents operate in and are part of the world, and that the world affects them. In turn, the proximate world is shaped by every agent and becomes the context with a specific situation. Within it, opportunities constantly present themselves. Here, people express their desires and ideas through their impulses, and then preferences become observable. In such an environment, it must be concluded that decisions are highly, if not definitely, unpredictable and hence a matter of chance. Let us take a closer look at these thoughts.

First, a clear distinction must be made between a situation with context and abstraction. Colloquially the context is the variety of environmental conditions and influences for a specific moment. Indeed, context may be defined as “the situation in which something happens and that helps you to understand it” (OxfordLearner’sDictionary, 2023b) or as “the interrelated conditions in which something exists or occurs: environment, setting” (Merriam-Webster, 2023b). The setting is further specified by the temporary situation. Since the situation is “the way in which something is placed in relation to its surroundings” (Merriam-Webster, 2023f), one can conclude that the context represents the broader framework and the situation (lat. ‘situs’ = engl. site) the more temporary and immediate surrounding of the place. Hence, every context with a situation is different; it changes and never returns. In order to deal with the

complexity and dynamics of every context and situation and to draw laws and rules for better action, one uses abstraction, as “a general idea not based on any particular real person, thing or situation” (OxfordLearner'sDictionary, 2023a, 1st meaning). The term derives from the Latin verb ‘abstrahere’ and literally means ‘move away/ pull away’. Hence, when people make an abstraction, they pull away from a specific situation and move into a different state or, put more precisely, level of representation, up to “[a] state of thinking deeply about something and not paying attention to what is around [them]” (Oxford-Learner'sDictionary, 2023a, 2nd meaning).³⁷ In contrast, the context of the situation is our here and now. It surrounds us and, because it is constantly changing, offers new opportunities. Many cognitive and behavioral researchers today rely on a context-independent conception of the world founded on abstractions in order to make their observations and measurements controllable. Probably the most famous critic of this view was James Gibson, one of the fathers of stimulus-response research³⁸. While his earlier contributions put the organism out of context by focusing only on the mere perception (Gibson, 1959) and paved the way for many experiments to show how stimuli affect individuals, he later moved away from this and argued for an ecology of agency. Alan Costall describes this well in the following quote:.

“However, when we are doing things, and even when just “observing” our surroundings, we are active not just in our heads (as much of modern theory still insists), but bodily. We are acting upon and exploring our surroundings. Thus, according to Gibson, the visual system, for example, does not just involve the eyes and a brain (cf. Gregory, 1997), but must be defined functionally rather than anatomically. The eyes, which themselves are under muscular control, are part of a moving head, which, in turn, is set on top of a body that gets around in the world. Thus, as Gibson liked to put it, the visual system also has legs. Indeed, when we bring an object to our eyes to inspect it more closely, our hands, from this functionalist perspective, should also be regarded as part of the visual system (Cowie, 1993)” (Costall, 2007, pp. 66-67).

The agent's body and the context of the situation are always connected so that “perceiving is an embodied activity, one involving skill and intelligence” (Costall, 2007, p. 68). As a consequence, the context and the situation must be conceived as the embodied space (S. M. Low, 2003).³⁹ ‘Please, tell me where you were and what was around you, what you were doing and using, as you decided in this or these moments (all together) to make this trip.’ ‘Please, describe the situation. Can you remember?’ I often posed these and similar questions when respondents during the interviews could not really understand

³⁷ It should be made clear that abstractions are useful in everyday life; among other things they help to make decisions based on rules. Rules and norms are, indeed, helpful, but they lose their usefulness and could even become harmful when: (1) cases are judged by the wrong rule, (2) cases cannot be judged because there is no rule, yet (and possibly are judged by the wrong rule), (3) rules do not fit to all cases (imperfect rule), (4) rules are applied in the wrong way (misunderstood, mistaken rule). Striving for better rules is a human quest that pervades many aspects of life, including research. The same problem applies to more complex sets of rules, for example the ones described in schemes or models.

³⁸ The S-O-R (stimulus-organism-response) model had been proposed earlier (Woodworth, 1929). Later, perception (particularly visual perception) as a main stimulus for consumers was conceived as the appropriate experimental framework.

³⁹ I locate the main problem with stimulus-response-based research today in the simple, linear sequence of the terms themselves. Stimulus-organism-response suggests linearity, direction, and thus causality. Even though most concepts and representations include feedback loops, the fundamental thought refers to a process. In contrast, the context and the agent are simultaneous, joint, connected, and in the moment inseparable. To assume causality or even linearity assumes that the agent is separate from the environment. The sequence of terms and the representations based on stimulus-response theory have consolidated a scheme of thought that makes false assumptions about the agent and the environment. These assumptions could be simply modeled and tested with mathematical functions and statistical methods. Much of the behavioral research of the past decades has been based precisely on this axiom.

what I meant when they were asked to explain how they came to decide on that particular trip. Remembering and describing the surroundings, the environment, as it presented itself in these moments in combination with the respondent's wider environment, his social and personal travel biography, was key to finding the decisive instances. It is therefore more appropriate to assume that decisions are made "not on 'stimuli' and 'responses,' but on an ecology of agency – in other words, on the material resources for our effective and collective being in the world" (Costall, 2007, p. 75).

Second, decisions are made in specific moments, revealing what the agents have actually preferred. Perhaps in business and economics the term preference is largely misunderstood. When people have dreams, wishes, and desires they have a world of experience and feelings that makes them interested about certain questions and answers. This leads to a concrete setting, but one in which no preferences are visible, yet. Indeed, preference is "the fact that you like something or someone more than another thing or person" (CambridgeDictionary, 2023) or "the act of preferring, the state of being preferred" (Merriam-Webster, 2023e). Preferences are observable while the decision is being made and described in retrospect, or more elaborately a preference is "a desire that has been specially processed [...] either for a certain course of action or for a certain desire to be effective in leading one to act when and if one acts...." (Ekstrom, 2003, p. 157). Hence, a situation with a specific context leads to the instance of forming preferences. "[P]references must be actively formed through evaluative deliberation. [...] they are the uncoercively produced and indeterminately caused end states of the agent's decision process" (Ekstrom, 2003, pp. 158-159). This is fundamental, because the preference arises as the act of decision making occurs or is emerging. Formulating or describing preferences ahead and characterizing agents with the help of preferences assumes knowledge of a future situation that is unknown, even to the agent himself. Even if there was a clear wish or intention by the agent, immediate cause-and-effect is impossible.

Third, and as a consequence of the above, since context with situation, preferences and the decision are embedded in a specific environment, they are unrepeatable and therefore unique. Since there is no replicability of every single trip decision, there is no predictability for further trip decisions. For social sciences, including human decisions and actions, this obvious notion leads one to take it into account by trying to estimate probabilities. Yet, the probabilities can only be estimated for general, abstract domains (e.g., returning to the same place, being satisfied with the previous trip, dreaming of going once to that place). As soon as a decision is pending or has to be made, an infinite number of 'variables' of the context and the situation play into it. Predicting a decision is impossible because too many occurrences coincide and produce the setting for the decision to be made. This setting becomes for the agents, colloquially speaking, a moment for a chance, an opportunity to find an answer to the question 'Where shall we go?' or 'Shall we accept the invitation for a visit?' and the like. From the perspective of an external observer, the situation can also be described as one of chance. Things come together, they fall into place, and the agents are not only affected by them, but they have co-created and are momentarily co-creating them. In retrospect, they marvel at the events and, if the occurrences are unexpected or difficult to explain rationally, they classify them as 'chance,' just as sociologists have conceptualized the matter of chance in human life (e.g., Becker, 1994; Ekstrom, 2003; Manis & Meltzer, 1994).

The situation can be directly shaped by the agent. But the context is also given by the agent himself in his personal framework. In addition, other framework conditions play an important role and thus refer to the context. This study on trip decisions shows how this should be understood. Let us take two 'polar' cases: the first with an apparently large freedom of decision and the second where there is rather little room for the decision maker. Both, however, involve leisure travel.

In the first example, I suppose I would like to go on a trip with two friends and do not know where we might travel. I invite them to a meeting in my backyard, where we exchange experiences over good food and drink and share suggestions on where to travel (a rare, rather idealized, but possible setting for making travel decisions). The setting I prepare and help create leads to a mood and exchange that makes very specific outcomes likely. However, my personal (travel) biography and those of my friends are also relevant and already predetermined such that some destinations could be more likely suggested than others. The experiences we have and even the wishes to visit (again) very specific places come into play here. In addition, the meeting takes place in a time, let us say, during the period of the COVID pandemic, when travel to many countries was not possible or difficult. During the meeting, the weather changes and a thunderstorm moves in. We are forced to go back indoors and then, instead of discussing in a calm and relaxed manner, we want to make a quick decision on the trip. The pandemic and the unexpected thunderstorm cannot be influenced by us, but they still play a role in the decision to travel. The context and the situation surround us, and we have practically no possibility of consciously and determinatively predisposing it in such a way that the destination decided upon is predictable, especially in travel decisions in which the destination is possibly the remaining variable to determine. Group, time and duration as well as budget are already set.

The other travel decision, at the end of the spectrum between large and small freedom with the place to go, is to travel to relatives to whose residence I have been invited. My biography, the people who are important to me and the joy (or the obligation) to see them again may determine the context. Here, too, although I co-decide, I can only have slight influence. I can take some time to reply to my relatives if I accept their invitation. I can delay the decision and possibly change the situation. At some point, the moment will come to give feedback. My personal mood and what immediately happens to me then and where I am at that moment may influence my decision. And if I then decline the invitation, I have to live with the consequences; also, with the fact that if it is vacation time for the period in question, I consider where else I could travel alone or with other people.

In both cases there is a context and one or multiple situations that are personal and specific, and therefore unique and unrepeatable, because they are transient. The context is given from far outside my everyday world (e.g., pandemic) and from other conditions on which I have no influence that may be part of my inner world, and some that may come from my personal biography (e.g., relatives, previous visits to certain places). In addition, situations come from other more immediate conditions on which I have no influence (e.g., thunderstorm), and from others that I may have an influence on at least in my personal perception (e.g., inviting friends to visit, moment to call the relative). All this cannot be represented by a model with today's means and is not comprehensible in its entirety, let alone measurable. Thus, the context with the situations is really an impenetrable web of conditions that constantly appear and disappear. At very specific moments, however, a few opportunities unfold and provide a suitable

solution for the ones who decide. These opportunities generate from and appear out of the context and the situation and lead to the list of instances clearly identified in the study. We cannot capture in detail every condition of the context and every 'variable' of the situations, much less anticipate or influence their effect on decisions. What we can capture and understand very well, however, are the opportunities (i.e., instances) that helped the deciders by chance to move forward in that unique context and situation. Indeed, a journey is chance become real.

7 Caveat and new direction

This text and the appendix are the result of a learning process that started about ten years ago. The most important insights I personally had during this time cannot be described in what I have written. They are the moments when one realizes that for a certain phenomenon, for a long time, misleading questions were posed that produced useless recommendations. They are the moments when one realizes that a scientific discipline has insufficiently dealt with people's reality and is moving further and further away from it. They are the moments when one has to admit that the context and the circumstances in social sciences make the trivial, recurring saying "...it depends...." so relevant and that the search for an absolute truth clouds people's minds.

At the outset of the study, I had no intention to engage in a discussion of contemporary methods in the social sciences. The study was not planned for this. The theory of science is not my area of expertise and I am even less interested in presenting an elaborate exposition of the challenges in the social sciences. Nevertheless, it seems important to me to share with the reader the learning process that the simple question and its accompanying insights triggered in me personally. These insights, which emerged rather by chance, are based on a fundamentally scientific-critical attitude that I have gained over the past years. They are crystallized in their present state in the following hints and recommendations.

7.1 On the phenomenon, levels of abstraction, causalities, and quantification

This study demonstrates that we can very well do research that does justice to every circumstance. However, it must be conducted in such a way that the events not be unnecessarily reduced to either numbers, chunks of concepts, or to catchwords⁴⁰. Personally, I locate the current problems in research in social sciences as a misalliance of four tendencies: (1) the subdivision of whole phenomena, (2) the increasing abstraction and the use of ambiguous labels, (3) the belief in causalities, and (4) the desire for quantification.

On the 'whole phenomenon': The first is the observable phenomenon as it manifests itself in people's reality. Only the observation of events, including the self-experienced ones, about which one can reflect, allows a first description and a possible delimitation. This study was about understanding how travel decisions occur. But in order to circumscribe the phenomenon properly, it was necessary to understand that travels are life episodes of people. As such, they are enabled by people themselves, experienced individually as well as unrepeatable. They are therefore part of a broader, not entirely comprehensible whole (people's lives) that must be taken into account. The interviews could indeed have included more information relating to the respondents. The notes in the appendix should be understood in a way that the reader grasps that there are other related episodes in the lives of the interviewees and their fellow travelers. Thus, the study of a phenomenon should always start anew from the observable reality of people. A hypothesis or research question should also be derived directly at the level of the object (the

⁴⁰ One can argue that I reduced trip decisions to chunks of information, too. However, if you read all the cells, they become unique stories.

phenomenon). Empirical enquiry and discovery looks at the complete phenomenon, careful not to analyze only little parts of it and thereby arrive at apparently concluded and, in their axioms, immutable theories based on probabilities instead of 'the solidly founded' which remains constantly extendable and revisable (von Humboldt, 1845, p. 17)⁴¹.

On the level of abstraction and the consequent ambiguous labeling: People cannot do without the use of terms. One uses more general, abstract terms, which evoke for many people different memories, desires, and so on. At the same time, one uses more concrete terms, which may refer to current concrete events and conditions. Wisely using these terms and the levels of abstraction as well as avoiding the ever-present danger of misunderstanding due to the ambiguity especially of terms on a high level of abstraction is, in my opinion, not learned and practiced at all, especially in the social sciences. Here is a concrete example. One current belief in the world of experts (researchers and practitioners) is that a positive destination image will attract visitors to a country or to a region. In research, this concept was created with the help of statistical methods and mainly refers to abstract characteristics of a region visited or to be visited (attachment to the region, natural features of the region, quality of services, intention to revisit, and the like). Incidentally, there is still no agreement on a clear formulation of this term (for a thorough discussion read Dolnicar & Grün, 2013). However, research in this field has developed a life of its own, with many articles published on the subject. The preferred method here is structural equation models based on several dozen questions to confirm abstract terms (i.e., 'constructs'). The questions for the constructs are general, and the respondents only have to make a cross along a numerical scale for every question. The findings always show significant results. Then, there often follows a strange argumentation, because the implications of these studies generally indicate that DMOs need to do more image advertising since the pictures⁴² positively influence the general image of a place, make people want to visit this place, and possibly trigger the decision to do so. Thus, an abstract concept (image) is used ambiguously (statistical construct vs pictures) and causalities that have not been verified are assumed as given facts (e.g., travel decisions based on images, travel decisions based on images of DMOs). This example shows how experts use several levels of abstraction⁴³ to create a terminology that only they can understand. Yet, at the same time the term is so ambiguous that the experts would

⁴¹ It is surprising how almost 200 years ago flaws of 'science' were so accurately described as they are today. While technology has further progressed since, scientific enquiry has not. Therefore you find here the original text in German by Alexander von Humboldt. «Aus unvollständigen Beobachtungen und noch unvollständigeren Inductionen entstehen irrige Ansichten von dem Wesen der Naturkräfte, Ansichten, die, durch bedeutsame Sprachformen gleichsam verkörpert und erstarrt, sich, wie ein Gemeingut der Phantasie, durch alle Classen einer Nation verbreiten. Neben der wissenschaftlichen Physik bildet sich dann eine andere, ein System ungeprüfter, zum Theil gänzlich missverständener Erfahrungs-Kenntnisse. Wenige Einzelheiten umfassend, ist diese Art der Empirik um so anmassender, als sie keine der Thatsachen kennt, von denen sie erschüttert wird. Sie ist in sich abgeschlossen, unveränderlich in ihren Axiomen, anmassend wie alles Beschränkte; während die wissenschaftliche Naturkunde, untersuchend und darum zweifelnd, das fest Ergründete von dem bloss Wahrscheinlichen trennt, und sich täglich durch Erweiterung und Berichtigung ihrer Ansichten vervollkommnet» (von Humboldt, 1845, p. 17).

⁴² ...and here a completely different object comes into play, namely not the opinions apparently located in the minds of the respondents and expressed with the crosses on the scaled items, but actual pictures...

⁴³ The word 'image' referring to different objects (mental constructs, pictures, etc.) is abstracted with the help of several other abstract terms that allegedly create their own confined world of abstract terms, neatly matching together ('model'). These higher abstract terms ('constructs') are the statistically constructed result from the lower abstraction that respondents have to make of their individual experience. Indeed, the abstract constructs are built on several abstract questions or sentences (e.g., 'This place has suitable accommodation.' 'This place has friendly people.' 'This place offers good value for money for my visit.'). This latter procedure is called in the expert language 'factorization.' Moving back and forth between abstract concepts that are somehow related to each other or are meant to form a hierarchy is certainly an interesting exercise. However, one has to wonder what this really has to do with the individual experience of the traveler. And even more, one should ask how the results from such exercises should prompt concrete recommendations for action in people's reality.

not agree on what they are talking about (statistical construct, picture, etc.?) and even less on what exactly works and what clearly needs to be done. In the end, they do something, justifying it with abstract concepts, but do not have to care about what the effect is from any subsequent actions.⁴⁴ This inaccuracy in findings and recommendations caused by abstraction and indifference is well illustrated by the way in which inappropriate concepts from different disciplines are then used for new or different phenomena.⁴⁵

On the belief in causalities: The belief in causalities originates from predictable agency and finds its origin in our early childhood experiences. Repeatedly throwing an object on the floor to hear sounds, observing that and how it falls on the floor and, perhaps, seeing it break, increases our confidence about how we understand the world and what our actions accomplish. For these small things and simple settings, we can quickly understand, purposefully act, control, and even master the closer environment. The more this happens, the likelier we adopt a mechanistic philosophy of the world and the cosmos. Classical mechanics and technology based on subsequently verified laws (at least under conditions on the surface of a planet such as Earth) give us confidence in ourselves and in our cultural achievements. We all too easily adopt this confidence in the social sciences as well. However, here simple laws of nature do not come into play because man with his individual nature is embedded and acts upon his individual perception of the environment. In addition, man is in interplay not only with the environment but also with other people. Human nature is so inscrutable that we have to rely on conditions and the larger environment. This is why laws apply only to a few cases, or why researchers regularly resort to statistical probabilities with which phenomena can be reconstructed and analyzed. Yet, this analysis can be performed only assuming relative certainty, and the phenomena can be predicted with even less relative certainty. Being aware of this problem should lead research to consider the context, and therefore the larger world that enfolds the phenomenon, which then occasionally unfolds in observed and experienced reality.

On the desire for quantification: Strongly connected to the belief in causalities is the wish to 'manage' things and therefore to control and monitor them. This goes along with a strong desire for quantification and measurement. Today, many people strongly believe that numbers and measurements are what make science because they suggest precision, reliability, and predictability indicating possible control. Also, reading and interpreting large amounts of information is more time consuming than assigning one or more numbers to a case. The latter also allows a better comparison of the cases. Yet, by reducing a case to measurements and numbers, probably the most important information of the case is lost. From my point of view, one of the most harmful sayings in today's society, which affects many aspects of the economy and the way we treat our environment, is: 'What gets measured gets managed.' Alternatively,

⁴⁴ Read scientific papers from the social sciences, even from reputable journals, and critically examine whether the results of the empirical studies point to a direct, immediate consequence for practice. In too many papers, what seems to have been discovered through research is not relevant to practice or is meaningless because it is too abstract. Unfortunately, the scientific community is trying to get relevance for practice from studies, regardless of whether it makes sense. Thus, authors fabricate constructs that are sufficiently appealing to most readers and usually demand that one should do something new or more, rarely do something less or stop doing something pointless. This is also how in too many papers on destination marketing and management the exaggerated expectations of DMOs have come about and why now these organizations have to be responsible for all solutions or recommendations in this field.

⁴⁵ A good example of this is the, from my point of view, senseless use of the life cycle concept for explaining, describing or even predicting the development of tourist destinations (Beritelli, 2019).

people drop the saying 'You cannot manage if you can't measure.' Wrongly attributed to the author of many management books, Peter Drucker, this saying was early on questioned by Ridgway (1956). In fact, by using one or more measurement of human affairs, individuals and organizations may develop harmful practices, just to adjust their behavior to the allegedly 'good measure/ number.' Despite the obvious problem, the desire for quantification still legitimizes practitioners, particularly managers, and researchers assigning numbers to phenomena of all sorts, so as to monitor and control them. Many events in life take place only once. A numerical quantification, thanks to which statistical or general mathematical evaluations are made and which appears 'scientific,' done for the purpose of proving that events occurred ('did it happen or not') is not only confusing, but fundamentally wrong and therefore misleading. Events which cannot be 'measured' are for example the pregnancy of a woman, a specific journey and also how a decision for a trip came about. Such events do not occur at 5%, 12% or at 86%. They occur or they do not. They are not measurable, because one cannot reasonably use a yardstick for them. Especially for the observation and description of decisions by people, using measurement scales is a strange practice. Let's accept it. Most affairs of life are incommensurable and therefore not measurable.

7.2 Approaches and practices with the appropriate stance

The following table summarizes the key practices that led to the pseudoscience uncovered in this study. At the same time, it points to a way to find a more scientifically sound approach. Some examples referring to this study are provided.

Table 11: Practices leading to pseudoscience and a way out

practices	the way out	examples from this study
transferring schemes, models, and tools from one discipline to a new or different phenomenon	acknowledging the specificity of the new or different phenomenon	a trip is not a (consumer) product, places we go are not in competition, advertising regions and countries does not lead people to decide on trips, travel dreams do not always come true, etc.
subdividing, fragmenting a phenomenon to pieces	exploring the comprehensiveness of the phenomenon	deciding on a trip is not an individually independent act; places people have been, are going, and will go are connected to them as individuals and to their lives; travel is part of one's individual biography, etc.
assuming simple causalities and therefore constructing predictability	observing occurrences and therefore assuming unpredictability	thinking about traveling to a place does not always lead to an immediate action, satisfied visitors do not always return to the same place, unsatisfied visitors may return to the same place, etc.
using catchwords and abstract language	describing and demonstrating the specific case	people do not just go to one destination, instead they are on the move and stay intermittently at places; 'marketing' places (regions, countries) does not really attract tourists; a DMO cannot 'manage' and 'market' a destination, etc.
suggesting a certain truth and applying general rules	referring to the individual cases with their situation and context	trip decisions are not always due to the attractiveness of places, trip decisions are not always based on convenient prices, people visit not only places but often other people, etc.

The preceding explanations and the table may lead to the simple conclusion that (multiple) case studies are recommended. However, this study is not comparable to what apparently is often found as (multiple) case studies in research and teaching⁴⁶. First, case studies and case study research build on and consolidate a theory or a theoretical mindset. This study has not put particular theories in the forefront. Indeed, it was carried out in an open-ended fashion. Most of the findings reported in Chapter 4 were generated at the end of the research process.

Second, case study research usually describes 'what is.' It strives to identify findings that primarily suggest new or confirm existing theories or practices. In other words, it is about doing more, mostly of the first. By contrast, the findings of this study have shown that many practices and even entire fields of research and teaching have been engaged in meaningless ways. In this case, it turns out that much 'is not' and therefore one can do without many things. Case studies are not really carried out to find that things 'are not.'

Third, in case study research the cases are delimited, circumscribed in advance. Particularly for multiple cases, not only must the criteria for the comparative analysis be set forth, but also the cases themselves must be defined with a conceptual boundary. In this way, the individual cases have a 'border.' In this study, trip decisions were described with the help of the instances. However, the stories behind the decisions, the travelers' biographies, and other situational and contextual information are embedded in the world in a way that they have no beginning and ending and are in consequence not really comparable one to another.

Fourth, case studies are selected and described in such a way that they serve as best or worst examples or at least as specific objects of reference for the audience to follow a scheme, a practice, or the like. In addition, they are framed in people's minds in such a way that they are not only referring particularly to that scheme or theory but that the case itself will be used later as representative of the concept or theory. However, cases change, and the description of the case could never contain all the possible facets of the phenomenon. Even with multiple case studies, the reader tends to identify the cases with the theory or the phenomenon it is supposed to corroborate. Often, the analyzed cases are given an additional catchword the audience can easily remember. The cases in this study, instead, are labeled with a number only to facilitate their location in the appendix. They do not stand for a good or bad example. While some cases are used as examples to describe particular facets, every case (i.e., trip and trip decision) remains unique and unrepeatable. Therefore, there is no reason to read and use a case as an identifier for a specific type or model.

With reference to the preceding statements, I recommend conducting research in the social sciences with a more observant and even admiring stance. This study has attempted to regard and preserve the information that allowed the reconstruction of the single trips. An observing researcher follows this path and lays out the events and the background of every case as best as possible, allowing the reader to draw personal insights, identical to the author's or perhaps different or additional ones, too. Leaving the

⁴⁶ A discussion of the literature on case study research methodology is omitted here. Comprehensive recommendations (Stake, 1995) or systematic approaches (Yin, 1994) are certainly useful. The problem, however, is what researchers, practitioners, and educators actually do with the recommended methods.

appendix the way it is presented here, without suggesting any further analysis that may reduce or even distort information (except for the use of labels in Chapter 4), is an effective way, even if it means more work for the reader. Understanding a phenomenon requires time. Too often people skim texts, read them crosswise, or just read the abstracts, assuming they have understood the aim and the findings of a study. In so doing, they draw wrong conclusions about what would be the right thing to do, thereby thinking that they can always do something about it. Too often they are confronted with media formats that want to explain the world to them in the shortest possible time and with the fewest possible impressions. Too often they reduce their knowledge to fragments of information taken out of context or they build abstractions and hence ambiguous terms. Just observing reminds us not only that the world is complex and that causality is restricted to a few simple environments. It also reminds us that procedures and techniques, and the numbers themselves we use to make our social world measurable, are a construction of our minds and that they have so many limitations that we can hardly predict anything with the help of the schemes and models we build.

Finally, accepting that for the human condition (and that of other living beings) causality cannot really be built and that a context extends the number of conditions and their variations to a virtually infinite number of possibilities results in admiration, sometimes even wonder. When we speak of coincidence and chance, not only do we admit that we have no idea how causes or events have been produced, but we also imply that something has occurred that we cannot explain. Admiring and then observing phenomena as they unfold while keeping an unbiased position allows discovery of the nature of that which reveals itself. In so doing, one should use language that is as precise and exhaustive as possible, while being aware that not all aspects of the phenomenon can be described.

Rules, norms, schemes and models are only helpful when they are thought of and applied with the awareness that they describe the specific phenomenon in a limited way. The laws and constructs serve to describe the occurrence approximately and to make comparisons. The occurrence should be considered unique, so that the laws and constructs at best serve to describe it and not, inversely, that the occurrence must align or adapt to the laws and constructs. Past experiences and history teach us patterns that were valid at a given place and time. They give us support and confidence, but each new phenomenon must always be embedded anew in place and time in order to deal with it.

8 Closing word

In the world-famous painting series entitled “La trahison des images,” René Magritte confronts us with the illusion of the image in contrast to our reality and challenges us to ask ourselves what reality is. In one painting, he does this by writing under the painted pipe the sentence “Ceci n’est pas une pipe” (Eng. This is not a pipe). Regardless of how realistic pictures and memories are, they are not the material objects or the experiences themselves. Furthermore, he may have implied that “...resemblance, quite simply, is what imagination generates” (Levy, 1990, p. 54). When we talk about our travels, we imagine the trip and the experiences in a frame of resemblance. Returning to what really happened and how it occurred or emerged requires a distance from the eye of the beholder. What is so special about human activities and moments of consciousness is the state that it is perpetually fading, despite our will to keep it. This is particularly true for leisure travel, since it is a setting we would like to savor more than other ones during our lives. It is as if a river flows by during the journey. As travelers, we try to remember events often with the help of pictures or souvenirs. But we do this knowing that they will never return. We are perhaps most aware of the transience of consciousness during our travels; our own transience, and the events that took place in it. For this reason, it seems almost illusory to believe that we can measure, grasp, or even control this phenomenon in its meaning and completeness. This does not mean we have to throw all attempts at research overboard. However, we should pursue our quest for understanding these wonderful phenomena with greater humility, with full awareness of our own limited knowledge and means.

This study has provided a new approach not only with regard to methodology but also on what the meaning of travel is to the traveler himself. It is a sequence of moments that we generate for ourselves and in which we are deeply immersed but at the same time we constantly lose, like the grains of sand we cannot keep in our hands. What remains is a mostly altered memory. And this is how journeys or other memories of our lives should remain: never-recurring moments that enrich us but that we must always acknowledge we can never retrieve exactly as we experienced them.

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Appendix

The appendix is also retrievable as an .xlsx file publicly accessible on https://figshare.com/articles/dataset/Interview_notes_Beritelli_2023/24024720

DOI: 10.6084/m9.figshare.24024720

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#	intls	living	sex	birthyear	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment	
1	RH	SUI	f	1960	Sep 2019, 10d	partner	Santorini (4d)-Mykonos (6d) (GRC), staying in hotels	both						has heard from friends about Santorini (a work colleague of RH) and about Mykonos (another colleague of RH)	booked at a travel agent			other islands of GRC (Kreta, Kos, Rodos)								no	
2	RH	SUI	f	1960	spring 2019, 18d	partner	Capetown, round-trip (16d) by small bus, a group of 12 (RSA), staying in hotels, and then staying in Capetown (2d)	RH							original plan for Cuba but because of hurricane booked with travel agent an alternative destination											no	
3	RH	SUI	f	1960	Aug 2020, daytrip	partner	Schynigi Platte, Wilderswil (SUI)	RH									35 years before the first time (with ex-boyfriend), checked her to-do-list of Bernese Oberland trips	in the Bernese Oberland			boyfriend lives in Bern, which is close					no	
4	MM	SUI	m	1977	Dec 2019, 7d	family of four (2 kids)	Obersaxen (SUI)	MM									same place Obersaxen (3 times)	first time: checked on map and looked for interesting names of places ("Val Lumnezia")								no	
5	MM	SUI	m	1977	Aug 2020, 3d	wife	Kleinwalsertal (AUT)	MM										check map with radius CH-A-South Germany, found Kleinwalsertal, knows from school								no	
6	MM	SUI	m		Aug 2020, daytrip	family of four (2 kids)	Gäbris, Appenzell (SUI)	MM					first time: seminar trip to Seealpsee was nearby (2003), since then hiking different routes of that area				3rd time same hiking trip	knows all routes of Appenzellerland since 2003, Wanderführer Appenzell, suggested route								no	
7	RF	SUI	f	1990	Nov 2019, 21d	partner	Quito-Guayaquil (round-flight), Ecuador	both						yes, brother was a year before there (2 months)									found an affordable flight		Ecuador in mind	no	
8	RF	SUI	f	1990	summer 2018, 21d	partner	round-trip by car: home-Calais-Dover-London-Nottingham-York-Lake District-Wales-Cornwall-Brighton-home (GBR)	partner	Nottingham because of friends, the round-trip was planned anyway, Nottingham was on the way								both have been in London, partner in various places before	they have travelled in the regions before by car	Nottingham was on the way							no	
9	RF	SUI	f	1990	Nov 2020, daytrip	partner	Hohe Buche (SUI)	partner					RF first time; visit for business, writing a magazine article about the place				> 5 times				RF lived in the region						no
10	FG	SUI	m	1989	Oct 2020, 7d	girlfriend	apartment in Helsinki, Nuukio national park (FIN)	FG	girlfriend studies in Oulu, 6h train from Helsinki, both met in Helsinki					yes, for Nuukio, by locals (landlord of apartment)				girlfriend studied in Oulu									no
11	FG	SUI	m	1989	Jul-Aug 2019, 12d	girlfriend	2d Tokyo, 1d Fuji, 2d Kyoto, 3d Osaka, 2d Hiroshima, 2d Tattori, 2d Tokyo (JPN)	both	met some student friends in Tokyo					yes, by other students and expats from Japan													no
12	FG	SUI	m	1989	Sep 2019, daytrip	girlfriend	rented car, Gruyere and surroundings (SUI)	girlfriend									girlfriend was there when a child with her family										no
13	AK	SUI	m	1992	Aug 2020, 14d	girlfriend	Protaras, Aya Napa (CYP)	both						by girlfriend			AK 2nd time, 3rd time for girlfriend						first trip of girlfriend with parents (ca. 2004), convenient last minute offer				no
14	AK	SUI	m	1992	Mai-Jun 2019, 4d	total 3 friends	Copenhagen (DEN)	friend in Copenhagen	visited a friend who was actually studying there	friend in Copenhagen invited						particular timing due to "Distortion" Festival	AK was once there before										no
15	AK	SUI	m	1992	Mar 2020, daytrip	sister	skiing on Flumserberg (SUI)	AK						first time recommended by boss			approx. 4 times										no
16	ND	SUI	f	1977	Oct 2018, 10d	family of five (3 kids) and a friend (w)	Athens (3d)-Kreta (7d) (GRC)	ND						yes, friends	friend works at a travel agent and booked			was at Kos and Corfu before									no

#	intls	living	sex	birth year	triptime/duration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemaj/ure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
17	ND	SUI	f	1977	Oct 2020, 7d	family of five (3 kids)	Wehr (1d)-Freiburg I.B. (2d)-Europapark (1d)-Basel (1d)	husband	Wehr family visit, Basel visit friends of ND			won a ticket for one day for one person at Europapark					Basel		Freiburg I.B., Basel were on the way		husband had worked in Basel before this was not the reason to visit, the reason for her was but not a reason for visit (which was visiting NDS friends)			Europapark is the amusement park they had a voucher		no
18	ND	SUI	f	1977	Nov 2019, daytrip	brother and sister, father and mother (total five)	Rapperswil-Einsiedeln (SUI)	ND	friend of ND in Einsiedeln					yes, for Steg in Rapperswil, friend of Einsiedeln told her			Rapperswil and Einsiedeln									no
19	FC	ITA	w	1989	Oct 2019, 4d	mother and sister	Madrid (ESP)	FC									4 times					first time with other friends who suggested to go there for new year (best connection, available flight, convenience)			no	
20	FC	ITA	w	1989	Aug 202, 8d	husband	while being in Napoli at husband's parents decided embedded trip to Matera 1d-Bari 1d-Ostuni 3d, Lecce 3d (ITA)	FC	Lecce a common friend							FC was at Matera and Lecce before and wanted to return, new for her was Bari (read books and magazine articles about it) and Valle d'Itria, Ostuni	main trigger was that while she was being in Napoli the tour she wanted to take was easier to do by car (due to the pandemics)								no	
21	FC	ITA	w	1989	Mar 2019, daytrip	with husband	Zurich (SUI)	both					FC has been once there before for business				FC a repeater, husband not and they wanted to learn more about the city, ideal weather	because from St. Gallen it was close							no	
22	AG	SUI	m	1981	Jul 2019, 21d	with wife and child	round-trip by rental car in Corsica (FRA), from South-North-South		daughter (2.5 years) has chosen out of three options offered by the parents					relatives of wife (cousin with husband) go every year there to a campsite, since many years												no
23	AG	SUI	m	1981	Jul 2018, 21 d	with wife and child	Tropea (ITA)	AG									AG and wife had been before in 2017						AG first time in 2017, searches on googles the nicest beaches in Europe and founds postings by private people about Tropea			no
24	AG	SUI	m	1981	Nov 2020, daytrip	with wife and child	Sihlsee, Einsiedeln (SUI)	wife	wife's cousin who lives in Aargau and decided to meet in Einsiedeln								approx. 30 times, wife even more because wife's mother is from Einsiedeln	they know the region well for other excursions and hikes								no
25	MB	SUI	f	1962	Sep 2020, 4d	partner	Forte dei Marmi (ITA)	MB						yes, sister-in-law was there before					both were passing there in a previous trip							no
26	MB	SUI	f	1962	Jun 2020, 3d	partner	Kastelruth (ITA)	both						yes, sister was there before for hiking and biking, same hotel				were in Südtirol before								no
27	MB	SUI	f	1962	May 2020, daytrip	partner	Basel (SUI)	partner									both, had been there before >5 times				both lived near Basel, in Solothurn					no
28	DF	ITA	m	1993	Jun 2020, 3d	4 friends (two couples)	Orosei, Sardegna (ITA)	one girlfriend									the girlfriend who suggested	they were there before around Siniscola								no
29	DF	ITA	m	1993	Sep 2017, 7d	friend (f)	Stuttgart (GER)	DF	good friend of Diego, who lives there with his girlfriend, friend (f) who travelled with Diego is cousin of friend who lives in Stuttgart	his friend had invited him since some time to visit						Oktoberfest (Munich), Volksfest (Stuttgart)					his friend finally lived in Stuttgart for four years					no

[illegible]

#	intls	living	sex	birthyear	tripduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment	
44	AB	SUI	f	1990	May 2018, 3d	boyfriend	city trip to Barcelona (ESP)	boyfriend									she was 5-6 years before there with her family						convenient flight and flight schedule and booked convenient place on booking.com, offers for Barcelona were decisive to go to there (alternatives were Roma, Lisboa, Praha)			no	
45	AB	SUI	f	1990	Aug 2020, daytrip	boyfriend and one friend (f)	Meersburg (GER) with ferry from Switzerland	her friend (f)				ASB had voucher tickets for ferry, checked schedules and Meersburg was closest so her friend (f) suggested Meersburg		her friend (f)			her friend and her boyfriend	all of the three at the German side of the Lake of Constance								no	
46	NW	AUT	f	1996	Aug-Sep 2017, 40d	with schoolfriend (f)	Bali-Gilli Islands, daytrips from there (IDN)	both						friends (particularly her best friend (f) who was there in 2017) and relatives who had been there before									alternative Chile but wrong season, long-time planned trip			no	
47	NW	AUT	f	1996	Jul 2020, 7d	boyfriend	Mallorca (ESP)	NW						her father told her about the trip they were there ten years before and a friend (f) who was there one year before			she was there before, about ten years ago									no	
48	NW	AUT	f	1996	Aug 2017, daytrip	schoolfriend (f)	Island Nusa Penida, embedded daytrip from longer stay in Bali (IDN)	NW															found good offer by a travel agent from Bali on Tripadvisor			no	
49	FT	SUI	m	1993	Oct 2020, 10d	girlfriend	with the car round-trip, starting with overnights in Lugano (1d), SUI-Castellina in Chianti (3d)-Cesenatico (1d)-Bologna (1d), Treiso, close to Alba in Piemonte (3d) (ITA)	FT						girlfriend's parents were one year before in Cesenatico			FT was before in Lugano Bologna and Firenze, girlfriend in Lugano and Firenze, too		Lugano was fixed at home as first station, decreasing infection numbers of COVID-19 gave them the opportunity to cross the border to take a round-trip to Italy, generally Toscana was the region they wanted to go, while driving on the freeway checked hotels to book on booking.com and found one in Castellina and then continuing the trip				for Castellina and Treiso a good offer in 'cascine' with vineyard, found on booking.com			no	
50	FT	SUI	m	1993	Jun 2020, 10d	girlfriend	with the car round-trip, Brissago (5d apartment)-Lugano (2d tent)-Silvaplana (2d tent) (SUI)	both									Brissago and Lugano both	both have been in Engadin, where Silvaplana is located, too					looked for a place to stay with the tent in Maloja, did not found and went further to Silvaplana			no	
51	FT	SUI	m	1993	Nov 2020, daytrip	girlfriend	Zoo Zürich, Zürich (SUI)	FT				FT made a birthday gift for his girlfriend with a daytrip to Zürich					both have been there before							Zürich Zoo was the ideal place/ attraction to visit, given strong limitations to travel and weather conditions (not good for hiking)			no

#	intls	living	sex	birthyear	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
52	HT	SUI	m	1973	Jul 2020, 14d	family of four (parents and two kids), and dog	Ramberg (GER), in a holiday apartment, daytrips from there in the region	both	mother of HT lives 30 minutes from there	met one day hiking with friends and with mother who all live in HTs origin's village				first time in that apartment: HTs brother was before in another apartment in that village			were in the same apartment twice before in the winter				HT lived 50km from there, grew up there as a child					no
53	HT	SUI	m	1973	Jul 2019, 5d	family of three (parents and one kid), and dog	camping in Tenero (SUI)	both						neighbor told the family about the camping (she was there)												no
54	HT	SUI	m	1973	Oct 2020, daytrip	with three former neighbors (four men)	hiking in Appenzell, from Trogen-Heiden, then sauna in Unterrechstien, then with postal car for dinner in Trogen (SUI)	one of the friends										the other three have been there before hiking								no
55	FC	ITA	f	1978	Aug 2017, 7d	family (parents and two kids)	Nice (FRA)	FC						from another friend (f) who went there with her fiance			FC was there before with friends in 2003									no
56	FC	ITA	f	1978	Aug 2019, 7d	family (parents and two kids)	Isola del Giglio (ITA)	FC	visiting friends who have a second home there					neighbor of her (f) was there before with the caravan and her cousin who was there before with the family												no
57	FC	ITA	f	1978	Dec 2014, daytrip	husband	Merano (ITA)	FC						cousin (f) was there before	booked at travel agent	tour for visiting Christmas market										no
58	SK	SUI	m	1984	Oct 2020, 5d	with family (parents, 2 kids)	Serfaus (AUT)	wife						wife had wom by friends of hers									looked for good family destinations in the Alps and found a good offer for hotel in Serfaus		originally booked trip to Egypt, but because of COVID-19 have cancelled	no
59	SK	SUI	m	1984	Feb 2020, 7d	with family (parents, 2 kids)	in apartment in Malbun (FL)	SK									made a daytrip there in Apr 2019 (knew of the place because they live 45' from there) and liked it, then checked the internet for offers to stay....						...and found a good offer for an apartment in Feb 2020			no
60	SK	SUI	m	1984	Jun 2020, daytrip	with family (parents, 2 kids)	Sántis (SUI)	kids									goes approx. 2-3 times per year						has a year-card for the Sántis mountain			no
61	MG	SUI	m	1994	Jul 2020, 5d	with friend (m)	Heraklion (2d) and Chalmia (2d)/(1d) two different hotels, Kreta (GRC)	friend						sister of friend was flight attendant at Edelweiss and told friend to book until certain date because of discounts									friend looked on Staff-Travel (of Swiss Airline) and found a good flight offer to Heraklion			no
62	MG	SUI	m	1994	Nov 2020, 4d	with a group of friends (7 total)	in apartment in Sils-Maria (SUI)	friend who has parents with apartment									three of the friends had been before in that apartment					apartment belongs to one of the friends's parents				no
63	MG	SUI	m	1994	Feb 2019, daytrip	with friend (f)	Skateline (frozen path, along the river, on which people can skate), at Surava (SUI)	MG						MG saw pictures approx. 2-3 weeks before on Instagram, posted by a friend (f), went there because was the first available leisure day to take the trip												no
64	NH	SUI	f	1987	Sep 2020, 3d	boyfriend	hotel Alpenherz, Ladis (AUT)	boyfriend				gift by boyfriend as surprise for NH					boyfriend, once in 2017, weekend with ex-girlfriend, he saw a good offer in a magazine for booking the hotel									no
65	NH	SUI	f	1987	Nov 2020, 2d	boyfriend	Rigi Kulm (SUI)	NH															compared platforms for booking for that particular hotel (Rigi Kulm) and found the best deal on the hotel website	saw a social media post (ad of the hotel with the pool and the view) on Facebook, posted by hotel		no
66	NH	SUI	f	1987	Jul 2020, daytrip	sister	hike on the Bachtel mountain (SUI)	both									many times both, approx. 5 times	both live there nearby, alternative was Hörnli mountain but Bachtel is even closer								no

#	intls	living	sex	birth year	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
67	MK	AUT	f	1993	Dec 2017-Aug 2018, 230d	first two months with parents of MK until NZL, then new together with a friend in NZL (f)	who: trip (the listed countries are in chronological order, the places in the countries not), departed from home, Innsbruck (AUT) to Zürich (SUI), flight to AUS: Sydney (3d), Brisbane (1d), Maroochydhore (1d), Tincan Bay (2d), Bundaberg (1d), Rockhampton (1d), Carmila (1d), Airlie Beach (3d), Townsville (2d), Cardwell (1d), Cairns (1d), somewhere in a lodge in the rain forest (2d), Cairns (2d), Alice Springs (1d), Adelaide (1d), Robe (1d), Ellensford (1d), Canberra (1d), Merinbula (3d), Melbourne (2d), Sale (1d), Long Beach (2d) then to NZL: Christchurch (1d) met her friend who joined the group, then in a caravan traveling around South and North Island of NZL (e.g. Dunedin, Queenstown, Charlestown, Wellington, Rotorua, Auckland, stayed in a hotel in Auckland (4d), parents fly back to AUT, then continuing the trip to Thailand: Bangkok (2d), Kotau (3d), Kophangan (3d), Bangkok (1d), Chiang Mai (3d), Bangkok (1d), then to Vietnam: Hanoi (2d), Hoi An (1d), Ho Chi Min City (2d), slept in total 4 nights in a night bus while driving, Sapa (1d), then further to Cambodia: Phnom Penh (2d), slept at the river in a guest house while on the way with a riverboat, Siem Reap (1d), Battambang (1d), then back to Bangkok (1d), further to Ko Chang Ranong (2d), Ko Lanta (3d), Ko Lipe (2d), then further to Malaysia: Penang (1d), Cameron Island (3d), Kuala Lumpur	MK together with her friend (who recently had quit her job), spontaneously organized to meet in NZL	in Merinbula (AUS) visited friends of MK' parents						booked the flights and the safari at STA travel	visited Kaphangan because of the festival "full moon party", visited Ottawa in that day because of "Canada Day"			almost all places visited in the countries were visited while traveling in that country and because they found a good offer to stay, usually while searching on booking.com				all flights booked at home, almost all sleeping places booked on booking.com on the go			no
68	MK	AUT	f	1993	Apr 2019, 7d	with parents	Reykjavik (ICE)	MK															looked on Urlaubsguru (an OTA consolidator with good offers) Facebook-page of the company, found a bookable package, convenient offer because of a good price			no
69	MK	AUT	f	1993	Feb 2020, daytrip	with friend (f)	by coach, Venezia (ITA)	MK							MK was working at the travel agency where she found the convenient trip offer (coach)	because of Carnevale di Venezia	MK had been there before while on a day tour when she was staying in Jesolo (ITA)	in Jesolo (ITA), in 2015					see travel agent (good offer at the working place)			no
70	SK	SUI	m	1990	Aug 2019, 14d	girlfriend	Stockholm (3d)-cottage close to Phillipstad (3d)-multi-day hike close to Kiruna, Kungsleden (5d)-Stockholm (2d) (SWE)	both	girlfriend's aunt	invited by girlfriend's aunt who has a summer cottage close to Phillipstad							both had been before in Stockholm	in Lapland, during exchange 2013		girlfriend stayed several months around 2013 in her aunt's place (Goteborg) and SK studied in 2013 during an exchange semester in Stockholm					no	
71	SK	SUI	m	1990	Aug 2020, 2d	sister	Crans-Montana (SUI)	SK									SK had been before to mountainbike, 2 times before, twice in 2019						first time in Crans-Montana with a friend to mountainbike because they had the 'magic pass' (pass granting access for several ski areas), found on the site of magic pass the open ski area of Crans-Montana			no
72	SK	SUI	m	1990	Oct 2020, daytrip	alone	with train and public transportation to Monte Tamaro for mountainbiking, Ticino (SUI)	SK						friends who also mountainbike had been on Monte Tamaro				had been before in Ticino when younger					one of the few areas with open cable cars for reaching the mountain	good weather conditions to go South		no
73	MN	SUI	m	1979	Dec 2014-Jan 2015, 14d	with family (parents with brother his wife and 2 kids)	in a resort Phan Thiet, close Ho-Chi-Minh-City (VNM), visited also Red Sand Dunes, Mui Ne (VNM)	brother who lives in Hong Kong									brother's wife was in Vietnam before but more from the North (Hanoi)						brother found a good offer on the internet			no
74	MN	SUI	m	1979	Dec 2020, 7d	alone	Casiano, Ticino (SUI)	MN									had been there before, at least 30 times					stayed at the holiday home of parents				no

#	intls	living	sex	birth year	triptime	duration	trip group (with whom)	trip destination(s)	who brought-up?	fr there	invited fr	social obl	gift	business	wom	travel agent	culture/ sports/ leisure event	repeater	close there before	while traveling-stop	force majeure-stop	lived there	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ further info	reg/ nat advertisement
75	MN	SUI	m	1979	Oct 2019, daytrip		alone	hiking excursion, went to watchtower of Rheinfelden (Sonnenbergturm) on the hill (SUI)	MN																saw brochures about Fricktal but then found on the internet a site for hiking tours		no
76	SK	SUI	m	1965	Oct, 2014, 14d		together with a colleague from Hilti, from Austria, they met in Zürich	Shanghai and then further to Shenyang (14d) (CHN)	Hilti company					management trainer for company Hilti in China													no
77	SK	SUI	m	1965	Aug 2019, 2d		with family (with 2 kids)	Bellinzona from there daytrips (SUI)	wife									had been in Bellinzona before, around 15 times, first time when the parents were a young couple (age 19), today SK is 55 years old, wife is architect and wanted to see other places and SK because of food and culture								exhibitions, cookbook etc. from Ticino were background triggers	no
78	SK	SUI	m	1965	Sep 2019, daytrip		with family (with 2 kids)	Tierpark Goldau (wild animal park) (SUI)	wife									had been around 8 times, first time have been there as children						in Coop magazine a report advertising family year membership to book online			no
79	JR	SUI	f	1987	Aug 2020, 7d		with parents	apartment in Scuol (SUI)	mother									have been in Scuol more than 7 times, first time in 2008							mother had been first time there with hiking club in Scuol	no	
80	JR	SUI	f	1987	Jul, 2019, 10d		group of six (with colleagues of design thinking course), hired a car and drove across California	Donner Lake (2d)-Santa Barbara (2d)-Los Angeles (4d), California (USA) and drove back to Zürich (SUI)	one colleague (m) asked to join him for the road trip	visited for two days alone friends in Los Angeles, while the rest of the group already flew back to SUI				post-trip of a seminar on design thinking in San Francisco, had already booked in Switzerland a flight to San Francisco and back from Los Angeles, road trip as connecting line between the two cities	road trip along the coast (myth) from movies was known to the members of the group											no	
81	JR	SUI	f	1987	Nov 2020, daytrip		with mother who visited her from Basel	they walked together to Restaurant Waldegg to have lunch and beck through Eggener Höhenweg to St. Gallen (SUI)	JR						her old roommate told her about the restaurant Waldegg			had been there before close there in Appenzellerland in 2017									no
82	NG	SUI	f	1993	Jan 2019, 2d		boyfriend	Rigi Kaltbad (SUI)	boyfriend				boyfriend gave trip as a birthday gift		boyfriend's mother is from Central Switzerland			was there before with family, boyfriend made 'Rigi Marsch'							found an all-inclusive offer in the internet, including overnight, spa, ride up the mountain		no
83	NG	SUI	f	1993	Aug 2019, 7d		with family (parents and sister)	Saanenmöser (SUI)	parents									have been there before many times, together with grandfather, already as a child					in the past, grandfather had a holiday home and father and aunt inherited, time was right because sisters were in semester break			no	

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84	NG	SUI	f	1993	Oct 2020, daytrip	with five colleagues (six in total), 3f, 2m	hiking on the Fronalpstock, Stoos (SUI)	NG and colleague						NG had heard it from also from sister and other friend (f) from other friends too, they all confirmed it was a nice hike										NG looked on Google for hiking tours in Central Switzerland found Fronalpstock, a colleague found posts on Instagram #wandering and found a beautiful panoramic trail		no
85	LR	SUI	f	1991	Apr 2019, 14d	boyfriend	in a surf resort in Sumbawa (they surf), Indonesia, during the surf season	LR						people they had met before in Bali in holiday				they had been before in Indonesia (in Bali), 2017, they met people who had been in Sumbawa before (wom)								no
86	LR	SUI	f	1991	Jul 2020, 14d	boyfriend and four other friends (two couples)	first week camping and second week in an AirBnB, touring the region with the bus, looking for good surfing spots, Labenne (FRA)	the whole group									had been driving around in the region the year before, 2019, found the region Aquitaine because it was the closest area to reach with the bus in Europe	the whole group had been in the area before in Aquitaine region, driving around with the bus				first they found the AirBnB place that was still free and landed in Labenne			no	
87	LR	SUI	f	1991	Oct 2020, daytrip	boyfriend and two other friends	up from Zürich with the car, to hike in Scuol (SUI)	LR									LR and boyfriend and one of the friends had been in Scuol before, LR and family had been least 10 times before									no
88	MW	SUI	f	1987	Oct-Nov 2017, 60d	alone	21d in Edinburgh at a guest family and then with the bike around Scotland, Orkney 5d, Loch Ness 6d, Skye 7d	MW						a friend (f) told her about some places (Edinburgh, Scotland)				had already been in South England					booked everything on the internet or on the way		wanted to learn English, where to go with the bike and be safe? CAN or GBR?, then wanted no car hiring, CAN seemed less interesting, Scotland was her better choice, Glasgow or Edinburgh? looked up in the internet	no
89	MW	SUI	f	1987	Jun 2015, 21d	alone	on four islands of the Azores (PRT), 5d per island (Pico, Flores, San Miguel, Corvo)	MW						a colleague from work (m) had been there before and showed many pictures of the islands									booked everything from home on the internet			no
90	MW	SUI	f	1987	Aug 2020, daytrip	with a friend (f)	went to hike on the Alpstein (Appenzell) (SUI)	MW									both had been several times before					MW the first time when she hiked that route while she was living and working there				no
91	DW	SUI	f	1990	Oct-Nov 2020, 11d	boyfriend	Meiringen 3d, Zermatt 3d, Visp 1d, Locarno 2d, Davos 2d (SUI)	both	visited friends in Visp			DW bought boyfriend for birthday, voucher for hotel in Meiringen, that offers crime weekends in the hotel					DW had been before in Zermatt to ski and they wanted to return there to ski, stayed in Visp for one night, because there was not a room for Zermatt, both repeaters in Locarno, both also repeaters for skiing in Davos, Davos and Locarno multiple times for a weekend, DW as a child in Davos because uncle had a holiday home near there in Küblis, boyfriend often in Locarno because grandmother had a caravan there							boyfriend said because of good weather to go to Ticino (Locarno) instead of Western Switzerland	no	

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110	PS	SUI	m	1982	Jul 2019, 16d	with wife	with the car from home to Ancona, took the ferry to Igoumenitsa, then sailing in the Ionic sea, around the islands Paxos and Antipaxos (5d), then back to Igoumenitsa and further to Tholo (8d) in the tent	wife	they also met common friends in Tholo								wife since childhood travels often to Greece, Athen and Tholo, she went the first time with a friend whose father often went to tent with youth camp, they casually were speaking about their trips to Greece and decided to show their favorite places, so they decided to go to Tholo, then									no	
111	PS	SUI	m	1982	Jan 2020, daytrip	with father	taking a walk along the Lake of Constance, from Arbon to Uttwil (SUI) and then back with the car home	PS						his wife had recommended the walk to Uttwil because of its beauty			has been many times in the area, took that walk approx. 3-4 times							first time wanted to walk different distances, in order to circumwalk the Lake of Constance, that particular route was one of the first ones he chose to experience		no	
112	TK	SUI	m	1976	Jul 2019, 9d	family (parents with three kids and firend's family of four)	sea holidays and day excursions in Jesolo (ITA)	TK					a colleague of TK who is 20 years older tells him about the place and TK remembers and suggests his wife to go there				TK had been there before as a child with his parents, approx. 3 times									no	
113	TK	SUI	m	1976	Oct 2020, 3d	family (parents with three kids and TK's sister)	Locarno (SUI)	wife	they visited friends who live in Locarno							older son had a football training camp there and after the training camp he joined the rest of the family who came to Locarno for holidays	TK and his wife had been there many times, they also married there									no	
114	TK	SUI	m	1976	Jul 2020, daytrip	family (parents with three kids)	Aathal (SUI)	the middle aged son									family had been 2-3 times there before, all the boys are fond of the museum and they were triggered as in these days the movie "Jurassic World" was running on TV						Dinosaur Museum Aathal, first time TK searched on bing.com under "museum" & "dinosaur" and found the place			no	
115	AW	SUI	m	1986	Nov 2020, 7d	girlfriend	car tour around Switzerland in B&Bs, Hotels, and relatives Gstaad (1), Fiesch (2), Andermatt (1), Jenins (1), Sarnen (2) (SUI)	girlfriend	Fiesch visited uncle of AW	visited an acquaintance of AW in Andermatt				Sarnen was recommended by girlfriend's mother (a particular hotel to stay)					Gstaad was on the way and they found a place, Jenins was also on the way	AW grew up in Fiesch			booked in the hotels and B&Bs on the homepage of the accommodation				no
116	AW	SUI	m	1986	Jan 2020, 5d	colleague	with the car to Sirmione (ITA), stayed in a wellness hotel	colleague									colleague had been there before, at least twice		first time colleague was on the way back from Roma, traveling in Italy and they found online the offer for a hotel to stay							no	
117	AW	SUI	m	1986	Jan 2021, daytrip	girlfriend	went with the train to Fiesch and then to Fiescheralp- Bettmeralp winter hiking (SUI)	AW	had a short stop at AW's uncle's and continued the hike											AW grew up in Fiesch							no
118	MU	SUI	m	1967	Aug 2016, 10d	with his two kids	Kreta, in a holiday vacation home (GRC)	MU	they met coming from Hamburg (GER) MU's brother and sister (they also have each one child) who came from Zürich (SUI)								MU had been once two years before on the South coast and he suggested to go back to Kreta but a different apartment and a different location (Chania, North coast)						first time they searched on the internet and found an apartment	first time, MU's daughter wanted to refresh her knowledge of Greek language, and MU had interest to go to Kreta		no	

#	intls	living	sex	birthyear	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
139	JV	SUI	f	1994	Jul 2019, 7d	boyfriend	Kos (GRC)	boyfriend						friends told them also about Greece in general as a nice country to visit			they had been there one day before, same hotel, they liked the hotel very much and they wanted to return there					searched for a convenient offer on an OTA, hotel one week, at the sea, found offer in Kos (hotel)			no	
140	JV	SUI	f	1994	Jul 2020, 3d	mother	hotel, St. Moritz (SUI)	JV									had been several times, once in the same hotel				JV worked and lived in St. Moritz for four seasons (2 years)				no	
141	JV	SUI	f	1994	Dec 2020, daytrip	friend (f)	Rigi mountain (SUI)	friend (f)									friend had been before	friend lives in Lucerne, near Rigi mountain and likes to hike and knows that place well							no	
142	SH	SUI	m	1985	Jan 2021, 5d	wife	Lenk (SUI)	SH	met for one day at the end with SH's sister who went there with her family								SH and wife have been several times there, once a year, since three years now, first time SH since he is around 20 years old					SH's uncle and aunt have a second home there			no	
143	SH	SUI	m	1985	Nov 2020, 2d	wife	wellness weekend in the hotel on Rigi Kaltbad (SUI)	wife	first time wife visited her sister in Küsnacht am Rigi and they went for a wellness daytrip in the hotel Rigi Kaltbad								wife had been there before for a daytrip								no	
144	SH	SUI	m	1985	Jan 2021, daytrip	wife	snowshoe hiking tour on the Steg mountain (SUI)	SH										have been hiking in the summer on a similar route but they found out later						the route was described in a snowshoe trail guide of SAC (Swiss Alpine Club)	good weather and snow conditions	no
145	MM	AUT	f	1993	Feb 2020, 5d	boyfriend, sister followed one day later as they found the apartment in Roma was big enough for three	Roma (ITA)	MM		first time for MM, in 2008 a school friend and her family asked to join them for the trip to Roma							MM and sisterh had been before in Roma					searched on AirBnB for a good offer for an apartment in Roma	boyfriend is interested in architecture and wanted to visit Rome but left MM to finally choose when		no	
146	MM	AUT	f	1993	Oct-Jan 2018, 90d	boyfriend	round-trip with bus or taxi of 3 weeks on Cuba (CUB), changing location every 3-4 days, always staying in homestays, then to Colombia, round-trip with bus, changing location every 6-8 days (e.g. Bogota, Medellin, Catachena, Santa Marta)	MM						as they decided for South America, boyfriend asked friends of him who hadt travelled the continent and they told him about Colombia					instead of staying the whole time in Colombia (because of rain season) they looked for a intermediate stop and found Cuba as a good option before going to Colombia				originally she wanted to go to Canada, but it was too expensive, so her boyfriend suggested South America, so they booked a round-trip flight one week before Vienna-Havanna-Bogota-Vienna, in Cuba booked directly at the desk of the homestays based on taxi driver's suggestion, in Colombia booked the places to stay on AirBnB or directly at the desk of the homestays			no
147	MM	AUT	f	1993	Aug 2020, daytrip	grandparents	Zillertal, direction Gerlos, hiking tour (AUT)	grandfather									grandfather was involved in building the tunnel that connected the places in Zillertal and the hiking route is close there				grandfather worked there in the 1980s for building the tunnel					no

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148	SH	GER	f	1992	Oct 2020, 19d	boyfriend	island hopping in Greece Athens (3)-Mykonos (5)-Naxos (8)-Santorini (6) (GRC)	SH									SH had been before in Greece one month before, and three more times before, first time with former boyfriend in 2016 to Kreta						searched for reports/ blogs of other travellers on Greek islands (search query on google), found pictures and descriptions of islands, then went looking for possibilities to book ferry connections between the islands, then booked the hotels, all on the internet	generally, pictures of Santorini attracted her to go to that place, boyfriend is interested in history		no
149	SH	GER	f	1992	May 2020, 3d	boyfriend	hotel in Pallanza, Lago Maggiore (ITA)	boyfriend									boyfriend was before	boyfriend was at the Lago Maggiore (Italian side) before with his former girlfriend								no
150	SH	GER	f	1992	Feb 2020, daytrip	boyfriend	Munich (GER)	SH						a former working colleague told her in 2019 to visit the travel fair		visited a holiday fair ('f.re.e')	SH had been once before in Munich for the same travel fair	lived in Sondhofen in 2019, visited the travel fair the first time in Munich, 1.5 h distance								no
151	JF	SUI	m	1967	Oct 2020, 8d	family (wife and son) and three other kids	in a hotel in Rhodos (GRC)	son wanted to go in an all-inclusive resort, parents decided Rhodos									had been before in other all-inclusive resorts in Greece (Kos) and the same hotel chain had a resort in Rhodos with three other families						visited homepag of resort chain and found an offer for Rhodos			no
152	JF	SUI	m	1967	May 2019, 5d	JF and wife and another couple	Monforte (2d)-Verduno (2d), Piemonte (ITA)	both couples			first time, JF and wife were invited for a wedding in Alba in 2005 and while driving to the location for the wedding they stopped for lunch at the hotel in Monforte						all the four had been before in that region, one couple in the same hotel in Monforte, the other couple in the same hotel in Verduno	stop at the hotel to have a lunch and decided they wanted to return there in the hotel to stay longer							no	
153	JF	SUI	m	1967	Jul 2019, daytrip	JF, wife, son, mother and father with JF's sister and her family (total four) and other colleagues (four) and four common foreign friends who were visiting Switzerland	drive with different cars to Appenzell for yodeling (SUI)	JF	the group met there, people came from different areas of Switzerland				first time a incentive trip for business, yodel-class				JF had already taken a yodel-class in Appenzell						first time JF found the a brochure for a yodel-course in Appenzell on a regional site for activities because he wanted to plan an activity for the business colleagues			no
154	JP	SUI	m	1994	Oct 2020, 14d	girlfriend	first week in an AirBnB, Llancia, on the Costa Brava, second week at girlfriend's home in Gelida (ESP)	both	JP met girlfriend Gelida, Catalonia, and they drove together by car to Llancia									girlfriend was born and has been living 25 years in Catalonia		girlfriend is originally from the region, studies and works in Catalonia		went on AirBnB searching for convenient place to stay at the sea and found the apartment			no	

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155	JP	SUI	m	1994	Feb 2020, 18d	alone	Teheran (6d)-Qeshm (13d) (IRN)	JP	visited his photograph friend from Teheran					first time, he searched for professional photographers in Iran on Instagram, connected with him and decided to visit Iran			had been one year before, in Teheran				made an exchange semester in Tel Aviv (ISR) and liked to stay in these areas, got interested in Iran and went for a photograph project (he has photograph as hobby)					no	
156	JP	SUI	m	1994	Nov 2020, daytrip	alone	Bern (SUI)	JP	visited a friend in Bern																	no	
157	KI	SUI	f	1988	Aug 2019, 12d	husband	fly to Budapest (HUN) (2d)-train to Split (8d) (CRO)-ferry to Bol (1) on the island Brac (CRO)-ferry to Makarska (CRO) with the taxi to Tucepi in a 4*-hotel at the beach (6d)-taxi Makarska-Split (one night in AirBnB) and flight back to Switzerland	KI	visited family of KI in Budapest								KI and husband were in 2015 before in Split, in 2015 they passed through Makarska with the bus and did not like the city and the beach but because of this they wanted to find a hotel outside of the city						KI searched for places on TripAdvisor, AirBnB, booking.com, etc. then looked at google maps and found the hotels, in Tucepi it was a TUI hotel, found on the website and liked the hotel			no	
158	KI	SUI	f	1988	Oct 2020, 5d	husband	Oberwil, Simmental (SUI)	KI															KI needed a quiet apartment to work and found a Facebook group (Ferienwohnungen in der Schweiz) and found postings about the place she liked, she contacted the landlady of this place, they arranged to try out the place for staying longer in a later period, the landlady told her to book on AirBnB, KI finally booked the place on AirBnB			no	
159	KI	SUI	f	1988	Dec 2020, daytrip	husband	a private appointment for a sauna session in Stäfa (Seebad) (SUI)	KI				birthday present for her husband		KI is connected with the Finnish community in Switzerland and knew that this sauna just opened													no
160	JM	SUI	m	1993	Jul 2020, 5d	alone	Berlin (3d)-Hamburg (1/2 d)-Lübeck (1/2)-Erfurt (1) (GER)	JM	visited friends in Berlin and Erfurt, aunt in Lübeck, first time in Berlin together with his mother to visit a friend of hers								had been twice in Berlin before		Hamburg was on the way from Berlin to Lübeck					in these days they could test the new airport in Berlin, but it was not the reason to go then		no	
161	JM	SUI	m	1993	May-Jun 2019, 10d	two friends	Tokyo (JPN)	one of the two friends															one of the friends worked at Air China and had a convenient offer to take a trip to Tokyo		one of the friends is manga fan and wanted to visit Japan	no	
162	JM	SUI	m	1993	Feb 2016, daytrip	one friend	departed from Geneva (SUI) to Barcelona (ESP) and back in one day	JM										JM had been many times before in Madrid (ESP) and not yet in Barcelona					while surfing on the easyjet-homepage found a flight to Barcelona and back for 40 CHF			no	

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163	PM	SUI	m	1964	Jul 2020, 5d	with wife	three-day hiking tour of four days from Klosters-Davos-Arosa-Lenzerheide (SUI), sleeping in hotels in these places	wife									they both had been before in these places, particularly Davos as a young couple					wife's parents had a holiday home in Davos and in Lenzerheide	received email from a hiking travel agent with a specific offer, they liked it and booked just in time	hiking route was attractive		no
164	PM	SUI	m	1964	Jul 2015, 10d	with wife	in a hotel on Silhoutte, Seychelles (SYC)	PM							saw a picture of an island of a travel agent (Kuoni), advertising by travel agent, later saw - as they were on La Réunion - another advertising by the same hotel chain about Seychelles, later when they had two weeks without kids at home in the summer, they decided to go to Seychelles and booked at Kuoni travel agent (a friend of theirs who suggested the island Silhouette)											no
165	PM	SUI	m	1964	Jun 2020, daytrip	with wife and another couple of friends	Murg, took a hike across the Murgtal (SUI)	the friends	the couple of friends lives in Walenstadt, 30 min from there	couple of friends							couple of friends knows the hiking tour very well									no
166	SM	SUI	f	2000	Jul-Aug 2019, 20d	her parents and boyfriend	with the car to Kiel (1d) (GER), took the ferry to Oslo-straight to Bergen (3d)-Fiam (3d)-Jostedal (2d)-Balestrand (3d)-Stryn (2d)-Geiranger (4d)-Alesund (2d)-Christiansund (2d)-Oslo (3) (NOR)	parents	visited an aunt of mother in Kiel						parents went to a travel agency first but they were not satisfied (too many tours with the car) and then looked on the internet		mother had been before in some of these places (Oslo, Bergen, Geiranger) with her parents as a teenager, with the camper					parents searched finally the specific offers on the internet, they decided first the activities (e.g. mountainbike tour), then found the hotels or holiday apartments, and they planned all the activities in detail and how much they would drive by car		2017 they all were in Canada and they wanted to see something similar and mother suggested Norway	no	
167	SM	SUI	f	2000	Aug-Sep 2018, 7d	boyfriend	hotel in Berlin (GER)	SM						friend who works in travel agency suggested a place not too warm and helped them to book the trip to Berlin	a friend of SM works in a travel agency and she gave them some tips when they visited her		SM had been in Berlin once before with her parents in 2010, parents had the idea and they had been many times before									no
168	SM	SUI	f	2000	Dec 2020, daytrip	parents, sister with boyfriend and her boyfriend	Rigi mountain (SUI)	SM				SM bought one year before a voucher for Rigi-Kaltbad hotel					parents just had been one week before on Rigi mountain and SM wanted to go there, too									no
169	MN	SUI	f	1996	Dec 2019, 7d	boyfriend	apartment in Dubai (ARE)	both					boyfriend had been first time for business and liked it so much to tell MN to go there for holidays				three times before in the same apartment					boyfriend's friend owns the apartment in Dubai				no

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170	MN	SUI	f	1996	Jul 2020, 14d	boyfriend	with the car to Firenze (3d) apartment-Positano (4d) hotel-Monterosso in Cinqueterre (2d) apartment (ITA)-Cannes (5d) apartment (FRA)	both						Firenze MN was told by a friend from work who is Italian, MN had heard also of Cinqueterre and chose Monterosso			both had been before in Cannes					finally they found and booked AirBnB apartments of the chosen places	first time MN was on a bike tour from Switzerland to Southern France and stayed in Cannes	MN saw many pictures posted on Instagram about Positano, searched for pictures of Cinqueterre and found the nicest pictures of Monterosso and that it was the biggest village	no	
171	MN	SUI	f	1996	Jan 2021, daytrip	sister	sledging day in Laax (SUI)	MN													aparmnt of MN's parents					no
172	RS	SUI	m	1995	Sep 2020, 11d	fiance	in a hotel in Hurghada, Egypt (EGY), beach holidays	fiance	finally, they met the first week the couple of friends who were already staying in that hotel					a couple of friends was just staying in the same hotel one week before and told them that it was a good place to go			fiance had been in Egypt before (country travel tour Cairo, pyramids, etc.) but that was not the trigger					searched on the internet for offers to book a package and found the convenient trip (timing, no hassles due to pandemic)		originally they wanted to go to Greece but was closed due to the pandemics	no	
173	RS	SUI	m	1995	Oct 2020, 4d	alone	Belgrade (SRB)	both		visited his fiance who lives in Belgrade											fiance lives in Belgrade					no
174	RS	SUI	m	1995	Nov 2020, daytrip	fiance	hiking trip to the Seelapsee (SUI)	RS						colleagues told RS about Seelapsee and Äscher restaurant										RS had noticed nice pictures of Äscher and Seelapsee on Instagram		no
175	UT	SUI	m	1984	Sep 2020, 10d	wife and two kids	in an apartment at Grundelsee (AUT)	UT						UT after having found the place he asked friends who had been there before								UT searched a house at the lake and found the place to book				no
176	UT	SUI	m	1984	May 2019, 10d	wife and two kids	with the car in a hotel at the sea, Vellosjin (CRO)	UT									UT goes since years with the tennis club of his city to Croatia in training camps and he knows the region, since then UT and his family go regularly to Croatia in May for beach holidays		UT knows the region (mainly Istria) well because of the trips with the tennis club				UT found the hotel place in the internet and booked			no
177	UT	SUI	m	1984	Jul 2020, daytrip	wife and two kids	to hike in Bregenzerwald, Warth-Schröcken, Körbersee (AUT)	UT						first time UT heard of the beautiful place and since they moved newly to that region he went with his wife for a hike			the second time there									no
178	SN	SUI	m	1989	Aug 2019, 15d	wife	Reykjavik (4d)-further with the car around the island, everyday another different apartment (Höfn, Myvatn, Husavik, Latrabjarg, and other) (ICE)	wife				co-financed by friends and relatives in occasion of their wedding, they knew before the wedding they wanted to go to Iceland		a colleague of SN goes since approx. ten years to Iceland for camping and hiking									all places booked in Iceland en route through booking.com/ AirBnB, etc., but the flight to Iceland, the rental car, and the hotel in Reykjavik which were booked at home			no
179	SN	SUI	m	1989	Oct-Dec 2018, 90d	wife (girlfriend at that time)	from Zürich (SUI) to China: Beijing (1d)-Guilin (4d)-with the train to Chengdu (2d)- Xian (2d)- Beijing (2d)-with train to Lhasa (5d)-Everest base camp (2d)-Lhasa (3d)-flight to Nepal (NPL)- Kathmandu (5d)-Pokhara (4d)-trekking tour in Nepal (8d)-Lumbini (2d)-national park (5d)-Kathmandu (1d)-flight to Thailand (THA), Bangkok (1d)-flight to Laos (LAO) Luang Prabang (5d)-Vientiane (2d)-further on a boat trip along the Mekong (sleeping on the boat, 3d)-Pakse (3d)-cross the border to Cambodia (KHM) in Stung Treng (1d)-Phnom Phen (5d)-Siem Reap (5d)-Kampot (2d)-Koh Rong Sanloem (7d)-Phnom Phen (1d)-flight back to Zürich via Bangkok, mainly staying in hotels or lodges	both							booked the main tour in Tibet with a travel agent who offered the package with all the flights and the boat tour			SN had been beore in Thailand and it was a reason to avoid Thailand for this trip, because he knows it already ("been there")					most overnight stays (but the ones in Tibet, because it was a booked tour) were booked en route booking.com etc.	Tibet was the focal point/ destination, the rest was built around it	no	
180	SN	SUI	m	1989	Oct 2020, daytrip	wife and daughter	Rigi mountain (SUI)	SN										SN and his family live approx. 1h away from Rigi mountain						SN searched on rigi.ch (homepage of the mountain) and saw beautiful weather		no

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181	RK	SUI	m	1949	Jul 2020, 5d	wife	Reichenau island, Lake of Constance (GER)	RK	one day from Reichenau they went to Mammern to visit a common friend									two years before they went on a sailing trip with a friend and noticed the island								no	
182	RK	SUI	m	1949	Sep-Oct 2015, 14d	son and four of his friends	Denver (2d)-Glenwood Springs (2d)-Ouray (2d)-Silverton (2d)-Chama (2d)-Colorado Springs (2d)-Denver (2d) (USA)	RK									RK had been many times in all these places, during eleven years RK had organized packaged tours to different places for railway lovers ("train buffs", group called American Railroad Fans in Switzerland) (places are known for railway museums, routes for freight trains, etc.)									no	
183	RK	SUI	m	1949	Sep 1994, daytrip	son	departed from home at 5am for a daytrip with the train Teufen-St. Gallen-Chur-Andermatt-Göschenen-Locarno-Domodossola (ITA)-Brig-Interlaken-Luzern-Arth-Goldau-St. Gallen-Teufen (SUI)	RK									RK had been many times in these places before						tehy took the chance to get the most out of a dayticket (son still for free)			no	
184	KS	SUI	m	1961	Oct 2020, 2d	alone	Bern (SUI)	business partner					invited by a scientific commission for a meeting, further meeting with the academy and later with a doctoral student													no	
185	KS	SUI	m	1961	Nov 2020, 4d	alone	Münstertal, Schwarzwald (GER)	KS	producer is living there and has his recording studio there, KS was invited for the recordings														KS plays guitar and sings and recorded at the recording sutdios			no	
186	KS	SUI	m	1961	Jan 2021, daytrip	wife	hiking, walk with the dog and meeting his father-in-law in Schwellbrunn (SUI)	wife	met at the end of the hike to meet the father-in-law								many times because wife's is from there and she will inherit a house					farmer's house that will belong to his wife is in Schwellbrunn				no	
187	VG	ITA	f	1980	Dec 2011, 5d	fiance	with the car Salzburg (1)-Vienna (2d)-Innsbruck (1d) (AUT)	VG						first time Munich and Salzburg by a friend (f) who studied with them		the time was particular because these cities were offering the Christmas markets, first time visits: while VG was studying german she went with a friend (f) by train to Munich (GER)-Salzburg (AUT), first time Vienna VG wanted to see some specific exhibitions in museums	VG had been before in these cities		first time VG in Innsbruck while traveling with the family in the camper and they stopped there and she liked it so much and wanted to return before returning home						no		
188	VG	ITA	f	1980	Aug 2020, 7d	husband and son	beach holidays in a holiday village, Marina di Ginosa (ITA)	husband							requested some offers for holiday villages but did not get a convenient offer								internet search for holiday villages and found a good all-inclusive offer				no

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189	VG	ITA	f	1980	Feb 2021, daytrip	husband and son and in-laws with their son (total 6)	winter hiking in the snow in the area of Abetone where they had lunch at a restaurant (ITA)	husband									they all had been there before, husband goes also skiing there									no	
190	CK	SUI	f	1979	Jul 2019, 6d	sister and friend	hotel in Ibiza (ESP)	friend (f) who lives in Barcelona and they met their friend in Ibiza									they all have been there before but in an apartment, first time for CK who had been in Ibiza						friend had discounts for the hotel they booked the stay			no	
191	CK	SUI	f	1979	Apr 2018, 10 d	with a group of friends (f) (five in total)	Phuket (4d)-then boat tour where they also were sleeping (6d) (THA)	one of the five friends lives in Phuket		one of the friends lives in Phuket and works for the tour operator that organizes the boat tours																no	
192	CK	SUI	f	1979	Nov 2020, daytrip	fiance and couple of friends	skiing one day in Davos (SUI)	CK						another friend CK had been a couple of days before and said it was great to go skiing in Davos			they all had been before in Davos for skiing									no	
193	AK	SUI	f	1975	Jul-Aug 2014, 18d	with family (five in total and dog)	holiday home on Ile de Batz (FRA)	AK									AK had been on the island before					AK studied in Germany and her former boyfriend who studied in England and was from France: his sister knew someone who had a house on the island, they joined the group				no	
194	AK	SUI	f	1975	Apr 2017, 7d	with family (five in total and dog)	holiday home at the Ekkarthof, a center specialized in anthroposophical curative education and social therapy for disabled peopole, in Locarno (SUI)	AK									AK and husband had been before in Locarno						AK surfing on the homepage of Ekkarthof and founds pictures of that particular house and found the possibility to book for a holiday			no	
195	AK	SUI	f	1975	Jan 2021, daytrip	alone	went with the train and postal car to Trin to see the Caumasee (lake) (SUI)	AK																remembered an article she had read in the magazine "Schweizer Illustrierte" about lakes in Switzerland where she kept the beautiful Caumasee in mind, she wished to take a bath in summer there and because of bad weather in those days in January, she decided to run away from bad weather and see the lake			no
196	NJ	SUI	f	1995	Jul 2019, 16d	boyfriend	hotels in Tokyo (7d)-Osaka (7d)-Kyoto (2d) (JPN)	NJ																saw pictures of Mount Fuji on Pinterest (by private persons) and was inspired to choose Japan as the next destination			no

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197	NJ	SUI	f	1995	Jul 2018, 16d	boyfriend	hotels in Bangkok (10d)-Koh Samui (6d) (THA)	boyfriend						friends of NJ told her particularly Koh Samui was a nice place									originally they wanted to go to the USA but too expensive, then found convenient offers (OTAs) for flights (skyscanner) and accommodation (booking.com)			no
198	NJ	SUI	f	1995	Jul 2020, daytrip	best friend (f)	went with the train to Lucerne short city tour, then further on the Pilatus mountain, sightseeing and returned to home (SUI)	friend						NJ first time on the a couple of days before Pilatus with a friend (f) who had been before		NJ first time in Lucerne in occasion of new year 2019, visiting a friend of her boyfriend	NJ had been to both places (Lucerne and Pilatus) before and she told her friend								no	
199	BD	SUI	m	197	Oct 2020, 5d	girlfriend	round-trip with the train to Chur (1d)-Colico (1d) (ITA)-Brig (1d)-Vevey (1d), rest in SUI	both						met on the way friends in Berne and they all went together to a congress about farming			last day while returning home, they stayed one day in Berne for a fair on farming, BD wanted to see castle Chillon (close to Vevey)	BD had taken the Bernina-Express route and told her girlfriend, girlfriend had been before at castle Chillon (close to Vevey)	they had been before in Chur, Brig				all the accommodation places booked on AirBnB	Bernina-Express was a main attraction that the girlfriend had not been there		no
200	BD	SUI	m	1975	Oct 2019, 5d	girlfriend	with the train to Klosters (1d)-Sculi (3d)-Santa Maria (1d) (SUI)	BD									BD had been before many times in Scuol to visit the spa or hiking while staying in Klosters, both in Klosters					BD has privileged access to a holiday apartment in Scuol of a friend	found a good offer in a youth hostel in Santa Maria	they booked a guided tour in the Swiss National Park (for both first time visit) which is located near Scuol and Val Müstair, where Santa Maria is located and where they found a good offer on a youth hostel		no
201	BD	SUI	m	1975	Feb 2021, daytrip	girlfiend and older daughter	sledging day (father and daughter) and paragliding (girlfriend) in Braunwald, (SUI)	BD						Braunwald is well-known for paragliding thermal conditions and this is reason for BDs girlfriend to go there			they all had been many times before									no
202	LW	SUI	m	2000	Dec 2019, 4d	with a skiing club (total 16 persons)	in a mountain hut in Brigels (SUI)	friends of that club, LW is not a member of the club but was invited to join them			one of the members of the club invited LW ot join him							the club had been many times								no
203	LW	SUI	m	2000	Aug 2019, 8d	two fellow students	went by car to a campsite near Bordeaux (FRA)	LW and one of the fellows										one colleague had been before at the French coast, near that place					friend searched on google and found good ratings about that campsite, then booked the homepage of the campsite			no
204	LW	SUI	m	2000	Feb 2021, daytrip	two fellow students	skiing in Andermatt (SUI)	one of the fellows						a friend of LW (f) told him that Andermatt was great to go skiing									searched on google maps for well accessible ski areas with the car to find a convenient route and found Andermatt	they also went to see from the outside the Cheddi hotel, of they had seen social media posting		no

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205	AS	SUI	f	1965	Oct 2019, 18d	son	in a hotel in Singapore (2d) -guesthouse and hotels in Bali on a round-trip (14d) (IDN)	both						had a tip from friends and recommended the first hotels they stayed in Bali			AS had been 30 years before						AS loves to travel to Asia and she wanted to take one more trip with her son (18 years old), searched on the internet/ travel brochures and magazines then island of Bali was ideal for taking a round-trip, combined with a great city like Singapore			no
206	AS	SUI	f	1965	Aug 2020, 7d	friends (total four)	by car they went for hiking and biking holidays, stayed near Spiez in a guesthouse (5d)-Varen in a BnB (2d) (SUI)	all four						godmother of son of AS told her the Thunersee and Brienzersee were nice for hiking				all had been in those areas (Bernese Oberland) but mostly in winter	Gstaad-Montreux-castle Chillon were all on the way from Bernese Oberland to Valais				AS and one friend searched on google, excluded Interlaken and Thun (because cities), but wanted to stay close to one of the lakes (Thunersee or Brienzersee) and a well-connected place for public transportation in the region, found a good offer for staying close to Spiez	they wanted to further see Gstaad because they did not know yet, then Montreux, then castle Chillon, then vineyards of the region and continued to Varen because at the end they wanted to go for a daytrip to Zermatt		no
207	AS	SUI	f	1965	Sep 2018, daytrip	son	by train to Lucerne (SUI)	son						son was told about the Verkehrshaus from friends, specifically about the new planetarium			both had been before in Lucerne, AS many times							they spent a day at the Verkehrshaus (transport museum), went in the afternoon taking a tour in the city centre		no
208	AV	ITA	m	1994	Aug 2016, 10d	girlfriend	on a campsite in Vulcano, one of the Eolie islands of Sicily (ITA)	AV						AVs brother told him about the island of Vulcano and AV remembered									AV saw on Facebook an offer for a kajak-clinic and experience package that took place on Vulcano island			no
209	AV	ITA	m	1994	Aug 2015, 10d	girlfriend	in an AirBnB Bruxelles (BEL)	both						a girlfriends friend (f) had been in Bruxelles and told them about the city				they had both been before in other countries near such as France, Netherlands but not Belgium								no
210	AV	ITA	m	1994	Apr 2019, daytrip	girlfriend	Gerola, trekking tour along the sea (Costiera Amalfitana), close to Positano (ITA)	girlfriend										they already had been along the Costiera Amalfitana but not that particular route					they had booked a package (transfer and trekking guide) at an association, from which they already had booked other cultural daytrips, in the surroundings of Napoli			no
211	DR	SUI	f	1993	Aug 2019, 8d	sister and parents	round-trip by car in Iceland, one night in every city either in hotel or cottage or holiday home (ICE)	DR						friends on Instagram posted pictures of Iceland and she called them to reassure and particular attraction was the ring-road for the round-trip of the island									searched on the internet on google for popular places and found the ring-road for the round-trip and booked the places to stay and booked on booking.com, AirBnB and chose the best deal	round-trip by car around the whole island (ring road), unique nature landscape		no

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212	DR	SUI	f	1993	Aug 2020, 5d	with three friends (total 4, all female)	in an apartment Nice (FRA)	DR									DR was five years before there, two other friends were there, too						took the map of Europe and looked for places close to the sea, warm, close to home (because of pandemic), in the beginning they wanted to go to Portugal but too far and finally they agreed on Nice			no	
213	DR	SUI	f	1993	Feb 2021, daytrip	alone	by train to Zürich, met a friend (f) and went to Meilen and took a walk on a hiking trail, then along the lake, took the ferry and returned to Zürich (SUI)	friend	met a friend who lives in Zürich					friend had heard from others about these nice places				friend knows these places			DR had lived and worked in Zürich					no	
214	NK	SUI	f	1990	Oct 2020, 13d	boyfriend	in a lodge in Amböke (SWE)	boyfriend									both had been separately in Sweden before, NK also thought of studying in Stockholm						boyfriend searched on Airbnb for houses that are in the wilderness and in Sweden (because of easy travel during pandemic), found the lodge on Airbnb			no	
215	NK	SUI	f	1990	Aug-Sep 2019, 21d	boyfriend	Bangkok (3d)-Koh Lipe, island (7d) (THA)-with the speedboat to Malaysia round-trip by train and coach, sleeping every night in a different place (guesthouse, hotels etc.) in Northwest Malaysia, stopping in Kuala Lumpur (2d) and continued and finally arrived in Singapore and flew back to Bangkok (3d) (THA)	NK						a friend of NK recommended Malaysia for being easy to travel			NK had been many times before in SE Asia and loves travelling the area and both wanted to go to Bangkok, boyfriend had been before in Bangkok and NK on a transfer route, both had also been in Singapore						searched on the internet among others for places to scuba diving and good food in SE Asia and because Malaysia was recommended			no	
216	NK	SUI	f	1990	Jul 2020, daytrip	boyfriend	hiking day on the Hoher Kasten mountain (SUI)	NK									NK had been approx. twice before but many years before with the family and did not walk to the peak (took the funicular)	one month before they went together hiking to Ruhesitz (close to the mountain Hoher Kastern) and this time they wanted to go to the peak								no	
217	DZ	GER	m	1973	Jul 2019, 11d	family (parents and two kids)	in a mobile home on a compsite in Santa Margherita di Pula, Sardegna (ITA)	both	met another family who came with the camper to the same campsite					friends of the family recommended the campsite in Santa Margherita, first time to Sardegna they went because of recommendation of friends			they had been two years before in Sardegna but in another area of the island and first time ten years before as a couple						first time, ten years ago, they found good and convenient flight connections to Sardegna as recommended by friends			no	
218	DZ	GER	m	1973	Jun 2020, 7d	family (parents and two kids)	in a holiday apartment in a farm in Bolfterlang, Allgäu (GER)	all four family members	they met with another family who they knew years before but it was organized while they were at the place								they had been every year once in the past six years						they found the place the first time on the internet on the page of holiday on the farms in Bayern (www.bauernhof-urlaub.com), they were searching for an area close to home which is Bayern			no	
219	DZ	GER	m	1973	Jun 2019, daytrip	family (parents and two kids)	hiking above Gais to the Gäbris had lunch there and returned and on the way back to the Schaukäserei in Stein (SUI)	DZ						friends told them to visit the Schaukäserei in Stein				they had been close there before, around the region of Appenzell						DZ found hike to the Gäbris in a brochure for excursions, printed by the regional DMO (Appenzellerland Tourismus)			no

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220	DS	SUI	m	1998	Feb 2020, 4d	colleague (m)	AirBnB at the sea, close to Marrakesh (2d) then in another AirBnB in Marrakesh (2d) (MRC)	DS						friends told DS about Marrakesh and they recommended									DS searched on AirBnB and looked for Marrakesh, Lissabon, Barcelona and they found a convenient offer for Marrakesh and the city is interestingly exotic to DS			no
221	DS	SUI	m	1998	May, 2019, 14	brother and partly with parents	Bangkok (4d)-Kohphangan (5d)-Koh Samui (5d) all in hotels (THA)	brother and parents		brother should have travelled with a friend who got sick and DS was invited to join him							brother had been before in Thailand (twice), already been to Bangkok and Koh Samui								no	
222	DS	SUI	m	1998	Feb 2021, daytrip	colleague (m)	skiing day on the Lenzerheide (SUI)	both									both had been before to skiing together					DSs parents have a second home in the Lenzerheide				no
223	SS	SUI	f	1996	Feb 2020, 4d	boyfriend	in an AirBnB in Lisboa (PRT)	boyfriend															Amsterdam was the preferred place (SS favorite place) but they decided to go South because it was February, they decided to book a flight to Lisboa because during that season it was more convenient			no
224	SS	SUI	f	1996	Feb 2019, 3d	alone	in an AirBnB (Zaandam), close to Amsterdam (NDL)	SS									SS had been twice before in Amsterdam, first time with father (he decided) and sister when they were visiting every year in spring a different European city together									no
225	SS	SUI	f	1996	Sep 2017, daytrip	friend (f)	by train and bus, hike to the Caumasee and back home (SUI)	SS										since SS is a child she hikes in the region of Grisons but knows other valleys of that region					SS looks on google for nice places to go for day excursions/ top hike excursions in Switzerland and found the lake Caumasee on a personal travel blog	SS looks on google for nice places to go for day excursions/ top hike excursions in Switzerland and found the lake Caumasee on a personal travel blog		no
226	JL	SUI	f	1992	Jul 2020, 7d	family (parents)	in a hotel in St. Moritz (SUI)	all three	met at the hotel with other friends								they all go since JL is one year old and the parents came later, they all meet as a big family since many years, family tradition									no
227	JL	SUI	f	1992	Jan 2020, 10d	family (parents)	from Singapore (as their second home) departed to Australia and stayed at a friends' apartment in Melbourne (AUS)	all three	met the godson of her parents		the godson was celebrating recent graduation															no
228	JL	SUI	f	1992	Aug 2019, daytrip	mother	with public transportation a day tour in Ticino first, at a castle in Bellinzona, on Cardada mountain, Ascona on the promenade, Mendrisio, Monte San Giorgio (SUI)	JL															JL collects pictures of frames of the grand tour of Switzerland, first time she discovered the frames in Gstaad while she was traveling with a friend			no

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229	FZ	USA	m	1978	Oct 2019, 3d	schoolfriend from highschool	in a hotel in Charlotte, NC (USA)	friend	Charlotte was occasionally at half-way between FZs place and the place his friend had to go to the USA for business								FZ had been once in Charlotte and knows the city quite well and so he could show his friend						FZs friend preferred Charlotte because he had a direct flight to that city (he was staying in Boston)			no
230	FZ	USA	m	1978	Jun 2019, 7d	wife	apartment Vilnius (2d) (Lettland)- hotel in Riga (2d) (EST)- hotel in Tallinn (2d) (LIT)	both															Air Baltic had a good offer from London to Villus with a layover in Riga and then from Vilnius (first two nights) back to Riga with a minibus (organized daytour), stayed other two nights and continued with the minibus to Tallinn and then they decided to continue from with Easyjet direct from Tallinn to London where FZs wife is living and working			no
231	FZ	USA	m		Sep 2019, daytrip	working colleague	hiking and fishing in State Park in West Virginia, USA	colleague	FZ met his friend who was already camping there with his wife and who goes regularly to that place																	no
232	YG	SUI	f	1992	Sep 2020, 5d	friend (f)	in a house at the sea in Marzamemi close to Siracusa (ITA)	friend's parents	YG was invited by her friend while she was staying with her parents in the house at the sea, parents had left meanwhile								friend's mother is from Sicily and they often return there however in that region before	friend's family had been many times before there								no
233	YG	SUI	f	1992	Aug 2019, 10d	friend (m)	arrived in Toronto (2d) other days driving with the rental car around Ontario, among others Niagara Falls, some natural parks, close to Ottawa (CAN)										YG had been before on transit in Canada and still had a valid visa		some places were chosen as they were driving along and other places they decided to stay one night longer because they liked it (e.g. Bruce Peninsula)				some accommodation places were booked at home on AirBnB, others en route on AirBnB as well	at home they checked the maps, mainly on google or pictures on instagram and other travel blogs, finally they chose their particular attractions and places, such as Nigara Falls, Bruce Peninsula, Algonquin natural park and connected them to make an own itinerary		no
234	YG	SUI	f	1992	Mar 2021, daytrip	friend (m)	by car visit to two lakes, Caumasee and Crestasee (SUI)	YG						a friend of YG told her that Crestasee was even more beautiful than Caumasee and she decided to visit both lakes										YG read an article about the seven most nicest places to visit in the summer in Switzerland and remembered Caumasee	weather at home was raining and weather forecasts in the region of Cresta- and Caumasee were sunny	no
235	SB	USA	m	1992	Apr 2018, 3d	girlfriend	in a hotel in Saint Michaels, Maryland (USA)	SB						colleagues of SB told him about Saint Michaels												no
236	SB	USA	m	1992	Jan 2019, 14d	girlfriend	while being for family visit in Italy, trip (all in hotel) starting from Savona to Roma (5d)-Firenze (3d)-Venezia (2d)-Lucca (2d)-Pisa (1d)-back to Savona (ITA)	SB									SB had been several times before in these cities				SB has lived and studied in Lucca					no

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237	SB	USA	m	1992	Apr 2018, daytrip	girlfriend and three other friends	by car Washington D.C. (USA) to see Cherry Blossom	girlfriend									SB and girlfriend had been in Washington D.C. more than once before and to see Cherry Blossom at least once before (2017)							to see the Cherry Blossom event	they lived 2 hours away then	no
238	MM	SUI	f	1996	Aug 2020, 8d	family (parents and sister)	in a hotel in Interlaken (3d)-Zermatt (5d)	stepfather									all I had been before in those places		while they were staying in Zermatt they decided to continue to Interlaken for adventure sports		stepfather was born in Wilderswil, close to Interlaken		hotel in Zermatt is the stepfather's favorite one and he wanted to retrun there	hike to the Hörnlihütte in Zermatt was the reason they decided to choose Zermatt, again		no
239	MM	SUI	f	1996	Jul 2019, 5d	boyfriend	in a hotel in Berlin (GER)	MM				first time they both went with friends who invited them to join to visit Berlin					both had been before						searched for convenient offers on the internet (ferienpiraten.de) and found a good flight offer to Berlin, later booked the hotel on e-booking.com			no
240	MM	SUI	f	1996	Feb 2021, daytrip	friend (f)	by train to Neuchatel (SUI)	MM						friends of MM who live in Bern and Biel told her about Neuchatel as a nice city									during the pandemic they decided to enjoy a nice day, using the 'Generalabo' with the train			no
241	MB	SUI	f	1995	Apr 2014, 14d	family (parents and sister)	by car and staying in hotels a round-trip in California: San Francisco (2d)-Monterey (2d)-Yosemite National Park (1d)-Santa Barbara (2d)-Palm Springs (2d)-Santa Monica (2d)-San Diego (2) and back home (USA)	mother and sister						another family of friends told them that a car road-trip in California is a nice experience	parents visited an evening workshop about travelling in California, organized by a travel agent							found a convenient direct flight from Zürich to San Francisco and they booked all the accommodation places at home on booking.com		season and weather was convenient	no	
242	MB	SUI	f	1995	Feb 2018, 2d	boyfriend	by car in an AirBnB in Bergamo (ITA)	boyfriend																boyfriend's family is originally from Bergamo and he wanted to visit the city, however without meeting anyone there because they all had left to other places	no	
243	MB	SUI	f	1995	Mar 20121, daytrip	sister	by train with the 'Generalabo' dayticket (general subscription for public transport in Switzerland) to Thun (city tour) then to Blausee (lake) then hike to Frutigen and back with the postal car to Thun and with the train back home (SUI)	sister					they noticed Blausee as a place to go through Instagram pictures, some of them posted by friends of MB on Instagram (in fall 2020) and she remembered to having read about it in an magazine article (Watson) that presented the 37 most beautiful mountain lakes in Switzerland, also she remembered the name of the lake because it was reported in the new to be illegally polluted									Blausee was the main attraction of their trip and the pictures posted on Instagram on their account #myswitzerland was defenitely the reason why they chose this particular route	sister had the 'Generalabo' but not for long and she wanted to enjoy a day with her sister (MB), they decided to go to Thun because they had never been there and they wanted to go to a place with a lake (Thun has a lake and Blausee is a lake)	no, but she remembered pictures of Blausee on the site myswitzerl and.com (national tourist office)		

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244	BR	SUI	m	1978	Jul 2019, 25d	family (wife and two kids)	with camper to Paris-Calais (FRA) than continued to London-Salsbury-St. Davids-Scarborough-Newcastle (GBR)-Amsterdam (NDL)-Koblenz (GER) back home	whole family	met a friend of theirs (f) in Salsbury									they had been to the same or near places before in 2018 with the camper				to plan the route they used a map of campsites and reserved the camping place at home		since 2011 they often make holidays with the camper and the route of 2018 was a new one, they already knew France, Poland, Germany but not GBR, yet and they like to go to not hot places in the summer and where there are not too many people (in contrast to Sweden)	no	
245	BR	SUI	m	1978	Sep 2020, 6d	family (wife and two kids)	with camper to Bellinzona (SUI)	BR and wife									had been before to the same campsite twice, first time in 2015					campsite in Bellinzona is not so crowded like others in that region and it is not too hot, there and looking on the map for campsites		looking for a place not too far from home	no	
246	BR	SUI	m	1978	Apr 2020, daytrip	family (wife and two kids)	hiking from home to Sittertobel and taking a longer route to walk back home (SUI)	BR														BR knows from the hiking map of the region of this route and he wanted to take it once			no	
247	AC	AUT	m	1991	Nov 2018, 5d	girlfriend	in a hotel in Ponta Delgada, Azores (PRT)	girlfriend						many other study colleagues of girlfriend went to the Azores and it was a good bargain for the off-season				girlfriend was for Erasmus program in Lisboa before and she found that there are good offers for going to the Azores (only 2.5 hours flight), she suggested that when AC comes visiting her they will go to the Azores				girlfriend was for Erasmus program in Lisboa before and she found that there are good offers for going to the Azores (only 2.5 hours flight), she suggested that when AC comes visiting her they will go to the Azores, booking.com found the accommodation place			no	
248	AC	AUT	m	1991	Mar 2021, 4d	friends (eight in total)	for ski touring, staying in a hut in Brixental, Tyrol (AUT)	friend who owns the hut			invited by friend who has a hut in the mountains						AC and some other friends of the group had been several times before to the hut of their friend, ACs friend invites his friends usually in the winter but this year because of the avalanche season later in the season, because safer					one of the friends owns the hut (autonomous power and water supply) on high altitude			no	
249	AC	AUT	m	1991	Feb 2021, daytrip	together with girlfriend's parents (three in total)	skiing on the ski area Sonnenkopf (AUT)	girlfriend's mother			girlfriend's parents wanted to show him the ski area because they liked it and wanted to share with their future son-in-law						girlfriend's parents yes, AC not yet				girlfriend's parents are originally from places nearby (ca. 30' distance)			no		
250	AC	SUI	f	1995	Jul 2020, 3d	three friends (f) (four in total)	in a house that belongs to ACs parents in Lago D'Orta (ITA)	AC									AC had been many times there					house of parents			no	
251	AC	SUI	f	1995	Dec-Jan 2019-2020, 21d	with a friend (f)	by public transport a round trip of Costa Rica, San Jose (3d)-Monteverde (4d)-Jako (2d)-Manuel Antonio (5d)-San Jose (2d)-Puerto Viejo (4d)-Tortogero (AC alone) (2d)-San Jose (1d)	friend	AC visited her friend who at that time had a spanish language trip that lasted two weeks																no	
252	AC	SUI	f	1995	Mar 2021, daytrip	friend (f)	by train for a shopping day at outlet center in Landquart (SUI)	friend									friend had been before there with other friends of hers because the outlet has convenient offers								no	

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253		OB		ITA	m	1996	Aug 2020, 5d	friends (9 in total, most in couples)	by two cars staying close to Catanzaro in a BnB (ITA)														they found the BnB that was convenient and available, because Catanzaro is not too touristic place and so BnB is better than a hotel, they also chose Catanzaro because of the Lido, they also went to Tropea, Capo Vaticano, all places they went for day excursions		same group goes since a couple of years together in holidays, a next close place not yet visited was Calabria	no
254		OB		ITA	m	1996	Aug 2019, 5d	friends (15 in total with many couples)	by three cars staying in Siracusa in a holiday house (ITA)								some of the group members had been before there, OB had been there before but as a child, one of the members is a football referee and he knows most cities of Sicily from those travels						they found the accommodation that was big enough and convenient and available, they wanted to go to Siracusa because the year before most of the same group went close to Trapani and the group still missed to visit Siracusa as the last remaining city in Sicily they did not visit before			no
255		OB		ITA	m	1996	Jun 2019, daytrip	friends (10 in total with couples)	by two cars to a natural park called Laghetti di Marinello and went further to a sanctuary on a hill and then back home, in Sicily (ITA)								most of the group members had been there before, but not in that group, many not visiting the park but also the sanctuary because it is a pilgrimage place (but known for other seasons than summer)							that particular day (June 2nd) is Italian national day and they all were free from work	no	
256		AG		ITA	m	1981	Dec-Jan 2018-2019, 7d	four friends (m)	by car to Zagreb (CRO)-Belgrade (SRB)-Sarajevo (BHZ)-Ljubljana (SLO) in AirBnBs	AG				a friend of AG is fond of Sarajevo because he organized photograph-trips and AG had been in Turkey before and wanted to see the muslim part of Sarajevo			AG had been before in Belgrade in 2016, when he went for work with two colleagues in a project in Kosovo and while returning they stayed in Belgrade						their main destination was Belgrade because they wanted to celebrate new year there (because it is an interesting city with vibrant night life), Zagreb and Ljubljana were on the way to and back home, Sarajevo was an interesting city for them to visit for two reasons: first they finally decided to visit all capitals of ex-Yugoslavia and they have heard of it through word-of-mouth			no

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257	AG	ITA	m	1981	Aug 2020, 12d	alone	bikepacking with the tent in Sardegna, Western Coast and Cagliari and Arzachena (ITA)	friend	he visited friends (first a friend at the East coast, the last two days stayed at another friend's place in Arzachena) and met other friends who were visiting that area by car in the Northeastern part of the island, they spent two days together in a residence that was booked on booking.com	two friends, one at the beginning, the other one at the end of the trip				two friends of AG told him about the nice beaches of Western Sardegna			AG had been before in Sardegna but did not know the Western Coast							AG saw routes on online blogs and forums about good biking routes in Western Sardegna	because of the pandemic he could only have a bike-trip in Italy (because he could not go to Cornwall)	no
258	AG	ITA	m	1981	Feb 2021, daytrip	alone	for a ski tour in Val di Funes (ITA)	AG									AG had been before there, but in the summer and wanted to see the valley in the winter time						AG looked up in a forum and on an online platform ("outdoor active") for studying the itinerary of the tour and then he studied the weather and snow conditions on the web (official site of the Province)			no
259	MM	SUI	m	1994	Aug 2020, 8d	girlfriend	by train Montreux (2d)-Vevey (2d)-Lucerne (daytrip)-Grindelwald (2d)-Zermatt (2d) (SUI)	both	they met in Lucerne for the daytrip a friend, Zermatt visited MMs brother who lives there	in Grindelwald AAs parents own a hotel where they stayed										MM is originally from Grindelwald but lives since six years in Zürich			they wanted to visit Chaplin's World (museum) close to Vevey and Castle Chillon which is located close to Montreux	they wanted to go to Western Switzerland but because of time limitations they decided for Montreux and Vevey and because they are located at the lake but not too urban like Geneva	no	
260	MM	SUI	m	1994	Apr 2019, 4d	girlfriend	Dublin and one daytrip to Galway (IRE)	both						AAs parents had been in Dublin and they told them about the city and AA and his girlfriend were invited by friends who live close to Dublin but in the end they did not meet them												no
261	MM	SUI	m	1994	Sep 2020, daytrip	two friends (m)	with the train to Schwyz and then a hike on the Grosser Mythen (SUI)	one of the friends									one of the friends had been there before and he is an expert high altitude hiker								they live in three different cities and wanted to meet in a central place where they can hike together and the trip there took them approximately the same time to travel	no
262	SW	GER	f	1966	Aug 2020, 14d	friends (total five)	by train to Munich and by train to Hof (GER) and by bike to Breslau (POL), every day stopped on the road stayed in hotels and apartments and then back to Munich, stayed among others overnight in Görlitz, Pirna, Annaberg and other little known towns	one of the group									SW knew some of these areas but that kind of trip was new to them				one of the friends had lived as a child in Annaberg, where they stayed two days)	they booked all places on booking.com, AirBnB and some of them at the homepages of the places they planned to stay, by bike they remained flexible about the place to sleep	Breslau was known to them to be a cultural city but they did not know when they started their trip that it would be the furthest place they stayed, Annaberg in Germany was also a city one of the group wanted to visit, they also wanted to see the Elbsandsteingeirge with the city of Pirna in GER, also they stayed in Görlitz, a known city they wanted to visit	originally they wanted to go to Canada and during the pandemic they found that Eastern Germany and Poland had low infection rates, they all like to go in nature (walk, bike), it was the 30th anniversary of German reunification and they wanted to explore parts of the East of the country, komoot-app helped them to connect places with bike routes but they also looked up on maps that helped them to further decision	no	

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263	SW	GER	f	1966	Feb 2020,	5d	friends (total 20)	for ski-touring in a self-catered group accommodation in the high mountain area, in a forest next to Tschier, Val Müstair (SUI)											the same group had been for a ski-touring holidays between 2005 and 2015 for ten times in Sent which is 40' located from there but the hut in Sent had been restructured as hotel and they looked for a different place to stay in that area				first time the group of 20 went to Sent in 2005 they decided to return because the year before they stayed as a smaller part of the group at a friend's second home			no	
264	SW	GER	f	1966	Mar 2021,	daytrip	friends (total five)	ski-touri in Graswangtal (GER)	one friend suggested because he had no obligations on Monday afternoon									all had been there before because it is also a avalanche-safe area and because it is close to where they live (45')							snow conditions were that Monday afternoon perfect (champagne powder)	no	
265	DM	GER	f	1995	Jun 2019,	3d	boyfriend	in a hotel in Salzburg (AUT)	DM						friends of DM told her about places to go and see in Salzburg		during these days the Wiener Philharmoniker were playing Mozart concerts in Salzburg and while they were there 'Salzburger Wasserspiele' were being shown during these days (water-play installations)					while DM was studying in exchange in Vienna, she wanted to see other cities of Austria			DM likes classical music and wanted to visit Mozart's city	no	
266	DM	GER	f	1995	Jul 2018,	14d	mother	once a year DM goes with her mother for a mother-daughter trip, Dubrovnik and surroundings, hotel was in a small town near Dubrovnik (CRO), for sea and beach and cultural holidays	mother	while there they visited family friends							summer night festivals were taking place during that time and it was a reason to go during these days				mother studied in Dubrovnik					no	
267	DM	GER	f	1995	Aug 2019,	daytrip	apartment co-eds (total of twelve students)	while DM was in Copenhagen for an exchange, they decided to visit Mont Kilt (DEN)	DM						a Danish teacher told the class about this natural attraction									Mont Kilt which is a limestone wall, one of Denmark's natural landmarks		no	
268	EV	ITA	f	1984	Feb 2020,	2d	boyfriend	staying in a hotel close to Lago Moro which is located close to Brescia (ITA)	EV										Lago Moro is located around 170 km from their home					Lago Moro is the natural attraction they wanted to visit	wanted to go a place close to home (max. 3 hrs by car), since they are a couple they always want to visit a lake, so since around 10 years they visit places with the lake), EV looks on different social media accounts for places to go and sees pictures of Lago Moro, she does not remember which channel, but among others the DMO account of Brescia Tourism had posted some pictures	no	

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269	EV	ITA	f	1984	Sep 2020, 5d	colleagues from work (in total four)	in a hotel in Forqualquier, Haute-Provence (FRA)	one of the colleagues (f)	they visited many local people in the mornings meetings with various people, in the afternoon visiting places (like museums, university of perfumes) but also workshops for local handicraft, accommodations, etc.				they wanted to make a study visit in that region because of extensive activities in nature like hiking, biking, etc.				the colleague had been before because she works with some local action groups of that area and the first time she got invited by the group						local enterprises and groups of people with different products and services		no	
270	EV	ITA	f	1984	Dec 2019, daytrip	boyfriend and two other friends	snowshoeing in the Maniva area, close to Brescia (ITA)	EV								that day they visited the night-snowshoeing event in Maniva, EV found the information on a Facebook account of a local tourist agency	they had been before a couple of times, the place is close to their home (approx. 50 km)									no
271	NR	SUI	f	1982	Jul 2020, 5d	husband, in-laws, godfather, godmother (total six)	in Zermatt in a hotel (SUI)	NR and husband									NR and husband regularly go to Zermatt and during the pandemics they decided to ask the in-laws and godfather and godmother, first time ER with her husband went because her husband already was many times there				father-in-law owns a second home in St. Niklaus, which is close					no
272	NR	SUI	f	1982	Sep 2019, 5d	husband	by car first in Milano (1d), then Loro Ciuffena (4d)	both					they had a recommendation by the wedding planner they could get married there (one among three-four possible locations)				they got married two years before in Loro Ciuffena							they decided to get married there because they like Tuscany wines and food and just there is the vineyard of Salvatore Ferragamo, the vineyard is well-known as wedding location, they were looking in the internet under 'wedding destinations in Tuscany' and they also got a recommendation		no
273	NR	SUI	f	1982	Jan 2019, daytrip	husband, they met a husband's friend and his fiancé	skiing day in Klosters, ski area Parsenn (SUI)	husband	they met husband's friends who were staying during that time in his friend's parents second home in Davos, which is located nearby								they often go to ski to Klosters-Parsenn				husband when he was a child went with his family to visit friends who owned a second home in Klosters					no
274	DB	SUI	f	1998	Oct 2012, 21d	family (parents and sister)	round-trip in Bali Ubud (6d)-Tejakula (6d)-Jimbaran (6d), staying in hotels (IND)	DB and mother					friend (f) of DBs mother told her about Bali where she was before, that helped them choose particular places		flight was first booked at a travel agent (online and by phone)								after having booked the flight, they went home and surfed and booked the accommodation s directly through the respective homepages		as they were watching the German serial "Traumhotel" with movie location Bali, they decided they wanted to go there	no

[illegible]

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283	HM	SUI	m	1985	Jul 2020, 2d	girlfriend	in a hotel in Gais (SUI)	girlfriend						a friend of his girlfriend recommended the clinic to her, HM friend's girlfriend is the daughter of the doctor of the clinic			girlfriend had to go there a couple of times at a health training clinic and this time he joined her							HM chose to join her in that particular trip because he saw the picture of the Äscher	for HM it was an occasion to join her for these two days because he remembered the picture of the Äscher and Wildkirchli attraction when he saw it displayed during a symposium organized by Switzerland Tourism (National Tourist Organization), if his girlfriend wanted not to go to Gais, he would have not decided to visit the place	no
284	HM	SUI	m	1985	Jul 2019, 5d	girlfriend	in a hotel in Peguera, island of Mallorca (ESP)	HM						colleagues recommended the island	found optimal hotel on OTA (booking.com)			they had been before on Mallorca but on the northern part of the island (they did not like it too much)					HM was looking for hotel close to beach, place for trail running, good restaurants, looked up on booking.com and then checked through google the best hotel with the optimal location			no
285	HM	SUI	m	1985	Apr 2021, daytrip	alone	skiing in Klosters (SUI)	HM									had been many times and he grew up in that region				HM grew up in that region (Schiers, 20 minutes from the skiing area)				nice weather, he likes spring time skiing and it was his birthday (birthday gift to himself)	no
286	DM	SUI	m	1997	Apr 2021, 4d	girlfriend	in a hotel in Chexbres, close to Vevey (SUI)	DM									girlfriend had not been in Western Switzerland, and DM knew the region because he went many times there for ice-hockey games (DM is an ex-ice-hockey player)					they were looking for a good place to book an accommodation (nice with a spa) and found the hotel on booking.com				no
287	DM	SUI	m	1997	Feb 2021, 3d	three friends (m)	skiing holiday in an apartment of one of his friends in Zermatt (SUI)	friend who has an apartment									DM had been twice to Zermatt in the same friend's apartment, once in summer, once in winter					apartment belongs to friend's parents			that week the apartment was free, so they decided to go then	no
288	DM	SUI	m	1997	Aug 2020, daytrip	grandmother	shopping city daytrip in Zürich (SUI)	grandmother	grandmother lives close to Zürich (Urdorf) and they met in Zürich to spend the day together								they had been many times there, DM goes at least three times a year to Zürich									no
289	SL	SUI	f	1971	May 2016, 6d	boyfriend	in a holiday apartment on Lanzarote (ESP)	SL						a colleague (m) had been on Lanzarote before				SL had been on the Canary Islands before (Gran Canaria) but she did not want to go back					after having researched and decided to go to Lanzarote, she booked first the flight, then the accommodation	SL was triggered by a radio interview with a local tourist office representative who reported about the house of the statues on the island and that there was a UNESCO biosphere park	triggered by the mentioning she searched further info on the internet about the island and found it was a good place to go	not an advertisin g, instead an informatio n about a specific attraction (house of statues) and then further attraction UNESCO biosphere park
290	SL	SUI	f	1971	Jul 2017, 10d	boyfriend	round-trip by car of Iceland, starting from Reykjavik and ending there (ICE)	SL						a colleague (f) of SL told her									booked first the flight, then accommodation on the internet		SL likes to travel to northern places	no

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291	SL	SUI	f	1971	Sep 2019, daytrip	boyfriend, Sls parents	by car to Santuario di Oropa, close to Biella (ITA), visit of sanctuary (historical site in the midst of the mountains), then lunch at a restaurant	SL															found the place on a search engine with the query 'holy mountain' and 'unknown places to visit', found the sancuary, and looked further for a good restaurant place nearby			no	
292	ED	SUI	f	1941	Dec 2020, 3d	friend (f)	for walking and enjoying the place, in a hotel in Seefeld, Tyrol (AUT)	friend									friend had been close to Innsbruck before									no	
293	ED	SUI	f	1941	Jul 2002, 7d	friend (f)	with the boat on the Danube from Passau (GER) to Budapest (HUN)	ED															ED saw in a magazine promotion of a tour operator for a packaged trip on the Danube, ED asked her friend and booked			no	
294	ED	SUI	f	1941	Jul 2006, daytrip	sister-in-law	by train to Zernez, then by postal car to Müstair, by train to Merano (ITA), and then back	ED																ED saw in a magazine that the new Vinschgau-train, that takes people from Mals to Merano (ITA) had been reopened, then she booked the tickets at the train station			
295	CS	SUI	f	1949	Feb 2019, 21d	boyfriend	made a round-trip in Costa Rica (CRC)	CS	after the trip she visited her son who lives in Brazil					friends told her about Costa Rica and her son lives in Brazil and later they visited him	booked a package at a travel agent (flight and accommodation)												no
296	CS	SUI	f	1949	Oct 2019 until Mar 2020, approx. 6 months	boyfriend, together with other people in mobile homes (approx. 30 people)	boyfriend has a mobile home, they made a long trip to Saudi Arabia (via Ukraine and Georgia, Azerbaijan, Iran, Dubai, Oman), and then back home via Jordan and Israel	boyfriend						acquaintances told her about Oman and CS knew in general about Oman	travel agent organized the whole trip with two mobile homes of guides (tour guides) who had contact with local tour operators and businesses in the countries										CS wanted to make a long trip in Arabia (particularly Oman)	no	
297	CS	SUI	f	1949	Feb 2021, daytrip	daughter	to celebrate her birthday, took the train to Ticino, daughter joined in Arth-Goldau and while in the train they decided to go to Val Muggio (SUI)	CS	visited friends of CS who had a second home there													friends of CS had an apartment			CS had never visited her friends there and it was a good occasion	no	
298	AM	SUI	f	1991	Jun 2019, 5d	parents, sister	in a hotel in London (GBR)	mother									they all had been to London three years before and they had liked it so much that they wanted to return to the same hotel								sister does not fly anymore and they could go by train to London	no	
299	AM	SUI	f	1991	Apr 2019, 5d	friend (f)	in a hotel in Roma (ITA)	friend									both had been to Roma before, even both together for a school trip (when they were together at school), last time before 2012								they wante to go where it is warmer in April	no	
300	AM	SUI	f	1991	Jul 2020, daytrip	boyfriend	by train to the Jungfrauoch (SUI)	AM										AM had been before, her boyfriend not yet						discounted dayticket through coupons (80.- CHF), promoted and sold by Coop (swiss retail chain), booked through landing page of Jungfraubahn			no
301	MP	ITA	m	1996	Aug 2020, 7d	friends (total four)	by ferry from Italy, round-trip from Split-Kvar-Mljet moving with the ferry to the destinations and discovering the places by car or motorbike (CRO)	MP and one friend						fiend had recommendations from Croatian friends			friend goes every year to Croatia in general and he chose the detailed itinerary, he lives in Ancona which is close to Croatia								they futher looked for places on the internet, such as "Kvar night life", "Mljet national park", etc.	no	

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310	MG	OMN	f	1971	Apr 2019, 10d	alone	in an AirBnB in Washington D.C. (USA)	MG	met a friend who works in Washington D.C. but was not the main reason				visiting a conference but arrived two days before and stayed one day longer, first time visiting that conference (and meeting the community)			conference (see business)								a senior colleague told her to submit a paper for the conference because she had a good research for an international audience	no	
311	MG	OMN	f	1971	Mar 2020, 6d	alone	Berlin (1d), then Stralsund (3d), back to Berlin (2d) (GER)	MG	met a colleague from Berlin and was invited for dinner, after arrival and then continued with him to Stralsund, on the way back in Berlin she met a friend who works in Berlin				had a presentation at the University of Applied Sciences Stralsund								MG was born and grown in Berlin, she also studied and worked there, too, but now when she goes there she sleeps in a hotel					no
312	MG	OMN	f	1971	Feb 2021, daytrip	with boyfriend	went by car at the limits of Muscat for hiking along a mountain trail, old route between Muscat and Matrach (OMN)	MG									both had been before, the first time they came to know the trail also because the boyfriend is a tour guide in Muscat and tour operators offer that trail as an excursion on their program									no
313	MM	SUI	m	1991	Aug 2019, 21d	wife	in a holiday apartment in Zell am See (AUT)	both														MM and girlfriend searched Hapimag- homepage for available and convenient resorts and found Zell am See		mother-in-law collected Hapimag points which allow to book extra accommodation in the Hapimag apartment/ resort chain (time-sharing)	no	
314	MM	SUI	m	1991	Mar 2020, 7d	wife	for skiing in Sarn, in a mountain hut along the ski slope (SUI)	both									both had been many times there before					MMs parents own the mountain hut				no
315	MM	SUI	m	1991	Jul 2019, daytrip	wife and sister-in-law	to Zoo in Zürich (SUI)	MM	sister-in-law lives in Zürich								they all had been there before							a young elephant was born and they wanted to see it		no
316	SS	SUI	f	1997	Jul-Aug 2018, 21d	boyfriend	Interrail tour in Europe, starting from Zürich, then Ljubljana (3d)-Budapest (3)-Warsaw (3d)-Amsterdam (3d)-Brussels (3d)-Paris (3d)-La Spezia (3d) back to Zürich, mainly in hostels or AirBnBs	both					SS and her boyfriend saw postings on their Instagram accounts from acquaintances on Cinqueterre				SS was before in Paris and Amsterdam, boyfriend was before in Budapest and Brussels and they decided -because the liked these cities - to show them one another						found convenient AirBnB in La Spezia (close to Cinqueterre where they originally wanted to go)		they looked on the map and fixed the cities they were before, then they decided to go East and found Ljubljana because it is rather closely located to Budapest, same for Warsaw	no
317	SS	SUI	f	1997	Oct 2018, 4d	friends she met during her exchange semester in San Diego (USA), group in total 5	by car to L.A. downtown, staying in an AirBnB and taking daytrips from there to Universal Studios, Malibu, etc. (USA)	one of these friends															they wanted to visit the Universal Studios, walk of fame, Venice Beach in L.A. and they wanted to experience the sunset on the Hollywood sign (taking a picture)		no	
318	SS	SUI	f	1997	Feb 2021, daytrip	father and sister	to have a skiing day in Engelberg (SUI)	sister				sister and SS decided to celebrate her father's birthday with a skiing day					SS and sister went a couple of times with the school ski week, they also went together with her parents		they use to go skiing on the Brunni area which is the other ski are of Engelberg							no

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334	NW	SUI	f	1987	Dec 2019, 13d	boyfriend	staying in a hotel on the island of Boa Vista, Cap Verde (CPV), taking daytrips by car on the island and once with a sailboat to another island	both						boyfriend's aunt was years before for hiking on Cap Verde and recommended to them around five-six years before											they wanted to go to a place they never had been	no
335	NW	SUI	f	1987	Nov 2018, 21d	boyfriend	first to Hanoi (3d), Sapa (4d), Hanoi (1d), Halong Bay (4d on the boat), Hue (4d), Da Nang (3d), Hoi An (2d), Da Lat (4d), Ho Chi Minh City (4d), on Phu Quoq island (4d) (VNM) and then to Siem Reap, close to Angkor Wat (KHM), mainly staying in hotels, 2-3 nights in hostels	both														they booked at home the flight to Hanoi and the first night, then along the trip they decided where to continue and booked the accommodation s on OTAs	NW wanted to visit Angkor Wat and her boyfriend suggested to see further Vietnam because of its history, the sites of combat and the country		no	
336	NW	SUI	f	1987	Sep 2017, daytrip	friend (f)	to see the Caumasee, Grisons (SUI)	friend																the Caumasee (Lake of Cauma)	her friend saw an article in the magazine "Schweizer Illustrierte" about the 10 most beutiful lakes in Switzerland	no
337	DS	SUI	m	1968	May 2021, 2d	family (wife and two kids, total four)	in a hotel in Losone (SUI)	DS									they had been 2-3 times there before in the same hotel, DS and his wife went since their childhood to Ticino and so the region is an area they often revisit and they often return				DS lived one year in Ticino to learn Italian and later he went for military services				they spontaneously decided to go to Ticino for pentecost and because of nice weather and the kids wanted to have a hotel with a pool, so they called one hotel they stayed before and booked the available one	no
338	DS	SUI	m	1968	May, 2016, 10d	family (wife and two kids, total four)	in an holiday apartment in Siesta Key, Florida (USA) for swimming holidays close to the beach	DS									DS and his wife had been before the kids came three times in Florida, seeing different places such as Disneyland, Cape Canaveral, and other					wife found a convenient and affordable vacation apartment (incl. Wifi) for the whole family on the internet and booked, then they booked the flight			no	
339	DS	SUI	m	1968	Aug 2021, daytrip	family (wife and two kids, total four)	went to animal watching early in the morning to the animal zoo in Dählhölzli, close to Berne (SUI)	whole family									they had been several times before (at least three times)						one kid found a voucher in a kid's magazine for visiting the zoo where they advertised the newborn Leopards and other animals			no
340	CS	SUI	f	1998	Aug 2019, 14d	boyfriend	round-trip on the Färöer islands (DEN), sleeping in the tent and walking or hitch-hiking	CS																	CS has studied Scandinavian studies for her bachelor degree and knew quite some information about the islands and remained impressed also because of the unusual landscape, they wanted to go to a less crowded area and it was a good occasion for hiking and sleeping in tent, was their first trip as a couple and they both are looking for adventurous trips	no

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349	HB	GER	f	1994	Aug 2021, 2d	boyfriend and her sister	by train Bonn (GER), staying at a friend's house to visit a friend and do some sightseeing	together	visiting her friend who lives in Bonn								they have done this before, in June 2021				HB and her boyfriend were living and working in Bonn					no
350	HB	GER	f	1994	Jun-Jul 2021, 10d	boyfriend	flight to Paro and then by train to Lagos, hiking from Lagos to Zambujeira do Mar (staying in hotels and AirBnBs) then went further by coach to Lisboa (PTR) and flight back to Düsseldorf	HB										HB made before the Camino Portugues and she wanted to see another scenic hiking route in Portugal because she had a good experience when she made the Camino Portugues (in 2018)		arrived ate Zambujeira do Mar they could not continue to Lisboa because Portugal suffered limitations for travelers because of the pandemic, HB and boyfriend decided to return home earlier because they wanted to catch an earlier flight back home					originally they wanted to go to France because it seems easier by train, but the increasing infections in France made them decide to go to Portugal, they researched on the internet to look for nice hiking routes and found a website dedicated to that particular route (https://rotavicientina.com/de/) and then they booked the flights	no
351	HB	GER	f	1994	Aug 2021, daytrip	boyfriend and her sister	to see the zoo in Duisburg (GER)	boyfriend									HB and her sister had been twice before in Duisburg, and HB and her sister do not like the city at all, however HB has sympathy for Duisburg for professional reasons							they wanted to see a zoo and despite HB does not like Duisburg they agreed to give it a try to see that zoo and because Duisburg is more convenient and less crowded than Düsseldorf	HBs boyfriend's grandparents were living in Duisburg, perhaps he remembered a zoo being in Duisburg	no
352	NG	SUI	f	1994	Feb 2020, 4d	boyfriend	skiing holidays on the Bettmeralp, VS (SUI) in a holiday apartment	NG									NB goes there since she is four years old, in holiday apartments					until five years ago she went to her grandparent's holiday apartment, every year for skiing holidays				no
353	NG	SUI	f	1994	Aug 2021, 7d	boyfriend	holidays at the sea, mainly scuba diving, in El Kuseir, (EGY), staying in a hotel	NG						NGs father recommended the place with the diving center and he advised to stay at that hotel because of wom by others				NG had been three times before diving in Egypt but in other places at the Red Sea								no
354	NG	SUI	f	1994	Jul 2021, daytrip	sister	staying in the city center of Winterthur (SUI)	sister	NG and sister met in Witnerthur, NG came from St. Gallen and sister came from Zürich where she was still living												sister was preparing to move to Winterthur to work and live there					no
355	GB	ITA	f	1994	Nov 2016, 13d	mother	outside of Stonetown, in Zanzibar (TZA), staying in a resort	mother				GB joined her mother for her birthday, trip was a gift		mother got first some recommendation from a friend (f) who had been there	they both went to a travel agent and already had an idea to go to Zanzibar										mother wanted to see beautiful sea	no
356	GB	ITA	f	1994	Sep 2016, 4d	boyfriend	city trip to London (GBR) in a hotel	GB				boyfriend organized the trip as a gift for her birthday		mother, aunt, and a friend of her had been (all on their own) before in London and told her about the city											during the moths before, on some magazines she read articles about the city and she became fond of going to see London	no
357	GB	ITA	f	1994	Jun 2021, daytrip	boyfriend and her younger cousin (m)	seeing the botanical garden in Padova (ITA)	GB													GB lived and studied for three years in Padova			she suggested to see the orto botanico (botanical garden) in Padova that she had not the occasion to see when she was studying there		no

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358	LH	AUT	f	1995	Aug 2021, 5d	boyfriend	beach holidays in Jesolo (ITA) in a hotel	boyfriend						a friend of LH had been a couple of weeks before in Jesolo									boyfriend searched on the internet and found a convenient place to stay at the beach in Italy, not too far away from Austria			no
359	LH	AUT	f	1995	Aug 2018, 7d	friend (f)	beach holidays in Zakynthos (GRC) in a hotel	both						a good friend of both had been a month before with her boyfriend on the island of Zakynthos and recommended the place and told them that there is a direct flight from Innsbruck									both searched on the internet for suitable places for beach holidays flights and accommodation) and then they found a travel package to Zakynthos with a direct flight from Innsbruck (AUT)			no
360	LH	AUT	f	1995	Feb 2020, daytrip	boyfriend and his brother with girlfriend, total four	shopping and sightseeing in München (GER)	LH and girlfriend of boyfriend's brother									all four had been before in München many times, twice in the same group for the same reasons, sometimes also for concerts, all couple of months they go to München, about 2hrs drive from Innsbruck									no
361	LB	ITA	m	1968	Jun 2021, 4d	colleagues of work (total 5)	for a research project to see human made pits and study architecture and history of these constructions, in Canosa di Puglia (2d), Massafra (2d) (ITA)	coordinator of project (one of the four)																visit and study historical human made pits		no
362	LB	ITA	m	1968	Jul 2021, 15d	alone	Pesaro (3d), Campomarino (3d), Abano Terme (7d), ITA	alone	in Pesaro and Campo Marino LB has visited friends	has been invited by friends							had been before in Pesaro (see friend but he changes everytime the hotel) and Abano Terme (to have spa holidays for taking mud baths), went for the fourth tme, but always changing the hotel, the first time LB found Abano Terme as a convenient place compared to other which was more expensive and booked a travel package offered by the spa in 2010						first time in Abano Terme due to a packaged offer			no
363	LB	ITA	m	1968	Aug 2021, daytrip	with his brother	to have a hike in Balardo, close to San Remo on the mountain (ITA) to see their parent's house and the region around	LB									LB had been many times there with his family					LBs parents have a second home				no
364	LV	SUI	f	1999	Apr 2015, 14d	parents and brother	round-trip by rental car of Myanmar (MMR), Yangon (3d), Mandalay (3d), Bagan (3d), Rangun (3d), mainly in hotels	mother						neighbors had just been to Myanmar and recommended to mother of LV												no
365	LV	SUI	f	1999	Jun 2017, 6d	schoolfriends (total three)	Marrakesh (3d), Fez (3d), Casablanca (2d), other place (1d), Morocco (MAR), staying in AirBnB and traveling by rental car	LV																LV remembered nice pictures of travel reports in magazines (Annabelle, Gala) of Morocco and is inspired and suggests her friends to book a trip to Morocco		no
366	LV	SUI	f	1999	Aug 2021, daytrip	friend (m)	hike to Äscher, then to Seelapsee and back home (SUI)	friend																friend saw a picture of Äscher on Instagram (by a blogger) and sent it to LV and they decided to see the place		no

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367	CI	SUI	f	1997	May 2021, 5d	three friends (f), total four	Dubai (ARE), in a holiday apartment	one friend						the friend who suggested to take that apartment had a recommendation by another friend of hers who had been on holiday in that building, a good friend of CI had been five years before in Dubai and since then CI wanted to go there, one day			one of the friends is a flight attendant who had been several times before in Dubai								no	
368	CI	SUI	f	1997	Sep 2021, 5d	with two friends (f) from studies	Lisboa (PRT), in a holiday apartment, booked on booking.com	one friend						a good friend (m) of the friend (f) who suggested had just been to Lisboa and recommended to go there								they found a direct, convenient flight and then found a good accommodation		first, they wanted to go to Cesme, Turkey but because of COVID restrictions and too long stopover in Istanbul, they decided for Lisboa	no	
369	CI	SUI	f	1997	Sep 2020, daytrip	with her father	youth hostel in Leissigen, Bernese Oberland (SUI)	brother invited	they visited CIs brother who runs the youth hostel in Leissigen		one of the children of her brother celebrated birthday and they had a family reunion														no	
370	CL	GER	f	1993	Jul 2021, 4d	alone	by train to Wiesbaden (GER) in a hotel	CL									she had been once before for three hours on a stopover in 2020 and she liked the city so she wanted to return for longer time					train voucher for a trip in the region of Hessen		took the opportunity to travel in Germany after the pandemic lockdown, she chose Wiesbaden because it was the regional capital of the Bundesland (Hessen) where she currently lives, was close and had a voucher to take the train	no	
371	CL	GER	f	1993	Apr 2019, 12d	friend (f) and as part of travelling group (total of 26 people)	study round-trip to China (CHN), Hong Kong (3d), Macau (1d), Shenzhen (2d), Shanghai (5d), Hangzhou (3d), Beijing (3), all staying in hotels	the professor who organized the study trip to China	the professor knew several locals in these cities and his wife is Chinese													the organized trip by the professor, they had noticed a flyer of the trip at the university			no	
372	CL	GER	f	1993	Sep 2021, daytrip	alone	by train first to Eisenach and then to Erfurt (GER)							had a recommendation to to see the Wartburg by her parents who had been there before, friends recommended Erfurt because they had been there that summer and liked the city								in Germany there was a special offer for train card holders as a reward during the pandemic to take all the regional trains in Germany for free	went to Eisenach to see the Wartburg which is a historical site (Luther wrote the Bible in German) and the old town, and in Erfurt to see the old town and the Cathedral		no	
373	ER	SUI	f	2000	Aug 2020, 7d	boyfriend	La Spezia in AirBnB (2d), Rapallo in hotel (3d), Genova in AirBnB (2d) (ITA)	ER						a friend (f) of ER had been in July of the same year in Cinqueterre and recommended to go there				ER had been in Santa Margherita, Portofino many years before with her family					particularly ER had in mind to see the five villages (Cinqueterre)	ER saw on Instagram the picture of one of these villages, years before	no	
374	ER	SUI	f	2000	Jul 2016, 18 d	family (total ten, parents, two sisters, uncle and aunt with three cousins)	by car with a driver, Bogota (2d), San Agustin (3d), next to Valle del Cocora (3d), Santa Marta (3d), Cartagena (2d) always in hotels (COL)	father and uncle and for the trip in Colombia their sister who lives in Bogota gave some suggestions	the group visited the sister of father and uncle who lives in Bogota																	no
375	ER	SUI	f	2000	Jul 2021, daytrip	a friend of hers	wetn by car to Leysin to climb a via ferrata (SUI)	ER						a friend of ER made the via ferrata himself and recommended										via ferrata in Leysin		no
376	CB	SUI	f	1995	Feb 2014, 4d	godmother	Istanbul (TUR) in a hotel	godmother				godmother chose Istanbul as gift for CB because she wanted to visit that city													CB made a research and presentation at the beginning of her college time (around 2009) and she was fascinated by that city since	no

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377	CB	SUI	f	1995	Jan-Mar 2020, 60d	alone	Bangkok (THA) (3d), then by train to the border and further with taxi to Siem Reap (KHM) (3d), Pnohm Penh (3d), Mondukiri (5d), Pnohm Penh (2d), Kampot (4d), Kep (2d), with taxi to the border and then by motorbike and ferry to Pho Kuot (VNM) (3d), CB joins a friend and travels with her for the following two weeks across Vietnam, by plane to Ho Chi Minh (3d), then had a guided tour of three days on the Mekong delta by bus and boat, then back to Ho Chi Minh and slept in the bus on the way to Nha Trang (2d), flight to Hoi An (4d), then they parted, CBs friend flew back to Switzerland and CB continued to Da Nang (1d), then took the night train to Hanoi (2d), then with a night-bus to Sapa (3d), back to Hanoi (2d), then flight to Malaysia, straight to Kuching (Sarawak) (5d), flight back to Kuala Lumpur (1d) and then back home, mainly sleeping in youth hostels	CB						CB is a passive user of the travel facebook group "Frauen reisen alleine" (women travel alone) and she gets relevant information for her trips									while CB had only booked the flight to Bangkok and back and the hotel in Bangkok, all the other flights and places she stayed she booked while she was traveling in the region, to look for further places and accomodations she looked up in travel blogs, asked people at the place, to book accommodation s she looked mainly on hostelworld.com , before CB departed she arranged to meet with her friend in Vietnam		CB wanted to take a longer convenient trip, alone and to safe places, so she chose South East Asia, then she chose Bangkok as point of departure for the round-trip in SE Asia, CB researches travel blogs and collects information and she follows a facebook group called "Frauen reisen alleine" (women travel alone)	no
378	CB	SUI	f	1995	Aug 2021, daytrip	alone	hiking day, on the Sántis mountain (SUI)	CB						CBs younger brother wanted to visit that place too but could not before, so CB found it was a good occasion to go before her brother goes, and she reported him and recommended him											two years before CB made a mental list of Swiss mountains she wanted to visit and the weather was good that particular day (actually she wanted to go there two weeks before) and she was staying that day close to that area	no
379	RV	GER	m	1979	Aug 2019, 20d	wife	round-trip in Canada (CAN) by rental car first to Vancouver (4d), Vancouver Island, specifically Victoria (2d)-Tofino (2d)-Nanaimo (2d), Whistler (2d), visiting Kelowna then Glacier National Park and then Jasper National Park then Banff National Park, Marlborough (1d) then to Edmonton and flight back to Frankfurt, mainly staying in hotels, motels	both						RV asked advice from a Canadian student and he told him to concentrate on one area, generally acquaintances of RV and his wife often mentioned Vancouver and Vancouver Island			RV had visited the US for business reasons before and wanted to visit North America for holidays						they planned the trip around Vancouver then they found a convenient flight first to Vancouver and then back from Edmonton to Germany, and not viceversa		RV and his wife wanted to visit Vancouver (for cultural reasons, diverse culture) also because of the National Parks, they also noticed that Vancouver Island is good for hiking, on the internet they often found Vancouver and Vancouver Island, they were reading also from travel books (Lonely Planet, etc.), magazines, etc.	no
380	RV	GER	m	1979	Sep 2021, 13d	wife	by car to St. Peter-Ording (6d) then Glücksburg (7d) in Schleswig-Holstein (GER staying in holiday apartments	both	St. Peter-Ording is located close and on the way to Glücksburg to RVs mother's place, they also met RV's mother-in-law who stayed also three days in St. Peter-Ording												RV's wife was born and lived in that region (Schlweswig-Holstein) before		they had already made a trip in Italy for sailing with a sailing training association (DHH) and they noticed that they offer clinics in Northern Germany, too, so they booked the trip to Glücksburg	originally they wanted to take a sail clinic in Glücksburg but RV's wife had an accident and could not do sports	no	
381	RV	GER	m	1979	May 2019, daytrip	wife and RV's mother	by car from Frankfurt, visiting the federal garden exhibition in Heilbronn (GER) which is an initiative to greening cities	RV				the trip to Heilbronn was a birthday gift of RV to his mother (she loves gardens)				RV noticed while being in Heilbronn the advertisemen ts for the exhibition	RV had been before in Heilbronn for business reasons and he knew about the forthcoming garden exhibition									no
382	FM	SUI	m	2000	Oct 2018, 12d	with parents and sister (four in total)	round-trip flying from Hamburg (GER) to Dubai and then they took a cruise ship for 11 days (Dubai (ARE)-Muscat (OMN)-Suez Channel and to Alexandria (EGY)-Limassol (CYP) and then flight back to Hamburg	FMs mother									they had made cruise trips before with that cruise line, particularly in the mediterranean sea but not the Suez Channel, yet						mother looks on the internet site of that cruise line and finds that particular route		during school holidays	no

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383	FM	SUI	m	2000	Aug 2017, 11d	with parents and sister (four in total)	cruise trip starting from Kiel (GER) to Gdansk (POL), Klaipeda (LTU), Tallinn (EST), St. Petersburg (RUS), Stockholm (SWE) and back to Kiel (GER)	FMs mother															mother looks on the internet site of that cruise line and finds that particular route		during school holidays	no
384	FM	SUI	m	2000	Jun 2021, daytrip	friend	they went together by car from Hamburg to have a swim at the sea and enjoy the summer day in St. Peter-Ording, Schleswig-Holstein (GER)	FM									FM had been several times before (at least 10 times) with his family									no
385	GV	ITA	f	1996	Aug 2021, 5d	her best friend (f)	to have sun, hike and culture/ history vacation on the island of Ischia (ITA), they stayed in a hotel	her friend (f)						her best friend's sister had been to Ischia before and other people recommended her to go to Ischia			GV had been to Ischia before as a child, for her friend it was the first time but it was not decisive to go this time						they found a well-located hotel and convenient, not too close to the center but close to the beach			no
386	GV	ITA	f	1996	Jan 2016, 4d	cousin (m) of her	Lisboa (PRT), in a hostel	cousin				cousin made a gift by inviting her to join a trip to Lisboa, because GV was studying at that time Portuguese											cousin found a convenient offer for a flight to Lisboa as a black Friday offer on the internet			no
387	GV	ITA	f	1996	Aug 2021, daytrip	ten friends in total	bioparco di Montella (ITA), where there is a natural park and waterfalls, for hiking and a picnic	one of the friends									at least two of the group of friends had been to Montella before							the national park was the attraction (the place Montella is located nearby)	on the internet and social media and local TV the natural park of Montella was often advertised	no
388	RW	SUI	m	1962	Sep 2021, 2d	wife	in Überlingen (GER) to visit wife's sister	wife		invited by his sister-in-law	they helped his wife's sister to move from one place to another place															no
389	RW	SUI	m	1962	Sep 2020, 3d	wife	in Sils, Engadine (SUI), staying at a hotel	wife	they joined a couple of friends who had already decided to go to Sils in the Engadine					RWs wife and another friend suggested that the Engadine would be a good place to have holidays, therefore their friends considered that region to be top on their list				on a previous trip to Italy, on their way home to Germany, their friends how beautiful Switzerland was and decided to plan their next trip to Switzerland					after their friends had decided to go to the Engadine, they searched on the internet places and hotels and found a good hotel to stay in Sils		their friends considered other mountain places with lakes in Switzerland and then they found a good offer for a hotel in Sils	no
390	RW	SUI	m	1962	Jul 2021, daytrip	wife	by car to Bregenz (AUT), from there rented bikes and went to Lindau (GER), bike excursion	RW									they had been in Bregenz before and RW felt more comfortable							RW searched on the internet for attractive bike routes and found the one from Bregenz to Lindau, RW ordered the additional bike in Bregenz from home	RW searched on the internet and looked for bike routes and found it was not convenient to rent a bike in St. Gallen	no

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391	YC	GER	f	1988	Sep 2021, 20d	partner (m)	by car from Frankfurt to Passau (2d) (GER), then to Zagreb (1d), Dubrovnik (3d) (CRO) then further round-trip by catamaran and back to Dubrovnik and further close to Split (1d) then Malilosing (10d) in a holiday apartment there together with four other friends (two other couples) and then back by car to Frankfurt, usually staying in AirBnB and holiday apartments	one of the other four friends who found the offer for sailing boat in Malilosing															YCs partner had the idea to rent the catamaran in Dubrovnik because there was an offer on a page for sailing and other nature activities and booked for the organized trip (total of 12 people), the other stay in Malilosing was due to the booking of another sailing boat by one of the other friends who found an offer in the internet presented by a German sailing club	places for sailing		no
392	YC	GER	f	1988	Jul-Aug 2020, 14d	with three friends (total four) (f)	by car first from Frankfurt to Munich (1d) (GER) to take the third friend who lives there and then to Ljubljana (3d), Piran (1d), Bovec (7d) mainly for excursions, then back close to Munich, Ammersee (2d) then back to Frankfurt, mainly staying in holiday apartments through AirBnB	YC									YC had stayed 5-6 times in Bovec and she knows the place, first time YC was there was with the ski and kayaking club around 2010									no
393	YC	GER	f	1988	Oct 2021, daytrip	partner (m) and another couple (total four)	by car to Runkel an der Lahn (GER) to take an excursion on the hills and then had a dinner in a restaurant and returned home	the man of the other couple									YC and the man of the other couple had been before in the Lahntal but it was not the main reason to choose that trip							the particular itinerary was the reason to go to that place	the man of the other couple found an attractive itinerary on a hiking app that was fed among others by the local tourist office of Lahntal	no
394	NF	SUI	f	1963	Aug 2020, 5d	husband and son	staying in the same hotel in Lucerne (SUI) at the lake and taking daytrips in the region	NF									NF had been for work a couple of times before in Lucerne and so she suggested the family to go there						the hotel at the lake was additionally located well and this made them decide to book the hotel and NF had been before in that hotel			no
395	NF	SUI	f	1963	Aug 2018, 21d	son and five friends (other family, two parents and two brothers and one brother's girlfriend), total seven	from Switzerland to Hong Kong (HKG) (3d), then Melbourne (4d), Cairns (3d), Brisbane (3d), Sydney (4d) (AUS) and then back over Singapore (SGP) (4d) and back to Switzerland, staying in hotels	NFs son and his friend	they visited a friend of NF in Sydney and stayed a day with them, but it was just a good occasion to meet again					study friends of NFs son and his friend had been to Australia before and recommended them Australia, the girlfriend's brother of the second son of the other family had worked in Singapore and he suggested some places to visit			NF and her husband (who could not come this time) had been once in Australia and visited Sydney and Melbourne and suggested to go there								instead of taking a direct flight Switzerland-Australia NF suggested to have two stopovers in Hong Kong and Singapore, for NF this trip was a good occasion to visit these other two destinations	no
396	NF	SUI	f	1963	Aug 2021, daytrip	husband	for visiting two exhibitions in Locarno (SUI)									two art exhibitions, first Casa Rusca, second Ghisla Art Collection	they both had been to the exhibition halls but not for those particular ones they visited this time								NF and her husband like to visit art exhibitions and know the exhibition halls in their region	no
397	LG	SUI	f	1995	Aug 2019, 14d	boyfriend	traveling by public transport, first to Göteborg (2d), Skafthö (6d), Smögen (4d) (SWE), Oslo (2d) (NOR) and then back to Switzerland, staying in AirBnB	boyfriend										they both had been the first time in 2013 in Stockholm and LGs boyfriend is a professional snowboarder and had been several times in Sundsvall (SWE)					LG wanted to stay in a typical Swedish wooden house and her boyfriend found one on AirBnB		their parents are all fond of Scandinavia (they all had travelled before in these countries) and have books and live Scandinavian traditions, so they both wanted to travel in these countries, they bought travel books of Sweden and found the Westcoast attractive	no

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406	DF	SUI	f	1999	Dec 2018, 11d	with parents and two siblings (two sisters)	Tulun (MEX) in a holiday resort	father							parents have booked a travel package (flight and accommodation), It was suggested by the travel agent										it was the last family holiday, looking for a warm place at the sea and a convenient offer	no
407	DF	SUI	f	1999	Dec 2013, 14d	with parents and two siblings (two sisters)	first an organized round-trip of Florida (USA) by coach (group of approx. 20 travelers) in Miami (2)-Naples (1)-Orlando (2)-Key West (1), staying in hotels, then further to Honolulu, Hawaii (USA) staying 7 days in the same place (hotel)	father							parents went to the travel agent and asked them to arrange the trip to Florida and Hawaii, the travel agent then suggested the organized round-trip of Florida		father had been to most of these places before as a child and he wanted to show and share with the family these places again									no
408	DF	SUI	f	1999	Dec 2021, daytrip	with boyfriend	by car first to the city centre of Bern (SUI) and then took the cable-car to Engstligenalp (mountain and have an evening fondue in the igloo), then back home	boyfriend (Bern), Engstligenalp (DF)				DF gave her boyfriend one year before a voucher for a fondue dinner on the Englistenalp					boyfriend had been several times before to the city center of Bern and wanted to show DF the place, first time he had been in Bern was during a weekly school excursion								DF did not know what to give her boyfriend for Christmas and searched on the internet on the site "geschenkeidee.ch" and found the voucher for the foundue dinner was a good choice, because it was offered as a travel package	no
409	JC	SUI	m	1998	Sep 2019, 3d	with two study colleagues	first to enjoy nature holidays in Valle Maggia (SUI) and stayed on a campsite, then Lavertezzo (SUI) also to enjoy hiking and swimming in the river, second day in Sirmione (ITA) at Lago di Garda, third day at entertainment park Gardaland resort (ITA)	one of the colleagues									JC had the idea because of bad weather to go to Sirmione and to Gardaland because he had been there many times before, first time he went there as a child, the colleague who suggested to take the trip had been to the campsite several time before, first time with his family as a child								instead of staying in Lavertezzo, they moved because of bad weather forecast to Sirmione	no
410	JC	SUI	m	1998	Jul-Aug 2018, 14d	with girlfriend	round-trip of Cuba by colectivo, first in Havana (CUB) (2d), Viñales (3d), Cienfuegos (2d), Trinidad (3d), mainly staying in casas particulares then with a bus to a resort in close to Varadero where they stayed until the end of the trip	girlfriend						JCs sister suggested to his girlfriend to visit Cuba because she had been there in 2015 and she liked it, she also suggested the places to see											they looked on the internet for accommodation and booked in Switzerland only one overnight and the stay at the resort, the other accommodations were organized by the host of the night they just stayed	no
411	JC	SUI	m	1998	Dec 2021, daytrip	with girlfriend and his three young cousins (m)	to visit the Aquapark in Bouveret (SUI)	JC									JC had been many times before, his girlfriend and the cousins once when JC had suggested them to visit the Aquapark, JC had been several times there since he was a child							they visited the Aquapark	no	
412	KZ	SUI	f	1991	Jan 2014, 120d	first alone and then for the second part in a group of four students	language school in Manly, close to Sydney (AUS) 90d where she stayed at a host family and had some short weekend trips with the class, later then joined the group of other three and they flew to Adelaide (2d), and then by bus to Melbourne (5d) back to Sydney and continued with an overnight bus to Bylon Bay (3d) then Surfers Paradise (7d) then Brisbane (4d) then Noosa (5d) then Fraser Island (4d) where they slept in tents, then Airle Beach (2d) then on a ship to Whitsunday Island (4d) then Airle Beach (2d) where she split from the group then she continued alone to Brisbane and flew back to Switzerland, during the trip the group stayed mainly in hotels and hostels and they mainly travelled by bus	KZ decided to book the language school, KZ suggested also to take the trip with the group and some places to go (Byron Bay, Fraser Island, Whitsunday Island)						a friend of KZ recommended the language school in Australia, KZ went to a travel agent specialized in language schools and booked that same location and school	the group went to a travel agent with specific ideas to visit the East Coast and there they had some additional suggestions (e.g. to take the Great Ocean Road) and they booked accommodation, transportation (bus and flight and boat)										KZ dreamed of visiting Australia since she had geography class in high school, for the particular trip in the group KZ found some reports of (Byron Bay etc.) on Lonely Planet	no

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413	KZ		SUI	f	1991	Nov 2021, 4d	in a group of four friends	Valencia (ESP) staying in an AirBnB	KZ					a colleague at work recommended Valencia because she has been there									the whole group was surfing on a flight booking site looking for a city in Spain and at the sea and found a good connection to Valencia		originally KZ suggested to go to Dublin but the other group members preferred a warmer place, so they started searching on the internet a place in Spain	no
414	KZ		SUI	f	1991	Jan 2022, daytrip	with sister	to ski at the Flumserberg (SUI)	KZ								both had been a couple of times skiing at the Flumserberg, first time KZ went there during her school days with the class									no
415	MH		SUI	f	1997	Jul 2019, 10d	parents, last two days sister joined them	round-trip of Northern France mainly by car, MH joined her parents who already were in Rouen (FRA): Rouen (1d), then Honfleur (1d), then Deauville (3d), then Saint Malo (3d), then Rouen (2d) and sister joined them there to stay another two days, they stayed in guesthouses	sister						sister had booked a language school (mandatory from her high school) in Rouen looking for one where there are no Swiss-Germans (school suggested by the travel agency, and the family decided to visit the region before she went there											no
416	MH		SUI	f	1997	Jul 2021, 5d	parents and sister	Viareggio (ITA) in a hotel, summer holidays	father								family had been before two-three times at the same hotel, first time in Viareggio father suggested the city of Viareggio because he traveled there for leisure during his youth (with some of his friends)									no
417	MH		SUI	f	1997	Apr 2019, daytrip	friend (f)	to visit Vals village and the spa (SUI)	MH			the first time in 2013 when for her birthday the parents organized the trip to Vals					MH had been once before								MH is fond of Swiss architecture, the spa was designed by Peter Zumthor (Swiss architect), she remembers to have it seen in an architecture magazine	no
418	SH		SUI	f	1998	Aug 2021, 10d	boyfriend	on a resort in Kallithea, island of Rhodes (GRC)	SH					a friend of SH had been to Rhodes two weeks before and recommended to have holidays there											they then searched on booking.com for hotels and found the resort, then they booked the flight	no
419	SH		SUI	f	1998	Feb 2020, 7d	boyfriend	to Helsinki (FIN) staying in a hotel	boyfriend			the trip was a gift from the boyfriend to SH											boyfriend wanted to visit Scandinavian countries, they looked together Sweden, Denmark and Finland and looked for interesting tourist attractions and checked the prices for hotels and finally found a hotel in Helsinki that they liked and then they booked			no

#	intls	living	sex	birthyear	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertisement
420	SH	SUI	f	1998	Dec 2021, daytrip	boyfriend	to Caumasee (Lake of Cauma) (SUI)	SH						a friend of SH had been two days before there and she shared some pictures of the lake in the winter, so, SH decided to go there			SH had been two years before in the summer and she wanted to show her boyfriend and see it in the winter, first time she went alone on recommendation of some friends									no
421	FO	ITA	f	1994	Dec-Jan 2021, 7d	two friends (f)	Bruxelles (BEL)	the friend who lives in Bruxelles invited them	to visit another friend of theirs who juts moved to Bruxelles (BEL)														they found a new direct flight Ryanair from Genova (ITA) to Bruxelles			no
422	FO	ITA	f	1994	Nov-Dec 2021, 45d	alone	Göteborg (SWE) staying in an apartment to write her thesis	FO									first time she was in Göteborg to visit her ex-boyfriend and she liked the city so much that she returned for a language school				FO had lived and studied there during language school					no
423	FO	ITA	f	1994	Mar 2019, daytrip	boyfriend	Monesteroli in Cinqueterre (ITA) for a trekking day	boyfriend														boyfriend has a second home close there so that was an additional reason to choose that itinerary	her boyfriend decided to have a day of trekking and found some information on Instagram about the trekking itinerary presented by the local DMO		no/ yes (information of the trekking itinerary)	
424	SO	SUI	f	1995	Jan-Feb 2019, 40d	friend (m)	Sydney (AUS) (7d), then Auckland (NZL) (3d), then by camping-van further a round-trip with stops in Pauranga (3d), Rotorua (5d), Taupo (3d), then with the ferry to the Southern Island to Nelson (4d), then along the West Coast of the Southern Island (4), Wanaka (3d), Queenstown (1d), Lake Tekapo (2d), Christchurch (3d), flight to Auckland and back home	SO						friend of SO had made a round-trip by camper-van, too and recommended to her							SO had visited Sydney before (the first time) for three months for a language school, for her first trip on her own she wanted to be as far as possible	she found Sydney for her first trip to the language school matching her interests (sea, far away, big city)		was quite a spontaneous decision and organized in short time	no	
425	SO	SUI	f	1995	Aug 2021, 7d	boyfriend	starting from Interlaken where the boyfriend lives by car first to Sirmione at the Garda Lake (ITA) (3d), then to Chioggia (3d), Stresa (2d), sleeping in the tent	SO						SO suggested Chioggia because the year before when she was working at a campsite in Switzerland she knew a guest who came from Chioggia and he recommended the place and that there were many campsites at the coast					after Chioggia they wanted to return to Switzerland and on they way back there was the Lago Maggiore where they decided to have a futher stop and they found a good campsite in Stresa			the campsite in Sirmione was booked at home, they found it on the internet, the other campsites they found as they were traveling		they had not enough time and wanted to go abroad and looked for good campsites, they usually looked on google maps for campsites	no	
426	SO	SUI	f	1995	Oct 2021, daytrip	study friends (total 5, 2m, 3f)	by car to the Oeschinensee (lake) to show two of them who are visiting students from Germany (2m) the beautiful lake	the three ladies of the group									the three ladies had been several times before, SO when she was a child with the family						the Oeschinensee is a particular attraction of that region		no	
427	FB	SUI	f	1998	Oct 2021, 4d	boyfriend	Vienna (AUT) in a hotel	boyfriend									both had been a couple of times before but not together				boyfriend was in Vienna for an exchange semester three years before				celebrating boyfriend's end of master studies	no
428	FB	SUI	f	1998	Aug 2021, 8d	boyfriend	Dorf Tirol, a village above Merano (ITA), in a hotel	boyfriend						boyfriend then suggested to return to Dorf Tirol and the same hotel, where his brother and his parents had been three years before				FB had been in South Tirol before in another place close there (30' by car) and suggested to consider to return to South Tirol							they wanted to make hiking holidays and it was complicated to go to Tirol (AUT), where they went one year before, because of the measures against the pandemic	no

#	intls	living	sex	birthyear	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment	
437	FW	SUI	f	1994	Feb 2015, 10d	boyfriend	flew to Miami (USA 4d) further by rental car to Key West (3d), Orlando (2), Tampa (1) back to Miami, staying in hotels	boyfriend							they booked the whole travel route they already had planned in a travel agency			FWs boyfriend had been before in the USA (New York, Washington D.C.) but it was not the main reason for them to choose Florida						FWs boyfriend wanted to visit the Disney amusement parks in Florida	FW had semester break and in February it was not too hot in Florida and it was a not too long flight	no	
438	FW	SUI	f	1994	Sep 2016, daytrip	boyfriend	by car to Bern (SUI)	boyfriend	boyfriend's sister had just moved to Bern and she invited them																	no	
439	DF	ITA	f	1994	Mar 2020, 7d	boyfriend	Lima (3d), Cuzco (4d) (PER), staying in hotels	boyfriend					an acquaintance of her boyfriend posted pictures on instagram about his trip to Peru six months before they went to the travel agent	they went to the travel agency and they asked about Japan, Peru, or a beach resort, finally the travel agent recommended a trip to Peru												no	
440	DF	ITA	f	1994	Jan 2018, 7d	boyfriend	Diani (4d) at a sea resort, then a safari in Masai Mara and Tsavo (3) (KEN), staying in hotels	DF	as they met their friend they asked him to organize the three-day safari for them						first time in 2015 they wanted to make a safari in Kenya, so they went to the travel agent who suggested a convenient offer (including the possibility for a safari)	in 2015 they already had been in Kenya and particularly in the same place (Diani) and hotel, so they wanted to return to meet a local friend they knew from their first trip, first time they went there due to the recommendation at the travel agency										no	
441	DF	ITA	f	1994	Apr 2021, daytrip	friends (total of five, two couples and another friend (f), including DFs boyfriend)	by car, 30' from home, to Isola Santa, hillside location with a nice lake, at the community of Careggine, Toscana (ITA) to make a hike	the other couple						the other couple knew from other people and the other three as well											it was on Sunday and weather was nice to have a hike	no	
442	KE	GER	f	1993	Sep 2020, 14d	partner (m) and dog	by car to Rügen (GER) in a holiday house	KE									KE had been as a child before to Rügen and her partner did not know those regions, she wanted to show him the German Northern coast						they searched for various places where they could stay with the dog and finally they found that house on the island of Rügen		because of the pandemic they decided for a safe destination in Germany, at the northern coast of Germany	no	
443	KE	GER	f	1993	Nov 2021, 7d	partner (m) and dog	by car to Gasse in South Tyrol (ITA) in a wellness hotel	both					KE saw on Instagram postings about hotels in South Tyrol and they had a recommendation from a colleague who had been several times in another hotel that was booked out, so KE saw that the other wellness hotel was free, KE found the postings by acquaintances who had been in the hotel before				KE and her partner had been several times in South Tyrol before						finally KE booked the hotel because it fitted to their needs (including for the dog)			no	
444	KE	GER	f	1993	Mar 2022, daytrip	partner (m) and dog	by car to Obersulm (GER) to visit KEs parents, 30' distance	parents	they were invited by her parents and KEs brother with his girlfriend joined them, too												KE lived there with her parents						no
445	NB	SUI	m	1997	Aug 2022, 3d	colleague (m)	island of Kos (GRC) in a hotel, taking short trips by rental car	NB															NB works for Swiss and so he had a good access to the booking options, Kos was a good option with regard to flight schedules		they had short-noticed the exams re-scheduled and then decided to take a short trip	no	

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446	NB	SUI	m	1997	Oct 2016, 2d	carnival music group (total of approx. 15)	flight from Zürich to Lugano (1d) (SUI) and then further by train to Milano (ITA) (1d) and then back from Malpensa airport to Zürich	one of the other colleagues								during that time Milano was hosting the Expo and they had planned to visit the exhibition but finally did not go	Lugano was already a known place to most, Milano a little less, the organizing guy knew both cities well and found they were close enough to see in two days and to enjoy the cities as a group								they usually go once a year as a group in the fall	no
447	NB	SUI	m	1997	Jul 2020, daytrip	group of friends, total 8	by train to Zermatt (SUI) to take the train to Gornergrat	two-three friends									for seven out of eight, it was not the first time to Zermatt						half of the group had a year-card (General-Abo), some had discounted offers, the Gornergrat offered during those days discounted tickets, and NB had a discounted ticket because during the lockdown visitors who had birthday had free tickets, but all of this was not the main trigger		they all wanted to go to a mountain destination during the pandemic	no
448	CH	SUI	f	1999	Jul 2021, 21d	boyfriend	flight to Porto (PRT) staying in a hotel (3d), then by camper to Lisboa (3d), Faro (4d), Quinta do Pedregal (4d), Porto (2d) in a hotel	boyfriend							boyfriend's friend had made a similar trip by camper as well										they wanted to visit a vineyard region and decided as they were in Portugal to take the trip to the area Quinta do Pedregal	no
449	CH	SUI	f	1999	Oct 2021, 3d	sister	by car to München (GER), staying in a hotel	both									they both go since approx. five years for a week-end trip to München, first time in 2011 they went with their parents for a weekend organized by father who knows the area from business trips									no
450	CH	SUI	f	1999	May 2021, daytrip	best friend (f)	by train to Ascona (SUI) for a sightseeing and enjoyment at the lakeside	both									they both go since three years once to Ascona, first time they went with both of their families as a group for a day-trip to Ascona in 2010, first time friend's mothe suggested to go to Ascona who had been close there before									no
451	RP	SUI	m	1977	Oct 2021, 8d	family (wife and one child) first to London, then with the in-laws and wife's brother's family further to Woburn	flight to London, staying at RPs in-laws (3d) and then by rental car to Woburn (5d), staying in Center Parc (GBR)	RP	they visited the in-laws who joined them for the second part of the trip to Woburn together with wife's brother's family								since five years they visit a different Center Parc in Eruope, wife's family visits since years Center Parcs and RPs in-laws had been to Woburn as well			wife's family is from London				they all wanted to see Center Parc in Wobrun		no
452	RP	SUI	m	1977	Nov 2019, 3d	alone	to a spa resort at the lake of Constance, in Radolfzell (GER)	RP							colleagues from sport association		he had been the second time to the same resort, first time it was in 2018 due to a recommendation by colleagues from a sport association who also go there							the resort with its offer is the reason they visit that place		no
453	RP	SUI	m	1977	Feb 2020, daytrip	with wife and RPs sister's daughter	by car to Technorama in Winterthur (SUI)	RP									RP had been once before in 2012, first time he does not remember				RP and his wife had lived for one year in Winterthur and found they knew the area			Technorama is a interactive technology museum for all age groups	they were looking for an indoor day-trip because of bad weather	no

#	intls	living	sex	birthyear	triptime	duration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
454	DL		SUI	m	1993	Jan 2022, 10d	brother and nine friends (total eleven)	from Zürich to Punta Cana (DOM) (5d) in an inclusive beach resort, Santo Domingo (5d), in an AirBnB	one of the friends (f) is from the Dominican Republic and while they were dining in a group the idea came up because she visits the Dominican Republic regularly for her birthday (22 January)			the girl who was born in Santo Domingo visits for many years for her birtchday her country of origin					the girl who was born in Santo Domingo had been several times before				the girl who suggested to visit Dominican Republic was born in Santo Domingo					no	
455	DL		SUI	m	1993	Oct 2021, 4d	study friends (total 3)	Amsterdam (NDL), in an AirBnB	all decided in the summer 2021 to travel together but they postponed the trip and as their friend was having an exchange semester in Maastricht they decided to catch up the common trip by meeting her in Amsterdam	to visit a friend who was studying in Maastricht							one of the friends (f) had been in Amsterdam before and suggested to meet there									no	
456	DL		SUI	m	1993	Dec 2021, daytrip	brother	by car to Outlet City Metzingen (GER)	DL						first time they went in 2014 as DL's working colleague told him that she and her husband went there			both had been several times before, even multiple times during the year and this time they decided to make Christmas shopping									no
457	MS		SUI	m	1995	Jul 2017, 10d	girlfriend	Lisboa (4d) then by coach to Peniche (6d) (PRT), staying in AirBnBs	MS						friends had been to Lisboa before and recommended to visit Portugal										MS and his girlfriend wanted to learn surfing, MSs girlfriend searched on the internet for places to surf close to Lisboa and found Peniche, they decided to go to Peniche that is located close to Lisboa		no
458	MS		SUI	m	1995	Jul 2021, 10d	friends (total four, 2m, 2f)	by train first to Köln (5d) then to Berlin (5d) (GER), staying in hostels	one friend (m) is originally from Berlin and his grandparents live there, since they had enough time, they decided to visit a common friend who lives in Köln	during the stay in Köln, they all met their friend; during their stay in Berlin, the one friend met his grandparents							they all had been at least once before in Berlin, MS had already been to Köln visiting their common friend									no	
459	MS		SUI	m	1995	Jan 2022, daytrip	friend (f)	by train to Zürich (SUI) to see the Landesmuseum (national museum)	MS								MS had not been since a while to the Landesmuseum and wanted to see it again, first time he was there was approx. in 2017 together with his parents who had been there before (MSs father is from near Zürich)										no

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460	OB	ESP	m	1966	Aug 2010, 7d	family (wife and two children, total 4)	Cefalu in Sicilia (ITA) staying in a hotel, taking daytrips from there by rental car	OB																	OBs son wanted to see old Greek sites but to go to Greece it was complicated for a short time of one week (islands) , then they checked cruises but it was complicated, too, so they chose Sicily because they wanted to see historical Greek sites, the Catalan Aragonese king was in the 16th century in Palermo, so they had a common history	no
461	OB	ESP	m	1966	Nov 2021, 3d	daughter (total of 2), visiting his son	Dublin (IRL), staying in a hotel	his son suggested to visit him	visiting his son who was studying in Dublin for one Erasmus exchange semester	OBs son invited them to join him in Dublin																no
462	OB	ESP	m	1966	Apr 2021, daytrip	with his wife	by car to have a picnic in Montblanc, a village in an area that is very green during spring	OB									they had been many times before, it is 45' minutes from home, first time he went there was when he was a student and drove usually after the exams there and took a detour around the place and he discovered Montblanc, since then he kept this place in his memory as a place to relax									no
463	LO	SUI	f	1978	Aug 2021, 10d	family (husband and two children)	by car to Meride (SUI), staying at a campsite, staying in a tent	husband						their neighbors suggested her husband to go to Meride as an alternative to Western Switzerland because they had been to the same campsite themselves											her husband wanted to make holidays on a campsite and in the beginning the had booked a place in Western Switzerland but due to floods they had to choose a different region	no
464	LO	SUI	f	1978	Sep 2019, 4d	friend (f)	by plane to Hamburg (GER), staying in a hotel	friend				her friend surprised her for her birthday with a booked flight and stay in Hamburg		acquaintances of LO and her friend had been in Hamburg before				LO travelled many times by car with her parents and later with her family to Denmark and Sweden and on the way there she passed on the A7 freeway many times through Hamburg and once wanted to visit the city							they both had talked some time about travelling to Northern Germany, but they had not been before in Hamburg	no

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472	MH	SUI	m	1948	May 2021, 4d	wife	ina wellness spa resort between Bolzano and Merano (ITA)	both									since four-five years they go all other year to that resort, first time in 2016 they went there as they were driving on the way from Merano to Bolzano and they found the place nice to stay, the region is familiar to MH because he went in the past to teach at a hospitality school in Bolzano									no
473	MH	SUI	m	1948	Sep 2021, 3d	wife	to a wellness hotel in Ascona (SUI) in a hotel	both									they had been several times to Ascona in the same hotel, first time in 2014 his wife had found the hotel in the internet and booked the wellness hotel									no
474	MH	SUI	m	1948	Oct 2021, daytrip	wife	by train to Weissbad and took a hike and have lunch at the restaurant Ruhesitz and finally arrived at Brülisau (SUI)	wife						a friend of MHs wife had a recommendation to take this particular hike			they had taken the same hike several times, first time it was 2015									no
475	AB	AUT	f	1997	Apr 2022, 7d	boyfriend	by car to Camerano (ITA) (with a one-day stop Cesenatico) and an extra day on the way back through Urbino (ITA)	AB	to visit her mother and her brothers who live in Camerano												AB had lived there until three days before					no
476	AB	AUT	f	1997	Oct 2021, 4d	boyfriend	flight to Billund then by train to Copenhagen (2d) and Odense (2d) and then back by train to Billund (DEN)	AB														AB started to search for good flight connections on Ryanair homepage and found a convenient flight to Billund, and since in these days there were less COVID restrictions they decided to book		originally AB wanted to book a surf-training week but her boyfriend wanted not to go so far and then they found a good offer to Denmark	no	
477	AB	AUT	f	1997	Apr 2021, daytrip	boyfriend	by car to Achensee (AUT) to have a walk around the lake and enjoy the place	AB						with regard to the first time: a guest who was staying at the hotel where AB works told her about Achensee before, so AB remembered this name and when she had some free time she decided to search for a place to go at Achensee			AB had been twice before at Achensee, first time it was in 2020 when she had one day off from work, she wanted to take an excursion to Achensee on the site of the local DMO the information and decided to go to that place (approx. 90 minutes from her place)								no	
478	LT	ITA	f	1997	Mar 2019, 6d	boyfriend	Lisboa (PRT) in an AirBnB	LT																LT and her boyfriend had studied Portuguese as foreign language during their bachelor studies and wanted to visit once the capital of Portugal, for that week they had degree break during which they had no lessons, LT always liked how Portuguese sounded as language and Portuguese music, her boyfriend was also fond of Portuguese literature	no	

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479	LT	ITA	f	1997	Aug 2021, 6d	boyfriend	by car to Siena (2d), Populonia (2d), Certaldo (1), Montepulciano (1d), staying in holiday apartments and hotels	LT									LTs boyfriend had been before in some places (Montepulciano and Montalcino) but it was not the reason she suggested	LT had been before to Firenze (also in Toscana) but that was not the reason she chose to return to that region			LTs boyfriend is originally from the northern part of Toscana and particularly, also LT had made her master studies (online because of the pandemic) in Lucca which is approx. 1.5-2 hours away from these places, so she finally wanted to see these places				LT saw often beautiful pictures on Instagram (including the Visit Tuscany account) of these areas of Toscana and since LT was studying in that region she was interested to see these places, as they were close and during the pandemic when they could not travel too far, they looked up on the map of Toscana and started with Siena and then they looked how to connect the further stops	no
480	LT	ITA	f	1997	Jul 2021, daytrip	boyfriend	by car to Monte Baldo at the Lake of Garda (ITA) to have a trekking day, they took the cable car from Malcesine to Monte Baldo	boyfriend						they have a common friend who lives in that area and told them several times to visit this place				they had been many times at the lake of Garda before								no
481	GP	ITA	m	1998	Feb 2022, 3d	two friends (m)	Amsterdam (NDL), in a hotel	all three														they looked first for a convenient flight on easyjet and found a good offer for Amsterdam that matched also with their travel period, then on booking.com to book the hotel			while they were watching a football game and one of them was soon having birthday, they decided to have made a decision on where to go and to have booked the trip by the end of the football game, they actually wanted to make a quick decision	no
482	GP	ITA	m	1998	Apr 2022, 4d	with study friends (2 m, 2f, no couple, total 4)	Lisboa (PRT) in a youth hostel	their friend who had the exchange semester in Lisboa	they have a common study friend who was at an exchange semester in Lisboa																	no
483	GP	ITA	m	1998	Feb 2022, daytrip	four friends (3 f, 2m)	by train Venezia (ITA), city trip	GP									GP had been as a child in Venezia and wanted to return because he liked it and was impressed, first time he went in 2006 with his parents and grandparents (total 5), three other of the group had been in Venezia before, too, and only one had not been there before									no
484	AB	SUI	f	1997	Aug 2021, 4d	her best friend (f)	by train to München (GER)	both									a minor role played that AB told her friend that she was before in München, first time AB was in München (in 2018) was with two other study friends (2m) for a long weekend, too, that time one of the friends had a childhood friend who was living in München					searching on the internet on google for hotels possibly in the center of the city ('hotel' 'central') they finally found a hotel in München			they wanted to enjoy a longer weekend together in a city, originally they wanted to visit Milano (ITA) but it was during ferragosto and too crowded so they looked for another rather well-accessible city, for instance they found Copenhagen (DEN) but the flight was too expensive and so they continued the search	no

#	intls	living	sex	birthyear	triptimeduration	trippgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment	
485	AB	SUI	f	1997	Apr 2022, 7d	family (parents and two brothers, total 5)	Hurawalhi at the Lhaviyani atoll (MDV) in a hotel	parents						ABs grandparents had been several times before to the Maldives (four times) and her mother's brother (uncle) had been there as well (five times)	first time they booked the trip to the hotel and to the Maldives with the help of a travel agent		parents had been already twice at the same hotel, first time they went in the winter of 2020 (mother likes warm destinations) and they looked for places to go								ABs mother had a strong wish to see the Maldives	no	
486	AB	SUI	f	1997	Apr 2022, daytrip	with her younger cousin	by car Zürich Zoo (SUI)	AB									AB had been several times to Zürich Zoo (AB lives in Uitikon, approx. 25' from Zoo Zürich), AB went in her childhood many times with her mother (they had a year card), ABs cousin had been several times, too, but this time they went the first time together							Zürich Zoo as an attraction		no	
487	MV	AUS	m	1984	Jul 2021, 15d	family (wife and three kids, total five)	by car round-trip to Northwestern Australia (AUS), Monkey Mia (2d), Exmouth (3d), Port Hedland (1d), Broome (5d), drive rather straight back home to Perth, mainly sleeping on campsites	MV								they decided to plan the trip also because close to Broome there was a music festival they wanted to see	MV had been several times before to most of these places, first time to most of these places it was during a round-trip in 2018 with colleagues and friends who had visited these places before								the trip was taken on the occasion of visiting Broome which was the place they had planned to get married later	no	
488	MV	AUS	m	1984	Jun-Jul 2019, 21d	family (wife and three kids, total five)	Kiens in South Tyrol (ITA)	MV with wife	they stayed at MVs aunts house and the trip was for visiting MVs and his wife's relatives		MV and his wife married legally at the municipality of Kriens, and they felt obliged to marry in their home region										MV and his wife lived close there before they moved to Australia						no
489	MV	AUS	m	1984	Apr 2022, daytrip	family (wife and three kids, total five)	Leighton Beach, close to Perth (AUS)	MV						first time MV had a recommendation and was brought there, it was by a colleague from work who has been living longer in Perth			it is one of MVs and his wife's favorite places for day leisure trips										no
490	LB	AUT	m	1970	Mar 2017, 7d	wife	Paphos (CYP) in a hotel	both						LB had worked before in Brussels where he remembered some good colleagues from Cyprus and he received from one of them a gift (replica of a historical artifact) that is standing in the living room of their house	booked flight and hotel at the travel agent already with the wish to travel to Paphos										looking for a warm place at the sea and to see historical and cultural sights, particularly the one where the replica of an artifact was from, decided Cyprus, then found the specific place and then went to a travel agent	no	
491	LB	AUT	m	1970	Jun 2012, 5d	wife	Liverpool (GBR) in a hotel	LB								during these days there was a 'Beatles week' taking place, later they went two more times								they wanted to see the locations of the Beatles	they both love the band The Beatles, they also knew that Liverpool was a culturally interesting city	no	

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492	LB	AUT	m	1970	Aug 2021, daytrip	wife and neighbors who live also close to their holiday home (total four)	Schallaburg (AUT), castle from the renaissance period	wife								once a yaer there are exhibitions in the castle, that year the exhibition was about the Donau (Danube) river						LB and his wife have a holiday home close to that place and while they were staying a longer time during the summer there they decided to see the exhibition at the castle				no
493	GS	SUI	f	1997	Jun 2019, 30d	sister	to Bali (THA), Bingin region of Uluwatu (4d), Sanur (3d), island of Nusalembogan (7d), Ubud (3d), Amed (2d), Lovina (3d), Canggu (7d), staying mainly in hotels and hostels, GS continued from there for an exchange semester in Australia	they originally wanted to go to South America but her mother recommended to go to Bali because she thought it was safer						mother recommended to go to Bali												no
494	GS	SUI	f	1997	Aug 2021, 10d	group of student association (total 11)	with three cars to Arezzo (ITA), rented a villa in the rural area	one of the group suggested to go to Toscana, he also offered to organize the trip								the student who suggested one place in the Toscana had been there before with his parents and he said it was an ideal area for staying together and enjoy the offers of the region (good food, excursions, a pool), GS had been before to Toscana, too, namely for a round-trip with her parents by car to Pisa, Lucca, Siena etc.						a group of four searched on the internet for a suitable and convenient place to stay			originally, they all were discussing whether to go to Greece or to Toscana	no
495	GS	SUI	f	1997	Sep 2021, daytrip	mother and sister	to Freiburg I.B. (GER), sightseeing and shopping	sister	first time when GS went to Freiburg with her parents they visited her father's acquaintance who had at that time a new partner and they visited their shop where they bought clothes				GS was invited for her birthday to Freiburg				sister had been once before to Freiburg but with a friend of hers 2016, GS had been first time to Freiburg with her parents 2014, second time with her boyfriend, his sister and sister's boyfriend 2018									no
496	EB	ESP	m	1948	Apr 2022, 5d	wife and another couple (total 4)	fly to Almeria (3d), then by car to Malaga (2) back to Barcelona from Malaga (ESP), staying in hotels	the other couple								EB had been to thesee places for some short trips and their regions for business but it was not the reason to suggest, instead he was surprised by the suggestion							Cabo de Gata is a national park the man of the other couple wanted to visit, he also wanted to see the Desierte de Tabernas (desert), he also wanted to visit an intensive agricultural production in Almeria where they applied a particular technique with plastic cover that produced a high yield of strawberries and other fruit and vegetables	for the couple this part of Spain they never had been to, originally the trip was planned for January but then it was postponed	no	

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514	CS	SUI	f	1977	May 2022, 4d	family (husband and two children)	Naturns, South Tyrol (ITA), on a campsite	CS suggested South Tyrol, husband suggested campsite										they had been once before in South Tyrol for one night on a campsite but in another place (Lana)								no
515	CS	SUI	f	1977	Jul 2021, 12d	family (husband and two children)	round-trip in Denmark in South Sweden, Middelfart (1d) (DEN), Fanterbo (1d), Karlshann (4d), Karlskrona (1d), Tingsryd (2d), and further other places (SWE)	CS										they had been before in the region with the camper, for instance in the same campsite in Karlskrona, first time 2004 on a round-trip by car								no
516	CS	SUI	f	1977	Apr 2022, daytrip	son and another family of four (total 6 persons)	Technorama (technology museum), Winterthur (SUI)	the other family									most of them had been before to the Technorama								it was during school holidays and they all spontaneously decided it was a good day	no
517	KE	GER	f	1991	May 2022, 7d	boyfriend	Kreta (GRC) in a hotel	KE						former neighbors had visited Kreta and told them it was a nice place to go, friends of theirs told them that a stay in Santorini is nice but only for 2-3 days			KE had been previously to Korfu, auf Lesbos once, twice to Thessaloniki (GRE)					KE noticed on a cruise trip with her parents an advertising for a cruise trip of Greek islands and booked the trip, then they had to cancel the trip because her boyfriend had a vaccine that was not yet accepted by the cruise line, finally they found on CHECK24 a good offer for a holiday package on Kreta	the particular white houses of Santorini were a reason to consider to take a trip there and then they had a day trip to Santorini from Kreta	KE remembered, after having canceled the cruise trip, a picture of Santorini but friends of her told her it was not worth to stay a whole week there, so they decided to go to Kreta, later in Kreta, she saw displays of small travel agencies that arrange the excursions and then booked the day excursion	no, in terms of overall trip decision; yes, finally just for a day trip to Santorini	
518	KE	GER	f	1991	Mar 2022, 7d	parents, total three persons	cruise round-trip starting from Mallorca-Marseille-Barcelona-Valencia-Alicante-Mallorca (ESP and FRA)	mother							mother went to travel agent and booked the round-trip							the timing and the destination and the offer (it was a special short term offer) were just right				no
519	KE	GER	f	1991	May 2022, daytrip	parents, sister and KEs boyfriend, her grandmother, her aunt and uncle (total seven persons)	Hopfensee in Bavaria (GER) for celebrating the grandmother's birthday	KE									they had been many times before to the same restaurant, first time they had been around 2015 at the Hopfensee to just have a walk, because it is located close to KEs parent's place (25' minutes drive)								KE originally wanted to go to another place, but the restaurant was closed, so she decided for another restaurant, located at the Hopfensee	no
520	FB	ITA	f	1976	Sep 2021, 5d	family (with husband and daughter, total 3 persons)	Jesolo (ITA), in a hotel	their best friends (another family) called them from Jesolo and convinced them to join them	the family who was in Jesolo was already staying in the same hotel								their best friends regularly go to Jesolo and to the same hotel since years								since FB and her family already wanted to go to the sea they accepted the suggestion	no
521	FB	ITA	f	1976	Jul 2021, 5d	family (with husband and daughter, total 3 persons)	little village above Bressanone (ITA), in a hotel											they had been many times in Bressanone and FB is native from Bolzano which is the capital of that province				they found on booking.com a hotel that fitted their expectations		they wanted to go to South Tyrol and were looking for a hotel for a place not in a city center and with a spa	no	

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529	MN	SUI	m	1955	Jun 2022, 4d	wife	Merano (ITA), staying in a hotel	MN					MN met some tourism professionals from Merano who asked him whether he wanted to apply for a tourist director position (around 1999), years later, he decided with his wife to visit the place				they had been to the same hotel in Merano, first time in Merano was 2007								no	
530	MN	SUI	m	1955	Jul 2018, 15d	wife	cruise trip starting from Kiel (GER) to Spitzbergen (NOR) to Island (various places) (ISL), back to Kiel (GER)	wife				in 2000 they won at a lottery a cruise trip and then they decided to discover Europe by cruise-trips and this particular trip was the last and longest one they wanted to take and they did not see the North of Europe, yet									wife found a matching route on www.meinschiff.com (TUI cruise lines) they mostly book for their cruise tirps			no		
531	MN	SUI	m	1955	May 2015, daytrip	with a friend (f) from Hungary whom he wanted to show most of Switzerland in short time	by car via San Bernardino to Ascona and from there via Gotthard to Lucerne and back to Herisau (SUI)	wife told her friend to see these places									MN and his wife knew these places before because they had been in different other trips several times there								no	
532	JS	SUI	m	1964	Jun 2022, 4d	alone, it was planned that his girlfriend would join him but she could short termed not join	first two days at friend's place in Lützelflüh (SUI), then at his mother's in Hasli-Rüegsau (SUI), then back to his firend's place, both places are in Emmental	JS	mother invited him and his friends of the days before for a barbecue at her place, he was also invited by his friends for his friend's birthday		first two days he went to visit his friend for his birthday, third day for his mother's birthday (barbecue) and then back to his friend's place						usually he makes these visits ten to fifteen times a year (weekends)				JS grew up in Lützelflüh and his mother is originallly from Hasli-Rüegsau				no	
533	JS	SUI	m	1964	Apr 2022, 12d	first part with his girlfriend (New York), second part alone (New Orleans) (USA)	New York, staying in a hotel (6d), then New Orleans in a hotel (6d) (USA)	JS					JS wanted to visit a conference in New Orleans and so he suggested to have holiday with his girlfriend before for one week in New York	JS's sister recommended him New York, she had been in 2018 there								the convenient flight route brought him over New York to New Orleans		they never had been in New York before, JS told himself before that if he had to go once to the USA he would stay longer and see another place, JS loved to see when he was a child the series "Kojak", he is also a great fan of ice hockey and the National Hockey League (New York Highlander and Rangers), he always wanted to see one day 'ground zero' and the Empire State Building	no	

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534	JS	SUI	m	1964	Jun 2022, daytrip	girlfriend and schoolfriends (three) and brother, total five	Bern in the Bierhübeli (concert hall) to see a show (SUI)	his friend who celebrated birthday				the trip was a gift to four of them, the other friends invited JSs brother to the show as well				one of the other friends wanted to see for once in his lifetime that very particular show										no
535	PM	ITA	f	1961	Aug 2005, 7d	alone	travel package, round-trip of Uzbekistan (UZB), first in Taschkent (2d), then in another region (1d), then to Bukhara (1d), then Samarqand (1d) and then Taschkent (2) and back home, staying in hotels	PM						a former work colleague told her about Uzbekistan around 1987 and she kept the memory of her reports	went to the travel agent to book a trip to Uzbekistan								PM wanted to see particularly Samaraqand	she had read some books about Samaraqand before and she wanted to see that city	no	
536	PM	ITA	f	1961	Aug 2019, 10d	with a colleague (f)	Singapore (SGP) (4d), Kuala Lumpur (MYS) (5d), staying in hotels	colleague				they went to a conference to Kuala Lumpur and decided to travel earlier													both had not been before to Singapore, colleague who was interested in visiting cities with particular systems said that while going to Kuala Lumpur she suggested to see Singapore (interest in social-political and economic system)	no
537	PM	ITA	f	1961	May 2018, daytrip	with a group of friends (total around 20)	by car first to Conegliano, seeing first her sister who lives there and then with a group of people from Conegliano all together by train to Venezia and further to Torcello island then having lunch at the island of Burano then back home (ITA)	a group of friends from Conegliano									PM never had been before on the island of Torcello							a professor of art history showed them Torcello island and explained and showed them a church (Basilica di Santa Maria Assunta)	this group from Conegliano often travels with the professor who shows them historical sites and places	no
538	PM	USA	f	1977	Jun 2022, 3d	alone	round-trip, from Philadelphia (USA) to Kalmar (5d), Stockholm (2d), in hotels (SWE)	PM				continuation to Stockholm was a birthday gift to herself	main reason was to join a conference taking place in Kalmar												she received oh the conference linkedin account suggestions for pre- and post-conference trips and found the one to Stockholm most appealing to her and after having decided about Stockholm she checked on tripadvisor	no
539	PM	USA	f	1977	Dec 2019, 5d	with two other female friends, one of them celebrated her 60th birthday	round-trip started in New York, Miami (USA), Nassau (BHS) return to Miami and then back to New York	the friend who had birthday				PM and the other friend (not the one who had birthday) they met with friends and relatives from the past in Nassau, but after having booked the round-trip										she made some internet research and found two cruise lines, compared the offers and found the best value for money and the trip that was also logistically more convenient, because it started from New York and not from Miami		the friend who had birthday never was on a cruise-trip before, and this was on her bucket list, also, in Philadelphia where they all live, there is an annual flower show where tourism companies have their booths and they noticed and visited the one of Norwegian Cruise Line, so they have studied brochures and they kept the offers in mind	no	
540	PM	USA	f		Oct 2021, daytrip	a group (church group) of a family friend of PM (total 12)	carpooled and went for a hiking excursion to Upstate New York, to Cascade Mountain (USA)	a member of the group who is an experienced hiker									PM is 75% quite sure the guy who suggested the trip had been there before	for sure two or three of the group had been close to the mountain before								no

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541	MC	ITA	m	1974	Oct 2016, 8d	wife	close to Sorrento (ITA) in a hotel, it was their honeymoon trip	wife						friends of theirs told them about the place											they made a list of places they never had been before, and this place (Costa Amalfitana) was the one on top of their list, MC had problems with the back and could not travel too far, so they chose the place that is only around 3-4 hours away from their home	no
542	MC	ITA	m	1974	(while staying from Dec 2010-Nov 2011 in Spain) Aug 2011, 6d	organizied cultural tour of an association for 30 people, 15 from Barcelona (from where MC departed) who joined other 15 from other places of Spain	by train to Tarragona (ESP), in a holiday apartment	MC saw an advertisement for the trip online and decided to book the trip						MC had heard from other people and from interview partners during his studies in Spain about Tarragona									MC was checking the homepage of the association on solidary economy (https://xes.cat/) where they posted offers for organized trips			no
543	MC	ITA	m	1974	Jul 2018, daytrip	wife and daughter, his sister, his sister-in-law and her daughter, total 6 people	to the Sila national park (ITA), for natural experience itinerary with little museum and train, Sunday excursion	MC									MC had been there before, the others had not been before, MC had been many times there, since he is a child he goes hiking in the summer but also sking in the winter								it is 40 minutes drive from their home	no
544	MI	SUI	m	1953	Jul 2022, 7d	family (total 18, wife, four children with partner and eight grand-children)	Villasimius, Sardegna (ITA), in a hotel	wife			45 years of wedding and wanted to invita the whole family			fourth, wife then went to the travel agent to find a place to stay in Villasimius, there she booked hotel and trip			third, they had been many years before in the same place in Sardegna (Villasimius), but not the same hotel and wife remembered that place						second, they wanted to fly from the next located airport (Altenrhein) and Mis wife thought of flying to Sardegna (Cagliari)		first and foremost, they wanted to go to a place their grand-children could like	no
545	MI	SUI	m	1953	Jun 2022, 15d	wife and a couple of friends (total 4)	round-trip by Harley motorbike, first across Switzerland and on three stops Saint-Claude (SUI), Le Puy-en-Velay (FRA), Rocamabour (FRA), Bordeaux (FRA), back across the French side of the Pyrenées to Avignon (FRA), along the coast to Montant from there to North to Route des Grands Alpes (Barcelonet) (FRA), then Aosta (ITA), back to Andermatt (SUI) and back home, staying always in hotels	Mis friend wanted to go to Bordeaux, MI wanted to go to Southern France and they commonly defined the route and the possible hotels, and MI had finally booked the places to stay						Rocamabour was recommended by acquaintances who had been there before			MI and his wife had been in Southern France before, in 2019, also by motorbike (Camino de Santiago) the first part of the route was similar and went to close places, e.g. Lepui en Velay						Mis friend wanted to see the dunes in Bordeaux	they wanted to drive not longer than 4-5 hours a day and so they defined the places to stay	no	
546	MI	SUI	m	1953	Jan 2022, daytrip	wife and a family of friends from Germany (5 persons), total 7	by car to the station of Kronberg and up the gondola for a panoramic excursion (SUI)	MC									MI and his wife had been several times on the Kronberg but that was not the reason to bring it up that time								originally MC wanted to show their german friends the Sántis mountain with the nature surroundings, but that was under maintenance and so he suggested another close mountain (Kronberg) from where they could see the Sántis mountain well	no
547	LC	ITA	m	1998	Aug 2016, 5d	with four friends (total 5)	Barcelona (ESP) staying in a holiday house	another friend	they also visited a cousin of LC who lives since many years there, but it was not the reason to choose to go to Barcelona					the friend who suggested to go to Barcelona has a sister who works at a travel agency and when he went there she suggested to go to Barcelona and booked flights and accommodation											they were young and their parents paid for the trip, so it had to be convenient	no

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548	LC	ITA	m	1998	Apr 2017, 5d	three school classes (total approx. 60-70 students)	Budapest (HUN) staying in a hotel	the students' speaker (who is actually a friend of LC from the same class)																	Hungary is located in Eastern Europe, more convenient and not the usual Mediterranean country, also the school classes the years before repeatedly went to Praha (CZE) and so they wanted to change, during the students' assembly where half of the students were present, the speaker searches on the internet looking on the map of Eastern Europe and suggests Budapest, the fellow students agree	no
549	LC	ITA	m	1998	Jun 2021, daytrip	two friends (m and f)	Cava Misericordia, located close to Ragusa (ITA), for a hiking excursion in the nature, Cava Misericordia is a protected natural park	friend (f)																	friend is a passionate hiker and looks for new itineraries in the region, she found the park on google and suggested to go there	no
550	LZ	SUI	m	1997	Jul 2022, 21d	girlfriend	New York (12d), Boston (6d), (USA), Toronto (3d) (CAN), staying in hotels and B&B	girlfriend	LZs cousin lives in New York and they wanted to see him								LZ had been twice before in New York, first time 2014 in occasion of a language study trip				LZ had visited New York the first time for a language study trip		while booking the flights to New York and Boston they looked for the most convenient return flight from another non- US city they had not visited, yet and found a matching offer from Toronto		last time they could enjoy together so much time for holidays, after having chosen New York LZ suggested to have a stay in Boston because he wanted to see the universities there and because it was close to New York	no
551	LZ	SUI	m	1997	Jul 2018, 20d	family (four total with parents and sister)	close to Kuopio (FIN), holiday home	parents								first time 2007, parents were recommended the place by a travel agent	for several years they return to the same place and book the same holiday home									no
552	LZ	SUI	m	1997	Jun 2022, daytrip	girlfriend	Morges (SUI) for a walking and sightseeing day	girlfriend									they both had been many times before and enjoyed the nice promenade along the lake of Geneva								girlfiend lives in Lausanne which is 20 minutes away from Morges	no
553	NP	AUT	f	1998	Jul-Aug 2022, 21d	boyfriend	round-trip of Thailand (THA), from Bangkok started in Chiang Mai (5d), then spontaneously booked from there other places, island of Koh Tau (6d), island of Koh Phangan (4d), island of Koh Samui (5d), Surat Tani with the bus to Bangkok (5d), mainly staying in hotels	both						boyfriend's brother had been three times in Thailand and recommended to take such a trip (particularly the islands), he described roughly the route they took, previously NP had had many recommendations from other friends who had been in Thailand so it became one of the countries she wanted to visit one day										they had not been before and wanted to go there	no	

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554	NP	AUT	f	1998	May 2022, 4d	boyfriend	Torbole at the Garda Lake (ITA), in a hotel	NP	boyfriend's parents were having holidays at the Garda Lake, while having a motorbike round-trip from Austria to Spain and back over Italy, so they decided to meet, but NP suggested to go to Torbole, which is one hour away from the place boyfriend's parents stayed, finally they unfortunately did not meet because of too much traffic, reason to go to Torbole was not because of meeting boyfriend's parents								NP had been twice with her mother in Torbole, but not the same hotel, first time with her mother and her cousin in 2014, her mother had been many times before								no	
555	NP	AUT	f	1998	Jun 2022, daytrip	boyfriend, brother and his girlfriend, common friend with his girlfriend (total six persons)	to have a mountainbiking day at the bike park in Sölden (AUT)	brother						brother had recommendation from friends, so they went the first time together to Sölden			the whole group had been several times, once a year for a mountainbiking day in Sölden, first time in 2019, brother loves to mountainbike and the rest group bought bikes and he suggested based on recommendation by friends of his who also mountainbike							the mountainbike park in Sölden is the biggest one in Tyrol, after having received the recommendation from friends, her brother looked up on the videos posted on the Instagram page of the local DMO	no, but after having received the recommendation he looked up on the homepage	
556	CB	AUT	m	1966	Jun 1994, 16d	wife (honeymoon trip)	Grenada island (GRD), in a hotel	CB							took travel catalogues from travel agents and looked and compared the offers at home							checked a travel catalogue of a travel agent, found an interesting offer (flight and accommodation)			wanted to go to a warm place at the sea	no
557	CB	AUT	m	1966	Mar-Apr 2015, 18d	wife	first a round-trip starting at the North of Oman (OMN) (6d) everyday a different place organized tour CB with wife, tour guide and driver; then Maldives Rethi Beach (MDV) (11d), in a bungalow club	both							went to two travel agents, compared the tips and then decided to book the offer to first Oman (including tour guide and driver) and then the Maldives (only flight and accommodation)									wanted to have holidays at the sea, not crowded places, without children	no	
558	CB	AUT	m	1966	Oct 2017, daytrip	wife	by car, drove first on the peak of Reschenpass, continued by mountainbike to Merano (ITA) to have a sightseeing day and returned by train and later by coach to the car that was parked on the Rechenpass	both						several people had told them about this route, particularly CB mentions his sister-in-law who recommended them this particular day tour			CB and his wife had been in Merano before but this was not the reason to decide to take this particular trip									no
559	MB	SUI	m	1993	Jul 2020, 7d	friend	Mellieha (MLT), in a hotel, for a scuba diving holidays	MB	another friend of MB who visited with him years ago a scuba diving instructor training had opened a scuba diving school in Mellia																	no
560	MB	SUI	m	1993	Apr 2022, 2d	group of friends (total 5)	Franciacorta which is close to Brescia (ITA), to have wine holiday weekend, in an agritourism establishment	one friend			friend had been once before to Franciacorta on the occasion of a birthday of a work colleague						friend had been once before to Franciacorta on the occasion of a birthday of a work colleague								first they decided to go to a place to taste good wines and Franciacorta is located an hour away from their home and well-known for wine production	no

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567	GM	ITA	m	1981	Oct 2021, daytrip	family (wife, parents, parents-in-law, sister-in-law and her husband)	one hour away from home to Toritto (ITA), morning excursion at a natural park then, after lunch to visit a workshop at a farmhouse on the production and use of almonds in pastries	mother-in-law								mother-in-law found on facebook the workshop at the farmhouse and decided to book for the family										no
568	WW	THA	f	1977	Aug 2022, 10d	alone	Luzern (1d), St. Gallen and Zürich (1d), Lausanne and Genève (1d), Luzern (4d), Grindelwald (1d), Luzern (1d), Zürich (1d), mainly staying in hotels	alone	while she planned she decided to visit also St. Gallen to visit a colleague				conference taking place in Luzern				she had been in Switzerland three or four times before, first time was in 2000 for work while she was working for Emirates (airline)							WW had since long not the opportunity to travel to Switzerland	no	
569	WW	THA	f	1977	Dec 2019, 7d	sister	for hiking to Taipei (1d), Xincheng, Hualien to see the place called Taroko (national park) (3d), Taipei (2d) (TWN)	WW					WW and her sister noticed on social media that Thai people (indirect acquaintances of theirs) went for different reasons for leisure to Taiwan, so they started to search on the internet (search engine)										WW found on the internet while searching a good place for hiking in Taiwan (the Taroko national park)	normally they both go to hike to different places (e.g. they went before to Hong Kong), they wanted to go to a different place	no	
570	WW	THA	f	1977	Jul 2018, daytrip	alone	Pattaya (THA), 160 km away from her place, combined a business with leisure (promenade and relaxing along the beach)					3 hours training and she combined it with other leisure activities														no
571	JF	NLD	m	1975	Jul-Aug 2022, 10d	partner	by car Whitstable (1d), Swansea (4d), Conwy (4d), Canterbury (2d) (GBR), in hotels and AirBnBs	JF	they visited friends on the way back to London and Canterbury								both had been to Wales before, but not together and this time they wanted to see these places together				JF lived in Canterbury for one year					no
572	JF	NLD	m	1975	Sep 2015, 14d	parner	Taipei (7d) in AirBnB, Magong in a guesthouse (7d) (TWN)	JF					on occasion of a two-day conference and they decided to have a longer leisure trip											partner wanted to visit China or an area close to China, but was not the main reason for JF to decide to visit the conference	no	
573	JF	NLD	m	1975	Aug 2022, daytrip	friend from youth	Amsterdam (NDL) to visit cultural sites, a cultural day in Amsterdam which is 1.5 hrs drive from home	friend											friend had to catch the following morning th return flight from Amsterdam to Philadelphia						friend from USA was on a round-trip around Europe and stopped by at JFs	no
574	MH	SUI	f	1981	Apr 2022, 11d	family (husband and three children, total five)	close to Venray (NDL), in a resort (Landal)	MH									MHs family had been several times to the Netherlands, MH is actually strongly tied to the Netherlands (she has many close friends living there) and often visits places in the Netherlands (preferred destinations)						MH has booked some times before on the Landal website and she went searching and found that resort where accommodation and natural surroundings looked nice and then she booked			no
575	MH	SUI	f	1981	Jul 2022, 17d	family (husband and three children, total five)	by camper first to Sarnen (6d), Brienz (7d), Frutigen (4d) (SUI)	first place husband, other ones suggested by MH	by chance they met godparents of some of their children who live in the region, but it was not the main reason to choose these places					husband heard from work colleagues about the campsite in Sarnen, MH had heard from acquaintances about the campsite in Brienz									MH finally found as third destination Frutigen's campsite while searching on the internet (searching on a search engine campsites near Brienz)			no

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576	MH	SUI	f	1981	Jun 2022, daytrip	family (husband and three children, total five)	by car to Lauterbrunnen and then further by train to reach the Schilthorn mountain, to have breakfast (brunch) there (SUI)	godparents	they met on top of the mountain the godparetns of one of their children, godpartents live in that region														godparents found a promotional package by the regional railway (BLS) that combined the train and the gondola trip to the mountain top with brunch			no
577	EG	SUI	f	1990	Sep 2020, 7d	partner and two other couples (total 6 persons)	EG and her partner by car and the other four by plane, Sorrento (2d), Positano (2d), Capri (2d) (ITA), EG and her partner coming from Zürich (SUI), another couple from Southern Sitzerland, third couple from Milano (ITA)	all 6 together, they all travel once a year together to various regions of Italy, one friend (f) of EG									EGs friend had been there once before and the other ones thought that during the pandemic it was a good occasion								no	
578	EG	SUI	f	1990	Sep 2022, 7d	with partner and child (total 3)	Isola D'Elba (ITA), in a hotel	partner						EGs uncle went around 20 times with his family to Elba and he recommended the hotel they finally booked on Elba when she asked him for a good accommodation			partner had been once before when he was a child, together with his parents								wanted to go a place not too far and with a little child and not too complicated, close to the sea	no
579	EG	SUI	f	1990	Dec 2021, daytrip	with partner and child (total 3)	Zürich (SUI), citytrip, by train to visit friends and see X-mas market	EG	they wanted to meet common friends in Zürich to enjoy together the X-mas market												EG and partner both have studied and lived in Zürich, 2010-2016 partner, EG 210-2016, EG and partner worked later until 2019				no	
580	KW	GER	f	1967	Jul 2022, 6d	alone	Paris (1d), La Richardais (5d) (FRA) visiting her sister	KW	sister lives in Paris and has a holiday home in La Richardais													sister's holiday home			sister combined visit of KW with home office in holiday home, KW had holidays so they decided to meet there	no
581	KW	GER	f	1967	Jul 2022, 5d	husband	Amsterdam (NDL), in a serviced apartment	KW									KW had been before twice, the first time around 2017 in occasion of a business trip, her husband had been to Amsterdam before as well								23.July they celebrated silver marriage and they wanted to travel not too far but to go close to water and a city to enjoy and they wanted to reach the place by train (not flying)	no
582	KW	GER	f	1967	Sep 2022, daytrip	daughter and KWs friend (f)	to have a hike on the Taunus mountain area (GER)	KW and her friend									they all knew the mountain area nad had several excursions before, they all live 15km from there and reached the area by regional train							itinerary on the Taunus mountain area	KWs friend looked up on komoot and found an attractive itinerary with nice panoramic route and a place to have lunch	no
583	NW	SUI	f	1994	May 2022, 10d	colleague (f) who she met years ago during an exchange semester in Gotenborg (SWE)	Toronto (CAN), in a hotel	KW and her friend were invited by their third friend who lived in Toronto and the other two agreed	they visited their third friend whom they met during the same exchange semester																	no
584	NW	SUI	f	1994	Sep 2021, 24d	boyfriend	Iceland (ISL), first a round-trip, then staying in Reykjavik, first from Reykjavik to the West Fiords by camper (7d), then continuing the round-trip of the island first South then East then North and to Highland back to Reykjavik (10d), finally staying in Reykjavik (7d), in an apartment NWs boyfriend rented from an acquaintance	boyfriend						boyfriend had been also with his family in Iceland and recommended to her			boyfriend repeatedly stays several days for work in Reykjavik								boyfriend told her about Iceland and NW was dreaming of visiting Iceland because of nature and horses (she practices horseback riding)	no

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619	GF	SUI	m	2000	Jul 2022, 8d	four close friends (m)	Chora on the island of Mykonos (GRC), staying in a hotel	GF						first time GF and the first group of friends (total 6) was traveling with other friends (total 3) on a trip and these friends told them they had been there and recommended them the place			GF had been once before, and liked that place and wanted to show his friends, first time he was exactly one year before (2021) with another group of friends (total six) at Chora, too but in another hotel								the year before, GF was in Chora at the end of July but it was too crowded, so they decided this time to go in the beginning of July	no	
620	GF	SUI	m	2000	Jul 2019, 18d	mother, sister, aunt and uncle with three children and another aunt (total 9)	on a guided tour first in Los Angeles (3), to Grand Canyon, Monument Valley, Bryce Canyon further to Las Vegas (2), across Utah (2), then Yosemite National Park (2), San Francisco (2)	GFs mother							GFs mother asked her favorite travel agent who booked all the other travels before and asked him about a travel to the USA										this group of 9 family members had travelled some times together, usually to closer places at the sea, and since this time it was the last one (some of the young started studying) they decided to take a trip to a further place, particularly GFs sister but also the younger cousins (3f) were fond of American movies and culture and wanted to take a trip to the USA	no	
621	GF	SUI	m	2000	May 2022, daytrip	with three of his flatmates	Bad Ragaz (SUI) for a day at the spa (Tamina Terme)	GF				GF gave his three flatmates for Christmas as a gift a day ticket for the spa					GF had been once before and liked the place and it is quite close to the city they study, the other flatmates did not know the spa										no
622	FG	SUI	m	1998	Aug 2022, 7d	alone	Palma de Mallorca (ESP), in a hotel	FG	FG has met friends who live in Palma, one friend he met during his exchange semester in Madrid and another Swiss friend he knows from his studies and has an holiday apartment		FG went to Palma this time on occasion of the birthday of his study friend who lives in Switzerland and has a holiday home in Palma						FG had been several times before in Palma, first time as a child together with his family and since then he returned many times with his family and friends but also on his own										no
623	FG	SUI	m	1998	Nov 2022, 4d	alone	to Paris (FRA) by train, staying in a hotel	FG		FG has been invited by study friends who were having an exchange semester in Paris							FG had been once before in Paris during summer 2020 but it was not the reason to return to Paris, it was about seeing his friends										no
624	FG	SUI	m	1998	Jul 2022, daytrip	alone	from München to Kassel (GER) by train	one of the other three friends	In Kassel FG met other three friends who visited with him the exhibition							FG decided to visit the Documenta exhibition of 2022, the friend who suggested saw advertisings on and media reports about the exhibition											no
625	AM	SVK	f	1968	Jul, 2021, 20d	family (partner and son, total three)	Paestum (ITA), on a campsite with their camper	partner															partner looked for convenient campsites at warm places on the internet and on a travel guide/ catalogue for campers				no

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626	AM	SVK	f	1968	Dec-Jan 2021-2022, 4d	son and friends (a group of around 20 people)	Myto, at the Low Tatra (Slovakia), skiing holiday and new year's eve	AM									AM had been twice before, first time as a student and second time in 2017 also for skiing, first time when she went as a student it was on an organized trip by the university								AM wanted to stay in Slovakia and support the local tourism during the pandemic and AM found a hotel with place for the whole group, closely located to the ski slopes	no	
627	AM	SVK	f	1968	May 2021, daytrip	son, friend (f) and her sister, total four people	Brezová pod Bradlom (Slovakia), sightseeing day	AM									AM had been once before as a child for a school excursion around 1980							they wanted to visit the monument and grave of Štefánik on the Bradlo mountain		no	
628	KG	SUI	f	1970	Mar-Apr 2019, 30	daughter and her parents (who stayed only the first two weeks), total four, then later joined her husband, total three	Miami (USA), in a holiday apartment	KG and her daughter	they took the occasion to see friends who made holidays in Miami								KG had been once before in Miami but was not the reason to choose this time						KG found a language school that fitted their needs for one month, found on the internet the flights, accommodation and was a good place for her husband to join them later		they wanted to combine a language trip and enjoy one month of holidays, rather close, not so far like California, daughter had not been there before	no	
629	KG	SUI	f	1970	Jul 2004, 14d	husband, daughter, friend (f) with her son, total five	Kalimera Kriti, hotel and village resort, Sissi, Kreta (GRC), in a hotel	KG and her friend							they went to the travel agent (Kuoni) and were recommended by the sales agent		KG and her family had been three times before, the last time two years before on the island of Kreta but in another hotel, KG had been to Kreta as a child before, and KG had visited because of work many places in Greece								looking for a good hotel in summer for small children, KG had worked previously for a greek travel agent, with the headquarter in Corfu and knew much about Greece as a travel destination	no	
630	KG	SUI	f	1970	Dec 2015, daytrip	KG with husband and daughter, other two families, one with two another with one child (total 10)	Europapark Rust (GER), amusement park	altogether while they were at summer holidays									they all had been before to Europapark									no	
631	EI	ITA	f	1984	May 2019, 10d	partner (m)	flight to Faro (PTR) stayed there (3d) and then by rental car to Albufera (1d), Porto (5d) flight back from Porto (PRT), staying mainly in B&Bs	partner suggested to travel to Portugal and both decided about the route															they found direct flights operated by Ryanair from Verona to Faro and Porto, so they booked the flight		El wanted to visit a warm place, they already knew Spain and France, and had never been to Portugal before	no	
632	EI	ITA	f	1984	Jun 2021, 8d	partner and their little daughter, total three	Villasimius, Sardegna (ITA), in a holiday apartment of a holiday resort	EI and partner						another friend of families recommended them Villasimius, they also said the beach and the sea is quiet and therefore good for beach holiday with babies			partner had been in Sardegna before as a child but it was not relevant for them to choose this place							then they looked for a place in Villasimius to book a hotel which is suitable for families with babies		first trip with their baby	no
633	EI	ITA	f	1984	Oct 2022, daytrip	partner and their little daughter, total three	to enjoy a hiking day above the village of Truden, South Tyrol (ITA)	partner											partner has made several other hiking tours around that place						they searched on the internet for a good hiking route around Truden and found that particular itinerary	no	
634	KM	SUI	f	1998	May 2022, 7d	parents, brother, total four	island of Kos (GRC) in a hotel	mother											parents had been once before on Santorini but did not want to return there because this time they were looking for something quieter, less touristy					parents were searching for a place where father and brother could windsurf, mother looked for good offers for hotels/ resorts on the page 'voyage-prive.ch' that offers luxury holiday places at discounted prices and found a good offer for the resort on the island of Kos			no

#	intls	living	sex	birth year	trip duration	trip group (with whom)	trip destination(s)	who brought-up?	fr there	invited fr	social obl	gift	business	wom	travel agent	culture/ sports/ leisure event	repeater	close there before	while traveling-stop	for a major stop	lived there	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ further info	reg/ nat advertise ment
635	KM	SUI	f	1998	Feb 2022, 4d	colleague (f) from studies	Berlin (GER), in a hotel	KM									KM had been twice before to Berlin with her parents and this time she wanted to go alone with a friend, first time it was around 10 years before							they visited a particular museum that was recommended by KM's mother but after KM told her mother she would go to Berlin		no
636	KM	SUI	f	1998	Jul 2019, day trip	alone	Luzern (SUI) for a sightseeing day	KM									KM had been many times before in Luzern but this was not the reason to choose to go there that day							to see the Löwendenkmal (lion monument)	KM wanted to visit Luzern as a tourist and googled for tourist attractions in Luzern and found the "Löwendenkmal" (lion monument), KM has a railway card and likes to visit Swiss cities by herself or with friends	no
637	FG	SUI	m	1993	Oct 2022, 16d	girlfriend	Kuta, on the island of Bali (THA), in a holiday resort	both							they went to a travel agent they knew and they told her the dates for the trip and the budget and she suggested the trip package (flight and hotel)											no
638	FG	SUI	m	1993	Jun 2011, 8d	together with the high school classes for graduation trip, total around eighty people	Alanya, Türkiye (TUR), in a hotel	all the students through a voting procedure							students could suggest a country and then the organizing committee could book the trip with a travel agent											no
639	FG	SUI	m	1993	Dec 2020, day trip	girlfriend	Zürich (SUI)	girlfriend																in a hall close to Hardbrücke there was a light show narrating the painter Van Gogh's life	girlfriend saw an advertising about the light show taking place in Zürich	no
640	GP	ITA	m	1995	Mar 2022, 3d	alone	Innsbruck (AUT), in a hostel	alone						GP followed the account of a person who repeatedly posted pictures of Innsbruck where she lives									checked on mobile apps called skyscanner and trainline and found a matching connection by train to Innsbruck which was anyway not too far from home		the favorite place he found on the apps was Edinburgh (GBR) but he could not travel there because he had not the passport	no
641	GP	ITA	m	1995	Aug 2019, 10d	girlfriend	Gioia del Colle (ITA), staying at the mother's partner's place	GP		to meet his mother and her partner, partner was living there																no
642	GP	ITA	m	1995	Oct 2022, day trip	friends from university, total around 12	to hike on the top of the Seceda mountain, near Ortisei, Val Gardena, South Tyrol (ITA)	one friend suggested to take this trip						members of the group had seen pictures of the mountain on Instagram, posted by acquaintances			one or two of the group had been there before, but not the reason to decide this time									no
643	MP	ITA	f	1995	Aug 2020, 5d	parents and boyfriend, total four	by car to Bologna (1d) in a hotel, then a short stay in Lucca, then Pisa, and further to La Spezia (2d) in an Airbnb and then back to home in Castellana (ITA)	MP		on occasion of the trip to Bologna MP suggested to visit her sister who lives in La Spezia							first time MP was in Bologna (Feb 2020) because of a surgery and she had to return for a control visit this time				MP decided to visit Pisa because she had planned to move and live there during her studies that started the following year				MP had to go for health reasons to the hospital in Bologna and wanted to have her boyfriend this time with her	no

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650	ZT		SUI	f	1995	Jan 2021, 7d	boyfriend	airporto of Cancun then with the ferry to the islan of Holbox (2d), Tulum (4d), on the way back Cancun (1d) (MEX), staying in hotels	ZT					a friend told her that there were no restrictions in Tulum and cheap plane tickets			ZT had been twice before in Tulum, first time she was seven years old with her family, and then she went back with her family in 2015						cheap plane tickets		initial destination was Tulum because it was the only place with no restrictions for COVID	no
651	ZT		SUI	f	1995	Jun 2022, daytrip	mother and stepfather, total three	Basel (SUI) to see the Art Basel fair	ZT															to see the Art Basel	she had worked on a student project with the Art Basel before	no
652	CN		SUI	f	1971	Oct 2022, 4d	partner, her mother, total three	Partschins, South Tyrol (ITA)	CN								they all had been before in South Tyrol and they wanted to return there, first time CN went around 30 years ago for holidays with her former partner but also later once with her mother						CN found a matching wellness hotel on booking.com		they wanted to go to South Tyrol and CN found the matching wellness hotel	no
653	CN		SUI	f	1971	Apr 2022, 4d	partner	Riva del Garda (ITA)	partner							they went to Riva because CNs partner wanted to join the bike festival	partner had been several times to the bike festival at Riva del Garda							CNs partner goes (not every year, but often) for his birthday since around 20 years to the bike festival at Riva del Garda	no	
654	CN		SUI	f	1971	May 2022, daytrip	partner, mother and her younger son, total four	Tirano (ITA) for visiting the 'Fiera di pentecoste' (pentecost fair)	CN							to visit the pentecost fair	CN had been to the pentecost fair since she was a little girl								they also wanted to go to a warmer place	no
655	DS		SUI	m	1998	Nov 2022, 3d	four friends (two f, two m), total five	Minusio (SUI)	one friend (f) suggested to go to her parent's holiday home in Minusio													they went in a holiday apartment of DSs friend's parents			they all wanted to travel once again together and guessed which place they could go where they know someone to stay	no
656	DS		SUI	m	1998	May-Jul 2022, 45d	alone	Miami (USA), the first week in an AirBnB, the rest of the time in a private apartment that belonged to a friend of DBs work colleague	DS				DS was working for a corporation that had a branch in the USA and he asked to gain more experience abroad for some time				DS had been once in Miami as a child with his family and he liked the place, so he took the chance to return combined with the working experience but if he had not been to Miami before he would have preferred to visit the branch in Miami, anyway								DS worked for one month and made holidays for two weeks	no
657	DS		SUI	m	1998	Jan 2023, daytripo	brother and his grandparents, total four	in a restaurant, 30 minutes from home, Pfäffiken, Schwyz (SUI) to meet the grandparents	grandparents	DS and his brother met their grandparents at the restaurant to spend some time together, the grandparents invited them for lunch							grandparents knew the restaurant well because they had been many times there before									no
658	NL		SUI	f	1999	Aug 2022, 2d	colleague from work (m)	Laax (SUI) staying in a glamping site, with a tent	NL								NL knew Laax from her winter season visits for skiing and this time she wanted to show his colleague a glamping site (a kind of pop-up campsite), having been to Laax before was not the reason but the glamping site								LN saw an advertisement for the glamping site by the TCS (Touring Club der Schweiz) while she was searching on google for places in the mountains	no
659	NL		SUI	f	1999	Jun 2022, 14d	two friends (f) of NL, total three	Bissouri on the island of Cyprus (CYP) staying in NLS grandparents house	NL								NL has been many times there, it is a kind of second home					NLS grandparents own a house in Bissouri			NLS grandparents have moved after retirement from Switzerland to Cyprus, Bissouri and later returned to Switzerland but kept their house, the place was ideal for NL and her friends to work remotely at a quiet and familiar place	no

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668	SH	SUI	f	1990	Jun 2020, 7d	alone	bike tour (with a historical lady bike) of the south eastern Swiss mountain areas, first by train to Oberwald then by bike to Gletsch then over two passes arrived to Andermatt (overnight), Disentis (overnight), further Chur (overnight) via Landquart to Davos (overnight), Lenzerhedie (overnight), Chur and back home, sleeping in campsites	SH						some places were recommended to her by her sister (before she started) and other people she met during her stops (en route)											originally she wanted to take an e-bike but then looked for a convenient route to take with an old bike, SH planned the stops on the go, while she toured she realized the Tour de Suisse was taking place in these areas and occasionally she stopped at places where the tour was taking place	no
669	SH	SUI	f	1990	Apr 2022, daytrip	alone	drove by car to Thusis (SUI) to have a ride with her bike on the trail center (bike parcour)	SH						a work colleague recommended her the trail center, because she knew this place from work (had to make an internet search)												no
670	SC	SUI	f	1988	Nov 2016, 16d	friend (f)	round-trip of Colombia (COL): Bogota (2d), Salento (3d), Medellin (3d), Cartagena (6d), staying in hotels, hostels and haciendas, travelling by coach and one flight from Medellin to Cartagena	both						they went to the travel agent "globetrotter" and asked there which places were better, the travel agent recommended them to go to Colombia because she had been there before and she found it would fit their needs and the travel agent gave them many good tips for traveling around Colombia											both wanted to visit places they had never been before, they wanted to go to South America and found for that time either Argentina or Colombia	no
671	SC	SUI	f	1988	Feb 2020, 30d	alone	San Francisco having a language stay at a guest family, staying at their place (USA)	SC					SC had been twice to San Francisco before for business			SC had been twice recently before (another time as a child but did not remember), both times for business									since her first trip to San Francisco she likes the place and took the opportunity to return	no
672	SC	SUI	f	1988	Feb 2018, daytrip	father	by train to Milano (ITA) for a short city trip	both						both had decided in Feb 2012 to have together one day trip to Milano, in February, from 2012-2108 they usually visited once a year in February the city of Milano											they wanted to spend a day together and decided to go, the train connections to Milano from Zürich where they live is fast and convenient for having a day trip, the trips in February took place because SCs father is a teacher and has two weeks holidays in February, every year	no
673	LT	SUI	m	1999	Jan-Mar 2020, 60d	friend (m)	main place they stayed: Capetown (RSA) in an AirBnB, they made multiple day trips from there (e.g. Lüderitz (NMB), Bettys Bay (RSA) and always returned to Capetown at the same place, all the places were places they sought to do kite surfing	friend						LTs friend told him Capetown was a hotspot for kite surfing and LTs friend's parents had been there once before for kite surfing											friend was from military service, after they finished service they had a longer time for leisure and since both were kite surfers they looked for a place to travel	no

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674	LT	SUI	m	1999	Jul 2021, 10d	friend (m) from Germany	first in a hotel in Bergen aan Zee (4d), The Hague (5d) (NLD), both places in hotels	friend						LTSs friend had not been to the Netherlands before but he knew of his training team that they repeatedly went to the Netherlands, particularly The Hague, he also told LT that he heard of colleagues having stayed in Bergen aan Zee, LT remembered that other colleagues told him the Neterlands was a good country for road cycling trails										both like road cycling and they discussed about places to visit and LTs friend suggested The Netherlands	no	
675	LT	SUI	m	1999	Feb 2022, daytrip	girlfriend	they went one day for a cross-country skiing excursion by car to Pontresina and they took the route across the Stazerwald to St. Moritz (SUI)	girlfriend									girlfriend had been a couple of times before to Pontresina for cross-country sking with her parents								LTs parents got married in Pontresina	no
676	BA	SUI	m	1965	Oct 2022, 7d	family (wife, two kids), total four	Mostar (3d), Sarajevo (3d) (BOS), staying in holiday apartments	BA	they also visited an acquaintance they know from BAs brother-in-law who lives now in Sarajevo and was staying as a refugee in Switzerland before, but they contacted him after having decided to travel to Sarajevo					BA had heard from several people from personal and professional contacts about Sarajevo being a beautiful city and Bosnia having beautiful landscapes											wife is originally from Croatia and she and the children have the Croatian passport, too, they altogether like to travel to Croatia and the ex-Yugoslavian countries, BA is also interested how it currently looks like in Bosnia because of the recent history	no
677	BA	SUI	m	1965	Jul 2022, 7d	family (wife, two kids), total four	Li Curt in the valley of Poschiavo (SUI), holiday apartment	BA and wife				first time in 2020 they were invited to a wedding					they had been several times before, BA and his wife the fifth time, with the children the second time, first time they went to Le Prese (which is located near Li Curt) in 2020 because they were invited to a wedding party, BA knows the valley since his childhood								wife knows people because of work, who live in the valley of Poschiavo and likes to return to these places, BA and his wife like the place because of the location, landscapes, activities and ambience, when BA and his wife travel alone they usually book at the hotel Le Prese, when they travel with the children they book a holiday apartment	no
678	BA	SUI	m	1965	Jan 2023, daytrip	friend (m)	to Zürich (SUI) to have a walking tour of and around the city	BA and friend	BA met his friend who lives in Zürich												BAs friend lives in Zürich, and BA was born close to Zürich and grew up in the city				BA and his friend are old study friends and around every six weeks they travel together on a Friday, usually to go hiking, however the last two trips they decided to visit cities, the first trip was in St. Gallen where BA lives and the second trip was in Zürich where his friend lives	no
679	MB	SUI	m	1983	May 2018, 7d	girlfriend	Dubai (ARE), in a hotel	MB									MB had been twice before in Dubai, first time he was in 2014, with his girlfriend, too		in 2014 while his girlfriend planned the trip back to Switzerland they decided to meet in Dubai (at half-way) to have some holidays together						they wanted to go to a place for a 'green guaranteed' place, warm place	no

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680	MB	SUI	m	1983	Aug 2021, 10d	whole family (with girlfriend and their three children, MBs brother and his fiancée, and their parents), total nine	Punta Ala in Toscana (ITA), in a hotel	MBs mother									since around 15 years they all go together to Punta Ala for family holidays to the same hotel, first time they were looking for a place with a beach and mother wanted to find a place with a excellent cuisine (Relais & Chateau), so MBs mother found that particular place						the hotel and the restaurant are the specific place that fitted MBs mother's expectations	beach and food place ideal, so they return there since years	first time MBs mother found the place was looking at restaurant guides	no
681	MB	SUI	m	1983	Mar 2012, daytrip	with MBs former business partners who became friends, group of six (MB, brother, father, friend with his wife and one child)	excursion on top of the Jungfrauoch mountain (SUI)	father									they have been many times on the Jungfrauoch and since the visit came from Asia they wanted to show one of the major mountain attractions of Switzerland, MBs father had been 2-3 times before						for that trip they also had a discounted price, but it was not the main reason to decide to visit	MBs father googled the weather forecast and decided to take the trip on the Jungfrauoch	no	
682	DB	SUI	m	1986	Nov 2022, 7d	girlfriend	in the new town of Muscat (3d), close to the old town of Muscat (3d) (OMN), staying in hotels	girlfriend						friends of theirs had been to Oman before and told them it was a good destination to visit, while they were thinking about Oman, DB called one of the friends who had been there and he recommended the destination											both wanted to go to a warm place and Oman was rather close to fly in November, they already knew Dubai but did not know Oman, yet	no
683	DB	SUI	m	1986	Jun 2022, 5d	girlfriend	Kreta, in a hotel (GRC)	girlfriend									two years before DBs girlfriend had been in the same hotel with a friend of hers and she liked it						first time DBs girlfriend went to the hotel with her friend, they found it on an OTA while looking for a resort at the sea with major pool areas			no
684	DB	SUI	m	1986	Sep 2022, daytrip	girlfriend	Schaffhausen (SUI) for visiting the IWC museum (watches)	DB						DB has heard from acquaintances, too, about the IWC museum			DB had been to the museum many years before, but this was not the reason to decide to go this time, however he remembered it							to visit the IWC museum of watches	they wanted to visit a city for a daytrip and had discussed before about museums for watches, DB is interested in watches and the IWC museum was a good combination	no
685	MG	SUI	f	1996	Feb 2020, 5d	boyfriend and a friend of hers with her boyfriend (two couples, total four)	island of San Andres in Colombia (COL), in an AirBnB	MG									MB had been twice there before as a child and she wanted to show her boyfriend this place that she likes								her boyfriend likes places at the sea, so the island was just perfect	no
686	MG	SUI	f	1996	Aug 2019, 4d	boyfriend	Paris (FRA), staying in an AirBnB	both									boyfriend had been to Paris before but it was not the reason this time to go there						they decided to book first the train ticket to Paris (which takes a shorter trip than Roma) and then the accommodation	MG wanted to visit European cities and she had not been to Paris, yet, they googled European cities and made a shortlist with Paris, Roma, Amsterdam and other cities and then they discussed which city is ideal for a short trip of four days, then they reduced the list to Paris and Roma and then they saw that Roma takes 10hrs train compared to Paris only 5-6 hrs	no	

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687	MG	SUI	f	1996	Jul 2022, daytrip	husband, MBs sister and her boyfriend	Luzern (SUI) for a city and sightseeing trip	MB									MB had been three times before and she liked the city, first time in 2018 while her father-in-law wanted to show her during her first trip to Switzerland the city of Luzern									no
688	TB	SUI	m	1970	Jul-Aug 1998, 35d	alone	Salvador da Bahia (21), Manaus (4d), Belo Horizonte (3d), Iguaçu (2d), Rio de Janeiro (4d) (BRA), staying in hotels	TB															looked for a place to learn Portuguese in Brazil and booked the school, the flights, and the guest family for himself	TB had learnt Portuguese before at his university, while traveling in Brazil he wanted to see as much as possible of country and people	TB loves to learn and speak foreign languages, wanted to learn culture, language	no
689	TB	SUI	m	1970	Aug-Sep 2011, 35 d	alone	by motorbike to Clermont-Ferrand (1d) (FRA), Burgos (7d) (ESP), in Burgos the motorbike broke, then continued hiking along the Camino de Santiago to Castro Jeliz (5d), by bus to Leon (1d) then continuing by bike (5d with five stops en route) to Santiago de Compostela (2d), further by bus back to Leon (1d) to bring back the bike, further by bus to Burgos, took the motorbike and continued to San Sebastian (4d), back to St. Gallen (home) with a one-night stop at Clermont-Ferrand, mainly staying in guesthouses and accommodations for pilgrims	TB			he wanted to make a pilgrimage trip														pilgrimage travel but also learn about the country, people, food and culture, during that time he was reading a book by Coelho, describing in a novel the "Camino de Santiago" and remembered a book by a german comedian (Hape Kerkeling) who described that trip in the other book	no
690	TB	SUI	m	1970	Feb 2000, daytrip	alone	he just moved to St. Gallen and wanted to discover another part of Switzerland and drove to Lugano in Ticino (SUI)	TB						acquaintances told him about Ticino and he remembered it while arriving in Switzerland and having a day free											in February it was snowy in St. Gallen and he wanted to visit a warmer place of Switzerland	no
691	SA	SUI	m	1994	Jul-Aug 2022, 4d	girlfriend	Klosters (SUI) in a holiday apartment that belongs to SA's girlfriend aunt	girlfriend									SA's girlfriend had been several times before in Klosters in that apartment					SA's girlfriend suggested to go to her aunt's holiday apartment in Klosters			originally they wanted to to to Cinqueterre (ITA) but it was too expensive and because of the high prices, they thought it was crowded, so they looked for a quieter place	no
692	SA	SUI	m	1994	Nov 2022, 5d	alone	Pecs (HUN) at his girlfriend's place	both		visited his girlfriend who was studying in Pecs (HUN)							SA visits since three years his girlfriend in Pecs every other month				SA's girlfriend studies in Pecs					no
693	SA	SUI	m	1994	Dec 2022, daytrip	with a friend (m)	by car to Cesana Torinese (ITA) for a sking tour day	friend (m)									both had been several times there before, first time they went many years before with other friends and decided since, to go by themselves, as soon as they have the opportunity								every time the weather is good for a sking tour, they go to Cesana Torinese	no
694	AP	ITA	f	1999	Aug 2018, 10d	boyfriend	by car took the ferry to Corse (FRA), first to Bastia and continued by car to Meria (3d), Saint Florent (2d), Calvi (2d), Osani (3d) back to Bastia and then back with the ferry to Italy and home, staying at campsites	to Corse AP, sleeping in the tent boyfriend						APs parents had been to Corse before and recommended a trip to the island to her										at home they looked on google maps and an app for campsites and found campsites at the Northern and Eastern parts of the island they planned to visit	no	
695	AP	ITA	f	1999	Feb 2022, 5d	with three university friends (f), total four	Las Palmas in Gran Canaria (ESP), in a holiday apartment	one her friends who had visited the island before													the friend who suggested had spent one year study exchange in 2017, at Las Palmas and she wanted to show her friends the island					no

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696	AP	ITA	f	1999	Sep 2021, daytrip	a friend (f) from high school	they visited the Vittoriale degli Italiani (museum and gardens) close Gardone Riviera, at Lago di Garda (ITA)	APs friend						APs mother is italian literature teacher had been there before and APs friend's parents had been there before, too, and they all recommended a visit to that place										they both had learned about the place from italian literature class at high school, and they wanted to see this place one day, since they had a free day in September APs friend suggested it was a good day for the visit	no	
697	EM	SUI	f	1999	Aug 2022, 5d	parents, total three	by car from Bellinzona (SUI) to Ulm (1d), Augsburg and further to München (3d) (GER), back to St.Gallen to EMs place (1d), back to Bellinzona	EM						EMs mother had been in München many years before but she remembered because she had lived in Germany then, and her father in Ulm but he did not remember well what to do						EMs mother had lived half a year in Frankfurt and then she had visited München				they were looking for a short trip in order to return the weekend home, when EMs brother returns from military duty, EM looked up on the map and found a route that could fit to the short time they had, rather close cities, she also checked places to visit and later looked up for attractions of these cities on the local DMO homepages, so she decided to see Ulm, Augsburg and München	no	
698	EM	SUI	f	1999	Sep 2022, 3d	her best friend (f)	by train or coach first to Strasbourg (2d), Colmar (2d) (FRA), staying in hotels	EM						EM had been with her family before in 2019 in that area, and they had stayed in the two cities, in 2019 they went because her parents had been there once before when they were a young couple							EMs mother had lived for quite some time in France before and knew these areas				no	
699	EM	SUI	f	1999	Jun 2021, daytrip	parents, brother, total four	to see a special exhibition of the American painter Edward Hopper at the Beyeler museum in Basel (SUI)	EM and her brother																EM had seen an advertisement of the exhibition and told her brother and they agreed to go	no	
700	MO	SUI	m	1995	Jan-Feb 2023, 7d	wife, in-laws (2), his parents, brother and sister and brother's girlfriend, total 9 persons	Serfaus (AUT) in a holiday apartment	MOs brother	once they were in Serfaus, they also met the cousin of MOs mother					a cousin of MOs mother lives in Serfaus and owns a bar and recommended them to book that particular holiday apartment				when MO was a child, his family went often to Fiss (neighboring town) for summer holidays and MOs brother suggested to go for the winter vacation that time							no	
701	MO	SUI	m	1995	Aug 2022, 7d	father	Kitzbühel (AUT) in a hotel	MO						acquaintances of them had been to Kitzbühel for golf holidays to get the license to play and recommended the hotel										they both wanted to go golfing to get the license to play	no	
702	MO	SUI	m	1995	Jul 2022, daytrip	wife	for hiking to the Seealpsee (lake) (SUI)	MO						MO had been a couple of times there and his wife as well, first time MO went as child with his family										weather was fine for a hiking day	no	

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703	LP	MNE	m	1999	Mar-Apr 2017, 7d	father	New York (2d), by bus Chicago (2d), overnight by train to Las Vegas (2d), rental car resort close to Page, state of Utah, and then by car to Las Vegas, and back from Las Vegas to New York by plane, staying in hotels	father	in Chicago they visited LP's cousin and stayed at his place				father works for the company that owns the resort in Utah, which is close to Las Vegas, this is the reason why he suggested these two places as well				father had been once before in New York and liked it									no
704	LP	MNE	m	1999	Apr 2011, 7d	mother, father and brother, total four	cruise trip Genova (ITA), Barcelona (ESP), Ajaccio (FRA) back to Genova (ITA)	parents							parents booked at a travel agency and there was a trip available with this route, and the parents liked the places, a trip not too long							the cruise trip was just good for the time and available, nice option			the cruise line was popular at that time	no
705	LP	MNE	m	1999	Mar 2018, daytrip	mother, father, and brother, total four	Kapetanovo Jezero (transl. Captain's lake), a lake in the North of Montenegro, for sightseeing and hiking	parents					one of his parent's closest friends had been there as well and recommended it											in those years the lake became very famous through social media and documentaries		no
706	CB	ITA	f	1995	Nov 2022, 9d	boyfriend	by rental car a round-trip of Jordan with the following main stops Madaba, Dead Sea, Karak, biosphere Dana, Petra, Aquaba, Wadi Rum, Jerrash, Amman, staying mainly in hotels	CB					a friend of CB had been ten years before and recommended to visit the country									in 2019 Ryanair had started offering direct flights from Orio al Serio (Bergamo) to Amman			CB looked on google maps and blogs which routes by car would be convenient to travel around Jordan, all but the first and last place the hotels were recommended by the hosts they were staying during the trip	no
707	CB	ITA	f	1995	Mar 2023, 4d	father	London (GBR), staying in a hotel	father					CB had told her father and shown pictures of her trip to London and he wanted to see that city, too				CB had been in London before in 2017								for long time CB's father wanted to visit London, particularly since CB had been there	no
708	CB	ITA	f	1995	Dec 2022, daytrip	boyfriend	Madonna di Campiglio (ITA) for a skiing day	CB									during that time CB was working on a project in Madonna di Campiglio and she had visited a couple of times the place								this was the first time they went to Campiglio and since they live in Trentino they want to have visited at least once all the ski areas (a mental bucketlist), once a year they want to go to one more expensive one (such as Madonna di Campiglio)	no
709	MH	SUI	f	1997	Jul-Aug 2022, 12d	boyfriend	by campervan to Hamburg (GER) (2d), along the coast to Husum (GER) (2d), Vejers Strand (DEN) (3d), back to Hamburg with a day-stop at Sylt, and from Hamburg back home to Switzerland	both					a working colleague of MH recommended her to visit also Sylt, but that was when they already had the route planned				MH had been in 2016 with a friend to Hamburg and she liked it but could spend not enough time and she wanted to return							they looked both on google maps places to windsurf at the northern coast of Germany, MH further bought a travel book for camping at the north sea coast	wanted to go North by campervan and at the sea and areas to windsurf (boyfriend likes to windsurf)	no
710	MH	SUI	f	1997	Sep 2022, 5d	mother, three friends of her mother (f), total four, originally they were four friends of her mother, but one could not attend, so MH joined them	Marrakesh (MAR), staying in a riad (hotel)	her mother and one of her friends					mother and her friend often go to a Moroccan shop in their hometown in Switzerland, the lady who owns the shop recommended them to visit Marrakesh, the lady has there a house and often returns to her home, the lady gave them a list of places to go and things to do and see				MH had been once before in Marrakesh in 2019 together with a friend (f) thanks to a convenient offer but that time it was more about a trip in the desert, and as she was asked to join the group she immediately agreed because she wanted to return but see more the city							the lady from Morocco also booked the place to stay in Marrakesh as well as some of the restaurants	no	

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721	NN	SUI	f	1999	Feb 2023, 7d	boyfriend	Istanbul (TUR), 5 days in a hotel in the city center to enjoy the city, 2 days in a spa and wellness hotel to have more relaxation	both						friends and family of both had been in Istanbul before and they recommended a visit to the city			boyfriend has been in Istanbul before as a child but he did not remember and this was not the reason to decide to travel to Istanbul									no
722	NN	SUI	f	1999	Jul 2022, 10d	family (parents, brother and sister), total five	Corfu (GRE), in a resort	father and mother									they had been several times as a family to Greece in summer vacation before (i.e. twice Kreta and once Rhodos) and always were happy						father and mother searched for convenient offers on the internet and found separately flight and resort and booked for Corfu		they decided at a dinner to go to Greece again	no
723	NN	SUI	f	1999	Nov 2022, daytrip	boyfriend	Milano (ITA), for sightseeing and shopping	boyfriend									they both had been together once or twice to Milano before, NN had been in Milano with friends and family a couple of times before, her boyfriend had been in Milano a couple of times there, too									no
724	LP	SUI	f	1995	Mar 2023, 10d	alone	Santo Domingo (3d), Las Terrenas (4d), Santo Domingo (3d) (DOM), staying in hotels	LP	while there she took the opportunity to visit other relatives and friends		LP was invited to a wedding of a relative, which took place in Santo Domingo						LP had been twice before to the Dominican Republic					LP had been in The Dominican Republic for an internship and had visited Las Terrenas before and she liked the place				no
725	LP	SUI	f	1995	Dec 2022, 21d	alone	Bangkok (2d), Chiang Mai (5d), Koh Samui (2d) (THA), Siem Reap (3d), Phnom Penh (3d), Koh Rong (3d), Phnomh Penh (1d) (KHM), Bangkok (1d), mainly staying in hostels, partly in hotels	LP						she had heard from many acquaintances about traveling in Southeast Asia and had good impressions about trips to this region but her decision was not due to a particular recommendation									looked for nice weather and convenient flights and found a flight to Bangkok and booked the flight and the first accommodation in Bangkok, the rest she booked when she was in Bangkok			no
726	LP	SUI	f	1995	Feb 2023, daytrip	colleague (m)	by train to Lugano (SUI) to enjoy a city trip at a warmer place	LP									LP had been many times in Lugano and the Ticino region before, since she was a child, colleague knows Lugano from his previous trips, too							LP looks on a meteo-app on her smartphone which places have good and warm weather and she saw that Ticino had warm weather	LP looks on a meteo-app on her smartphone which places have good and warm weather and she saw that Ticino had warm weather	no
727	AV	SUI	f	1999	Feb 2023, 5d	alone	visiting friends in London (GBR)	AV got invited			AV had studied in London and was invited by two ex-study friends and she met other friends in London											AV has studied for her bachelor degree in London 2018-2022				no
728	AV	SUI	f	1999	Jun 2022, 3d	friend (f)	Milano Marittima in the region of Emilia Romagna (ITA), in a hotel	AV									AV had been several times to Milano Marittima for beach holidays, since she was a child									no
729	AV	SUI	f	1999	Mar 2023, daytrip	study colleagues, total six	with two cars to Laax (SUI) for a skiing day	one colleague (m)						the group of three was recommended to go skiing to Laax, particularly by the program manager of the university who lives since many years in the region and knows the place										AV and two others wanted to go skiing and they agreed to go to Laax, then they asked other three to join them	no	

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739	RS	SUI	m	1997	Jul 2021, 3d	girlfriend	by car to Lauterbrunnen (SUI), staying in a hotel	RS						RS had heard from friends and saw pictures on Instagram posted by friends, acquaintances but also other people (private individuals, no influencers) about Lauterbrunnen (the village and the valley, including the waterfalls)				RS had been during his military recruit training school in Jul 2017 to Oct 2018 in the Bernese Oberland (Thun) and liked these places very much						RS wanted to travel to Bernese Oberland because he was in the region before and particularly to Lauterbrunnen because of word-of-mouth (offline and online)	no		
740	RS	SUI	m	1997	Nov 2017, 21d	with five colleagues from recruit training school, total six	Capetown (10d) in a holiday lodge, by car on Garden Route (Capetown-Johannesburg) (10d) staying in hostels (RSA)	one colleague of the group suggested and booked everything									the colleague who suggested and booked had been several times before in South Africa (including Kruger national park) with his parents				colleague's parents had lived before he was born in South Africa			Kruger national park was one of the fix attractions they wanted to see and therefore they had booked a one-day tour before they left home		no	
741	RS	SUI	m	1997	Jul 2020, daytrip	girlfriend	by car to Thun and from there by bike around the lake of Thun and then back home by car (SUI)	RS									RS had been during his military recruit training school in Jul 2017 to Oct 2018 in the Bernese Oberland (Thun) and liked these places very much, while he was on duty he got to know the lake of Thun as well									no	
742	JG	SUI	m	1996	Jul 2022, 11d	girlfriend	El Quseir, at the red sea, (EGY), staying in a hotel	JG						first time they went, the parents had a recommendation by friends of theirs who had been there before			JG had been to El Quseir before, in the same hotel and he liked it and suggested his girlfriend to have holidays there, first time he had been there as a child with his parents and family (two sisters) around 2011								they wanted to make scuba diving holidays and El Quseir is known for scuba diving	no	
743	JG	SUI	m	1996	Aug 2019, 6d	five friends (m), total six	Crans-Montana (SUI), staying in an AirBnB	one of the friends, he suggested and booked the place															they were looking on AirBnB homepage, inserted the time, the group size and chose the best offer while excluding areas of Central Switzerland, which they all came from (they wanted to leave their home region)		they all had not been to Crans-Montana before	no	
744	JG	SUI	m	1996	Mar 2023, daytrip	girlfriend and another couple, total four	by train and public transportation to Zürich Zoo (SUI)	the other couple										they all had been several times to Zürich Zoo before, since their childhood times							Zürich Zoo		no
745	BP	AUT	f	1967	Mar 2023, 5d	husband	Istanbul (TUR), staying in a hotel	BP	BPs husband visited then a business friend of his in Istanbul but this was not the main reason to decide to go to Istanbul			BP made a gift to her husband who celebrated his birthday	BP suggested to travel to Istanbul on the occasion of a scientific conference and she did not want to go alone				they both had been once before for just one day and they liked the city a lot										no
746	BP	AUT	f	1967	Apr 2023, 5d	husband and daughter with boyfriend, other two couples, total eight	Bogliaco (ITA), staying in three holiday apartments	all eight, they do it meanwhile as a tradition										the group goes since approximately 18 times together for Easter celebration to these apartments they own				BP and her husband as well as the other couples own a holiday apartment					no

#	intls	living	sex	birthyear	triptimeduration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
754	SB	LIE	f	1997	Apr 2023, 4d	three colleagues (f), total four	by car to Ljubljana (SLO), staying in an AirBnB	one colleague						the colleague said it was a beautiful city and she showed pictures searched on google, and SBs sister had been one year before in Ljubljana and she liked the city									at a common meeting they wanted to travel by FlixBus or train and because of the construction situation they decided to look up on the homepage of FlixBus, found a route to Ljubljana and decided to travel there but finally by car because the FlixBus did not start from Chur (where the all lived) but from Zürich, and the trip by bus lasted too long and not for their travel dates		the colleague who suggested Ljubljana so that they decided to go there was attracted by the pictures of the city shown on the FlixBus homepage	no
755	SB	LIE	f	1997	Jul 2022, 6d	one colleague (f)	guided tour in Scotland (GBR) by van, first flight to Edinburgh (1d), Inverness (1d), Orkney Islands (2d), Ullapool (1d), Edinburgh (1d), staying in B&Bs	SB									they both had booked six times a Scotland and England tour by van with the same travel agent that is located in Ireland and England, at least once year, first time it was in 2017 on occasion of a language trip they made in Ireland, there, after the language school, they decided to take a tour through Scotland									no
756	SB	LIE	f	1997	Oct 2021, daytrip	sister and their three godchildren (total five)	hike on the trail in the Eichhörnchenwald in Lenzerheide (SUI)	mother of the three children									mother and the children had been there before and she suggested to go there because the children liked it									no
757	MC	SUI	m	1999	Nov 2018, 4d	girlfriend	London (GBR), staying in a hotel	girlfriend															first she found a last minute flight on skyscanner with a good price and the timing, then girlfriend also looked up for the weather forecast and found that London had good weather		MC finished military service in October and they wanted to go a place they can spend together	no
758	MC	SUI	m	1999	Aug 2021, 6d	with six friends (m), total seven	Palma de Mallorca (ESP), in a holiday house	MC and another friend															they looked up on skyscanner for a convenient flight for seven people (they inserted the option "from Milano to...."), found a suggestion, not too expensive and Palma de Mallorca was a place they all had not been before, in addition there was a sunny weather forecast for the Balears			no

#	ints	living	sex	birth year	triptime	duration	tripgroup (with whom)	tripdestination(s)	who-brought-up?	frthere	invitedfr	socialobl	gift	business	wom	travelagent	culture/ sports/ leisure event	repeater	closetherebefore	whiletraveling-stop	forcemajeure-stop	livedthere	physical assets	good/ convenient offer or place	natural/ cultural/ leisure attraction	other/ furtherinfo	reg/ nat advertise ment
759	MC	SUI	m	1999	May 2022, daytrip		girlfriend	by car to Rhine waterfall at Schaffhausen (SUI)	girlfriend						a common friend knows many leisure places and places to visit and attractions and he told them both about the Rhinefall in Schaffhausen			girlfriend had been there before as a child with her parents but this was the reason she suggested							they wanted to see the waterfall of the Rhine	MC was studying in St. Gallen and his girlfriend suggested to visit an attraction near that city and MC had by chance his car available which brought them faster to Schaffhausen	no
760	LB	SUI	f	2001	Jul 2020, 21d		good friend (f)	Puerto Escondido (7d), San Cristobal de la Casas (5d), Palenque (2d), Tulun (4d), Holbox (3d) (MEX), staying mainly in hostels	friend						friend's grandmother had been living one year in Mexico and traveled to some of these places before and recommended them to her granddaughter, a work colleague (f) of LB recommended Puerto Escondido as well										they looked up on Lonely Planet on google for interesting places in Mexico to visit, they found San Cristobal de la Casas in Lonely Planet	no	
761	LB	SUI	f	2001	Jul 2022, 9d		parents, total three	by train to Lyon (2d), further by rental car to Saintes-Maries-de-la-Mer (3d), Cassis (3d), Aix-en-Provence (2d) and back to Lyon, (FRA), staying in hotels	first, LB suggested the Provence, then Lyon and Saintes-Maries-de-la-Mer were suggested by her mother														they chose Lyon because of the train from Switzerland		Saintes-Maries-de-la-Mer was on the way from Lyon to Provence, LB saw around May 2022 many pictures and reels on social media about Provence and Toscana and she wanted to see the region of Provence	no	
762	LB	SUI	f	2001	Mar 2023, daytrip		boyfriend	by train to Lugano and took the ferry to Gandria (SUI) sightseeing day	LB									both had been to Lugano before						on the train to Lugano LBs boyfriend googled places to go from Lugano and found Gandria			no
763	BJ	SUI	m	1996	Sep 2022, 2d		alone	by train to Zermatt (SUI) and took a hike on the Hörnlihütte (overnight on the mountain peak) and back home	BJ						a former work colleague of BJ is from Zermatt and told him about the place, he was impressed about the long trip to take to this particular place			had been once before in Zermatt but in winter (2021) with his girlfriend at the time, combined a trip from Chur to Zermatt by train						they wanted to see the Matterhorn mountain and decided in the winter 2021 to book a trip to Zermatt with two nights	wanted to sleep in a place above 3'000 meters above sea level	no	
764	BJ	SUI	m	1996	Jul 2019, 14d		departed and returned alone	Shanghai (3d) (CHN), by car round-trip of Southern California (4d) (USA) together with father (he came directly from Switzerland), Tokyo (4d) (JPN) where BJ met his sister who flew directly from Switzerland, Hong Kong (4d) (CHN), staying mainly in hotels	alone	father has met friends and acquaintances in Southern California, they defined the places based on meeting these people					from other work colleagues BJ was recommended to visit Hong Kong		in Shanghai during his stay there was a race car competition and BJ knew one of the competing drivers personally and he wanted to see the event	BJ had been before in all of these places but Hong Kong and San Diego because he worked for an airline						Hong Kong was also a good connection back to Switzerland	BJ set the route with the main stops at home	no	
765	BJ	SUI	m	1996	Feb 2022, daytrip		alone	by train to St. Moritz (SUI), for a skiing day	alone																	he was living during that time in Chur which is 2h by train from St. Moritz and was closer than his hometown Zürich, while studying tourism he wanted to see the place because it was so popular (from his university program) and quite expensive, he wanted to make this particular experience and find out what is so special about this place	no

[illegible]

