

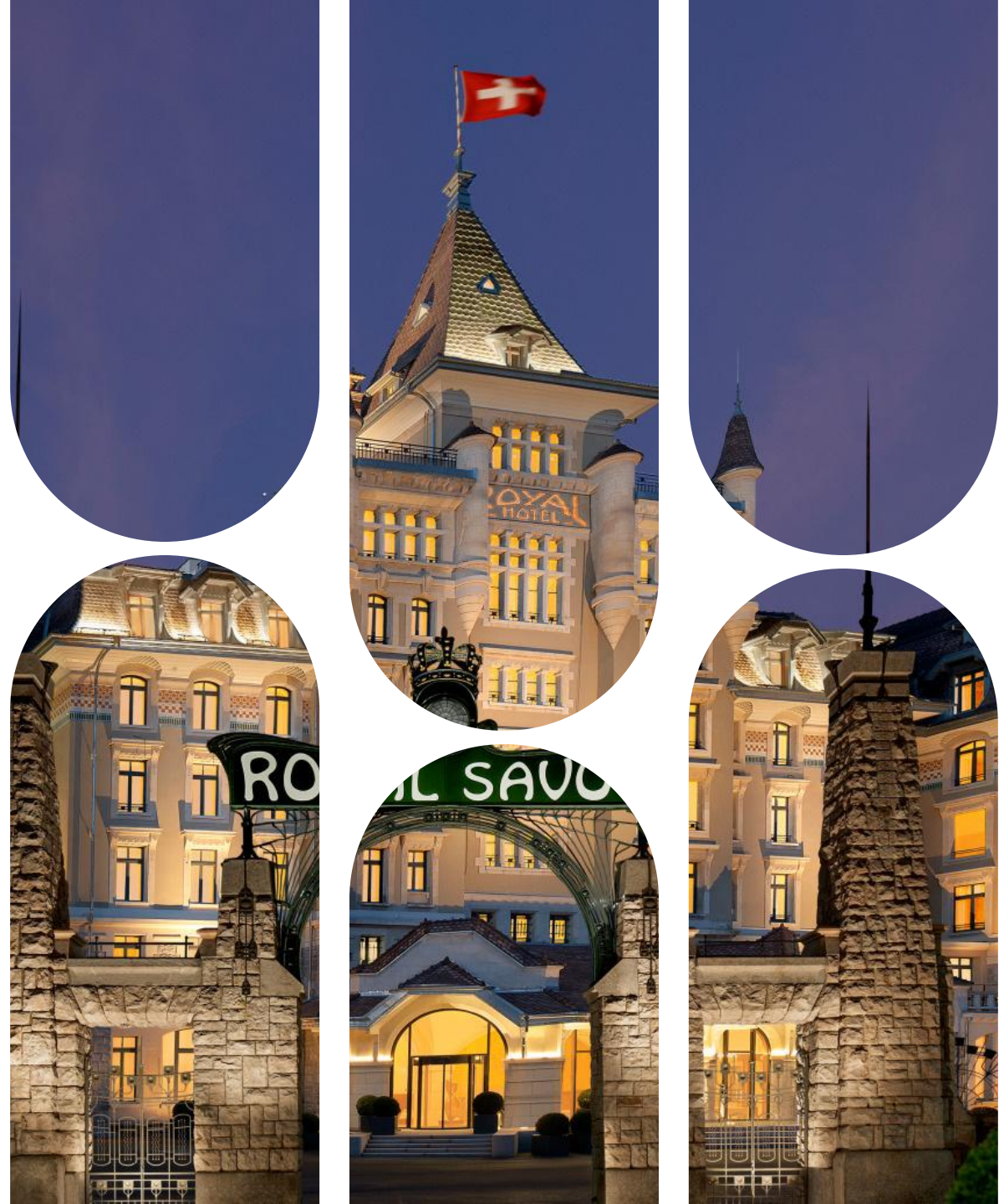


BALANCING SEASONS SEGMENTS AND MARKETS

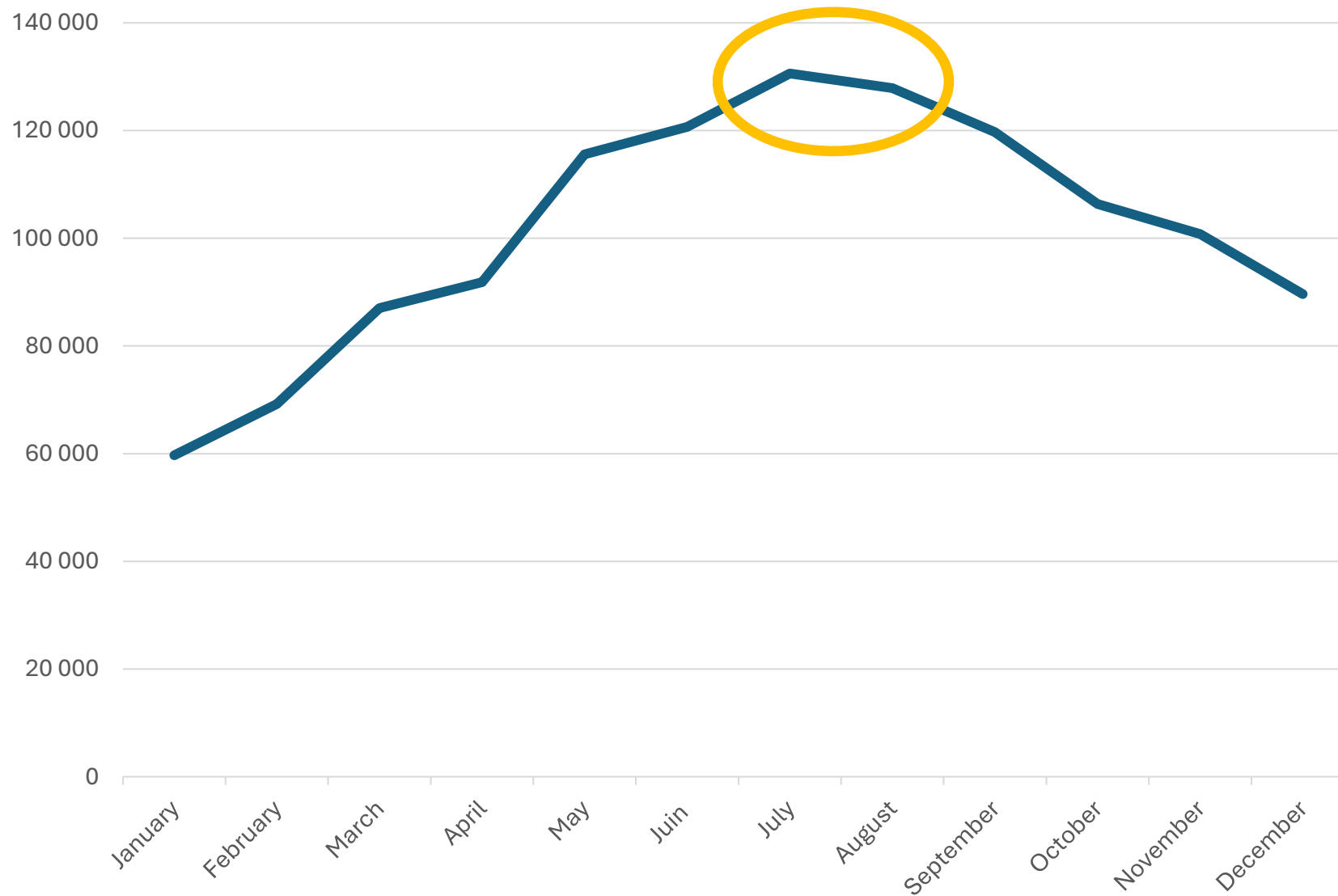
Tourism in Lausanne

01 Room nights

Historicaly the only KPI provided on a regular basis.

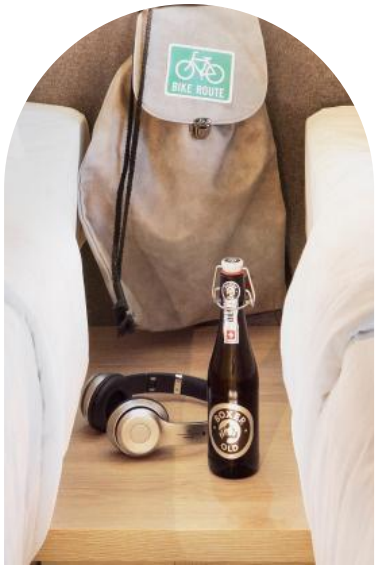
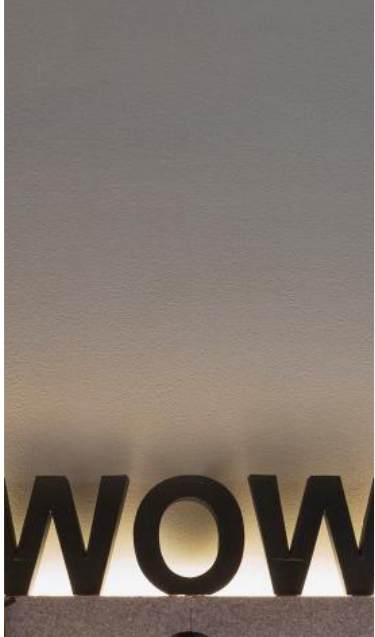


01 Room nights

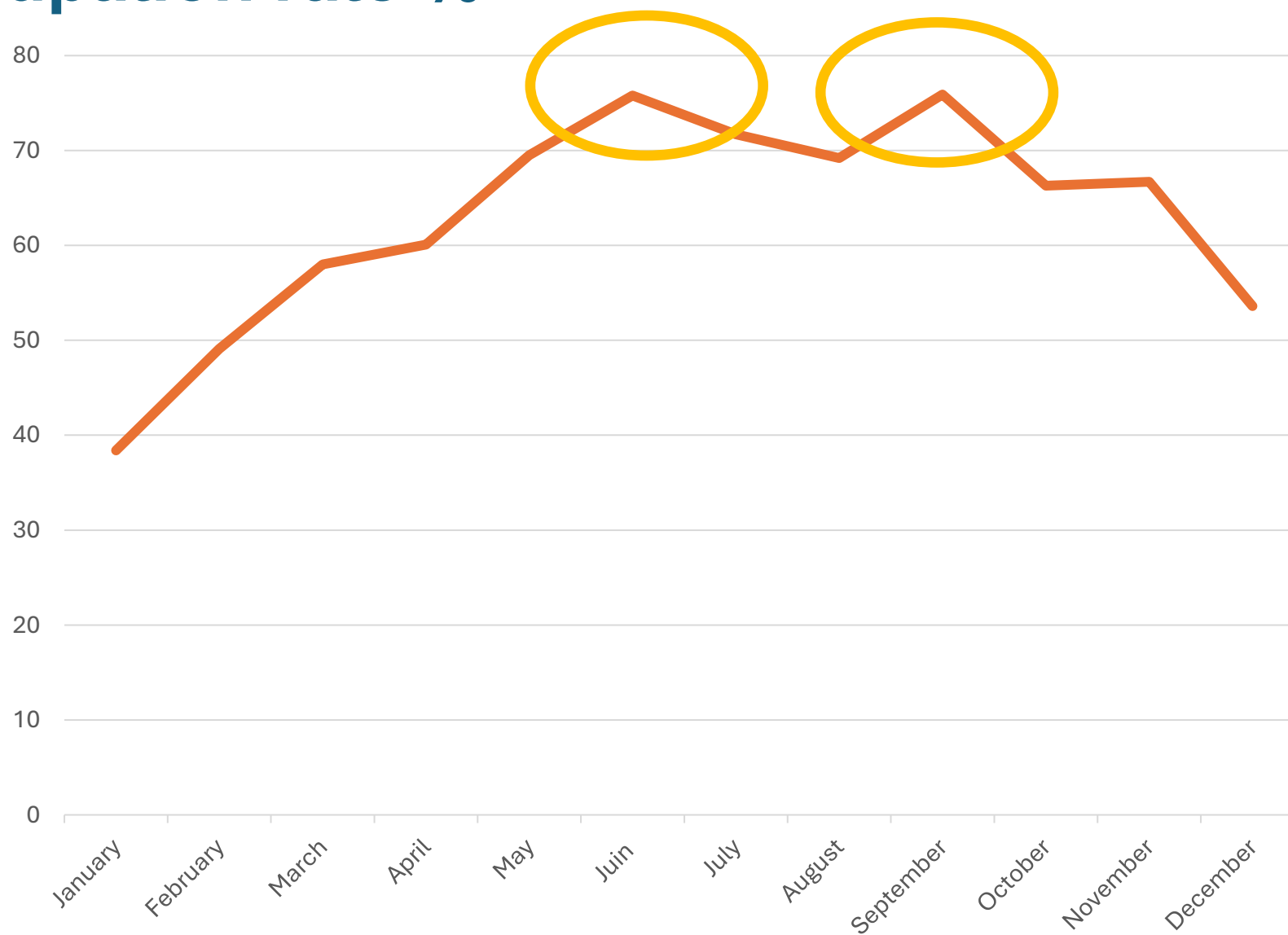


02 Occupation rate

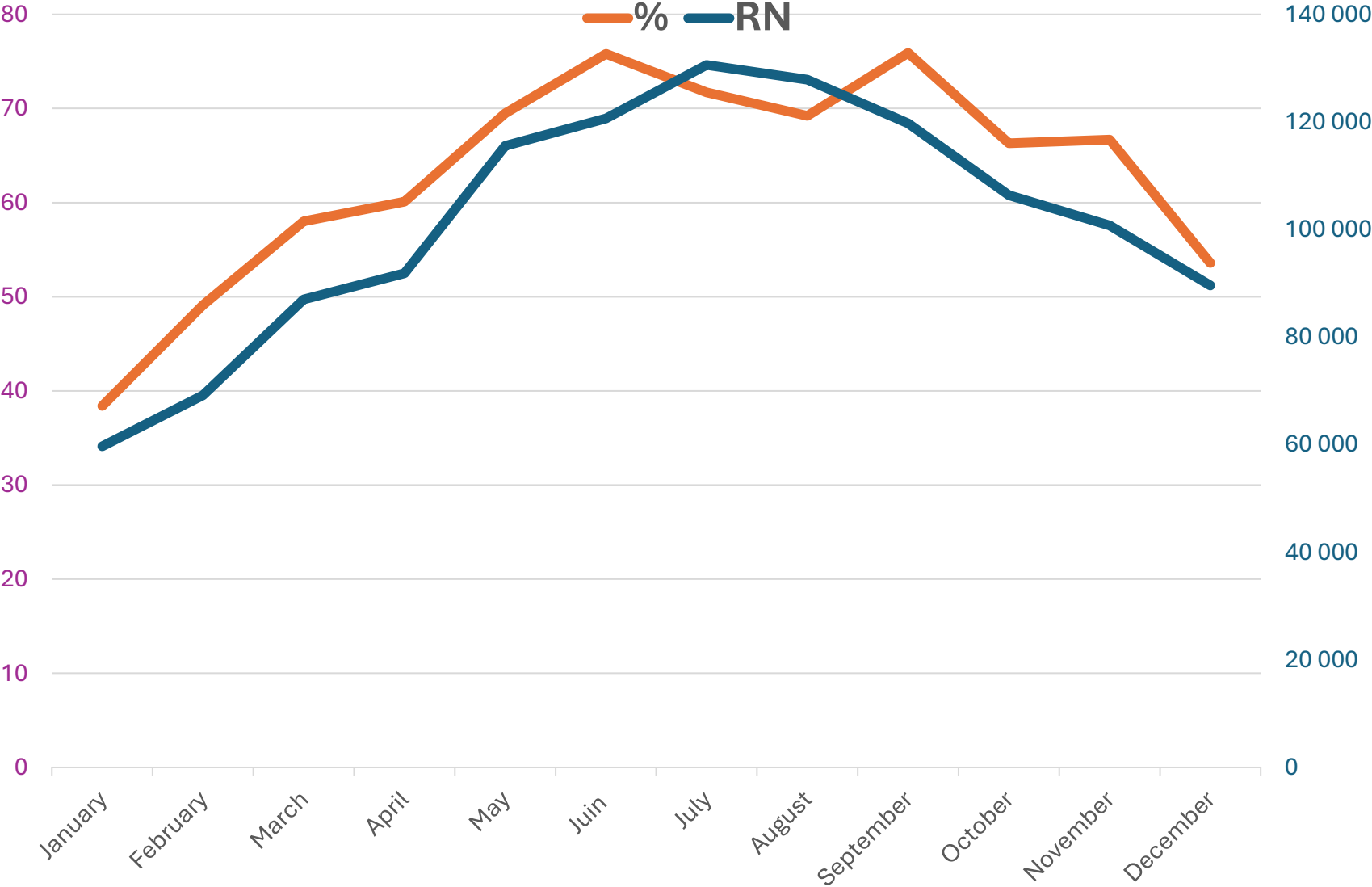
A KPI to observe.



02 Occupation rate %

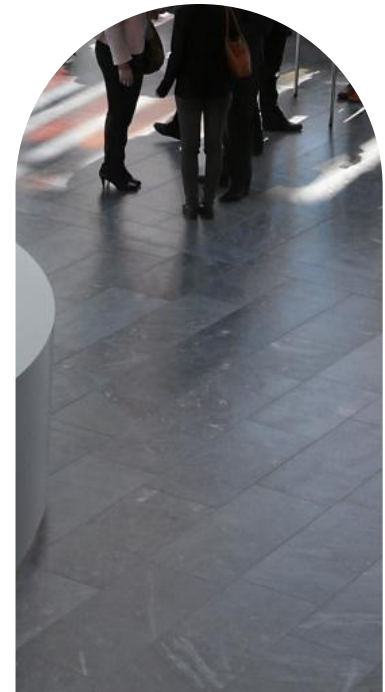
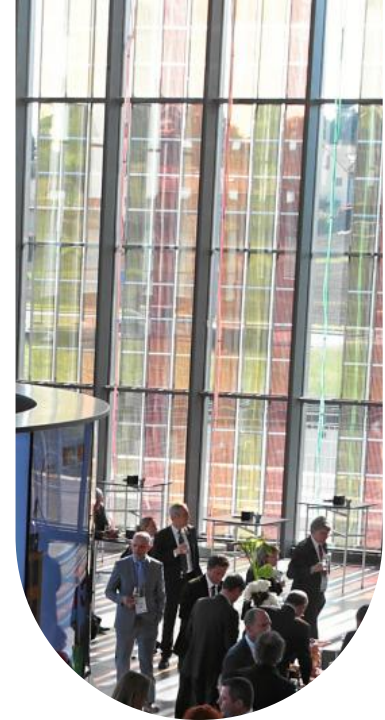


02 Occupation rate % & Room nights

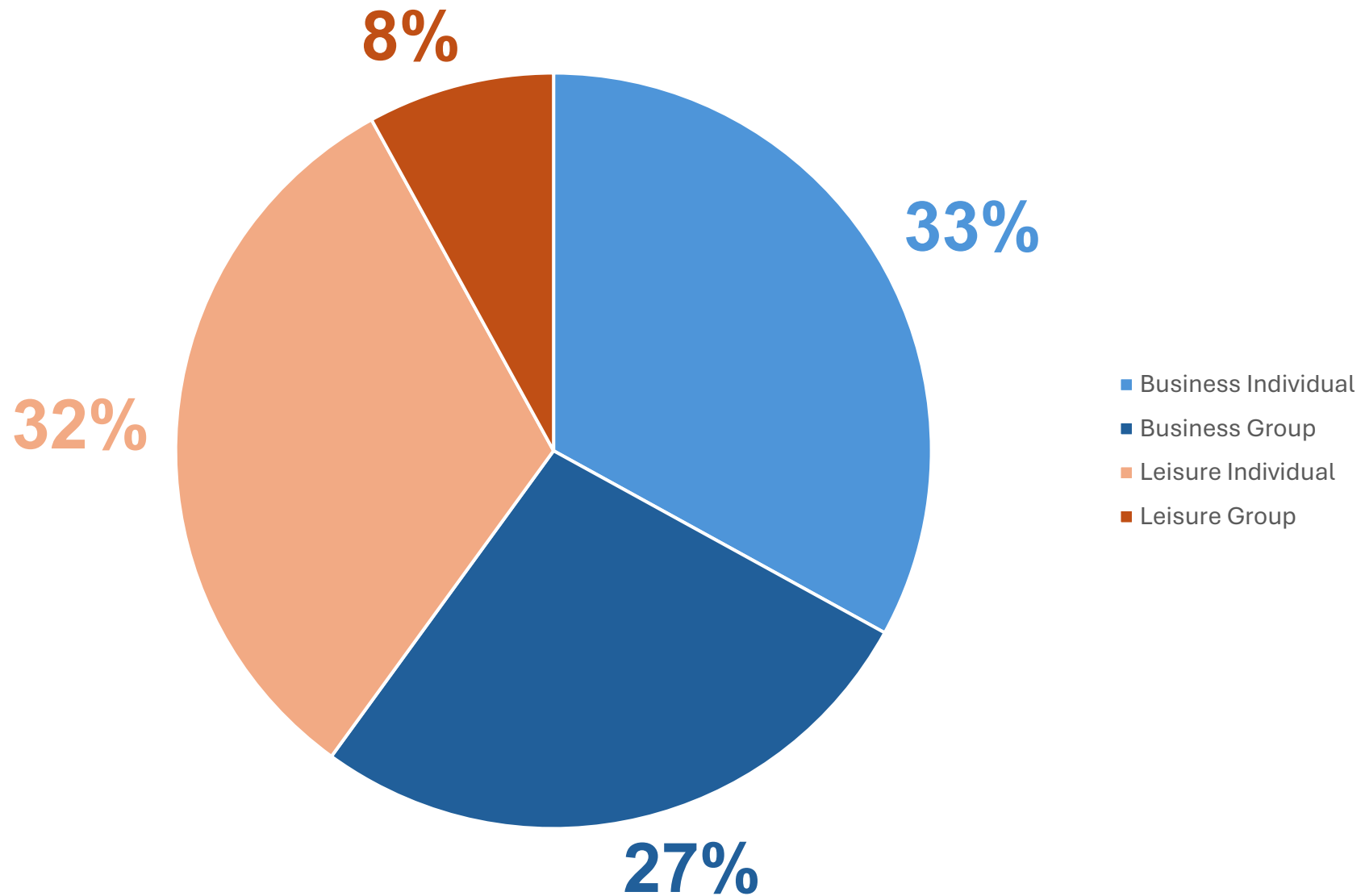


03 Segment mix

A balanced segment mix : key to stability and resilience.



03 Segment mix

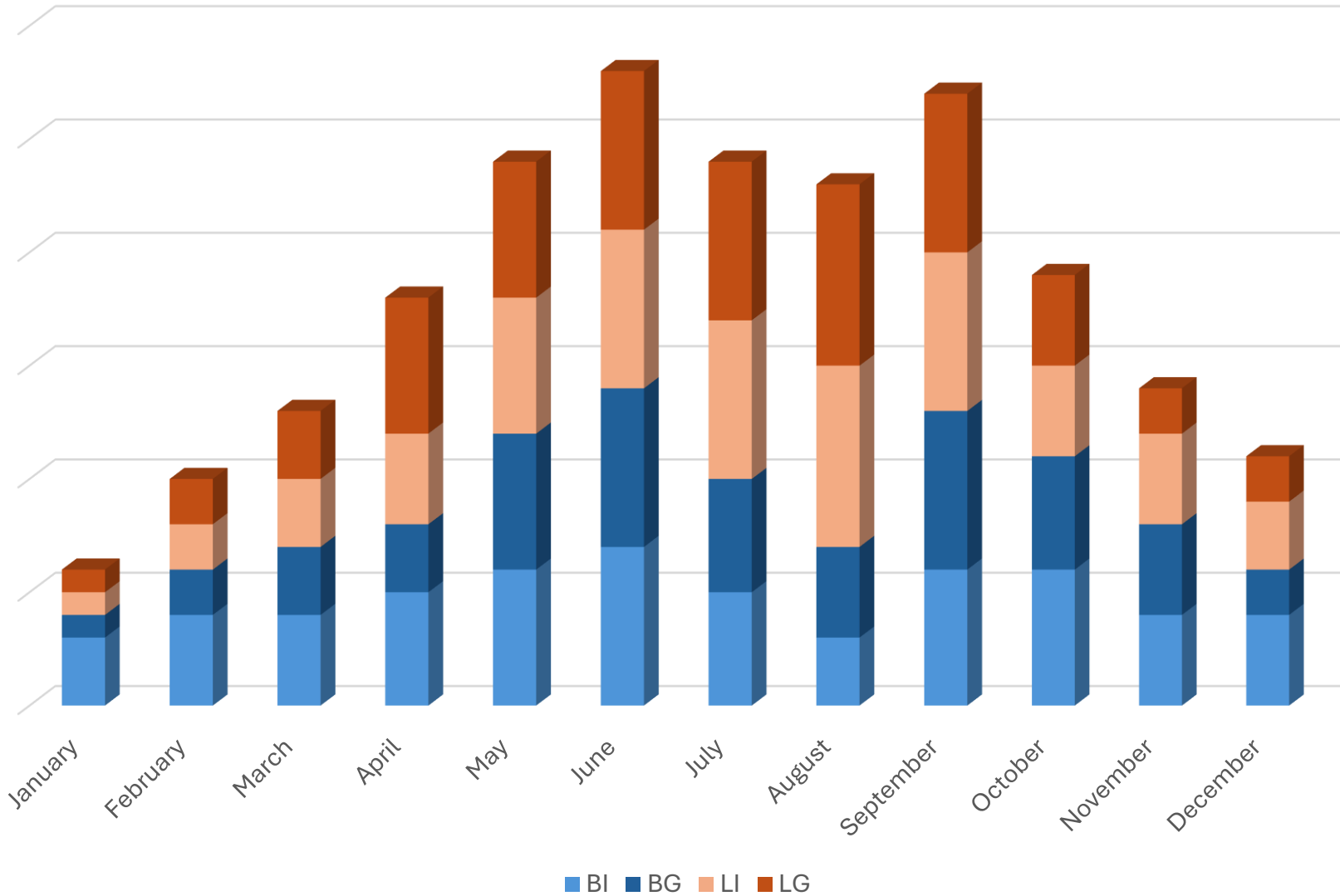




04 Seasonality of segments

Balancing the curve.

04 Seasonality of segments



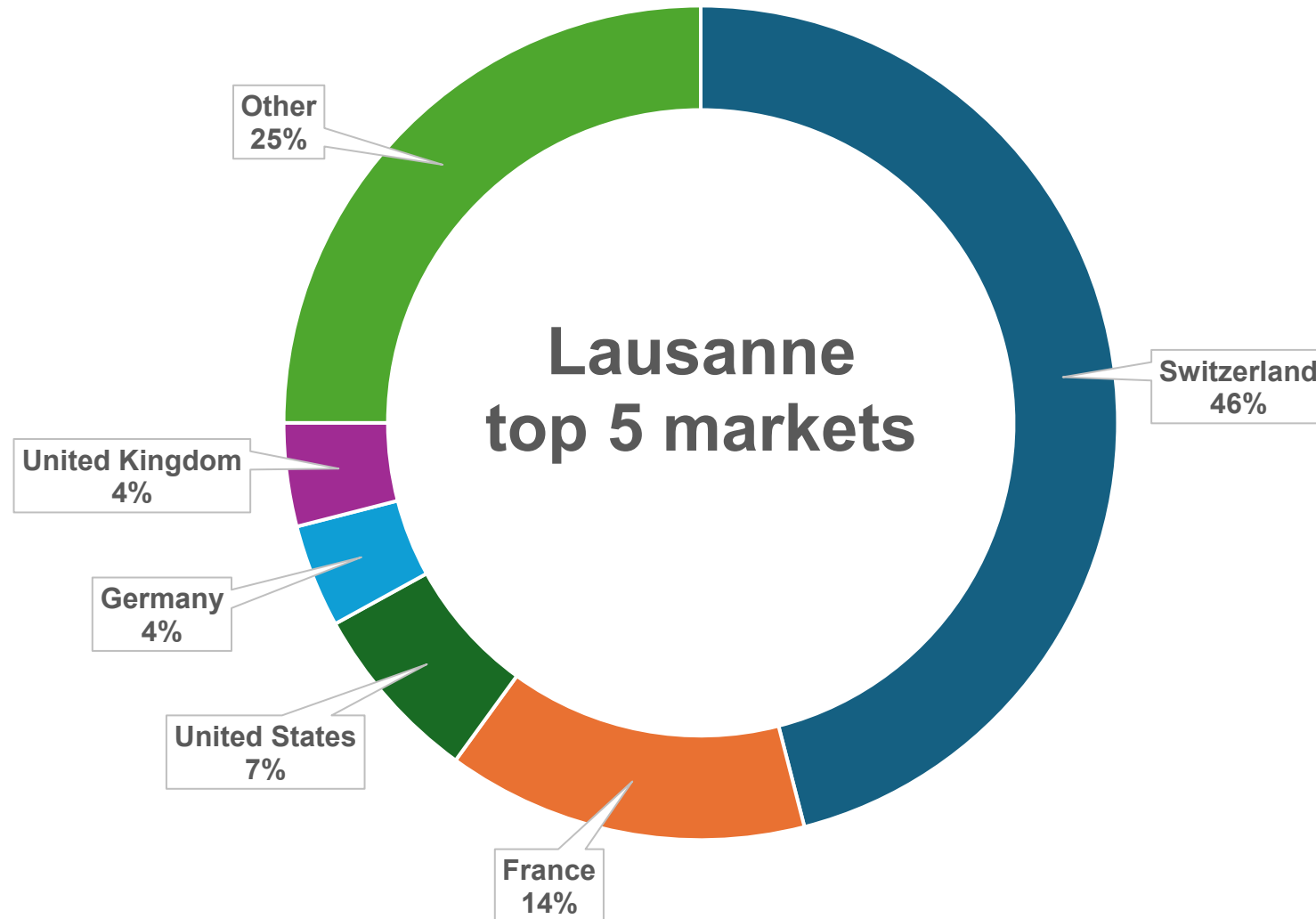
05 Seasonality of markets

When the visitors from the different markets travel.

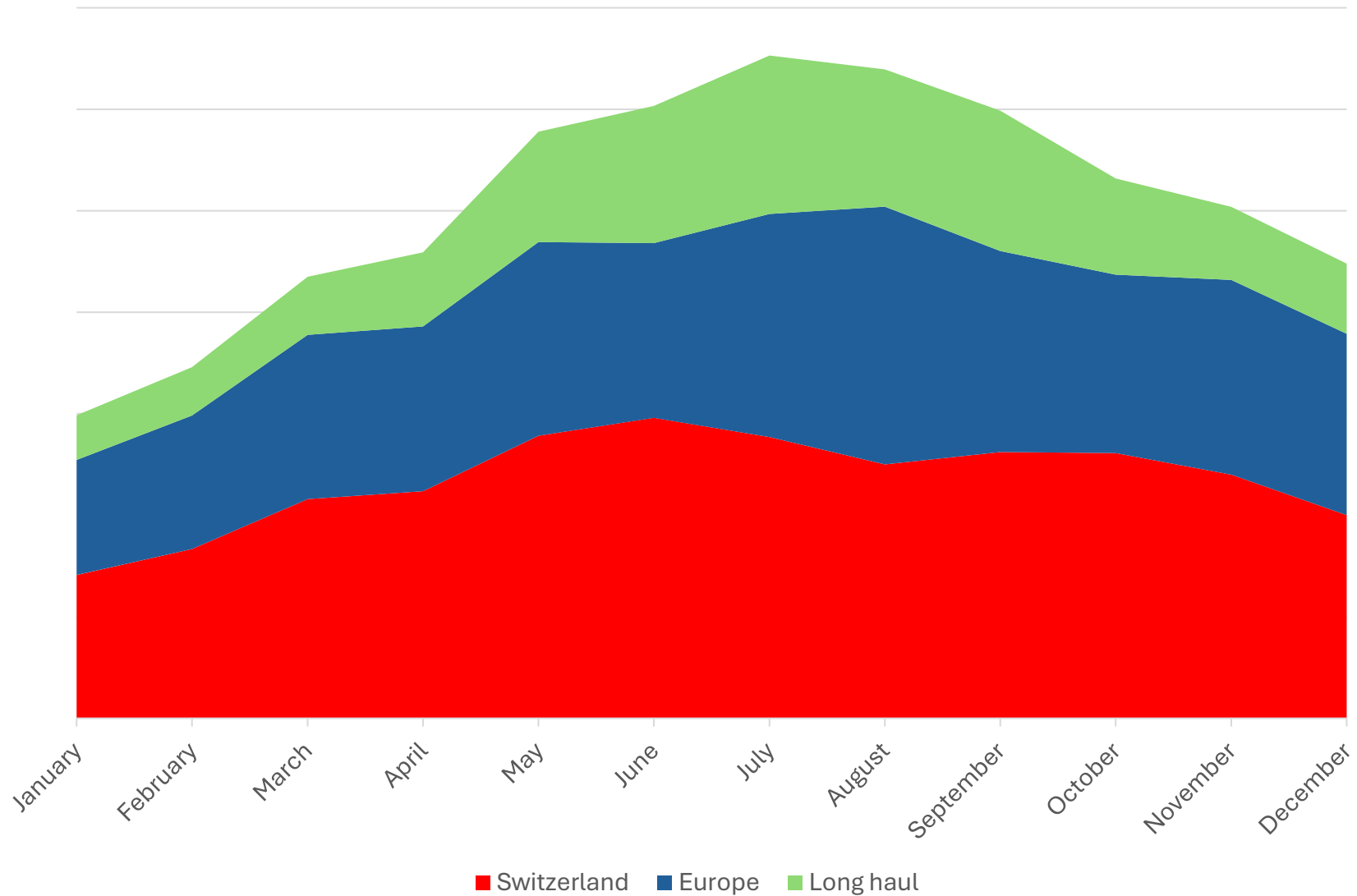


Image generated with ChatGPT

05 Seasonality of markets



05 Seasonality of markets





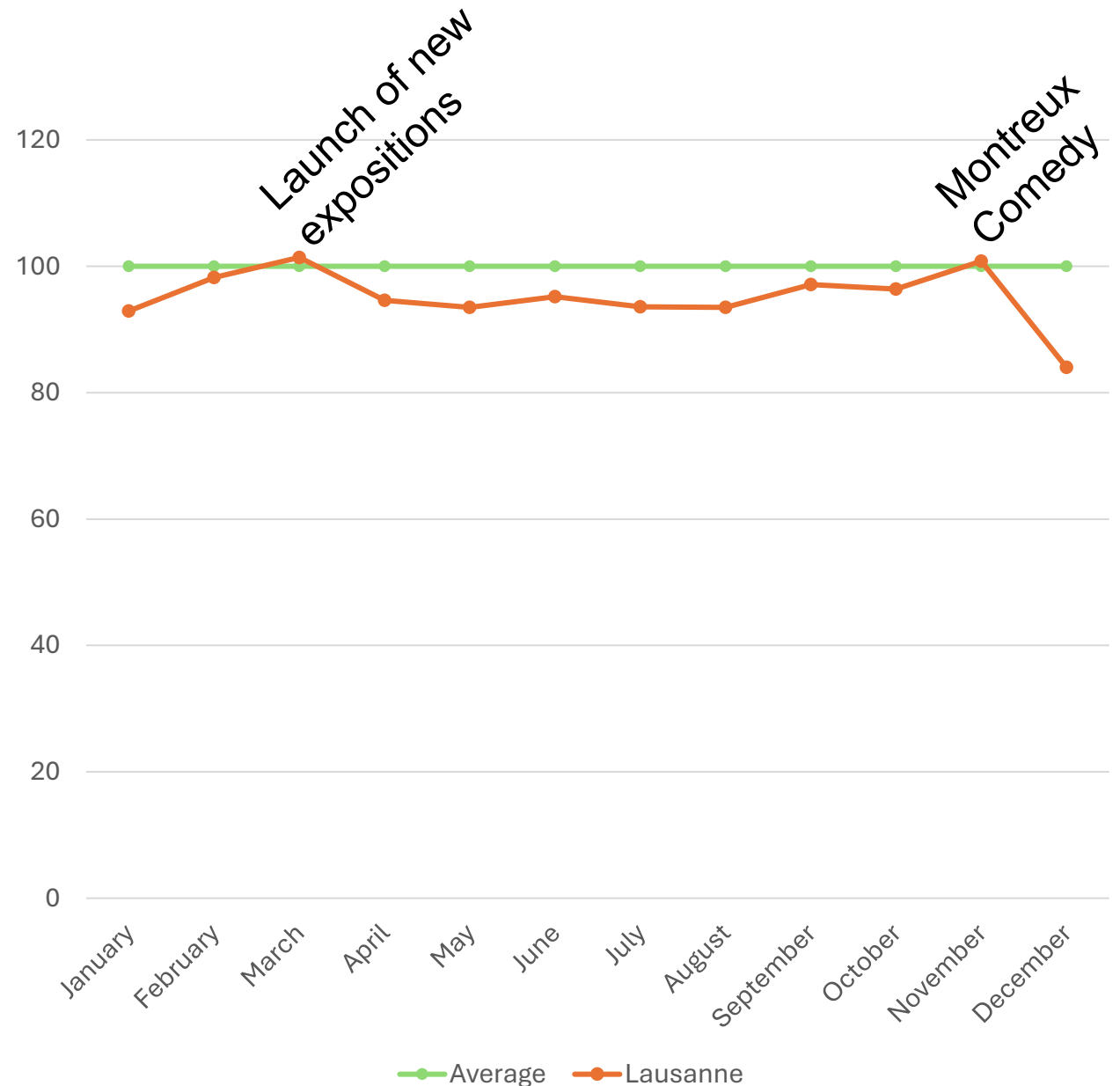
06 Impact of events

A strategic lever to
balance demand.

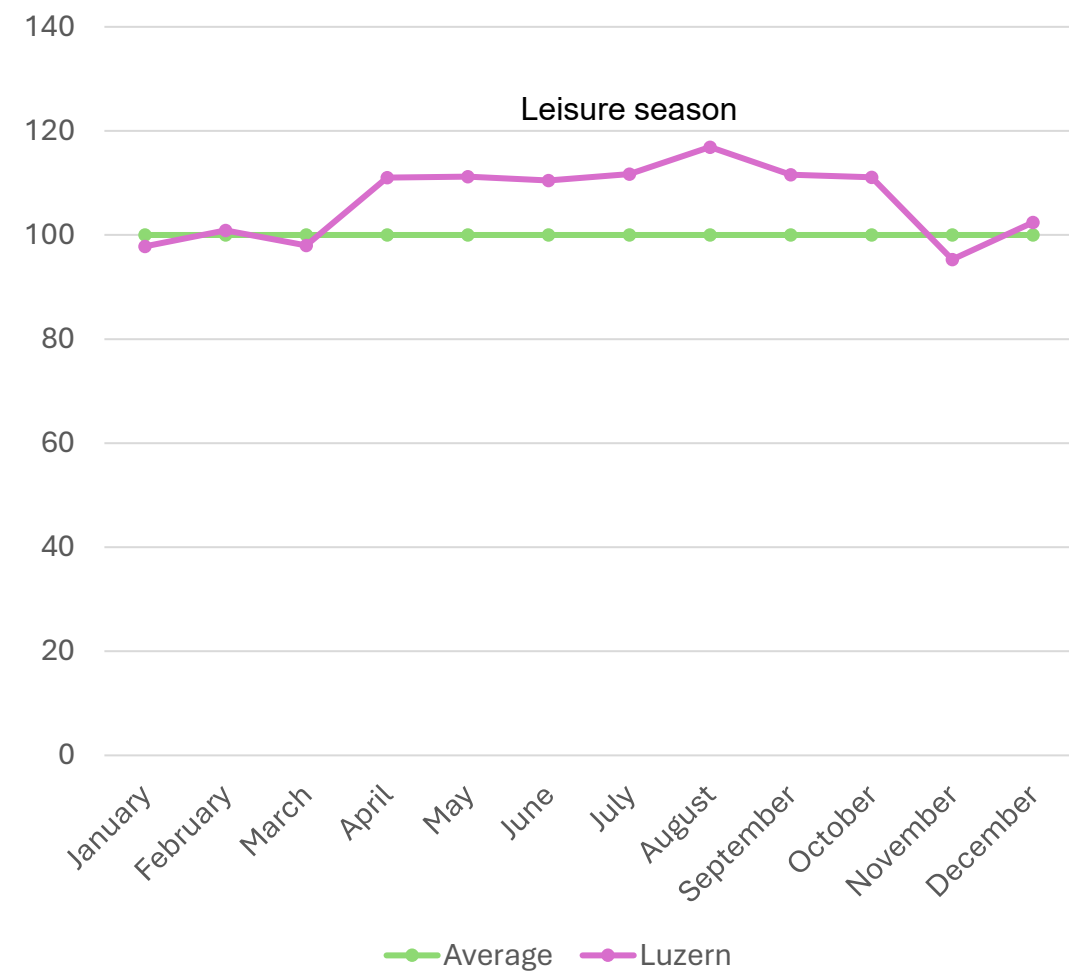
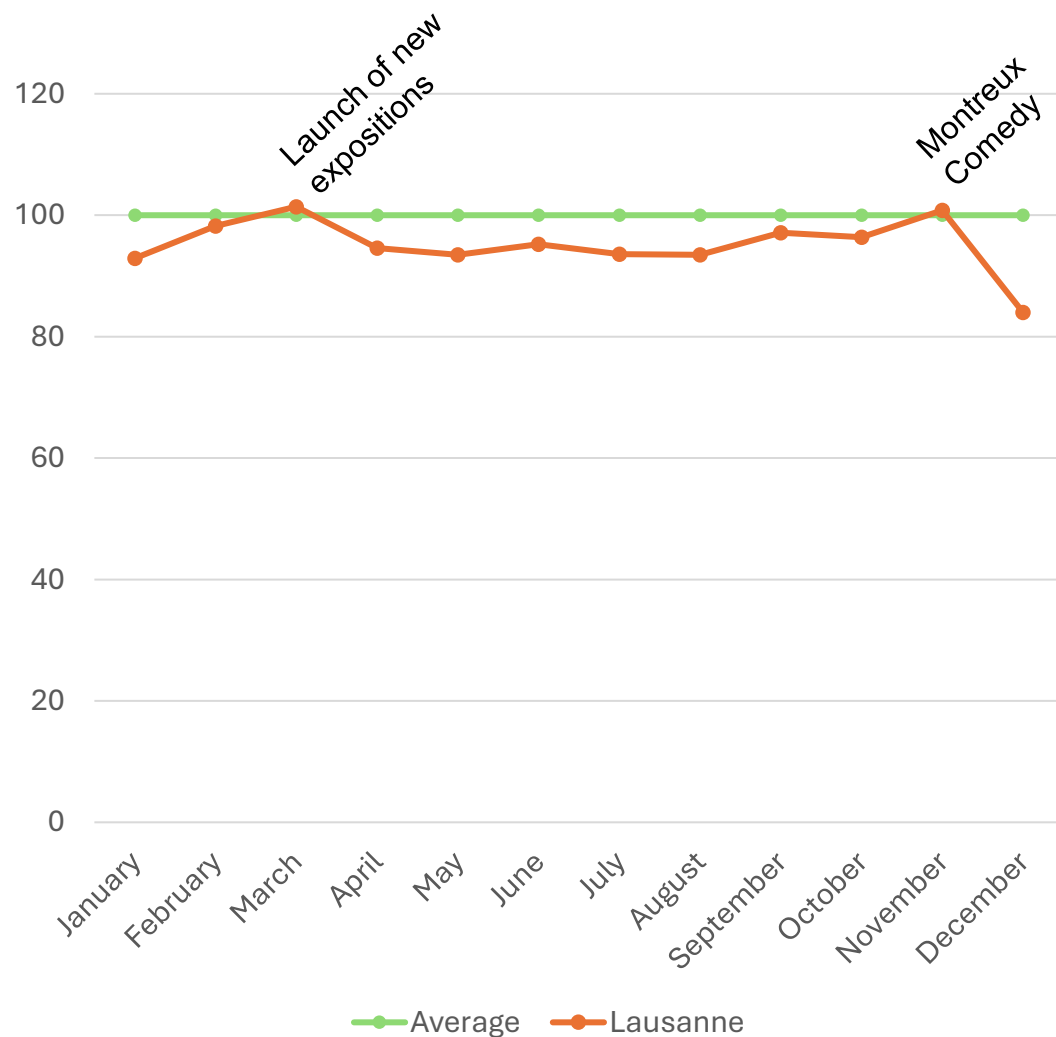
06 Impact of events

A look into the Market Performance Index (MPI*)

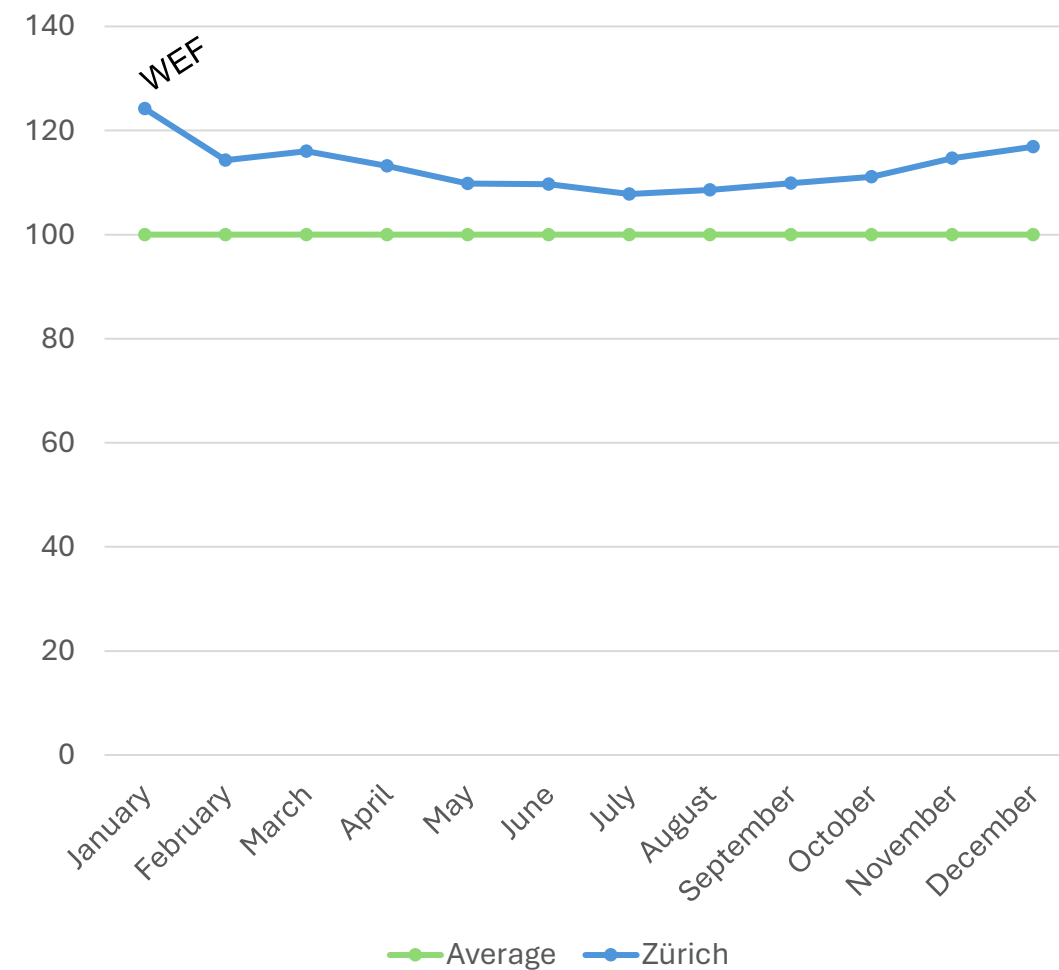
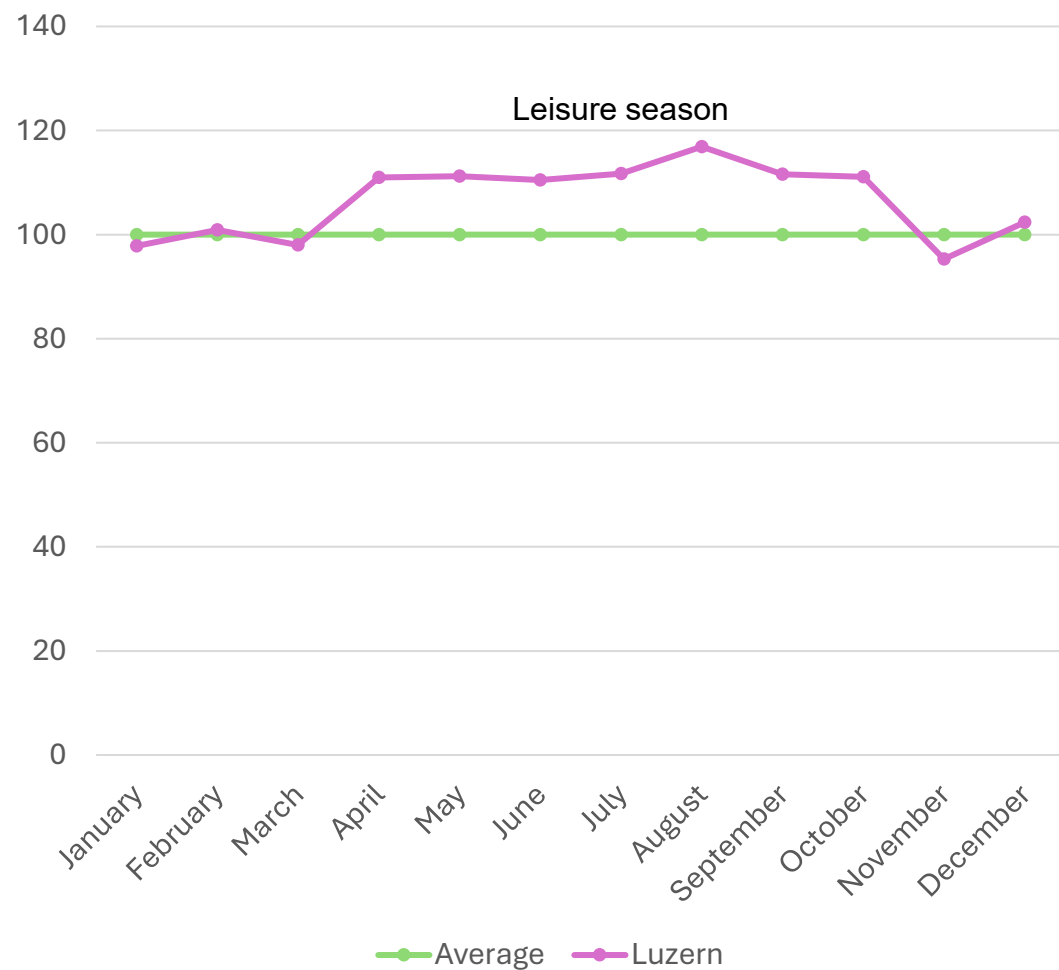
* Based on the comparison of the occupancy rate of Lausanne with the average of Basel, Bern, Geneva, Lausanne, Luzern, Montreux and Zürich.



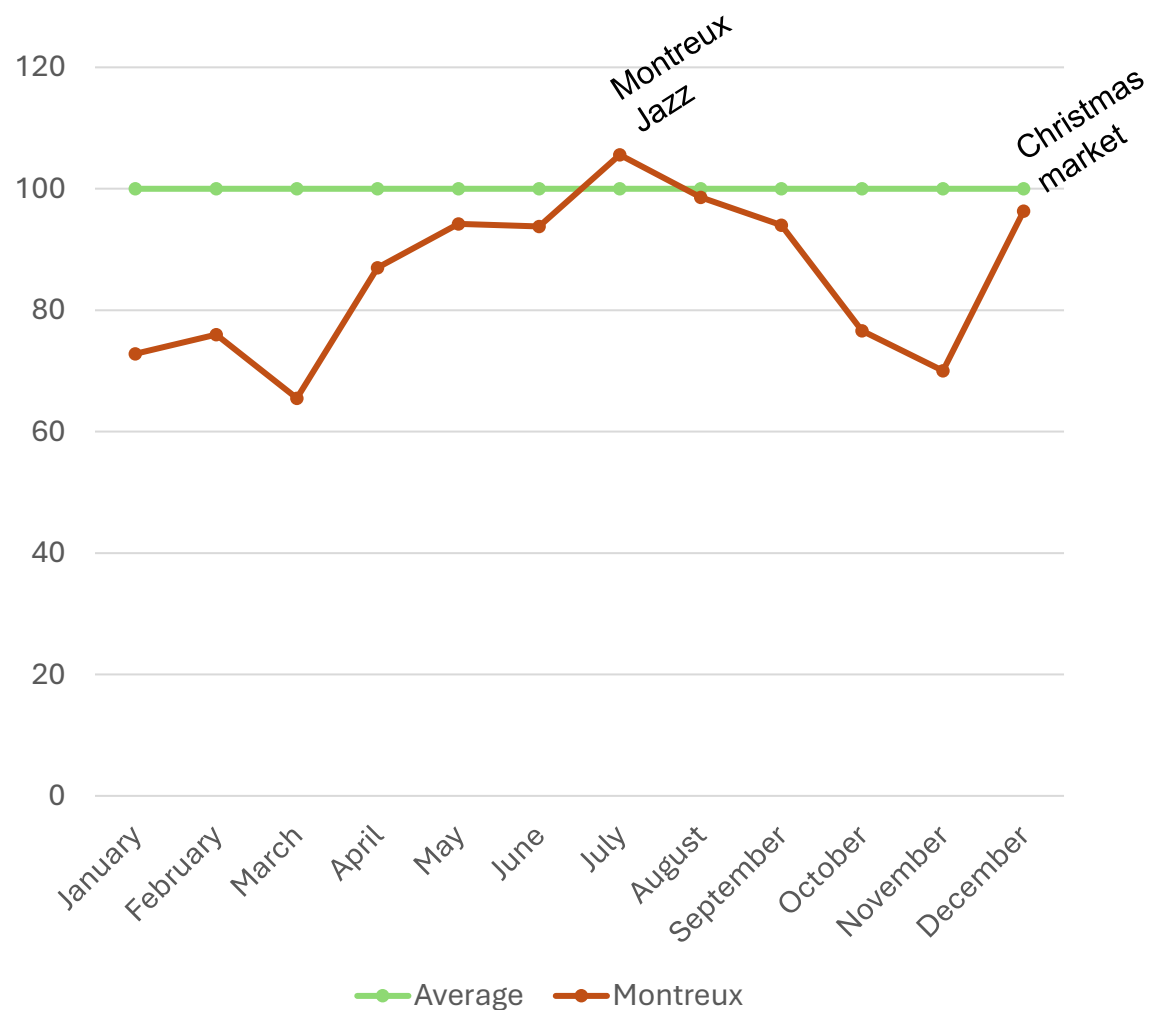
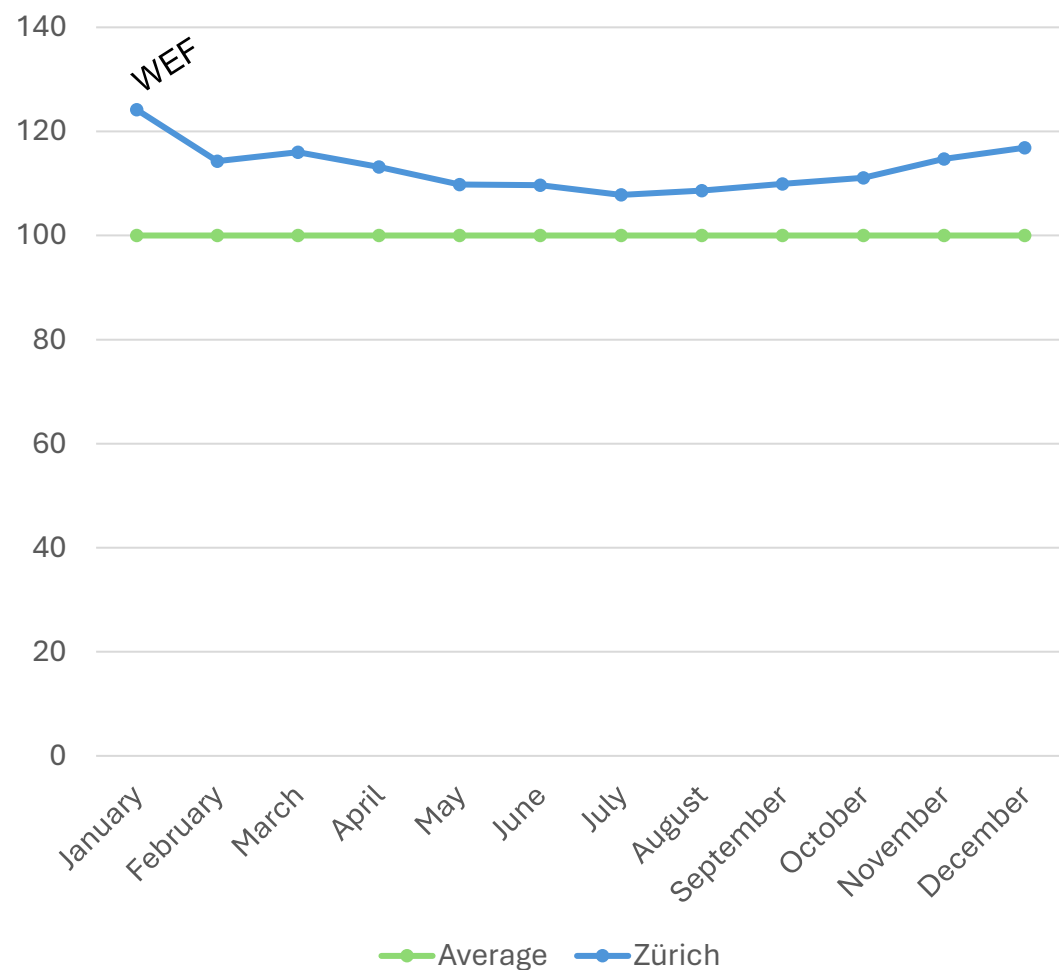
06 Impact of events



06 Impact of events



06 Impact of events



THANK YOU!



Let's
connect

