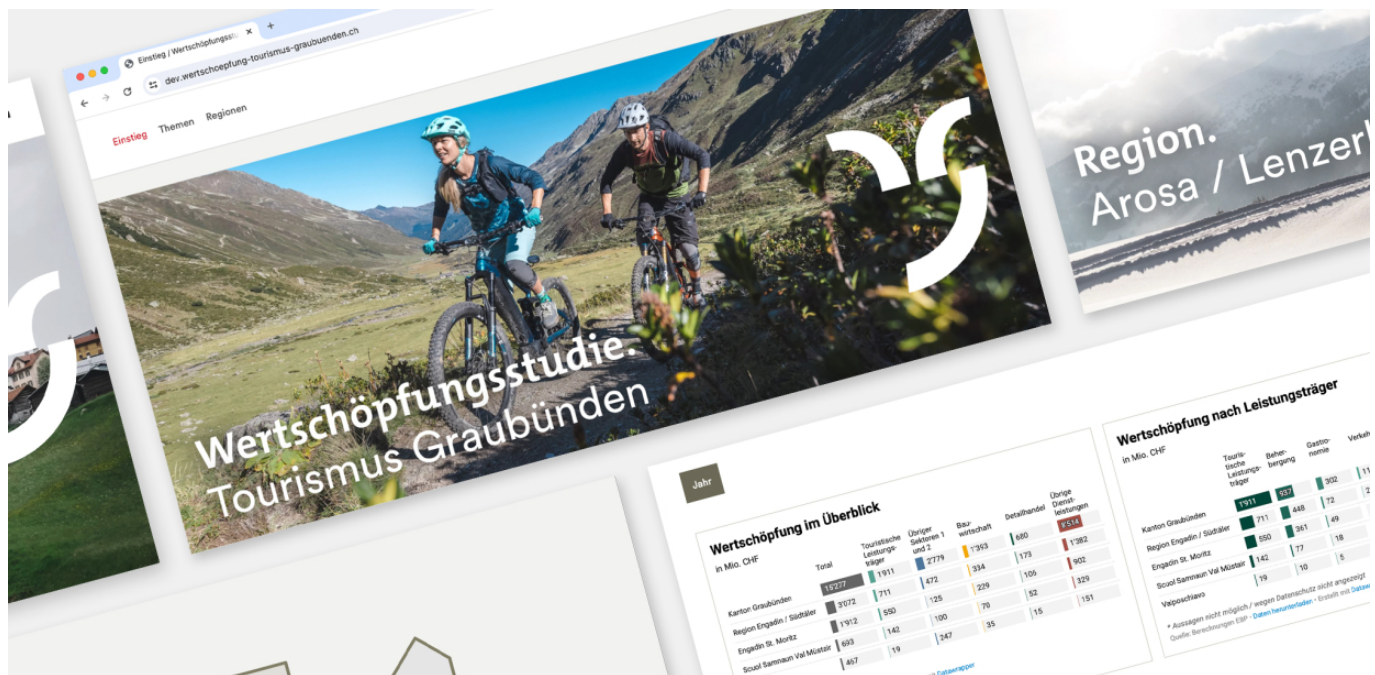


Study and Web Report on the Added Value of Tourism in Graubünden



Around 25 percent of Graubünden's overall economic output is generated by tourism. Our study outlines the tourism industry's significance at both the cantonal and regional level. After conducting interviews with more than 30,000 individuals, we compiled our results in the form of an interactive web report. To promote clarity and an optimal user experience, the report's contents are engagingly presented from the general to the specific. Our findings serve as an important basis for political discussion and for the further development of tourism in Graubünden.

Our services

- Conducting over 20,000 on-site visitor interviews and 4,350 online follow-ups
- Surveying around 8,300 second home owners and around 1,300 businesses
- Modeling and calculating the economic impact of tourism
- In-depth analyses for the Association of Graubünden Mountain Cableway Operators and other tourism organizations
- Drafting more than 300 interactive (and intuitive) data visualizations
- Designing and publishing our study in the form of a user-friendly **web report**

Client

Graubünden Economic Development and Tourism Agency

Facts

Period 2022 - 2024

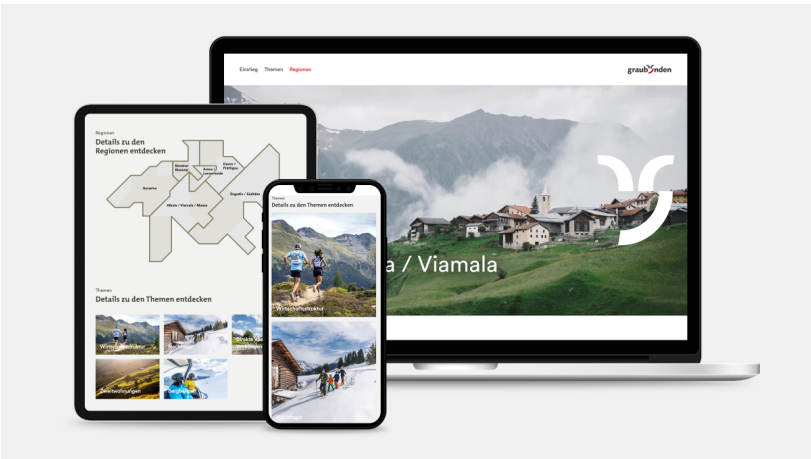
Project Country Switzerland

Contact persons

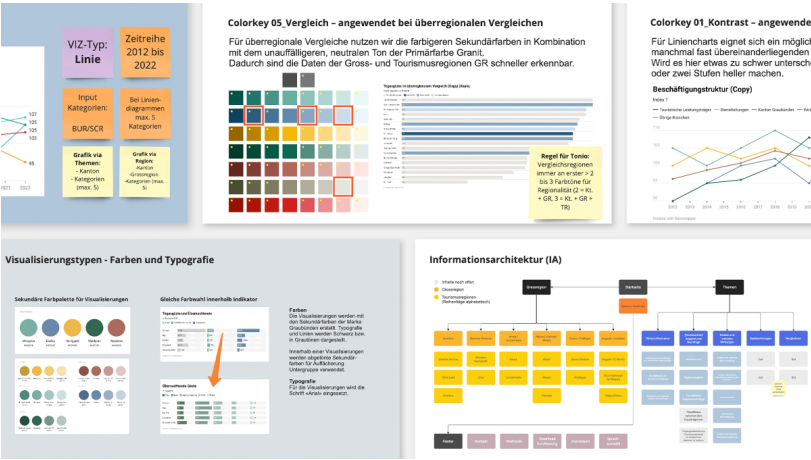
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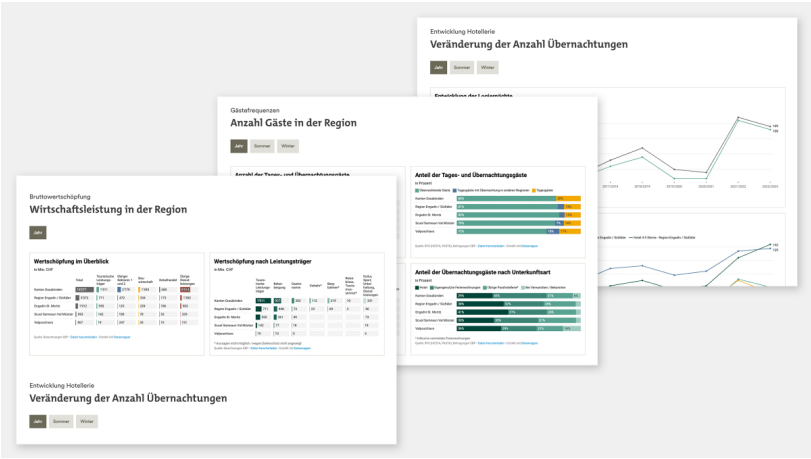
Noa Spörri
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The web report in responsive design makes the study results accessible on all end devices



The information architecture, the content and visualization concept (as well as the design system) ensure comprehension of the study results



Uniform and interactive data visualizations created with Datawrapper help effectively capture the large volume of data



The web report was developed iteratively from the early design prototypes to final implementation