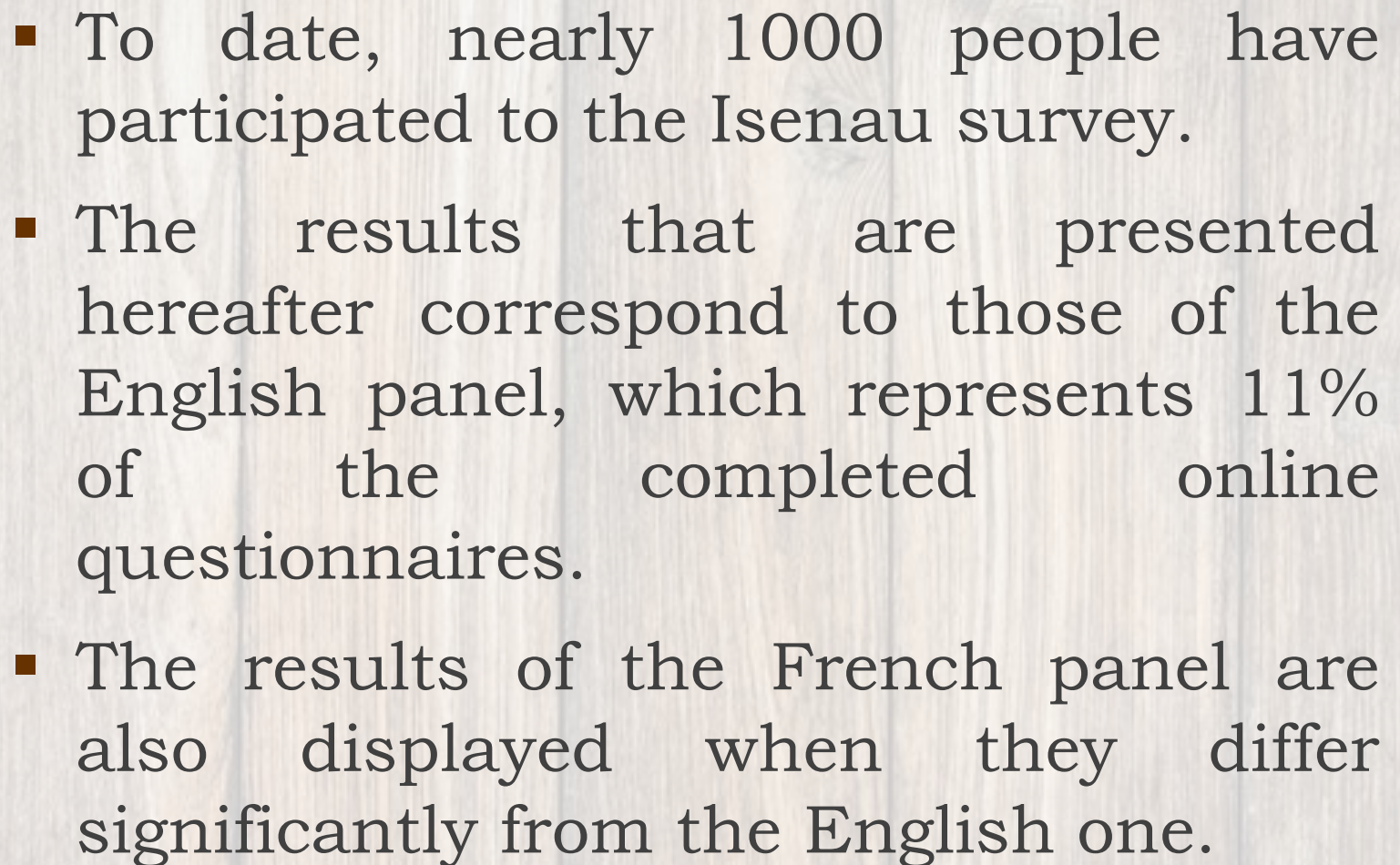
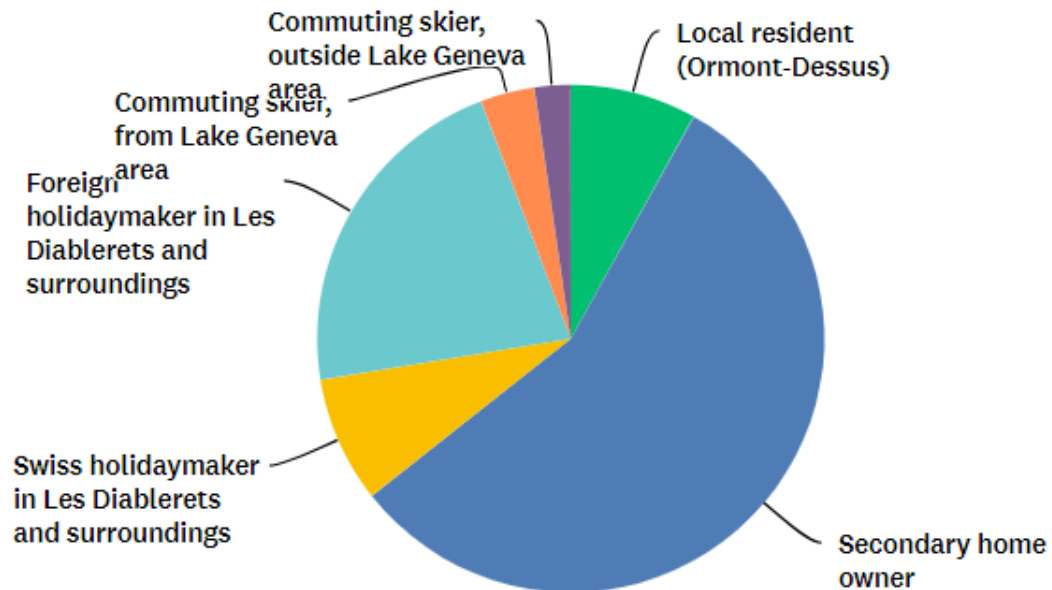


Ise nau360

Working Group:
Survey results, 13.12.2018

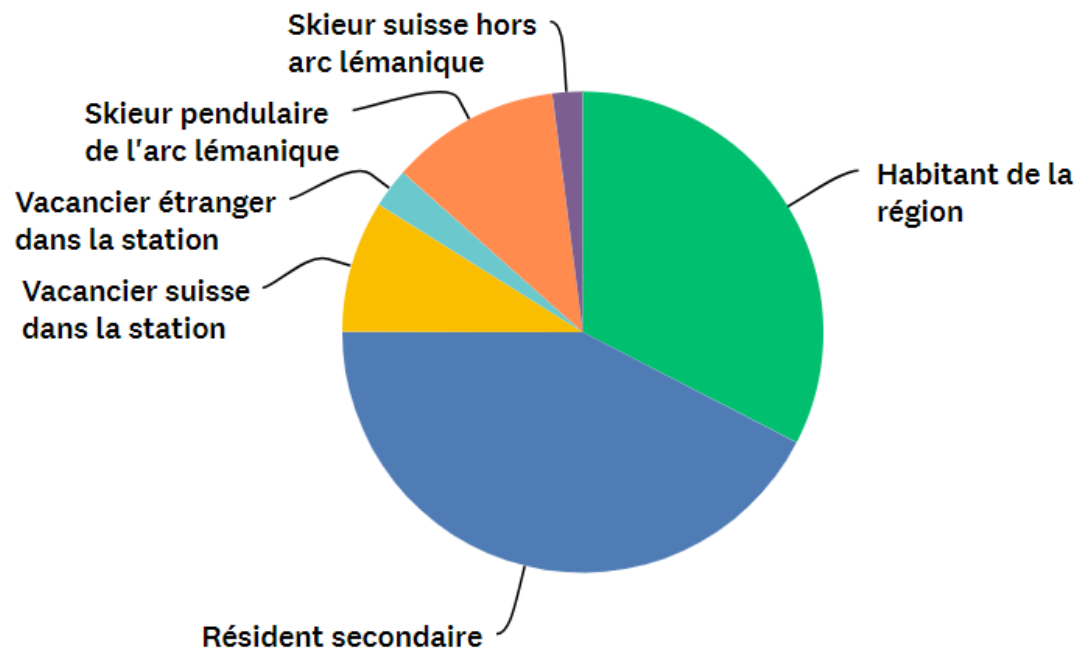
- 
- To date, nearly 1000 people have participated to the Isenau survey.
 - The results that are presented hereafter correspond to those of the English panel, which represents 11% of the completed online questionnaires.
 - The results of the French panel are also displayed when they differ significantly from the English one.

Location of survey participants



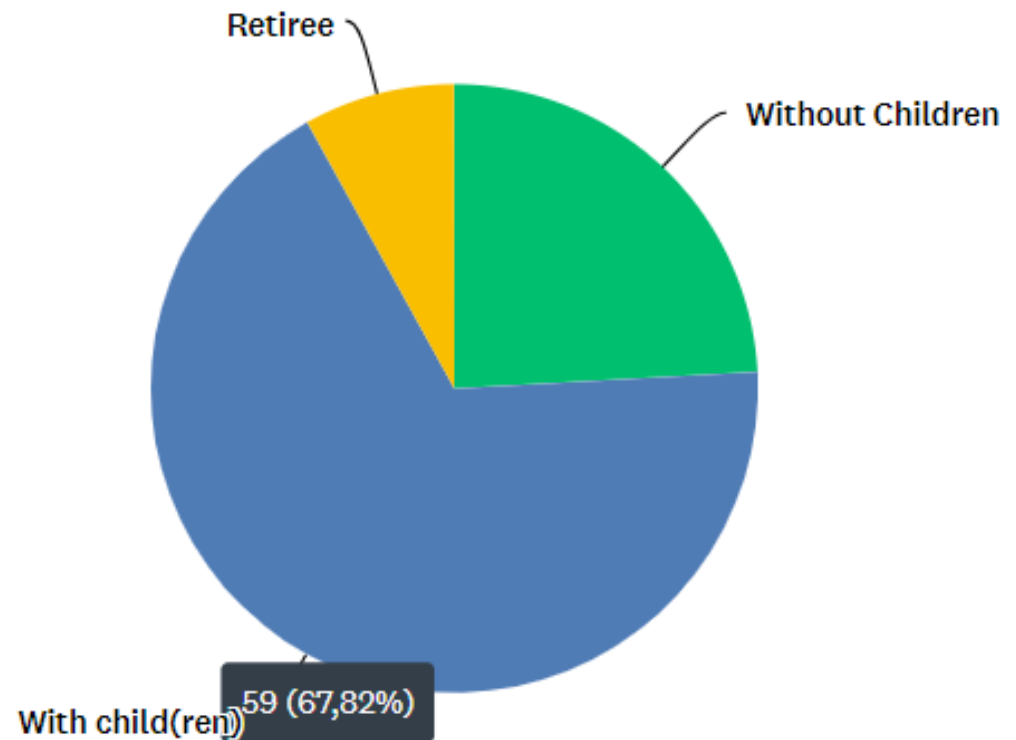
CHOIX DE RÉPONSES	▼	RÉPONSES
▼ Local resident (Ormont-Dessus)		8,05%
▼ Secondary home owner		56,32%
▼ Swiss holidaymaker in Les Diablerets and surroundings		8,05%
▼ Foreign holidaymaker in Les Diablerets and surroundings		21,84%
▼ Commuting skier, from Lake Geneva area		3,45%
▼ Commuting skier, outside Lake Geneva area		2,30%

French panel (for comparison with English panel)



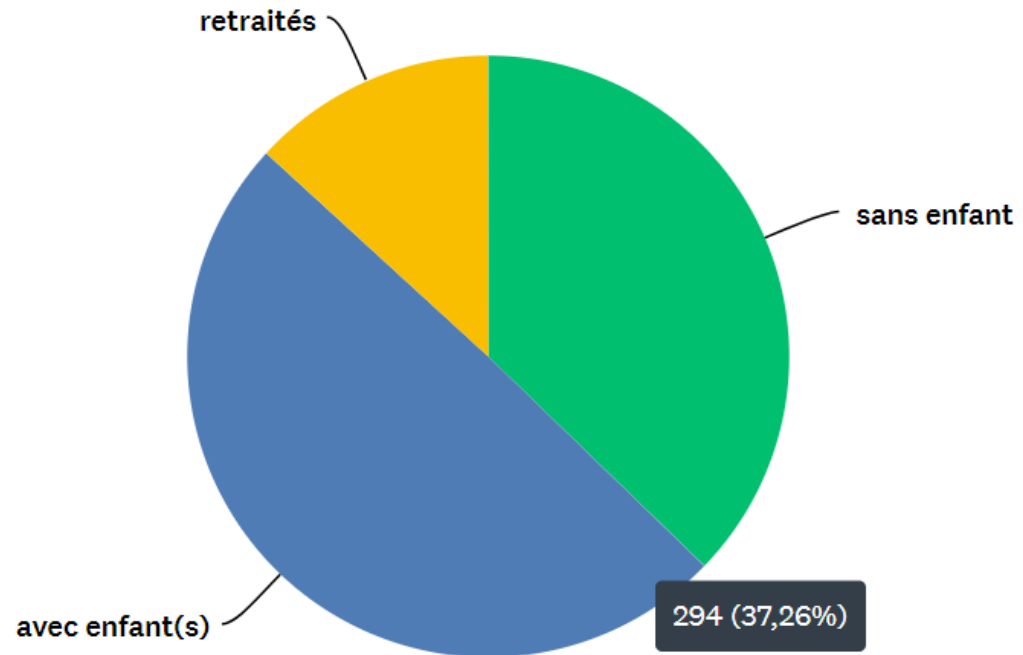
CHOIX DE RÉPONSES	▼	RÉPONSES
▼ Habitant de la région		32,57%
▼ Résident secondaire		42,46%
▼ Vacancier suisse dans la station		8,87%
▼ Vacancier étranger dans la station		2,66%
▼ Skieur pendulaire de l'arc lémanique		11,41%
▼ Skieur suisse hors arc lémanique		2,03%

Categories of survey participants



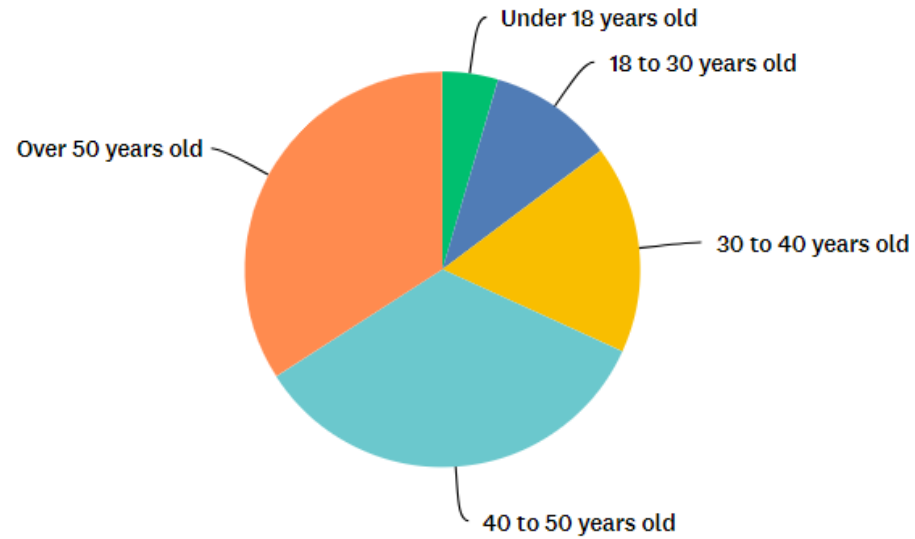
CHOIX DE RÉPONSES	▼	RÉPONSES
▼ Without Children		24,14%
▼ With child(ren)		67,82%
▼ Retiree		8,05%

French panel (for comparison with English panel)



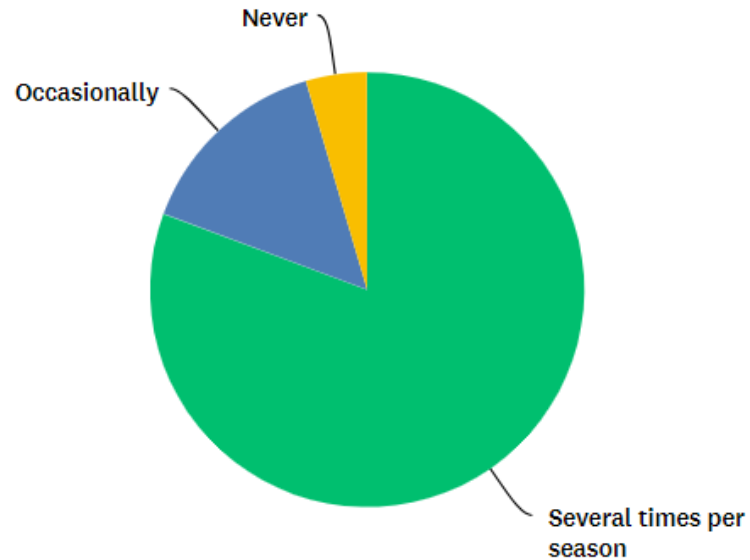
CHOIX DE RÉPONSES	▼	RÉPONSES
▼ sans enfant		37,26%
▼ avec enfant(s)		49,56%
▼ retraités		13,18%

Age groups



CHOIX DE RÉPONSES	RÉPONSES
Under 18 years old	4,55% 4
18 to 30 years old	10,23% 9
30 to 40 years old	17,05% 15
40 to 50 years old	34,09% 30
Over 50 years old	34,09% 30
TOTAL	88

Frequency of visits to Isenau



CHOIX DE RÉPONSES	RÉPONSES	
▼ Several times per season	80,68%	71
▼ Occasionally	14,77%	13
▼ Never	4,55%	4
TOTAL		88

The big assets of the resort according to survey participants

Family Resort

Access to Chalets/
ski in – ski out

Ideal for beginners

Summer / Winter
hike

Snow

Generational link

Preserved resort

Ideal exposure

Idyllic setting

Ideal for children

Not crowded

Connection with
Glacier 3000

Authenticity

Conviviality /
atmosphere

Sunshine

View on the
massif / landscape

Freeride

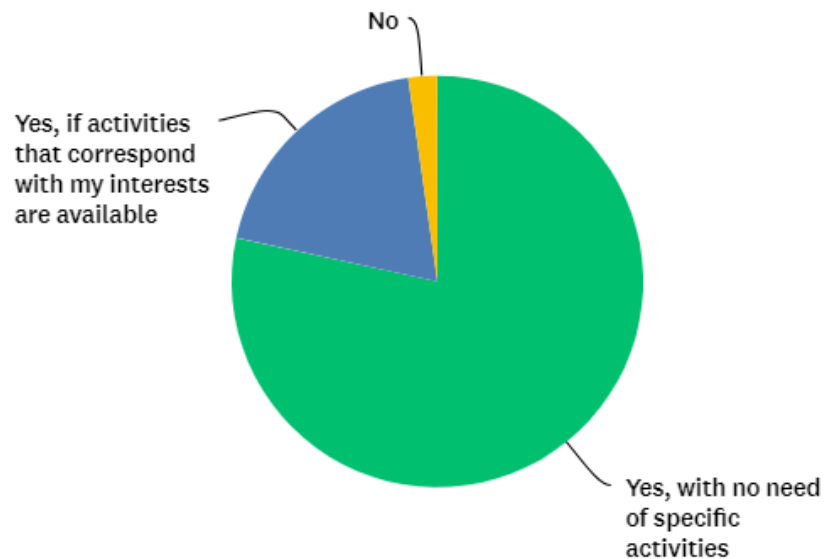
Standard-
Florietaz Slopes

Security on slopes

Restaurant Terrace

Human size /
accessible price

Interest to visit Isenau in summer

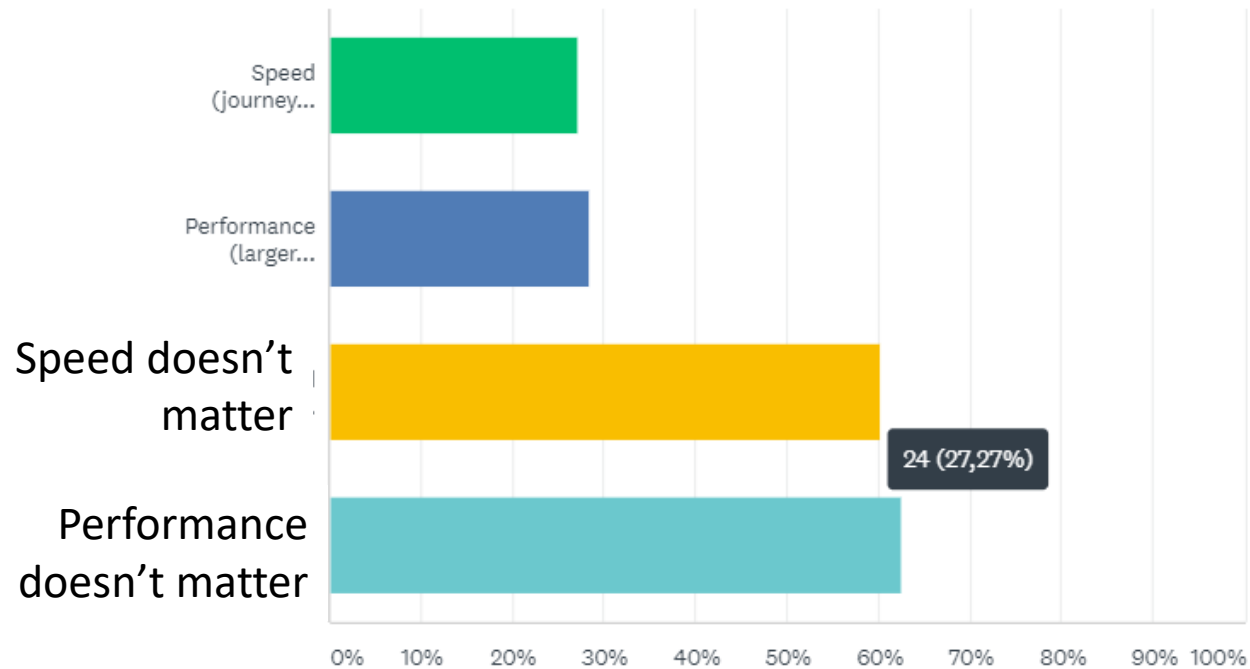


CHOIX DE RÉPONSES	RÉPONSES	
▼ Yes, with no need of specific activities	78,41%	69
▼ Yes, if activities that correspond with my interests are available	19,32%	17
▼ No	2,27%	2
TOTAL		88

Desired activities

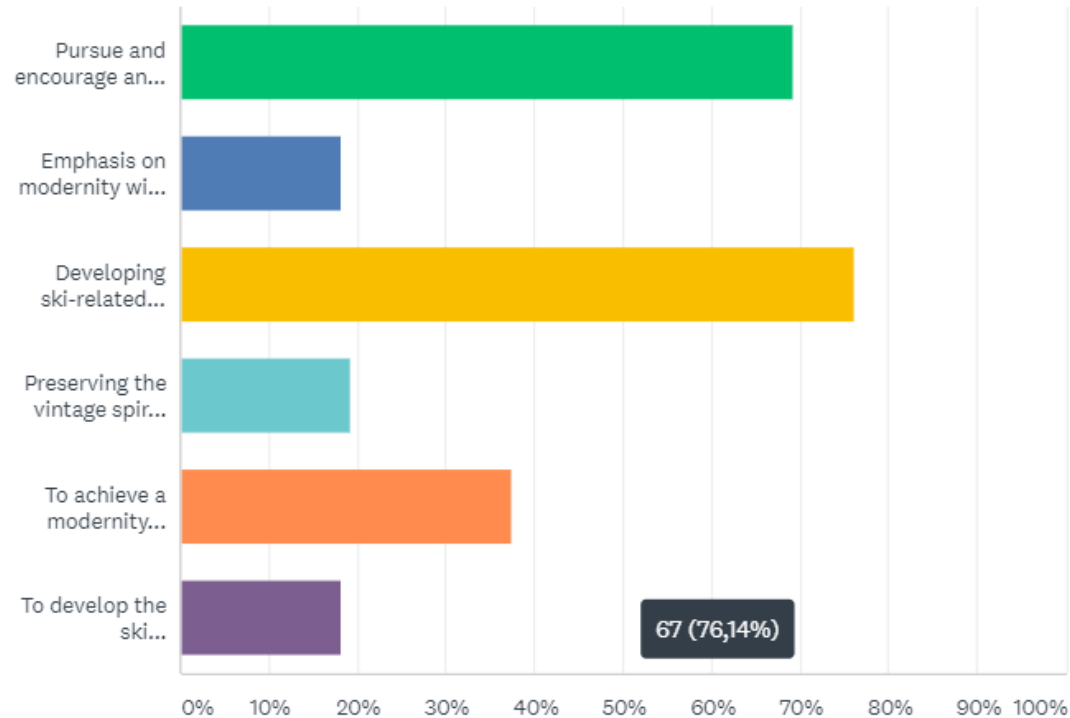
CHOIX DE RÉPONSES	RÉPONSES
▼ Downhill skiing	89,77% 79
▼ Nordic skiing/Ski touring ("peau de phoque")	38,64% 34
▼ Snowshoe hiking	51,14% 45
▼ Cross-country skiing ("ski de fond")	44,32% 39
▼ Winter / Summer childrens' activity park	63,64% 56
▼ Mountain bike and electric Mountain bike tracks	59,09% 52
▼ Gourmet quality food	46,59% 41
▼ Slow food (food that is produced or prepared in accordance with local culinary traditions, using high-quality locally sourced ingredients)	70,45% 62
▼ Guided hikes	34,09% 30
▼ Eco-tourism activities	50,00% 44
▼ Events (theme day, sports events, ...) in accordance with eco-responsibility as it is related to the Isenau area	52,27% 46
▼ Other activities / suggestions (please specify) Réponses	26,14% 23
Nombre total de participants : 88	

Expectations for the new gondola



CHOIX DE RÉPONSES	▼	RÉPONSES	▼
▼ Speed (journey duration)		27,27%	24
▼ Performance (larger passenger capacity i.e. 8 seater vs 4 seater)		28,41%	25
▼ Speed doesn't matter		60,23%	53
▼ Performance (customers capacity) doesn't matter		62,50%	55
Nombre total de participants : 88			

Expectations for the new gondola



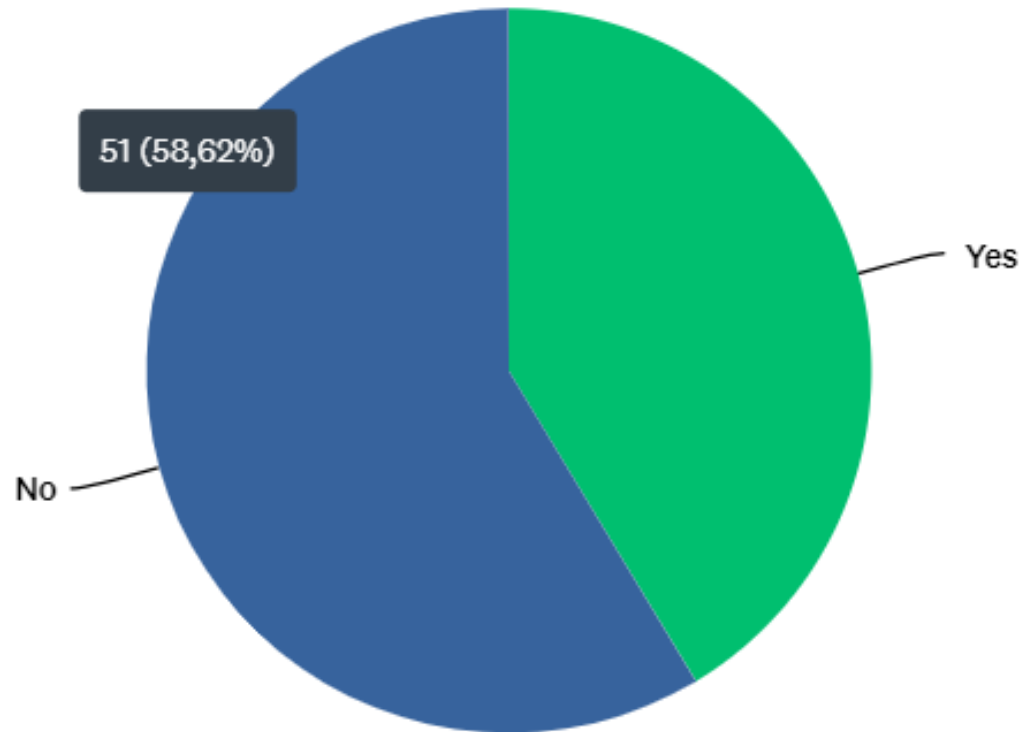
CHOIX DE RÉPONSES

RÉPONSES

▼ Pursue and encourage an authentic, vintage spirit to differentiate ourselves from competing resorts	69,32%	61
▼ Emphasis on modernity with current design facilities	18,18%	16
▼ Developing ski-related offers for families in the Isenau resort	76,14%	67
▼ Preserving the vintage spirit to differentiate us from competing resorts does NOT matter	19,32%	17
▼ To achieve a modernity threshold is NOT a priority	37,50%	33
▼ To develop the ski possibilities for families in the resort is NOT essential; what currently exists is sufficient	18,18%	16

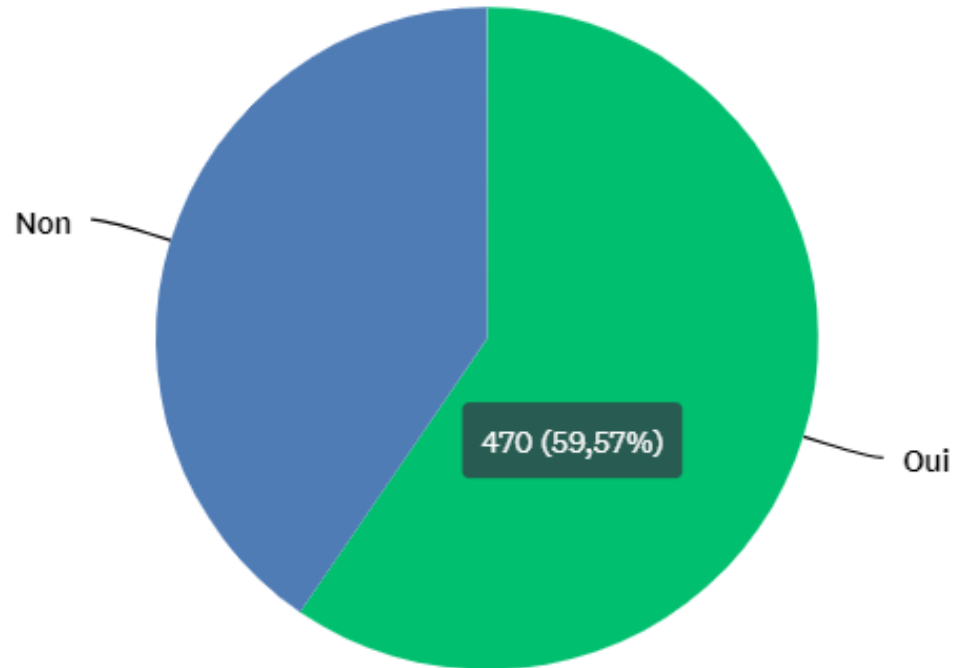
Nombre total de participants : 88

MagicPass customers



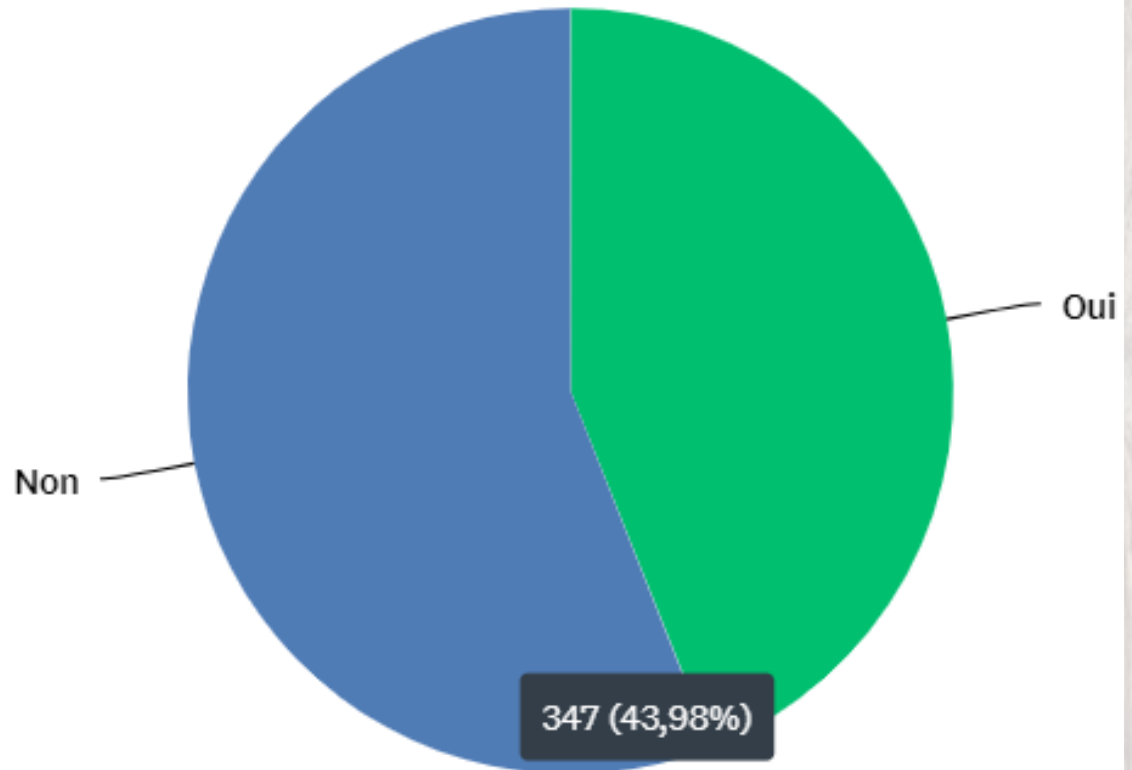
CHOIX DE RÉPONSES	▼	RÉPONSES
▼ Yes		41,38%
▼ No		58,62%

French panel (for comparison with English panel)



CHOIX DE RÉPONSES	RÉPONSES
▼ Oui	59,57%
▼ Non	40,43%

Donors



CHOIX DE RÉPONSES



RÉPONSES

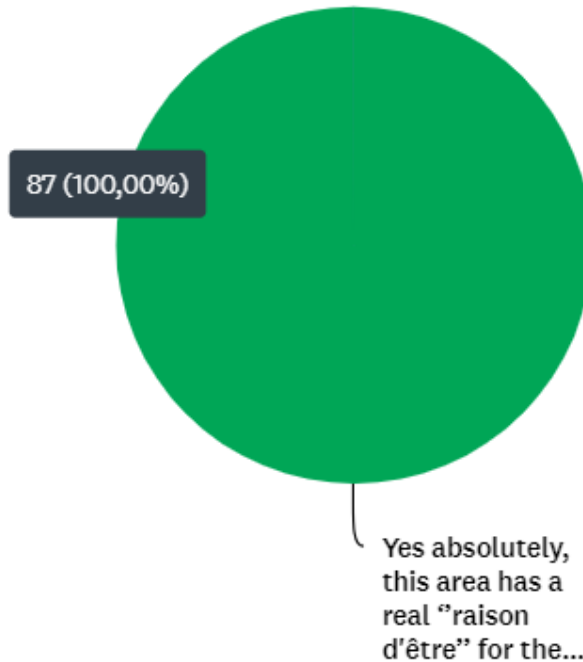
▼ Oui

43,98%

▼ Non

56,02%

Do you think that the Isenau resort must re-open ?



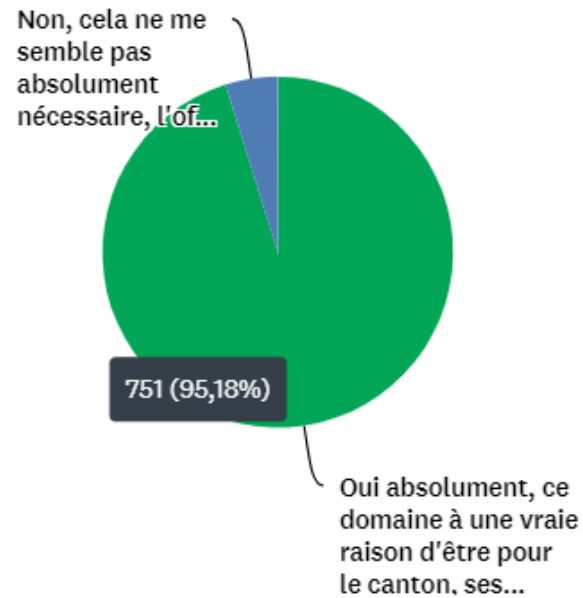
CHOIX DE RÉPONSES

- Yes absolutely, this area has a real "raison d'être" for the canton, its residents and guests
- No, it doesn't seem absolutely necessary, the existing offer is sufficient

RÉPONSE

100,00%
0,00%

French panel (for comparison with English panel)



CHOIX DE RÉPONSES

▼ RÉPONSES

▼ Oui absolument, ce domaine à une vraie raison d'être pour le canton, ses habitants et ses hôtes

95,18%

▼ Non, cela ne me semble pas absolument nécessaire, l'offre existante est suffisante

4,82%

Suggestions / expectations from survey participants

Events

Mountain bike trails

Studying of Animals and flowers

Summer and winter hiking

Slope to Pillon

Buvettes

Specific offers for school trips

Children playground

Summer and winter trails

Piste Vita

Good restaurant, with authentic products

Eco-friendly activities

Skicross

Freeride zone

Tyrolienne

Parapente

Snowpark

Sledging

«Grass-scooters»

Skiing and night activities

Seminars

Suggestions / expectations from survey participants

Hotel

Museum /
exhibitions

Skating rink,
curling (4 seasons)

Local products

Didactic pathway

Chairlift

Skiing towards
Arnensee

Dormitories

Summer sledge

App for hiking
(summer/winter)

After ski offer

Deval Kart

Hub in Les Isles

Intermediate stop
at Route Royale

Farming & animals

Climbing wall

New ski slopes

Altiport /
altisurface

Airbag été/hiver

Departure from
Pillon

This survey allows the Isenau360 Working Group to better target Isenau's customers and understand their expectations.

The survey remains open, do not hesitate to share the below links with your surroundings :

In English: <https://fr.surveymonkey.com/r/9MFZSVW>

Together for the next steps of Isenau360, with the development of the project and the analyses of the main stakeholders' perspectives.

With our best wishes for 2019!

Les Diablerets, le 20.12.2018