**Introduction and Background**

1.6 Million

Overnight stays of mainland Chinese tourists in Switzerland in 2015

350

CHF average daily expenditure of mainland Chinese tourists in Switzerland in 2012

3 Billion

CHF spent by Chinese tourists on Swiss luxury goods and souvenirs in 2012

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**Research Questions**

Who are these tourists and where do they travel in Switzerland? The real name registration applies to Weibo, it is possible to identify these tourists’ characteristics, such as gender, age, etc.

What are their interests towards Swiss tourism? This would provide valuable insights in determining Chinese consumption patterns in Switzerland.

What are the new trends among Chinese tourists in Switzerland? For example, what are their travel habits in Switzerland, and what are their impacts on tourism destinations?

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**Demographics**

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**Methodologies**

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**Key Findings**

First time vs. multiple time visitors

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**Conclusion and Implications**

Filled an important gap in the literature on Chinese consumers’ behaviors in Switzerland based on social media platforms by using Linked Data technologies.

Classified and analyzed massive datasets from Sina Weibo, advanced visualization and semantic search features facilitated the discovery of interesting places and activities in Switzerland.

Provided a simple way to help Swiss tourism agencies obtain valuable insights into tourism marketing strategies, especially to communicate with individual tourists.

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For More Information

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