

AND THE WINNERS ARE ...

This year's TRAVEL STAR awards – powered by TRAVEL INSIDE – for outstanding performances within the Swiss travel trade go to:



Tour Operators City Breaks

German and Italian speaking Switzerland		French speaking Switzerland	
KUONI	279 POINTS	HOTELPLAN	261 POINTS
Railtour	273 points	Frantour	229 points
Falcontravel	204 points	Kuoni	216 points

Tour Operators Beach Holidays

German and Italian speaking Switzerland		French speaking Switzerland	
KUONI	262 POINTS	VT VACANCES	266 POINTS
Hotelplan	245 points	Tourisme Pour Tous	239 points
Sierramar	230 points	Hotelplan	179 points

Tour Operators Individual & Special Tours

German and Italian speaking Switzerland		French speaking Switzerland	
SIERRAMAR	266 POINTS	TOURISME POUR TOUS	260 POINTS
Falcontravel	235 points	VT Vacances	246 points
Kontiki-Saga	232 points	Hotelplan	151 points

Tour Operators Middle East

German and Italian speaking Switzerland		French speaking Switzerland	
LET'S GO TOURS	248 POINTS	PLANÈTE BLEUE	251 POINTS
Soleytours	239 points	Kuoni	175 points
Holiday Maker Tours	220 points	Trade Wings	166 points

Tour Operators Asia

German and Italian speaking Switzerland		French speaking Switzerland	
TOURASIA	300 POINTS	TOURASIA	295 POINTS
Wettstein	229 points	Wettstein	146 points
Flex Travel	132 points	Fantasia/Stohler Tours	143 points

Tour Operators Oceania/Pacific

German and Italian speaking Switzerland		French speaking Switzerland	
SKYTOURS	271 POINTS	ALBERTSEN	300 POINTS
Flex Travel	204 points	Voyageplan	232 points
Knecht	167 points	Kuoni	134 points

Tour Operators Africa

German and Italian speaking Switzerland		French speaking Switzerland	
ROTUNDA TOURS	252 POINTS	JERRYCAN	233 POINTS
Let's go Tours	230 points	Voyageplan	193 points
Africantrails	199 points	Private Safaris	192 points

Tour Operators Indian Ocean

German and Italian speaking Switzerland		French speaking Switzerland	
MANTA	272 POINTS	MANTA	253 POINTS
Let's go Tours	227 points	Départ Océan Indien	238 points
Soleytours	223 points	Clé des Îles	227 points

Tour Operators Caribbean

German and Italian speaking Switzerland		French speaking Switzerland	
CARIBTOURS	266 POINTS	DÉPART ANTILLES	248 POINTS
Latino Travel	210 points	Tourisme Pour Tous	245 points
Kuoni	168 points	Clé des Îles	134 points

Tour Operators Latin America

German and Italian speaking Switzerland		French speaking Switzerland	
DORADO LATIN TOURS	231 POINTS	JERRYCAN	244 POINTS
Salinatours	211 points	Salinatours	130 points
Latino Travel	117 points	Kuoni	68 points

Tour Operators USA/Canada

German and Italian speaking Switzerland		French speaking Switzerland	
SKYTOURS	293 POINTS	SKYTOURS	300 POINTS
Flex Travel	188 points	Hotelplan	123 points
Kuoni	139 points	Kuoni	84 points

Detailed Results

The detailed results of the TRAVEL STAR market research conducted by the independent market research company Publitest are available for a fee. The brochure may be ordered at www.travel-star.ch.
The full version of the Publitest survey costs CHF 295.–, each supplementary copy is available for CHF 95.–.



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Regional and Niche Airlines short haul and mid haul

EDELWEISS AIR	300 POINTS
Helvetic Airways	215 points
Baboo	200 Points

Airlines long haul nonstop

EMIRATES	290 POINTS
SINGAPORE AIRLINES	290 POINTS
Edelweiss Air	248 points

Airticket Broker

FLEX FLIGHT CENTER	266 POINTS
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Car Rental Companies

HERTZ	291 POINTS
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Car Rental Brokers

HOTELPLAN CARPLAN	260 POINTS
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Network Airlines short haul and mid haul

SWISS	300 POINTS
Lufthansa	268 points
Austrian Airlines	217 points
SAS	217 points

Airlines long haul gateway

LUFTHANSA	300 POINTS
Qantas	262 points
Cathay Pacific	260 points

Cruise Companies

HAPAG-LLOYD	253 POINTS
Star Clippers	238 points
Silversea Cruises	224 points

The survey



On behalf of TRAVEL INSIDE conducted the independent market research company Publitest a representative survey. For the random sampling, Publitest uses the address database of «grade A» travel

agencies with customer's money hedge, provided by Markus Flühmann AG.

Number of interviews conducted 2010 (proportional to share of population and language sector):

German speaking Switzerland:	506 = 71%
French speaking Switzerland:	178 = 25%
Italian speaking Switzerland:	29 = 4%
Total:	713 = 100%



Three key criteria, one quantitative and two qualitative ones, are considered for the rating: absolute number of nominations, product quality and service quality.

In categories requiring comment-type responses (tour operators), only companies/brands spontaneously mentioned to be «recommendable» by at least 5% of all interviewed travel agents are included in the final evaluation. In categories with multiple-choice questions (airlines, airticket brokers, car rental companies, car rental brokers, cruise companies), only companies/brands mentioned by at least 10% of the interviewed travel agents are included in the final evaluation.

An index calculation is deployed for the final evaluation: For each criterion the top-ranked obtains the maximum value of 100 points, all other companies/brands are valued according the index proportionally to their rating. The index points of all three criteria are summed up (maximum value: $3 \times 100 = 300$ points). The winner is the company/brand with the highest total number of points.

The event

The TRAVEL STAR, awarded annually by TRAVEL INSIDE, is the most prestigious industry distinction in Switzerland. The TRAVEL STAR is the annual event on the Swiss travel trade calendar, attracting extensive media coverage across the country. This year's exciting 18th awards night took place at the Auditorium Stravinski in Montreux on November 2, 2010 and was attended by about 500 guests.

