



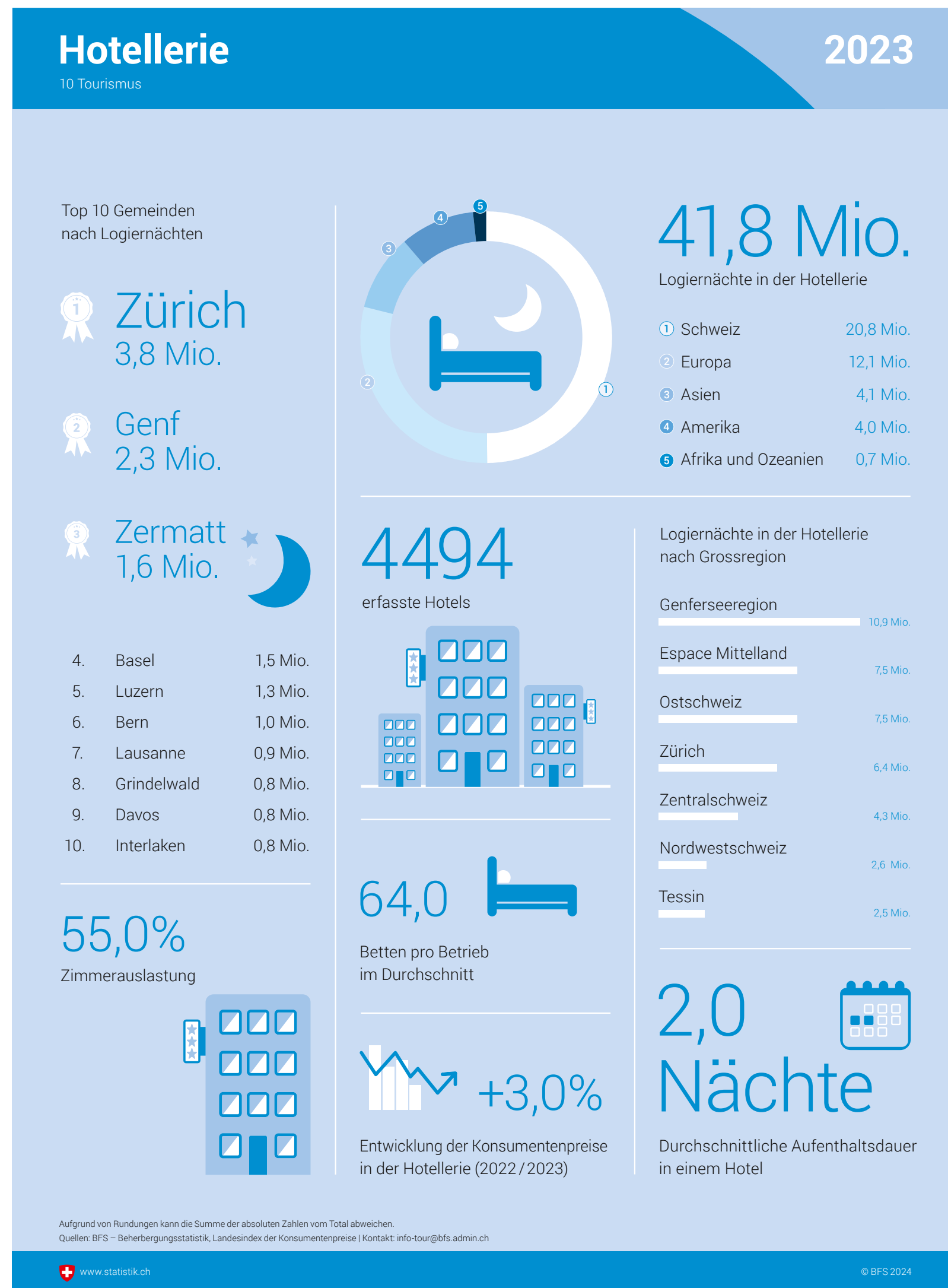
DAGORÀ

LifeStyle • Innovation • Hub

We Connect, You Grow



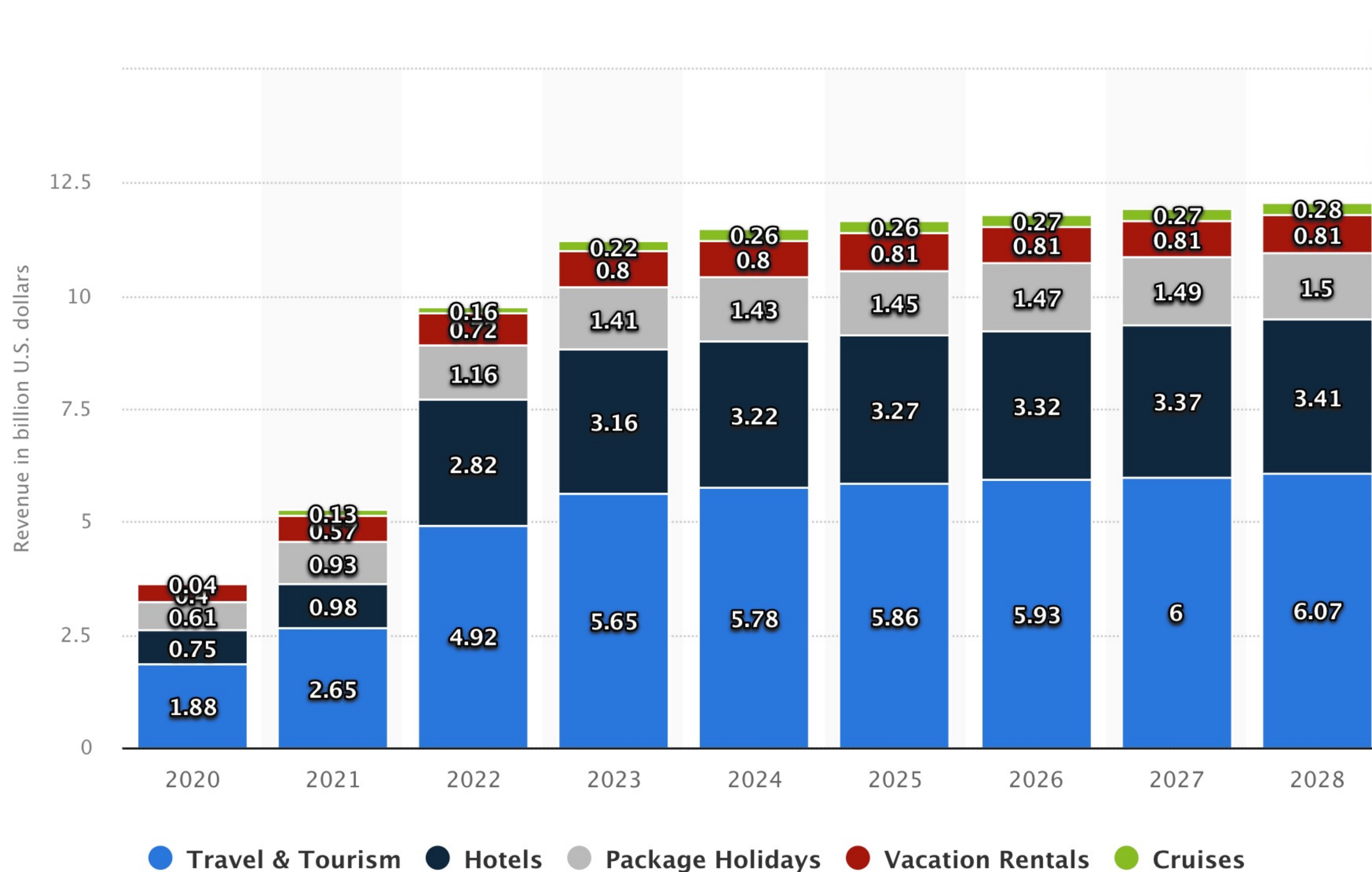
2023: Record year for Switzerland's hotel industry



According to reports from Switzerland Tourism and the Federal Statistical Office (OFS), the sector recorded nearly 41.8 million overnight stays, marking the highest total since record-keeping began in 1934.

Source: SECO

Travel & Tourism market – Revenue forecast in Switzerland 2020 – 2028

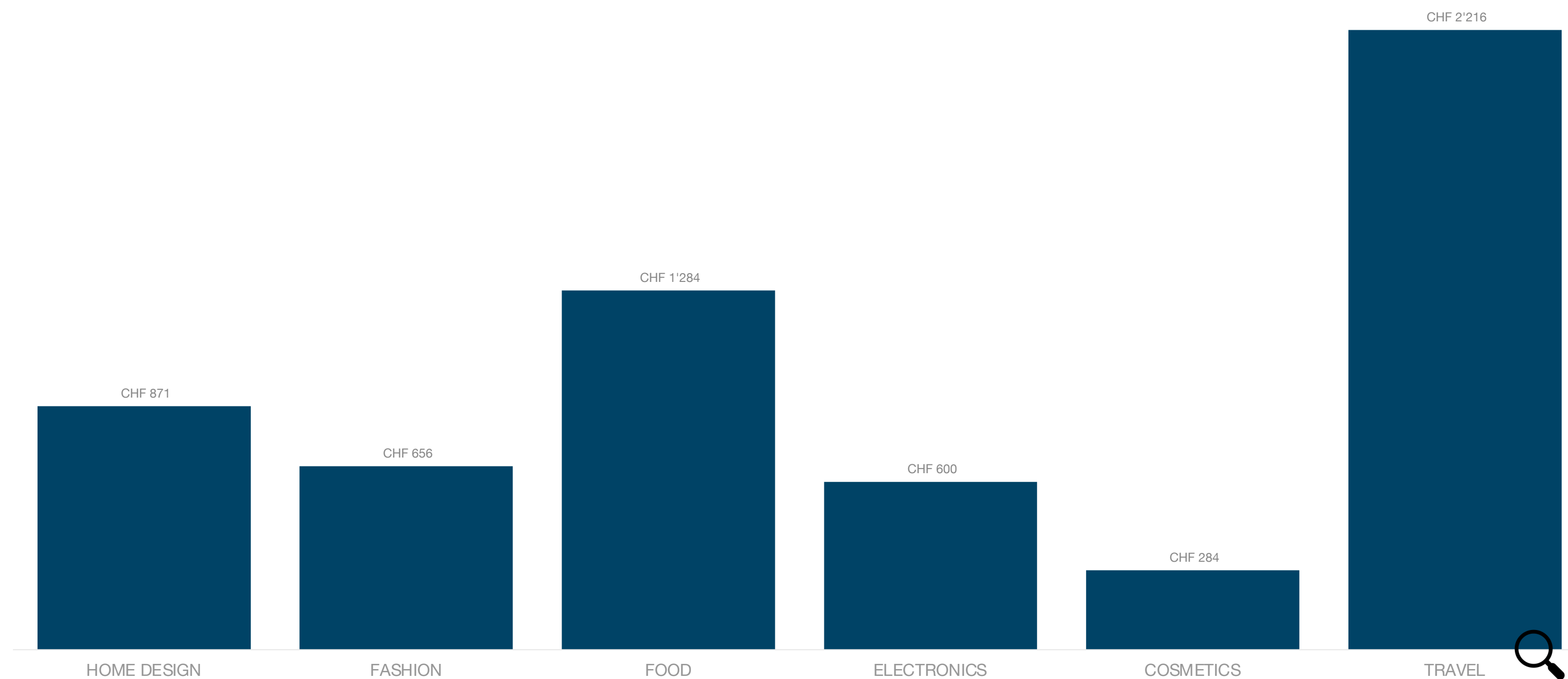


The indicator appears to follow a positive trend, as there are more increasing values than decreasing values expected in the individual segments until 2028.

Among them, the segment Travel & Tourism achieves the relatively highest value throughout the entire period, reaching 6.07 billion U.S. dollars

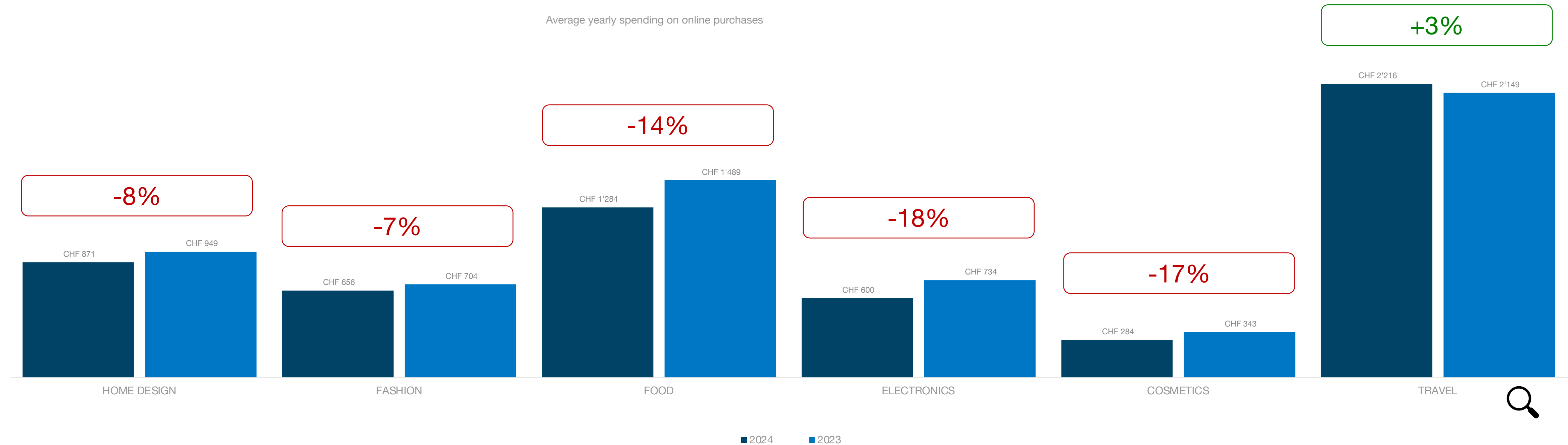
Online shopping expenditure: Travel ranks No. 1

Average yearly spending on online purchases



- In the realm of e-commerce, the travel sector commands the **highest average annual expenditure, exceeding CHF 2,200 per e-shopper.**
- This dominance in spending is attributed to the sector's **significant shift towards online purchasing** and the inherently **higher price points** per transaction typical of travel-related products and services.

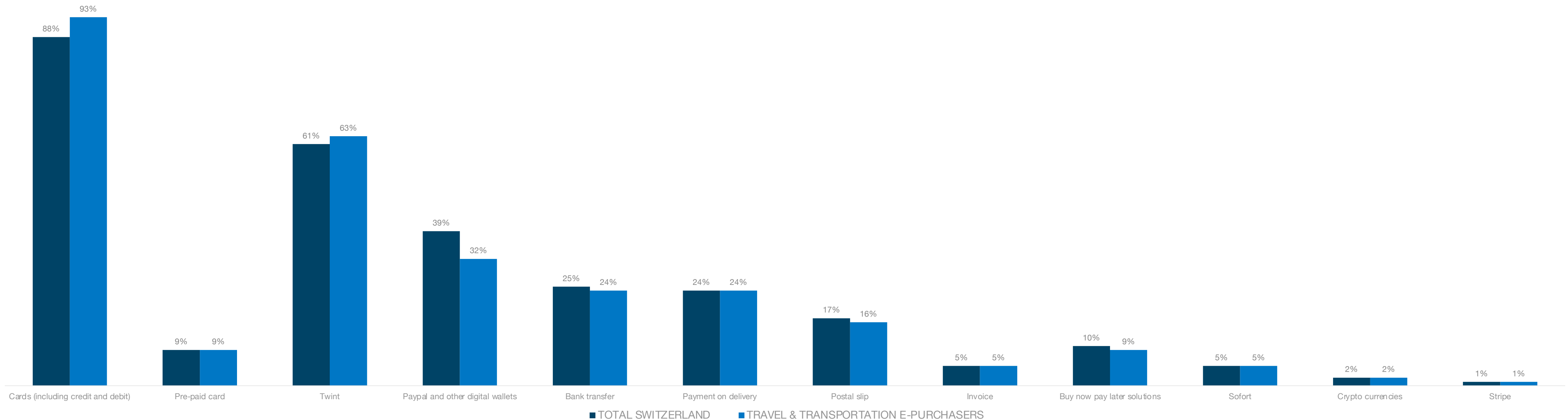
Online shopping expenditure: a positive trend for Travel vs 2023



- Yearly spending across almost all categories has experienced fluctuations compared to the previous year, with **the majority of values** reflecting a **decline**.
- Travel is the only segment with a positive trend in expenditure, with + 3%** on average spending vs previous year. The growth seems especially happening thanks to Romandie (+8%).

Payment methods used while shopping online

Payment methods used for online purchase



- **Card payments (credit/debit) account for 88%** of transactions, Twint has confirmed as the second preferred payment method, followed by PayPal (39%).
- The **adoption of Twint has increased in the past years, impacting traditional payment modes** like bank transfers, payments on delivery, postal slips, and invoices.
 - Solutions such as 'buy now, pay later' options and cryptocurrencies have a minimal usage rate at 10% and 2%.

OUR MISSION

We connect C-level managers decision makers in the Lifestyle sector to stimulate knowledge sharing, facilitate peer-to-peer networking and generate new business opportunities.



**We are a community
of C-level managers
and entrepreneurs
in the Lifestyle sector**



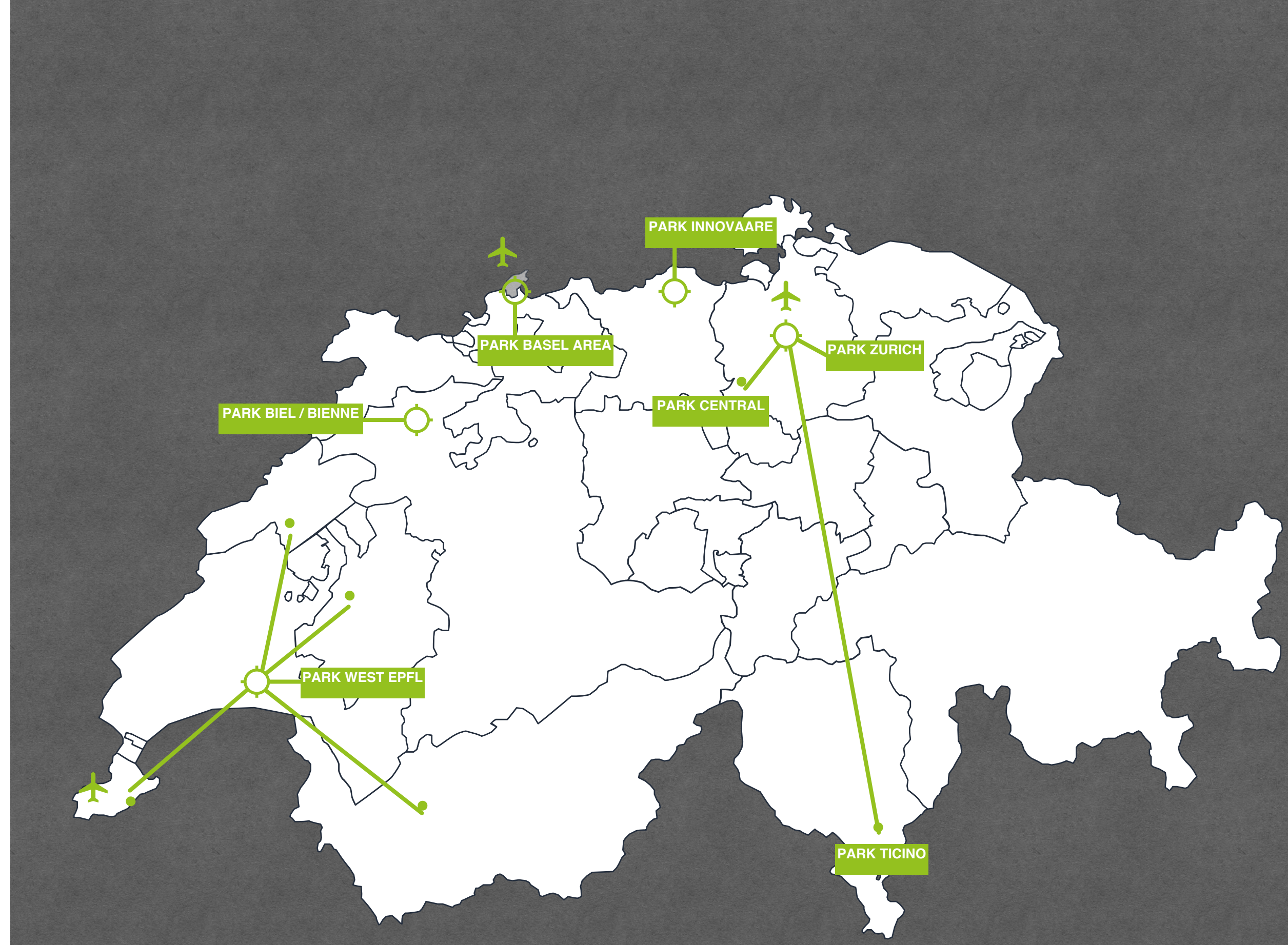
Lifestyle Innovation Hub

We are a Community
of Brands, Service
Tech Providers, Retailers
and Manufacturers
fostering innovation
through knowledge sharing
and business networking.

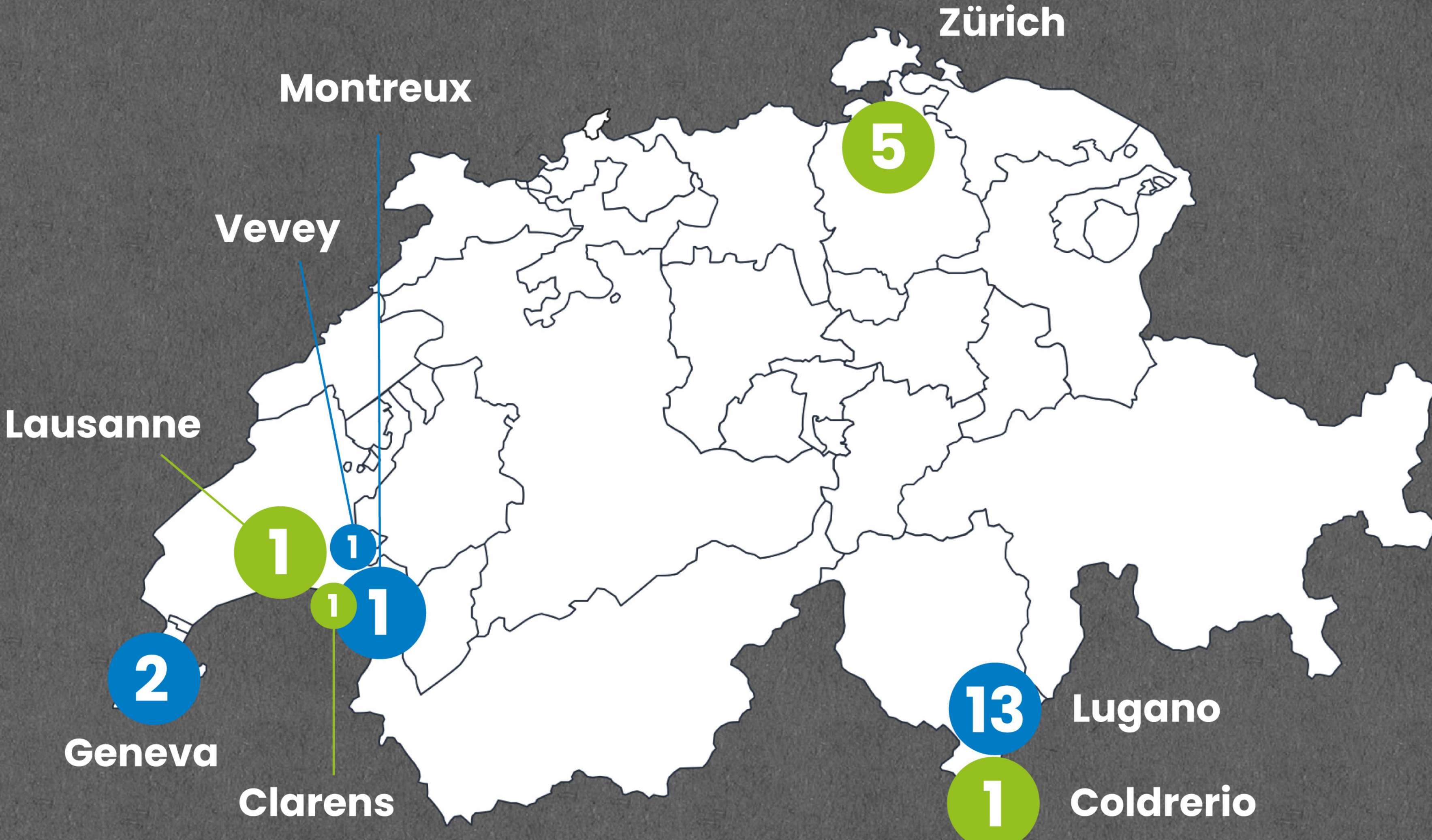


Dagorà is founding partner of Lifestyle Tech Competence Center, part of Switzerland Innovation Park.

The members of the association:



2024 EVENTS IN ALL MAIN REGIONS OF SWITZERLAND



DAGORÀ EVENTS ROADMAP 2024

LUGANO

PETCARE INNOVATION & DIGITAL TRANSFORMATION	14 MAR 2024
FASHION & LUXURY WORKSHOP INVITATION ONLY	12 MAR 2024
GUESS JEANS – THE NEXT 40 YEARS OF DENIM	26 MAR 2024
LIFESTYLE INNOVATION DAY 2024	22 APR 2024
FOOD & RETAIL WORKSHOP INVITATION ONLY	14 MAY 2024
DESIGN & FURNITURE AT BERTO	28 MAY 2024
VIP DINNER – INVITATION ONLY	6 JUN 2024
E-SUSTAINABILITY 2024	11 JUN 2024
SUSTAINABILITY & FASHION WORKSHOP – INVITATION ONLY	11 JUN 2024
FASHION & JEWELRY INNOVATION	3 OCT 2024

ZÜRICH

TRAVEL & TECH AT TUI	9 APR 2024
DATA INTELLIGENCE FOR RETAIL AT MASTERCARD	27 JUN 2024
VIP DINNER – INVITATION ONLY	26 SEP 2024
RETAIL TECH INNOVATION	23 OCT 2024
COSMETICS	4 DEC 2024

CLARENS

VIP DINNER – CLINIQUE LA PRAIRIE INVITATION ONLY	7 MAR 2024
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LAUSANNE

ELUXURY SUMMIT 2024	26 NOV 2024
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VEVEY

COFFEE & SUSTAINABILITY AT NESPRESSO	23 MAY 2024
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GENEVA

COMMUNITY DAY GENEVA	4 JUN 2024
DIGITAL & INNOVATION AT CARAN D'ACHE	19 SEP 2024

COLDRERIO

COMMUNITY DAY AT HUGO BOSS TICINO	7 NOV 2024
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UPCOMING → COMMUNITY DAY



FoodTech & Coffee Sustainability



May 23th
2024



5:30pm - 7:30pm
CENTRAL EUROPEAN TIME

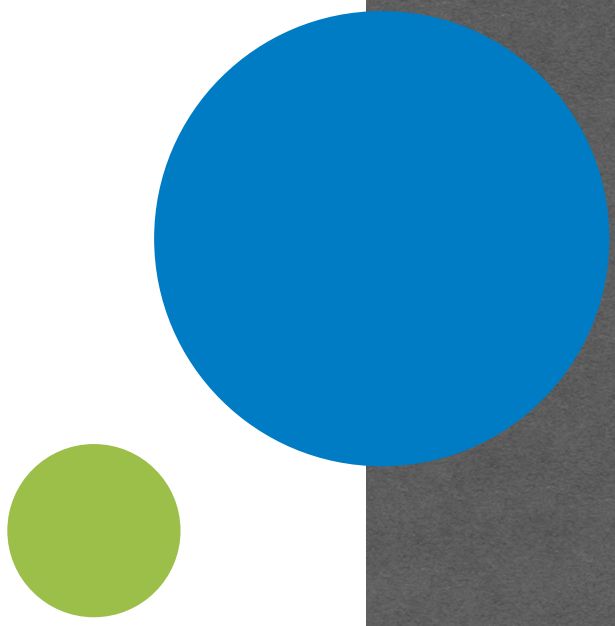


Nespresso

C/O NESTLÉ SUISSE, RUE D'ENTRE-DEUX-VILLES
12, 1814 LA TOUR-DE-PEILZ

Hosted by

NESPRESSO®



1000+ C-level attendees



80+ Speakers



100+ Brands



30+ Scale-ups



2 VIP Aperòs

Confirmed brand speakers



April 22nd, 2024 – LAC, Lugano



Matteo Bianchini
Chief Digital Officer

Design Holding



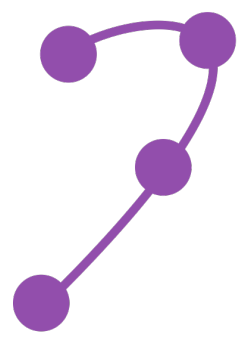
Ruth Oberrauch
Member of the Executive Board

oberalp
GROUP



Irene Balascas
Head of Sustainability

NESPRESSO



Lifestyle Innovation Day

Agenda - April 2024

21

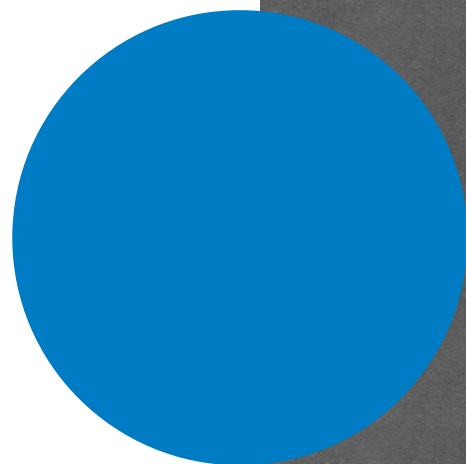
VIP APERÒ

22

MAIN EVENT

22

VIP APERÒ



Confirmed brand speakers



Karena Landini

Director, Talent Development
Brands and Retail EMEA



Nicola Girotti

Head of Product Design



Chiara Ugozzoli

Global VP Digital, CRM and Data



Sebastiano Potenza

Portfolio Executive



Alessandro Pacetti

Global Direct to Consumer Director



Marco Ruffa

Digital Transformation Director
& ESG Lead





President



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Community Development & Innovation Booster Director



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Daniele Panato