

## AI-MODELLED RESPONDENTS

SKODA X

## Case study

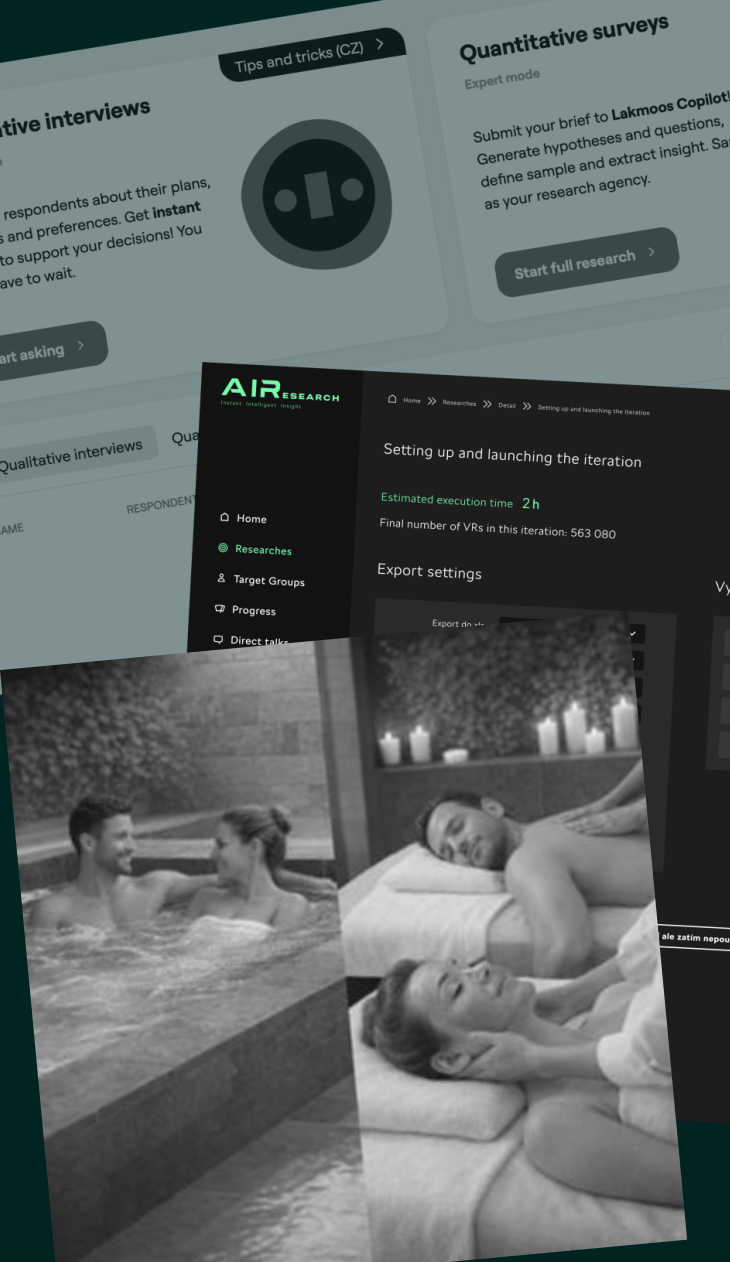
## Wellness on weekend stays

How data revealed the true motivations of weekend wellness guests

Client: CzechTourism | Topic: wellness & tourism | Comparison groups: Germany (all age groups), Czech Republic (Generation Z)

23 March 2026

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# CzechTourism

"The collaboration was extremely **fruitful**, particularly thanks to **the speed with which the research was carried out** and **the professional communication** throughout the entire collaboration. It took barely **three weeks** from the initial brief to the final results and presentation!"

PETR JANEČEK

Head of the Institute of Tourism | CzechTourism | 23 March 2026

The collaboration with CzechTourism was initiated with two main goals.

First, to validate the AI Research in a real-world business context.  
Second, to generate actionable insights to support strategic decision-making.

CzechTourism needed to quickly understand what drives the choice of weekend wellness stays and how to communicate them effectively.

At the same time, this case study was created to document the process, evaluate the outcomes, and demonstrate how AI research can complement traditional approaches.

# CASE STUDY BRIEF AND COLLABORATION

To make for a more interesting comparison, two distinct audiences were deliberately selected: **the entire adult population of Germany versus the Czech Generation Z**. The research thus provided not only data on wellness tourism, but also insights into intergenerational and international differences in behaviour.

**What did we find out?** Wellness is not just an add-on – for most guests, it is the main reason for choosing a stay. Surprisingly, it is not about health, but about relaxation and escaping from stress. The key to decision-making is location, a clear wellness offering, and reviews focused directly on wellness services.

**What did the results deliver?** The insights are used by CzechTourism for internal strategic decisions and also serve as a basis for accommodation providers and destinations – when deciding on investments in wellness and how to communicate their offerings.

## CONTACT PERSON ŠKODA X

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# FAST DATA - NO COMPROMISE

## Type of research

Quantitative questionnaire survey with closed-ended questions conducted on AI-modelled respondents.

## Why can the results be trusted?

AI research achieves long-term **agreement** with traditional research **of over 95%**.

Thanks to the large sample size (tens to hundreds of thousands of respondents), **the results are more stable and less prone to noise.**

## AI-simulated respondents – how it works

The technological foundation is **the Lakmoos platform**, which enables large-scale research on **AI-modelled respondents.**

Each AI respondent has realistic demographic and behavioural parameters, up to **500,000 data points**, and individual attitudes based on information they trust.

## Who is this case study for

**For agencies** working with audiences and data who want to better understand the behaviour and decision-making of selected target groups.

**Accommodation owners/operators** who are considering: whether to invest in wellness facilities, what services guests actually want, and how to market their offering.

## SURVEY TIMELINE

### Week 1

Kick-off call, alignment of the brief, definition of the topic, markets and target groups.

Preparation of the brief, questions and project setup incl. research design.

### Week 2

Setting up the AI model and first round of testing.

Conducting the survey, ongoing analysis and regular consultations, data evaluation.

### Week 3

Presentation of results to the client.



## 4 THINGS THAT MOST INFLUENCE DECISION-MAKING

- ▶ **Wellness is a major driver of weekend stays** – most guests consider it an important part of their stay.
- ▶ The main motivation is **relaxation and stress relief** – health reasons tend to play a secondary role.
- ▶ The choice is most influenced by **location, a clear wellness offering, and reviews.**
- ▶ Planning a wellness holiday is most often **spontaneous, with 1–2 weeks' notice.**



# 68%

- ▶ Consider wellness important (DE); 
- ▶ CZ Gen Z 75% 

# 81%

- ▶ Choose based on reviews of wellness services (DE); 
- ▶ CZ Gen Z 74% 

# 54%

- ▶ Cites relaxation / stress reduction as the main reason (DE); 
- ▶ CZ Gen Z 50% 

# WELLNESS IS WHY PEOPLE GO

(DE: ENTIRE POPULATION / CZ: GEN Z)

**55% / 76%**

Goes on weekend stays once a year or more.

(DE: ENTIRE POPULATION / CZ: GEN Z)

**60% / 79%**

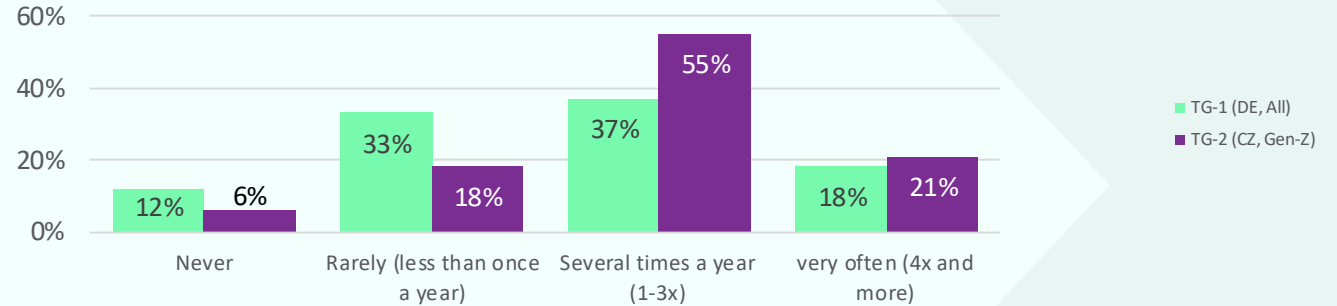
They (almost) always use the wellness facilities during weekend stays.

(DE: ENTIRE POPULATION / CZ: GEN Z)

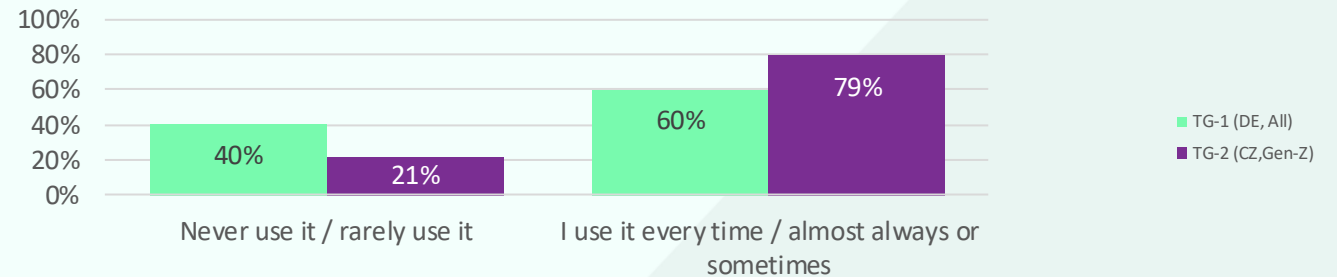
**68% / 75%**

They say that wellness services are important to them.

How often do you go away for a weekend stays?



When you're on a weekend stays, how often do you use spa facilities?

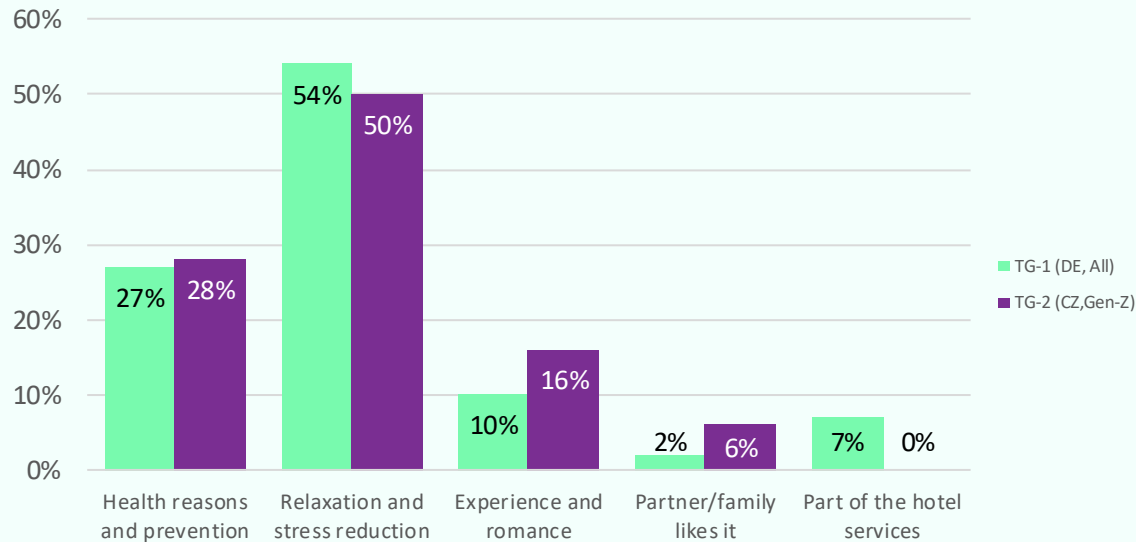


## KEY FINDINGS

- The data shows that **wellness is one of the main factors** when choosing a weekend stays – not just an additional service.  
**For operators, this means one thing: today, wellness does not simply expand the offering, but determines competitiveness.**

# PEOPLE DON'T GO ON WELLNESS STAYS FOR HEALTH REASONS - THEY GO TO SWITCH OFF

What are the main reasons why you use the wellness facilities?



## WHAT THIS MEANS FOR COMMUNICATION

- ▷ Shift wellness communication from **“what we offer”** to **“how the guest will feel afterwards”** (reset, relaxation, escape from stress).
- ▷ Use **health benefits** more as a **supporting, rational argument** in the decision-making process.
- ▷ Do not focus primarily on listing treatments (e.g. sauna, massages), but on **the resulting feeling and benefit for the guest.**

## KEY FINDINGS 💡

- Wellness stays are primarily motivated by the need for relaxation and an escape from stress (**DE 54%, CZ Gen Z 50%**), whilst health reasons remain a secondary factor (**DE 27%, CZ Gen Z 28%**).

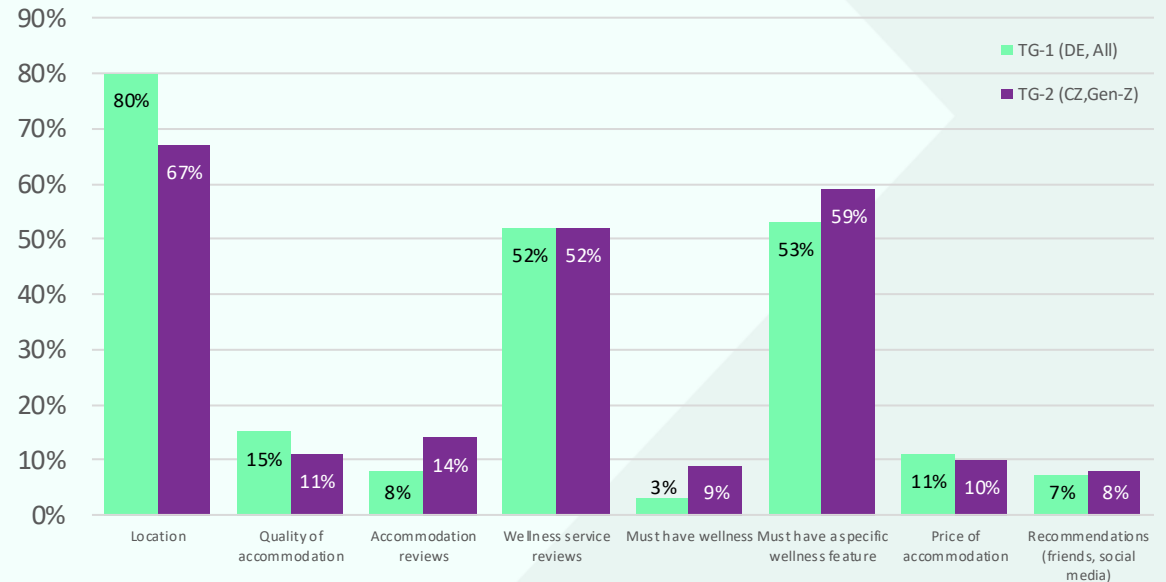
# LOCATION DETERMINES INTEREST

## WELLNESS AND REVIEWS ARE DECISIVE

### WHAT THIS MEANS FOR COMMUNICATION

- ▶ Shift communication from a general “**wellness available**” message to specific services and their benefits.
- ▶ Actively **work with reviews** that reflect guests’ experiences with wellness.
- ▶ **Link wellness to the context** of the stay (e.g. relaxation after a hike, a weekend reset).
- ▶ **Emphasise specific experiences** rather than general concepts.

What factors do you usually consider when choosing a destination for a weekend stays that includes spa facilities?

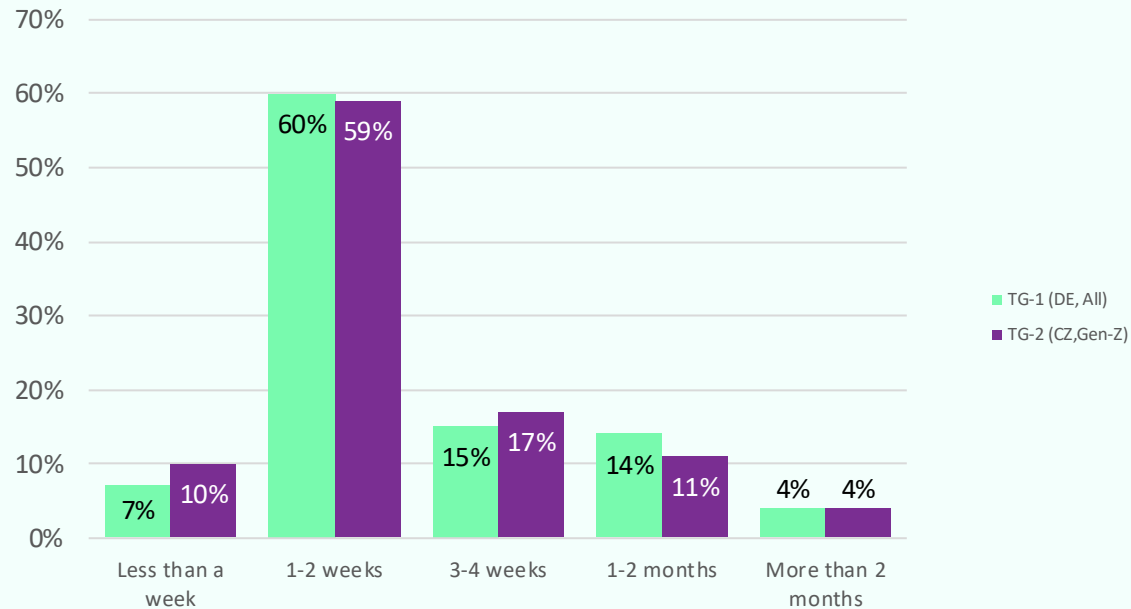


### KEY FINDINGS

- Location plays a crucial role in choosing a stay (**DE 80%, CZ Gen Z 67%**).
- Reviews focusing on wellness (**DE 52%, CZ Gen Z 52%**) and the very presence of wellness as part of the offering (**DE 53%, CZ Gen Z 59%**) are also important factors.

# WEEKEND STAYS ARE DECIDED AT THE LAST MINUTE

How far in advance do you usually plan a weekend stays with WS?



## KEY FINDINGS

- Most weekend stays are planned at short notice, 1–2 weeks in advance (DE 60%, CZ Gen Z 59%). Longer-term planning plays a significantly smaller role.

## WHAT THIS MEANS FOR COMMUNICATION

- ▶ **Tailor the offer to a short planning horizon** (last-minute, flexible packages).
- ▶ **Emphasise the ease and speed** of booking.
- ▶ **Respond to demand via online channels** and short-term campaigns.
- ▶ **Maintain availability of stays** for spontaneous bookings.

# FOR GERMANS, THE EXPERIENCE IS WORTH THE JOURNEY CZECHS WANT A QUICK GETAWAY

## WHAT THIS MEANS FOR COMMUNICATION

- ▶ **The Czech market (Gen Z):** 🇨🇪
- ▶ Base communication on accessibility and a quick escape from the daily grind.
- ▶ Emphasise short travel distances (ideally within 1–2 hours).
- ▶ **German market:** 🇩🇪
- ▶ Focus on the attractiveness of the destination and the quality of the experience.
- ▶ Communicate distance as a secondary factor, not the main one.



## KEY FINDINGS 💡

- German guests are willing to travel for a weekend stays for more than 3 hours (**DE 69%**), whilst Czech Generation Z prefers a shorter travel time, typically within 2 hours (**CZ Gen Z 51%**).