

Research Report Thailand.

Tourism goals: summary

Market size & growth: In 2019, the Thai market recorded 0.239 million overnights¹⁾ in Switzerland and 0.175 million overnights in 2022. With a market share of 0.60%, Thailand was the 20th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 49.6% between 2015 and 2019. Between 2019 and 2022, the development was -26.5%. The corresponding growth ranking was 2 and 27 respectively.

Economic value: Thailand ranks 11th with a daily expenditure value of CHF 270 (TMS 2017) and ranks 7th with a 53.1% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 57.3% figure for first-time visitors, Thailand ranks 9th (TMS 2017). With a length of stay of 1.62 overnights it ranks 31st.

Balance: In 2019, the 50 largest Swiss destinations accounted for 84.2% of overnights from Thailand, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 11.9% (=rank 28) and 3.8% (=rank 30) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 37.9% (=rank 1) and 24.7% (=rank 5), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

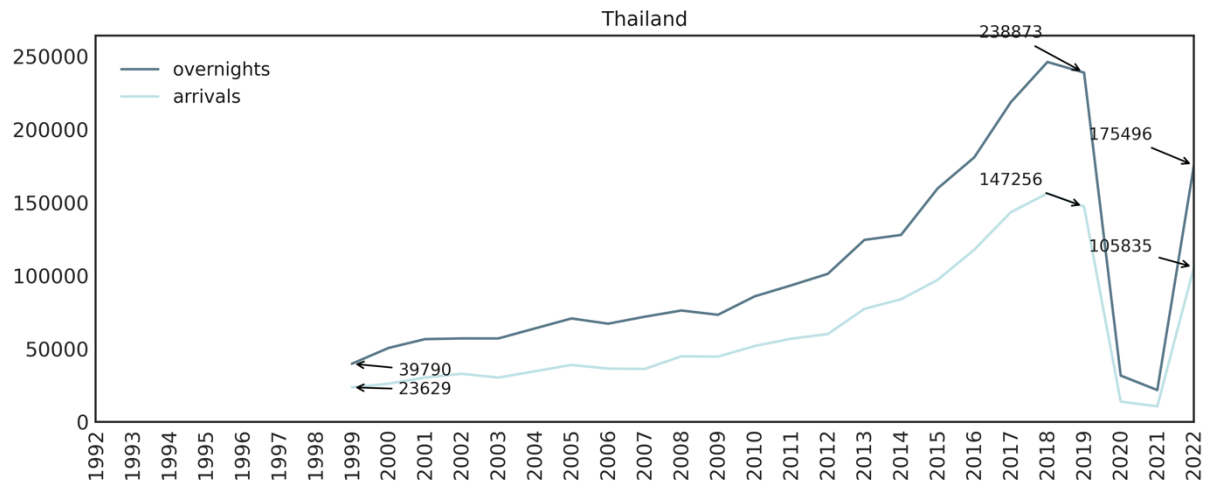
		value	rank
1. market size & growth	2019	0.239 M.	20
	2022	0.175 M.	20
	2015-19	49.6%	2
	2019-22	-26.5%	27
2. economic value	daily expenditures 2017 (TMS)	270	11
	share ****/****-nights 2019	53.1%	7
3. first time visitors	share 2017 (TMS)	57.3%	9
4. length of stay	2019	1.62	31
5. balance	share off-season "March-May" of total year 2019	37.9%	1
	share off-season "Sept-Nov" of total year 2019	24.7%	5
	share small destinations (51 st -200 th largest) 2019	11.9%	28
	share very small destinations (201 st +) 2019	3.8%	30

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Thailand typically preferred the regions of: Luzern / Vierwaldstättersee, Bern Region and Zürich Region. Moreover, these guests were most overrepresented in the five destinations of: Engelberg, Täsch, Interlaken, Ennetbürgen and Unterseen.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.2%	0.4%	0.6%	0.1%	0.5%	20
...markets abroad	0.4%	0.8%	1.1%	0.3%	1.0%	19
...overseas markets	1.6%	2.1%	2.5%	1.3%	2.9%	10

Source: FSO/hotel statistics

Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.086	0.160	0.239	0.022	0.175	20	49.6%	2	-26.5%	27
length of stay (overnights/arrivals)	1.654	1.644	1.622	2.039	1.658	32	-3.4%	13	5.8%	18
density (overnights/1'000 inhabitants)	1.256	2.270	3.349	0.304	2.446	24	47.5%	1	-27.0%	27
GDP per capita in USD	4'992	5'706	7'629	7'063	6'866	30	33.7%	1	-10.0%	32
population in millions	68.327	70.333	71.321	71.637	71.747	10	1.4%	25	0.6%	23

Source: FSO/hotel statistics | Oxford Economics: GDP & population

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Thailand	38.7%	18.6%
Singapore	27.8%	1.5%
Malaysia	21.8%	8.5%
Indonesia	11.7%	71.4%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
							2019		2019		2019-22
total	0.086	0.160	0.239	0.022	0.175	0.6%	20	49.6%	2	-26.5%	27

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
							2019		2019		2015-19
large destinations (top 10)	0.062	0.100	0.143	0.013	0.108	1.0%	19	42.3%	5	-24.3%	27
mid-sized destinations (11-50)	0.015	0.043	0.063	0.005	0.046	0.6%	18	45.8%	5	-27.1%	26
small destinations (51-200)	0.006	0.012	0.027	0.003	0.014	0.3%	22	122.3%	1	-47.7%	27
very small destinations (201-smallest)	0.003	0.004	0.006	0.001	0.007	0.1%	29	53.6%	2	22.4%	4

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
							2019		2019		2015-19
big cities	0.033	0.053	0.074	0.010	0.068	0.6%	24	40.0%	2	-8.5%	13
mountain	0.027	0.058	0.111	0.007	0.075	0.7%	17	90.7%	3	-32.1%	27
rural	0.001	0.002	0.005	0.001	0.003	0.2%	26	131.0%	2	-48.4%	26
small cities	0.025	0.046	0.048	0.004	0.029	0.7%	18	4.7%	25	-39.1%	27

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
							2019		2019		2015-19
French speaking area	0.014	0.028	0.034	0.005	0.025	0.4%	24	21.7%	8	-28.6%	23
German speaking area	0.070	0.127	0.200	0.016	0.148	0.7%	18	57.4%	2	-26.3%	27
Italian speaking area	0.002	0.004	0.004	0.001	0.003	0.2%	27	0.2%	25	-22.7%	25
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	30	-6.0%	19	40.4%	5

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
							2019		2019		2015-19
Bern Region	0.018	0.038	0.060	0.004	0.050	1.1%	15	59.6%	6	-17.5%	25
Luzern / Vierwaldstättersee	0.019	0.033	0.056	0.002	0.024	1.4%	12	67.6%	1	-56.8%	27
Zürich Region	0.021	0.034	0.044	0.006	0.043	0.7%	22	31.4%	4	-2.1%	9
Wallis	0.007	0.013	0.027	0.002	0.022	0.6%	17	105.6%	4	-20.3%	25
Waadt	0.005	0.015	0.017	0.001	0.010	0.6%	19	14.4%	17	-44.3%	24
Genf	0.008	0.012	0.015	0.003	0.013	0.5%	26	25.6%	5	-7.2%	11
Graubünden	0.002	0.005	0.006	0.001	0.005	0.1%	27	21.1%	15	-24.8%	26
Tessin	0.002	0.004	0.004	0.001	0.003	0.2%	26	-0.1%	25	-22.9%	25
Basel Region	0.001	0.002	0.003	0.001	0.003	0.2%	31	54.8%	4	-13.0%	9
Ostschweiz	0.001	0.002	0.002	0.001	0.001	0.1%	30	8.6%	9	-33.1%	27
Aargau und Solothurn Region	0.001	0.001	0.002	0.000	0.001	0.2%	26	98.9%	3	-60.3%	29
Jura & Drei-Seen-Land	0.001	0.000	0.001	0.000	0.000	0.2%	24	211.1%	1	-63.5%	28
Fribourg Region	0.000	0.000	0.001	0.000	0.000	0.2%	27	72.5%	2	-59.0%	27

Source: FSO/hotel statistics

Example: Tourists from Thailand generate the most overnight stays in Bern Region of any Swiss region, namely 0.06 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Bern Region appears at the top of the list). From Bern Region's perspective, 1.1% of their total tourism volume comes from Thailand, making this source market the 15th most important market for this region (out of 33 ST markets overall). With a 59.6% development in overnight stays between 2015 and 2019, Thailand ranks 6th. In other words, in reference to the development of overnight stays, 5 other source markets had a stronger performance and 27 had a weaker performance.

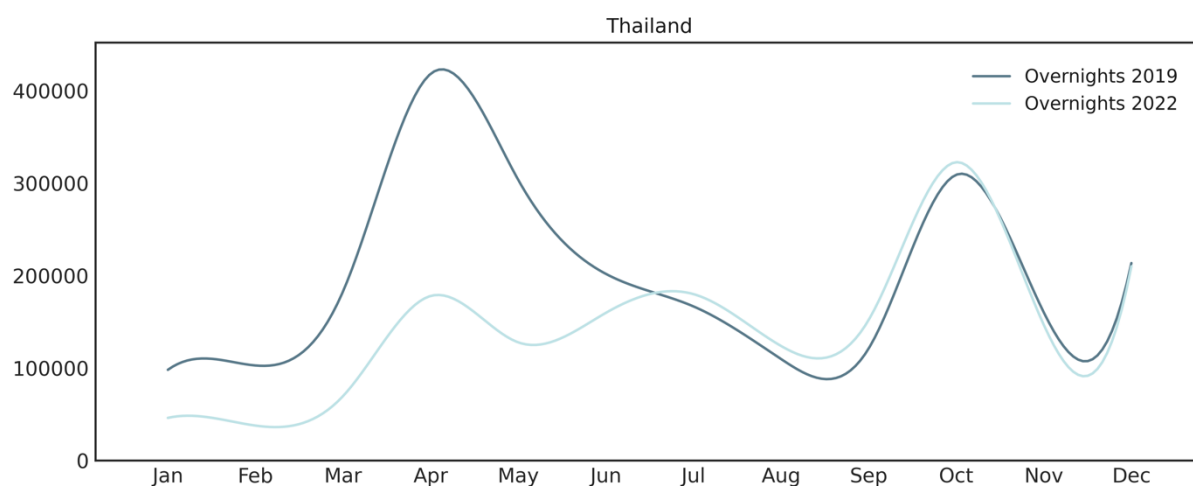
Top 50 destinations

destinations	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2015	2019	2021	2022	rank		rank		rank	
							2019	2019	2015-19	2015-19	2019-22	2019-22
Interlaken	0.012	0.023	0.035	0.001	0.022	4.5%	8	53.6%	7	-37.5%	27	
Luzern	0.017	0.026	0.028	0.002	0.016	2.0%	10	8.2%	19	-41.8%	27	
Zürich	0.014	0.019	0.027	0.004	0.026	0.7%	21	43.8%	7	-3.5%	10	
Engelberg	0.001	0.005	0.022	0	0.001	6.1%	4	318.3%	1	-96.6%	32	
Zermatt	0.005	0.011	0.02	0.001	0.018	1.3%	12	86.5%	7	-7.3%	21	
Genève	0.007	0.01	0.012	0.002	0.011	0.5%	25	20.6%	7	-8.2%	12	
Opfikon	0.004	0.009	0.01	0.001	0.011	1.4%	15	9.3%	6	8.3%	6	
Bern	0.001	0.005	0.007	0	0.005	0.9%	17	48.7%	8	-27.5%	28	
Lausanne	0.003	0.003	0.006	0.001	0.004	0.6%	19	154.0%	1	-41.0%	23	
Montreux	0.001	0.01	0.006	0.001	0.004	1.2%	12	-40.2%	33	-34.1%	26	
Grindelwald	0.002	0.003	0.005	0	0.007	0.7%	15	78.5%	6	53.8%	12	
Unterseen	0.001	0.002	0.004	0	0.005	3.0%	9	104.2%	5	15.8%	24	
Täsch	0	0.001	0.004	0	0.001	4.9%	6	396.8%	4	-78.5%	29	
St. Moritz	0.001	0.002	0.004	0	0.002	0.5%	20	78.1%	7	-36.8%	27	
Basel	0.001	0.002	0.003	0.001	0.003	0.2%	32	48.7%	5	-8.7%	8	
Bussigny	0	0.001	0.003	0	0	2.7%	8	308.0%	1	-88.9%	31	
Lugano	0.001	0.002	0.002	0	0.002	0.5%	21	1.4%	23	-24.9%	24	
Lauterbrunnen	0	0.001	0.002	0	0.003	0.3%	24	59.5%	12	80.3%	2	
Stansstad	0	0	0.001	0	0	1.2%	9	18487.5%	3	-90.9%	18	
Meyrin	0.001	0.001	0.001	0	0.001	0.3%	27	45.9%	2	-18.7%	27	
Kloten	0.001	0.002	0.001	0	0.003	0.4%	21	-36.9%	21	191.7%	3	
Rümlang	0	0.001	0.001	0	0.001	0.4%	18	12.0%	12	24.9%	14	
Kriens	0	0	0.001	0	0.001	1.0%	17	180.3%	9	22.8%	22	
Cham	0	0	0.001	0	0	2.2%	6	1897.9%	1	-97.1%	32	
Thun	0	0	0.001	0	0	0.7%	10	484.1%	1	-65.0%	30	
St. Gallen	0	0.001	0.001	0	0.001	0.4%	21	75.4%	5	-40.7%	26	
Davos	0	0.001	0.001	0	0.001	0.1%	29	-15.2%	27	-30.5%	18	
Weggis	0	0	0.001	0	0	0.4%	19	298.6%	6	-61.2%	25	
Wilderswil	0	0.001	0.001	0	0.001	0.6%	18	25.3%	12	45.5%	8	
Biel/Bienne	0	0	0.001	0	0	0.7%	15	385.0%	1	-75.7%	28	
Beatenberg	0	0.001	0.001	0	0.001	0.5%	14	-4.7%	23	-0.8%	25	
Val de Bagnes	0	0.001	0.001	0	0	0.4%	22	22.0%	16	-30.5%	28	
Chur	0	0	0.001	0	0.001	0.3%	23	113.5%	6	31.9%	6	
Ennetbürgen	0	0	0.001	0	0.003	4.4%	6	1229.8%	5	406.6%	26	
Bönigen	0	0	0.001	0	0	2.0%	8	253.4%	9	-61.0%	28	
Winterthur	0	0	0.001	0	0	0.3%	24	75.2%	2	-37.2%	22	
Brig-Glis	0.001	0	0.001	0	0	0.4%	15	132.0%	9	-40.9%	23	
Saanen	0	0.001	0.001	0	0.001	0.2%	26	-19.4%	31	2.9%	6	
Matten bei Interlaken	0	0.001	0.001	0	0	0.8%	16	-11.7%	26	-55.3%	27	
Spiez	0	0	0.001	0	0.001	0.5%	14	326.2%	4	72.3%	8	
Saint-Légier-La Chésaz	0	0	0.001	0	0	1.5%	7	inf	11	-100.0%	17	
Le Grand-Saconnex	0	0	0.001	0	0.001	0.2%	31	259.6%	4	49.7%	2	
Paradiso	0	0.001	0	0	0	0.2%	24	-55.3%	31	-7.6%	14	
Leukerbad	0	0	0	0	0	0.2%	15	2713.3%	1	12.6%	4	
Horw	0	0	0	0	0	0.9%	13	179.2%	5	-54.5%	27	
Feusisberg	0	0	0	0	0	0.8%	12	600.0%	4	-75.9%	28	
Sins	0	0	0	0	0	1.2%	7	1587.0%	3	-74.0%	24	
Zug	0	0	0	0	0	0.3%	27	504.7%	1	-69.0%	31	
Estavayer	0	0	0	0	0	1.1%	9	336.9%	3	-100.0%	24	
Egerkingen	0	0	0	0	0	0.5%	16	494.7%	3	-96.2%	28	

Source: FSO/hotel statistics

How to read this table: see reading example on page 3.

Seasonal distribution.



Summer, winter

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
summer (May-Oct)	0.045	0.076	0.121	0.008	0.107	0.5%	21	59.0%	1	-12.0%	25
winter (Nov-April)	0.040	0.083	0.118	0.013	0.069	0.7%	18	41.0%	4	-41.5%	27

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
off-season I (March-May)	0.034	0.072	0.091	0.002	0.038	1.0%	15	26.1%	8	-58.5%	27
off-season II (Sept-Nov)	0.022	0.037	0.059	0.007	0.062	0.7%	19	60.1%	1	5.3%	11
summer core months (Jun-Aug)	0.018	0.028	0.048	0.004	0.046	0.4%	22	69.1%	1	-3.1%	15
winter core months (Dez-Feb)	0.012	0.023	0.041	0.009	0.029	0.5%	23	82.4%	2	-29.1%	21

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
January	0.003	0.006	0.010	0.000	0.005	0.3%	24	56.0%	2	-53.0%	22
February	0.002	0.005	0.010	0.000	0.004	0.3%	26	110.8%	1	-63.3%	26
March	0.007	0.021	0.018	0.001	0.007	0.5%	21	-12.2%	32	-61.9%	29
April	0.016	0.033	0.042	0.000	0.018	1.6%	11	27.7%	15	-57.4%	23
May	0.010	0.018	0.030	0.000	0.013	1.0%	14	67.0%	1	-57.9%	27
June	0.007	0.012	0.020	0.001	0.016	0.5%	21	61.9%	5	-20.9%	23
July	0.007	0.009	0.017	0.001	0.018	0.4%	23	83.4%	1	8.0%	10
August	0.004	0.007	0.011	0.002	0.012	0.2%	26	63.2%	2	12.9%	7
September	0.006	0.011	0.012	0.002	0.015	0.3%	24	10.8%	17	25.6%	5
October	0.012	0.019	0.031	0.002	0.032	1.0%	13	64.2%	1	4.4%	12
November	0.005	0.007	0.016	0.003	0.015	0.8%	15	125.3%	1	-8.4%	22
December	0.006	0.012	0.021	0.009	0.021	0.7%	17	84.8%	3	-1.6%	17

Source: FSO/hotel statistics

How to read these tables: see reading example on page 3.

Structural facts of leisure travelers.

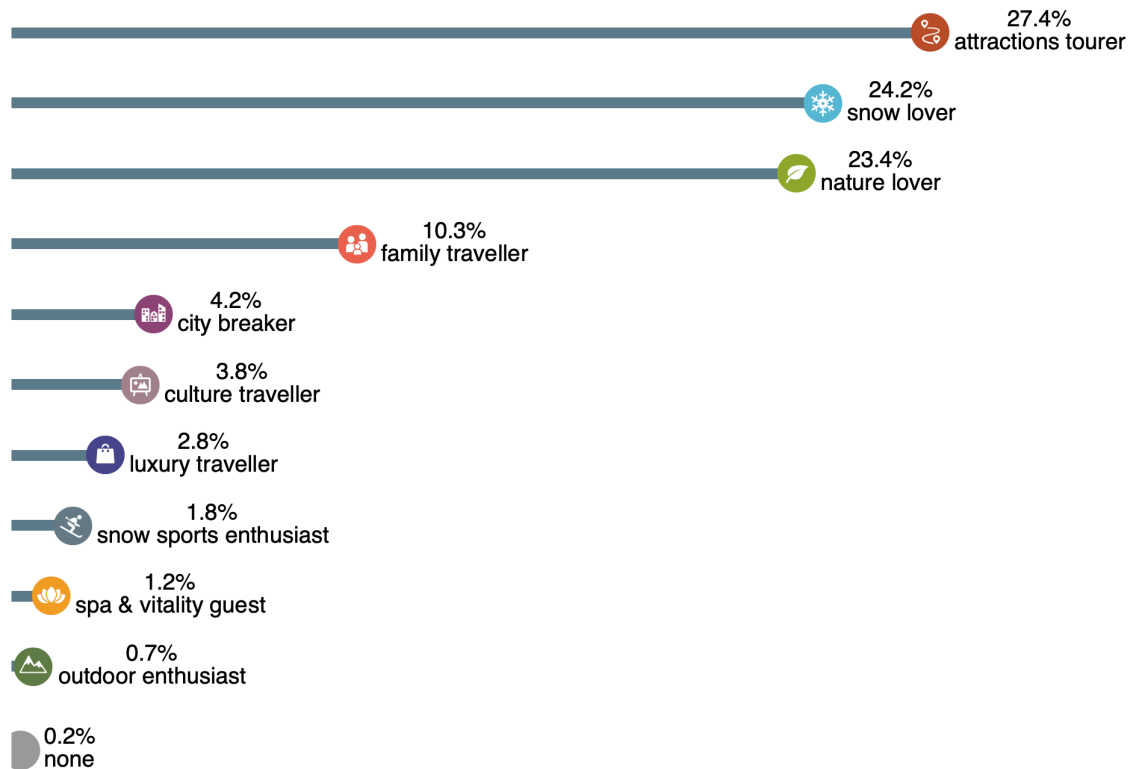
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 46.3%	hotel 59.4%	no 15.5%	plane 31.4%
35-54 years 46.5%	suppl. acc. 40.6%	yes with 1 CH-Dest. 3.9%	train 61.4%
55+ years 7.2%		yes with 2+ CH-Dest. 80.6%	other 7.2%

source: TMS 2017

Guest segments.

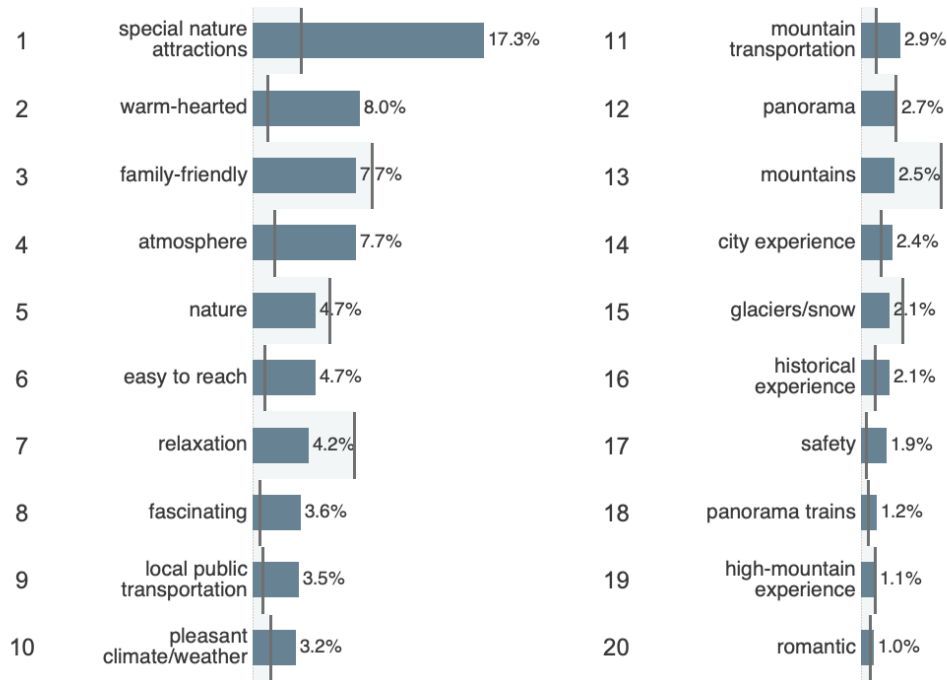
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

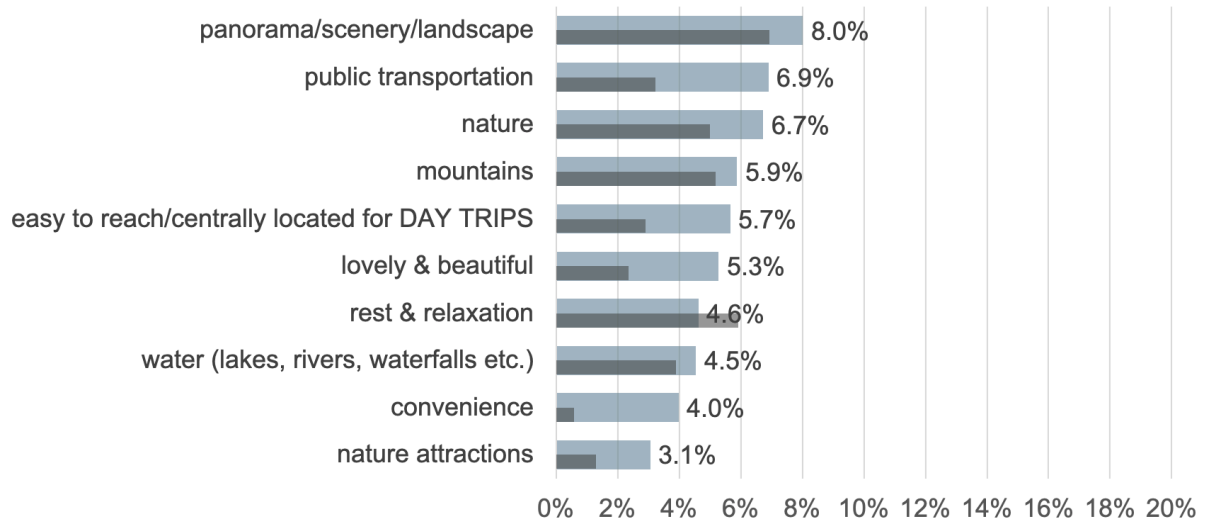


source: TMS 2017

■ = tourists from *considered* market
 ■ = tourists from all markets (benchmark)

Switzerland's tourism strengths.

(leisure tourists in Swiss hotels & supplementary accommodations, open answers)

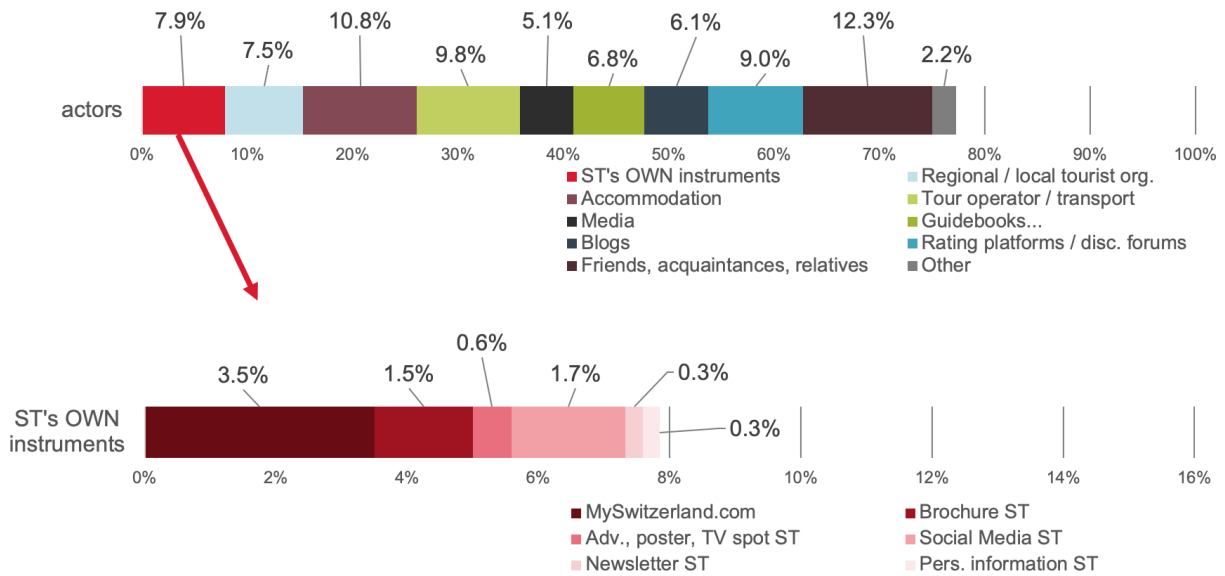


source: TMS 2017

■ = tourists from *considered* market
 ■ = tourists from all markets (benchmark)

External influence of tourists in their travel decisions.

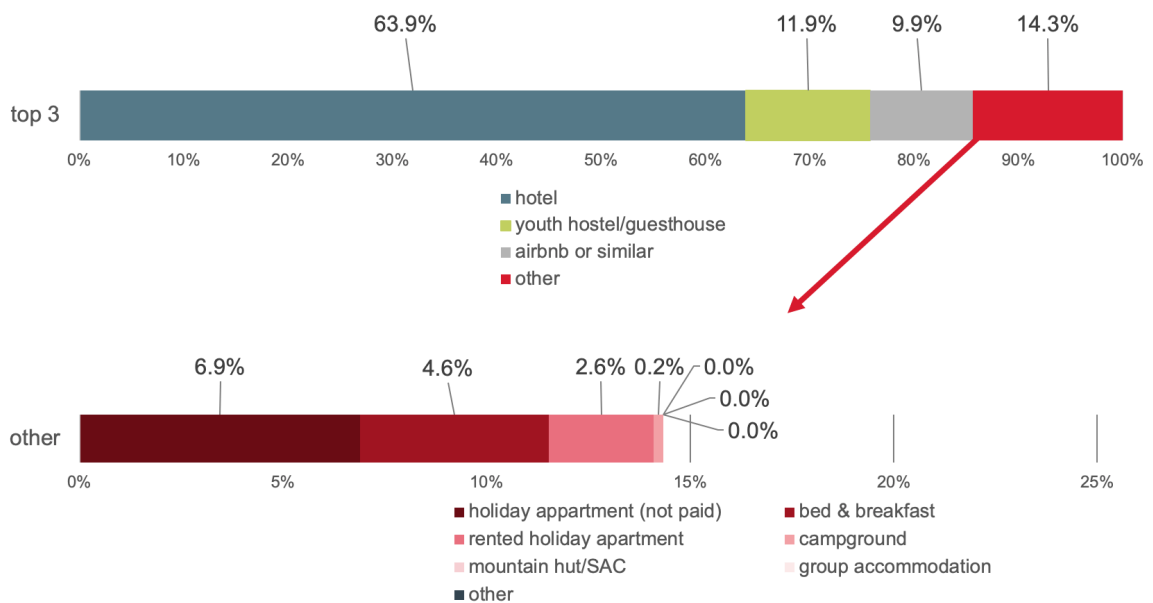
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **26.2%**.
source: TMS 2017

Type of accommodation.

(leisure tourists in Swiss hotels & supplementary accommodations)



source: TMS 2017

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Further sources.

localized annual planning
market forecast
Tourism Monitor Switzerland 2017

Appendix: affinity, share off-season, length of stay, ****/***** ON share.

Total

		share off season		length of stay		****/***** ON share	
		rank		rank		rank	
		2019	2019	2019	2019	2019	2019
total	n.a.	62.6%	1	1.622	31	53.1%	7

Large vs. small destinations

		affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank	
		2019	2019	2019	2019	2019	2019	2019	2019
large destinations (top 10)	1.643	9	66.2%	1	1.536	33	51.1%	14	
mid-sized destinations (11-50)	0.936	14	55.1%	1	1.984	21	64.0%	3	
small destinations (51-200)	0.502	27	62.4%	1	1.397	31	44.1%	6	
very small destinations (201-smallest)	0.195	29	57.8%	3	1.873	27	26.8%	2	

Tourism zone

		affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank	
		2019	2019	2019	2019	2019	2019	2019	2019
big cities	1.02	26	61.3%	1	1.628	31	56.2%	10	
mountain	1.087	7	62.4%	1	1.746	28	50.6%	6	
rural	0.261	26	63.9%	1	1.512	31	43.0%	6	
small cities	1.108	9	65.1%	1	1.398	32	55.3%	6	

Language zone

		affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank	
		2019	2019	2019	2019	2019	2019	2019	2019
French speaking area	0.693	28	62.1%	1	1.722	30	65.0%	2	
German speaking area	1.174	4	62.7%	1	1.614	31	51.1%	8	
Italian speaking area	0.272	28	62.4%	1	1.293	31	53.5%	5	
Rhaeto Romanic language zone	0.013	31	46.8%	3	1.808	23	0.0%	29.5	

Tourism region

		affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank	
		2019	2019	2019	2019	2019	2019	2019	2019
Bern Region	1.843	3	69.0%	1	1.552	31	40.9%	11	
Luzern / Vierwaldstättersee	2.371	2	56.3%	2	1.959	18	67.1%	2	
Zürich Region	1.12	21	61.0%	1	1.569	32	50.1%	15	
Wallis	1.055	10	67.0%	1	1.370	33	44.6%	10	
Waadt	0.965	14	68.7%	1	1.361	33	77.9%	2	
Genf	0.751	28	57.2%	3	2.394	7	57.0%	7	
Graubünden	0.205	28	57.6%	1	1.333	33	42.0%	20	
Tessin	0.285	28	62.5%	1	1.292	31	53.7%	6	
Basel Region	0.311	33	46.9%	22	2.236	16	43.8%	21	
Ostschweiz	0.181	30	55.8%	5	1.636	32	45.6%	9	
Aargau und Solothurn Region	0.26	27	58.7%	3	1.568	30	31.2%	12	
Jura & Drei-Seen-Land	0.383	23	55.2%	5	1.499	32	72.2%	6	
Fribourg Region	0.276	25	73.0%	3	1.391	30	20.1%	28	

Source: FSO/hotel statistics

How to read these tables: see reading example on page 11.

Top 50 destinations

	affinity		share off season		length of stay		****/***** ON share	
	2019	rank	2019	rank	2019	rank	2019	rank
		2019		2019		2019		2019
Interlaken	7.474	2	72.1%	1	1.546	30	39.4%	20
Luzern	3.347	5	67.6%	1	1.346	32	52.5%	11
Zürich	1.224	21	61.8%	1	1.703	29	52.1%	12
Engelberg	10.084	2	39.9%	14	6.517	1	89.8%	2
Zermatt	2.162	3	69.9%	1	1.381	33	55.5%	15
Genève	0.899	24	57.5%	4	2.590	5	58.2%	7
Opfikon	2.269	6	62.7%	1	1.294	32	49.5%	26
Bern	1.468	8	64.9%	1	1.353	31	63.8%	6
Lausanne	1.067	16	63.9%	1	1.448	33	70.1%	11
Montreux	2.052	3	72.7%	1	1.416	31	86.4%	3
Grindelwald	1.193	14	74.0%	1	1.497	33	59.5%	5
Unterseen	4.954	3	74.5%	2	1.818	25	0.0%	0
Täsch	8.099	1	66.9%	2	1.141	33	0.0%	0
St. Moritz	0.809	17	65.3%	1	1.176	33	41.4%	26
Basel	0.337	33	49.6%	20	2.192	16	46.6%	16
Bussigny	4.485	2	79.0%	1	1.048	33	97.0%	3
Lugano	0.779	23	59.2%	1	1.214	32	66.6%	4
Lauterbrunnen	0.511	23	55.5%	1	1.591	31	8.8%	31
Stansstad	2.039	4	65.6%	2	1.564	31	99.2%	2
Meyrin	0.537	30	55.4%	8	1.674	20	74.5%	9
Kloten	0.706	21	58.2%	1	1.342	25	76.6%	8
Rümlang	0.729	17	54.8%	2	1.195	27	28.0%	18
Kriens	1.638	8	65.0%	1	1.461	26	0.0%	0
Cham	3.681	3	46.4%	19	1.151	30	0.0%	0
Thun	1.169	4	45.1%	16	1.655	25	73.7%	5
St. Gallen	0.595	19	55.5%	9	1.412	32	66.2%	4
Davos	0.154	27	34.2%	9	1.854	30	63.3%	15
Weggis	0.635	17	56.7%	4	1.314	27	27.3%	14
Wilderswil	1.025	12	58.8%	5	1.765	25	0.0%	0
Biel/Bienne	1.218	10	69.8%	2	1.086	32	98.1%	4
Beatenberg	0.892	7	54.7%	4	1.634	29	77.3%	9
Val de Bagnes	0.636	22	10.3%	33	4.392	7	23.1%	28
Chur	0.541	23	69.4%	1	1.294	28	32.3%	10
Ennetbürgen	7.266	2	71.4%	2	1.294	30	100.0%	17
Bönigen	3.357	3	68.5%	4	1.690	25	95.8%	2
Winterthur	0.454	24	48.7%	19	1.805	26	31.3%	6
Brig-Glis	0.601	9	72.2%	2	1.439	25	19.5%	5
Saanen	0.254	30	35.0%	4	1.613	33	89.9%	2
Matten bei Interlaken	1.242	11	57.9%	3	2.181	5	0.0%	0
Spiez	0.774	5	52.0%	5	1.561	30	55.1%	11
Saint-Légier-La Chiésaz	2.428	3	71.1%	6	1.000	33	100.0%	10
Le Grand-Saconnex	0.401	32	52.8%	13	1.705	21	45.0%	22
Paradiso	0.392	31	64.6%	2	1.435	27	49.9%	29
Leukerbad	0.312	12	61.8%	3	1.486	29	78.9%	2
Horw	1.47	5	71.4%	4	1.193	32	86.1%	7
Feusisberg	1.317	5	76.7%	5	1.255	30	96.7%	5
Sins	1.959	4	54.1%	19	1.000	31	0.0%	0
Zug	0.561	29	53.0%	14	1.330	33	76.2%	5
Estavayer	1.864	1	81.5%	4	1.462	15	0.0%	17
Egerkingen	0.789	14	56.6%	5	1.069	28	92.0%	9

Source: FSO/hotel statistics

Example: In 2019, for tourists from Thailand who visited Interlaken, the following further characteristics were noted:
- 7.47 times higher share of overnight stays than they had in the whole of Switzerland (=rank 2 out of a total of 33 markets): ON-share Interlaken (4.51%) vs. ON-share whole Switzerland (0.60%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 72.1% (=rank 1).
- the length of stay (overnight stays/arrivals in the hotel) was 1.55 nights (=rank 30).
- the share of 4- and 5-star hotels out of all hotel nights was 39.4% (=rank 20).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.887	25	1.623	31	51.3%	9
winter (Nov-April)	1.152	9	1.621	31	55.0%	8

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
off-season I (March-May)	1.659	1	1.486	31	49.9%	12
off-season II (Sept-Nov)	1.105	5	1.585	31	53.3%	6
summer core months (Jun-Aug)	0.616	33	1.816	28	52.2%	9
winter core months (Dez-Feb)	0.78	26	1.822	29	61.0%	6

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.573	28	2.085	28	64.2%	4
February	0.547	28	2.029	28	65.9%	3
March	0.904	19	1.478	31	54.9%	7
April	2.589	1	1.461	31	45.0%	13
May	1.673	2	1.529	32	53.8%	7
June	0.88	24	1.770	28	54.0%	4
July	0.605	30	1.855	24	51.8%	7
August	0.404	33	1.846	28	49.5%	9
September	0.541	33	1.490	32	46.8%	12
October	1.673	1	1.519	32	49.2%	11
November	1.272	5	1.823	26	66.0%	2
December	1.241	11	1.646	31	57.2%	7

Source: FSO/hotel statistics

How to read these tables: see reading example on page 11.