# Research Report Denmark.

Switzerland. ⊕

## Tourism goals: summary

**Market size & growth:** In 2019, the Danish market recorded 0.123 million overnights[1] in Switzerland and 0.131 million overnights in 2022. With a market share of 0.31%, Denmark was the 26th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 23.8% between 2015 and 2019. Between 2019 and 2022, the development was 6.8%. The corresponding growth ranking was 9 and 5 respectively.

**Economic value:** Denmark ranks 16th with a daily expenditure value of CHF 210 (TMS 2017) and ranks 22nd with a 39.7% share of ****/**** nights in 2019.

**First time visitors & length of stay:** With a 32.5% figure for first-time visitors, Denmark ranks 20th (TMS 2017). With a length of stay of 2.11 overnights it ranks 18th.

**Balance:** In 2019, the 50 largest Swiss destinations accounted for 66.6% of overnights from Denmark, while the percentage split amongst the small[2] and very small[3] destinations was 21.7% (=rank 7) and 11.6% (=rank 10) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.8% (=rank 22) and 19.3% (=rank 26), 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 | 0.123 M. | 26 |
|  | 2022 | 0.131 M. | 23 |
|  | 2015-19 | 23.8% | 9 |
|  | 2019-22 | 6.8% | 5 |
| 2. economic value | daily expenditures 2017 (TMS) | 210 | 16 |
|  | share ****/*****-nights 2019 | 39.7% | 22 |
| 3. first time visitors | share 2017 (TMS) | 32.5% | 20 |
| 4. length of stay | 2019 | 2.11 | 18 |
| 5. balance | share off-season "March-May" of total year 2019 | 22.8% | 22 |
|  | share off-season "Sept-Nov" of total year 2019 | 19.3% | 26 |
|  | share small destinations (51st -200th largest) 2019 | 21.7% | 7 |
|  | share very small destinations (201st+) 2019 | 11.6% | 10 |

Source: FSO/hotel statistics, unless otherwise stated

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**Regions and destinations with a high market affinity:** In 2019, guests from Denmark typically preferred the regions of: Basel Region, Genf and Jura & Drei-Seen-Land. Moreover, these guests were most overrepresented in the five destinations of: Surses, Buochs, Brig-Glis, Laax and Morges.

Source: FSO/hotel statistics

## Overnight volume & development.

### Denmark
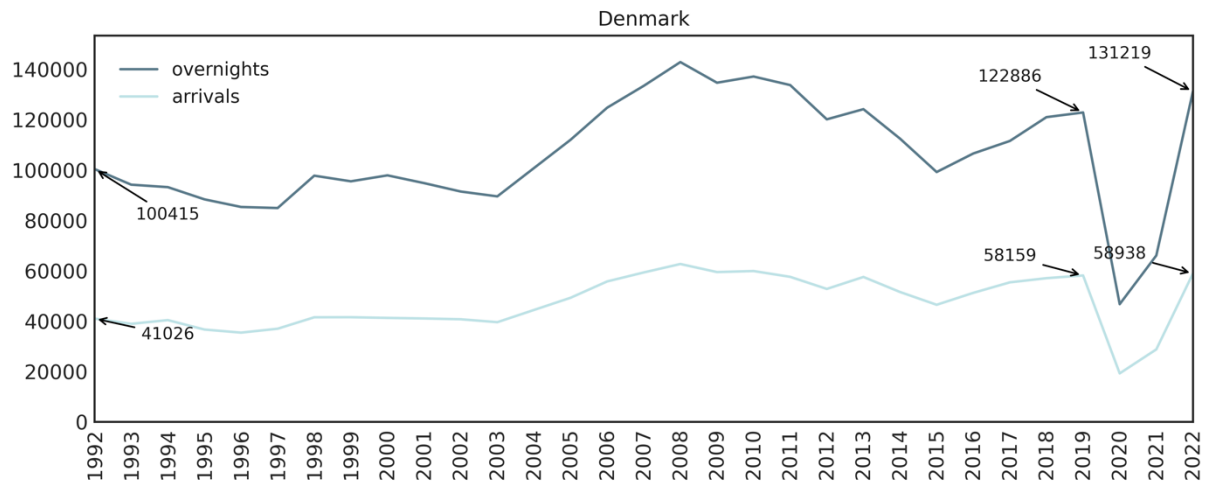


| overnights share of... | 2010 | 2015 | 2019 | 2021 | 2022 | rank 2019 |
|---|---|---|---|---|---|---|
| ...all markets | 0.4% | 0.3% | 0.3% | 0.2% | 0.3% | 26 |
| ...markets abroad | 0.7% | 0.5% | 0.6% | 0.8% | 0.8% | 25 |
| ...nearby markets (Europe, excl. CH) | 0.9% | 0.8% | 1.0% | 1.0% | 1.2% | 13 |

Source: FSO/hotel statistics

## Other key metrics.

| | 2010 | 2015 | 2019 | 2021 | 2022 | rank 2019 | development 2015-19 | rank 2015-19 | development 2019-22 | rank 2019-22 |
|---|---|---|---|---|---|---|---|---|---|---|
| overnights in millions | 0.137 | 0.099 | 0.123 | 0.066 | 0.131 | 26 | 23.8% | 9 | 6.8% | 5 |
| length of stay (overnigths/arrivals) | 2.289 | 2.133 | 2.113 | 2.294 | 2.226 | 19 | -1.8% | 9 | 10.2% | 11 |
| density (overnights/1'000 inhabitants) | 24.710 | 17.442 | 21.127 | 11.298 | 22.328 | 11 | 21.1% | 8 | 5.7% | 5 |
| GDP per capita in USD | 58'008 | 53'202 | 59'572 | 68'086 | 69'173 | 6 | 12.0% | 21 | 16.1% | 9 |
| population in millions | 5.551 | 5.689 | 5.817 | 5.850 | 5.877 | 29 | 2.2% | 19 | 1.0% | 18 |

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

## Guest origin.
(leisure tourists in Swiss hotels & supplementary accommodations)
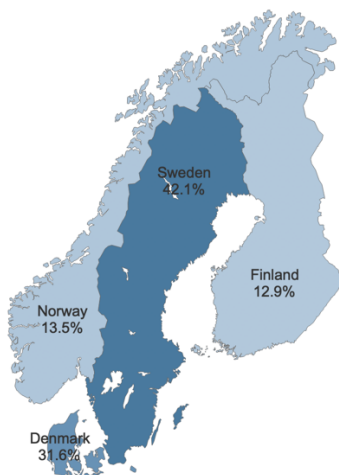


| | overnight-share | inhabitant-share |
|---|---|---|
| Sweden | 42.1% | 38.6% |
| Denmark | 31.6% | 21.8% |
| Norway | 13.5% | 20.2% |
| Finland | 12.9% | 19.4% |

source:        TMS 2017        public source

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# Geographical distribution in Switzerland.

## Total

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| total | 0.137 | 0.099 | 0.123 | 0.066 | 0.131 | 0.3% | 26 | 23.8% | 9 | 6.8% | 5 |

## Large vs. small destinations

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| large destinations (top 10) | 0.053 | 0.042 | 0.052 | 0.028 | 0.052 | 0.4% | 29 | 22.5% | 12 | 1.5% | 8 |
| mid-sized destinations (11-50) | 0.034 | 0.025 | 0.032 | 0.018 | 0.046 | 0.3% | 26 | 28.1% | 9 | 42.2% | 1 |
| small destinations (51-200) | 0.029 | 0.018 | 0.025 | 0.012 | 0.019 | 0.3% | 26 | 37.8% | 5 | -23.4% | 19 |
| very small destinations (201-smallest) | 0.022 | 0.014 | 0.014 | 0.008 | 0.014 | 0.3% | 19 | 1.4% | 15 | -0.7% | 13 |

## Tourism zone

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| big cities | 0.049 | 0.044 | 0.048 | 0.024 | 0.052 | 0.4% | 27 | 10.7% | 19 | 6.9% | 4 |
| mountain | 0.052 | 0.028 | 0.044 | 0.024 | 0.052 | 0.3% | 26 | 55.8% | 7 | 17.2% | 6 |
| rural | 0.010 | 0.008 | 0.008 | 0.005 | 0.007 | 0.2% | 20 | -3.0% | 21 | -6.1% | 7 |
| small cities | 0.026 | 0.019 | 0.023 | 0.013 | 0.020 | 0.3% | 26 | 17.4% | 10 | -9.6% | 13 |

## Language zone

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| French speaking area | 0.033 | 0.025 | 0.029 | 0.012 | 0.033 | 0.3% | 25 | 12.7% | 18 | 14.5% | 2 |
| German speaking area | 0.090 | 0.068 | 0.086 | 0.050 | 0.090 | 0.3% | 26 | 26.6% | 8 | 4.9% | 6 |
| Italian speaking area | 0.010 | 0.005 | 0.006 | 0.003 | 0.007 | 0.3% | 23 | 23.2% | 12 | 23.0% | 5 |
| Rhaeto Romanic language zone | 0.003 | 0.001 | 0.002 | 0.000 | 0.001 | 0.4% | 9 | 116.2% | 2 | -63.0% | 30 |

## Tourism region

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| Zürich Region | 0.026 | 0.022 | 0.022 | 0.014 | 0.026 | 0.3% | 29 | 2.2% | 19 | 16.4% | 2 |
| Graubünden | 0.021 | 0.011 | 0.016 | 0.007 | 0.015 | 0.3% | 22 | 44.5% | 9 | -4.6% | 14 |
| Genf | 0.013 | 0.013 | 0.014 | 0.005 | 0.013 | 0.4% | 27 | 3.6% | 24 | -6.2% | 10 |
| Wallis | 0.016 | 0.007 | 0.013 | 0.007 | 0.018 | 0.3% | 24 | 80.2% | 8 | 32.7% | 5 |
| Bern Region | 0.011 | 0.009 | 0.012 | 0.011 | 0.015 | 0.2% | 28 | 27.2% | 17 | 27.3% | 6 |
| Basel Region | 0.006 | 0.007 | 0.010 | 0.005 | 0.009 | 0.6% | 19 | 32.1% | 11 | -8.3% | 7 |
| Waadt | 0.010 | 0.008 | 0.009 | 0.004 | 0.008 | 0.3% | 26 | 12.9% | 18 | -12.2% | 8 |
| Luzern / Vierwaldstättersee | 0.011 | 0.005 | 0.009 | 0.006 | 0.011 | 0.2% | 28 | 67.2% | 2 | 18.5% | 4 |
| Tessin | 0.007 | 0.005 | 0.006 | 0.003 | 0.007 | 0.3% | 23 | 24.5% | 11 | 22.5% | 3 |
| Ostschweiz | 0.005 | 0.005 | 0.005 | 0.003 | 0.005 | 0.3% | 17 | -0.3% | 16 | -7.6% | 11 |
| Aargau und Solothurn Region | 0.006 | 0.003 | 0.003 | 0.001 | 0.003 | 0.3% | 20 | 16.7% | 11 | -22.1% | 20 |
| Jura & Drei-Seen-Land | 0.002 | 0.002 | 0.002 | 0.000 | 0.001 | 0.4% | 17 | 36.0% | 10 | -46.4% | 22 |
| Fribourg Region | 0.002 | 0.001 | 0.001 | 0.000 | 0.001 | 0.2% | 25 | 3.5% | 18 | -36.4% | 16 |

Source: FSO/hotel statistics

*Example: Tourists from Denmark generate the most overnight stays in Zürich Region of any Swiss region, namely 0.022 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Zürich Region appears at the top of the list). From Zürich Region's perspective, 0.3% of their total tourism volume comes from Denmark, making this source market the 29th most important market for this region (out of 33 ST markets overall). With a 2.2% development in overnight stays between 2015 and 2019, Denmark ranks 19th. In other words, in reference to the development of overnight stays, 18 other source markets had a stronger performance and 14 had a weaker performance.*

## Top 50 destinations

| overnights | 2010 | 2015 | 2019 | 2021 | 2022 | ON share 2019 | rank 2019 | ON development 2015-19 | rank 2015-19 | ON development 2019-22 | rank 2019-22 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Zürich | 0.015 | 0.011 | 0.013 | 0.007 | 0.013 | 0.4% | 29 | 11.8% | 18 | 4.8% | 5 |
| Genève | 0.01 | 0.01 | 0.01 | 0.004 | 0.009 | 0.5% | 28 | 4.7% | 23 | -10.4% | 16 |
| Basel | 0.005 | 0.006 | 0.009 | 0.004 | 0.008 | 0.6% | 19 | 40.7% | 6 | -5.5% | 7 |
| Zermatt | 0.007 | 0.004 | 0.005 | 0.003 | 0.006 | 0.4% | 25 | 45.0% | 15 | 13.3% | 12 |
| Lausanne | 0.005 | 0.003 | 0.004 | 0.002 | 0.004 | 0.4% | 24 | 30.1% | 21 | -8.8% | 11 |
| Luzern | 0.003 | 0.002 | 0.003 | 0.003 | 0.003 | 0.2% | 28 | 41.7% | 2 | 4.7% | 9 |
| Bern | 0.003 | 0.002 | 0.003 | 0.002 | 0.003 | 0.3% | 29 | 8.4% | 22 | 23.8% | 6 |
| Davos | 0.003 | 0.002 | 0.003 | 0.001 | 0.002 | 0.3% | 19 | 23.8% | 8 | -5.3% | 9 |
| Laax | 0.001 | 0.001 | 0.002 | 0.001 | 0.002 | 1.2% | 9 | 58.7% | 16 | -24.1% | 24 |
| Brig-Glis | 0 | 0 | 0.002 | 0 | 0 | 1.4% | 8 | 2124.7% | 1 | -88.3% | 33 |
| Grindelwald | 0.002 | 0.001 | 0.002 | 0.002 | 0.003 | 0.3% | 26 | 57.6% | 12 | 45.1% | 14 |
| Opfikon | 0.003 | 0.003 | 0.002 | 0.001 | 0.002 | 0.3% | 28 | -29.2% | 27 | -15.4% | 16 |
| Lugano | 0.002 | 0.001 | 0.002 | 0.001 | 0.003 | 0.4% | 24 | 37.3% | 11 | 69.0% | 1 |
| Lauterbrunnen | 0.002 | 0.001 | 0.002 | 0.001 | 0.003 | 0.3% | 23 | 72.2% | 7 | 39.9% | 5 |
| Meyrin | 0.002 | 0.002 | 0.001 | 0.001 | 0.002 | 0.4% | 25 | -29.4% | 26 | 37.6% | 8 |
| Surses | 0.002 | 0 | 0.001 | 0 | 0 | 2.6% | 4 | 335.6% | 4 | -98.5% | 27 |
| St. Moritz | 0.001 | 0.001 | 0.001 | 0.001 | 0.002 | 0.2% | 29 | 86.1% | 6 | 25.9% | 8 |
| Le Grand-Saconnex | 0.001 | 0.001 | 0.001 | 0.001 | 0.001 | 0.6% | 25 | 59.4% | 24 | -3.1% | 12 |
| Val de Bagnes | 0.002 | 0.001 | 0.001 | 0.001 | 0.008 | 0.7% | 18 | 12.6% | 18 | 575.6% | 1 |
| Arosa | 0.001 | 0.001 | 0.001 | 0 | 0.002 | 0.3% | 15 | 23.5% | 10 | 42.6% | 4 |
| Zug | 0.001 | 0.001 | 0.001 | 0.001 | 0.001 | 0.8% | 19 | -11.8% | 17 | -9.1% | 14 |
| Chur | 0.001 | 0.001 | 0.001 | 0.001 | 0.001 | 0.5% | 18 | 20.7% | 22 | 29.4% | 7 |
| Kloten | 0.002 | 0.001 | 0.001 | 0.001 | 0.005 | 0.4% | 25 | -37.6% | 22 | 466.7% | 2 |
| St. Gallen | 0.001 | 0.001 | 0.001 | 0.001 | 0.001 | 0.4% | 19 | 1.3% | 28 | -34.1% | 24 |
| Andermatt | 0 | 0 | 0.001 | 0.001 | 0.001 | 0.6% | 15 | 381.0% | 2 | 55.1% | 12 |
| Samnaun | 0.001 | 0.001 | 0.001 | 0 | 0.001 | 0.5% | 11 | 25.3% | 15 | -20.4% | 16 |
| Saas-Fee | 0.001 | 0 | 0.001 | 0 | 0.001 | 0.3% | 20 | 132.4% | 6 | -42.2% | 16 |
| Paradiso | 0.001 | 0.001 | 0.001 | 0 | 0 | 0.5% | 20 | 0.5% | 18 | -45.9% | 28 |
| Engelberg | 0.002 | 0.001 | 0.001 | 0 | 0.001 | 0.2% | 22 | 41.4% | 8 | 55.6% | 5 |
| Montreux | 0.001 | 0.001 | 0.001 | 0.001 | 0.001 | 0.2% | 31 | 6.9% | 21 | 60.1% | 2 |
| Interlaken | 0.001 | 0 | 0.001 | 0.001 | 0.001 | 0.1% | 31 | 57.3% | 4 | 51.0% | 10 |
| Buochs | 0 | 0 | 0.001 | 0 | 0 | 1.9% | 9 | 109.1% | 9 | -92.1% | 23 |
| Morges | 0 | 0.001 | 0.001 | 0 | 0 | 1.1% | 11 | 31.4% | 6 | -60.1% | 24 |
| Täsch | 0 | 0 | 0.001 | 0 | 0 | 0.7% | 19 | 441.8% | 3 | -62.9% | 27 |
| Winterthur | 0.001 | 0.001 | 0.001 | 0 | 0.001 | 0.3% | 25 | -1.5% | 22 | 25.8% | 3 |
| Weggis | 0 | 0 | 0.001 | 0 | 0 | 0.3% | 26 | 162.0% | 9 | -31.2% | 23 |
| Saanen | 0 | 0 | 0.001 | 0 | 0 | 0.1% | 27 | 39.1% | 15 | -32.6% | 20 |
| Ascona | 0 | 0 | 0.001 | 0 | 0 | 0.1% | 18 | 30.5% | 14 | -12.8% | 22 |
| Neuchâtel | 0 | 0 | 0.001 | 0 | 0 | 0.4% | 21 | 80.8% | 5 | -12.2% | 15 |
| Flims | 0.002 | 0 | 0.001 | 0 | 0.001 | 0.3% | 15 | 2.6% | 23 | 49.6% | 10 |
| Schaffhausen | 0 | 0 | 0.001 | 0 | 0 | 0.5% | 17 | 33.9% | 5 | -25.7% | 13 |
| Vaz/Obervaz | 0 | 0 | 0.001 | 0 | 0.001 | 0.2% | 12 | 106.6% | 10 | 50.4% | 5 |
| Vals | 0 | 0 | 0 | 0 | 0 | 0.7% | 11 | 28.9% | 29 | -1.8% | 14 |
| Biel/Bienne | 0 | 0.001 | 0 | 0 | 0 | 0.5% | 16 | -25.3% | 30 | -76.5% | 29 |
| Orsières | 0.001 | 0 | 0 | 0 | 0 | 0.9% | 15 | 59.3% | 17 | -66.9% | 23 |
| Vernier | 0.001 | 0 | 0 | 0 | 0 | 0.4% | 26 | 8.2% | 15 | -33.9% | 10 |
| Baden | 0 | 0 | 0 | 0.001 | 0 | 0.4% | 24 | 16.1% | 20 | -62.9% | 26 |
| Kandersteg | 0 | 0 | 0 | 0 | 0 | 0.5% | 14 | 300.0% | 8 | -7.5% | 25 |
| Pontresina | 0 | 0 | 0 | 0 | 0 | 0.2% | 21 | 54.0% | 6 | -34.0% | 23 |
| Rümlang | 0.001 | 0.001 | 0 | 0 | 0.001 | 0.2% | 31 | -24.5% | 23 | 52.7% | 6 |

Source: FSO/hotel statistics

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

# Seasonal distribution.

### Denmark
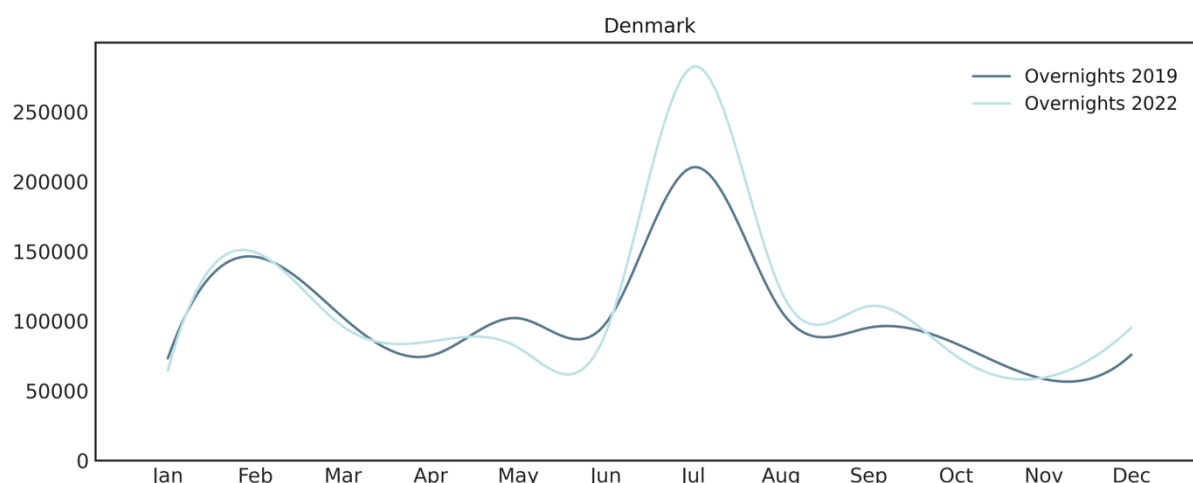


## Summer, winter

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| summer (May-Oct) | 0.073 | 0.053 | 0.070 | 0.048 | 0.076 | 0.3% | 25 | 32.4% | 5 | 9.3% | 6 |
| winter (Nov-April) | 0.064 | 0.047 | 0.053 | 0.018 | 0.055 | 0.3% | 27 | 14.1% | 15 | 3.5% | 3 |

## Summer core, winter core, off-season

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| off-season I (March-May) | 0.030 | 0.022 | 0.028 | 0.008 | 0.026 | 0.3% | 26 | 24.7% | 11 | -6.2% | 6 |
| off-season II (Sept-Nov) | 0.026 | 0.021 | 0.024 | 0.023 | 0.025 | 0.3% | 28 | 11.2% | 18 | 3.2% | 13 |
| summer core months (Jun-Aug) | 0.044 | 0.030 | 0.042 | 0.028 | 0.050 | 0.3% | 26 | 38.2% | 5 | 19.1% | 3 |
| winter core months (Dez-Feb) | 0.036 | 0.025 | 0.030 | 0.008 | 0.031 | 0.3% | 27 | 16.7% | 15 | 4.7% | 3 |

## Months

| | overnights in millons | | | | | ON share | | ON development | | ON development | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | rank | | rank | | rank |
| | 2010 | 2015 | 2019 | 2021 | 2022 | 2019 | 2019 | 2015-19 | 2015-19 | 2019-22 | 2019-22 |
| January | 0.012 | 0.007 | 0.007 | 0.001 | 0.006 | 0.3% | 27 | 3.4% | 18 | -12.1% | 6 |
| February | 0.017 | 0.012 | 0.015 | 0.002 | 0.015 | 0.5% | 20 | 18.9% | 12 | 2.2% | 3 |
| March | 0.014 | 0.009 | 0.010 | 0.004 | 0.010 | 0.3% | 28 | 12.3% | 14 | -6.4% | 5 |
| April | 0.008 | 0.006 | 0.008 | 0.002 | 0.009 | 0.3% | 28 | 15.9% | 19 | 13.5% | 2 |
| May | 0.009 | 0.007 | 0.010 | 0.002 | 0.008 | 0.3% | 26 | 49.6% | 3 | -20.7% | 23 |
| June | 0.013 | 0.008 | 0.010 | 0.003 | 0.009 | 0.3% | 28 | 23.7% | 8 | -6.9% | 15 |
| July | 0.019 | 0.014 | 0.021 | 0.015 | 0.028 | 0.5% | 22 | 55.8% | 3 | 34.3% | 3 |
| August | 0.012 | 0.009 | 0.011 | 0.011 | 0.012 | 0.2% | 28 | 23.9% | 14 | 13.2% | 5 |
| September | 0.011 | 0.009 | 0.010 | 0.009 | 0.011 | 0.3% | 28 | 3.5% | 26 | 16.2% | 9 |
| October | 0.009 | 0.007 | 0.008 | 0.010 | 0.007 | 0.3% | 27 | 28.7% | 13 | -10.6% | 24 |
| November | 0.006 | 0.006 | 0.006 | 0.004 | 0.006 | 0.3% | 29 | 3.5% | 22 | 1.6% | 14 |
| December | 0.008 | 0.006 | 0.008 | 0.004 | 0.010 | 0.3% | 30 | 28.1% | 15 | 25.7% | 5 |

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 | 33.1% | hotel | 38.9% | no | 42.8% | plane | 42.4% |
| 35-54 years | 42.9% | suppl. acc. | 61.1% | yes with 1 CH-Dest. | 8.6% | train | 4.5% |
| 55+ years | 24.0% | | | yes with 2+ CH-Dest. | 48.6% | other | 53.1% |

# Guest segments.
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

25.0% snow sports enthusiast

22.4% nature lover

18.5% family traveller

17.8% outdoor enthusiast

4.1% attractions tourer

3.4% city breaker

2.5% snow lover

1.7% culture traveller

0.6% spa & vitality guest

3.9% none
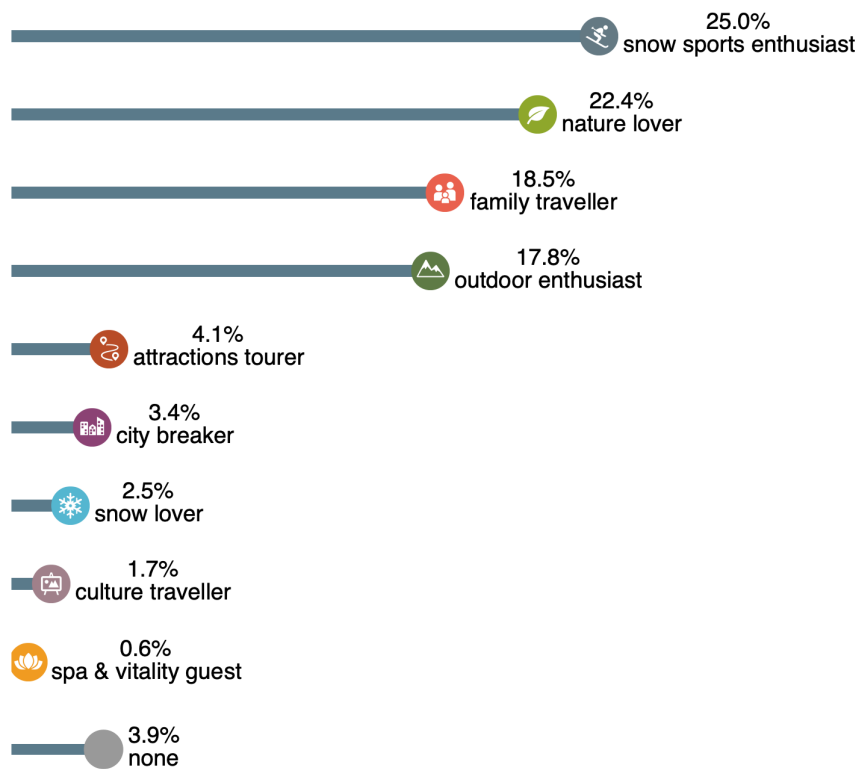
## Main travel reasons for Switzerland travelers.
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

| | | | | | |
|---|---|---|---|---|---|
| 1 | alpine skiing | 10.2% | 11 | emotional ties | 2.8% |
| 2 | family-friendly | 9.0% | 12 | pleasant climate/weather | 2.8% |
| 3 | special nature attractions | 7.0% | 13 | atmosphere | 2.5% |
| 4 | mountains | 5.9% | 14 | city experience | 2.4% |
| 5 | snow reliability | 4.7% | 15 | quiet | 2.3% |
| 6 | high-mountain experience | 4.5% | 16 | panorama | 1.9% |
| 7 | sport opportunities | 4.3% | 17 | mountain pass roads | 1.6% |
| 8 | off-piste skiing (freeride and ski tours) | 3.9% | 18 | bicycling | 1.4% |
| 9 | glaciers/snow | 3.2% | 19 | hiking (at least 2 hours walking) | 1.2% |
| 10 | nature | 3.0% | 20 | authentic/original | 1.1% |
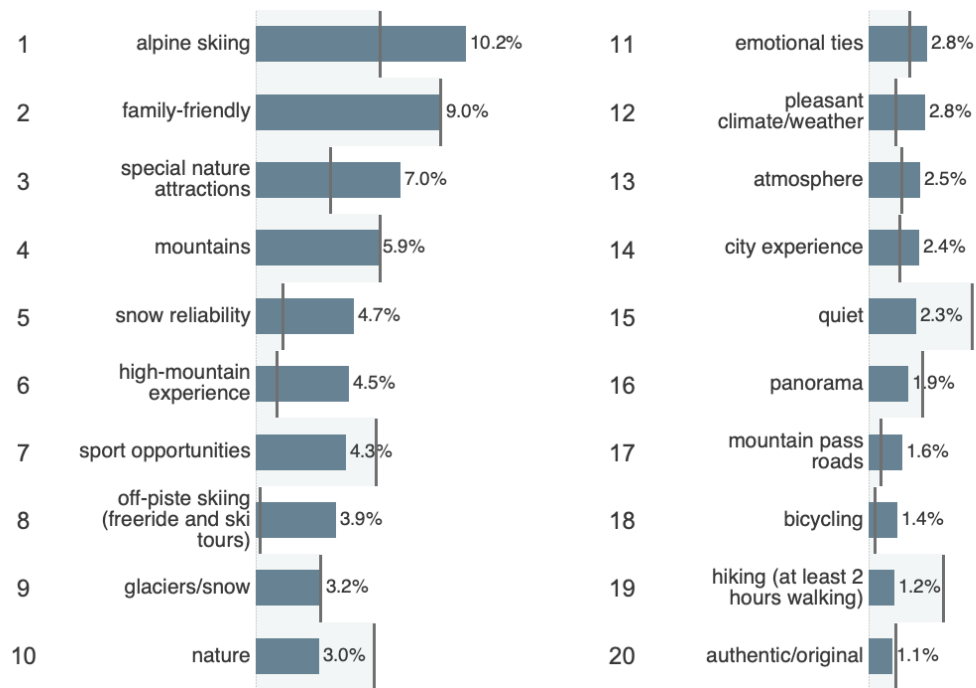
source: TMS 2017

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

## Switzerland's tourism strengths.
(leisure tourists in Swiss hotels & supplementary accommodations, open answers)

| | |
|---|---|
| mountains | 10.2% |
| nature | 7.1% |
| panorama/scenery/landscape | 5.3% |
| lovely & beautiful | 4.5% |
| cleanliness | 4.3% |
| rest & relaxation | 4.2% |
| friendly/welcoming | 4.2% |
| public transportation | 4.0% |
| accommodation | 3.9% |
| nature attractions | 3.9% |

0%  2%  4%  6%  8%  10% 12% 14% 16% 18% 20%
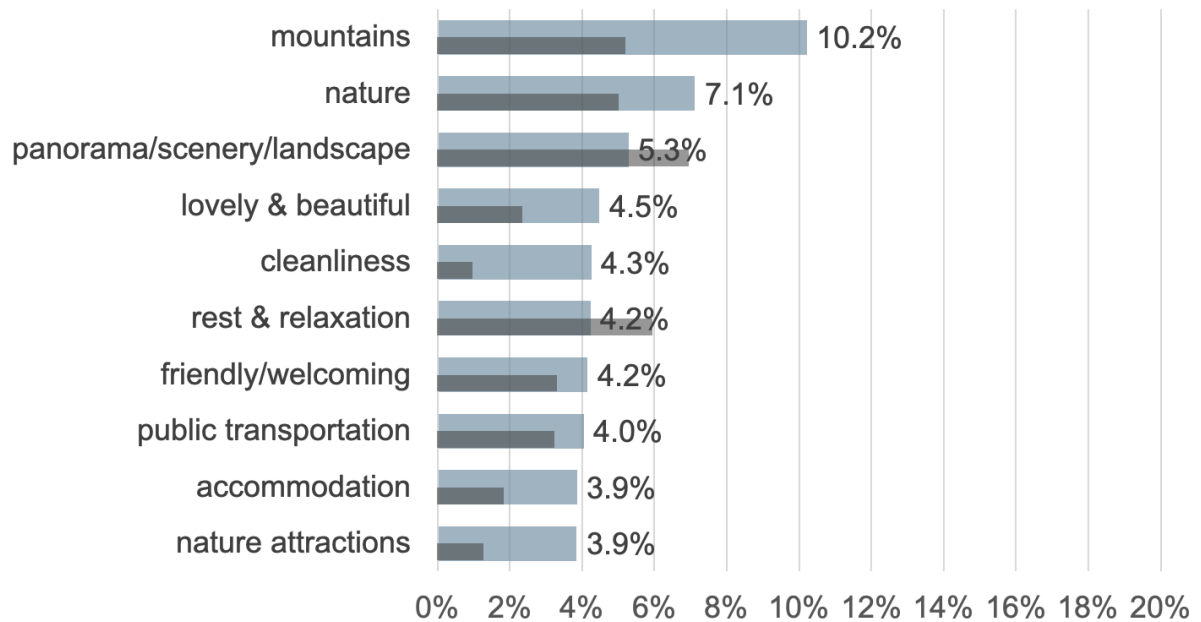
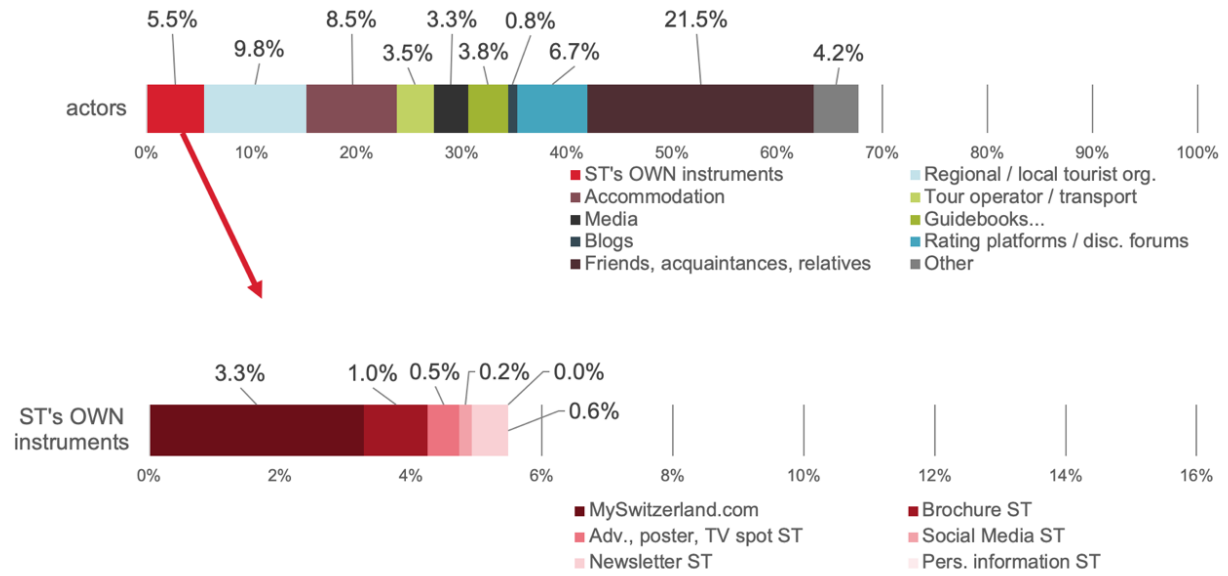source: TMS 2017

▯ = tourists from *considered* market
▮ = tourists from all markets (benchmark)

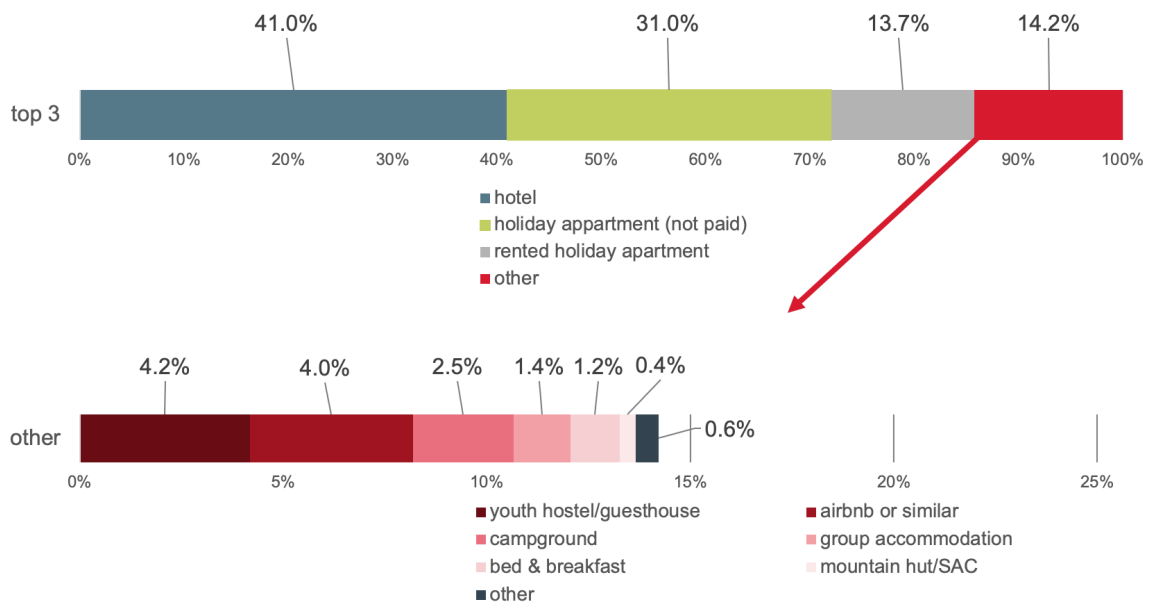# External influence of tourists in their travel decisions.
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)

**actors**

5.5% | 9.8% | 8.5% | 3.5% | 3.3% | 3.8% | 0.8% | 6.7% | 21.5% | 4.2%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- ■ ST's OWN instruments
- ■ Accommodation
- ■ Media
- ■ Blogs
- ■ Friends, acquaintances, relatives
- ■ Regional / local tourist org.
- ■ Tour operator / transport
- ■ Guidebooks...
- ■ Rating platforms / disc. forums
- ■ Other

**ST's OWN instruments**

3.3% | 1.0% | 0.5% | 0.2% | 0.0% | 0.6%

0% 2% 4% 6% 8% 10% 12% 14% 16%

- ■ MySwitzerland.com
- ■ Adv., poster, TV spot ST
- ■ Newsletter ST
- ■ Brochure ST
- ■ Social Media ST
- ■ Pers. information ST

The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **13.4%.**

# Type of accommodation.
(leisure tourists in Swiss hotels & supplementary accommodations)

**top 3**

41.0% | 31.0% | 13.7% | 14.2%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- ■ hotel
- ■ holiday appartment (not paid)
- ■ rented holiday apartment
- ■ other

**other**

4.2% | 4.0% | 2.5% | 1.4% | 1.2% | 0.4% | 0.6%

0% 5% 10% 15% 20% 25%

- ■ youth hostel/guesthouse
- ■ campground
- ■ bed & breakfast
- ■ other
- ■ airbnb or similar
- ■ group accommodation
- ■ mountain hut/SAC

Contact.

Further sources.

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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 | 42.1% | 27 | 2.113 | 18 | 39.7% | 22 |

## 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) | 1.154 | 23 | 48.4% | 12 | 2.095 | 20 | 48.1% | 17 |
| mid-sized destinations (11-50) | 0.924 | 17 | 36.1% | 26 | 2.229 | 13 | 40.5% | 22 |
| small destinations (51-200) | 0.917 | 11 | 38.7% | 30 | 2.128 | 15 | 36.3% | 16 |
| very small destinations (201-smallest) | 0.876 | 10 | 38.9% | 30 | 1.917 | 25 | 12.8% | 20 |

## 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 | 1.294 | 19 | 51.1% | 12 | 1.868 | 19 | 47.0% | 19 |
| mountain | 0.843 | 15 | 29.3% | 28 | 2.675 | 14 | 32.5% | 22 |
| rural | 0.717 | 10 | 43.7% | 25 | 1.842 | 23 | 23.2% | 19 |
| small cities | 1.009 | 17 | 47.4% | 26 | 1.953 | 19 | 43.6% | 16 |

## 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 | 1.118 | 15 | 47.2% | 21 | 2.018 | 25 | 44.3% | 19 |
| German speaking area | 0.978 | 22 | 41.9% | 24 | 2.143 | 17 | 39.4% | 22 |
| Italian speaking area | 0.806 | 7 | 31.6% | 32 | 1.841 | 23 | 35.3% | 20 |
| Rhaeto Romanic language zone | 1.203 | 4 | 15.8% | 27 | 3.917 | 2 | 3.7% | 21 |

## Tourism region

| | affinity | | share off season | | length of stay | | ****/***** ON share | |
|---|---|---|---|---|---|---|---|---|
| | | rank | | rank | | rank | | rank |
| | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 |
| Zürich Region | 1.097 | 23 | 49.4% | 19 | 1.760 | 19 | 48.0% | 19 |
| Graubünden | 0.962 | 10 | 25.2% | 27 | 2.930 | 13 | 33.9% | 29 |
| Genf | 1.397 | 16 | 53.4% | 15 | 1.893 | 22 | 43.0% | 26 |
| Wallis | 1.019 | 12 | 37.7% | 18 | 2.795 | 11 | 33.6% | 22 |
| Bern Region | 0.706 | 23 | 29.5% | 31 | 2.324 | 14 | 31.0% | 24 |
| Basel Region | 1.85 | 3 | 52.9% | 9 | 1.943 | 22 | 44.0% | 20 |
| Waadt | 1.011 | 11 | 48.1% | 20 | 2.189 | 16 | 52.1% | 20 |
| Luzern / Vierwaldstättersee | 0.751 | 22 | 39.1% | 29 | 2.001 | 15 | 38.2% | 15 |
| Tessin | 0.818 | 7 | 31.6% | 31 | 1.837 | 23 | 36.6% | 20 |
| Ostschweiz | 0.88 | 7 | 49.1% | 12 | 1.830 | 28 | 29.1% | 22 |
| Aargau und Solothurn Region | 0.988 | 9 | 47.2% | 24 | 2.009 | 20 | 29.3% | 14 |
| Jura & Drei-Seen-Land | 1.232 | 7 | 56.5% | 2 | 2.658 | 9 | 46.5% | 14 |
| Fribourg Region | 0.65 | 13 | 41.2% | 24 | 1.747 | 22 | 33.3% | 17 |

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 | |
|---|---|---|---|---|---|---|---|---|
| | | rank | | rank | | rank | | rank |
| | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 |
| Zürich | 1.135 | 25 | 49.4% | 20 | 1.800 | 20 | 47.4% | 18 |
| Genève | 1.479 | 18 | 53.6% | 15 | 2.000 | 24 | 39.8% | 29 |
| Basel | 1.999 | 2 | 54.6% | 7 | 1.968 | 21 | 44.8% | 21 |
| Zermatt | 1.138 | 17 | 33.9% | 26 | 3.192 | 10 | 59.7% | 10 |
| Lausanne | 1.417 | 6 | 50.3% | 17 | 2.342 | 13 | 65.0% | 12 |
| Luzern | 0.728 | 19 | 41.8% | 30 | 1.992 | 6 | 35.9% | 29 |
| Bern | 1.011 | 20 | 51.8% | 9 | 1.838 | 19 | 46.6% | 20 |
| Davos | 0.884 | 11 | 48.0% | 3 | 3.358 | 16 | 57.8% | 22 |
| Laax | 3.823 | 2 | 11.0% | 25 | 5.312 | 7 | 13.1% | 17 |
| Brig-Glis | 4.349 | 2 | 95.7% | 1 | 3.044 | 3 | 0.4% | 32 |
| Grindelwald | 1.016 | 17 | 9.5% | 33 | 2.770 | 10 | 24.9% | 32 |
| Opfikon | 0.859 | 21 | 47.1% | 20 | 1.339 | 28 | 56.6% | 22 |
| Lugano | 1.237 | 7 | 30.0% | 32 | 1.873 | 17 | 31.3% | 30 |
| Lauterbrunnen | 1.062 | 17 | 14.6% | 31 | 3.089 | 8 | 21.9% | 16 |
| Meyrin | 1.137 | 13 | 52.4% | 14 | 1.526 | 28 | 71.3% | 15 |
| Surses | 8.38 | 1 | 18.8% | 17 | 5.417 | 1 | 0.0% | 8 |
| St. Moritz | 0.581 | 26 | 28.5% | 18 | 2.869 | 16 | 56.4% | 17 |
| Le Grand-Saconnex | 1.793 | 11 | 57.0% | 6 | 1.650 | 24 | 57.9% | 14 |
| Val de Bagnes | 2.191 | 5 | 14.5% | 31 | 3.176 | 19 | 49.9% | 6 |
| Arosa | 0.916 | 5 | 11.8% | 25 | 4.815 | 9 | 49.5% | 28 |
| Zug | 2.687 | 3 | 51.3% | 19 | 1.981 | 26 | 78.9% | 3 |
| Chur | 1.558 | 4 | 38.0% | 28 | 1.356 | 25 | 23.3% | 15 |
| Kloten | 1.128 | 11 | 55.6% | 3 | 1.367 | 22 | 69.8% | 18 |
| St. Gallen | 1.203 | 5 | 62.3% | 5 | 1.839 | 22 | 53.0% | 13 |
| Andermatt | 1.869 | 2 | 20.6% | 29 | 2.823 | 4 | 81.1% | 11 |
| Samnaun | 1.748 | 3 | 9.7% | 28 | 3.098 | 19 | 34.9% | 12 |
| Saas-Fee | 0.874 | 13 | 25.5% | 26 | 4.479 | 15 | 31.6% | 20 |
| Paradiso | 1.463 | 6 | 52.0% | 10 | 1.537 | 24 | 81.0% | 4 |
| Engelberg | 0.736 | 14 | 44.5% | 6 | 2.291 | 15 | 20.9% | 21 |
| Montreux | 0.51 | 27 | 59.0% | 5 | 1.890 | 22 | 75.7% | 11 |
| Interlaken | 0.279 | 26 | 34.1% | 31 | 2.306 | 9 | 31.4% | 23 |
| Buochs | 6.269 | 2 | 28.6% | 26 | 2.223 | 5 | 0.0% | 17 |
| Morges | 3.649 | 2 | 52.5% | 14 | 1.636 | 30 | 31.7% | 12 |
| Täsch | 2.306 | 8 | 26.5% | 27 | 2.798 | 3 | 0.0% | 0 |
| Winterthur | 0.876 | 9 | 43.1% | 27 | 1.815 | 25 | 18.1% | 24 |
| Weggis | 0.816 | 11 | 57.0% | 2 | 1.385 | 25 | 62.4% | 2 |
| Saanen | 0.474 | 23 | 14.8% | 25 | 3.401 | 10 | 77.5% | 18 |
| Ascona | 0.412 | 7 | 37.7% | 17 | 3.325 | 7 | 64.8% | 6 |
| Neuchâtel | 1.327 | 5 | 41.4% | 26 | 2.372 | 15 | 52.6% | 11 |
| Flims | 0.822 | 10 | 28.6% | 18 | 2.757 | 17 | 35.7% | 23 |
| Schaffhausen | 1.486 | 2 | 29.9% | 32 | 1.398 | 31 | 40.1% | 24 |
| Vaz/Obervaz | 0.623 | 5 | 53.0% | 3 | 2.907 | 13 | 40.6% | 24 |
| Vals | 2.384 | 1 | 48.3% | 13 | 1.747 | 10 | 55.2% | 29 |
| Biel/Bienne | 1.55 | 5 | 55.8% | 12 | 4.909 | 1 | 78.2% | 9 |
| Orsières | 3.053 | 3 | 9.8% | 25 | 1.006 | 27 | 0.0% | 9 |
| Vernier | 1.225 | 18 | 52.0% | 13 | 1.786 | 31 | 36.6% | 15 |
| Baden | 1.322 | 12 | 53.9% | 14 | 1.931 | 26 | 59.2% | 6 |
| Kandersteg | 1.472 | 5 | 4.3% | 32 | 4.640 | 1 | 7.8% | 13 |
| Pontresina | 0.489 | 11 | 9.3% | 33 | 4.088 | 8 | 54.8% | 4 |
| Rümlang | 0.561 | 24 | 47.5% | 18 | 1.260 | 21 | 51.1% | 4 |

Source: FSO/hotel statistics

*Example: In 2019, for tourists from Denmark who visited Zürich, the following further characteristics were noted:*
*- 1.14 times higher share of overnight stays than they had in the whole of Switzerland (=rank 25 out of a total of 33 markets):*
*ON-share Zürich (0.35%) vs. ON-share whole Switzerland (0.31%), see tables before.*
*- the share of low season months (March-May, Sept-Nov) was 49.4% (=rank 20).*
*- the length of stay (overnight stays/arrivals in the hotel) was 1.8 nights (=rank 20).*
*- the share of 4- and 5-star hotels out of all hotel nights was 47.4% (=rank 18).*

## Summer, winter

| | affinity | | length of stay | | ****/***** ON share | |
|---|---|---|---|---|---|---|
| | **2019** | **rank 2019** | **2019** | **rank 2019** | **2019** | **rank 2019** |
| summer (May-Oct) | 0.991 | 14 | 1.983 | 21 | 35.2% | 23 |
| winter (Nov-April) | 1.012 | 20 | 2.311 | 17 | 45.6% | 18 |

## 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) | 0.997 | 22 | 2.105 | 19 | 41.0% | 21 |
| off-season II (Sept-Nov) | 0.864 | 26 | 2.001 | 21 | 41.7% | 18 |
| summer core months (Jun-Aug) | 1.041 | 13 | 1.939 | 21 | 33.6% | 23 |
| winter core months (Dez-Feb) | 1.08 | 15 | 2.561 | 11 | 45.4% | 18 |

## Months

| | affinity | | length of stay | | ****/***** ON share | |
|---|---|---|---|---|---|---|
| | **2019** | **rank 2019** | **2019** | **rank 2019** | **2019** | **rank 2019** |
| January | 0.832 | 16 | 2.250 | 22 | 45.4% | 19 |
| February | 1.511 | 4 | 2.901 | 7 | 44.2% | 18 |
| March | 0.985 | 16 | 2.167 | 22 | 47.1% | 14 |
| April | 0.905 | 26 | 2.036 | 18 | 43.1% | 18 |
| May | 1.093 | 14 | 2.096 | 9 | 33.4% | 26 |
| June | 0.833 | 27 | 1.960 | 21 | 37.6% | 19 |
| July | 1.483 | 3 | 1.899 | 21 | 32.1% | 24 |
| August | 0.768 | 22 | 2.003 | 20 | 32.7% | 24 |
| September | 0.828 | 25 | 2.017 | 19 | 36.0% | 22 |
| October | 0.881 | 20 | 2.041 | 17 | 44.3% | 17 |
| November | 0.903 | 19 | 1.923 | 19 | 47.2% | 15 |
| December | 0.857 | 23 | 2.346 | 17 | 47.8% | 18 |

Source: FSO/hotel statistics

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