Research Report Germany.

Tourism goals: summary

Market size & growth: In 2019, the German market recorded 3.926 million overnights[1)] in Switzerland and 3.618 million overnights in 2022. With a market share of 9.92%, Germany was the 2nd highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 1.9% between 2015 and 2019. Between 2019 and 2022, the development was -7.8%. The corresponding growth ranking was 25 and 14 respectively.

Economic value: Germany ranks 29th with a daily expenditure value of CHF 130 (TMS 2017) and ranks 28th with a 31.9% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 13.2% figure for first-time visitors, Germany ranks 30th (TMS 2017). With a length of stay of 2.25 overnights it ranks 13th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 61.2% of overnights from Germany, while the percentage split amongst the small[2)] and very small[3)] destinations was 21.5% (=rank 8) and 17.4% (=rank 4) respectively. Finally, the percentage split of the low season months “March-May” and "September-November” was 24.8% (=rank 9) and 21.2% (=rank 19), respectively.

1) nights in hotels, unless otherwise stated
2) 51st -200th largest destinations
3) 201st largest destination and smaller

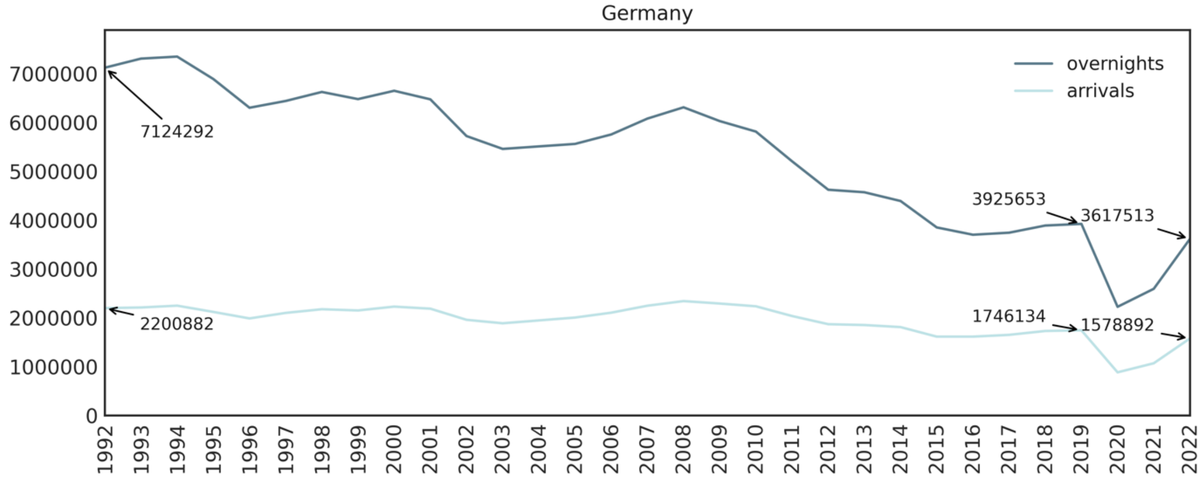
		value	rank
1. market size & growth	2019	3.926 M.	2
	2022	3.618 M.	2
	2015-19	1.9%	25
	2019-22	-7.8%	14
2. economic value	daily expenditures 2017 (TMS)	130	29
	share ****/*****-nights 2019	31.9%	28
3. first time visitors	share 2017 (TMS)	13.2%	30
4. length of stay	2019	2.25	13
5. balance	share off-season "March-May" of total year 2019	24.8%	9
	share off-season "Sept-Nov" of total year 2019	21.2%	19
	share small destinations (51st -200th largest) 2019	21.5%	8
	share very small destinations (201st+) 2019	17.4%	4

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Germany typically preferred the regions of: Graubünden, Ostschweiz and Aargau und Solothurn Region. Moreover, these guests were most overrepresented in the five destinations of: Kreuzlingen, Samnaun, Tujetsch, Sils im Engadin/Segl and Davos.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	16.1%	10.8%	9.9%	8.8%	9.5%	2
...markets abroad	28.5%	19.7%	18.1%	30.2%	21.1%	1
...nearby markets (Europe, excl. CH)	38.2%	32.7%	32.1%	37.9%	32.7%	1

Source: FSO/hotel statistics

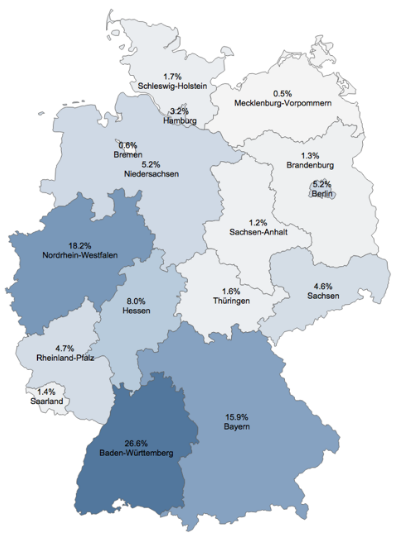
Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development 2015-19	rank 2015-19	development 2019-22	rank 2019-22
overnights in millions	5.817	3.853	3.926	2.596	3.618	2	1.9%	25	-7.8%	14
length of stay (overnigths/arrivals)	2.599	2.384	2.248	2.424	2.291	14	-9.8%	25	3.4%	25
density (overnights/1'000 inhabitants)	72.417	47.100	47.234	31.180	43.332	5	0.3%	26	-8.3%	12
GDP per capita in USD	42'242	41'007	46'872	51'056	47'773	12	14.3%	17	1.9%	24
population in millions	80.320	81.809	83.111	83.258	83.484	9	1.6%	23	0.4%	24

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Baden-Württemberg	26.6%	13.3%
Nordrhein-Westfalen	18.2%	21.7%
Bayern	15.9%	15.7%
Hessen	8.0%	7.5%
Niedersachsen	5.2%	9.6%
Berlin	5.2%	4.3%
Rheinland-Pfalz	4.7%	4.9%
Sachsen	4.6%	4.9%
Hamburg	3.2%	2.2%
Schleswig-Holstein	1.7%	3.5%
Thüringen	1.6%	2.6%
Saarland	1.4%	1.2%
Brandenburg	1.3%	3.0%
Sachsen-Anhalt	1.2%	2.7%
Bremen	0.6%	0.8%
Mecklenburg-Vorpommern	0.5%	2.0%
source:	TMS 2017	public source

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	5.817	3.853	3.926	2.596	3.618	9.9%	2	1.9%	25	-7.8%	14

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)	1.697	1.245	1.377	0.865	1.238	9.6%	3	10.5%	22	-10.1%	15
mid-sized destinations (11-50)	1.773	1.047	1.030	0.718	0.983	9.2%	2	-1.6%	26	-4.6%	17
small destinations (51-200)	1.269	0.846	0.878	0.561	0.778	9.9%	2	3.8%	27	-11.4%	10
very small destinations (201-smallest)	1.078	0.715	0.641	0.452	0.619	12.6%	2	-10.3%	22	-3.5%	18

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	1.122	0.938	1.042	0.615	0.958	8.7%	3	11.1%	18	-8.0%	12
mountain	3.119	1.769	1.748	1.187	1.609	10.3%	2	-1.2%	29	-7.9%	18
rural	0.597	0.456	0.408	0.279	0.353	12.1%	2	-10.5%	26	-13.4%	11
small cities	0.978	0.690	0.728	0.515	0.697	10.1%	2	5.5%	24	-4.3%	8

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	0.451	0.346	0.368	0.200	0.286	4.5%	5	6.4%	24	-22.3%	19
German speaking area	4.741	3.171	3.237	2.155	3.016	11.4%	2	2.1%	26	-6.8%	14
Italian speaking area	0.425	0.212	0.245	0.200	0.256	10.1%	2	15.5%	17	4.4%	11
Rhaeto Romanic language zone	0.199	0.124	0.075	0.041	0.060	12.2%	2	-39.4%	27	-20.5%	23

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
Graubünden	1.530	0.899	0.845	0.540	0.747	16.1%	2	-6.0%	31	-11.7%	18
Zürich Region	0.866	0.703	0.728	0.445	0.690	11.1%	2	3.6%	17	-5.2%	14
Bern Region	0.648	0.396	0.417	0.321	0.434	7.7%	3	5.4%	28	4.0%	13
Luzern / Vierwaldstättersee	0.514	0.326	0.345	0.260	0.341	8.8%	4	5.7%	20	-1.2%	12
Wallis	0.585	0.326	0.333	0.211	0.290	7.8%	2	2.1%	27	-13.1%	22
Ostschweiz	0.406	0.290	0.287	0.202	0.272	15.1%	2	-1.0%	18	-5.3%	10
Basel Region	0.248	0.222	0.245	0.133	0.206	14.4%	2	10.7%	22	-16.1%	13
Tessin	0.407	0.199	0.230	0.187	0.240	10.0%	2	15.4%	17	4.2%	9
Aargau und Solothurn Region	0.210	0.177	0.154	0.114	0.144	14.4%	2	-12.8%	24	-6.8%	13
Waadt	0.184	0.131	0.152	0.079	0.101	5.1%	4	16.3%	16	-33.6%	18
Genf	0.128	0.111	0.113	0.060	0.094	3.5%	7	1.9%	27	-16.8%	22
Jura & Drei-Seen-Land	0.054	0.039	0.040	0.027	0.035	7.3%	3	4.9%	20	-13.7%	11
Fribourg Region	0.036	0.034	0.034	0.018	0.025	7.0%	3	0.1%	22	-26.4%	11

Source: FSO/hotel statistics

Example: Tourists from Germany generate the most overnight stays in Graubünden of any Swiss region, namely 0.845 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Graubünden appears at the top of the list). From Graubünden's perspective, 16.1% of their total tourism volume comes from Germany, making this source market the 2nd most important market for this region (out of 33 ST markets overall). With a -6.0% development in overnight stays between 2015 and 2019, Germany ranks 31st. In other words, in reference to the development of overnight stays, 30 other source markets had a stronger performance and 2 had a weaker performance.

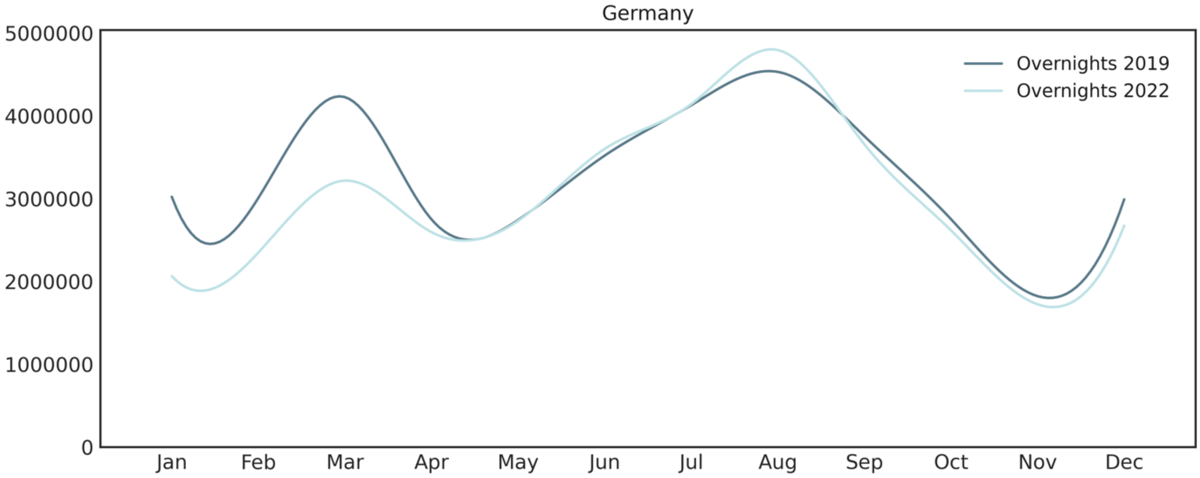
Top 50 destinations

overnights	overnights in millons 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	0.442	0.357	0.415	0.256	0.382	11.4%	3	16.0%	16	-7.9%	13
Davos	0.322	0.211	0.21	0.113	0.154	23.0%	2	-0.3%	18	-26.6%	15
Basel	0.199	0.167	0.203	0.115	0.178	14.4%	2	21.4%	19	-12.6%	13
Zermatt	0.195	0.123	0.119	0.086	0.116	7.9%	3	-2.7%	27	-3.1%	20
St. Moritz	0.149	0.093	0.099	0.068	0.096	13.2%	2	6.5%	27	-3.1%	21
Bern	0.092	0.081	0.089	0.055	0.083	10.7%	2	10.2%	21	-6.7%	18
Luzern	0.108	0.08	0.084	0.069	0.085	6.1%	4	4.9%	22	0.8%	12
Ascona	0.121	0.061	0.068	0.054	0.065	16.6%	2	11.1%	24	-4.7%	18
Genève	0.075	0.063	0.067	0.042	0.061	3.1%	7	6.4%	20	-9.1%	13
Arosa	0.121	0.059	0.06	0.046	0.064	15.6%	2	1.1%	15	7.8%	12
Sils im Engadin/Segl	0.079	0.053	0.053	0.034	0.051	25.0%	2	0.0%	22	-4.4%	19
Pontresina	0.081	0.052	0.049	0.029	0.043	16.3%	2	-5.1%	20	-13.3%	16
Lausanne	0.043	0.03	0.048	0.024	0.034	4.8%	5	61.6%	8	-28.2%	18
Opfikon	0.075	0.064	0.048	0.029	0.048	6.4%	5	-25.6%	24	0.6%	9
Samnaun	0.068	0.048	0.048	0.035	0.04	29.2%	2	-0.4%	22	-15.9%	12
Interlaken	0.072	0.04	0.042	0.038	0.049	5.3%	7	2.8%	23	18.6%	16
St. Gallen	0.037	0.036	0.041	0.028	0.042	16.8%	2	14.6%	22	2.8%	9
Grindelwald	0.08	0.038	0.041	0.043	0.053	6.2%	6	6.8%	25	30.0%	18
Lugano	0.076	0.034	0.04	0.033	0.045	7.9%	3	19.3%	17	12.5%	13
Saas-Fee	0.055	0.028	0.035	0.015	0.015	10.8%	2	25.3%	16	-56.5%	23
Brig-Glis	0.057	0.031	0.032	0.018	0.026	19.9%	2	3.3%	22	-17.7%	17
Laax	0.071	0.048	0.03	0.029	0.034	15.7%	2	-37.6%	31	14.4%	10
Winterthur	0.03	0.029	0.03	0.012	0.022	13.7%	2	2.9%	18	-27.0%	16
Chur	0.044	0.027	0.029	0.017	0.028	15.1%	2	10.0%	27	-5.5%	17
Flims	0.066	0.027	0.029	0.022	0.029	14.5%	2	7.7%	20	-0.2%	18
Lauterbrunnen	0.051	0.03	0.029	0.023	0.031	5.2%	6	-5.8%	27	8.4%	11
Locarno	0.043	0.02	0.027	0.018	0.023	8.8%	2	34.6%	13	-14.9%	9
Klosters-Serneus	0.08	0.03	0.026	0.015	0.021	18.6%	2	-14.1%	21	-18.0%	14
Weggis	0.032	0.016	0.022	0.019	0.022	10.2%	3	35.9%	20	-1.8%	17
Leysin	0.013	0.009	0.022	0.002	0.001	10.3%	3	134.9%	1	-94.9%	30
Vaz/Obervaz	0.038	0.019	0.021	0.017	0.02	8.3%	2	14.2%	20	-6.9%	17
Engelberg	0.038	0.018	0.021	0.014	0.024	5.8%	5	13.4%	11	16.8%	12
Beatenberg	0.039	0.023	0.02	0.021	0.029	15.2%	2	-11.6%	26	42.5%	13
Scuol	0.091	0.068	0.02	0.015	0.02	8.1%	2	-70.2%	31	-1.9%	15
Hasliberg	0.02	0.014	0.018	0.012	0.009	19.5%	2	32.1%	9	-52.2%	26
Bad Ragaz	0.043	0.024	0.018	0.014	0.017	12.9%	2	-23.4%	20	-5.8%	19
Kreuzlingen	0.014	0.015	0.018	0.011	0.012	36.2%	2	19.6%	15	-33.5%	19
Saanen	0.024	0.014	0.018	0.011	0.012	5.0%	2	25.3%	20	-32.5%	19
Kloten	0.026	0.018	0.018	0.015	0.033	6.6%	3	0.6%	4	88.7%	17
Rümlang	0.017	0.012	0.017	0.011	0.021	6.6%	2	43.0%	6	26.9%	12
Crans-Montana	0.007	0.012	0.017	0.006	0.013	7.2%	3	42.2%	6	-21.4%	26
Meyrin	0.022	0.024	0.017	0.006	0.016	4.0%	6	-31.8%	28	-4.6%	21
Andermatt	0.016	0.011	0.016	0.017	0.015	10.3%	2	52.2%	22	-9.1%	26
Tujetsch	0.018	0.015	0.016	0.002	0.005	25.7%	2	4.5%	20	-65.0%	24
Schaffhausen	0.012	0.014	0.016	0.01	0.014	14.1%	2	10.8%	12	-12.8%	10
Celerina/Schlarigna	0.03	0.014	0.015	0.009	0.011	14.5%	2	4.6%	22	-27.0%	24
Zug	0.019	0.017	0.015	0.008	0.012	13.0%	2	-14.0%	20	-18.3%	19
Täsch	0.028	0.013	0.015	0.009	0.018	17.6%	2	8.4%	20	26.3%	12
Solothurn	0.012	0.011	0.015	0.009	0.012	13.9%	2	38.5%	13	-20.4%	11
Montreux	0.029	0.017	0.014	0.014	0.015	2.9%	7	-16.0%	29	1.0%	11

Source: FSO/hotel statistics

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

Seasonal distribution.



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)	3.148	2.010	2.143	1.776	2.155	9.5%	2	6.6%	25	0.5%	13
winter (Nov-April)	2.669	1.843	1.782	0.820	1.463	10.5%	2	-3.3%	29	-17.9%	15

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)	1.450	0.940	0.972	0.420	0.855	10.8%	2	3.4%	25	-12.1%	10
off-season II (Sept-Nov)	1.170	0.789	0.833	0.764	0.800	9.4%	2	5.6%	24	-4.0%	21
summer core months (Jun-Aug)	1.804	1.141	1.218	1.035	1.254	9.5%	2	6.7%	23	2.9%	9
winter core months (Dez-Feb)	1.393	0.983	0.902	0.377	0.709	10.3%	2	-8.2%	26	-21.5%	19

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	0.506	0.356	0.302	0.080	0.206	10.7%	2	-15.0%	31	-31.7%	9
February	0.505	0.363	0.301	0.088	0.235	9.7%	2	-17.1%	29	-21.9%	12
March	0.632	0.409	0.423	0.163	0.322	12.6%	2	3.3%	23	-23.9%	16
April	0.415	0.266	0.275	0.123	0.260	10.3%	2	3.3%	29	-5.6%	9
May	0.403	0.265	0.274	0.134	0.273	9.1%	2	3.7%	27	-0.4%	10
June	0.511	0.330	0.352	0.198	0.360	9.3%	2	6.6%	26	2.3%	7
July	0.597	0.378	0.413	0.350	0.414	9.0%	2	9.4%	21	0.3%	15
August	0.695	0.433	0.453	0.487	0.480	10.1%	2	4.6%	27	5.8%	13
September	0.575	0.356	0.375	0.362	0.366	10.1%	2	5.6%	23	-2.6%	20
October	0.366	0.249	0.275	0.246	0.262	9.0%	2	10.7%	21	-4.9%	20
November	0.228	0.184	0.182	0.156	0.172	8.7%	2	-1.2%	26	-5.4%	20
December	0.382	0.264	0.299	0.209	0.267	10.5%	2	13.2%	20	-10.6%	25

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	
16-35 years	25.9%
36-55 years	41.5%
56+	32.6%

accommodation	
hotel	33.2%
suppl. acc.	66.8%

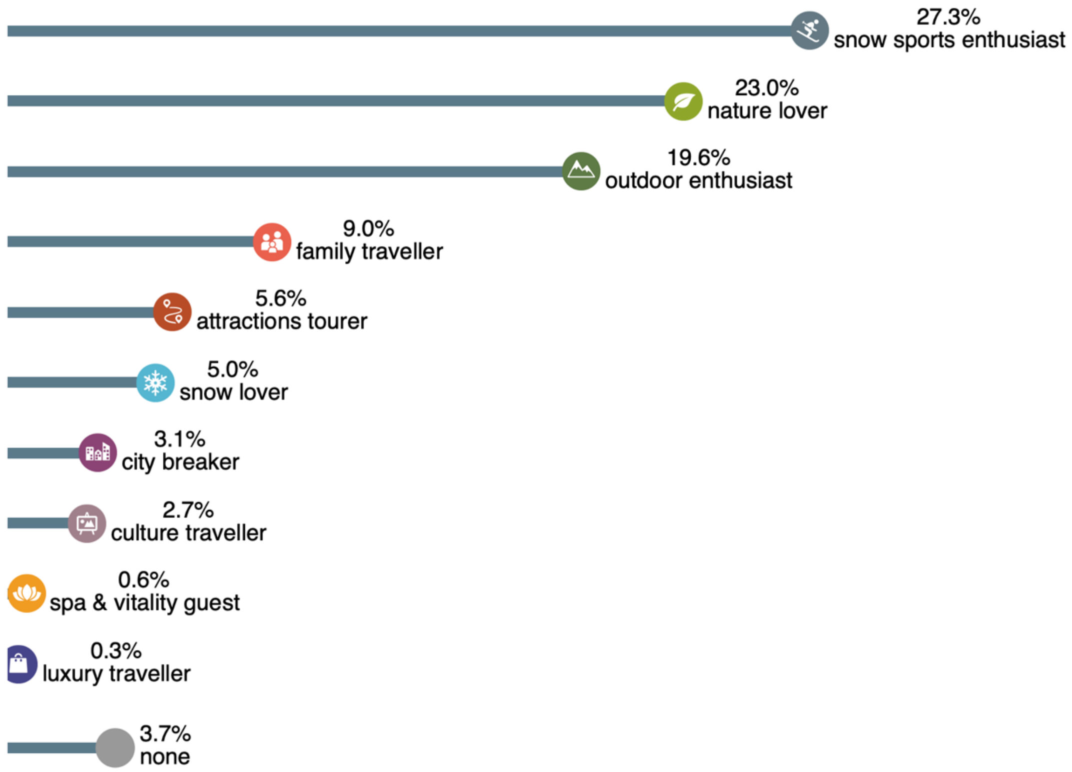
touring	
no	77.8%
yes with 1 CH-Dest.	3.1%
yes with 2+ CH-Dest.	19.0%

through CH border	
plane	7.9%
train	15.4%
other	76.6%

source: TMS 2017

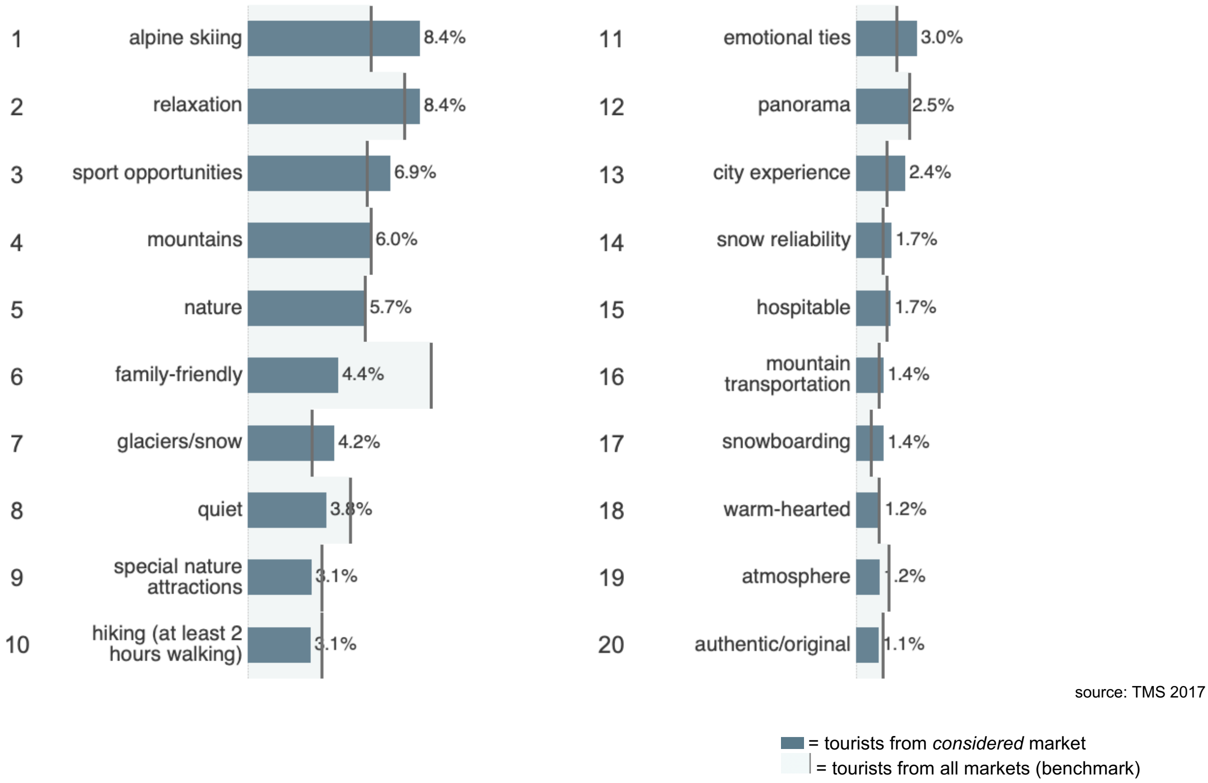
Guest segments.

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

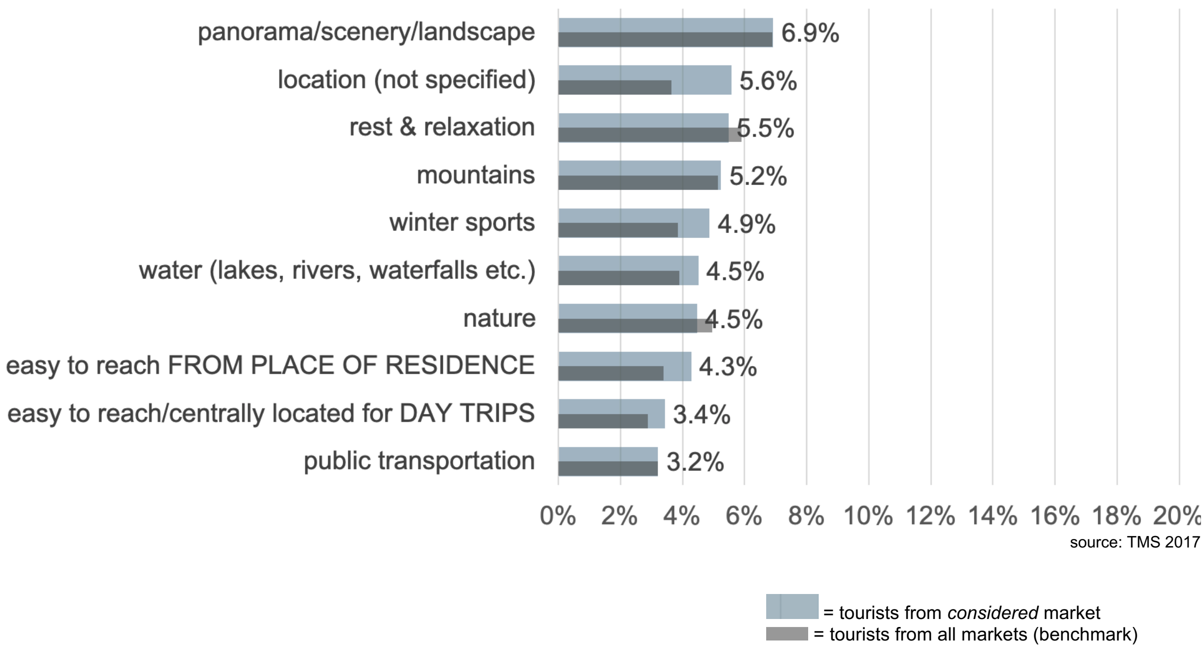


source: TMS 2017

Main travel reasons for Switzerland travelers.
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

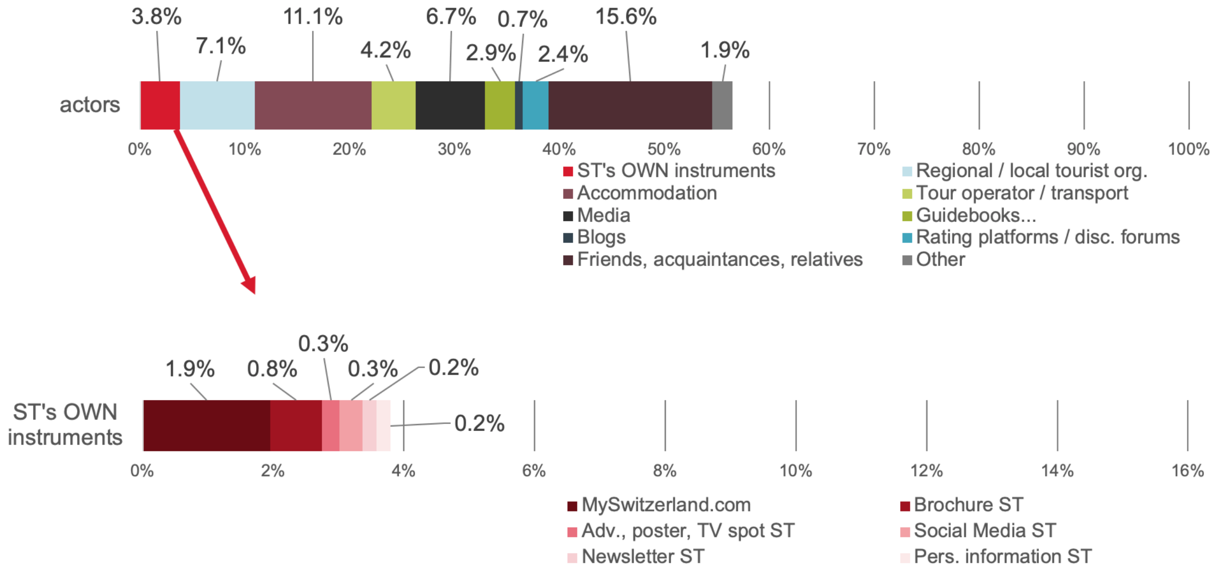


Switzerland's tourism strengths.
(leisure tourists in Swiss hotels & supplementary accommodations, open answers)



External influence of tourists in their travel decisions.

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

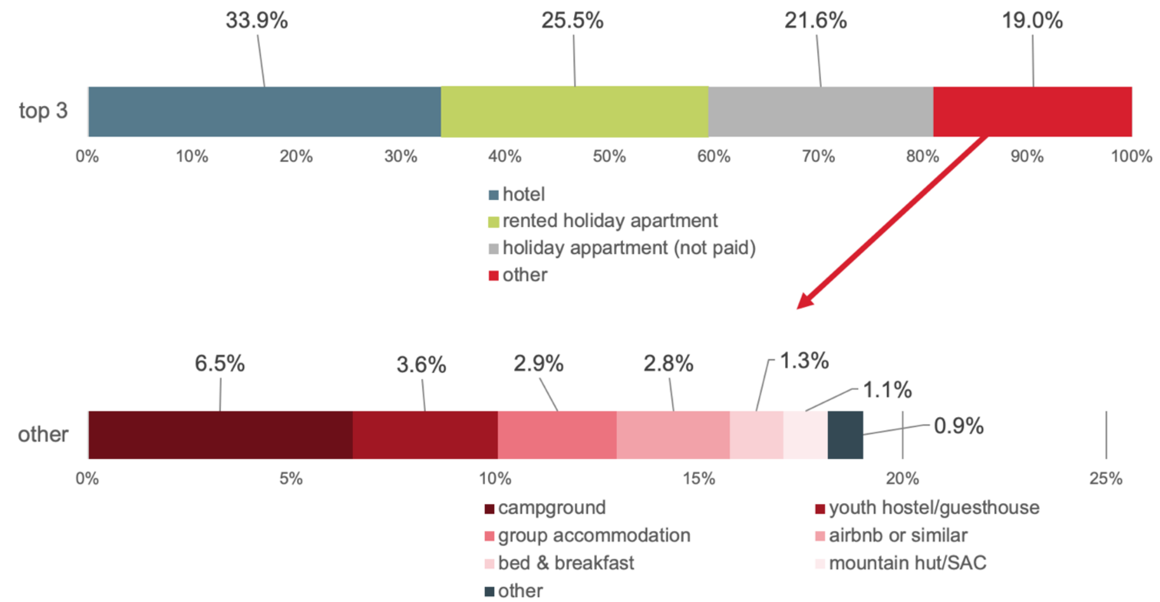


The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **14.4%.**

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	46.0%	15	2.248	13	31.9%	28

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)	0.964	30	47.7%	14	2.134	17	40.4%	30
mid-sized destinations (11-50)	0.927	15	42.6%	18	2.754	4	38.5%	27
small destinations (51-200)	0.997	7	45.5%	18	2.171	14	26.5%	24
very small destinations (201-smallest)	1.265	5	48.3%	11	1.987	20	10.6%	23

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	0.872	29	52.3%	7	1.763	25	39.0%	31
mountain	1.041	9	38.9%	16	3.007	7	30.4%	25
rural	1.217	5	50.9%	10	2.001	21	16.6%	25
small cities	1.016	15	51.2%	9	1.968	18	34.0%	29

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	0.45	32	48.5%	14	2.094	19	33.1%	30
German speaking area	1.154	6	45.6%	14	2.237	12	32.3%	27
Italian speaking area	1.015	4	50.1%	9	2.560	2	33.7%	21
Rhaeto Romanic language zone	1.231	3	34.4%	12	2.739	8	6.1%	18

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
Graubünden	1.621	1	36.6%	9	3.319	7	36.2%	25
Zürich Region	1.124	19	51.8%	9	1.742	22	36.0%	31
Bern Region	0.776	21	43.6%	14	2.373	11	26.7%	28
Luzern / Vierwaldstättersee	0.888	17	45.9%	15	2.039	12	29.9%	25
Wallis	0.788	18	40.7%	9	3.201	9	24.6%	30
Ostschweiz	1.524	2	48.4%	16	1.977	21	23.5%	28
Basel Region	1.449	8	53.8%	8	1.749	28	35.0%	28
Tessin	1.003	4	51.0%	9	2.570	2	35.1%	21
Aargau und Solothurn Region	1.453	4	52.8%	10	1.954	24	19.4%	25
Waadt	0.519	32	47.8%	21	2.153	21	36.8%	29
Genf	0.357	33	55.7%	7	1.903	21	43.5%	25
Jura & Drei-Seen-Land	0.733	11	50.6%	20	1.958	22	24.9%	29
Fribourg Region	0.709	11	49.6%	10	1.755	21	26.7%	23

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	1.152	23	51.6%	10	1.744	26	38.7%	31
Davos	2.316	2	35.3%	8	3.537	12	46.5%	28
Basel	1.452	8	54.0%	10	1.714	28	37.2%	28
Zermatt	0.794	21	44.9%	7	3.382	8	51.0%	24
St. Moritz	1.327	9	37.0%	5	3.409	9	35.4%	31
Bern	1.08	15	50.7%	12	1.852	18	38.1%	30
Luzern	0.612	28	49.3%	11	1.775	21	39.9%	26
Ascona	1.675	1	49.5%	7	4.411	2	51.0%	13
Genève	0.311	33	56.6%	8	1.991	25	41.4%	26
Arosa	1.567	3	30.3%	9	4.999	8	70.8%	10
Sils im Engadin/Segl	2.519	1	38.7%	8	5.623	3	41.7%	26
Pontresina	1.639	3	37.2%	12	4.380	6	30.3%	23
Lausanne	0.488	33	49.0%	23	2.115	22	50.1%	25
Opfikon	0.649	26	50.3%	11	1.488	11	58.6%	18
Samnaun	2.946	2	37.3%	11	3.894	10	32.1%	16
Interlaken	0.537	19	50.2%	9	3.173	3	17.0%	32
St. Gallen	1.688	2	54.6%	12	1.843	21	36.7%	27
Grindelwald	0.625	23	36.3%	17	2.833	9	32.1%	27
Lugano	0.794	22	55.4%	5	2.046	9	35.2%	24
Saas-Fee	1.092	9	45.8%	11	5.198	11	20.9%	29
Brig-Glis	2.001	3	39.3%	15	3.190	2	3.3%	26
Laax	1.578	6	39.8%	9	3.916	17	40.5%	2
Winterthur	1.385	6	51.0%	15	1.898	23	20.2%	19
Chur	1.521	6	45.0%	15	1.658	7	22.5%	16
Flims	1.46	4	35.6%	10	3.263	13	28.2%	27
Lauterbrunnen	0.526	22	30.3%	20	2.905	9	25.0%	14
Locarno	0.884	3	52.1%	10	2.579	5	43.0%	5
Klosters-Serneus	1.87	6	36.1%	3	3.777	12	40.3%	28
Weggis	1.025	7	45.2%	20	1.920	17	40.3%	7
Leysin	1.038	5	41.0%	12	3.494	3	0.0%	17
Vaz/Obervaz	0.833	3	35.9%	9	3.343	7	49.8%	17
Engelberg	0.583	19	38.4%	17	2.902	8	21.6%	20
Beatenberg	1.527	3	41.7%	15	3.993	3	63.0%	22
Scuol	0.814	3	36.8%	11	2.461	17	20.0%	15
Hasliberg	1.964	3	34.6%	17	3.238	6	0.0%	0
Bad Ragaz	1.305	4	48.9%	14	3.096	11	71.9%	18
Kreuzlingen	3.65	1	46.7%	14	1.734	21	5.4%	19
Saanen	0.501	21	31.5%	7	3.546	7	51.7%	30
Kloten	0.67	23	52.4%	9	1.554	7	58.8%	31
Rümlang	0.663	19	50.8%	9	1.354	12	29.5%	17
Crans-Montana	0.728	11	31.8%	10	5.402	2	3.8%	33
Meyrin	0.399	32	54.6%	11	1.720	16	73.0%	12
Andermatt	1.036	10	37.2%	12	2.018	22	53.0%	28
Tujetsch	2.59	1	33.6%	11	4.860	1	0.0%	0
Schaffhausen	1.422	4	49.6%	14	1.544	27	32.2%	31
Celerina/Schlarigna	1.462	3	39.5%	14	3.992	4	47.2%	13
Zug	1.311	19	54.7%	11	1.964	27	49.4%	25
Täsch	1.769	11	39.5%	13	2.823	2	0.0%	0
Solothurn	1.402	1	51.5%	15	1.704	27	38.4%	23
Montreux	0.296	33	51.6%	15	2.023	16	69.2%	25

Source: FSO/hotel statistics

Example: In 2019, for tourists from Germany who visited Zürich, the following further characteristics were noted:
- 1.15 times higher share of overnight stays than they had in the whole of Switzerland (=rank 23 out of a total of 33 markets): ON-share Zürich (11.44%) vs. ON-share whole Switzerland (9.92%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 51.6% (=rank 10).
- the length of stay (overnight stays/arrivals in the hotel) was 1.74 nights (=rank 26).
- the share of 4- and 5-star hotels out of all hotel nights was 38.7% (=rank 31).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
summer (May-Oct)	0.954	18	2.115	13	30.3%	27
winter (Nov-April)	1.062	16	2.433	12	33.9%	29

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
off-season I (March-May)	1.084	9	2.293	9	32.2%	30
off-season II (Sept-Nov)	0.948	19	2.065	15	31.5%	30
summer core months (Jun-Aug)	0.954	17	2.153	13	30.0%	27
winter core months (Dez-Feb)	1.034	19	2.557	12	34.6%	29

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
January	1.074	10	2.735	8	34.7%	29
February	0.974	13	2.479	16	32.8%	29
March	1.271	5	2.708	6	33.5%	29
April	1.035	17	2.170	11	32.2%	28
May	0.919	24	1.945	20	30.2%	29
June	0.934	17	2.074	12	30.7%	27
July	0.911	20	2.161	13	29.9%	27
August	1.014	15	2.211	11	29.5%	27
September	1.021	8	2.164	10	31.1%	27
October	0.906	18	2.067	16	30.7%	32
November	0.881	21	1.884	24	33.6%	31
December	1.058	15	2.472	10	36.2%	28

Source: FSO/hotel statistics

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