

Research Report Norway.

Tourism goals: summary

Market size & growth: In 2019, the Norwegian market recorded 0.101 million overnights¹⁾ in Switzerland and 0.081 million overnights in 2022. With a market share of 0.25%, Norway was the 30th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 7.4% between 2015 and 2019. Between 2019 and 2022, the development was -19.9%. The corresponding growth ranking was 24 and 26 respectively.

Economic value: Norway ranks 16th with a daily expenditure value of CHF 210 (TMS 2017) and ranks 23rd with a 39.4% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 35.9% figure for first-time visitors, Norway ranks 19th (TMS 2017). With a length of stay of 2.26 overnights it ranks 11th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 79.2% of overnights from Norway, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 13.9% (=rank 23) and 6.9% (=rank 19) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 23.6% (=rank 16) and 20.9% (=rank 20), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

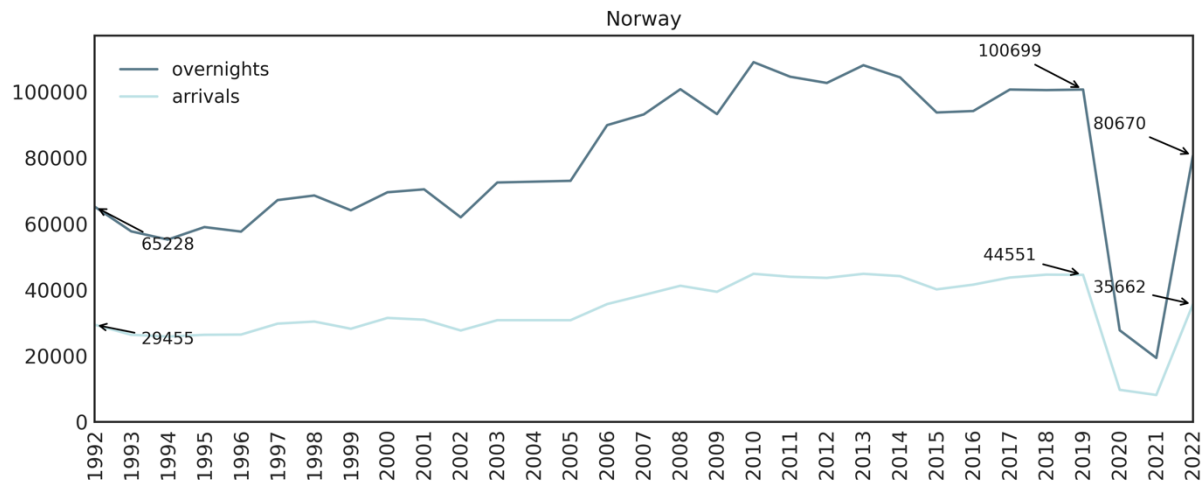
		value	rank
1. market size & growth	2019	0.101 M.	30
	2022	0.081 M.	31
	2015-19	7.4%	24
	2019-22	-19.9%	26
2. economic value	daily expenditures 2017 (TMS)	210	16
	share ****/****-nights 2019	39.4%	23
3. first time visitors	share 2017 (TMS)	35.9%	19
4. length of stay	2019	2.26	11
5. balance	share off-season "March-May" of total year 2019	23.6%	16
	share off-season "Sept-Nov" of total year 2019	20.9%	20
	share small destinations (51 st -200 th largest) 2019	13.9%	23
	share very small destinations (201 st +) 2019	6.9%	19

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Norway typically preferred the regions of: Genf, Wallis and Zürich Region. Moreover, these guests were most overrepresented in the five destinations of: Brusino Arsizio, Saas-Fee, Val de Bagnes, Zug and Zermatt.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.3%	0.3%	0.3%	0.1%	0.2%	30
...markets abroad	0.5%	0.5%	0.5%	0.2%	0.5%	29
...nearby markets (Europe, excl. CH)	0.7%	0.8%	0.8%	0.3%	0.7%	16

Source: FSO/hotel statistics

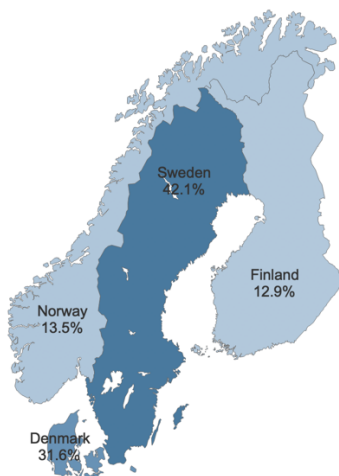
Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.109	0.094	0.101	0.019	0.081	30	7.4%	24	-19.9%	26
length of stay (overnights/arrivals)	2.429	2.335	2.260	2.377	2.262	12	-5.6%	19	0.1%	26
density (overnights/1'000 inhabitants)	22.256	18.047	18.812	3.581	14.779	13	4.2%	24	-21.4%	26
GDP per capita in USD	87'428	74'312	75'863	88'738	104'869	3	2.1%	29	38.2%	1
population in millions	4.897	5.194	5.353	5.415	5.458	32	3.1%	13	2.0%	12

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

Geographical distribution in Switzerland.

Total

	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
total	0.109	0.094	0.101	0.019	0.081	0.3%	30	7.4%	24	-19.9%	26

Large vs. small destinations

	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
large destinations (top 10)	0.053	0.051	0.054	0.009	0.045	0.4%	28	6.0%	25	-15.6%	21
mid-sized destinations (11-50)	0.033	0.025	0.028	0.006	0.021	0.2%	29	9.2%	20	-25.0%	25
small destinations (51-200)	0.015	0.011	0.012	0.002	0.009	0.1%	30	9.4%	18	-24.0%	20
very small destinations (201-smallest)	0.008	0.006	0.007	0.002	0.005	0.1%	27	7.8%	12	-25.7%	26

Tourism zone

	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
big cities	0.043	0.039	0.041	0.008	0.035	0.3%	28	6.3%	23	-14.4%	20
mountain	0.045	0.040	0.042	0.007	0.030	0.2%	28	4.1%	25	-27.7%	26
rural	0.005	0.003	0.004	0.001	0.003	0.1%	28	25.1%	8	-38.6%	22
small cities	0.017	0.012	0.014	0.003	0.013	0.2%	32	17.2%	11	-7.0%	10

Language zone

	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
French speaking area	0.029	0.023	0.026	0.004	0.018	0.3%	27	14.3%	14	-31.0%	26
German speaking area	0.075	0.068	0.070	0.014	0.059	0.2%	30	3.3%	24	-16.3%	25
Italian speaking area	0.004	0.003	0.004	0.001	0.004	0.2%	26	55.2%	5	-11.1%	19
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.1%	20	-2.1%	17	-3.6%	16

Tourism region

	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
Wallis	0.022	0.018	0.020	0.003	0.013	0.5%	21	7.2%	25	-34.6%	28
Zürich Region	0.021	0.020	0.019	0.005	0.017	0.3%	31	-7.4%	29	-7.0%	15
Genf	0.014	0.015	0.017	0.002	0.010	0.5%	24	14.1%	11	-37.0%	29
Graubünden	0.010	0.010	0.010	0.002	0.008	0.2%	25	-2.9%	29	-22.2%	25
Bern Region	0.009	0.007	0.009	0.002	0.008	0.2%	31	28.4%	16	-7.9%	23
Luzern / Vierwaldstättersee	0.009	0.008	0.008	0.001	0.007	0.2%	30	0.8%	24	-8.0%	17
Waadt	0.007	0.004	0.005	0.001	0.004	0.2%	29	21.0%	13	-20.5%	12
Basel Region	0.005	0.003	0.004	0.001	0.005	0.2%	29	25.1%	15	20.6%	1
Tessin	0.004	0.002	0.004	0.001	0.003	0.2%	27	61.9%	4	-12.7%	19
Ostschweiz	0.003	0.003	0.003	0.001	0.002	0.1%	27	-3.5%	19	-37.7%	28
Aargau und Solothurn Region	0.001	0.002	0.001	0.000	0.001	0.1%	29	-20.5%	28	-17.2%	16
Jura & Drei-Seen-Land	0.004	0.001	0.001	0.000	0.001	0.1%	29	34.3%	11	-16.2%	13
Fribourg Region	0.001	0.000	0.001	0.000	0.001	0.1%	28	54.7%	6	-15.4%	7

Source: FSO/hotel statistics

Example: Tourists from Norway generate the most overnight stays in Wallis of any Swiss region, namely 0.02 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Wallis appears at the top of the list). From Wallis's perspective, 0.5% of their total tourism volume comes from Norway, making this source market the 21st most important market for this region (out of 33 ST markets overall). With a 7.2% development in overnight stays between 2015 and 2019, Norway ranks 25th. In other words, in reference to the development of overnight stays, 24 other source markets had a stronger performance and 8 had a weaker performance.

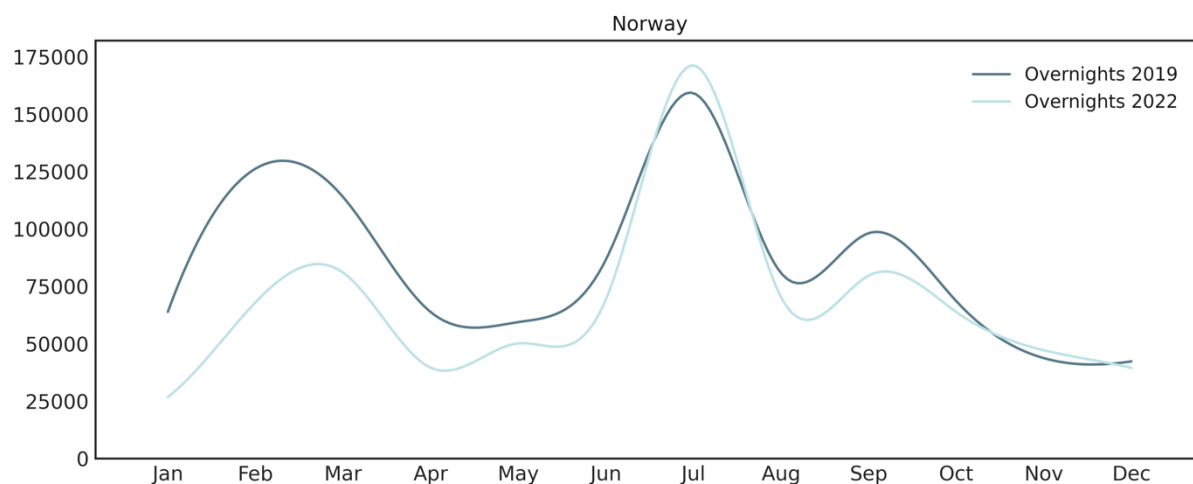
Top 50 destinations

	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
Genève	0.012	0.012	0.014	0.002	0.008	0.6%	21	16.5%	10	-39.6%	29	
Zermatt	0.012	0.013	0.012	0.001	0.009	0.8%	17	-4.2%	30	-29.7%	28	
Zürich	0.012	0.012	0.012	0.003	0.012	0.3%	31	-1.7%	27	-2.4%	8	
Basel	0.004	0.003	0.004	0.001	0.005	0.3%	29	25.6%	15	26.4%	1	
Saas-Fee	0.005	0.002	0.003	0.001	0.001	1.0%	10	101.2%	8	-58.3%	25	
Engelberg	0.004	0.004	0.003	0	0.001	0.8%	16	-21.3%	27	-54.0%	25	
Luzern	0.003	0.002	0.002	0	0.003	0.2%	31	17.9%	12	20.9%	4	
Lausanne	0.004	0.002	0.002	0.001	0.003	0.2%	30	35.0%	18	6.5%	4	
Davos	0.003	0.003	0.002	0.001	0.002	0.3%	22	-15.8%	28	-19.2%	13	
St. Moritz	0.001	0.002	0.002	0	0.002	0.3%	25	21.8%	16	-14.7%	26	
Bern	0.002	0.002	0.002	0	0.002	0.3%	31	11.2%	20	6.7%	11	
Val de Bagnes	0.002	0.002	0.002	0	0.001	1.0%	16	-19.6%	30	-29.1%	27	
Opfikon	0.002	0.002	0.002	0	0.001	0.2%	29	-20.9%	21	-48.8%	27	
Lugano	0.001	0.001	0.002	0	0.002	0.3%	26	73.3%	4	9.8%	15	
Grindelwald	0.002	0.001	0.002	0	0.002	0.2%	29	24.5%	20	18.7%	21	
Lauterbrunnen	0.001	0.001	0.002	0	0.001	0.3%	27	38.9%	16	-40.6%	24	
Kloten	0.002	0.002	0.001	0	0.001	0.4%	23	-33.2%	16	23.4%	27	
Zug	0.001	0.001	0.001	0	0	0.9%	17	-12.1%	18	-59.3%	30	
Meyrin	0.001	0.001	0.001	0	0.001	0.2%	30	-32.2%	30	11.6%	13	
Le Grand-Saconnex	0	0	0.001	0	0.001	0.4%	27	117.9%	12	-33.8%	23	
Pontresina	0	0.001	0.001	0	0.001	0.3%	14	24.5%	11	-40.9%	26	
Montreux	0.001	0.001	0.001	0	0.001	0.2%	30	39.0%	10	-38.6%	27	
Chur	0	0	0.001	0	0	0.4%	22	122.0%	5	-33.0%	27	
Laax	0.001	0.001	0.001	0	0.001	0.4%	20	18.3%	23	-2.6%	17	
Adelboden	0	0	0.001	0	0	0.3%	15	246.5%	7	-62.2%	27	
Andermatt	0.001	0.001	0.001	0	0.001	0.4%	18	-9.5%	30	23.8%	18	
St. Gallen	0.001	0	0.001	0	0.001	0.3%	26	52.9%	10	-12.1%	18	
Baden	0	0.001	0.001	0	0.001	0.5%	23	-4.9%	23	-7.5%	8	
Vernier	0	0.001	0.001	0	0	0.5%	24	-3.3%	20	-74.6%	30	
Rümlang	0.001	0.001	0.001	0	0	0.2%	28	-34.7%	25	-15.9%	25	
Thun	0	0	0.001	0	0	0.4%	15	175.8%	2	-56.7%	28	
Interlaken	0.001	0.001	0.001	0	0	0.1%	32	-13.8%	29	-4.1%	22	
Saanen	0.001	0	0.001	0	0	0.1%	28	40.2%	14	-6.9%	10	
Brusino Arsizio	0	0	0	0	0	1.9%	6	2406.3%	2	-94.3%	29	
Locarno	0	0	0	0	0	0.1%	22	115.8%	4	-37.0%	18	
Vaz/Obervaz	0	0.001	0	0	0	0.2%	13	-38.6%	31	-49.5%	25	
Ascona	0	0	0	0	0	0.1%	20	19.9%	20	-26.1%	27	
Arosa	0	0	0	0	0	0.1%	24	-3.9%	19	-28.4%	25	
Klosters-Serneus	0	0	0	0	0	0.2%	22	-29.6%	25	-60.3%	26	
Samnaun	0	0	0	0	0	0.2%	17	-40.7%	28	-62.5%	23	
Winterthur	0	0.001	0	0	0.001	0.1%	29	-49.5%	32	157.4%	1	
Unterseen	0	0	0	0	0	0.2%	26	228.8%	2	-27.8%	28	
Films	0	0	0	0	0	0.1%	21	-20.4%	28	-39.7%	26	
Paradiso	0	0	0	0	0	0.1%	31	13.6%	14	22.8%	7	
Vals	0	0	0	0	0	0.4%	16	223.4%	8	-62.2%	28	
Fribourg	0	0	0	0	0	0.2%	26	15.6%	10	-75.9%	20	
Nyon	0	0	0	0	0	0.4%	25	28.3%	22	-26.7%	23	
Neuchâtel	0.003	0	0	0	0	0.2%	29	14.9%	17	51.8%	3	
Bad Ragaz	0	0	0	0	0	0.2%	23	162.4%	2	-42.2%	28	
Martigny	0	0	0	0	0	0.2%	20	5.7%	25	-59.6%	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)	0.059	0.045	0.055	0.012	0.050	0.2%	28	23.8%	11	-8.7%	22
winter (Nov-April)	0.050	0.049	0.045	0.007	0.030	0.3%	31	-7.5%	31	-33.5%	25

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)	0.025	0.024	0.024	0.002	0.017	0.3%	29	0.2%	31	-28.0%	22
off-season II (Sept-Nov)	0.024	0.017	0.021	0.009	0.019	0.2%	29	21.1%	10	-9.4%	24
summer core months (Jun-Aug)	0.033	0.027	0.033	0.005	0.031	0.3%	28	22.6%	11	-4.8%	18
winter core months (Dez-Feb)	0.026	0.026	0.023	0.003	0.013	0.3%	31	-10.7%	29	-42.3%	28

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	0.007	0.007	0.006	0.001	0.003	0.2%	29	-11.9%	29	-58.1%	25
February	0.015	0.014	0.013	0.000	0.007	0.4%	24	-12.4%	27	-46.1%	22
March	0.013	0.014	0.011	0.001	0.008	0.3%	27	-18.6%	33	-28.9%	22
April	0.006	0.005	0.006	0.000	0.004	0.2%	32	31.7%	12	-38.0%	22
May	0.006	0.005	0.006	0.000	0.005	0.2%	31	23.3%	12	-15.6%	18
June	0.008	0.008	0.009	0.001	0.007	0.2%	29	11.6%	19	-20.0%	22
July	0.016	0.012	0.016	0.002	0.017	0.3%	26	31.7%	9	7.6%	11
August	0.009	0.007	0.008	0.002	0.007	0.2%	30	19.0%	17	-13.0%	25
September	0.010	0.007	0.010	0.004	0.008	0.3%	27	38.9%	4	-18.8%	26
October	0.010	0.006	0.007	0.003	0.006	0.2%	30	11.9%	20	-6.9%	22
November	0.005	0.004	0.004	0.002	0.005	0.2%	31	4.4%	20	7.8%	8
December	0.004	0.004	0.004	0.002	0.004	0.1%	33	-3.0%	30	-6.7%	19

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

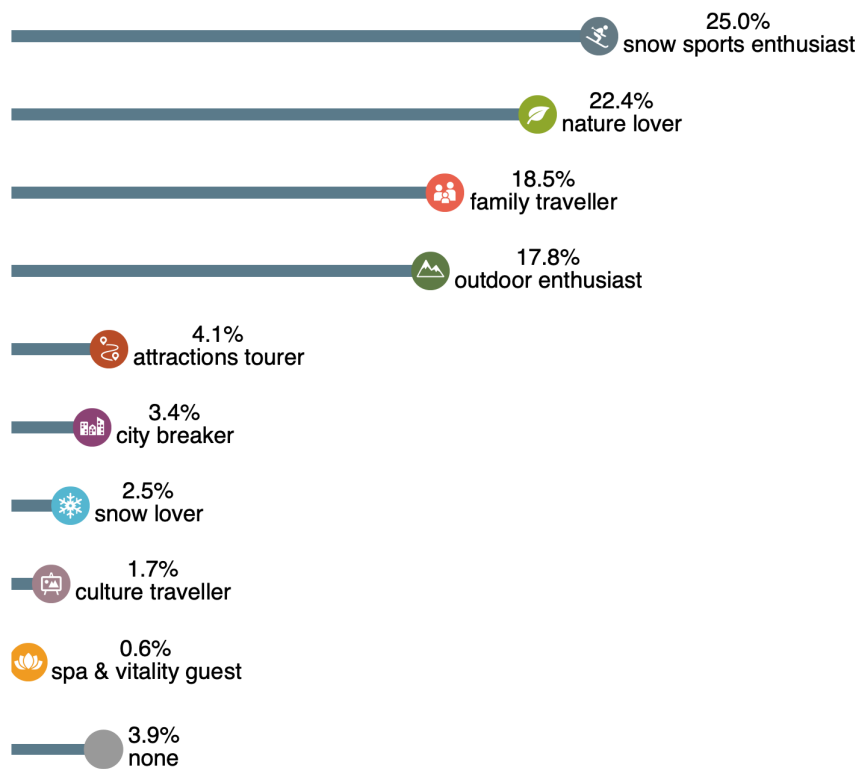
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 28.5%	hotel 56.9%	no 30.1%	plane 84.9%
35-54 years 63.5%	suppl. acc. 43.1%	yes with 1 CH-Dest. 1.7%	train 0.0%
55+ years 8.1%		yes with 2+ CH-Dest. 68.2%	other 15.1%

source: TMS 2017

Guest segments.

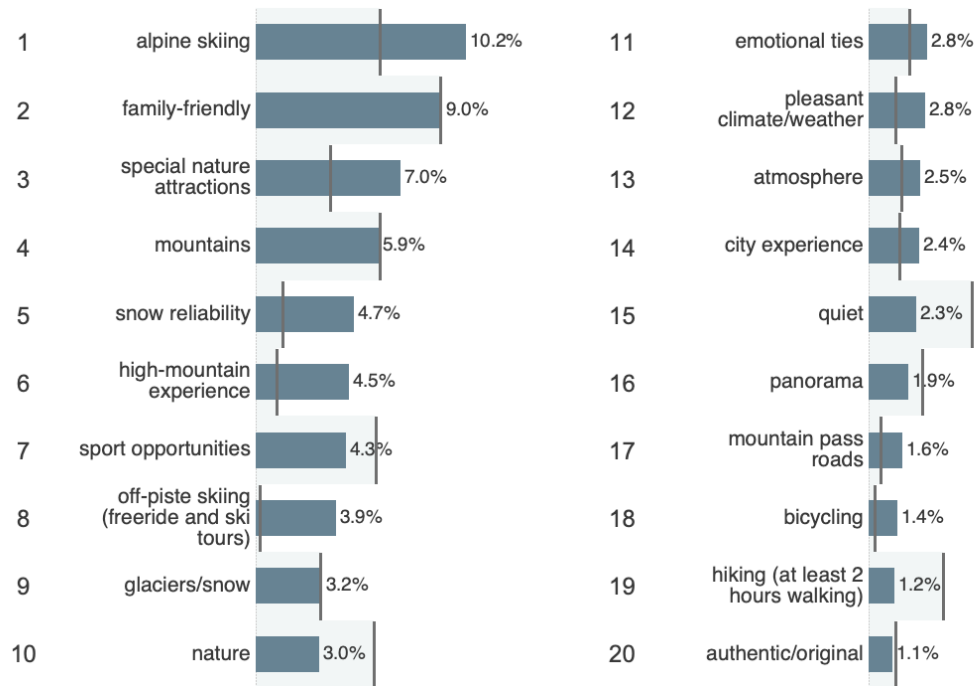
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

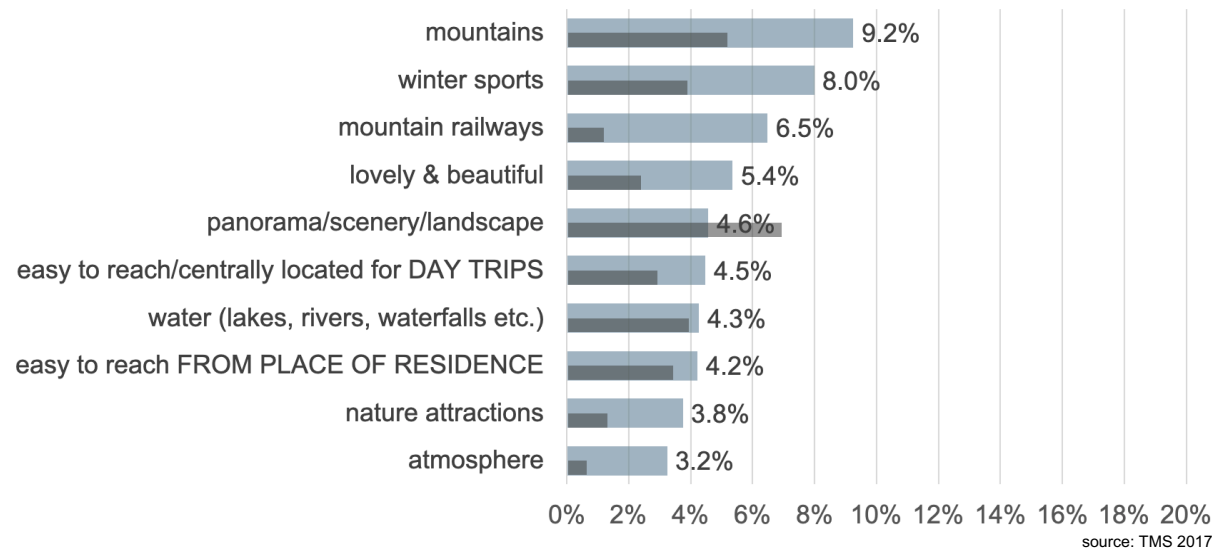


source: TMS 2017

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

Switzerland's tourism strengths.

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

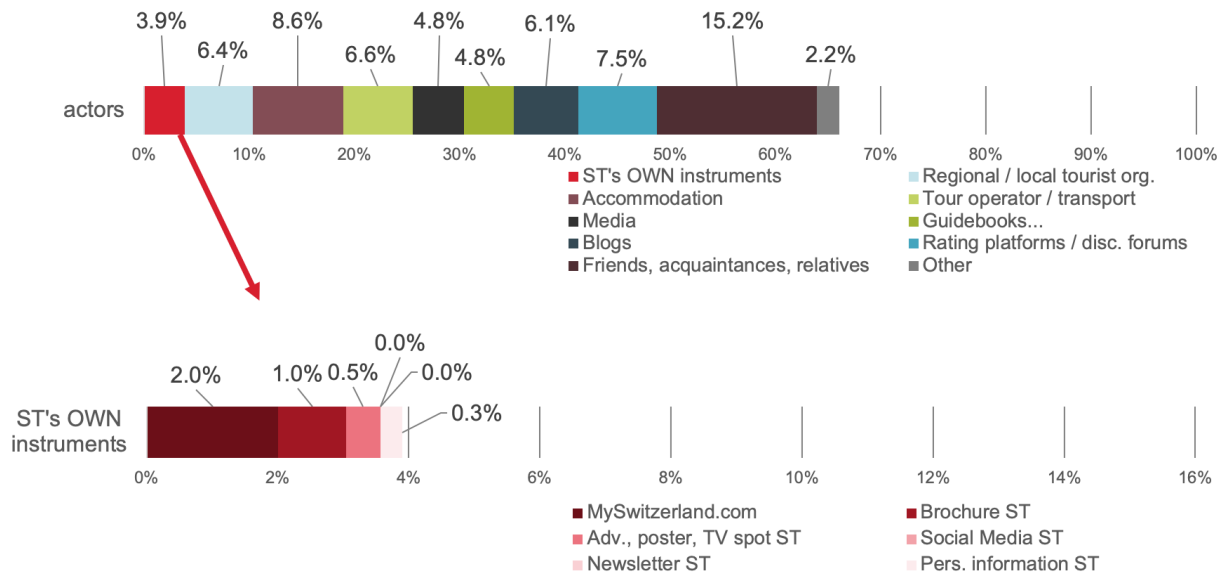


source: TMS 2017

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

External influence of tourists in their travel decisions.

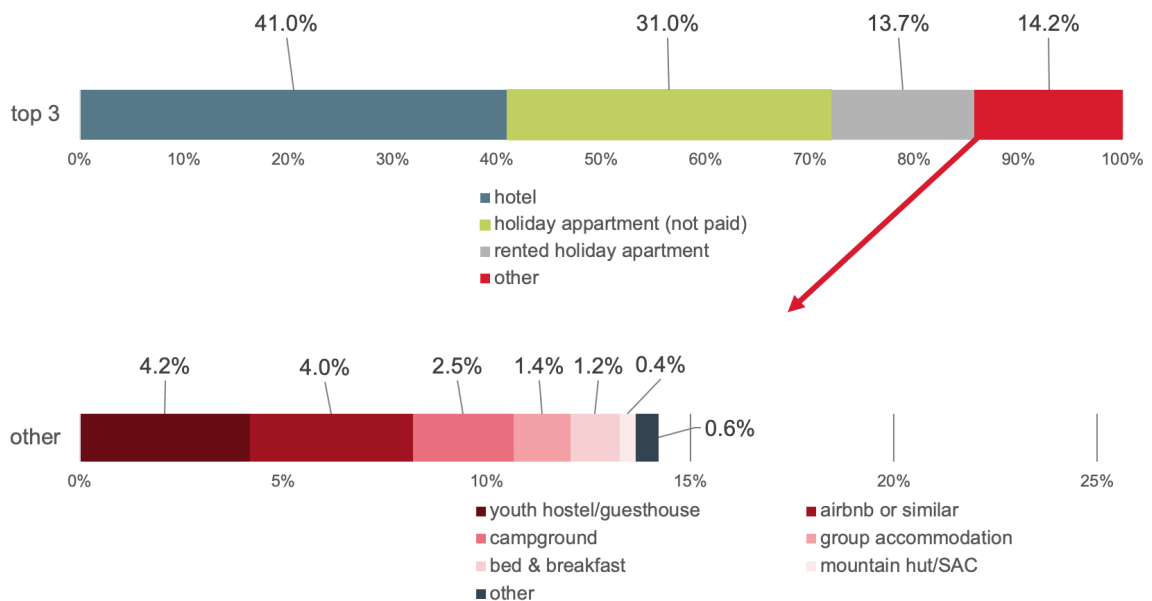
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



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

	n.a.	share off season		length of stay		****/***** ON share	
		rank		rank		rank	
		2019	2019	2019	2019	2019	2019
total		44.5%	21	2.260	11	39.4%	23

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)	1.468	14	46.7%	18	2.307	10	46.8%	20
mid-sized destinations (11-50)	0.975	11	42.9%	17	2.388	10	35.0%	29
small destinations (51-200)	0.548	26	41.4%	26	2.047	19	30.2%	22
very small destinations (201-smallest)	0.524	16	38.4%	31	1.900	26	15.2%	19

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	1.342	17	52.2%	8	1.953	13	45.4%	24
mountain	0.965	12	35.7%	19	2.832	12	35.9%	17
rural	0.503	17	42.6%	28	2.065	19	18.4%	23
small cities	0.744	29	48.5%	20	2.037	12	38.6%	27

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	1.252	11	51.5%	8	2.148	16	44.2%	20
German speaking area	0.972	24	42.7%	22	2.337	9	38.8%	23
Italian speaking area	0.661	10	31.7%	30	1.863	22	22.2%	33
Rhaeto Romanic language zone	0.263	10	26.0%	22	1.971	18	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
Wallis	1.829	3	41.1%	8	3.309	6	37.4%	17
Zürich Region	1.12	20	50.7%	13	1.835	13	42.7%	27
Genf	2.038	9	55.7%	8	2.112	18	46.7%	18
Graubünden	0.75	15	33.8%	11	2.429	23	43.8%	18
Bern Region	0.664	26	38.6%	20	2.400	9	32.4%	23
Luzern / Vierwaldstättersee	0.78	21	36.0%	30	2.292	5	31.1%	22
Waadt	0.715	26	50.2%	12	2.180	17	50.5%	21
Basel Region	0.951	18	43.9%	26	2.072	19	38.1%	26
Tessin	0.674	10	31.3%	32	1.850	22	22.7%	33
Ostschweiz	0.527	12	44.2%	25	1.821	29	30.7%	20
Aargau und Solothurn Region	0.463	20	52.6%	14	2.002	21	20.2%	23
Jura & Drei-Seen-Land	0.49	19	41.1%	28	2.605	13	35.2%	21
Fribourg Region	0.563	18	55.7%	5	2.255	5	38.1%	12

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	2019	rank 2019	2019	rank 2019	2019	rank 2019
	Genève	2.477	6	57.0%	6	2.223	17	45.9%
Zermatt	3.186	2	36.3%	20	3.609	6	52.0%	23
Zürich	1.289	19	51.4%	12	1.876	15	38.9%	30
Basel	1.042	18	41.9%	29	2.069	19	38.9%	27
Saas-Fee	4.049	1	72.0%	1	6.051	4	4.9%	33
Engelberg	3.045	4	28.4%	26	3.401	4	18.3%	25
Luzern	0.691	23	46.2%	22	1.890	13	48.3%	14
Lausanne	0.959	21	48.5%	25	2.261	16	62.6%	14
Davos	1.011	10	28.3%	18	3.087	20	50.9%	26
St. Moritz	1.145	12	35.9%	9	1.968	26	61.8%	14
Bern	1.023	19	56.9%	4	1.960	14	46.7%	19
Val de Bagnes	3.905	3	45.7%	4	3.412	13	28.9%	25
Opfikon	0.842	22	55.2%	2	1.407	22	58.6%	19
Lugano	1.209	9	33.6%	31	1.606	29	24.6%	33
Grindelwald	0.926	20	34.5%	21	2.601	12	30.8%	28
Lauterbrunnen	1.092	16	33.0%	16	2.899	10	30.1%	8
Kloten	1.557	4	52.5%	8	1.346	24	70.9%	16
Zug	3.589	2	40.5%	32	5.088	4	28.3%	32
Meyrin	0.932	21	55.2%	9	1.624	21	70.9%	16
Le Grand-Saconnex	1.718	12	50.4%	14	1.727	19	62.8%	8
Pontresina	1.206	5	49.6%	8	3.199	16	49.7%	8
Montreux	0.681	23	67.1%	2	2.136	14	73.5%	16
Chur	1.491	7	44.8%	16	1.462	14	15.9%	23
Laax	1.438	8	39.2%	11	3.933	16	9.9%	20
Adelboden	1.308	7	20.3%	27	3.465	9	42.3%	27
Andermatt	1.711	3	35.8%	13	2.266	12	38.3%	31
St. Gallen	1.029	7	60.1%	7	2.367	9	37.9%	26
Baden	2.041	6	53.7%	15	2.320	23	46.8%	18
Vernier	1.859	9	42.6%	28	1.870	23	20.3%	31
Rümlang	0.82	13	41.9%	27	1.176	30	55.8%	2
Thun	1.613	2	81.1%	2	2.898	3	23.4%	33
Interlaken	0.257	29	34.6%	30	2.377	8	28.6%	25
Saanen	0.552	19	12.2%	26	3.662	5	55.4%	29
Brusino Arsizio	7.346	1	0.7%	30	5.569	1	0.0%	0
Locarno	0.511	9	46.3%	17	2.146	11	26.7%	14
Vaz/Obervez	0.596	6	14.0%	25	2.667	18	41.6%	22
Ascona	0.376	9	36.6%	21	2.793	19	37.1%	23
Arosa	0.306	14	25.8%	12	3.646	21	41.5%	30
Klosters-Serneus	0.831	11	22.6%	15	3.759	13	70.4%	6
Samnaun	0.643	12	25.5%	20	3.105	18	31.8%	17
Winterthur	0.48	20	44.5%	24	1.767	27	30.2%	7
Unterseen	0.714	18	29.7%	32	2.657	4	0.0%	0
Flims	0.515	13	20.2%	25	2.729	19	37.8%	21
Paradiso	0.537	25	23.6%	33	1.335	31	74.9%	9
Vals	1.475	3	55.4%	6	1.431	22	86.7%	6
Fribourg	0.771	18	60.4%	6	2.333	12	85.7%	11
Nyon	1.72	10	76.7%	1	2.107	26	29.2%	10
Neuchâtel	0.701	22	32.1%	31	2.575	12	23.7%	32
Bad Ragaz	0.619	14	24.7%	32	2.323	20	41.7%	31
Martigny	0.973	9	20.6%	31	1.304	29	14.8%	18

Source: FSO/hotel statistics

Example: In 2019, for tourists from Norway who visited Genève, the following further characteristics were noted:
- 2.48 times higher share of overnight stays than they had in the whole of Switzerland (=rank 6 out of a total of 33 markets): ON-share Genève (0.63%) vs. ON-share whole Switzerland (0.25%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 57.0% (=rank 6).
- the length of stay (overnight stays/arrivals in the hotel) was 2.22 nights (=rank 17).
- the share of 4- and 5-star hotels out of all hotel nights was 45.9% (=rank 17).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.959	16	2.037	16	35.0%	24
winter (Nov-April)	1.055	18	2.609	5	44.7%	19

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)	1.031	16	2.333	8	47.0%	14
off-season II (Sept-Nov)	0.935	20	2.272	5	36.1%	25
summer core months (Jun-Aug)	0.997	16	1.952	20	33.2%	24
winter core months (Dez-Feb)	1.038	18	2.775	6	43.2%	22

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.885	15	2.502	14	44.1%	20
February	1.594	2	3.077	4	41.6%	21
March	1.335	3	2.714	5	47.4%	13
April	0.937	24	2.181	10	45.0%	14
May	0.777	30	1.953	19	48.4%	12
June	0.895	22	2.024	16	34.3%	23
July	1.369	5	1.841	26	32.6%	23
August	0.705	26	2.125	13	33.4%	21
September	1.041	7	2.232	7	31.1%	26
October	0.881	21	2.310	2	37.5%	23
November	0.824	23	2.306	6	45.1%	17
December	0.583	31	2.458	11	46.6%	20

Source: FSO/hotel statistics

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