

# Research Report Greater China.

## Tourism goals: summary

**Market size & growth:** In 2019, the Chinese market recorded 1.846 million overnights<sup>1)</sup> in Switzerland and 0.197 million overnights in 2022. With a market share of 4.67%, Greater China was the 4<sup>th</sup> highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 12.0% between 2015 and 2019. Between 2019 and 2022, the development was -89.3%. The corresponding growth ranking was 19 and 33 respectively.

**Economic value:** Greater China ranks 2<sup>nd</sup> with a daily expenditure value of CHF 380 (TMS 2017) and ranks 8<sup>th</sup> with a 52.6% share of \*\*\*\*/\*\*\*\* nights in 2019.

**First time visitors & length of stay:** With a 66.3% figure for first-time visitors, Greater China ranks 7<sup>th</sup> (TMS 2017). With a length of stay of 1.42 overnights it ranks 33<sup>rd</sup>.

**Balance:** In 2019, the 50 largest Swiss destinations accounted for 70.5% of overnights from Greater China, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 20.8% (=rank 11) and 8.6% (=rank 15) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.9% (=rank 20) and 25.0% (=rank 3), respectively.

<sup>1)</sup> nights in hotels, unless otherwise stated

<sup>2)</sup> 51<sup>st</sup> -200<sup>th</sup> largest destinations

<sup>3)</sup> 201<sup>st</sup> largest destination and smaller

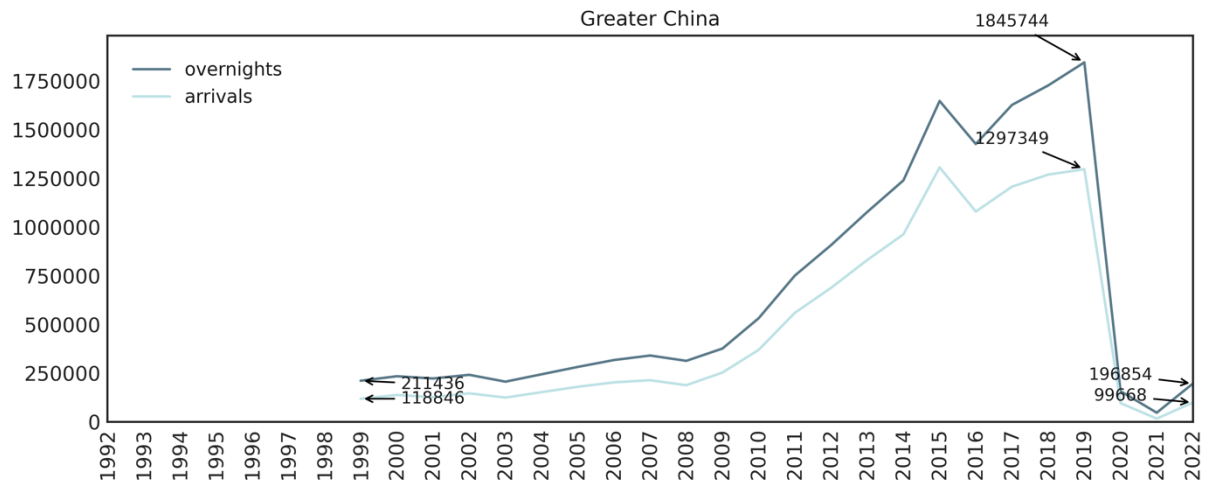
		value	rank
1. market size & growth	2019	1.846 M.	4
	2022	0.197 M.	17
	2015-19	12.0%	19
	2019-22	-89.3%	33
2. economic value	daily expenditures 2017 (TMS)	380	2
	share ****/****-nights 2019	52.6%	8
3. first time visitors	share 2017 (TMS)	66.3%	7
4. length of stay	2019	1.42	33
5. balance	share off-season "March-May" of total year 2019	22.9%	20
	share off-season "Sept-Nov" of total year 2019	25.0%	3
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2019	20.8%	11
	share very small destinations (201 <sup>st</sup> +) 2019	8.6%	15

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2019, guests from Greater China typically preferred the regions of: Luzern / Vierwaldstättersee, Bern Region and Zürich Region. Moreover, these guests were most overrepresented in the five destinations of: Erstfeld, Flüelen, Sins, Buochs and Meiringen.

Source: FSO/hotel statistics

## Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	1.5%	4.6%	4.7%	0.2%	0.5%	4
...markets abroad	2.6%	8.4%	8.5%	0.6%	1.1%	3
...overseas markets	10.2%	21.2%	19.6%	2.7%	3.2%	2

Source: FSO/hotel statistics

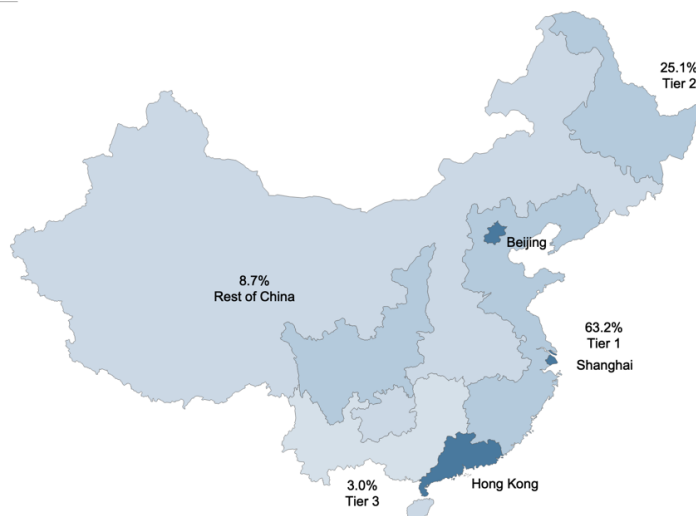
## Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.532	1.647	1.846	0.047	0.197	4	12.0%	19	-89.3%	33
length of stay (overnights/arrivals)	1.439	1.261	1.423	2.800	1.975	34	62.0%	1	130.7%	1
density (overnights/1'000 inhabitants)	0.129	0.385	0.424	0.011	0.045	32	10.0%	17	-89.4%	33
GDP per capita in USD	4'901	8'283	10'498	12'930	13'088	28	26.7%	4	24.7%	2
population in millions	1379.625	1425.556	1452.570	1458.176	1458.443	1	1.9%	21	0.4%	26

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

## Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Tier 1	63.2%	22.7%
Tier 2	25.1%	42.8%
Rest of China	8.7%	23.7%
Tier 3	3.0%	10.8%

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	0.532	1.647	1.846	0.047	0.197	4.7%	4	12.0%	19	-89.3%	33

### 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)	0.282	0.683	0.871	0.028	0.113	6.1%	4	27.5%	11	-87.1%	33
mid-sized destinations (11-50)	0.112	0.428	0.451	0.010	0.047	4.0%	5	5.5%	23	-89.7%	33
small destinations (51-200)	0.102	0.418	0.438	0.006	0.026	4.9%	3	4.9%	24	-94.0%	33
very small destinations (201-smallest)	0.036	0.119	0.085	0.004	0.012	1.7%	8	-28.3%	33	-86.4%	33

### 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	0.188	0.444	0.521	0.028	0.095	4.3%	6	17.2%	13	-81.7%	33
mountain	0.161	0.738	0.849	0.010	0.060	5.0%	3	14.9%	21	-92.9%	33
rural	0.028	0.107	0.093	0.002	0.007	2.8%	4	-13.0%	27	-92.5%	33
small cities	0.156	0.357	0.383	0.007	0.035	5.3%	4	7.1%	23	-90.9%	33

### 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	0.103	0.218	0.246	0.013	0.045	3.0%	8	13.1%	17	-81.6%	33
German speaking area	0.419	1.397	1.568	0.033	0.147	5.5%	4	12.3%	19	-90.6%	33
Italian speaking area	0.009	0.033	0.031	0.002	0.004	1.3%	9	-4.5%	28	-85.6%	33
Rhaeto Romanic language zone	0.000	0.001	0.000	0.000	0.000	0.1%	19	-10.4%	22	-55.4%	29

### 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
Bern Region	0.079	0.438	0.493	0.005	0.038	9.1%	2	12.6%	22	-92.3%	33
Luzern / Vierwaldstättersee	0.175	0.495	0.440	0.004	0.021	11.2%	2	-11.1%	31	-95.3%	33
Zürich Region	0.100	0.282	0.331	0.016	0.051	5.1%	4	17.2%	8	-84.6%	33
Wallis	0.023	0.064	0.148	0.003	0.016	3.5%	7	133.3%	3	-89.4%	32
Genf	0.059	0.112	0.119	0.007	0.027	3.7%	6	5.9%	21	-77.2%	33
Waadt	0.036	0.081	0.105	0.005	0.014	3.5%	6	29.7%	9	-86.7%	33
Graubünden	0.010	0.028	0.059	0.001	0.007	1.1%	8	112.8%	4	-87.8%	32
Basel Region	0.015	0.026	0.045	0.002	0.009	2.6%	7	73.7%	3	-80.2%	33
Aargau und Solothurn Region	0.008	0.047	0.041	0.001	0.004	3.9%	3	-11.7%	23	-90.6%	33
Tessin	0.009	0.033	0.031	0.002	0.004	1.3%	9	-4.9%	28	-86.0%	33
Ostschweiz	0.009	0.016	0.017	0.001	0.003	0.9%	9	1.3%	14	-82.9%	33
Jura & Drei-Seen-Land	0.008	0.011	0.009	0.000	0.002	1.6%	6	-18.9%	30	-75.9%	33
Fribourg Region	0.002	0.016	0.009	0.000	0.001	1.8%	7	-44.7%	31	-89.5%	32

Source: FSO/hotel statistics

Example: Tourists from Greater China generate the most overnight stays in Bern Region of any Swiss region, namely 0.493 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, 9.1% of their total tourism volume comes from Greater China, making this source market the 2<sup>nd</sup> most important market for this region (out of 33 ST markets overall). With a 12.6% development in overnight stays between 2015 and 2019, Greater China ranks 22<sup>nd</sup>. In other words, in reference to the development of overnight stays, 21 other source markets had a stronger performance and 11 had a weaker performance.

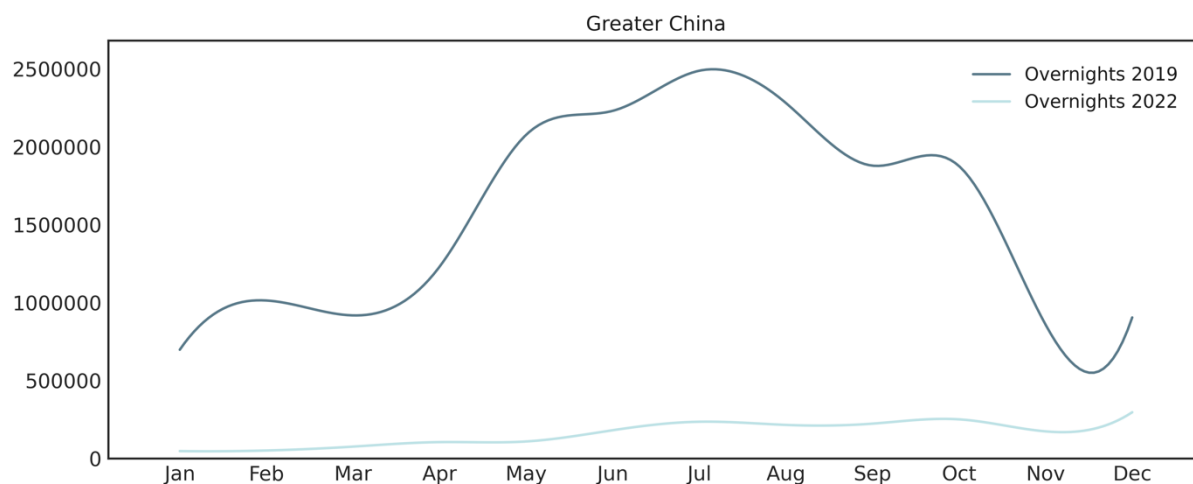
## Top 50 destinations

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
Zürich	0.052	0.141	0.205	0.012	0.035	5.7%	5	45.6%	6	-82.7%	33	
Luzern	0.096	0.185	0.189	0.002	0.015	13.7%	3	2.6%	25	-92.3%	33	
Interlaken	0.033	0.127	0.125	0.001	0.011	16.0%	2	-2.1%	25	-90.9%	33	
Grindelwald	0.009	0.069	0.108	0.001	0.011	16.5%	2	56.4%	14	-89.4%	32	
Zermatt	0.013	0.04	0.105	0.001	0.011	7.0%	4	161.5%	3	-89.8%	32	
Genève	0.04	0.077	0.087	0.006	0.02	4.0%	6	12.6%	13	-77.0%	33	
Opfikon	0.019	0.05	0.052	0.001	0.006	7.0%	4	3.7%	7	-89.0%	33	
Weggis	0	0.052	0.046	0	0	20.8%	2	-12.4%	30	-99.2%	33	
Lauterbrunnen	0.004	0.031	0.043	0	0.002	7.9%	5	38.6%	17	-96.1%	33	
Bern	0.015	0.048	0.041	0.001	0.005	5.0%	4	-14.7%	30	-87.8%	33	
Basel	0.013	0.019	0.038	0.002	0.007	2.7%	7	94.9%	3	-81.6%	33	
Lausanne	0.014	0.026	0.038	0.002	0.005	3.8%	6	43.5%	13	-87.0%	33	
Meiringen	0	0.024	0.032	0	0	38.3%	1	34.5%	18	-99.6%	33	
Montreux	0.008	0.027	0.03	0.001	0.004	6.2%	3	11.4%	18	-85.4%	33	
Engelberg	0.015	0.047	0.025	0	0.001	7.0%	3	-46.6%	30	-97.4%	33	
St. Moritz	0.004	0.012	0.025	0.001	0.003	3.3%	7	114.3%	4	-88.1%	32	
Kerns	0.002	0.008	0.023	0	0	25.5%	2	176.0%	8	-100.0%	30	
Unterseen	0.005	0.03	0.021	0	0.002	14.3%	1	-30.9%	33	-92.2%	33	
Davos	0.002	0.007	0.018	0	0.001	2.0%	5	146.1%	3	-95.4%	33	
Lugano	0.004	0.012	0.018	0.001	0.002	3.5%	5	43.4%	8	-89.7%	33	
Meyrin	0.011	0.023	0.017	0	0.004	4.0%	5	-26.9%	25	-77.5%	33	
Sins	0	0.019	0.017	0	0.002	50.5%	1	-14.9%	21	-88.3%	29	
Beatenberg	0.003	0.017	0.016	0	0.002	12.0%	4	-1.8%	21	-90.6%	32	
Buochs	0.005	0.017	0.015	0	0	42.3%	1	-16.9%	23	-100.0%	28	
Stansstad	0	0.001	0.014	0	0	11.6%	2	1785.1%	10	-99.5%	31	
Affoltern am Albis	0	0.007	0.014	0	0	24.8%	1	96.1%	12	-99.8%	24	
Ingenbohl	0.023	0.029	0.013	0	0	20.2%	2	-54.8%	30	-99.5%	32	
Sachseln	0	0.02	0.013	0	0	17.3%	2	-35.7%	25	-99.8%	33	
Adelboden	0	0.001	0.013	0	0	6.2%	3	1315.6%	4	-96.6%	32	
Spiez	0	0.006	0.013	0	0	10.9%	2	96.7%	14	-97.2%	33	
Leukerbad	0.002	0.008	0.012	0	0	5.6%	2	63.8%	12	-98.0%	33	
Wilderswil	0	0.009	0.012	0	0.001	10.2%	3	39.1%	7	-91.7%	32	
Stans	0.002	0.008	0.012	0	0	35.3%	2	45.5%	12	-99.3%	32	
Thun	0.002	0.007	0.01	0	0	8.3%	3	53.4%	10	-98.0%	33	
Saint-Légier-La Châlesaz	0	0	0.01	0	0	27.6%	2	996900.0%	22	-100.0%	17	
Erstfeld	0	0.009	0.01	0	0	92.6%	1	5.4%	17	-100.0%	14	
Oberkirch	0	0.008	0.01	0	0	25.6%	2	17.3%	15	-100.0%	30	
Egerkingen	0.001	0.012	0.009	0	0	13.3%	3	-22.0%	22	-99.9%	32	
Sarnen	0.002	0.009	0.009	0	0	16.2%	2	3.6%	14	-98.6%	33	
Aeschi bei Spiez	0	0.009	0.008	0	0	26.0%	2	-16.7%	26	-99.1%	30	
Bönigen	0	0.006	0.008	0	0	25.1%	2	38.0%	20	-98.7%	33	
Matten bei Interlaken	0.001	0.016	0.008	0	0	10.5%	4	-50.9%	33	-95.7%	32	
Kriens	0.003	0.006	0.008	0	0.001	7.5%	4	26.0%	29	-84.5%	32	
Cham	0	0.014	0.007	0	0	17.6%	2	-48.4%	21	-97.2%	33	
Horw	0	0.004	0.007	0	0	15.3%	2	91.5%	10	-96.6%	33	
Le Grand-Saconnex	0.002	0.003	0.007	0	0.002	3.1%	7	158.4%	7	-75.1%	33	
Flüelen	0.005	0.005	0.006	0	0	55.0%	1	29.2%	8	-100.0%	23	
Lungern	0.002	0.013	0.006	0	0	24.1%	2	-50.3%	25	-96.5%	30	
Winterthur	0.003	0.004	0.006	0	0.001	2.8%	5	58.9%	4	-88.5%	33	
Lenk	0.001	0	0.006	0	0	5.0%	2	8495.7%	2	-99.8%	32	

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)	0.345	1.166	1.283	0.030	0.122	5.7%	4	10.1%	23	-90.5%	33
winter (Nov-April)	0.188	0.481	0.562	0.018	0.075	3.3%	6	16.8%	14	-86.6%	33

### 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)	0.113	0.345	0.423	0.006	0.029	4.7%	4	22.3%	13	-93.1%	33
off-season II (Sept-Nov)	0.154	0.415	0.461	0.019	0.065	5.2%	4	11.2%	19	-85.9%	33
summer core months (Jun-Aug)	0.185	0.679	0.700	0.013	0.063	5.4%	4	3.1%	29	-91.0%	33
winter core months (Dez-Feb)	0.081	0.208	0.262	0.009	0.040	3.0%	6	26.0%	9	-84.9%	33

### 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	0.021	0.049	0.070	0.001	0.005	2.5%	7	41.6%	3	-93.2%	33
February	0.031	0.093	0.101	0.001	0.005	3.3%	6	8.7%	16	-94.9%	33
March	0.035	0.085	0.092	0.001	0.008	2.7%	6	7.7%	20	-91.7%	33
April	0.034	0.112	0.123	0.002	0.011	4.6%	4	10.2%	23	-91.4%	33
May	0.043	0.149	0.208	0.003	0.011	6.9%	4	39.8%	6	-94.7%	33
June	0.055	0.183	0.223	0.002	0.018	5.9%	4	22.2%	10	-91.9%	33
July	0.063	0.249	0.249	0.004	0.024	5.4%	4	-0.1%	29	-90.5%	33
August	0.067	0.248	0.228	0.006	0.022	5.1%	5	-7.8%	32	-90.5%	33
September	0.060	0.173	0.188	0.007	0.022	5.1%	4	8.6%	20	-88.1%	33
October	0.056	0.165	0.188	0.007	0.025	6.1%	3	13.6%	18	-86.6%	33
November	0.037	0.077	0.086	0.005	0.017	4.1%	4	11.6%	15	-79.7%	33
December	0.029	0.065	0.090	0.007	0.030	3.2%	6	39.1%	10	-67.2%	32

Source: FSO/hotel statistics

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

## Structural facts of leisure travelers.

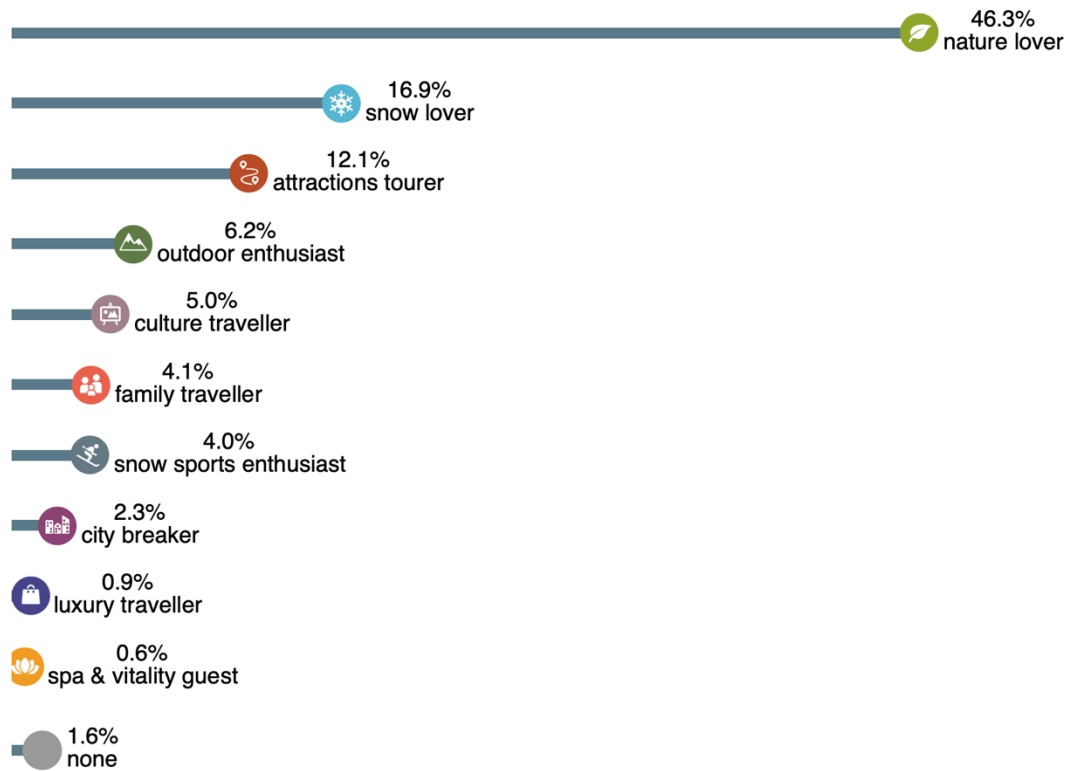
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-35 years 61.7%	hotel 50.9%	no 10.8%	airplane 70.7%
36-55 years 34.3%	suppl. acc. 49.1%	yes with 1 CH-Dest. 6.5%	train 14.4%
56+ 4.0%		yes with 2+ CH-Dest. 82.7%	other 14.9%

source: TMS 2017

## Guest segments.

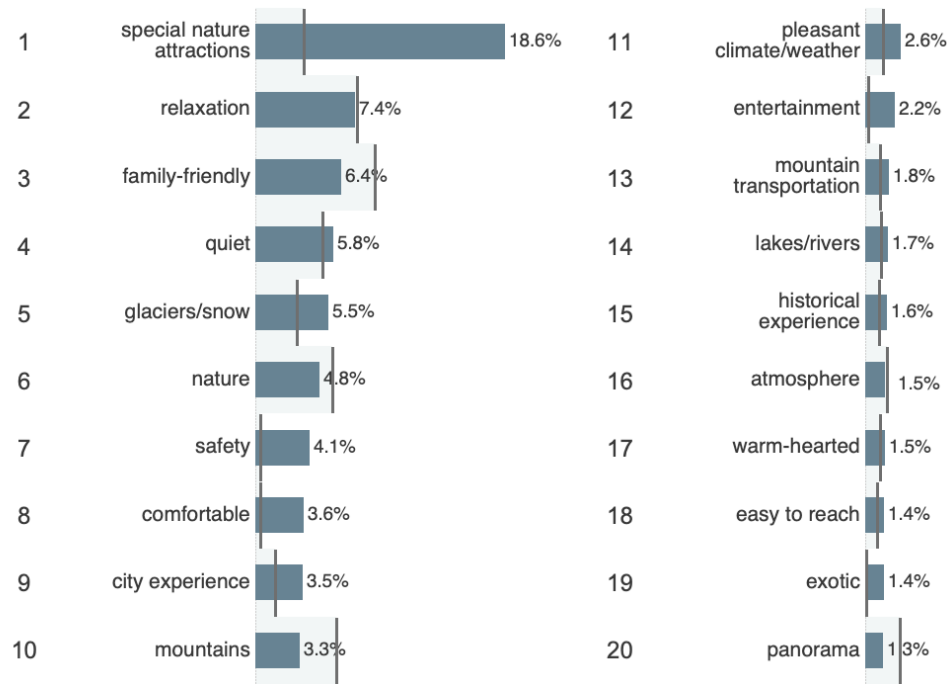
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

## Main travel reasons for Switzerland travelers.

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

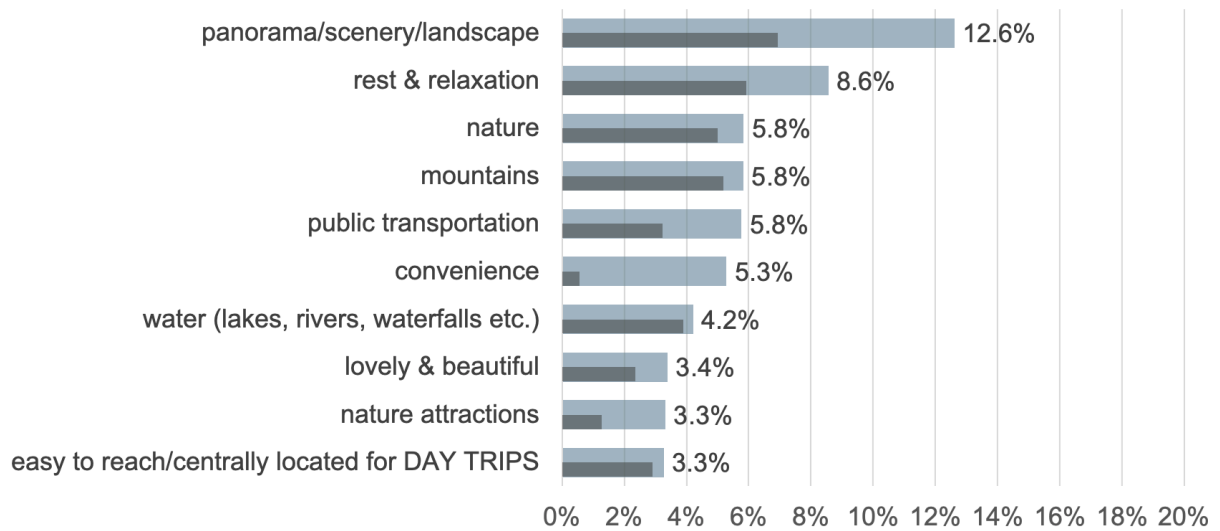


source: TMS 2017

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

## Switzerland's tourism strengths.

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

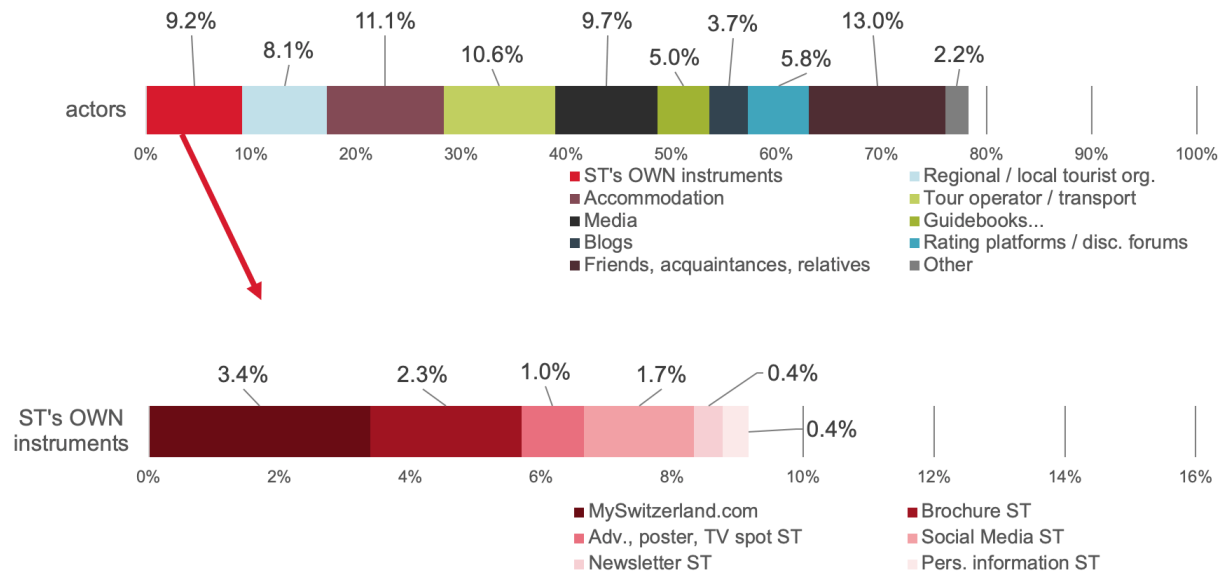


source: TMS 2017

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

## External influence of tourists in their travel decisions.

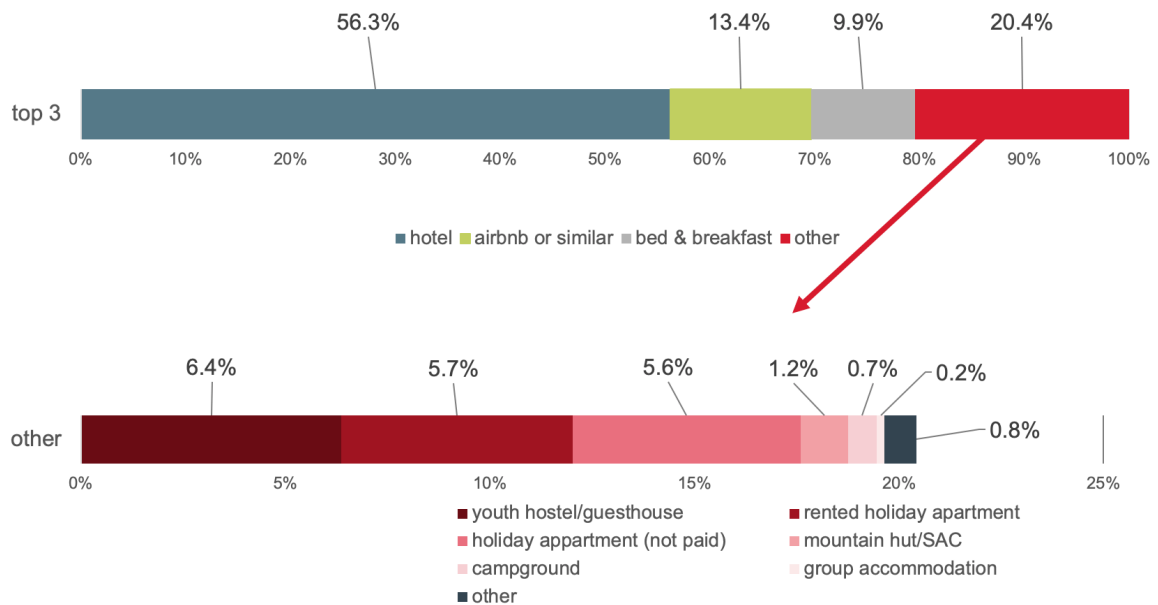
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **28.1%**.  
source: TMS 2017

## Type of accommodation.

(leisure tourists in Swiss hotels & supplementary accommodations)



source: TMS 2017



## Contact.

Daniela Chiani  
Country Manager Greater China  
Switzerland Tourism  
609, Tower 1, Prosper Center  
No 5 Guanghua Road, Chaoyang District  
CN – 100020 Beijing

Tel: +86 131 26 83 5502  
Email: [daniela.chiani@switzerland.com](mailto:daniela.chiani@switzerland.com)

## 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	47.9%	9	1.423	33	52.6%	8

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)	1.298	19	48.0%	13	1.557	32	63.7%	4
mid-sized destinations (11-50)	0.863	21	46.3%	7	1.433	33	52.0%	9
small destinations (51-200)	1.059	4	49.5%	6	1.220	33	37.8%	15
very small destinations (201-smallest)	0.358	22	47.3%	14	1.340	33	19.5%	13

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	0.927	27	50.5%	17	1.699	29	63.9%	5
mountain	1.075	8	46.6%	5	1.342	33	43.0%	12
rural	0.592	12	47.6%	19	1.160	33	54.2%	3
small cities	1.137	6	47.1%	27	1.377	33	58.5%	3

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	0.64	29	45.9%	26	1.624	33	61.3%	4
German speaking area	1.189	3	48.3%	8	1.398	33	51.0%	9
Italian speaking area	0.274	27	43.6%	25	1.286	33	66.9%	2
Rhaeto Romanic language zone	0.016	28	29.8%	15	1.620	28	11.6%	11

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	1.952	2	46.9%	7	1.389	33	49.5%	4
Luzern / Vierwaldstättersee	2.408	1	49.0%	9	1.206	33	41.2%	12
Zürich Region	1.085	25	50.4%	16	1.584	30	60.8%	5
Wallis	0.746	20	42.1%	7	1.545	31	54.3%	4
Genf	0.796	26	46.7%	29	1.809	30	53.6%	8
Waadt	0.758	24	47.0%	25	1.459	31	73.6%	5
Graubünden	0.241	25	37.6%	7	1.434	32	66.0%	4
Basel Region	0.561	30	66.9%	1	2.732	6	71.6%	3
Aargau und Solothurn Region	0.828	11	51.0%	20	1.253	33	34.7%	6
Tessin	0.287	27	43.6%	25	1.285	33	67.3%	2
Ostschweiz	0.189	29	49.2%	11	2.005	19	39.7%	15
Jura & Drei-Seen-Land	0.35	26	54.8%	6	1.644	30	67.8%	7
Fribourg Region	0.388	22	44.1%	21	1.216	31	56.4%	6

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
Zürich	1.214	22	51.7%	8	1.732	27	62.0%	3
Luzern	2.935	8	47.4%	18	1.342	33	63.6%	3
Interlaken	3.424	5	47.2%	14	1.394	33	62.9%	5
Grindelwald	3.526	3	48.0%	7	1.673	31	60.5%	4
Zermatt	1.492	12	42.8%	9	1.626	29	64.1%	9
Genève	0.85	26	47.0%	28	1.897	31	53.8%	10
Opfikon	1.501	10	49.6%	14	1.410	21	81.3%	4
Weggis	4.45	1	54.0%	10	1.062	30	16.7%	25
Lauterbrunnen	1.695	6	40.4%	7	1.569	32	35.7%	6
Bern	1.066	16	43.7%	26	1.302	33	71.0%	2
Basel	0.575	30	64.9%	1	2.681	5	69.7%	2
Lausanne	0.815	25	48.7%	24	1.658	31	72.9%	7
Meiringen	8.208	1	53.2%	9	1.149	30	60.1%	11
Montreux	1.323	8	46.2%	22	1.396	32	85.7%	4
Engelberg	1.504	8	43.6%	9	1.075	33	19.0%	24
St. Moritz	0.711	23	36.5%	7	1.510	30	59.6%	16
Kerns	5.461	1	50.5%	15	1.008	30	1.5%	30
Unterseen	3.071	7	46.1%	21	1.587	29	0.0%	0
Davos	0.42	19	41.1%	5	1.204	33	93.5%	1
Lugano	0.743	26	44.9%	23	1.213	33	73.0%	3
Meyrin	0.859	23	51.0%	18	1.466	30	72.2%	14
Sins	10.821	1	52.9%	21	1.025	27	0.0%	0
Beatenberg	2.577	2	49.5%	6	1.117	31	10.9%	31
Buochs	9.06	1	54.5%	12	1.032	30	0.0%	17
Stansstad	2.489	2	46.7%	13	1.645	30	98.3%	3
Affoltern am Albis	5.319	3	54.7%	10	1.043	32	0.0%	0
Ingenbohl	4.322	1	48.3%	15	1.087	32	2.9%	32
Sachseln	3.71	1	57.9%	10	1.062	30	14.0%	12
Adelboden	1.335	6	44.0%	6	1.221	32	84.2%	8
Spiez	2.34	2	42.0%	12	1.259	33	48.6%	15
Leukerbad	1.194	4	49.8%	5	1.175	32	20.5%	29
Wilderswil	2.194	4	50.5%	13	1.332	32	0.0%	0
Stans	7.557	1	50.3%	11	1.330	21	0.0%	0
Thun	1.788	1	33.4%	30	1.176	33	55.9%	12
Saint-Légier-La Chiésaz	5.912	1	46.5%	17	1.132	28	99.8%	20
Erstfeld	19.852	1	52.2%	9	1.000	13	0.0%	0
Oberkirch	5.492	1	48.2%	16	1.000	15	100.0%	12
Egerkingen	2.849	4	46.7%	16	1.138	26	99.8%	3
Sarnen	3.479	1	41.3%	18	1.086	30	98.7%	11
Aeschi bei Spiez	5.571	1	55.5%	5	1.033	30	0.0%	10
Bönigen	5.385	1	60.4%	7	1.172	33	58.1%	8
Matten bei Interlaken	2.26	4	38.0%	19	1.510	31	0.0%	0
Kriens	1.605	10	50.9%	5	1.392	28	0.0%	0
Cham	3.782	2	40.7%	23	1.104	31	0.0%	0
Horw	3.279	1	50.0%	13	1.165	33	89.5%	4
Le Grand-Saconnex	0.655	29	34.5%	33	1.805	16	49.7%	19
Flüelen	11.797	1	44.9%	8	1.000	19	0.0%	0
Lungern	5.163	3	28.3%	19	1.691	12	0.0%	0
Winterthur	0.605	15	57.1%	5	3.336	2	49.4%	1
Lenk	1.065	4	55.0%	5	1.058	30	5.8%	26

Source: FSO/hotel statistics

Example: In 2019, for tourists from Greater China who visited Zürich, the following further characteristics were noted:  
- 1.21 times higher share of overnight stays than they had in the whole of Switzerland (=rank 22 out of a total of 33 markets): ON-share Zürich (5.66%) vs. ON-share whole Switzerland (4.67%), see tables before.  
- the share of low season months (March-May, Sept-Nov) was 51.7% (=rank 8).  
- the length of stay (overnight stays/arrivals in the hotel) was 1.73 nights (=rank 27).  
- the share of 4- and 5-star hotels out of all hotel nights was 62.0% (=rank 3).

## Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	1.215	4	1.424	33	54.0%	6
winter (Nov-April)	0.713	30	1.421	33	49.6%	11

## 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)	1.002	20	1.454	33	53.2%	6
off-season II (Sept-Nov)	1.117	3	1.386	33	52.0%	9
summer core months (Jun-Aug)	1.166	8	1.409	33	52.8%	8
winter core months (Dez-Feb)	0.637	30	1.478	33	52.4%	11

## Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.528	31	1.555	32	51.6%	12
February	0.698	22	1.450	32	54.5%	11
March	0.587	29	1.426	33	44.9%	16
April	0.985	21	1.347	33	48.0%	12
May	1.481	4	1.539	31	60.0%	2
June	1.258	8	1.387	33	53.7%	6
July	1.167	11	1.444	33	51.2%	8
August	1.085	11	1.394	33	53.7%	6
September	1.087	5	1.392	33	54.0%	5
October	1.314	2	1.392	33	51.4%	9
November	0.882	20	1.362	33	48.7%	12
December	0.681	29	1.455	33	50.5%	12

Source: FSO/hotel statistics

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