Research Report Indonesia.

Tourism goals: summary

Market size & growth: In 2019, the Indonesian market recorded 0.101 million overnights[1] in Switzerland and 0.088 million overnights in 2022. With a market share of 0.26%, Indonesia was the 29th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 27.1% between 2015 and 2019. Between 2019 and 2022, the development was -13.5%. The corresponding growth ranking was 7 and 20 respectively.

Economic value: Indonesia ranks 9th with a daily expenditure value of CHF 280 (TMS 2017) and ranks 2nd with a 61.9% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 82.6% figure for first-time visitors, Indonesia ranks 3rd (TMS 2017). With a length of stay of 1.8 overnights it ranks 29th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 87.9% of overnights from Indonesia, while the percentage split amongst the small[2] and very small[3] destinations was 9.6% (=rank 32) and 2.5% (=rank 33) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 24.6% (=rank 10) and 19.2% (=rank 27), 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.	29
	2022	0.088 M.	29
	2015-19	27.1%	7
	2019-22	-13.5%	20
2. economic value	daily expenditures 2017 (TMS)	280	9
	share ****/*****-nights 2019	61.9%	2
3. first time visitors	share 2017 (TMS)	82.6%	3
4. length of stay	2019	1.80	29
5. balance	share off-season "March-May" of total year 2019	24.6%	10
	share off-season "Sept-Nov" of total year 2019	19.2%	27
	share small destinations (51st -200th largest) 2019	9.6%	32
	share very small destinations (201st+) 2019	2.5%	33

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2019, guests from Indonesia typically preferred the regions of: Zürich Region, Luzern / Vierwaldstättersee and Genf. Moreover, these guests were most overrepresented in the five destinations of: Kriens, Luzern, Interlaken, Sursee and Stansstad.

Source: FSO/hotel statistics

Overnight volume & development.

Indonesia
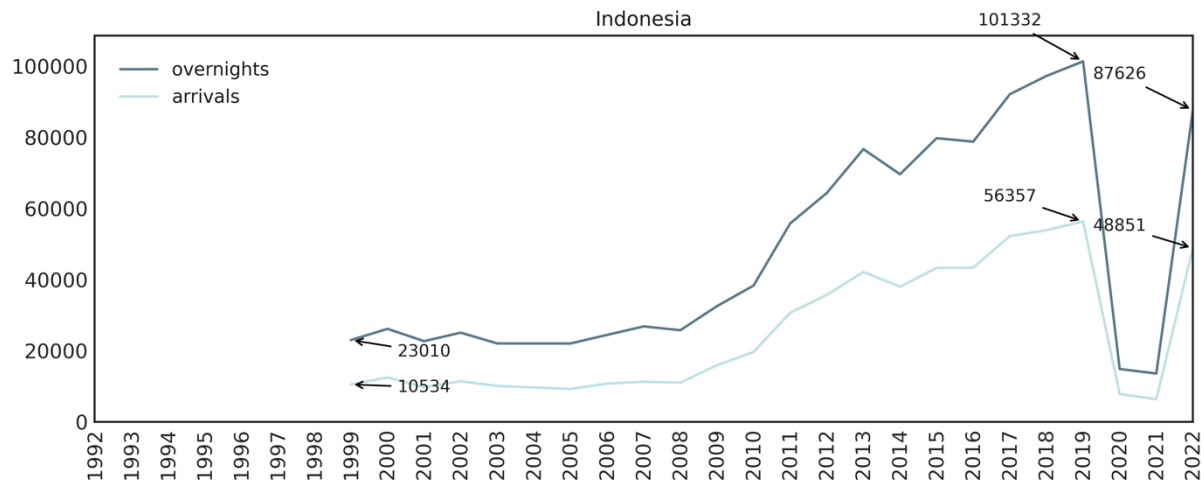
overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.1%	0.2%	0.3%	0.0%	0.2%	29
...markets abroad	0.2%	0.4%	0.5%	0.2%	0.5%	28
...overseas markets	0.7%	1.0%	1.1%	0.8%	1.4%	13

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	0.038	0.080	0.101	0.014	0.088	29	27.1%	7	-13.5%	20
length of stay (overnigths/arrivals)	1.949	1.842	1.798	2.132	1.794	30	-5.3%	16	-0.5%	28
density (overnights/1'000 inhabitants)	0.157	0.307	0.376	0.050	0.317	34	22.2%	7	-15.6%	20
GDP per capita in USD	3'092	3'317	4'151	4'329	4'767	31	25.1%	6	14.9%	11
population in millions	244.399	259.437	269.806	274.313	276.352	4	4.0%	10	2.4%	10

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

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

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

source: TMS 2017   public source

Geographical distribution in Switzerland.

Total

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
total	0.038	0.080	0.101	0.014	0.088	0.3%	29	27.1%	7	-13.5%	20

Large vs. small destinations

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
large destinations (top 10)	0.026	0.039	0.062	0.010	0.050	0.4%	25	57.3%	1	-18.4%	24
mid-sized destinations (11-50)	0.006	0.031	0.029	0.003	0.025	0.3%	28	-8.9%	30	-11.3%	21
small destinations (51-200)	0.006	0.008	0.009	0.001	0.009	0.1%	32	17.7%	11	-7.5%	8
very small destinations (201-smallest)	0.001	0.001	0.002	0.000	0.003	0.0%	32	38.4%	5	87.7%	1

Tourism zone

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
big cities	0.014	0.049	0.056	0.008	0.045	0.5%	26	15.3%	14	-19.3%	25
mountain	0.009	0.014	0.024	0.004	0.028	0.1%	31	68.3%	4	17.7%	5
rural	0.001	0.001	0.002	0.000	0.002	0.0%	32	17.5%	9	21.8%	1
small cities	0.015	0.016	0.020	0.002	0.013	0.3%	29	27.6%	5	-36.9%	26

Language zone

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
French speaking area	0.008	0.013	0.016	0.003	0.013	0.2%	31	26.3%	5	-20.9%	18
German speaking area	0.030	0.065	0.083	0.010	0.073	0.3%	27	27.4%	7	-12.3%	21
Italian speaking area	0.000	0.002	0.002	0.000	0.002	0.1%	31	25.5%	10	-5.1%	15
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	32	-65.7%	33	130.4%	2

Tourism region

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
Zürich Region	0.007	0.038	0.038	0.004	0.029	0.6%	25	-0.8%	22	-23.3%	26
Luzern / Vierwaldstättersee	0.017	0.011	0.017	0.001	0.008	0.4%	24	51.8%	4	-49.7%	26
Bern Region	0.003	0.008	0.015	0.003	0.023	0.3%	26	86.3%	3	50.5%	4
Genf	0.006	0.009	0.011	0.002	0.008	0.3%	29	18.2%	8	-21.2%	23
Wallis	0.001	0.003	0.006	0.001	0.006	0.1%	32	102.4%	5	5.8%	11
Waadt	0.002	0.004	0.005	0.001	0.004	0.2%	31	44.0%	5	-23.0%	13
Graubünden	0.001	0.002	0.003	0.000	0.003	0.1%	31	42.9%	10	-13.0%	20
Basel Region	0.001	0.001	0.003	0.000	0.002	0.2%	32	113.4%	1	-37.2%	27
Tessin	0.000	0.002	0.002	0.000	0.002	0.1%	31	25.6%	10	-6.0%	17
Jura & Drei-Seen-Land	0.000	0.000	0.001	0.000	0.001	0.1%	31	103.0%	2	29.3%	1
Aargau und Solothurn Region	0.000	0.001	0.001	0.000	0.001	0.1%	32	-20.4%	27	0.0%	9
Ostschweiz	0.000	0.001	0.001	0.000	0.001	0.0%	32	-36.5%	31	8.4%	3
Fribourg Region	0.000	0.000	0.000	0.000	0.000	0.1%	30	123.7%	1	5.4%	2

Source: FSO/hotel statistics

Example: Tourists from Indonesia generate the most overnight stays in Zürich Region of any Swiss region, namely 0.038 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, 0.6% of their total tourism volume comes from Indonesia, making this source market the 25th most important market for this region (out of 33 ST markets overall). With a -0.8% development in overnight stays between 2015 and 2019, Indonesia ranks 22nd. 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

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	0.005	0.013	0.02	0.003	0.015	0.5%	25	52.4%	3	-25.8%	26
Opfikon	0	0.015	0.016	0	0.01	2.1%	10	2.9%	9	-36.7%	23
Luzern	0.012	0.009	0.012	0.001	0.005	0.9%	18	41.7%	3	-60.4%	28
Genève	0.004	0.007	0.008	0.002	0.007	0.4%	29	18.2%	9	-16.8%	21
Interlaken	0.002	0.004	0.006	0.001	0.01	0.8%	17	77.3%	2	59.0%	8
Zermatt	0.001	0.002	0.005	0.001	0.005	0.3%	27	172.0%	2	-2.2%	19
Bern	0.001	0.001	0.003	0.001	0.005	0.4%	25	190.5%	1	52.5%	1
Basel	0.001	0.001	0.003	0	0.002	0.2%	31	130.7%	1	-36.7%	27
Lausanne	0.001	0.001	0.003	0	0.001	0.3%	28	83.1%	5	-63.8%	30
Grindelwald	0	0.001	0.002	0	0.004	0.3%	24	57.1%	13	91.1%	4
Montreux	0	0.001	0.001	0	0.002	0.3%	25	15.7%	16	47.9%	3
St. Moritz	0	0.001	0.001	0	0.002	0.2%	30	6.2%	28	26.8%	7
Lauterbrunnen	0	0	0.001	0	0.001	0.2%	29	191.7%	2	-42.8%	26
Kriens	0	0	0.001	0	0.001	1.2%	14	449.8%	2	-6.4%	27
Lugano	0	0.001	0.001	0	0.001	0.2%	30	36.1%	13	-31.9%	26
Meyrin	0.001	0.001	0.001	0	0.001	0.3%	29	9.0%	7	-22.1%	28
Engelberg	0.002	0.001	0.001	0	0	0.2%	24	-24.4%	28	-67.2%	26
Unterseen	0	0	0.001	0	0.001	0.5%	22	158.8%	3	30.5%	20
Stansstad	0	0	0.001	0	0	0.6%	20	inf	2	-99.7%	32
Davos	0	0.001	0.001	0	0	0.1%	30	33.0%	7	-48.6%	24
Vernier	0.001	0	0.001	0	0	0.5%	23	25.1%	8	-63.8%	26
Le Grand-Saconnex	0	0	0.001	0	0	0.2%	32	371.7%	2	-13.0%	14
Rümlang	0	0.006	0	0	0.002	0.2%	29	-91.8%	33	351.5%	1
Weggis	0	0	0	0	0	0.2%	28	169.1%	8	-68.7%	26
Biel/Bienne	0	0	0	0	0.001	0.4%	18	205.2%	3	65.3%	2
Kloten	0	0.001	0	0	0.001	0.2%	32	-71.4%	32	101.5%	15
Beatenberg	0	0	0	0	0	0.3%	20	205.4%	1	-51.8%	31
Paradiso	0	0.001	0	0	0	0.2%	28	-31.8%	25	36.0%	4
Bussigny	0	0	0	0	0	0.3%	23	266.0%	2	44.2%	8
Chur	0	0	0	0	0	0.1%	30	1500.0%	1	-44.4%	28
Täsch	0	0	0	0	0	0.3%	25	108.8%	9	74.3%	4
Wilderswil	0	0	0	0	0	0.2%	26	33.8%	8	-18.7%	18
Saanen	0	0.001	0	0	0	0.1%	32	-52.9%	33	-34.2%	21
Zug	0	0	0	0	0	0.2%	31	-20.9%	22	-93.0%	33
Baden	0	0	0	0	0	0.2%	31	170.5%	6	-50.4%	23
Regensdorf	0	0.001	0	0	0	0.3%	23	-65.3%	32	-80.4%	28
St. Gallen	0	0	0	0	0	0.1%	33	42.5%	14	-75.2%	30
Matten bei Interlaken	0	0	0	0	0	0.3%	25	22.0%	21	-49.1%	26
Lancy	0	0.001	0	0	0	0.2%	28	-58.8%	33	-58.1%	25
Fribourg	0	0	0	0	0	0.2%	28	182.4%	1	25.4%	1
Sursee	0	0	0	0	0	0.7%	14	inf	2	-85.6%	29
Winterthur	0	0	0	0	0	0.1%	31	20.8%	11	-71.4%	31
Egerkingen	0	0	0	0	0	0.3%	22	-39.3%	25	-100.0%	33
Saint-Légier-La Chiésaz	0	0	0	0	0	0.5%	13	inf	11	-100.0%	17
Samedan	0	0	0	0	0	0.3%	14	496.7%	2	-49.7%	30
Val de Bagnes	0	0	0	0	0	0.1%	31	128.0%	3	-8.8%	18
Saas-Fee	0	0	0	0	0	0.0%	29	174.0%	5	-85.4%	31
Naters	0	0	0	0	0	0.2%	17	-23.3%	27	51.5%	7
Vevey	0	0	0	0	0	0.1%	32	-19.6%	26	-16.0%	12
Vitznau	0	0	0	0	0	0.2%	25	-62.6%	33	75.6%	8

Source: FSO/hotel statistics

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

Seasonal distribution.

Indonesia

Overnights 2019
Overnights 2022
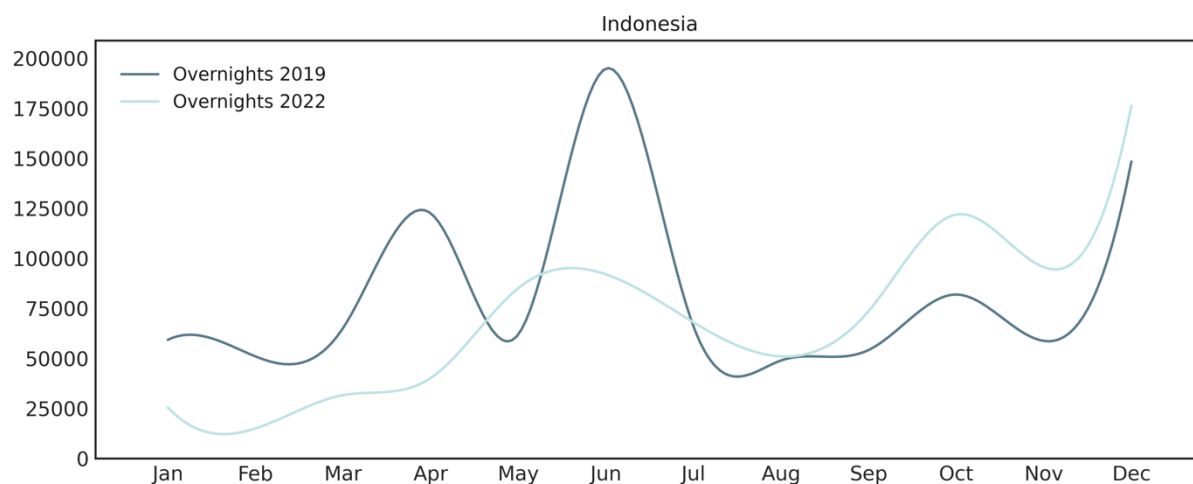
Summer, winter

	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)	0.024	0.048	0.051	0.005	0.049	0.2%	29	6.6%	26	-3.2%	17
winter (Nov-April)	0.014	0.032	0.051	0.009	0.038	0.3%	28	57.5%	2	-23.9%	21

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)	0.008	0.022	0.025	0.001	0.016	0.3%	28	13.1%	20	-37.1%	25
off-season II (Sept-Nov)	0.012	0.014	0.019	0.006	0.029	0.2%	30	42.0%	4	49.4%	2
summer core months (Jun-Aug)	0.011	0.029	0.031	0.001	0.021	0.2%	29	5.8%	25	-31.9%	27
winter core months (Dez-Feb)	0.007	0.015	0.026	0.006	0.022	0.3%	28	76.6%	3	-16.2%	14

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	0.001	0.004	0.006	0.000	0.003	0.2%	30	40.7%	5	-57.0%	24
February	0.001	0.003	0.005	0.000	0.002	0.2%	31	100.9%	2	-70.5%	30
March	0.003	0.006	0.007	0.000	0.003	0.2%	31	10.9%	18	-51.4%	26
April	0.002	0.007	0.012	0.000	0.004	0.5%	24	69.7%	1	-67.2%	27
May	0.003	0.009	0.006	0.000	0.009	0.2%	29	-31.0%	32	37.5%	2
June	0.006	0.007	0.019	0.000	0.009	0.5%	22	176.4%	1	-52.8%	27
July	0.003	0.018	0.007	0.000	0.007	0.1%	31	-64.2%	33	3.0%	14
August	0.002	0.004	0.005	0.001	0.005	0.1%	32	29.6%	10	4.1%	15
September	0.008	0.004	0.005	0.001	0.007	0.1%	32	26.5%	9	35.9%	3
October	0.003	0.005	0.008	0.002	0.012	0.3%	28	60.1%	2	48.8%	3
November	0.002	0.004	0.006	0.002	0.010	0.3%	28	35.9%	4	62.7%	2
December	0.005	0.008	0.015	0.006	0.018	0.5%	22	88.0%	2	18.8%	8

Source: FSO/hotel statistics

How to read these tables: see reading example on page 3.
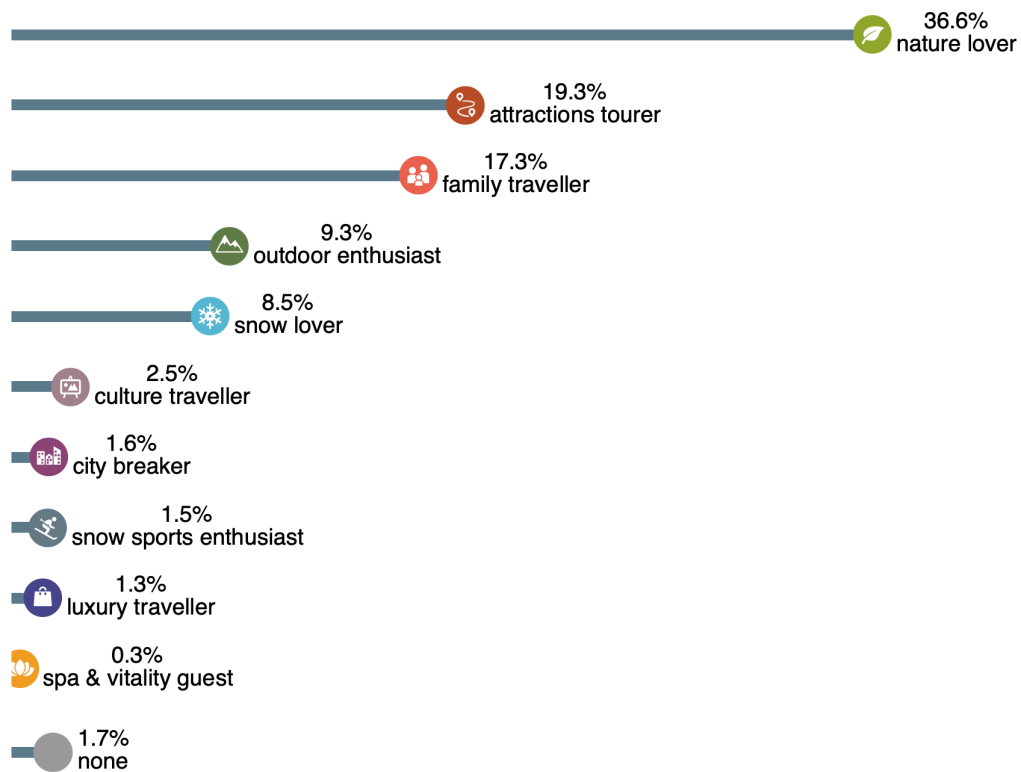
Structural facts of leisure travelers.

(leisure tourists in Swiss hotels & supplementary accommodations)

age		accommodation		touring		through CH border	
16-34 years	65.4%	hotel	61.0%	no	3.9%	plane	56.9%
35-54 years	31.8%	suppl. acc.	39.0%	yes with 1 CH-Dest.	14.0%	train	31.9%
55+ years	2.8%			yes with 2+ CH-Dest.	82.1%	other	11.2%

Guest segments.

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

36.6% nature lover

19.3% attractions tourer

17.3% family traveller

9.3% outdoor enthusiast

8.5% snow lover

2.5% culture traveller

1.6% city breaker

1.5% snow sports enthusiast

1.3% luxury traveller

0.3% spa & vitality guest

1.7% none

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

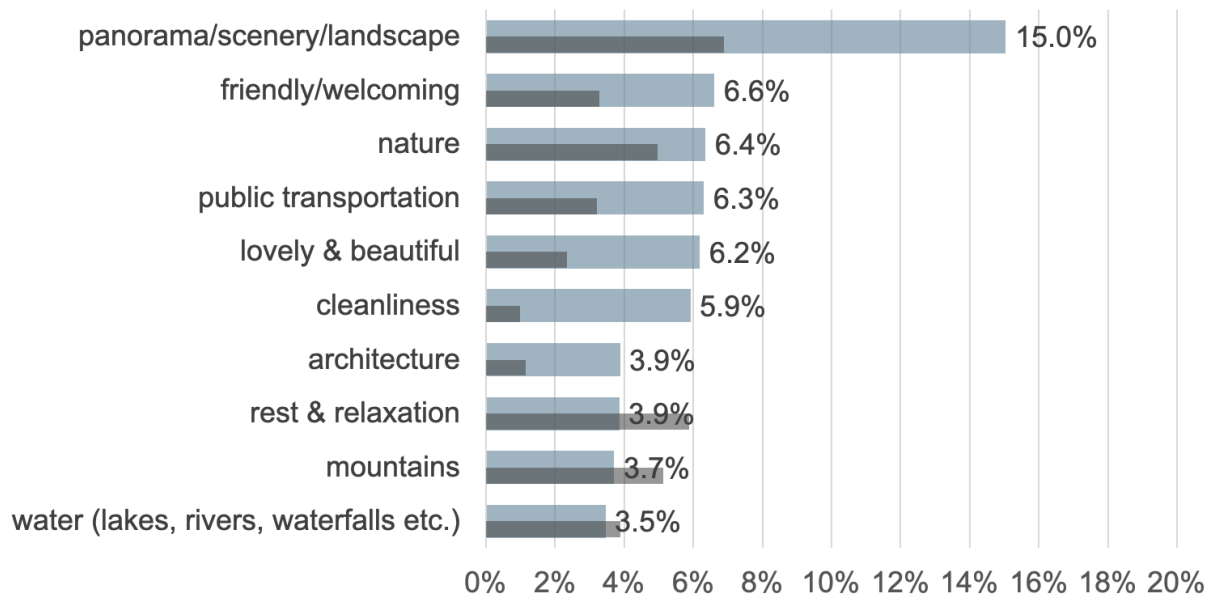| #	Reason	%		#	Reason	%
1	family-friendly	12.0%		11	panorama trains	3.6%
2	special nature attractions	10.8%		12	high-mountain experience	2.5%
3	glaciers/snow	8.1%		13	quiet	2.4%
4	nature	6.5%		14	pleasant climate/weather	2.4%
5	romantic	4.9%		15	mountain pass roads	2.2%
6	mountains	3.9%		16	warm-hearted	1.9%
7	panorama	3.7%		17	guided tours	1.6%
8	relaxation	3.6%		18	mountain transportation	1.5%
9	city experience	3.6%		19	local public transportation	1.4%
10	atmosphere	3.6%		20	adventures	1.3%
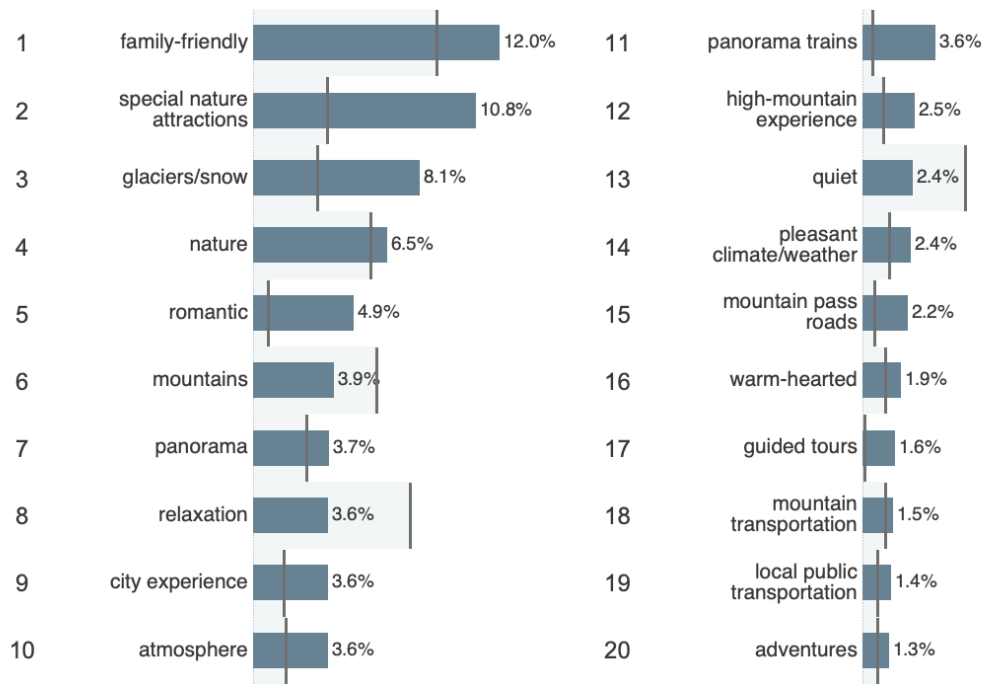
source: TMS 2017

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

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

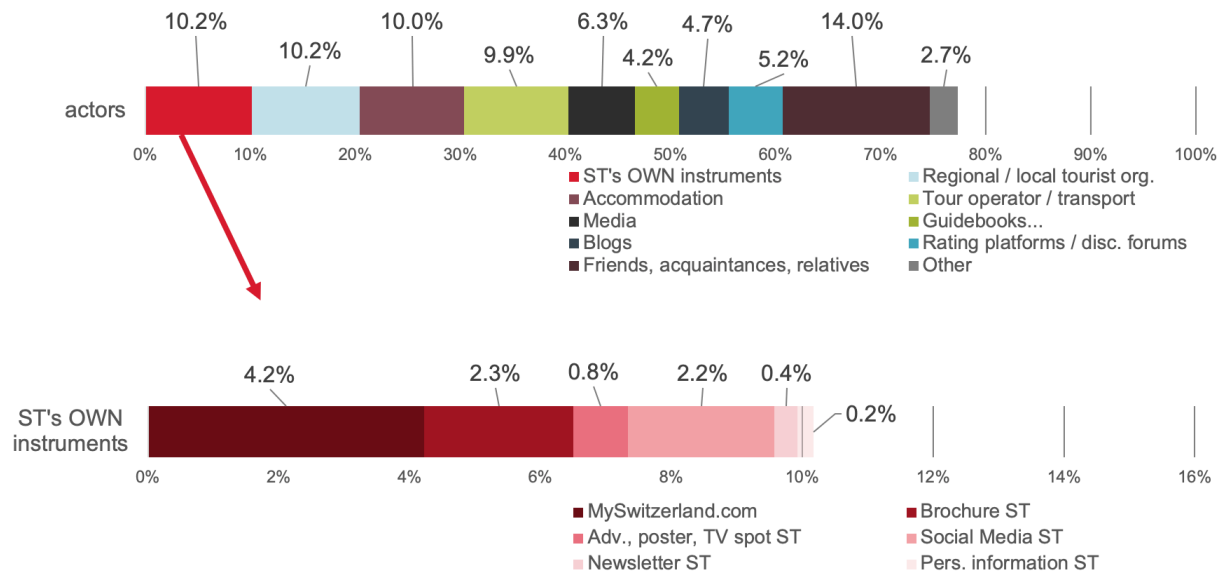| Strength	%
panorama/scenery/landscape	15.0%
friendly/welcoming	6.6%
nature	6.4%
public transportation	6.3%
lovely & beautiful	6.2%
cleanliness	5.9%
architecture	3.9%
rest & relaxation	3.9%
mountains	3.7%
water (lakes, rivers, waterfalls etc.)	3.5%

source: TMS 2017

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

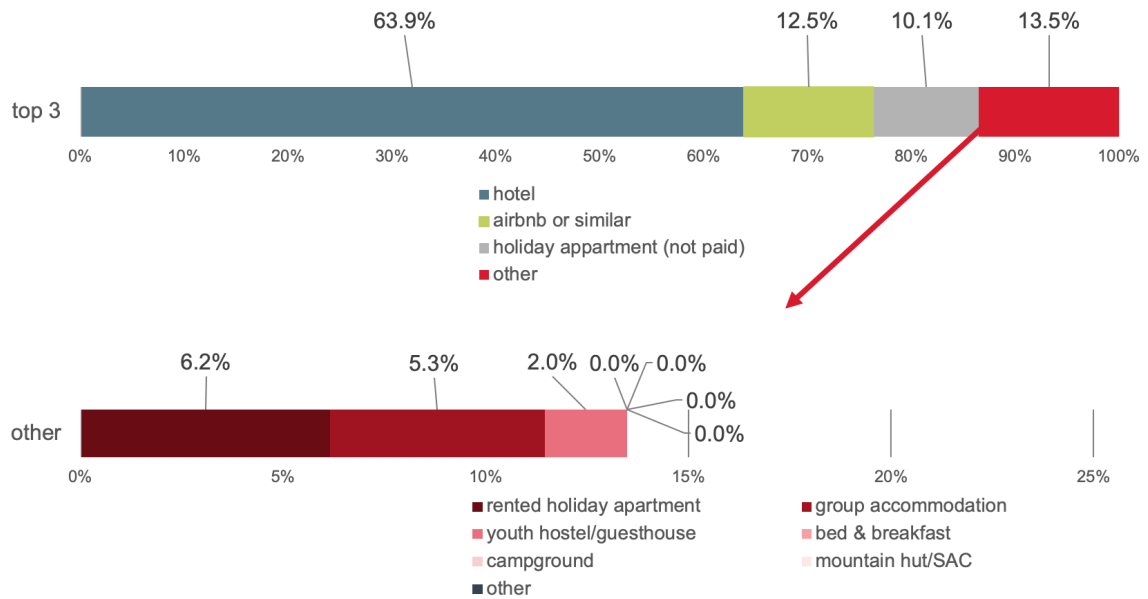# External influence of tourists in their travel decisions.
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)

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

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

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

source: TMS 2017

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

■ hotel	
■ airbnb or similar	
■ holiday appartment (not paid)	
■ other	

■ rented holiday apartment	■ group accommodation
■ youth hostel/guesthouse	■ bed & breakfast
■ campground	■ mountain hut/SAC
■ other	

source: TMS 2017

8

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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	rank	length of stay	rank	****/***** ON share	rank
		2019	2019	2019	2019	2019	2019
total	n.a.	43.9%	23	1.798	29	61.9%	2

Large vs. small destinations

	affinity	rank	share off season	rank	length of stay	rank	****/***** ON share	rank
	2019	2019	2019	2019	2019	2019	2019	2019
large destinations (top 10)	1.675	7	44.2%	26	1.898	27	59.8%	6
mid-sized destinations (11-50)	0.995	10	42.6%	19	1.621	31	72.8%	1
small destinations (51-200)	0.408	32	46.0%	16	1.751	29	50.0%	4
very small destinations (201-smallest)	0.139	33	42.9%	26	1.918	24	23.1%	8

Tourism zone

	affinity	rank	share off season	rank	length of stay	rank	****/***** ON share	rank
	2019	2019	2019	2019	2019	2019	2019	2019
big cities	1.819	5	42.7%	32	1.877	18	67.5%	3
mountain	0.542	30	41.9%	9	1.619	31	56.2%	2
rural	0.193	30	37.0%	32	1.751	25	52.5%	4
small cities	1.085	10	50.2%	15	1.824	25	53.7%	9

Language zone

	affinity	rank	share off season	rank	length of stay	rank	****/***** ON share	rank
	2019	2019	2019	2019	2019	2019	2019	2019
French speaking area	0.781	25	44.9%	29	2.148	17	56.2%	7
German speaking area	1.144	8	43.9%	18	1.758	28	63.0%	1
Italian speaking area	0.314	26	35.2%	28	1.289	32	64.2%	3
Rhaeto Romanic language zone	0.015	29	34.8%	10	1.353	33	0.0%	29.5

Tourism region

	affinity	rank	share off season	rank	length of stay	rank	****/***** ON share	rank
	2019	2019	2019	2019	2019	2019	2019	2019
Zürich Region	2.259	1	41.8%	32	1.776	17	72.9%	1
Luzern / Vierwaldstättersee	1.658	6	52.8%	5	1.823	22	48.4%	7
Bern Region	1.112	12	45.2%	9	1.692	29	55.0%	1
Genf	1.291	20	45.3%	31	2.410	6	47.5%	17
Wallis	0.54	27	38.4%	15	1.588	30	59.4%	2
Waadt	0.668	28	45.1%	28	1.750	29	75.6%	3
Graubünden	0.221	26	25.7%	26	1.436	31	70.1%	3
Basel Region	0.677	28	40.6%	31	2.496	10	60.7%	7
Tessin	0.33	26	35.2%	28	1.289	32	64.2%	3
Jura & Drei-Seen-Land	0.433	20	39.9%	30	1.836	25	79.7%	2
Aargau und Solothurn Region	0.21	29	39.2%	32	1.993	22	39.2%	3
Ostschweiz	0.106	33	61.4%	3	1.907	25	47.6%	6
Fribourg Region	0.283	24	35.5%	30	1.950	12	59.9%	5

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	2.115	3	41.4%	32	1.855	16	61.6%	4
Opfikon	8.286	1	41.1%	32	1.683	3	90.1%	2
Luzern	3.486	3	53.9%	4	1.916	11	53.2%	9
Genève	1.438	19	44.4%	31	2.530	7	46.1%	16
Interlaken	3.115	6	44.2%	20	1.764	26	66.3%	4
Zermatt	1.248	16	38.6%	15	1.610	30	64.3%	8
Bern	1.454	9	44.0%	25	1.602	27	61.5%	8
Basel	0.796	25	40.1%	32	2.496	9	61.1%	5
Lausanne	1.024	18	52.1%	8	1.974	28	78.8%	2
Grindelwald	1.328	12	57.8%	2	1.522	32	65.4%	2
Montreux	1.081	13	39.5%	32	1.564	30	81.9%	7
St. Moritz	0.7	24	25.4%	24	1.310	32	72.3%	4
Lauterbrunnen	0.849	18	36.5%	12	1.903	29	20.5%	18
Kriens	4.502	3	48.7%	12	1.565	20	0.0%	0
Lugano	0.862	20	34.3%	29	1.215	31	78.3%	2
Meyrin	1.016	18	48.9%	24	1.716	17	74.4%	10
Engelberg	0.834	12	48.2%	4	1.400	29	15.9%	29
Unterseen	1.948	11	51.1%	12	1.770	27	0.0%	0
Stansstad	2.23	3	66.8%	1	2.018	16	99.7%	1
Davos	0.292	21	12.8%	33	2.108	29	87.3%	3
Vernier	1.873	8	43.2%	26	2.951	3	45.9%	7
Le Grand-Saconnex	0.9	26	47.8%	21	2.326	4	44.2%	23
Rümlang	0.752	16	50.3%	10	1.233	23	18.7%	29
Weggis	0.787	12	44.6%	22	1.258	28	9.7%	29
Biel/Bienne	1.594	4	40.0%	28	1.573	28	100.0%	2
Kloten	0.596	26	41.5%	30	1.408	19	78.9%	6
Beatenberg	1.14	6	42.6%	13	1.459	30	61.2%	23
Paradiso	0.714	21	55.9%	3	1.290	33	53.9%	27
Bussigny	1.344	8	30.8%	29	1.186	29	98.0%	2
Chur	0.579	22	24.7%	33	1.215	31	50.3%	1
Täsch	1.333	12	41.2%	10	1.198	32	0.0%	0
Wilderswil	0.877	15	52.7%	10	1.696	27	0.0%	0
Saanen	0.293	29	17.6%	23	1.619	32	87.1%	6
Zug	0.882	24	80.6%	1	5.265	3	57.0%	20
Baden	0.803	19	73.5%	2	3.132	13	70.6%	5
Regensdorf	1.047	8	23.4%	30	1.808	18	100.0%	3
St. Gallen	0.349	30	70.6%	2	1.557	31	51.4%	14
Matten bei Interlaken	1.169	12	32.9%	23	2.038	10	0.0%	0
Lancy	0.587	22	42.9%	28	2.039	6	0.0%	17
Fribourg	0.654	22	49.8%	18	3.426	1	100.0%	2
Sursee	2.574	1	1.0%	33	2.000	11	99.0%	1
Winterthur	0.346	29	34.9%	30	2.430	8	12.5%	30
Egerkingen	0.998	12	9.9%	30	2.068	7	100.0%	2
Saint-Légier-La Chiésaz	1.933	5	43.6%	22	1.155	26	100.0%	10
Samedan	1.329	3	21.8%	28	1.346	31	94.4%	2
Val de Bagnes	0.381	28	27.5%	23	3.563	11	60.2%	3
Saas-Fee	0.167	25	40.1%	16	1.539	32	85.4%	1
Naters	0.962	9	20.5%	22	1.015	30	84.8%	3
Vevey	0.5	25	22.9%	33	3.275	6	43.5%	27
Vitznau	0.725	15	89.0%	1	3.629	4	93.7%	3

Source: FSO/hotel statistics

Example: In 2019, for tourists from Indonesia who visited Zürich, the following further characteristics were noted:
- 2.12 times higher share of overnight stays than they had in the whole of Switzerland (=rank 3 out of a total of 33 markets):
ON-share Zürich (0.54%) vs. ON-share whole Switzerland (0.26%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 41.4% (=rank 32).
- the length of stay (overnight stays/arrivals in the hotel) was 1.85 nights (=rank 16).
- the share of 4- and 5-star hotels out of all hotel nights was 61.6% (=rank 4).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
summer (May-Oct)	0.876	27	1.826	28	58.4%	2
winter (Nov-April)	1.166	7	1.770	30	65.4%	2

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)	1.079	10	1.734	30	64.6%	2
off-season II (Sept-Nov)	0.86	27	1.842	25	54.4%	4
summer core months (Jun-Aug)	0.94	18	1.813	29	61.5%	2
winter core months (Dez-Feb)	1.148	7	1.812	30	65.5%	3

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
January	0.816	18	1.923	29	62.5%	6
February	0.64	25	1.809	31	68.1%	2
March	0.759	25	1.693	30	65.9%	2
April	1.788	2	1.737	27	68.5%	2
May	0.804	28	1.772	28	55.4%	5
June	2.002	1	1.738	30	63.8%	1
July	0.565	32	1.853	25	56.8%	4
August	0.425	32	2.119	14	58.6%	3
September	0.571	32	1.839	24	54.3%	4
October	1.046	9	1.914	23	51.9%	8
November	1.1	11	1.753	29	57.8%	7
December	2.033	3	1.772	29	65.9%	3

Source: FSO/hotel statistics

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