

Research Report Italy.

Tourism goals: summary

Market size & growth: In 2019, the Italian market recorded 0.888 million overnights¹⁾ in Switzerland and 0.816 million overnights in 2022. With a market share of 2.24%, Italy was the 7th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was -5.3% between 2015 and 2019. Between 2019 and 2022, the development was -8.0%. The corresponding growth ranking was 32 and 15 respectively.

Economic value: Italy ranks 24th with a daily expenditure value of CHF 170 (TMS 2017) and ranks 30th with a 31.1% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 24.8% figure for first-time visitors, Italy ranks 25th (TMS 2017). With a length of stay of 1.88 overnights it ranks 26th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 62.0% of overnights from Italy, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 20.8% (=rank 10) and 17.1% (=rank 5) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 24.3% (=rank 12) and 21.9% (=rank 15), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

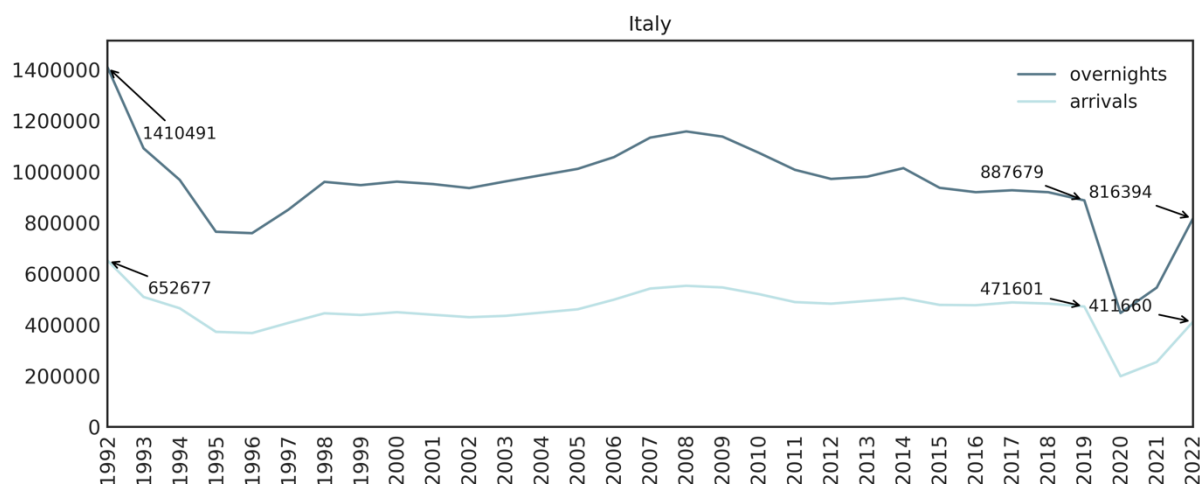
		value	rank
1. market size & growth	2019	0.888 M.	7
	2022	0.816 M.	7
	2015-19	-5.3%	32
	2019-22	-8.0%	15
2. economic value	daily expenditures 2017 (TMS)	170	24
	share ****/****-nights 2019	31.1%	30
3. first time visitors	share 2017 (TMS)	24.8%	25
4. length of stay	2019	1.88	26
5. balance	share off-season "March-May" of total year 2019	24.3%	12
	share off-season "Sept-Nov" of total year 2019	21.9%	15
	share small destinations (51 st -200 th largest) 2019	20.8%	10
	share very small destinations (201 st +) 2019	17.1%	5

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Italy typically preferred the regions of: Tessin, Fribourg Region and Basel Region. Moreover, these guests were most overrepresented in the five destinations of: Chiasso, Mendrisio, Paradiso, Bellinzona and Lugano.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	3.0%	2.6%	2.2%	1.8%	2.1%	7
...markets abroad	5.3%	4.8%	4.1%	6.4%	4.8%	6
...nearby markets (Europe, excl. CH)	7.1%	7.9%	7.3%	8.0%	7.4%	4

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	1.074	0.937	0.888	0.546	0.816	7	-5.3%	32	-8.0%	15
length of stay (overnights/arrivals)	2.064	1.959	1.882	2.147	1.983	27	-8.0%	22	11.4%	9
density (overnights/1'000 inhabitants)	18.119	15.431	14.867	9.226	13.816	15	-3.7%	31	-7.1%	9
GDP per capita in USD	35'988	30'233	33'689	35'600	33'514	19	11.4%	22	-0.5%	28
population in millions	59.299	60.714	59.707	59.178	59.091	14	-1.7%	33	-1.0%	33

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight- share	inhabitant- share
Lombardy	40.3%	16.5%
Piedmont	11.1%	7.3%
Veneto	8.4%	8.1%
Emilia-Romagna	6.9%	7.3%
Campania	5.2%	9.6%
Sicily	4.0%	8.3%
Liguria	3.7%	2.6%
Trentino-Alto Adige	3.7%	1.8%
Friuli-Venezia Giulia	3.0%	2.0%
Lazio	3.0%	9.7%
Tuscany	2.7%	6.2%
Marche	2.5%	2.5%
Sardinia	2.2%	2.7%
Apulia	2.0%	6.7%
Valle d'Aosta	0.7%	0.2%
Umbria	0.5%	1.5%
Abruzzi	0.2%	2.2%
Calabria	0.2%	3.2%

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	1.074	0.937	0.888	0.546	0.816	2.2%	7	-5.3%	32	-8.0%	15

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)	0.388	0.319	0.332	0.192	0.291	2.3%	9	4.2%	27	-12.6%	19
mid-sized destinations (11-50)	0.323	0.269	0.220	0.130	0.211	2.0%	10	-18.3%	33	-4.2%	16
small destinations (51-200)	0.181	0.179	0.187	0.118	0.168	2.1%	7	4.4%	26	-10.0%	9
very small destinations (201-smallest)	0.182	0.169	0.148	0.105	0.146	2.9%	4	-12.5%	25	-1.0%	14

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	0.305	0.317	0.322	0.178	0.289	2.7%	8	1.4%	27	-10.2%	15
mountain	0.390	0.248	0.217	0.145	0.212	1.3%	12	-12.7%	33	-2.4%	16
rural	0.099	0.098	0.088	0.058	0.071	2.6%	5	-10.1%	25	-18.7%	15
small cities	0.280	0.274	0.262	0.164	0.245	3.6%	5	-4.4%	31	-6.5%	9

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	0.218	0.214	0.223	0.129	0.186	2.7%	9	4.2%	27	-16.7%	15
German speaking area	0.644	0.536	0.501	0.307	0.465	1.8%	8	-6.5%	32	-7.3%	15
Italian speaking area	0.203	0.181	0.158	0.105	0.161	6.5%	3	-12.9%	31	1.8%	12
Rhaeto Romanic language zone	0.009	0.005	0.006	0.004	0.005	0.9%	5	1.4%	15	-4.7%	17

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
Zürich Region	0.136	0.154	0.151	0.085	0.144	2.3%	8	-2.0%	26	-4.7%	11
Tessin	0.192	0.176	0.149	0.099	0.150	6.5%	3	-15.2%	31	0.4%	13
Genf	0.087	0.088	0.096	0.053	0.084	3.0%	9	9.7%	20	-12.7%	18
Graubünden	0.234	0.127	0.096	0.065	0.098	1.8%	6	-24.4%	33	2.0%	10
Waadt	0.084	0.083	0.081	0.044	0.058	2.7%	8	-2.4%	28	-29.1%	17
Bern Region	0.068	0.056	0.061	0.034	0.060	1.1%	13	9.0%	27	-1.8%	20
Luzern / Vierwaldstättersee	0.060	0.058	0.056	0.032	0.048	1.4%	11	-2.1%	26	-14.7%	20
Wallis	0.076	0.049	0.055	0.041	0.052	1.3%	10	12.1%	22	-5.6%	17
Basel Region	0.054	0.057	0.052	0.027	0.044	3.0%	6	-9.1%	31	-15.7%	12
Ostschweiz	0.032	0.033	0.034	0.024	0.028	1.8%	4	1.2%	15	-16.1%	15
Aargau und Solothurn Region	0.027	0.028	0.025	0.022	0.025	2.4%	5	-9.2%	22	-0.4%	10
Jura & Drei-Seen-Land	0.016	0.017	0.016	0.013	0.018	2.9%	4	-3.1%	23	10.7%	3
Fribourg Region	0.009	0.012	0.015	0.006	0.008	3.1%	4	27.2%	9	-44.2%	20

Source: FSO/hotel statistics

Example: Tourists from Italy generate the most overnight stays in Zürich Region of any Swiss region, namely 0.151 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, 2.3% of their total tourism volume comes from Italy, making this source market the 8th most important market for this region (out of 33 ST markets overall). With a -2.0% development in overnight stays between 2015 and 2019, Italy ranks 26th. In other words, in reference to the development of overnight stays, 25 other source markets had a stronger performance and 7 had a weaker performance.

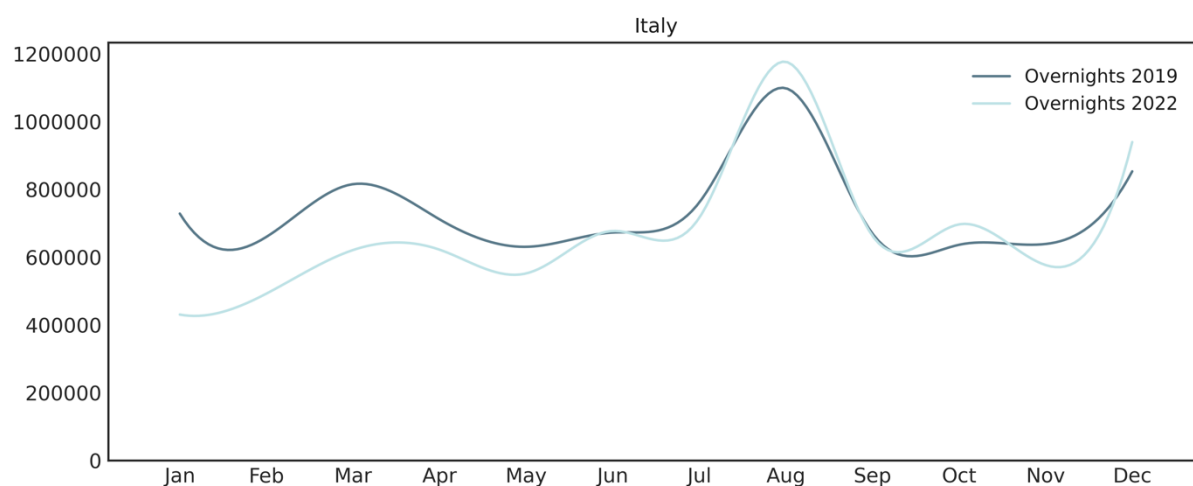
Top 50 destinations

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	0.078	0.084	0.086	0.047	0.075	2.4%	8	3.2%	25	-12.5%	15	
Genève	0.066	0.063	0.067	0.037	0.058	3.1%	8	6.6%	19	-13.5%	18	
Lugano	0.079	0.07	0.056	0.038	0.057	10.9%	2	-20.2%	31	2.1%	18	
Basel	0.045	0.046	0.044	0.024	0.038	3.1%	6	-5.9%	30	-11.9%	11	
Lausanne	0.036	0.028	0.033	0.019	0.023	3.3%	7	18.1%	30	-29.2%	19	
St. Moritz	0.084	0.034	0.029	0.023	0.03	3.9%	6	-14.2%	32	2.7%	20	
Paradiso	0.025	0.03	0.025	0.011	0.02	13.4%	2	-16.0%	23	-20.9%	19	
Luzern	0.028	0.021	0.025	0.011	0.019	1.8%	11	18.3%	11	-24.1%	21	
Bern	0.019	0.019	0.02	0.012	0.021	2.4%	7	5.0%	26	5.4%	12	
Zermatt	0.015	0.012	0.017	0.012	0.015	1.1%	13	44.5%	16	-11.9%	22	
Pontresina	0.06	0.041	0.012	0.005	0.011	3.9%	3	-71.3%	33	-10.9%	15	
Bellinzona	0.009	0.01	0.011	0.007	0.008	11.3%	2	12.4%	23	-22.7%	22	
Opfikon	0.011	0.014	0.01	0.006	0.012	1.4%	13	-25.5%	23	16.8%	4	
Meyrin	0.009	0.011	0.01	0.006	0.012	2.4%	9	-6.4%	17	19.2%	11	
Locarno	0.008	0.009	0.01	0.005	0.007	3.3%	3	16.9%	21	-26.7%	15	
Montreux	0.01	0.01	0.008	0.004	0.006	1.7%	11	-17.5%	30	-28.2%	25	
Saanen	0.007	0.005	0.008	0.004	0.007	2.3%	7	55.2%	10	-9.8%	14	
Chiasso	0.009	0.009	0.007	0.008	0.012	26.1%	2	-21.0%	23	67.5%	4	
Interlaken	0.01	0.007	0.007	0.003	0.005	0.9%	16	-4.5%	27	-23.0%	26	
Ascona	0.006	0.005	0.006	0.003	0.005	1.5%	3	29.3%	15	-15.7%	24	
Le Grand-Saconnex	0.003	0.003	0.006	0.003	0.005	2.7%	9	81.3%	20	-13.5%	15	
Winterthur	0.005	0.005	0.006	0.002	0.004	2.5%	6	6.1%	16	-25.8%	15	
St. Gallen	0.004	0.004	0.005	0.003	0.005	2.1%	5	26.0%	19	-2.5%	13	
Celerina/Schlarigna	0.013	0.007	0.005	0.004	0.006	4.8%	3	-23.7%	28	11.4%	12	
Bussigny	0.002	0.007	0.005	0.002	0.003	4.9%	4	-26.1%	21	-29.7%	26	
Davos	0.007	0.006	0.005	0.004	0.005	0.5%	13	-11.5%	26	10.7%	3	
Crans-Montana	0.009	0.005	0.005	0.003	0.005	2.1%	8	-7.9%	21	10.0%	15	
Poschiavo	0.005	0.002	0.005	0.002	0.005	8.7%	2	146.4%	9	-3.9%	25	
Lancy	0.003	0.005	0.005	0.001	0.003	3.5%	7	-5.5%	20	-43.7%	12	
Zug	0.003	0.005	0.005	0.003	0.004	4.1%	6	-9.9%	15	-23.3%	21	
Leukerbad	0.017	0.007	0.005	0.001	0.002	2.0%	5	-34.9%	26	-53.3%	21	
Baden	0.002	0.004	0.004	0.002	0.003	3.9%	6	27.4%	15	-36.9%	20	
Chur	0.006	0.004	0.004	0.003	0.004	2.3%	6	14.4%	25	-15.0%	21	
Mendrisio	0.008	0.005	0.004	0.006	0.01	17.4%	2	-20.9%	22	129.3%	10	
Neuchâtel	0.005	0.004	0.004	0.006	0.009	3.4%	5	15.6%	16	103.3%	1	
Saas-Fee	0.005	0.003	0.004	0.003	0.002	1.3%	9	32.5%	14	-42.6%	17	
Vernier	0.003	0.003	0.004	0.001	0.002	3.2%	8	19.9%	10	-50.6%	22	
Fribourg	0.002	0.003	0.004	0.001	0.002	3.1%	7	12.3%	11	-59.8%	14	
Sils im Engadin/Segl	0.009	0.004	0.004	0.002	0.003	1.7%	4	-16.0%	27	-7.0%	20	
Andermatt	0.002	0.003	0.003	0.002	0.002	2.0%	5	18.6%	27	-25.2%	28	
Silvaplana	0.007	0.004	0.003	0.002	0.003	3.9%	3	-14.6%	24	-1.0%	15	
Martigny	0.002	0.002	0.003	0.002	0.003	3.4%	4	26.5%	20	-10.9%	18	
Kloten	0.006	0.005	0.003	0.003	0.007	1.1%	10	-38.0%	23	140.4%	6	
Muralto	0.004	0.003	0.003	0.003	0.003	3.1%	3	18.1%	14	7.5%	17	
Samedan	0.004	0.002	0.003	0.001	0.004	5.6%	3	42.4%	11	24.7%	15	
Crissier	0.002	0.004	0.003	0.002	0.002	4.2%	4	-18.3%	26	-35.8%	9	
Rümlang	0.003	0.003	0.003	0.002	0.005	1.1%	10	4.0%	16	63.9%	4	
Grindelwald	0.004	0.003	0.003	0.002	0.004	0.4%	21	-6.4%	31	51.0%	13	
Schaffhausen	0.003	0.004	0.003	0.001	0.003	2.6%	5	-27.2%	27	10.1%	3	
Lauterbrunnen	0.005	0.003	0.003	0.002	0.003	0.5%	18	-5.9%	28	1.4%	13	

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)	0.561	0.471	0.447	0.332	0.448	2.0%	9	-5.1%	32	0.3%	14
winter (Nov-April)	0.513	0.466	0.441	0.214	0.368	2.6%	7	-5.4%	30	-16.4%	14

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)	0.230	0.214	0.216	0.082	0.180	2.4%	8	0.9%	28	-16.8%	13
off-season II (Sept-Nov)	0.202	0.198	0.195	0.180	0.194	2.2%	7	-1.6%	29	-0.4%	16
summer core months (Jun-Aug)	0.356	0.271	0.253	0.178	0.257	2.0%	9	-6.7%	33	1.5%	10
winter core months (Dez-Feb)	0.286	0.254	0.224	0.106	0.186	2.5%	7	-11.7%	31	-16.9%	16

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	0.100	0.084	0.073	0.021	0.043	2.6%	6	-12.9%	30	-40.9%	15
February	0.089	0.072	0.066	0.026	0.049	2.1%	8	-8.1%	25	-25.4%	13
March	0.095	0.083	0.082	0.027	0.062	2.4%	8	-2.3%	26	-23.8%	15
April	0.073	0.066	0.071	0.026	0.062	2.7%	7	7.1%	27	-12.6%	12
May	0.063	0.064	0.063	0.029	0.055	2.1%	8	-1.2%	31	-12.5%	16
June	0.079	0.068	0.067	0.037	0.068	1.8%	9	-1.6%	31	0.7%	9
July	0.107	0.085	0.076	0.051	0.072	1.7%	12	-10.5%	31	-5.9%	21
August	0.170	0.118	0.110	0.090	0.118	2.4%	8	-6.9%	31	7.1%	9
September	0.074	0.070	0.067	0.061	0.066	1.8%	7	-4.0%	31	-1.0%	18
October	0.068	0.066	0.064	0.064	0.070	2.1%	7	-3.5%	30	9.5%	11
November	0.060	0.062	0.064	0.054	0.058	3.1%	7	2.9%	23	-9.7%	24
December	0.097	0.099	0.085	0.059	0.094	3.0%	7	-13.4%	33	10.1%	13

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

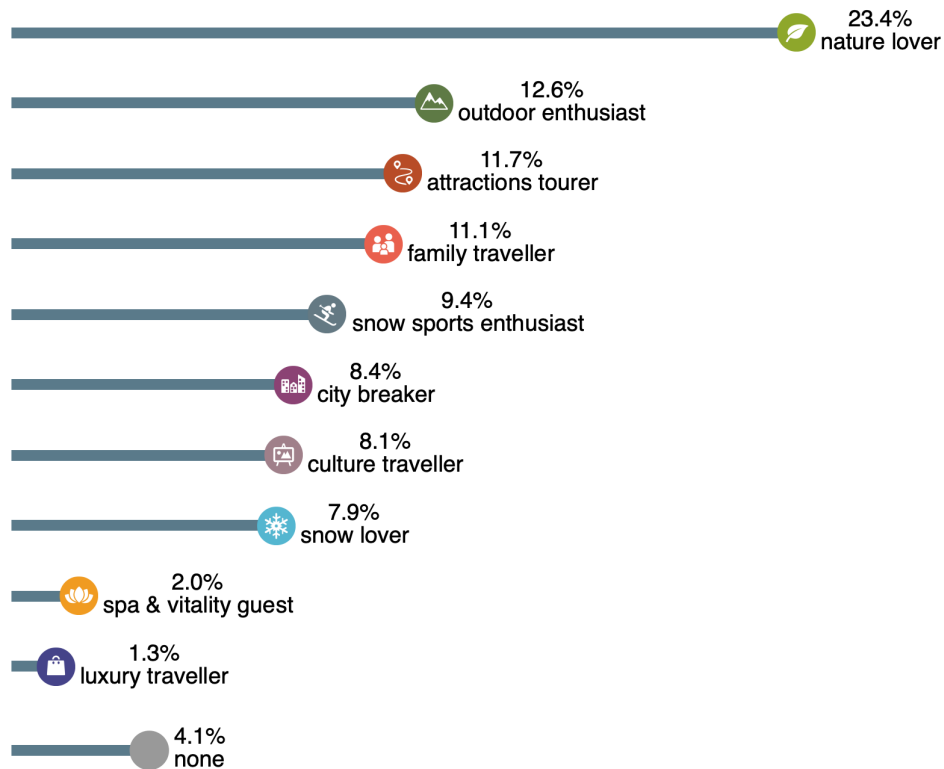
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 38.1%	hotel 41.0%	no 68.5%	plane 12.4%
35-54 years 46.9%	suppl. acc. 59.0%	yes with 1 CH-Dest. 8.5%	train 21.6%
55+ years 15.0%		yes with 2+ CH-Dest. 23.0%	other 66.0%

source: TMS 2017

Guest segments.

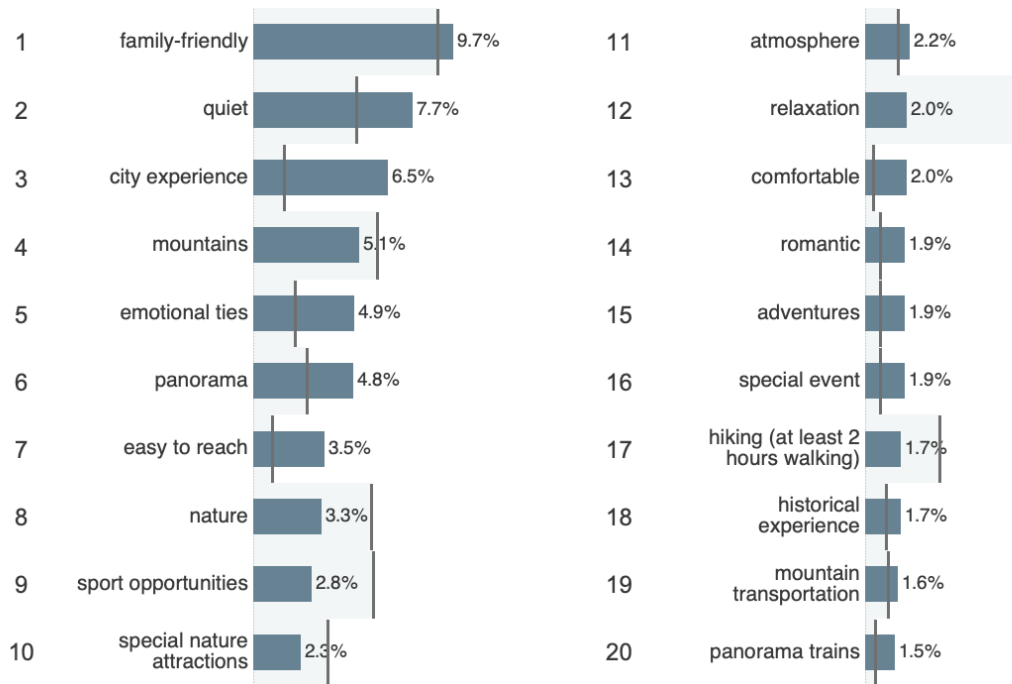
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

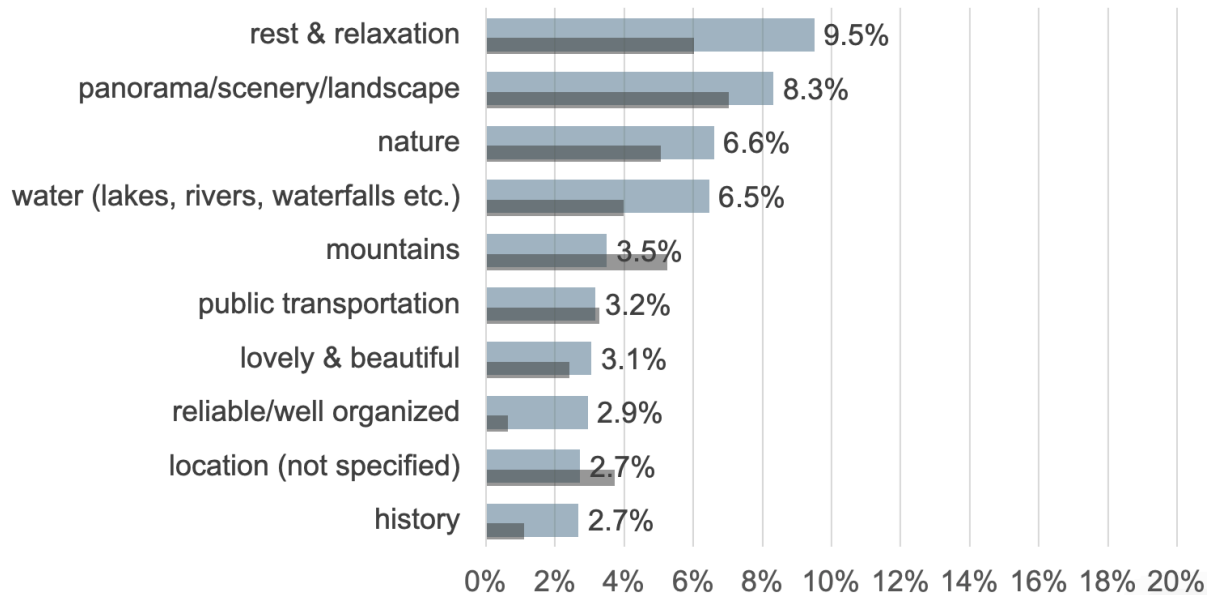


source: TMS 2017

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

Switzerland's tourism strengths.

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

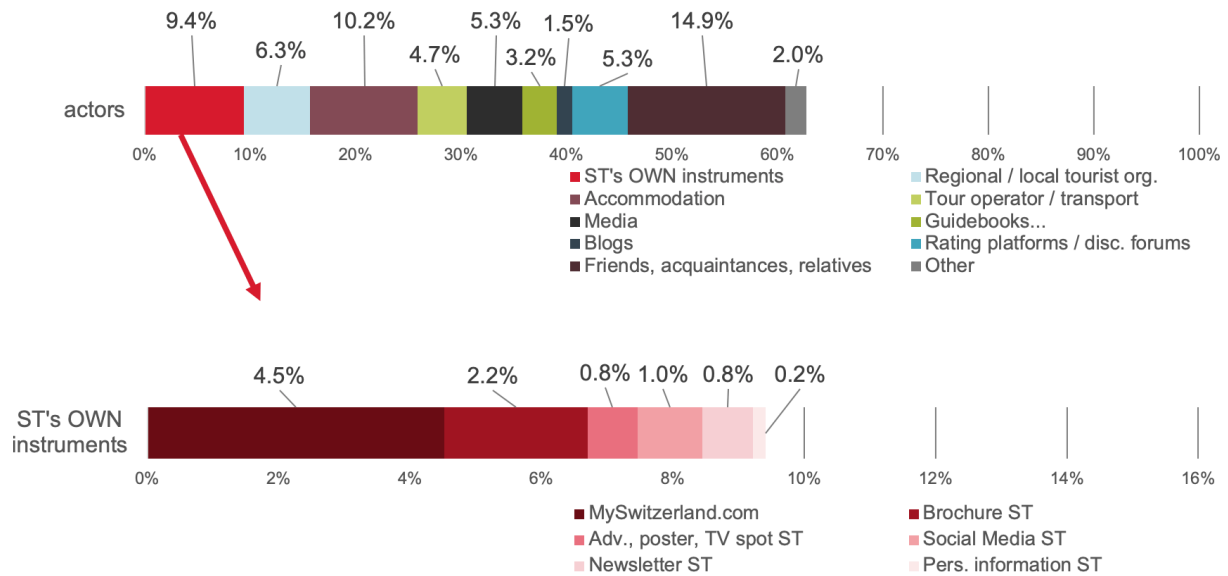


source: TMS 2017

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

External influence of tourists in their travel decisions.

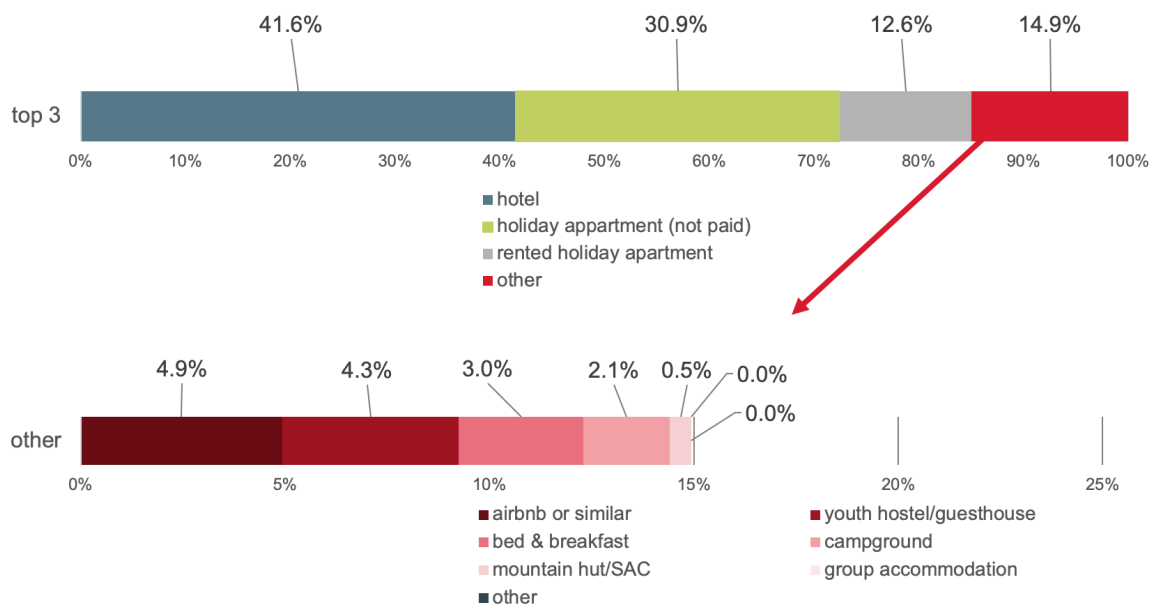
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **19.4%**.
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	n.a.	46.2%	14	1.882	26	31.1%	30

Large vs. small destinations

		affinity		share off season		length of stay		****/***** ON share	
		2019	rank 2019	2019	rank 2019	2019	rank 2019	2019	rank 2019
large destinations (top 10)		1.03	27	46.1%	21	1.904	25	39.6%	31
mid-sized destinations (11-50)		0.876	20	44.7%	14	1.835	26	38.5%	26
small destinations (51-200)		0.94	10	46.3%	14	1.829	27	25.0%	29
very small destinations (201-smallest)		1.292	4	48.5%	10	1.980	21	8.9%	29

Tourism zone

		affinity		share off season		length of stay		****/***** ON share	
		2019	rank 2019	2019	rank 2019	2019	rank 2019	2019	rank 2019
big cities		1.19	22	50.4%	19	1.826	22	36.3%	33
mountain		0.571	28	32.7%	23	2.079	26	31.7%	24
rural		1.158	6	50.1%	12	2.090	16	11.2%	31
small cities		1.615	1	51.0%	11	1.753	27	31.0%	31

Language zone

		affinity		share off season		length of stay		****/***** ON share	
		2019	rank 2019	2019	rank 2019	2019	rank 2019	2019	rank 2019
French speaking area		1.205	13	50.2%	11	1.922	28	31.7%	32
German speaking area		0.79	30	43.3%	19	1.937	24	32.4%	26
Italian speaking area		2.898	1	50.4%	8	1.688	26	27.1%	28
Rhaeto Romanic language zone		0.398	8	27.2%	18	1.677	27	9.0%	14

Tourism region

		affinity		share off season		length of stay		****/***** ON share	
		2019	rank 2019	2019	rank 2019	2019	rank 2019	2019	rank 2019
Zürich Region		1.028	26	49.0%	21	1.805	15	34.2%	33
Tessin		2.883	1	51.5%	7	1.682	26	28.6%	26
Genf		1.338	18	54.5%	11	1.874	25	38.9%	31
Graubünden		0.815	14	27.1%	25	2.161	25	38.5%	23
Waadt		1.223	5	49.9%	13	1.975	25	30.4%	31
Bern Region		0.499	31	39.5%	19	2.011	24	27.6%	27
Luzern / Vierwaldstättersee		0.641	26	44.7%	19	1.630	29	28.2%	28
Wallis		0.58	25	37.0%	19	2.124	24	27.6%	27
Basel Region		1.354	10	50.9%	15	1.913	24	31.8%	31
Ostschweiz		0.789	8	47.9%	18	2.101	17	22.1%	30
Aargau und Solothurn Region		1.049	8	52.6%	13	2.041	19	17.0%	28
Jura & Drei-Seen-Land		1.304	5	50.9%	16	1.975	21	27.5%	26
Fribourg Region		1.366	5	46.9%	17	1.877	17	16.9%	32

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	rank	2019	rank	2019	rank
		2019		2019		2019		2019
Zürich	1.06	28	47.1%	24	1.761	24	36.7%	33
Genève	1.361	21	55.3%	10	1.925	29	40.5%	28
Lugano	4.856	1	53.1%	8	1.691	27	34.7%	26
Basel	1.38	10	50.5%	17	1.892	25	35.7%	30
Lausanne	1.49	4	51.0%	15	1.990	24	37.4%	33
St. Moritz	1.742	6	23.2%	27	2.284	22	54.5%	19
Paradiso	5.976	1	51.4%	13	1.527	25	58.8%	24
Luzern	0.797	17	45.7%	25	1.609	28	37.1%	28
Bern	1.049	17	45.4%	23	1.769	20	37.1%	31
Zermatt	0.511	28	35.6%	22	2.482	22	52.9%	22
Pontresina	1.727	2	22.5%	22	2.605	26	45.8%	10
Bellinzona	5.017	1	53.2%	8	1.573	15	6.2%	28
Opfikon	0.627	27	45.8%	23	1.417	19	55.4%	24
Meyrin	1.074	16	50.0%	21	1.765	13	61.6%	26
Locarno	1.478	2	49.1%	14	1.657	30	13.4%	29
Montreux	0.774	21	44.5%	28	1.775	26	51.8%	33
Saanen	1.021	10	28.7%	8	3.905	3	42.8%	33
Chiasso	11.648	1	53.7%	14	1.695	16	0.0%	0
Interlaken	0.395	21	33.8%	32	2.278	11	17.6%	31
Ascona	0.652	6	40.7%	13	2.343	26	19.7%	33
Le Grand-Saconnex	1.214	22	56.9%	7	1.698	22	39.6%	26
Winterthur	1.131	8	58.0%	3	2.001	20	14.8%	27
St. Gallen	0.917	11	47.3%	22	1.900	18	29.9%	31
Celerina/Schlarigna	2.136	1	20.7%	26	2.710	13	47.0%	14
Bussigny	2.19	6	46.1%	18	1.772	13	28.2%	32
Davos	0.239	23	29.1%	16	2.461	26	44.8%	30
Crans-Montana	0.94	8	19.5%	23	2.767	20	27.8%	19
Poschiavo	3.886	1	33.7%	21	1.539	16	0.0%	10
Lancy	1.541	4	50.9%	17	1.693	19	0.0%	17
Zug	1.823	10	50.2%	26	2.607	16	39.9%	30
Leukerbad	0.896	5	31.2%	18	1.928	21	28.5%	24
Baden	1.726	8	57.5%	8	2.322	22	42.2%	23
Chur	1.015	11	53.3%	6	1.450	18	13.5%	29
Mendrisio	7.742	1	59.1%	5	1.727	16	49.7%	23
Neuchâtel	1.507	4	51.8%	12	1.869	26	47.1%	16
Saas-Fee	0.582	18	60.3%	5	3.225	23	23.3%	28
Vernier	1.424	14	53.7%	10	1.954	18	26.2%	24
Fribourg	1.383	6	46.5%	23	1.600	26	60.6%	30
Sils im Engadin/Segl	0.739	4	17.9%	24	3.060	20	38.3%	27
Andermatt	0.907	12	32.6%	15	1.850	25	53.9%	27
Silvaplana	1.726	2	28.7%	14	2.648	25	65.9%	27
Martigny	1.499	4	46.9%	5	1.604	15	7.9%	27
Kloten	0.506	28	52.8%	7	1.582	4	59.1%	30
Muralto	1.398	3	51.8%	12	1.641	30	9.0%	31
Samedan	2.51	1	22.6%	25	2.092	15	53.5%	18
Crissier	1.854	4	50.1%	10	1.766	17	0.0%	0
Rümlang	0.497	26	44.4%	25	1.365	10	25.8%	23
Grindelwald	0.192	33	37.7%	13	1.793	29	44.0%	15
Schaffhausen	1.142	9	46.3%	21	1.719	16	36.9%	26
Lauterbrunnen	0.225	32	25.2%	25	2.514	17	11.2%	27

Source: FSO/hotel statistics

Example: In 2019, for tourists from Italy who visited Zürich, the following further characteristics were noted:

- 1.06 times higher share of overnight stays than they had in the whole of Switzerland (=rank 28 out of a total of 33 markets): ON-share Zürich (2.38%) vs. ON-share whole Switzerland (2.24%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 47.1% (=rank 24).
- the length of stay (overnight stays/arrivals in the hotel) was 1.76 nights (=rank 24).
- the share of 4- and 5-star hotels out of all hotel nights was 36.7% (=rank 33).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.88	26	1.857	25	28.6%	29
winter (Nov-April)	1.161	8	1.908	27	33.7%	30

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)	1.064	12	1.835	28	31.2%	31
off-season II (Sept-Nov)	0.979	15	1.799	27	29.2%	33
summer core months (Jun-Aug)	0.877	23	1.898	24	28.7%	28
winter core months (Dez-Feb)	1.135	9	1.993	27	35.5%	27

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	1.145	7	2.121	26	36.9%	27
February	0.945	15	1.966	29	34.9%	27
March	1.084	12	1.883	29	33.7%	28
April	1.185	8	1.826	26	30.1%	31
May	0.935	21	1.787	27	29.2%	33
June	0.789	30	1.771	27	28.7%	29
July	0.743	28	1.898	22	27.9%	28
August	1.087	10	1.985	22	29.3%	28
September	0.806	26	1.825	25	26.9%	31
October	0.927	15	1.807	27	29.5%	33
November	1.365	3	1.766	28	31.2%	33
December	1.334	6	1.914	27	34.8%	30

Source: FSO/hotel statistics

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