

# Research Report Gulf Countries.

## Tourism goals: summary

**Market size & growth:** In 2019, the GCC market recorded 0.864 million overnights<sup>1)</sup> in Switzerland and 0.821 million overnights in 2022. With a market share of 2.18%, Gulf Countries was the 8<sup>th</sup> highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was -7.1% between 2015 and 2019. Between 2019 and 2022, the development was -5.0%. The corresponding growth ranking was 33 and 9 respectively.

**Economic value:** Gulf Countries ranks 1<sup>st</sup> with a daily expenditure value of CHF 420 (TMS 2017) and ranks 1<sup>st</sup> with a 70.3% share of \*\*\*\*/\*\*\*\* nights in 2019.

**First time visitors & length of stay:** With a 56.1% figure for first-time visitors, Gulf Countries ranks 10<sup>th</sup> (TMS 2017). With a length of stay of 2.6 overnights it ranks 2<sup>nd</sup>.

**Balance:** In 2019, the 50 largest Swiss destinations accounted for 76.4% of overnights from Gulf Countries, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 18.5% (=rank 15) and 5.1% (=rank 24) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 13.6% (=rank 33) and 16.1% (=rank 31), 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

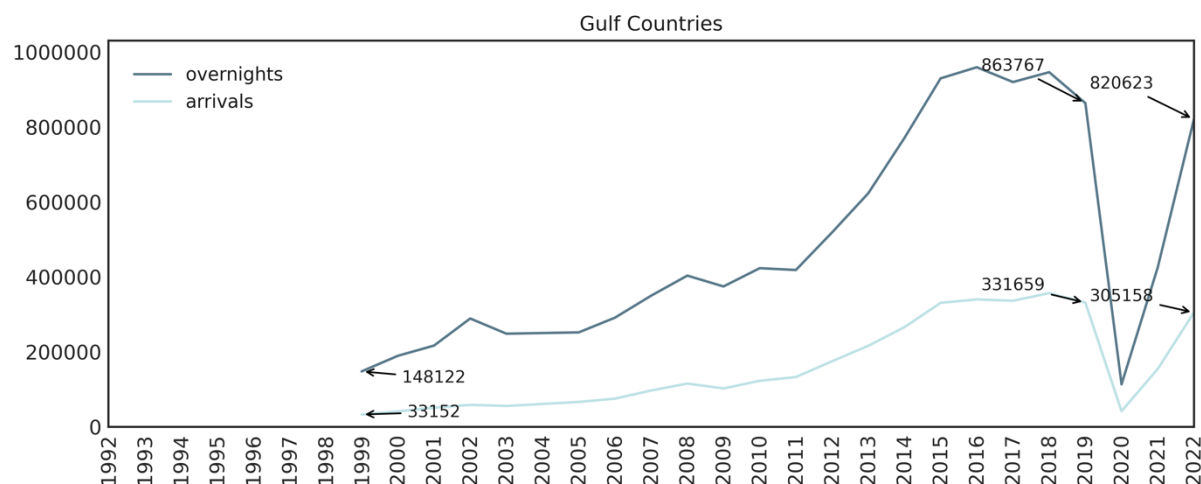
		value	rank
1. market size & growth	2019	0.864 M.	8
	2022	0.821 M.	6
	2015-19	-7.1%	33
	2019-22	-5.0%	9
2. economic value	daily expenditures 2017 (TMS)	420	1
	share ****/****-nights 2019	70.3%	1
3. first time visitors	share 2017 (TMS)	56.1%	10
4. length of stay	2019	2.60	2
5. balance	share off-season "March-May" of total year 2019	13.6%	33
	share off-season "Sept-Nov" of total year 2019	16.1%	31
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2019	18.5%	15
	share very small destinations (201 <sup>st</sup> +) 2019	5.1%	24

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2019, guests from Gulf Countries typically preferred the regions of: Genf, Bern Region and Waadt. Moreover, these guests were most overrepresented in the five destinations of: Riddes, Ringgenberg (BE), Beatenberg, Unterseen and Stansstad.

Source: FSO/hotel statistics

## Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	1.2%	2.6%	2.2%	1.4%	2.1%	8
...markets abroad	2.1%	4.7%	4.0%	4.9%	4.8%	7
...overseas markets	8.1%	11.9%	9.2%	24.4%	13.5%	3

Source: FSO/hotel statistics

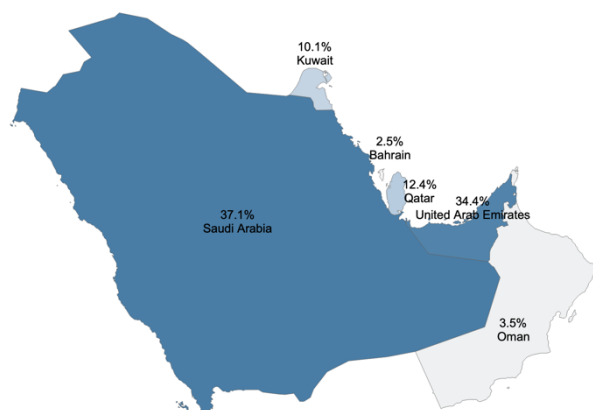
## Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.423	0.930	0.864	0.425	0.821	8	-7.1%	33	-5.0%	9
length of stay (overnights/arrivals)	3.444	2.809	2.604	2.751	2.689	2	-11.3%	27	5.3%	20
density (overnights/1'000 inhabitants)	9.716	3.072	2.604	1.249	2.364	28	-15.2%	33	-9.2%	13
GDP per capita in USD	26'334	27'962	30'045	29'926	35'837	21	7.4%	25	19.3%	5
population in millions	43.584	50.448	55.281	56.746	57.863	15	9.6%	1	4.7%	4

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

## Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Saudi Arabia	37.1%	59.8%
United Arab Emirates	34.4%	17.2%
Qatar	12.4%	4.8%
Kuwait	10.1%	7.5%
Oman	3.5%	8.2%
Bahrain	2.5%	2.6%

source: OFS 2019 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	0.423	0.930	0.864	0.425	0.821	2.2%	8	-7.1%	33	-5.0%	9

### 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)	0.290	0.542	0.464	0.276	0.461	3.2%	7	-14.4%	33	-0.6%	9
mid-sized destinations (11-50)	0.090	0.238	0.238	0.100	0.228	2.1%	8	-0.2%	25	-4.1%	15
small destinations (51-200)	0.033	0.121	0.128	0.030	0.089	1.4%	10	5.7%	22	-30.3%	23
very small destinations (201-smallest)	0.010	0.029	0.034	0.020	0.043	0.7%	13	19.9%	8	23.8%	3

### 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	0.265	0.462	0.434	0.225	0.408	3.6%	7	-6.0%	33	-6.1%	10
mountain	0.091	0.301	0.283	0.138	0.282	1.7%	9	-5.7%	30	-0.4%	13
rural	0.005	0.018	0.018	0.007	0.017	0.5%	14	2.8%	17	-7.2%	8
small cities	0.061	0.150	0.128	0.056	0.114	1.8%	9	-14.3%	33	-11.2%	14

### 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	0.210	0.343	0.333	0.152	0.299	4.0%	6	-3.0%	32	-10.2%	10
German speaking area	0.197	0.542	0.499	0.264	0.495	1.8%	9	-8.0%	33	-0.8%	9
Italian speaking area	0.017	0.045	0.032	0.010	0.027	1.3%	8	-28.1%	33	-17.3%	22
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	26	-50.3%	29	48.5%	4

### 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
Genf	0.160	0.248	0.239	0.114	0.217	7.5%	5	-3.6%	31	-9.2%	14
Bern Region	0.058	0.235	0.211	0.101	0.210	3.9%	7	-10.4%	32	-0.1%	18
Zürich Region	0.080	0.171	0.155	0.095	0.153	2.4%	7	-9.3%	32	-1.9%	8
Waadt	0.040	0.077	0.074	0.032	0.063	2.5%	9	-3.7%	29	-15.3%	11
Luzern / Vierwaldstättersee	0.022	0.066	0.072	0.041	0.078	1.9%	7	10.3%	17	7.9%	9
Tessin	0.017	0.045	0.032	0.010	0.026	1.4%	8	-28.7%	33	-17.3%	22
Wallis	0.015	0.027	0.032	0.012	0.031	0.7%	14	19.2%	19	-2.0%	13
Graubünden	0.010	0.016	0.019	0.010	0.018	0.4%	18	15.0%	18	-1.6%	13
Ostschweiz	0.011	0.025	0.012	0.005	0.011	0.6%	11	-51.7%	33	-9.6%	12
Basel Region	0.010	0.014	0.012	0.005	0.008	0.7%	18	-16.6%	32	-27.8%	22
Aargau und Solothurn Region	0.001	0.001	0.003	0.001	0.003	0.3%	19	147.5%	2	-20.5%	18
Jura & Drei-Seen-Land	0.001	0.001	0.001	0.001	0.001	0.2%	26	-17.0%	29	-31.8%	17
Fribourg Region	0.001	0.003	0.001	0.000	0.001	0.2%	23	-58.4%	33	-39.7%	17

Source: FSO/hotel statistics

Example: Tourists from Gulf Countries generate the most overnight stays in Genf of any Swiss region, namely 0.239 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Genf appears at the top of the list). From Genf's perspective, 7.5% of their total tourism volume comes from Gulf Countries, making this source market the 5<sup>th</sup> most important market for this region (out of 33 ST markets overall). With a -3.6% development in overnight stays between 2015 and 2019, Gulf Countries ranks 31<sup>st</sup>. 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.

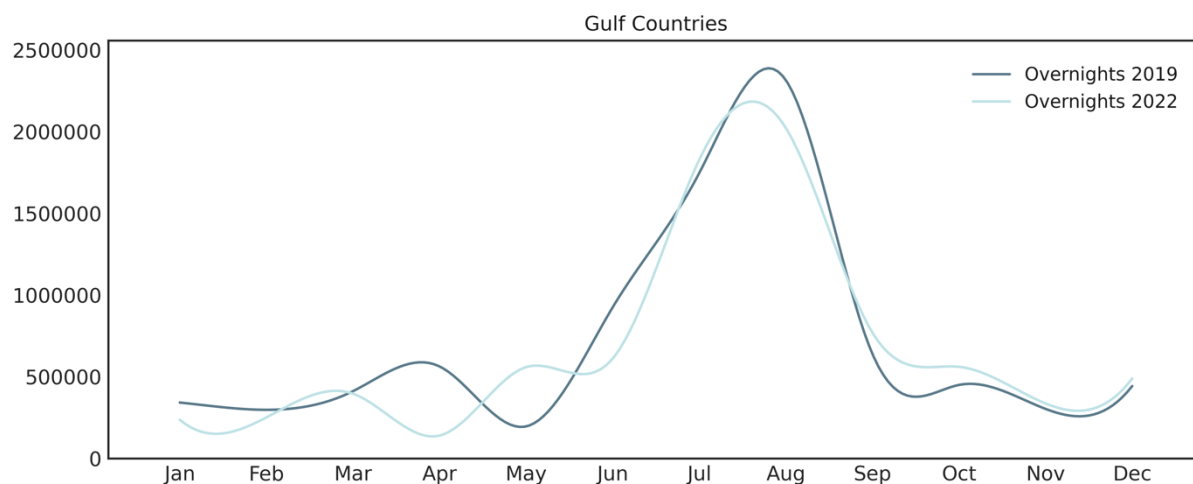
## Top 50 destinations

	overnights 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	0.134	0.207	0.189	0.103	0.183	8.6%	3	-8.7%	32	-2.8%	7	
Zürich	0.064	0.14	0.11	0.076	0.107	3.0%	7	-21.3%	32	-2.8%	9	
Interlaken	0.032	0.089	0.065	0.046	0.069	8.4%	4	-26.4%	32	5.8%	19	
Luzern	0.018	0.041	0.031	0.02	0.035	2.3%	9	-24.6%	33	11.8%	6	
Opfikon	0.006	0.015	0.031	0.013	0.028	4.1%	6	109.8%	2	-9.4%	14	
Montreux	0.016	0.037	0.03	0.017	0.027	6.1%	4	-20.3%	32	-9.9%	17	
Grindelwald	0.002	0.023	0.029	0.021	0.048	4.3%	8	26.0%	19	67.2%	7	
Lausanne	0.017	0.023	0.027	0.009	0.024	2.7%	8	18.3%	29	-12.3%	13	
Le Grand-Saconnex	0.008	0.014	0.022	0.002	0.007	10.2%	3	53.1%	26	-70.4%	32	
Beatenberg	0.004	0.017	0.02	0.003	0.015	14.5%	3	11.7%	18	-22.0%	27	
Unterseen	0.004	0.024	0.019	0.007	0.015	12.9%	2	-22.4%	32	-20.6%	26	
Lugano	0.009	0.023	0.017	0.006	0.014	3.3%	6	-26.5%	33	-18.2%	22	
Meyrin	0.011	0.014	0.015	0.004	0.015	3.6%	7	5.4%	9	3.2%	17	
Stansstad	0	0.001	0.014	0	0	11.4%	3	2060.7%	7	-97.3%	27	
Zermatt	0.004	0.009	0.011	0.006	0.011	0.7%	20	28.2%	20	2.0%	17	
Basel	0.009	0.013	0.011	0.004	0.008	0.8%	17	-19.8%	32	-26.4%	23	
Saanen	0.003	0.007	0.01	0.006	0.01	2.7%	6	33.5%	16	5.1%	4	
Paradiso	0.005	0.015	0.009	0.002	0.007	4.7%	5	-41.2%	28	-23.1%	22	
Bern	0.004	0.01	0.008	0.005	0.011	1.0%	15	-18.5%	32	28.1%	4	
St. Moritz	0.005	0.007	0.008	0.005	0.01	1.0%	15	20.2%	17	24.6%	10	
Spiez	0.001	0.003	0.008	0.001	0.005	6.6%	4	144.1%	9	-36.2%	29	
Val de Bagnes	0.003	0.006	0.007	0.001	0.005	3.8%	5	16.2%	17	-23.0%	24	
Ringgenberg (BE)	0.001	0.007	0.006	0.001	0.003	21.6%	1	-5.3%	26	-54.4%	24	
Bad Ragaz	0.006	0.01	0.006	0.003	0.005	4.4%	4	-35.3%	23	-21.2%	22	
Sigriswil	0	0.006	0.006	0.001	0.003	4.1%	3	6.3%	26	-57.1%	29	
Vitznau	0	0.002	0.006	0.001	0.003	8.2%	3	129.5%	8	-45.5%	28	
Crans-Montana	0.004	0.005	0.006	0.003	0.009	2.4%	7	19.0%	13	58.2%	7	
Vernier	0.001	0.005	0.006	0.001	0.004	4.4%	6	10.7%	13	-20.5%	7	
Lauterbrunnen	0.001	0.009	0.005	0.002	0.006	0.9%	14	-42.1%	32	17.1%	9	
Brienz (BE)	0	0.005	0.005	0.001	0.004	5.9%	3	-10.7%	26	-18.5%	24	
Wilderswil	0.001	0.008	0.005	0.002	0.004	3.9%	7	-42.2%	33	-14.5%	17	
Vevey	0.001	0.004	0.005	0.001	0.002	4.5%	5	11.6%	13	-52.8%	24	
Bönigen	0.002	0.005	0.003	0.001	0.003	11.3%	3	-24.3%	30	-24.2%	23	
Laax	0.002	0.002	0.003	0.001	0.002	1.8%	7	47.6%	17	-48.7%	27	
Lancy	0.001	0.003	0.003	0	0.001	2.2%	8	-3.1%	17	-63.5%	31	
Davos	0.002	0.003	0.003	0.001	0.003	0.3%	18	-8.8%	23	-12.8%	11	
Morschach	0	0.002	0.003	0	0.002	1.5%	4	26.0%	16	-32.6%	22	
Engelberg	0	0.004	0.003	0.002	0.006	0.8%	13	-19.6%	26	94.1%	2	
Weggis	0.001	0.005	0.003	0.004	0.005	1.3%	8	-45.0%	33	89.2%	4	
Riddes	0.002	0.001	0.003	0	0.002	30.7%	1	117.3%	10	-10.4%	10	
St. Gallen	0.001	0.003	0.003	0	0.002	1.1%	9	0.8%	29	-18.3%	20	
Rümlang	0.001	0.003	0.003	0.001	0.002	1.0%	11	-5.4%	19	-12.0%	24	
Hilterfingen	0	0.001	0.002	0	0.001	11.4%	3	335.5%	9	-58.4%	27	
Matten bei Interlaken	0.001	0.004	0.002	0.001	0.002	3.2%	8	-47.7%	32	-6.3%	18	
Adelboden	0	0.002	0.002	0.001	0.001	1.1%	11	29.2%	18	-58.5%	26	
Bellevue	0.003	0.003	0.002	0.002	0.004	8.7%	4	-23.3%	19	89.7%	9	
Kriens	0	0.001	0.002	0.001	0.004	2.1%	9	285.3%	4	70.8%	16	
Thun	0.001	0.004	0.002	0	0.002	1.6%	7	-44.6%	30	-11.1%	16	
Horw	0	0.002	0.002	0.001	0.001	4.3%	4	-4.6%	30	-24.1%	21	
Leissigen	0	0.002	0.002	0	0.001	7.7%	4	-18.9%	28	-56.3%	19	

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)	0.322	0.735	0.627	0.340	0.635	2.8%	7	-14.6%	33	1.3%	11
winter (Nov-April)	0.101	0.195	0.236	0.085	0.185	1.4%	10	21.3%	11	-21.6%	20

### 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)	0.052	0.128	0.117	0.009	0.110	1.3%	11	-8.5%	33	-6.4%	8
off-season II (Sept-Nov)	0.074	0.183	0.139	0.152	0.167	1.6%	9	-23.8%	33	19.7%	7
summer core months (Jun-Aug)	0.249	0.533	0.499	0.216	0.446	3.9%	6	-6.5%	32	-10.5%	23
winter core months (Dez-Feb)	0.049	0.086	0.108	0.048	0.098	1.2%	11	26.6%	8	-9.7%	11

### 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	0.015	0.027	0.034	0.003	0.024	1.2%	12	27.5%	8	-30.7%	8
February	0.017	0.023	0.030	0.003	0.025	1.0%	10	27.3%	9	-15.6%	9
March	0.016	0.037	0.041	0.003	0.040	1.2%	10	11.6%	17	-3.7%	3
April	0.017	0.041	0.056	0.002	0.014	2.1%	9	37.5%	8	-75.1%	29
May	0.019	0.050	0.020	0.004	0.056	0.7%	20	-60.8%	33	184.9%	1
June	0.034	0.048	0.093	0.007	0.061	2.4%	8	91.3%	3	-33.9%	26
July	0.158	0.163	0.175	0.073	0.183	3.8%	6	7.3%	23	4.7%	13
August	0.057	0.322	0.232	0.136	0.202	5.1%	4	-28.1%	33	-12.6%	24
September	0.035	0.103	0.064	0.069	0.077	1.7%	9	-37.8%	33	20.4%	6
October	0.020	0.049	0.045	0.052	0.056	1.5%	9	-7.7%	33	24.6%	7
November	0.019	0.031	0.030	0.032	0.034	1.5%	8	-2.9%	28	10.9%	6
December	0.018	0.035	0.044	0.042	0.049	1.6%	10	25.5%	17	10.5%	11

Source: FSO/hotel statistics

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

## Structural facts of leisure travelers.

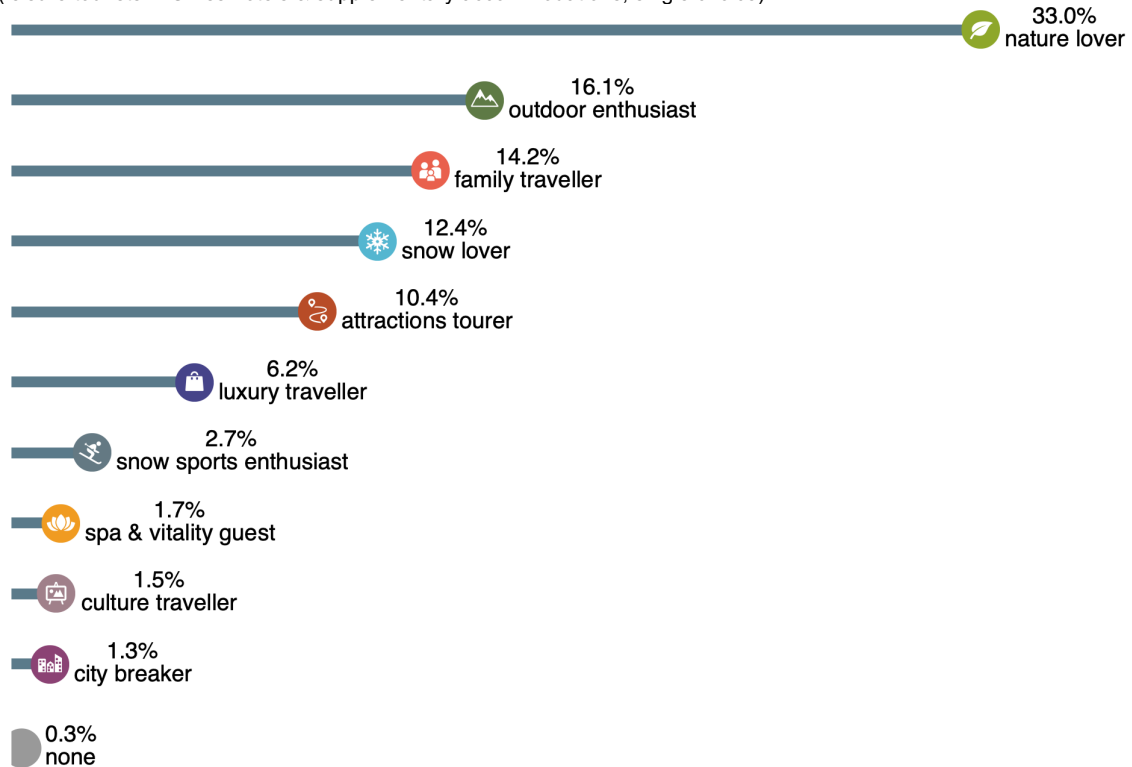
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 56.5%	hotel 70.6%	no 7.0%	plane 69.5%
35-54 years 41.4%	suppl. acc. 29.4%	yes with 1 CH-Dest. 6.2%	train 7.8%
55+ years 2.1%		yes with 2+ CH-Dest. 86.8%	other 22.8%

source: TMS 2017

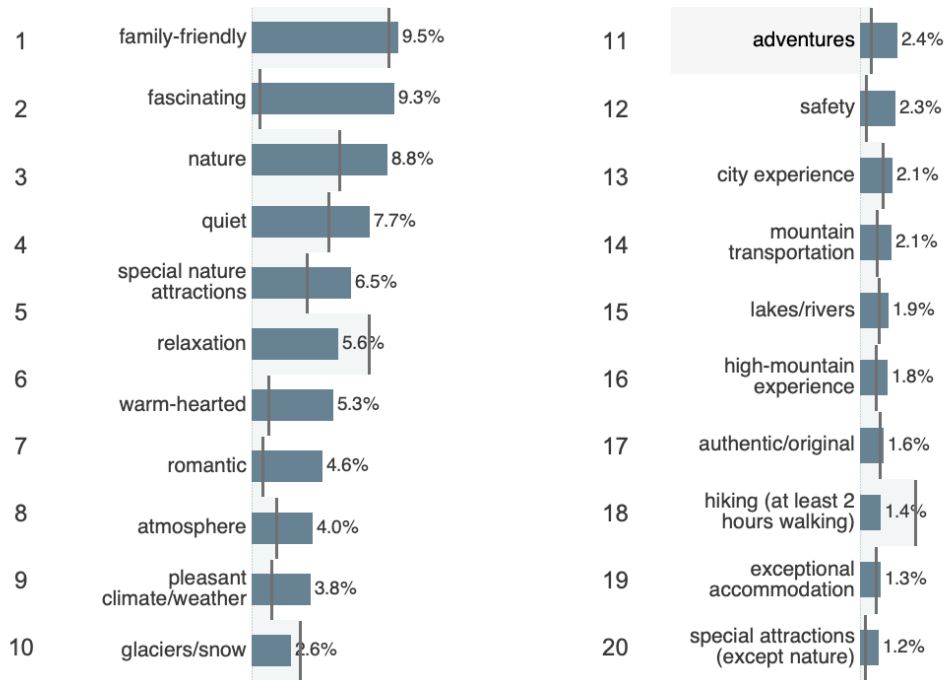
## Guest segments.

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



## Main travel reasons for Switzerland travelers.

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

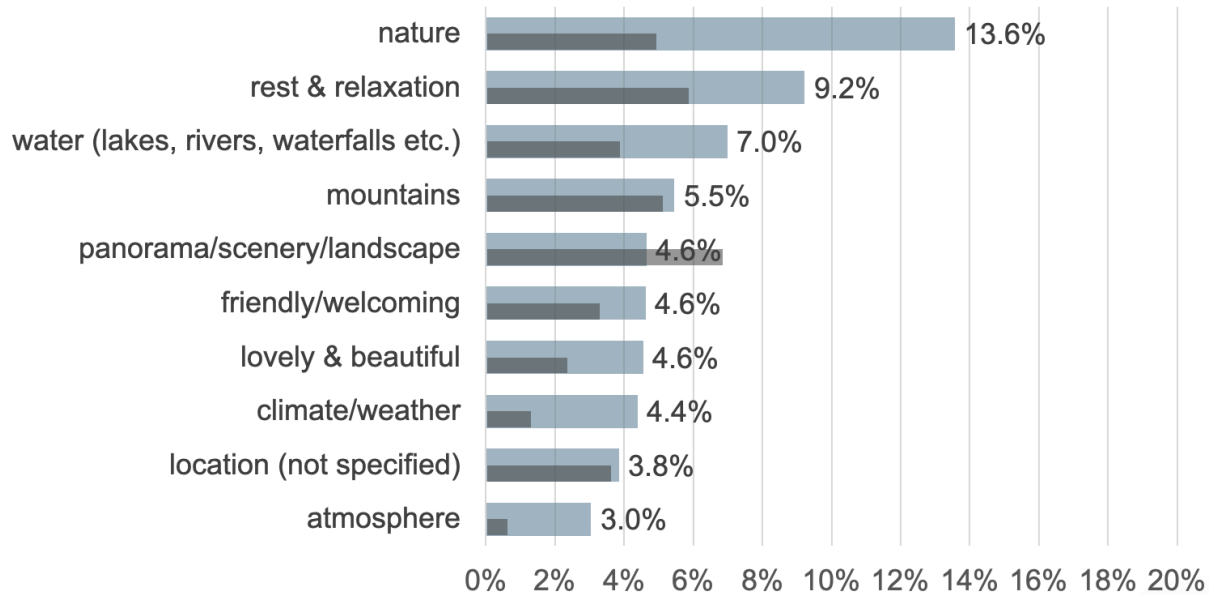


source: TMS 2017

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

## Switzerland's tourism strengths.

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

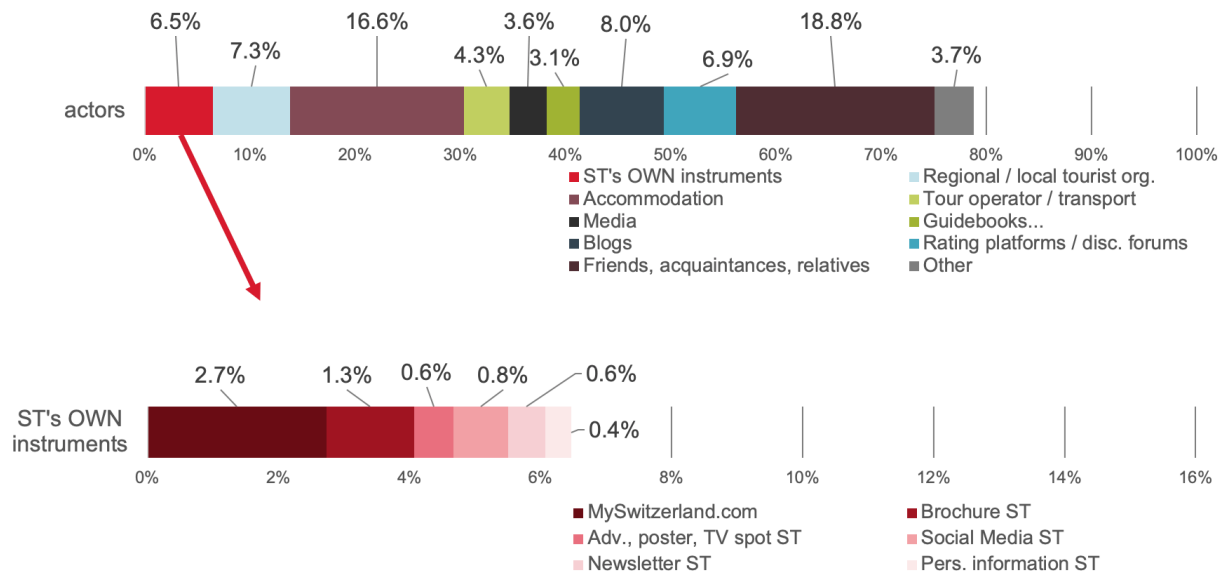


source: TMS 2017

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

## External influence of tourists in their travel decisions.

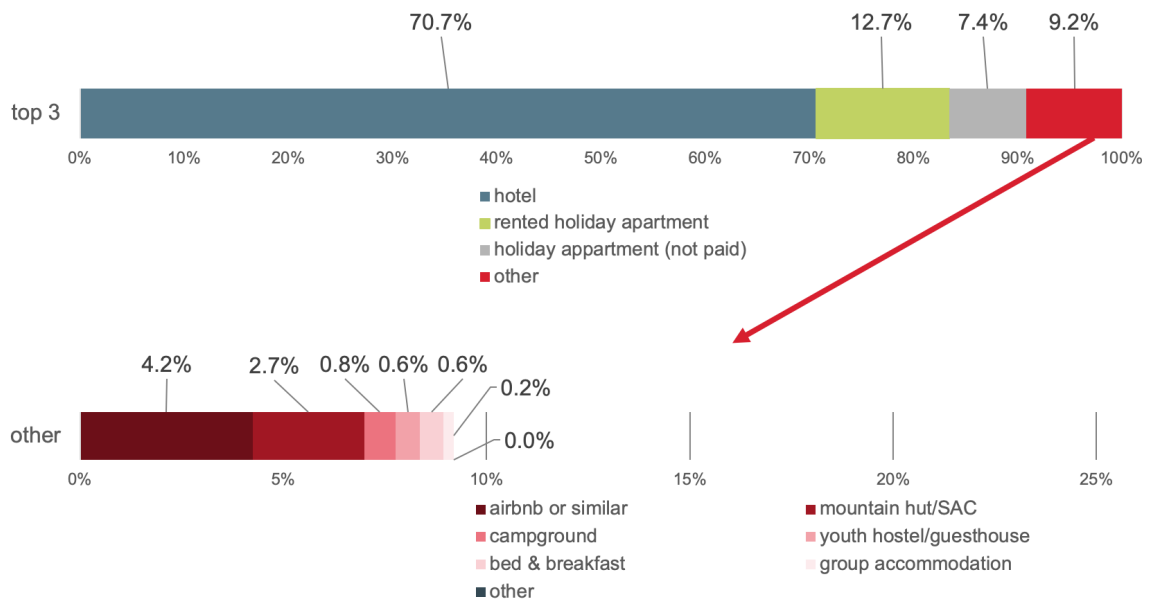
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **20.3%**.  
source: TMS 2017

## Type of accommodation.

(leisure tourists in Swiss hotels & supplementary accommodations)



source: TMS 2017



## Contact.

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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	29.7%	33	2.604	2	70.3%	1

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)	1.476	12	30.6%	33	2.905	1	80.7%	1
mid-sized destinations (11-50)	0.973	12	30.0%	32	2.118	14	63.9%	5
small destinations (51-200)	0.66	20	26.8%	33	2.740	1	54.6%	2
very small destinations (201-smallest)	0.309	23	25.9%	33	2.627	5	32.5%	1

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	1.651	8	32.7%	33	2.415	2	79.5%	1
mountain	0.767	18	25.3%	32	2.908	10	56.2%	3
rural	0.245	27	28.6%	33	2.556	5	45.5%	5
small cities	0.814	27	29.4%	33	2.707	1	73.8%	1

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	1.849	4	31.2%	33	2.825	3	81.9%	1
German speaking area	0.808	29	28.7%	33	2.486	6	62.1%	2
Italian speaking area	0.61	14	29.2%	33	2.443	3	77.8%	1
Rhaeto Romanic language zone	0.007	32	10.1%	30	1.456	32	13.1%	9

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	rank		rank		rank		rank	
	2019	2019	2019	2019	2019	2019	2019	2019
Genf	3.414	1	32.7%	33	2.608	3	85.2%	1
Bern Region	1.783	4	25.5%	33	2.704	6	52.4%	2
Zürich Region	1.09	24	33.2%	33	2.027	6	70.3%	3
Waadt	1.15	7	29.3%	33	3.384	2	81.6%	1
Luzern / Vierwaldstättersee	0.848	18	30.3%	33	2.685	1	70.3%	1
Tessin	0.636	13	29.2%	33	2.429	3	78.5%	1
Wallis	0.341	32	21.0%	33	3.746	4	52.1%	6
Graubünden	0.164	29	14.0%	33	3.221	9	62.0%	5
Ostschweiz	0.296	20	34.6%	33	4.225	2	74.8%	2
Basel Region	0.313	32	41.4%	28	3.015	2	67.7%	4
Aargau und Solothurn Region	0.144	32	24.4%	33	2.598	9	32.1%	11
Jura & Drei-Seen-Land	0.094	33	37.4%	31	2.408	17	87.3%	1
Fribourg Region	0.106	32	19.2%	33	2.175	7	27.7%	21

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	3.959	1	31.5%	33	3.171	1	86.7%	1
Zürich	1.395	16	29.7%	33	2.635	1	78.3%	1
Interlaken	3.83	4	33.0%	33	2.640	4	69.6%	2
Luzern	1.031	14	32.3%	33	2.505	1	76.8%	1
Opfikon	1.9	7	46.1%	22	1.097	33	47.5%	30
Montreux	2.78	1	27.1%	33	3.208	1	90.1%	1
Grindelwald	1.991	7	20.1%	32	2.645	11	64.1%	3
Lausanne	1.247	10	27.3%	33	3.669	1	87.5%	1
Le Grand-Saconnex	4.66	2	45.7%	24	1.209	32	94.0%	1
Beatenberg	6.62	1	25.5%	31	2.946	7	76.6%	10
Unterseen	5.927	2	31.5%	31	3.039	1	0.0%	0
Lugano	1.506	4	29.8%	33	2.498	1	79.3%	1
Meyrin	1.631	6	36.0%	33	1.808	10	82.2%	2
Stansstad	5.228	1	28.7%	29	2.828	1	98.1%	5
Zermatt	0.339	33	22.2%	33	2.889	14	74.0%	2
Basel	0.347	32	41.8%	30	3.039	2	66.8%	3
Saanen	1.251	6	12.0%	27	3.109	15	86.9%	7
Paradiso	2.139	3	29.1%	31	2.292	2	90.8%	1
Bern	0.462	31	25.6%	33	2.563	1	74.6%	1
St. Moritz	0.481	29	15.4%	33	3.781	6	90.8%	1
Spiez	3.044	1	16.9%	32	2.643	4	58.2%	8
Val de Bagnes	1.719	7	30.6%	19	5.099	4	29.9%	24
Ringgenberg (BE)	9.894	1	33.4%	25	2.772	1	0.0%	0
Bad Ragaz	2.011	2	37.5%	25	8.393	1	98.7%	3
Sigriswil	1.876	1	23.4%	25	2.853	9	65.1%	10
Vitznau	3.758	1	44.8%	15	10.027	1	89.7%	5
Crans-Montana	1.11	7	6.8%	32	5.842	1	88.5%	1
Vernier	2.028	7	25.2%	33	2.124	11	80.6%	1
Lauterbrunnen	0.431	27	13.9%	32	2.584	15	26.9%	12
Brienz (BE)	2.7	1	23.0%	27	2.232	6	39.6%	6
Wilderswil	1.777	7	26.9%	29	2.510	4	0.0%	0
Vevey	2.067	5	38.8%	32	5.555	1	93.8%	1
Bönigen	5.171	2	20.1%	25	2.813	6	59.5%	7
Laax	0.813	16	5.8%	29	4.880	12	1.5%	29
Lancy	1.03	9	18.9%	33	2.103	4	0.0%	17
Davos	0.151	28	14.0%	31	3.226	17	80.6%	6
Morschach	0.688	4	8.9%	29	5.007	6	0.8%	30
Engelberg	0.377	21	16.7%	31	2.387	12	48.3%	6
Weggis	0.587	20	46.1%	19	1.738	22	17.7%	22
Riddes	14.062	2	15.9%	19	7.185	3	0.0%	0
St. Gallen	0.498	22	33.0%	33	3.632	1	60.3%	6
Rümlang	0.466	28	33.5%	33	1.495	4	38.9%	8
Hilterfingen	5.215	1	28.2%	26	2.913	1	0.0%	0
Matten bei Interlaken	1.483	7	20.0%	31	2.289	3	0.0%	0
Adelboden	0.511	15	14.2%	31	2.925	13	65.2%	15
Bellevue	3.974	3	34.9%	28	4.460	2	99.5%	12
Kriens	0.954	16	25.7%	31	2.254	1	0.0%	0
Thun	0.722	9	14.4%	33	2.340	7	47.1%	20
Horw	1.975	2	35.1%	30	2.350	3	87.6%	6
Leissigen	3.547	1	11.4%	23	2.753	4	0.0%	0

Source: FSO/hotel statistics

Example: In 2019, for tourists from Gulf Countries who visited Genève, the following further characteristics were noted:  
- 3.96 times higher share of overnight stays than they had in the whole of Switzerland (=rank 1 out of a total of 33 markets): ON-share Genève (8.64%) vs. ON-share whole Switzerland (2.18%), see tables before.  
- the share of low season months (March-May, Sept-Nov) was 31.5% (=rank 33).  
- the length of stay (overnight stays/arrivals in the hotel) was 3.17 nights (=rank 1).  
- the share of 4- and 5-star hotels out of all hotel nights was 86.7% (=rank 1).

## Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	1.269	3	2.658	2	68.6%	1
winter (Nov-April)	0.64	31	2.472	10	74.9%	1

## 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)	0.594	33	2.402	3	72.8%	1
off-season II (Sept-Nov)	0.721	31	2.353	2	70.2%	1
summer core months (Jun-Aug)	1.775	1	2.755	2	68.7%	1
winter core months (Dez-Feb)	0.564	31	2.546	13	75.3%	1

## Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.553	29	2.523	11	78.7%	1
February	0.438	31	2.502	14	74.0%	1
March	0.563	30	2.412	14	74.5%	1
April	0.964	23	2.475	3	73.2%	1
May	0.299	33	2.195	5	68.1%	1
June	1.116	11	2.414	3	63.0%	2
July	1.752	2	2.725	2	67.6%	1
August	2.354	1	2.946	2	71.8%	1
September	0.79	28	2.419	3	66.9%	1
October	0.674	31	2.295	3	70.3%	1
November	0.666	30	2.307	5	76.9%	1
December	0.713	28	2.594	8	73.5%	1

Source: FSO/hotel statistics

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