Research Report Switzerland.

Tourism goals: summary

Market size & growth: In 2019, the Swiss market recorded 17.922 million overnights[1] in Switzerland and 21.062 million overnights in 2022. With a market share of 45.30%, Switzerland was the 1st highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 11.7% between 2015 and 2019. Between 2019 and 2022, the development was 17.5%. The corresponding growth ranking was 20 and 2 respectively.

Economic value: Switzerland ranks 27th with a daily expenditure value of CHF 140 (TMS 2017) and ranks 25th with a 32.4% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 3.4% figure for first-time visitors, Switzerland ranks 33rd (TMS 2017). With a length of stay of 1.93 overnights it ranks 24th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 55.5% of overnights from Switzerland, while the percentage split amongst the small[2] and very small[3] destinations was 25.0% (=rank 3) and 19.5% (=rank 3) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.4% (=rank 24) and 23.2% (=rank 10), 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	17.922 M.	1
	2022	21.062 M.	1
	2015-19	11.7%	20
	2019-22	17.5%	2
2. economic value	daily expenditures 2017 (TMS)	140	27
	share ****/*****-nights 2019	32.4%	25
3. first time visitors	share 2017 (TMS)	3.4%	33
4. length of stay	2019	1.93	24
5. balance	share off-season "March-May" of total year 2019	22.4%	24
	share off-season "Sept-Nov" of total year 2019	23.2%	10
	share small destinations (51st -200th largest) 2019	25.0%	3
	share very small destinations (201st+) 2019	19.5%	3

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2019, guests from Switzerland typically preferred the regions of: Ostschweiz, Fribourg Region and Tessin. Moreover, these guests were most overrepresented in the five destinations of: Morschach, Lenzerheide, Sigriswil, Lenk and Scuol.

Source: FSO/hotel statistics

Overnight volume & development.

Switzerland

overnights
arrivals

21062223
17922428
15303071
10581936
9279360
5001752
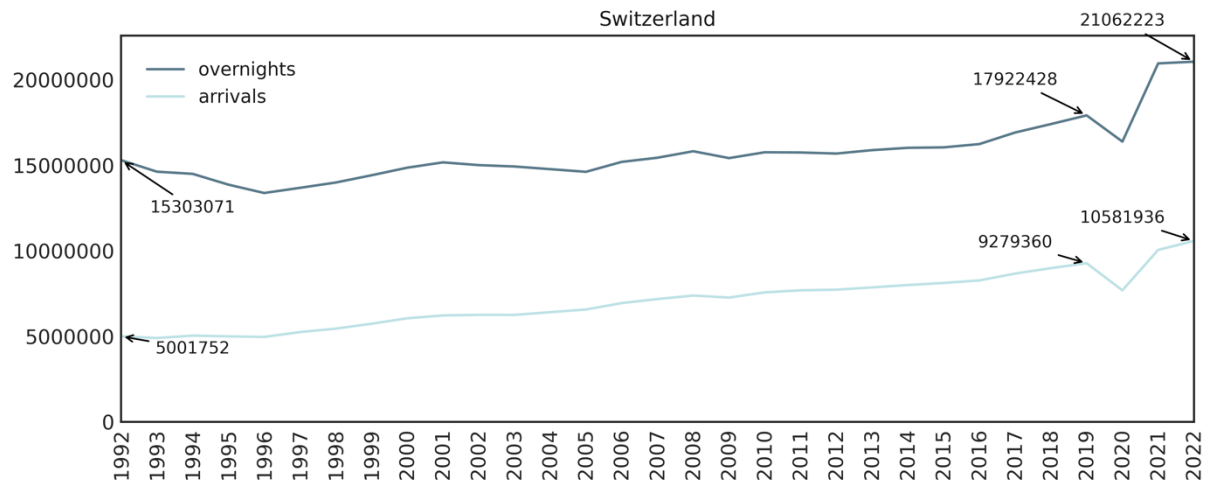
	2010	2015	2019	2021	2022	rank 2019
overnights share of...						
...all markets	43.5%	45.1%	45.3%	70.9%	55.1%	1
...markets abroad	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
...nearby markets (Europe, excl. CH)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

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	15.765	16.052	17.922	20.961	21.062	1	11.7%	20	17.5%	2
length of stay (overnigths/arrivals)	2.081	1.976	1.931	2.084	1.990	25	-4.5%	14	6.3%	16
density (overnights/1'000 inhabitants)	2003.182	1927.697	2082.543	2397.338	2388.863	1	8.0%	19	14.7%	2
GDP per capita in USD	76'014	83'332	83'876	91'474	90'574	2	0.7%	31	8.0%	17
population in millions	7.870	8.327	8.606	8.743	8.817	28	3.3%	11	2.4%	9

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

Guest origin.
(leisure tourists in Swiss hotels & supplementary accommodations)
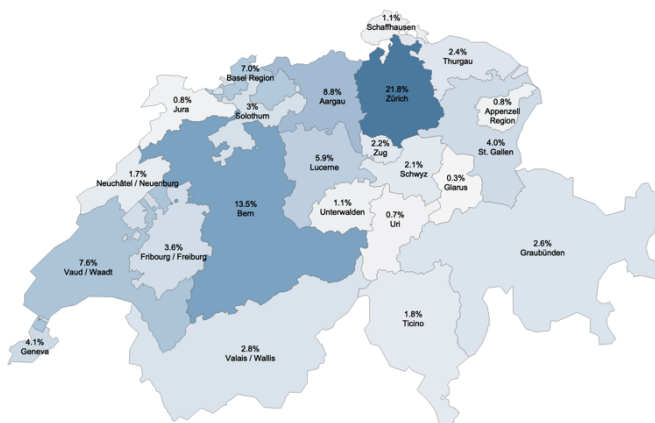
	overnight-share	inhabitant-share
Zürich	21.8%	17.7%
Bern	13.5%	12.2%
Aargau	8.8%	7.9%
Waadt	7.6%	9.3%
Basel Region	7.0%	5.7%
Lucerne	5.9%	4.8%
Geneva	4.1%	5.8%
St. Gallen	4.0%	6.0%
Freiburg	3.6%	3.7%
Solothurn	3.1%	3.2%
Wallis	2.8%	4.0%
Graubünden	2.6%	2.3%
Thurgau	2.4%	3.2%
Zug	2.2%	1.5%
Schwyz	2.1%	1.9%
Ticino	1.8%	4.2%
Neuenburg	1.7%	2.1%
Unterwalden	1.1%	0.9%
Schaffhausen	1.1%	1.0%
Jura	0.8%	0.9%
Appenzell Region	0.8%	0.8%
Uri	0.7%	0.4%
Glarus	0.3%	0.5%
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	15.765	16.052	17.922	20.961	21.062	45.3%	1	11.7%	20	17.5%	2

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)	3.208	3.548	4.191	4.327	5.116	29.1%	1	18.1%	16	22.1%	2
mid-sized destinations (11-50)	4.856	4.888	5.679	7.091	6.627	50.7%	1	16.2%	14	16.7%	4
small destinations (51-200)	4.346	4.465	4.882	5.746	5.491	55.0%	1	9.3%	19	12.5%	2
very small destinations (201-smallest)	3.355	3.151	3.171	3.796	3.828	62.1%	1	0.6%	17	20.7%	5

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	2.467	2.800	3.557	2.841	4.087	29.5%	1	27.0%	6	14.9%	1
mountain	8.425	8.161	8.964	11.404	10.630	53.0%	1	9.8%	22	18.6%	4
rural	2.093	2.035	2.108	2.497	2.397	62.5%	1	3.6%	16	13.7%	3
small cities	2.780	3.056	3.293	4.219	3.948	45.6%	1	7.8%	22	19.9%	2

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	2.587	2.809	3.136	3.369	3.687	38.1%	1	11.6%	20	17.6%	1
German speaking area	11.182	11.362	12.801	14.391	14.948	45.3%	1	12.7%	18	16.8%	2
Italian speaking area	1.479	1.429	1.512	2.565	1.846	62.2%	1	5.8%	21	22.1%	6
Rhaeto Romanic language zone	0.517	0.453	0.474	0.636	0.581	76.9%	1	4.8%	12	22.5%	10

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
Graubünden	2.952	2.790	3.208	4.035	3.743	61.0%	1	15.0%	19	16.7%	6
Bern Region	2.162	2.053	2.243	2.917	2.815	41.4%	1	9.2%	26	25.5%	7
Wallis	2.053	2.061	2.220	2.685	2.573	52.1%	1	7.7%	24	15.9%	9
Zürich Region	1.439	1.653	2.162	1.598	2.417	33.1%	1	30.8%	5	11.8%	4
Luzern / Vierwaldstättersee	1.377	1.484	1.594	1.996	1.933	40.7%	1	7.4%	19	21.3%	3
Tessin	1.396	1.348	1.429	2.427	1.731	61.9%	1	6.0%	20	21.1%	4
Waadt	0.990	1.195	1.336	1.440	1.560	45.2%	1	11.9%	19	16.8%	3
Ostschweiz	1.247	1.214	1.254	1.449	1.407	66.1%	1	3.3%	11	12.2%	2
Basel Region	0.452	0.540	0.624	0.529	0.678	36.6%	1	15.5%	19	8.7%	4
Genf	0.592	0.566	0.621	0.573	0.794	19.4%	1	9.7%	19	28.0%	1
Aargau und Solothurn Region	0.543	0.527	0.586	0.547	0.640	54.8%	1	11.3%	13	9.1%	7
Jura & Drei-Seen-Land	0.305	0.339	0.344	0.445	0.423	61.8%	1	1.4%	22	23.0%	2
Fribourg Region	0.259	0.283	0.302	0.319	0.349	62.6%	1	6.8%	15	15.5%	1

Source: FSO/hotel statistics

Example: Tourists from Switzerland generate the most overnight stays in Graubünden of any Swiss region, namely 3.208 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Graubünden appears at the top of the list). From Graubünden's perspective, 61.0% of their total tourism volume comes from Switzerland, making this source market the 1st most important market for this region (out of 33 ST markets overall). With a 15.0% development in overnight stays between 2015 and 2019, Switzerland ranks 19th. In other words, in reference to the development of overnight stays, 18 other source markets had a stronger performance and 14 had a weaker performance.
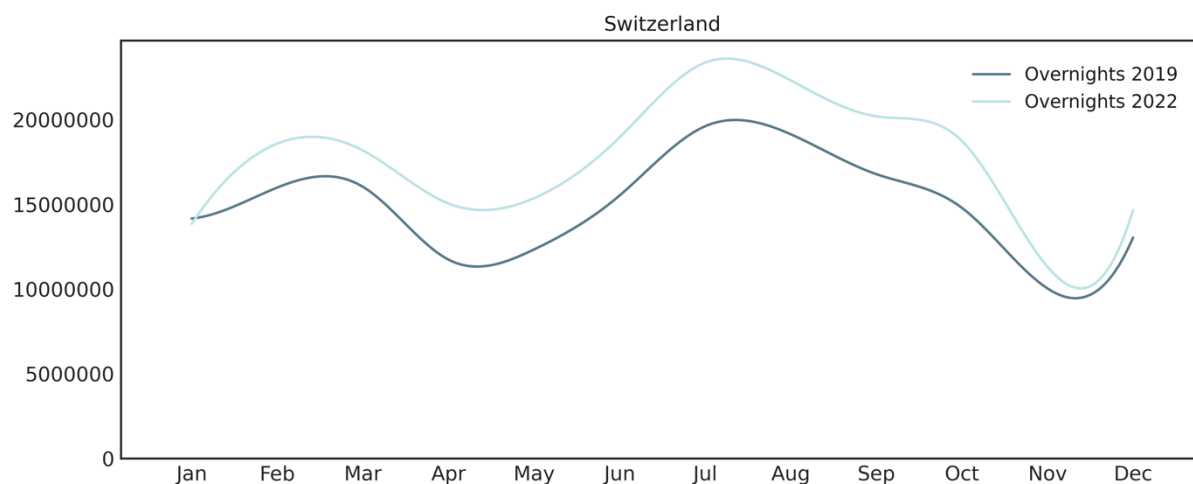
Top 50 destinations

overnights	overnights in millons					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank 2019	2015-19	rank 2015-19	2019-22	rank 2019-22
Zürich	0.525	0.613	0.859	0.685	1.09	23.7%	1	40.2%	8	26.8%	2
Zermatt	0.49	0.566	0.594	0.767	0.741	39.2%	1	4.9%	26	24.8%	8
Davos	0.364	0.423	0.506	0.527	0.558	55.2%	1	19.5%	9	10.4%	4
Basel	0.294	0.39	0.468	0.396	0.529	33.2%	1	20.0%	21	13.0%	3
Lausanne	0.217	0.329	0.39	0.363	0.421	39.4%	1	18.7%	28	7.9%	3
Bern	0.322	0.305	0.35	0.326	0.412	42.2%	1	14.8%	18	17.5%	7
Luzern	0.297	0.332	0.317	0.363	0.392	22.9%	1	-4.5%	29	23.7%	3
Genève	0.302	0.279	0.312	0.375	0.455	14.3%	1	11.8%	14	46.0%	1
Ascona	0.264	0.245	0.295	0.47	0.34	72.4%	1	20.6%	19	15.2%	6
Arosa	0.27	0.253	0.259	0.294	0.287	67.5%	1	2.6%	14	10.6%	11
St. Moritz	0.234	0.185	0.257	0.319	0.32	34.2%	1	39.2%	14	24.4%	11
Opfikon	0.15	0.182	0.238	0.123	0.244	32.0%	1	31.0%	4	2.4%	8
Locarno	0.181	0.192	0.231	0.342	0.245	75.7%	1	20.1%	19	5.8%	4
Vaz/Obervaz	0.166	0.165	0.217	0.272	0.23	83.9%	1	31.4%	17	6.1%	15
Saanen	0.181	0.194	0.217	0.314	0.25	59.7%	1	11.9%	24	15.4%	2
Montreux	0.18	0.197	0.212	0.215	0.205	43.3%	1	7.3%	20	-3.4%	12
Lugano	0.224	0.211	0.21	0.441	0.286	41.2%	1	-0.7%	25	36.5%	3
Pontresina	0.181	0.191	0.202	0.283	0.25	66.4%	1	5.6%	19	23.5%	9
Scuol	0.21	0.186	0.202	0.24	0.22	80.9%	1	8.5%	8	9.1%	11
Saas-Fee	0.18	0.161	0.191	0.227	0.191	59.8%	1	18.7%	18	-0.3%	8
Grindelwald	0.153	0.183	0.188	0.337	0.293	28.5%	1	2.6%	29	56.1%	10
Leukerbad	0.236	0.183	0.175	0.212	0.194	78.1%	1	-4.3%	24	11.1%	5
Morschach	0.163	0.161	0.168	0.255	0.21	84.1%	1	4.3%	22	25.3%	12
Rümlang	0.054	0.05	0.156	0.044	0.115	61.0%	1	213.2%	1	-26.6%	29
Meyrin	0.161	0.152	0.15	0.065	0.166	35.7%	1	-1.5%	13	10.3%	14
Kloten	0.075	0.092	0.149	0.071	0.152	55.7%	1	61.1%	1	2.2%	29
St. Gallen	0.084	0.101	0.141	0.133	0.171	57.9%	1	40.5%	15	20.9%	4
Crans-Montana	0.108	0.104	0.139	0.155	0.14	60.3%	1	33.7%	7	0.3%	20
Flims	0.12	0.104	0.139	0.19	0.153	69.6%	1	34.2%	15	9.7%	15
Interlaken	0.163	0.126	0.138	0.207	0.198	17.6%	1	8.9%	19	43.8%	11
Sils im Engadin/Segl	0.129	0.122	0.137	0.168	0.163	64.4%	1	11.9%	18	18.8%	9
Adelboden	0.125	0.124	0.129	0.164	0.154	62.6%	1	4.2%	23	19.8%	6
Sigriswil	0.127	0.118	0.125	0.157	0.139	83.5%	1	6.5%	25	10.5%	10
Engelberg	0.121	0.117	0.117	0.129	0.135	32.7%	1	0.7%	16	14.6%	13
Lauterbrunnen	0.112	0.113	0.117	0.164	0.178	21.3%	1	3.7%	22	52.3%	3
Winterthur	0.089	0.09	0.116	0.078	0.102	53.5%	1	28.8%	9	-12.2%	10
Leysin	0.045	0.065	0.108	0.107	0.163	50.2%	1	66.8%	3	51.1%	3
Chur	0.087	0.08	0.101	0.095	0.108	52.2%	1	27.5%	19	6.8%	13
Weggis	0.106	0.115	0.101	0.174	0.142	45.6%	1	-12.3%	29	41.6%	6
Lenk	0.15	0.094	0.1	0.118	0.11	82.8%	1	6.4%	19	9.6%	16
Andermatt	0.029	0.042	0.096	0.136	0.111	61.5%	1	127.7%	10	15.5%	21
Samnaun	0.091	0.096	0.093	0.114	0.096	56.9%	1	-3.2%	23	3.8%	5
Laax	0.064	0.074	0.093	0.221	0.172	48.2%	1	24.8%	22	85.7%	4
Bad Ragaz	0.103	0.088	0.083	0.119	0.11	59.0%	1	-5.5%	13	31.8%	7
Thun	0.061	0.066	0.078	0.091	0.096	62.2%	1	17.6%	18	22.9%	10
Brig-Glis	0.06	0.071	0.076	0.111	0.118	47.7%	1	8.0%	19	55.2%	6
Muralto	0.095	0.071	0.074	0.125	0.103	77.0%	1	4.8%	18	39.4%	7
Klosters-Serneus	0.057	0.058	0.074	0.1	0.09	52.4%	1	26.0%	12	21.9%	6
Paradiso	0.058	0.093	0.073	0.153	0.1	38.5%	1	-21.8%	24	37.0%	3
Celerina/Schlarigna	0.096	0.076	0.073	0.091	0.078	69.6%	1	-4.7%	24	7.0%	13

Source: FSO/hotel statistics

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

Seasonal distribution.

Summer, winter

	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
summer (May-Oct)	8.728	8.718	9.820	12.674	11.896	43.4%	1	12.6%	20	21.1%	3
winter (Nov-April)	7.038	7.334	8.102	8.286	9.167	47.9%	1	10.5%	19	13.1%	2

Summer core, winter core, off-season

	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
off-season I (March-May)	3.475	3.511	4.012	4.825	4.860	44.4%	1	14.3%	18	21.1%	1
off-season II (Sept-Nov)	3.746	3.725	4.162	5.122	5.026	47.0%	1	11.7%	17	20.8%	6
summer core months (Jun-Aug)	4.744	4.780	5.428	6.932	6.465	42.2%	1	13.6%	19	19.1%	4
winter core months (Dez-Feb)	3.800	4.036	4.320	4.082	4.711	49.1%	1	7.0%	20	9.1%	2

Months

	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
January	1.251	1.337	1.417	0.970	1.386	49.9%	1	5.9%	16	-2.2%	4
February	1.490	1.541	1.600	1.686	1.859	51.4%	1	3.8%	19	16.2%	2
March	1.378	1.374	1.604	1.474	1.818	47.8%	1	16.8%	13	13.4%	1
April	1.042	1.055	1.174	1.679	1.505	43.9%	1	11.3%	22	28.2%	1
May	1.056	1.082	1.234	1.673	1.537	41.0%	1	14.0%	18	24.5%	3
June	1.282	1.325	1.552	1.789	1.896	40.9%	1	17.2%	14	22.1%	1
July	1.787	1.756	1.962	2.567	2.337	42.9%	1	11.7%	19	19.1%	5
August	1.676	1.700	1.914	2.575	2.232	42.5%	1	12.6%	21	16.6%	4
September	1.558	1.540	1.678	2.108	2.020	45.3%	1	9.0%	19	20.3%	7
October	1.370	1.315	1.480	1.962	1.875	48.4%	1	12.5%	19	26.7%	6
November	0.818	0.870	1.004	1.052	1.131	48.1%	1	15.4%	13	12.7%	5
December	1.059	1.157	1.304	1.425	1.467	45.7%	1	12.7%	22	12.5%	9

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	
21.1%	21.1%	hotel	39.5%	no	86.0%	plane	0.0%
46.8%	46.8%	suppl. Acc.	60.5%	yes with 1 CH-Dest.	0.8%	train	0.0%
32.1%	32.1%			yes with 2+ CH-Dest.	13.2%	other	0.0%

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

24.0%
snow sports enthusiast

23.3%
nature lover

22.1%
outdoor enthusiast

12.8%
family traveller

6.0%
snow lover

3.2%
attractions tourer

2.1%
spa & vitality guest

1.6%
culture traveller

1.1%
city breaker

0.7%
luxury traveller

3.1%
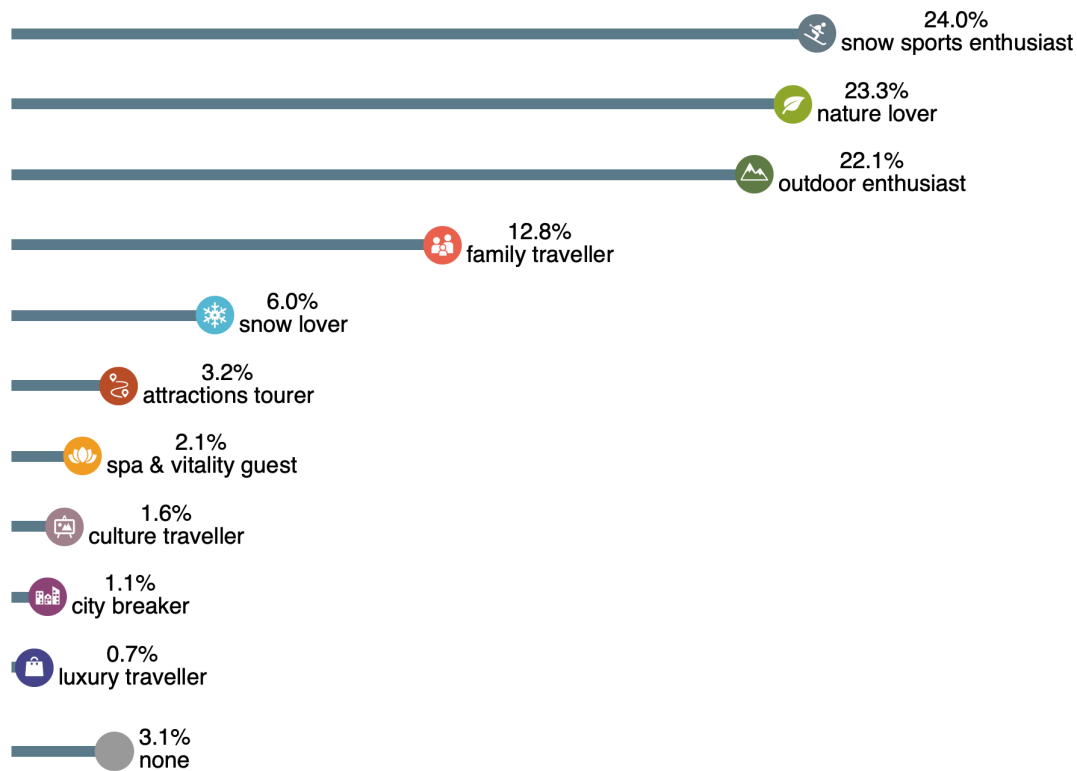
Main travel reasons for Switzerland travelers.
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

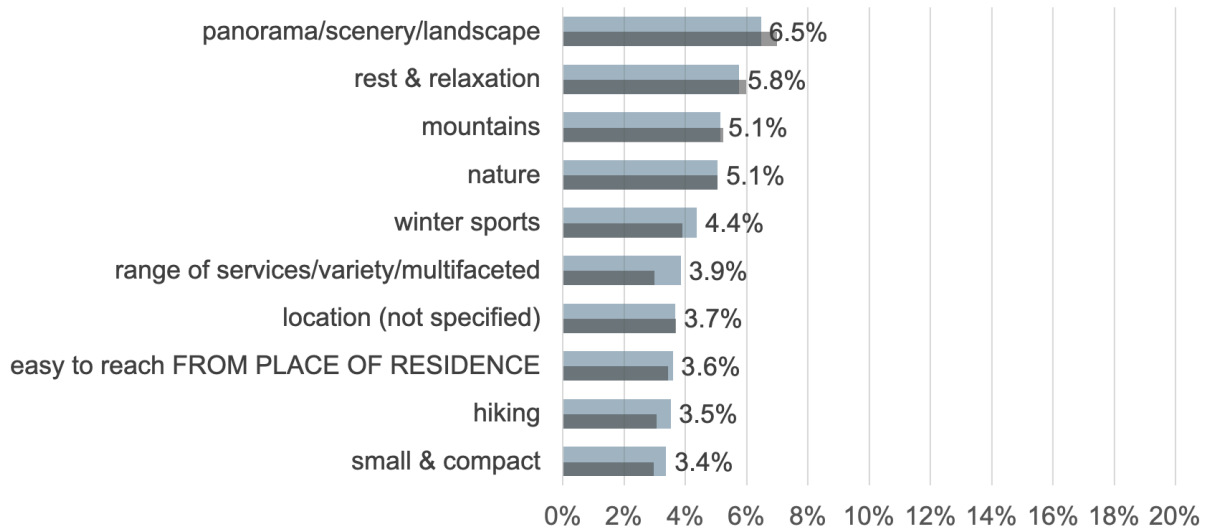| #	Reason	%	#	Reason	%
1	family-friendly	10.5%	11	panorama	2.1%
2	relaxation	9.4%	12	hospitable	1.8%
3	sport opportunities	7.8%	13	emotional ties	1.7%
4	alpine skiing	6.7%	14	pleasant climate/weather	1.5%
5	nature	5.9%	15	authentic/original	1.4%
6	quiet	5.8%	16	atmosphere	1.3%
7	mountains	5.6%	17	lakes/rivers	1.3%
8	hiking (at least 2 hours walking)	4.2%	18	exceptional accommodation	1.2%
9	glaciers/snow	2.5%	19	snow reliability	1.2%
10	special nature attractions	2.2%	20	good value for the money	1.2%
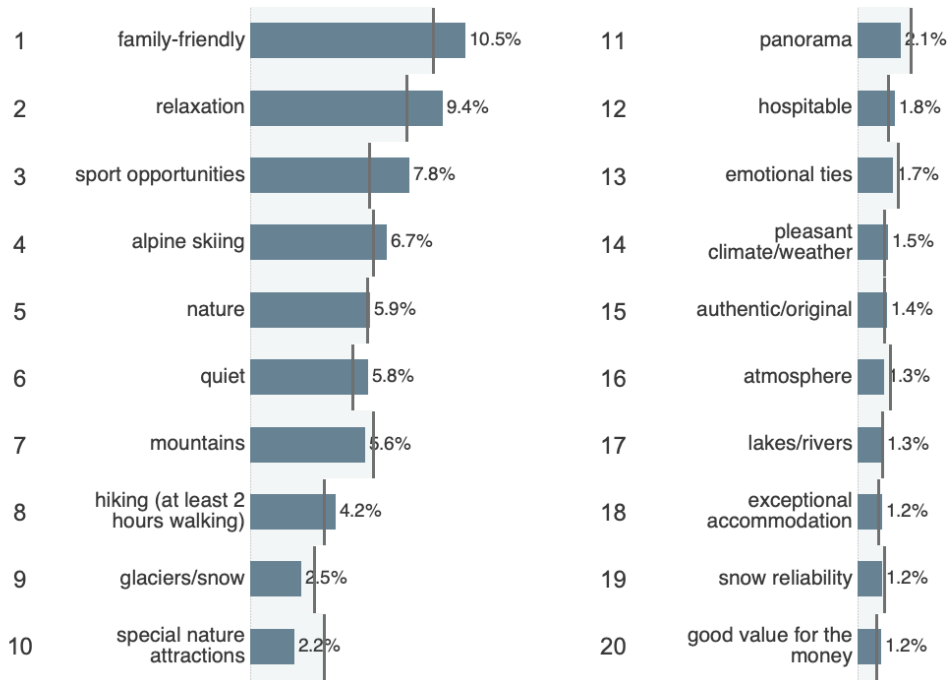
source: TMS 2017

■ = 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	6.5%
rest & relaxation	5.8%
mountains	5.1%
nature	5.1%
winter sports	4.4%
range of services/variety/multifaceted	3.9%
location (not specified)	3.7%
easy to reach FROM PLACE OF RESIDENCE	3.6%
hiking	3.5%
small & compact	3.4%

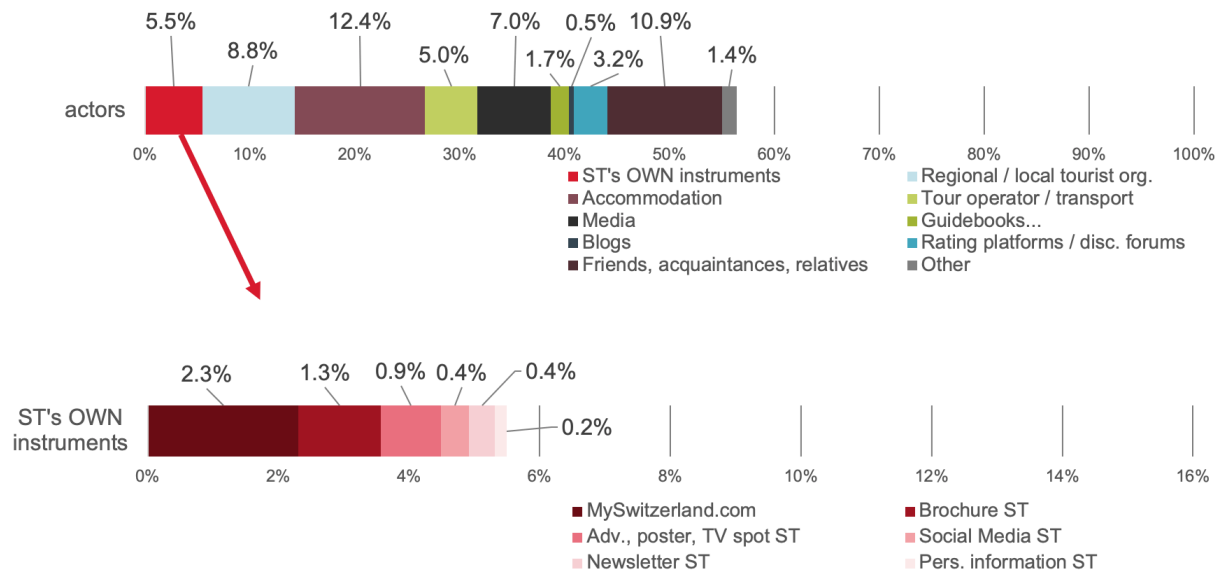0% 2% 4% 6% 8% 10% 12% 14% 16% 18% 20%

source: TMS 2017

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

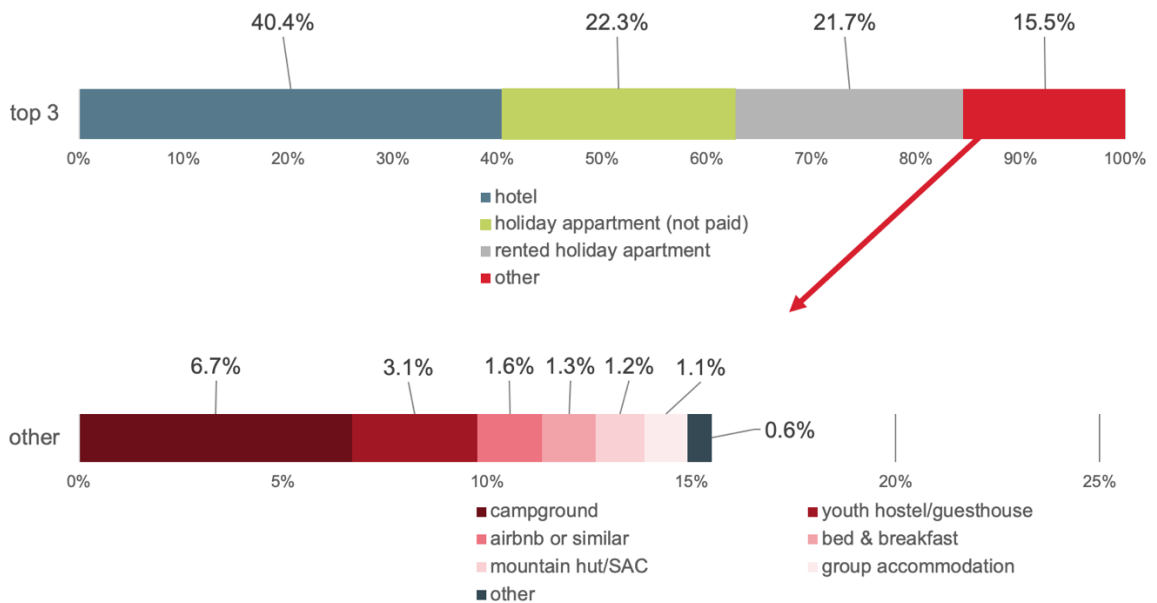## External influence of tourists in their travel decisions.
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)

Legend (actors):
- ST's OWN instruments
- Accommodation
- Media
- Blogs
- Friends, acquaintances, relatives
- Regional / local tourist org.
- Tour operator / transport
- Guidebooks...
- Rating platforms / disc. forums
- Other

actors: 5.5%, 8.8%, 12.4%, 5.0%, 7.0%, 1.7%, 0.5%, 3.2%, 10.9%, 1.4%

ST's OWN instruments: 2.3%, 1.3%, 0.9%, 0.4%, 0.4%, 0.2%

Legend (ST's OWN instruments):
- MySwitzerland.com
- Adv., poster, TV spot ST
- Newsletter ST
- Brochure ST
- Social Media ST
- Pers. information ST

The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **10.9%.**

source: TMS 2017

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

top 3: 40.4%, 22.3%, 21.7%, 15.5%

Legend (top 3):
- hotel
- holiday appartment (not paid)
- rented holiday apartment
- other

other: 6.7%, 3.1%, 1.6%, 1.3%, 1.2%, 1.1%, 0.6%

Legend (other):
- campground
- airbnb or similar
- mountain hut/SAC
- other
- youth hostel/guesthouse
- bed & breakfast
- group accommodation

source: TMS 2017

Contact.

Yamuna Betschart
Market Manager Switzerland
Switzerland Tourism
Morgartenstrasse 5a
8004 Zürich

Yamuna.betschart@switzerland.com
0041 44 288 12 37

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	
		2019	rank 2019	2019	rank 2019	2019	rank 2019
total	n.a.	45.6%	17	1.931	24	32.4%	25

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)	0.643	33	47.5%	16	1.901	26	44.1%	23
mid-sized destinations (11-50)	1.12	4	43.1%	16	2.096	15	39.2%	24
small destinations (51-200)	1.214	1	45.5%	17	1.858	25	29.4%	23
very small destinations (201-smallest)	1.371	3	47.7%	12	1.824	28	9.3%	28

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	0.652	32	51.9%	9	1.649	30	42.1%	29
mountain	1.169	6	39.4%	15	2.166	22	29.7%	27
rural	1.379	3	51.5%	8	1.827	24	16.9%	24
small cities	1.007	19	51.9%	8	1.801	26	39.1%	26

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	0.84	23	47.0%	23	1.779	29	33.9%	29
German speaking area	0.999	19	44.8%	15	1.937	25	33.4%	25
Italian speaking area	1.372	2	52.2%	5	2.126	11	26.5%	30
Rhaeto Romanic language zone	1.698	2	37.9%	6	2.410	11	13.4%	8

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019	2019	rank 2019
Graubünden	1.347	3	35.2%	10	2.454	22	31.5%	30
Bern Region	0.914	18	44.2%	11	1.853	27	32.6%	22
Wallis	1.15	9	40.2%	10	2.138	23	27.7%	26
Zürich Region	0.73	30	51.4%	10	1.638	29	40.4%	29
Luzern / Vierwaldstättersee	0.899	16	47.8%	14	1.781	24	33.1%	21
Tessin	1.366	2	53.0%	4	2.134	9	27.8%	30
Waadt	0.997	13	47.7%	23	1.822	28	37.7%	28
Ostschweiz	1.459	3	48.7%	14	1.880	27	27.6%	24
Basel Region	0.807	24	54.8%	5	1.713	29	31.1%	32
Genf	0.428	32	50.5%	23	1.796	31	46.6%	19
Aargau und Solothurn Region	1.209	6	51.8%	17	1.842	25	26.3%	18
Jura & Drei-Seen-Land	1.364	4	50.7%	18	1.587	31	22.9%	31
Fribourg Region	1.383	4	49.6%	11	1.562	28	27.6%	22

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	0.523	32	51.8%	7	1.720	28	41.5%	27
Zermatt	0.866	20	42.1%	11	2.425	23	54.1%	20
Davos	1.219	6	33.0%	11	2.384	27	46.1%	29
Basel	0.733	28	55.0%	5	1.665	29	34.3%	32
Lausanne	0.871	24	49.7%	20	1.836	29	40.0%	32
Bern	0.932	24	53.8%	8	1.519	29	42.8%	23
Luzern	0.505	31	52.9%	6	1.655	26	53.1%	10
Genève	0.315	32	51.8%	20	2.030	23	46.7%	15
Ascona	1.598	2	54.4%	3	2.653	22	42.8%	20
Arosa	1.49	4	27.9%	10	2.719	27	43.2%	29
St. Moritz	0.755	19	34.9%	11	2.469	20	37.6%	30
Opfikon	0.707	25	51.6%	8	1.363	24	67.7%	9
Locarno	1.671	1	51.7%	11	2.096	16	26.4%	15
Vaz/Obervaz	1.853	1	32.5%	12	2.399	23	54.7%	13
Saanen	1.319	5	33.8%	6	2.227	29	62.7%	25
Montreux	0.956	14	47.3%	20	1.875	23	71.2%	20
Lugano	0.909	19	54.0%	7	1.803	21	37.7%	23
Pontresina	1.466	4	34.4%	14	3.237	14	24.0%	28
Scuol	1.786	2	40.4%	7	2.825	12	26.3%	8
Saas-Fee	1.321	8	40.6%	15	2.676	28	25.0%	24
Grindelwald	0.63	22	36.1%	18	1.889	27	37.9%	20
Leukerbad	1.725	1	43.7%	9	2.101	13	21.0%	28
Morschach	1.857	2	50.0%	10	2.322	24	17.9%	7
Rümlang	1.346	3	51.4%	8	1.317	14	38.3%	9
Meyrin	0.788	26	47.6%	26	1.558	25	77.9%	6
Kloten	1.23	7	49.3%	21	1.448	16	70.3%	17
St. Gallen	1.277	4	54.8%	11	1.796	24	50.0%	15
Crans-Montana	1.332	5	31.0%	11	2.420	23	19.3%	28
Flims	1.537	3	35.8%	9	2.138	25	45.8%	18
Interlaken	0.389	22	50.6%	8	1.854	23	42.2%	17
Sils im Engadin/Segl	1.421	2	32.5%	11	3.828	14	33.2%	29
Adelboden	1.381	5	36.2%	11	2.267	20	32.2%	30
Sigriswil	1.844	2	52.9%	5	2.903	8	50.8%	19
Engelberg	0.723	15	39.1%	16	2.044	20	25.9%	13
Lauterbrunnen	0.471	26	31.1%	19	2.261	24	15.4%	23
Winterthur	1.18	7	52.3%	13	2.028	19	19.6%	21
Leysin	1.109	3	43.0%	10	2.341	17	0.0%	17
Chur	1.153	10	49.3%	11	1.591	8	14.5%	27
Weggis	1.008	8	50.4%	13	1.877	19	23.4%	18
Lenk	1.828	1	33.2%	10	2.137	22	33.5%	16
Andermatt	1.357	6	42.8%	7	1.685	30	65.0%	20
Samnaun	1.256	6	39.1%	9	3.200	17	27.3%	20
Laax	1.065	14	32.7%	18	3.361	25	23.0%	9
Bad Ragaz	1.301	5	51.4%	12	2.212	24	60.2%	27
Thun	1.372	3	50.4%	9	1.499	28	43.3%	25
Brig-Glis	1.053	8	49.8%	8	1.814	11	5.5%	23
Muralto	1.699	2	56.8%	10	2.046	14	26.9%	19
Klosters-Serneus	1.157	8	29.2%	8	2.607	28	44.4%	25
Paradiso	0.85	14	54.5%	5	1.643	20	61.7%	20
Celerina/Schlarigna	1.537	2	36.0%	15	2.788	9	35.4%	17

Source: FSO/hotel statistics

Example: In 2019, for tourists from Switzerland who visited Zürich, the following further characteristics were noted:
- 0.52 times higher share of overnight stays than they had in the whole of Switzerland (=rank 32 out of a total of 33 markets):
ON-share Zürich (23.70%) vs. ON-share whole Switzerland (45.30%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 51.8% (=rank 7).
- the length of stay (overnight stays/arrivals in the hotel) was 1.72 nights (=rank 28).
- the share of 4- and 5-star hotels out of all hotel nights was 41.5% (=rank 27).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		**rank**		**rank**
	2019	**2019**	**2019**	**2019**	**2019**	**2019**
summer (May-Oct)	0.957	17	1.865	24	31.2%	26
winter (Nov-April)	1.057	17	2.019	25	33.9%	28

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)	0.98	24	1.914	24	32.7%	28
off-season II (Sept-Nov)	1.038	10	1.808	26	33.0%	27
summer core months (Jun-Aug)	0.931	20	1.900	23	30.7%	26
winter core months (Dez-Feb)	1.084	14	2.134	22	33.6%	30

Months

	affinity		length of stay		****/***** ON share	
		rank		**rank**		**rank**
	2019	**2019**	**2019**	**2019**	**2019**	**2019**
January	1.102	8	2.188	24	32.7%	30
February	1.134	10	2.291	22	31.4%	30
March	1.056	14	2.070	25	32.9%	30
April	0.968	22	1.883	25	32.7%	26
May	0.906	25	1.769	29	32.3%	28
June	0.902	20	1.808	26	31.0%	26
July	0.948	16	1.986	19	30.1%	26
August	0.938	17	1.893	26	31.0%	26
September	1	10	1.811	28	31.0%	28
October	1.067	6	1.885	25	32.1%	28
November	1.062	13	1.702	30	37.7%	26
December	1.01	18	1.921	26	37.4%	27

Source: FSO/hotel statistics

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