

# Research Report Finland.

## Tourism goals: summary

**Market size & growth:** In 2019, the Finnish market recorded 0.081 million overnights<sup>1)</sup> in Switzerland and 0.068 million overnights in 2022. With a market share of 0.21%, Finland was the 32<sup>nd</sup> highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 7.8% between 2015 and 2019. Between 2019 and 2022, the development was -15.8%. The corresponding growth ranking was 23 and 21 respectively.

**Economic value:** Finland ranks 16<sup>th</sup> with a daily expenditure value of CHF 210 (TMS 2017) and ranks 18<sup>th</sup> with a 42.6% share of \*\*\*\*/\*\*\*\* nights in 2019.

**First time visitors & length of stay:** With a 20.8% figure for first-time visitors, Finland ranks 27<sup>th</sup> (TMS 2017). With a length of stay of 2.3 overnights it ranks 8<sup>th</sup>.

**Balance:** In 2019, the 50 largest Swiss destinations accounted for 75.0% of overnights from Finland, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 16.2% (=rank 20) and 8.9% (=rank 13) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 25.2% (=rank 7) and 21.6% (=rank 17), 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

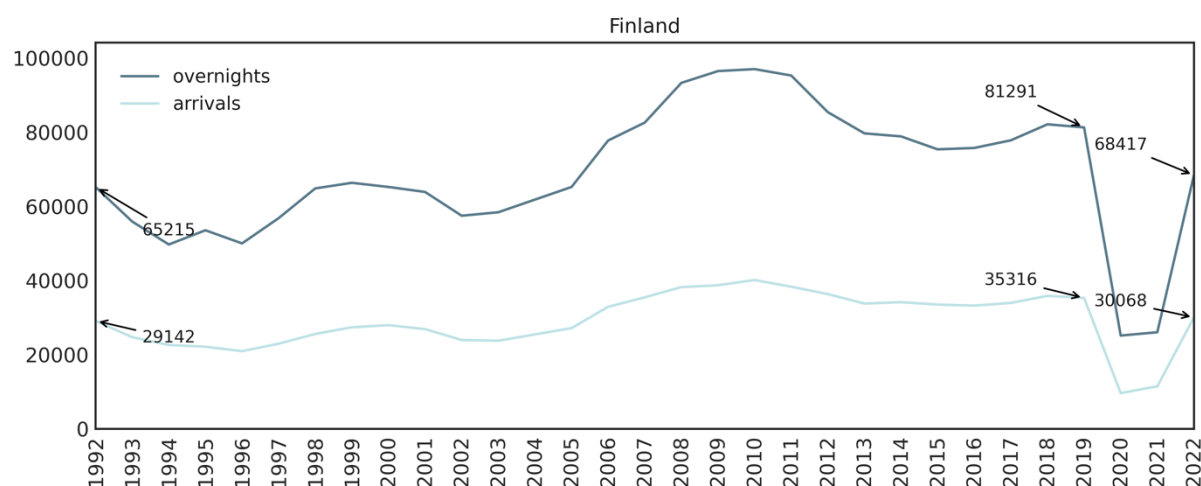
		value	rank
1. market size & growth	2019	0.081 M.	32
	2022	0.068 M.	32
	2015-19	7.8%	23
	2019-22	-15.8%	21
2. economic value	daily expenditures 2017 (TMS)	210	16
	share ****/****-nights 2019	42.6%	18
3. first time visitors	share 2017 (TMS)	20.8%	27
4. length of stay	2019	2.30	8
5. balance	share off-season "March-May" of total year 2019	25.2%	7
	share off-season "Sept-Nov" of total year 2019	21.6%	17
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2019	16.2%	20
	share very small destinations (201 <sup>st</sup> +) 2019	8.9%	13

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2019, guests from Finland typically preferred the regions of: Genf, Zürich Region and Jura & Drei-Seen-Land. Moreover, these guests were most overrepresented in the five destinations of: Muntelier, Thalwil, Seelisberg, Baden and Churwalden.

Source: FSO/hotel statistics

## Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.3%	0.2%	0.2%	0.1%	0.2%	32
...markets abroad	0.5%	0.4%	0.4%	0.3%	0.4%	31
...nearby markets (Europe, excl. CH)	0.6%	0.6%	0.7%	0.4%	0.6%	17

Source: FSO/hotel statistics

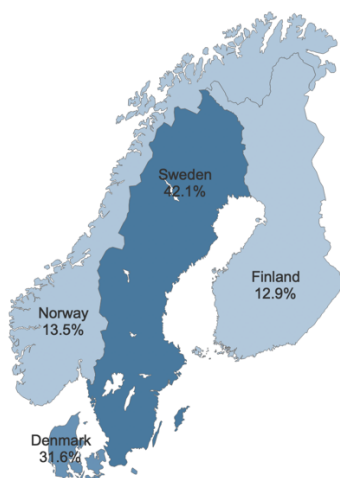
## Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.097	0.075	0.081	0.026	0.068	32	7.8%	23	-15.8%	21
length of stay (overnights/arrivals)	2.416	2.248	2.302	2.270	2.275	9	4.3%	5	-2.0%	31
density (overnights/1'000 inhabitants)	18.078	13.752	14.720	4.707	12.335	16	7.0%	20	-16.2%	21
GDP per capita in USD	46'487	42'789	48'629	53'712	51'077	11	13.6%	19	5.0%	21
population in millions	5.366	5.481	5.523	5.537	5.546	31	0.7%	28	0.4%	25

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

## Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Sweden	42.1%	38.6%
Denmark	31.6%	21.8%
Norway	13.5%	20.2%
Finland	12.9%	19.4%

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	0.097	0.075	0.081	0.026	0.068	0.2%	32	7.8%	23	-15.8%	21

### 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)	0.049	0.039	0.041	0.013	0.037	0.3%	31	5.5%	26	-10.0%	14
mid-sized destinations (11-50)	0.026	0.019	0.022	0.008	0.018	0.2%	31	17.4%	12	-19.6%	24
small destinations (51-200)	0.015	0.012	0.012	0.004	0.010	0.1%	29	1.0%	29	-23.0%	18
very small destinations (201-smallest)	0.008	0.006	0.006	0.002	0.005	0.1%	28	7.6%	13	-26.0%	27

### 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	0.040	0.036	0.037	0.012	0.031	0.3%	31	2.5%	24	-17.3%	24
mountain	0.035	0.021	0.025	0.008	0.023	0.1%	30	16.9%	18	-6.8%	17
rural	0.005	0.004	0.004	0.001	0.003	0.1%	29	2.7%	18	-23.9%	18
small cities	0.018	0.014	0.015	0.005	0.012	0.2%	31	9.0%	20	-25.0%	21

### 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	0.024	0.019	0.021	0.006	0.016	0.3%	29	11.9%	19	-25.4%	22
German speaking area	0.069	0.054	0.057	0.018	0.049	0.2%	32	6.0%	23	-14.4%	23
Italian speaking area	0.003	0.002	0.003	0.002	0.004	0.1%	28	19.5%	14	23.2%	4
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	23	-19.4%	24	22.7%	9

### 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	0.022	0.022	0.020	0.007	0.017	0.3%	30	-9.9%	33	-15.2%	23
Genf	0.013	0.011	0.013	0.003	0.010	0.4%	28	25.4%	6	-25.1%	24
Bern Region	0.009	0.005	0.010	0.002	0.007	0.2%	30	83.1%	4	-28.5%	26
Graubünden	0.012	0.008	0.009	0.002	0.008	0.2%	26	13.5%	20	-15.8%	23
Wallis	0.011	0.006	0.006	0.003	0.008	0.1%	31	-4.8%	31	34.9%	3
Luzern / Vierwaldstättersee	0.007	0.006	0.005	0.002	0.005	0.1%	33	-12.2%	32	-8.5%	18
Waadt	0.007	0.006	0.005	0.001	0.004	0.2%	30	-10.5%	31	-24.7%	14
Basel Region	0.003	0.003	0.003	0.001	0.003	0.2%	30	6.7%	25	-21.3%	17
Tessin	0.003	0.002	0.003	0.002	0.003	0.1%	28	19.3%	14	19.9%	5
Ostschweiz	0.002	0.002	0.002	0.001	0.002	0.1%	28	1.8%	13	-30.8%	25
Jura & Drei-Seen-Land	0.003	0.001	0.002	0.000	0.001	0.3%	21	71.1%	6	-57.4%	26
Aargau und Solothurn Region	0.002	0.002	0.002	0.000	0.001	0.1%	27	-1.4%	18	-23.6%	21
Fribourg Region	0.002	0.001	0.001	0.000	0.000	0.2%	26	57.5%	5	-66.5%	29

Source: FSO/hotel statistics

Example: Tourists from Finland generate the most overnight stays in Zürich Region of any Swiss region, namely 0.02 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, 0.3% of their total tourism volume comes from Finland, making this source market the 30<sup>th</sup> most important market for this region (out of 33 ST markets overall). With a -9.9% development in overnight stays between 2015 and 2019, Finland ranks 33<sup>rd</sup>. In other words, in reference to the development of overnight stays, 32 other source markets had a stronger performance and 0 had a weaker performance.

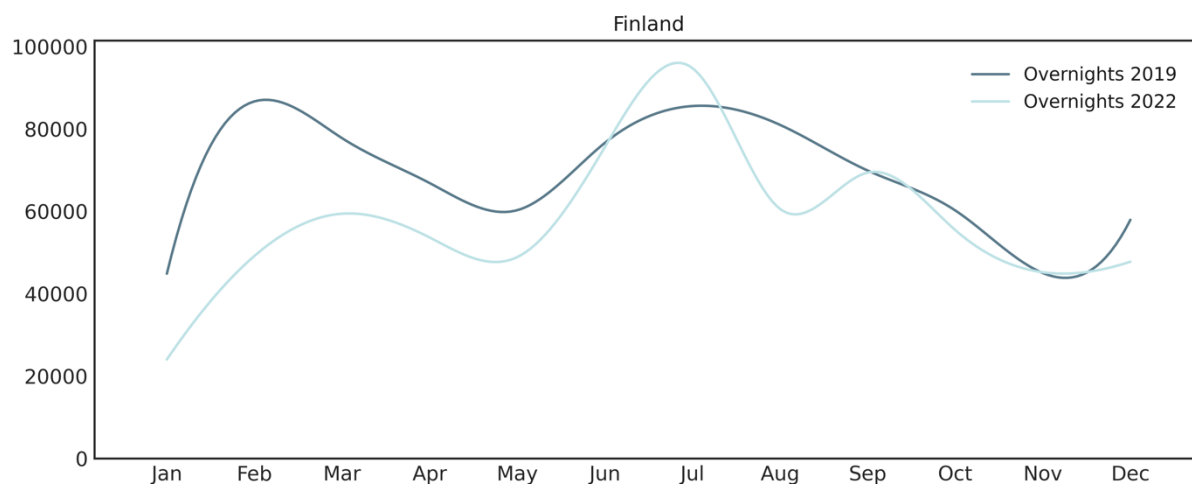
Top 50 destinations

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	0.013	0.013	0.013	0.005	0.011	0.3%	30	-2.4%	28	-13.5%	17	
Genève	0.01	0.008	0.01	0.002	0.007	0.5%	27	25.6%	3	-27.6%	26	
Zermatt	0.006	0.003	0.003	0.002	0.006	0.2%	28	9.0%	24	83.5%	2	
Basel	0.002	0.003	0.003	0.001	0.002	0.2%	30	13.1%	24	-21.4%	18	
Bern	0.002	0.002	0.003	0.001	0.002	0.3%	28	64.1%	4	-26.9%	27	
Davos	0.006	0.003	0.002	0.001	0.002	0.3%	20	-20.1%	29	-17.5%	12	
Lausanne	0.004	0.003	0.002	0.001	0.002	0.2%	31	-19.2%	33	-7.6%	10	
Luzern	0.003	0.003	0.002	0.001	0.002	0.1%	33	-18.3%	31	-19.4%	17	
Grindelwald	0.001	0.001	0.002	0	0.001	0.3%	28	155.0%	3	-25.3%	28	
St. Moritz	0.002	0.001	0.002	0	0.001	0.2%	27	13.8%	20	-8.0%	24	
Saanen	0	0	0.001	0	0	0.4%	17	288.5%	2	-89.4%	33	
Opfikon	0.002	0.002	0.001	0.001	0.001	0.2%	30	-36.4%	31	-24.8%	19	
Meyrin	0.001	0.001	0.001	0	0.001	0.3%	26	22.9%	3	-1.0%	19	
Baden	0.001	0.001	0.001	0	0.001	1.1%	14	32.9%	13	-55.7%	25	
Lauterbrunnen	0.002	0.001	0.001	0	0.001	0.2%	28	72.0%	8	-11.2%	21	
Engelberg	0.002	0.001	0.001	0	0.001	0.3%	21	-19.1%	25	-16.5%	17	
Lugano	0.001	0.001	0.001	0	0.002	0.2%	31	4.1%	22	61.3%	2	
Le Grand-Saconnex	0.001	0	0.001	0.001	0.001	0.4%	28	146.3%	10	-20.2%	18	
Montreux	0.001	0.001	0.001	0	0.001	0.2%	29	72.4%	5	-39.8%	28	
Winterthur	0.002	0.001	0.001	0	0.001	0.4%	18	-17.0%	27	-14.3%	11	
St. Gallen	0	0.001	0.001	0	0	0.3%	23	39.1%	16	-34.5%	25	
Flims	0.001	0	0.001	0	0	0.3%	14	38.8%	14	-41.2%	29	
Neuchâtel	0	0	0.001	0	0	0.5%	19	180.5%	2	-40.7%	24	
Kloten	0.001	0.001	0.001	0	0.001	0.2%	28	-43.6%	26	62.7%	22	
Klosters-Serneus	0	0	0.001	0	0	0.4%	12	82.1%	5	-76.7%	31	
Saas-Fee	0.002	0.001	0.001	0	0	0.2%	22	-44.9%	33	-67.4%	26	
Laax	0.001	0	0.001	0	0	0.3%	23	95.0%	13	-17.4%	21	
Chur	0.001	0	0.001	0	0.001	0.3%	25	50.1%	13	2.5%	14	
Seelisberg	0	0	0.001	0	0.001	1.6%	8	10.1%	9	-3.5%	16	
Zug	0.001	0.001	0.001	0	0	0.5%	24	-60.7%	33	-27.0%	23	
Rümlang	0.001	0.001	0	0	0	0.2%	30	-39.9%	27	-9.6%	23	
Locarno	0	0	0	0	0	0.2%	20	103.0%	5	-24.1%	12	
Andermatt	0	0	0	0	0.001	0.3%	22	-3.3%	29	11.0%	22	
Biel/Bienne	0.002	0	0	0	0	0.4%	17	7.5%	24	-74.0%	26	
Interlaken	0.001	0	0	0	0	0.1%	33	24.6%	13	13.4%	18	
Thalwil	0	0	0	0	0	2.1%	10	120.1%	17	-47.5%	31	
Val de Bagnes	0.001	0.001	0	0	0	0.2%	27	-46.9%	31	24.2%	7	
Adelboden	0	0	0	0	0	0.2%	21	242.5%	8	-62.3%	28	
Pontresina	0	0.001	0	0	0	0.1%	22	-30.8%	27	-27.6%	21	
Schaffhausen	0	0	0	0	0	0.3%	25	-4.8%	19	-32.4%	17	
Arosa	0.001	0	0	0	0	0.1%	23	-23.7%	28	-47.7%	28	
Churwalden	0	0	0	0	0	1.1%	7	1372.7%	4	-96.0%	29	
Paradiso	0	0	0	0.001	0	0.2%	30	59.5%	1	-18.0%	17	
Muntelier	0	0	0	0	0	2.3%	6	2269.2%	4	-96.4%	29	
Nyon	0	0	0	0	0	0.6%	24	369.2%	2	-44.9%	29	
Samnaun	0	0	0	0	0.001	0.2%	16	295.8%	5	83.6%	2	
Vernier	0	0	0	0	0	0.2%	32	-21.1%	27	-44.3%	16	
Thun	0	0	0	0	0	0.2%	25	61.5%	8	-53.5%	26	
Crans-Montana	0	0	0	0	0	0.1%	23	15.7%	14	-27.9%	27	
Solothurn	0	0	0	0	0	0.2%	23	255.9%	2	1.7%	3	

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)	0.050	0.038	0.043	0.017	0.040	0.2%	32	13.6%	18	-6.7%	20
winter (Nov-April)	0.047	0.037	0.038	0.009	0.028	0.2%	32	1.9%	24	-26.3%	23

### 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)	0.025	0.021	0.020	0.004	0.016	0.2%	32	-0.5%	32	-21.0%	18
off-season II (Sept-Nov)	0.019	0.017	0.018	0.012	0.017	0.2%	31	3.7%	27	-2.9%	18
summer core months (Jun-Aug)	0.029	0.020	0.024	0.006	0.023	0.2%	31	21.6%	12	-5.0%	19
winter core months (Dez-Feb)	0.024	0.018	0.019	0.004	0.012	0.2%	32	6.0%	21	-36.2%	25

### 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	0.007	0.005	0.004	0.001	0.002	0.2%	31	-11.2%	28	-46.4%	19
February	0.011	0.008	0.009	0.001	0.005	0.3%	29	13.7%	14	-43.3%	20
March	0.012	0.008	0.008	0.001	0.006	0.2%	29	1.5%	24	-23.6%	14
April	0.007	0.007	0.007	0.001	0.005	0.2%	31	-6.0%	32	-19.8%	15
May	0.006	0.006	0.006	0.002	0.005	0.2%	30	3.5%	28	-18.9%	21
June	0.009	0.007	0.008	0.001	0.008	0.2%	31	7.8%	23	-1.3%	11
July	0.011	0.007	0.009	0.003	0.009	0.2%	30	17.8%	14	10.8%	6
August	0.009	0.006	0.008	0.002	0.006	0.2%	29	44.0%	4	-25.2%	27
September	0.008	0.006	0.007	0.005	0.007	0.2%	31	9.4%	18	-0.7%	17
October	0.007	0.006	0.006	0.004	0.006	0.2%	31	1.2%	27	-7.9%	23
November	0.004	0.005	0.005	0.003	0.005	0.2%	30	-1.1%	25	0.4%	15
December	0.005	0.005	0.006	0.003	0.005	0.2%	32	11.4%	24	-17.5%	26

Source: FSO/hotel statistics

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

## Structural facts of leisure travelers.

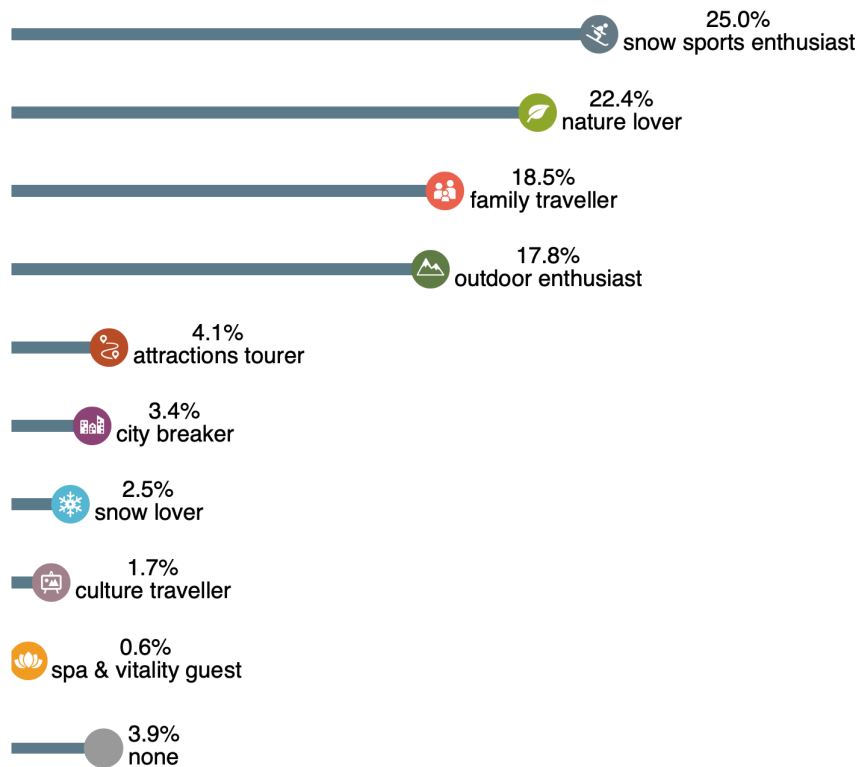
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 32.1%	hotel 35.1%	no 54.3%	plane 76.2%
35-54 years 51.2%	suppl acc. 64.9%	yes with 1 CH-Dest. 0.7%	train 0.8%
55+ years 16.7%		yes with 2+ CH-Dest. 45.0%	other 23.0%

source: TMS 2017

## Guest segments.

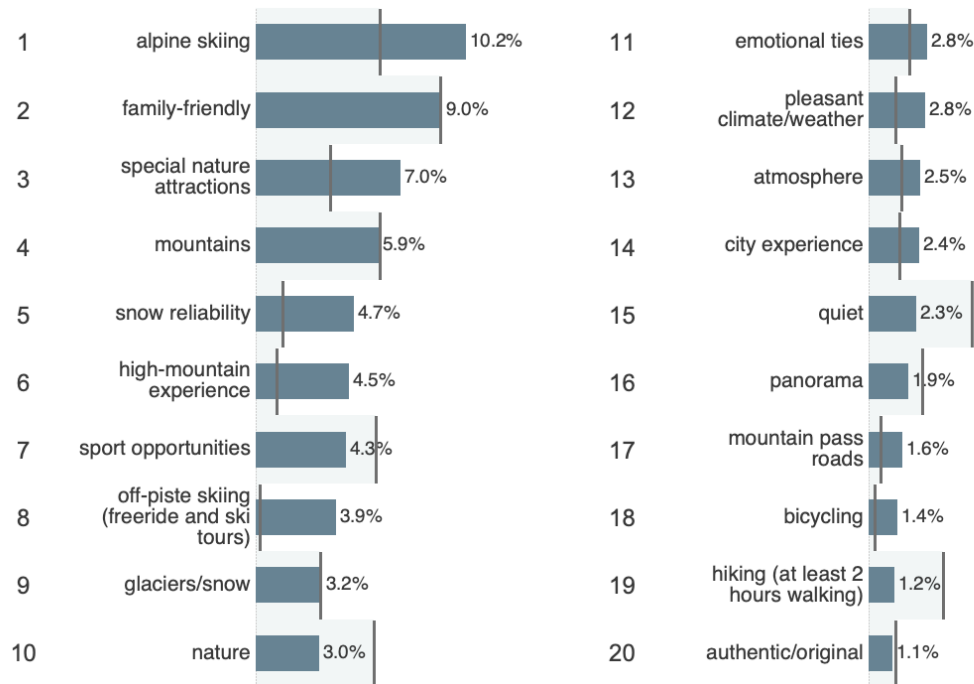
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

## Main travel reasons for Switzerland travelers.

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

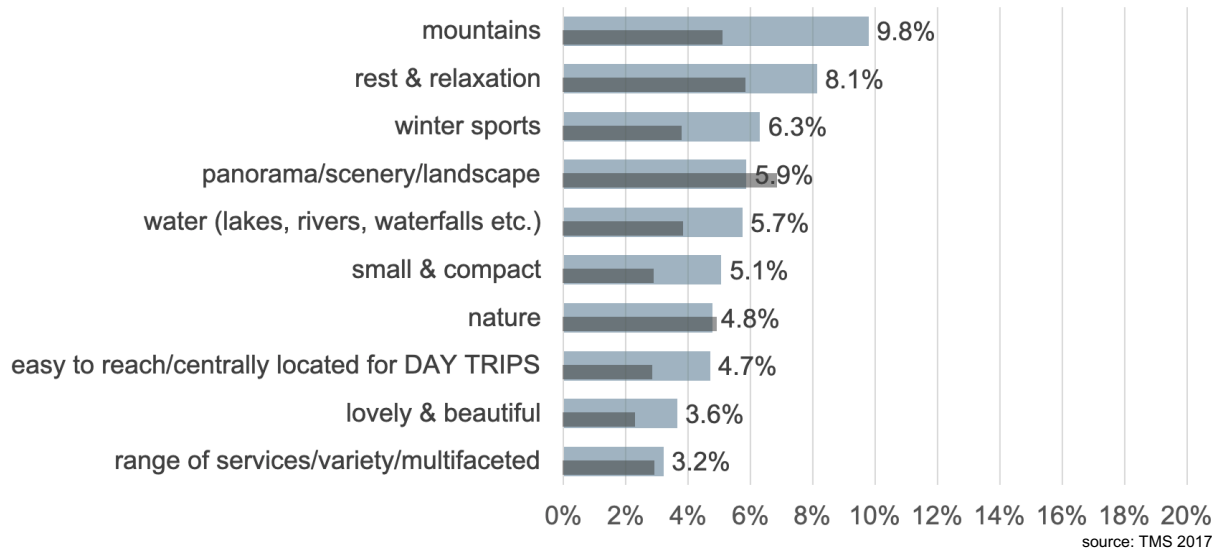


source: TMS 2017

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

## Switzerland's tourism strengths.

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

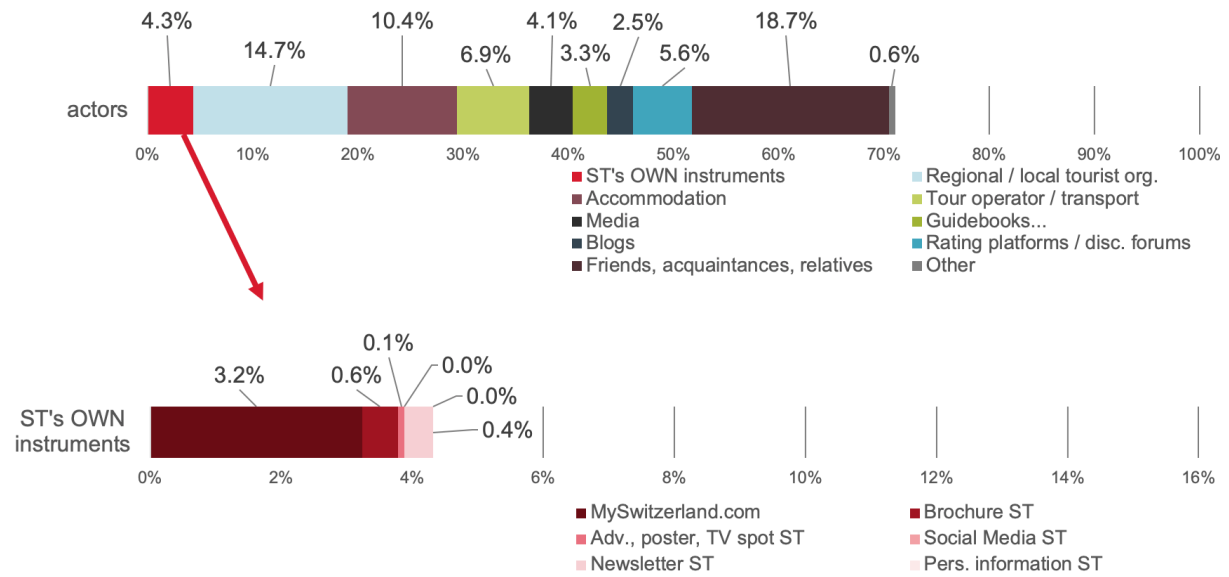


source: TMS 2017

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

## External influence of tourists in their travel decisions.

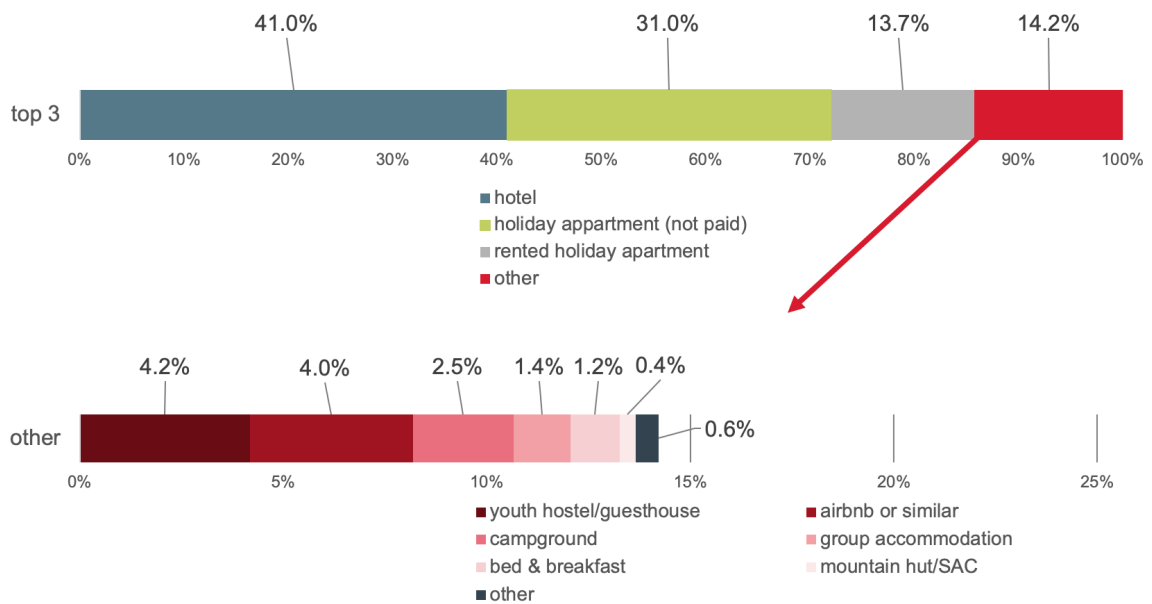
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **13.4%**.  
source: TMS 2017

## Type of accommodation.

(leisure tourists in Swiss hotels & supplementary accommodations)



source: TMS 2017



## Contact.

Matthias Albrecht  
Market Manager Nordics  
Switzerland Tourism  
Embassy of Switzerland  
P.O. Box 26143  
SE-10041 Stockholm  
corinne.genoud@switzerland.com  
+46 70- 255 44 14

## 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	46.8%	11	2.302	8	42.6%	18

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)	1.376	17	51.3%	5	2.357	6	48.0%	18
mid-sized destinations (11-50)	0.947	13	38.2%	24	2.378	11	41.4%	19
small destinations (51-200)	0.679	19	46.5%	12	2.202	11	35.4%	17
very small destinations (201-smallest)	0.617	12	47.6%	13	1.971	23	26.7%	4

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	1.505	10	54.8%	3	2.099	9	46.5%	20
mountain	0.718	19	32.8%	22	2.874	11	39.8%	14
rural	0.533	16	47.9%	18	2.069	17	24.6%	18
small cities	1.036	13	49.7%	18	2.165	7	42.2%	19

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	1.246	12	54.3%	4	2.263	12	43.2%	21
German speaking area	0.983	20	44.0%	17	2.342	8	43.2%	16
Italian speaking area	0.576	16	49.6%	12	1.916	18	28.7%	25
Rhaeto Romanic language zone	0.171	14	16.2%	26	1.878	20	16.7%	6

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	rank		rank		rank		rank	
	2019	2019	2019	2019	2019	2019	2019	2019
Zürich Region	1.499	11	53.1%	4	1.982	8	47.1%	21
Genf	2.009	10	56.5%	5	2.280	10	46.1%	21
Bern Region	0.871	19	37.2%	23	2.558	7	38.6%	15
Graubünden	0.83	13	32.2%	14	3.094	12	48.9%	12
Wallis	0.704	23	33.0%	25	2.808	10	34.4%	21
Luzern / Vierwaldstättersee	0.681	25	42.7%	24	2.294	4	30.0%	24
Waadt	0.839	21	56.1%	2	2.174	19	49.7%	22
Basel Region	0.949	19	52.3%	10	2.150	18	47.8%	17
Tessin	0.592	16	50.6%	10	1.925	16	29.3%	25
Ostschweiz	0.627	10	44.4%	24	2.028	18	33.0%	19
Jura & Drei-Seen-Land	1.39	3	50.8%	17	2.941	6	40.4%	16
Aargau und Solothurn Region	0.713	14	50.6%	21	2.178	16	23.2%	21
Fribourg Region	0.824	9	35.0%	32	2.957	1	51.8%	7

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	1.69	13	53.9%	3	2.045	9	46.3%	20
Genève	2.279	10	58.6%	2	2.422	10	44.8%	19
Zermatt	1.108	18	38.5%	16	3.448	7	48.0%	30
Basel	1.026	20	51.6%	13	2.210	15	47.6%	15
Bern	1.577	4	57.7%	2	2.301	2	36.6%	32
Davos	1.288	5	26.0%	21	3.966	6	70.1%	10
Lausanne	1.118	14	58.3%	5	2.250	18	61.6%	17
Luzern	0.722	21	44.2%	26	1.952	9	34.6%	33
Grindelwald	1.291	13	38.3%	12	2.951	7	36.1%	21
St. Moritz	1.031	14	40.3%	4	3.220	10	66.4%	8
Saanen	1.903	1	5.2%	33	5.028	1	78.4%	16
Opfikon	0.925	20	46.5%	21	1.523	8	48.8%	28
Meyrin	1.595	7	51.8%	17	1.748	15	57.4%	29
Baden	5.57	1	56.3%	10	2.508	20	54.3%	8
Lauterbrunnen	1.167	15	22.4%	27	2.848	11	17.7%	22
Engelberg	1.551	7	40.0%	13	3.016	7	22.6%	17
Lugano	1.016	12	55.3%	6	1.933	14	32.2%	29
Le Grand-Saconnex	1.995	6	45.4%	25	2.142	6	66.4%	7
Montreux	0.883	18	44.0%	29	2.129	15	72.9%	18
Winterthur	1.76	3	53.4%	10	2.420	9	18.8%	22
St. Gallen	1.498	3	44.6%	26	2.347	10	41.5%	22
Films	1.674	2	42.9%	4	4.164	5	25.6%	29
Neuchâtel	2.459	2	35.6%	28	3.019	5	22.1%	33
Kloten	1.155	10	53.6%	5	1.432	17	72.5%	13
Klosters-Serneus	2.152	2	53.5%	2	4.086	9	75.5%	3
Saas-Fee	0.911	12	11.4%	31	5.120	12	23.4%	27
Laax	1.495	7	35.0%	15	3.813	19	21.5%	10
Chur	1.403	9	39.1%	27	1.514	12	13.2%	30
Seelisberg	7.706	1	54.9%	9	23.609	1	0.0%	0
Zug	2.191	7	52.3%	18	2.225	21	60.3%	18
Rümlang	0.93	11	44.6%	23	1.162	32	31.3%	13
Locarno	0.747	5	53.5%	7	1.914	24	15.8%	26
Andermatt	1.436	5	27.7%	22	2.610	6	58.2%	24
Biel/Bienne	2.151	1	57.4%	8	2.703	8	82.7%	8
Interlaken	0.246	31	41.5%	23	2.015	19	47.3%	15
Thalwil	10.321	1	48.2%	20	2.251	11	100.0%	17
Val de Bagnes	1.057	16	39.5%	7	2.603	29	25.8%	27
Adelboden	0.858	12	24.5%	24	3.862	6	36.6%	29
Pontresina	0.557	9	21.3%	26	3.663	11	42.0%	18
Schaffhausen	1.483	3	46.7%	20	1.688	19	58.3%	10
Arosa	0.412	12	11.1%	27	3.736	19	55.7%	26
Churwalden	5.121	1	8.6%	17	4.563	7	0.0%	0
Paradiso	0.798	15	43.4%	25	1.747	17	63.3%	18
Muntelier	11.423	1	3.6%	27	9.625	1	99.0%	8
Nyon	2.754	4	53.4%	18	2.585	16	31.8%	5
Samnaun	0.838	9	13.2%	25	4.072	9	11.0%	29
Vernier	1.064	20	52.7%	11	2.294	7	33.0%	19
Thun	1.012	5	34.6%	28	1.722	22	65.8%	9
Crans-Montana	0.529	14	49.8%	3	2.885	18	5.2%	32
Solothurn	1.123	6	24.4%	32	2.814	10	60.3%	5

Source: FSO/hotel statistics

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

- 1.69 times higher share of overnight stays than they had in the whole of Switzerland (=rank 13 out of a total of 33 markets): ON-share Zürich (0.35%) vs. ON-share whole Switzerland (0.21%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 53.9% (=rank 3).
- the length of stay (overnight stays/arrivals in the hotel) was 2.05 nights (=rank 9).
- the share of 4- and 5-star hotels out of all hotel nights was 46.3% (=rank 20).

## Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2019	2019	2019	2019	2019	2019
summer (May-Oct)	0.932	19	2.159	10	39.7%	18
winter (Nov-April)	1.091	15	2.491	8	46.0%	17

## 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)	1.104	7	2.336	7	45.2%	16
off-season II (Sept-Nov)	0.963	17	2.166	9	42.1%	17
summer core months (Jun-Aug)	0.919	21	2.171	11	38.1%	18
winter core months (Dez-Feb)	1.048	17	2.615	10	46.0%	17

## Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2019	2019	2019	2019	2019	2019
January	0.77	23	2.266	21	40.5%	24
February	1.355	7	2.722	11	46.3%	15
March	1.129	9	2.444	11	48.1%	12
April	1.216	7	2.407	4	44.3%	15
May	0.976	17	2.144	8	42.6%	17
June	0.981	14	2.017	17	36.3%	21
July	0.912	19	2.040	17	33.9%	21
August	0.875	20	2.524	4	44.3%	15
September	0.918	18	2.155	12	37.1%	20
October	0.958	13	2.130	11	45.8%	13
November	1.051	14	2.233	8	44.8%	18
December	0.99	19	2.782	3	49.9%	15

Source: FSO/hotel statistics

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