

# Research Report Sweden.

## Tourism goals: summary

**Market size & growth:** In 2019, the Swedish market recorded 0.183 million overnights<sup>1)</sup> in Switzerland and 0.15 million overnights in 2022. With a market share of 0.46%, Sweden was the 23<sup>rd</sup> highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 1.3% between 2015 and 2019. Between 2019 and 2022, the development was -17.9%. The corresponding growth ranking was 28 and 25 respectively.

**Economic value:** Sweden ranks 23<sup>rd</sup> with a daily expenditure value of CHF 180 (TMS 2017) and ranks 19<sup>th</sup> with a 40.6% share of \*\*\*\*/\*\*\*\* nights in 2019.

**First time visitors & length of stay:** With a 23.0% figure for first-time visitors, Sweden ranks 26<sup>th</sup> (TMS 2017). With a length of stay of 2.22 overnights it ranks 15<sup>th</sup>.

**Balance:** In 2019, the 50 largest Swiss destinations accounted for 76.1% of overnights from Sweden, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 15.3% (=rank 21) and 8.5% (=rank 16) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 27.4% (=rank 5) and 20.2% (=rank 22), 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

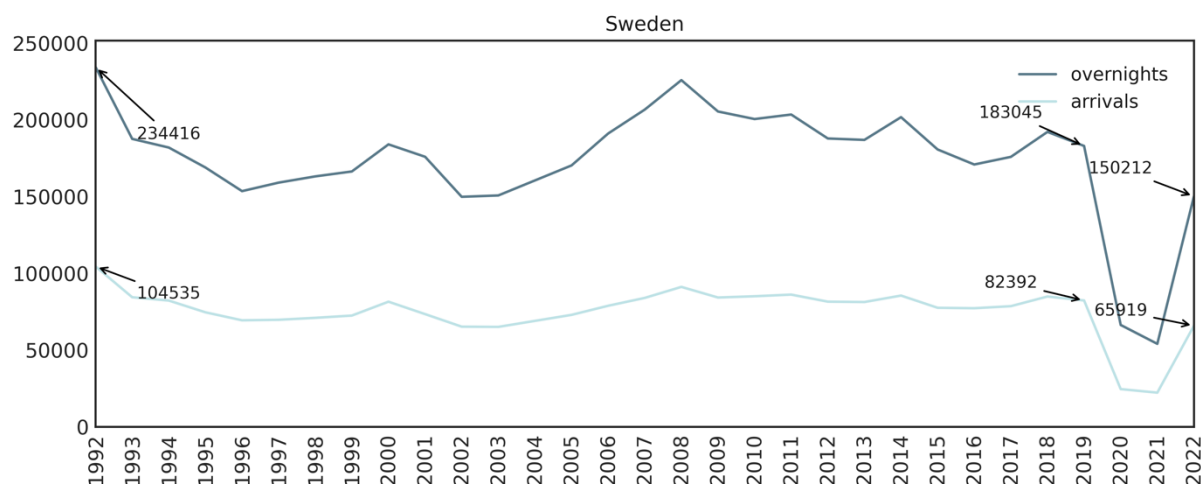
		value	rank
1. market size & growth	2019	0.183 M.	23
	2022	0.15 M.	22
	2015-19	1.3%	28
	2019-22	-17.9%	25
2. economic value	daily expenditures 2017 (TMS)	180	23
	share ****/****-nights 2019	40.6%	19
3. first time visitors	share 2017 (TMS)	23.0%	26
4. length of stay	2019	2.22	15
5. balance	share off-season "March-May" of total year 2019	27.4%	5
	share off-season "Sept-Nov" of total year 2019	20.2%	22
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2019	15.3%	21
	share very small destinations (201 <sup>st</sup> +) 2019	8.5%	16

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2019, guests from Sweden typically preferred the regions of: Genf, Wallis and Zürich Region. Moreover, these guests were most overrepresented in the five destinations of: Val de Bagnes, Engelberg, Villigen, Andermatt and Bad Zurzach.

Source: FSO/hotel statistics

## Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.6%	0.5%	0.5%	0.2%	0.4%	23
...markets abroad	1.0%	0.9%	0.8%	0.6%	0.9%	22
...nearby markets (Europe, excl. CH)	1.3%	1.5%	1.5%	0.8%	1.4%	11

Source: FSO/hotel statistics

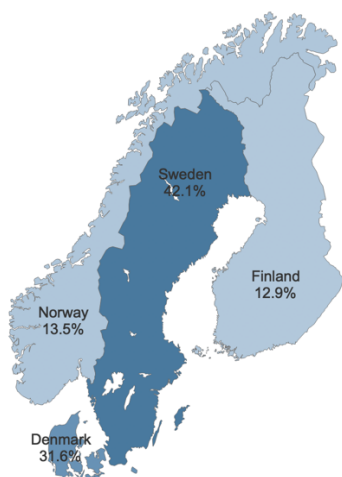
## Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.201	0.181	0.183	0.054	0.150	23	1.3%	28	-17.9%	25
length of stay (overnights/arrivals)	2.356	2.329	2.222	2.425	2.279	16	-8.1%	23	4.7%	23
density (overnights/1'000 inhabitants)	21.366	18.420	17.787	5.190	14.271	14	-3.4%	30	-19.8%	24
GDP per capita in USD	52'860	51'464	51'871	60'857	55'156	8	0.8%	30	6.3%	18
population in millions	9.387	9.812	10.291	10.431	10.526	24	4.9%	8	2.3%	11

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	0.201	0.181	0.183	0.054	0.150	0.5%	23	1.3%	28	-17.9%	25

### 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)	0.090	0.084	0.082	0.025	0.065	0.6%	23	-2.3%	31	-20.3%	26
mid-sized destinations (11-50)	0.070	0.055	0.061	0.016	0.052	0.5%	19	10.3%	18	-14.4%	23
small destinations (51-200)	0.026	0.028	0.026	0.009	0.021	0.3%	24	-9.5%	31	-18.9%	14
very small destinations (201-smallest)	0.015	0.013	0.014	0.005	0.012	0.3%	18	8.9%	11	-17.6%	22

### 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	0.077	0.071	0.070	0.023	0.056	0.6%	25	-0.3%	28	-19.9%	26
mountain	0.087	0.075	0.076	0.018	0.065	0.5%	20	1.3%	26	-15.5%	23
rural	0.008	0.009	0.009	0.003	0.007	0.3%	19	-7.3%	24	-23.4%	17
small cities	0.028	0.025	0.028	0.010	0.022	0.4%	23	8.6%	21	-18.2%	19

### 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	0.049	0.044	0.043	0.011	0.030	0.5%	20	-1.5%	31	-30.9%	25
German speaking area	0.142	0.129	0.131	0.041	0.113	0.5%	24	1.6%	27	-14.4%	22
Italian speaking area	0.008	0.006	0.007	0.002	0.007	0.3%	19	33.5%	8	-11.4%	20
Rhaeto Romanic language zone	0.002	0.002	0.001	0.000	0.001	0.1%	14	-55.3%	31	38.5%	6

### 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	0.044	0.038	0.038	0.014	0.033	0.6%	24	-1.6%	25	-12.4%	20
Wallis	0.036	0.027	0.027	0.008	0.020	0.6%	18	0.5%	29	-27.4%	26
Genf	0.023	0.023	0.022	0.005	0.015	0.7%	20	-4.9%	33	-30.0%	28
Graubünden	0.023	0.022	0.021	0.004	0.018	0.4%	16	-4.4%	30	-12.2%	19
Luzern / Vierwaldstättersee	0.022	0.020	0.020	0.005	0.020	0.5%	21	-1.4%	25	-0.4%	11
Bern Region	0.013	0.012	0.016	0.006	0.016	0.3%	24	31.7%	15	-2.5%	21
Waadt	0.014	0.012	0.012	0.003	0.007	0.4%	24	-1.1%	26	-37.7%	22
Basel Region	0.007	0.008	0.008	0.003	0.007	0.5%	23	2.3%	26	-19.3%	15
Tessin	0.007	0.005	0.007	0.002	0.006	0.3%	19	35.2%	8	-13.3%	20
Aargau und Solothurn Region	0.004	0.006	0.005	0.002	0.003	0.4%	14	-22.9%	29	-29.2%	23
Ostschweiz	0.005	0.005	0.005	0.002	0.004	0.2%	19	-3.8%	20	-21.2%	20
Jura & Drei-Seen-Land	0.002	0.001	0.002	0.000	0.001	0.3%	20	50.0%	9	-65.0%	30
Fribourg Region	0.002	0.001	0.001	0.000	0.001	0.3%	19	17.1%	12	-50.7%	23

Source: FSO/hotel statistics

Example: Tourists from Sweden 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 Sweden, making this source market the 24<sup>th</sup> most important market for this region (out of 33 ST markets overall). With a -1.6% development in overnight stays between 2015 and 2019, Sweden ranks 25<sup>th</sup>. In other words, in reference to the development of overnight stays, 24 other source markets had a stronger performance and 8 had a weaker performance.

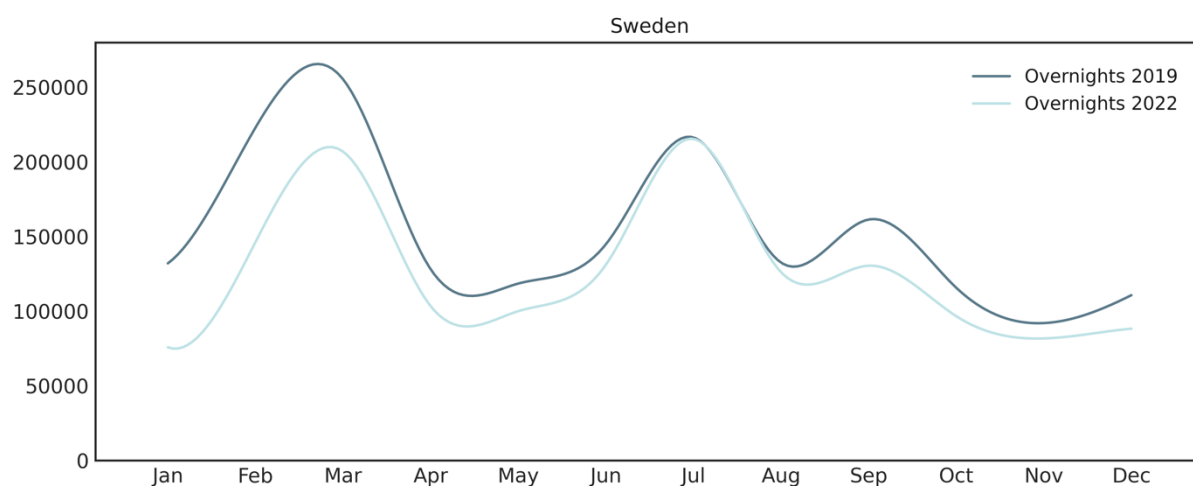
## Top 50 destinations

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	0.023	0.022	0.023	0.008	0.02	0.6%	24	4.8%	24	-13.1%	16	
Genève	0.018	0.017	0.016	0.004	0.01	0.7%	20	-9.0%	33	-35.5%	28	
Zermatt	0.017	0.017	0.014	0.004	0.011	0.9%	16	-15.5%	33	-21.8%	27	
Engelberg	0.011	0.011	0.01	0.001	0.01	2.8%	8	-10.1%	21	-3.1%	14	
Basel	0.006	0.007	0.007	0.003	0.006	0.5%	23	10.3%	27	-16.9%	15	
Lausanne	0.007	0.005	0.006	0.001	0.003	0.6%	22	12.2%	31	-42.6%	25	
Val de Bagnes	0.006	0.005	0.005	0.001	0.005	2.9%	6	4.3%	21	-11.4%	21	
Davos	0.006	0.006	0.004	0.001	0.004	0.5%	14	-22.6%	30	-2.1%	6	
Luzern	0.004	0.004	0.004	0.001	0.003	0.3%	26	1.7%	26	-22.1%	19	
Opfikon	0.008	0.004	0.004	0.001	0.002	0.5%	24	-5.1%	14	-37.8%	25	
Bern	0.003	0.003	0.004	0.001	0.004	0.5%	21	21.5%	16	-5.9%	17	
Lauterbrunnen	0.002	0.003	0.004	0.001	0.003	0.7%	15	37.4%	18	-24.0%	23	
Lugano	0.003	0.002	0.004	0.001	0.003	0.7%	17	42.0%	9	-18.2%	23	
St. Moritz	0.003	0.003	0.003	0.001	0.003	0.4%	22	11.6%	24	-14.6%	25	
Grindelwald	0.002	0.002	0.003	0.001	0.003	0.4%	20	72.6%	8	5.4%	26	
Andermatt	0.004	0.003	0.003	0.001	0.003	1.7%	7	1.4%	28	4.5%	23	
Saas-Fee	0.007	0.001	0.003	0.002	0.001	0.8%	12	95.6%	9	-75.5%	27	
Meyrin	0.003	0.003	0.002	0.001	0.003	0.5%	22	-17.8%	22	12.4%	12	
Kloten	0.003	0.003	0.002	0.001	0.003	0.8%	14	-34.1%	17	62.8%	21	
Laax	0.001	0.001	0.002	0	0.002	1.0%	12	108.5%	11	1.0%	14	
Le Grand-Saconnex	0.001	0.001	0.002	0	0.001	0.9%	20	109.3%	17	-29.9%	20	
Pontresina	0.001	0.002	0.002	0	0.001	0.5%	11	-14.1%	24	-46.5%	29	
Baden	0.001	0.001	0.001	0	0.001	1.3%	12	30.5%	14	-8.7%	9	
Chur	0.001	0.001	0.001	0	0.001	0.7%	11	96.8%	7	-9.7%	18	
Montreux	0.002	0.001	0.001	0.001	0.001	0.3%	24	25.7%	13	-8.7%	16	
Klosters-Serneus	0.002	0.001	0.001	0	0.001	1.0%	7	3.3%	18	-11.3%	12	
Brig-Glis	0	0	0.001	0	0	0.8%	12	412.6%	5	-67.5%	27	
Zug	0.002	0.002	0.001	0.001	0.001	1.1%	15	-28.2%	24	-6.4%	13	
Flims	0.001	0.001	0.001	0	0.001	0.6%	9	27.4%	18	-40.4%	28	
Ollon	0	0.001	0.001	0	0	1.3%	12	-5.4%	12	-79.2%	29	
St. Gallen	0.001	0.001	0.001	0	0.001	0.4%	16	49.1%	12	-30.1%	23	
Saanen	0.001	0.001	0.001	0	0.001	0.3%	22	3.5%	26	-39.8%	23	
Rümlang	0.002	0.002	0.001	0.001	0.001	0.4%	23	-36.8%	26	34.3%	9	
Arosa	0.001	0.001	0.001	0	0.001	0.3%	16	-4.1%	20	-13.4%	19	
Zurzach	0	0.002	0.001	0	0	1.4%	4	-57.3%	23	-77.4%	28	
Interlaken	0.001	0.001	0.001	0	0.001	0.1%	27	10.3%	18	36.8%	13	
Ascona	0.001	0	0.001	0	0	0.2%	13	53.2%	9	-41.5%	28	
Vaz/Obervaz	0.001	0.001	0.001	0	0	0.3%	11	-36.1%	30	-51.4%	26	
Paradiso	0.001	0	0.001	0	0.001	0.4%	23	42.7%	5	-22.7%	21	
Winterthur	0.001	0.001	0.001	0	0.001	0.3%	22	-39.2%	31	4.6%	6	
Vernier	0	0.001	0.001	0	0	0.5%	22	-32.0%	31	-51.9%	23	
Neuchâtel	0.001	0.001	0.001	0	0	0.5%	20	-3.4%	25	-49.7%	26	
Villigen	0	0.001	0.001	0	0.001	2.5%	10	7.8%	16	14.8%	9	
Nyon	0.001	0	0.001	0	0	1.0%	16	115.4%	9	-11.8%	16	
Thun	0	0	0.001	0	0.001	0.4%	14	7.3%	20	44.8%	7	
Silvaplana	0.001	0.001	0.001	0	0	0.6%	11	-33.3%	28	-54.5%	27	
Lancy	0	0	0	0	0	0.4%	21	2.5%	14	-59.8%	26	
Schaffhausen	0.001	0.001	0	0	0	0.4%	20	-45.2%	32	-3.1%	6	
Fribourg	0.001	0	0	0	0	0.4%	22	19.2%	9	-73.7%	19	
Locarno	0	0	0	0	0	0.1%	21	47.5%	12	11.6%	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)	0.087	0.077	0.089	0.035	0.080	0.4%	23	15.9%	15	-10.1%	24
winter (Nov-April)	0.114	0.104	0.094	0.019	0.070	0.6%	20	-9.5%	33	-25.4%	22

### 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)	0.063	0.050	0.050	0.005	0.041	0.6%	22	0.7%	29	-18.3%	14
off-season II (Sept-Nov)	0.039	0.035	0.037	0.024	0.031	0.4%	24	5.6%	25	-16.3%	27
summer core months (Jun-Aug)	0.045	0.041	0.049	0.015	0.047	0.4%	21	19.5%	15	-4.3%	17
winter core months (Dez-Feb)	0.053	0.055	0.047	0.010	0.031	0.5%	19	-14.7%	33	-33.4%	23

### 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	0.017	0.017	0.013	0.002	0.008	0.5%	21	-23.6%	32	-42.6%	16
February	0.025	0.027	0.022	0.002	0.015	0.7%	14	-17.2%	30	-34.4%	17
March	0.037	0.027	0.026	0.002	0.021	0.8%	15	-5.6%	31	-19.0%	10
April	0.014	0.013	0.013	0.001	0.010	0.5%	22	-1.6%	31	-19.3%	14
May	0.012	0.010	0.012	0.001	0.010	0.4%	24	21.3%	14	-15.6%	17
June	0.013	0.013	0.014	0.002	0.013	0.4%	25	13.1%	16	-9.5%	17
July	0.017	0.016	0.022	0.006	0.022	0.5%	21	32.7%	8	-0.4%	16
August	0.014	0.012	0.013	0.008	0.013	0.3%	23	8.5%	23	-4.8%	20
September	0.017	0.014	0.016	0.010	0.013	0.4%	21	17.4%	14	-19.2%	27
October	0.012	0.012	0.012	0.008	0.010	0.4%	24	-2.6%	28	-16.5%	25
November	0.010	0.009	0.009	0.006	0.008	0.4%	24	-1.4%	27	-11.2%	25
December	0.012	0.010	0.011	0.006	0.009	0.4%	27	6.6%	27	-20.3%	28

Source: FSO/hotel statistics

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

## Structural facts of leisure travelers.

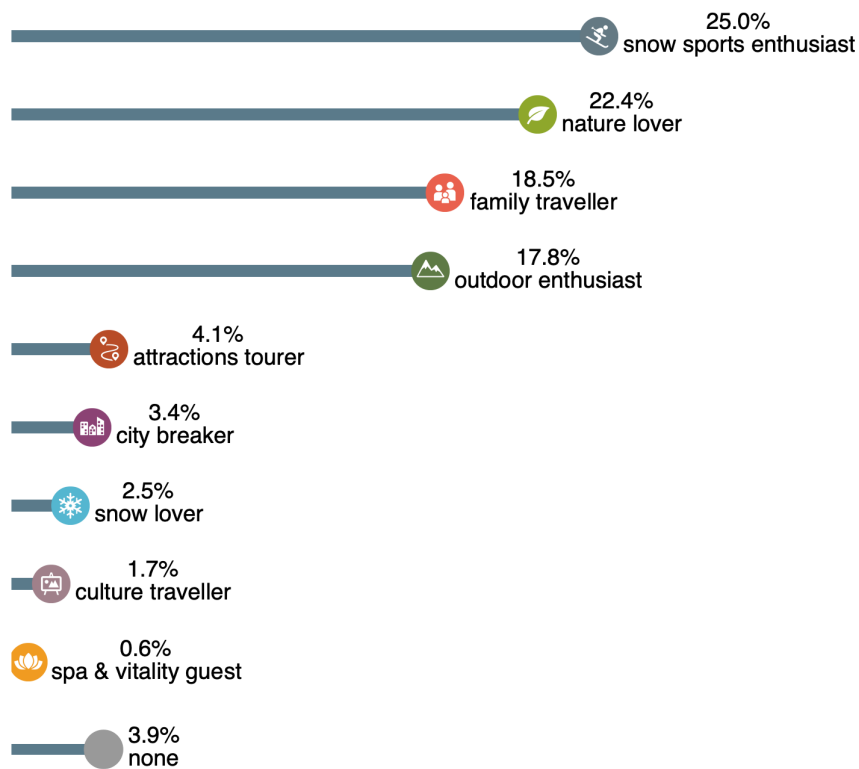
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 34.8%	hotel 39.1%	no 45.7%	plane 79.2%
35-54 years 41.3%	suppl. acc. 60.9%	yes with 1 CH-Dest. 3.1%	train 4.2%
55+ years 23.9%		yes with 2+ CH-Dest. 51.2%	other 16.6%

source: TMS 2017

## Guest segments.

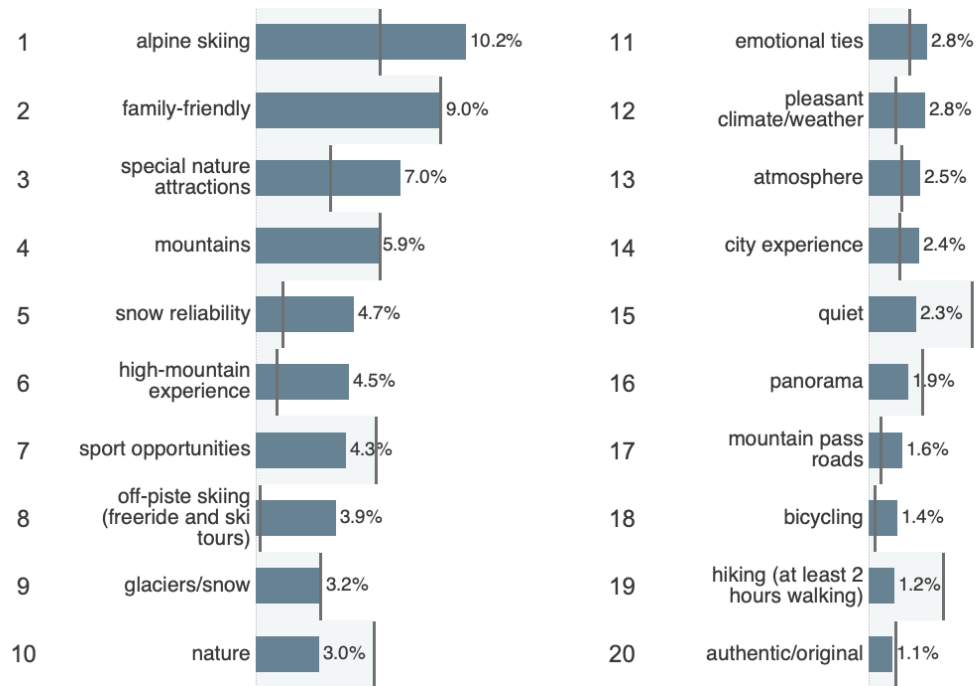
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

## Main travel reasons for Switzerland travelers.

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

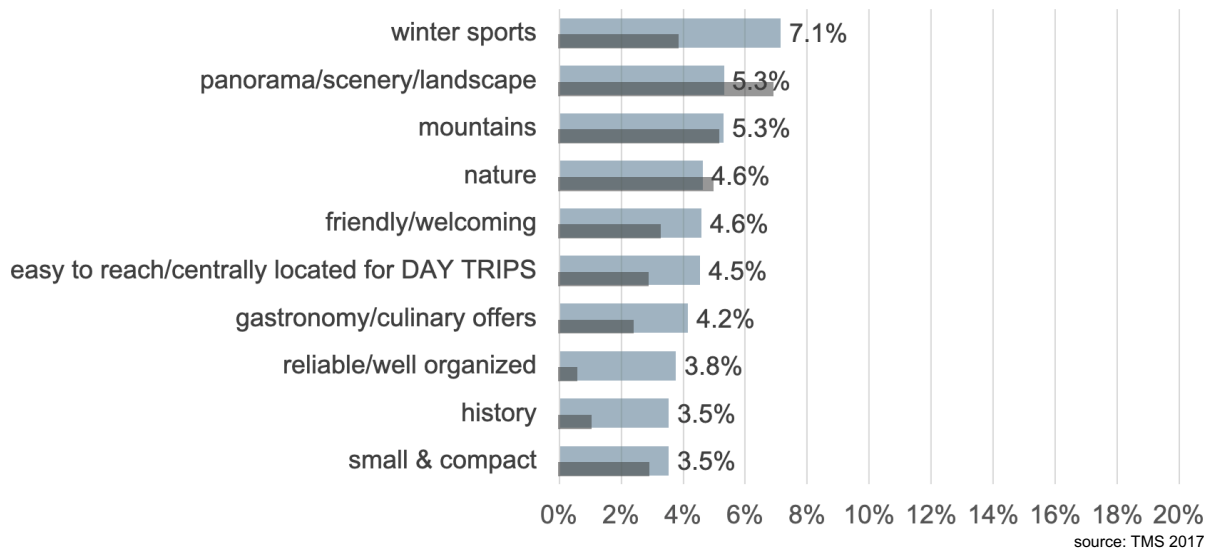


source: TMS 2017

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

## Switzerland's tourism strengths.

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

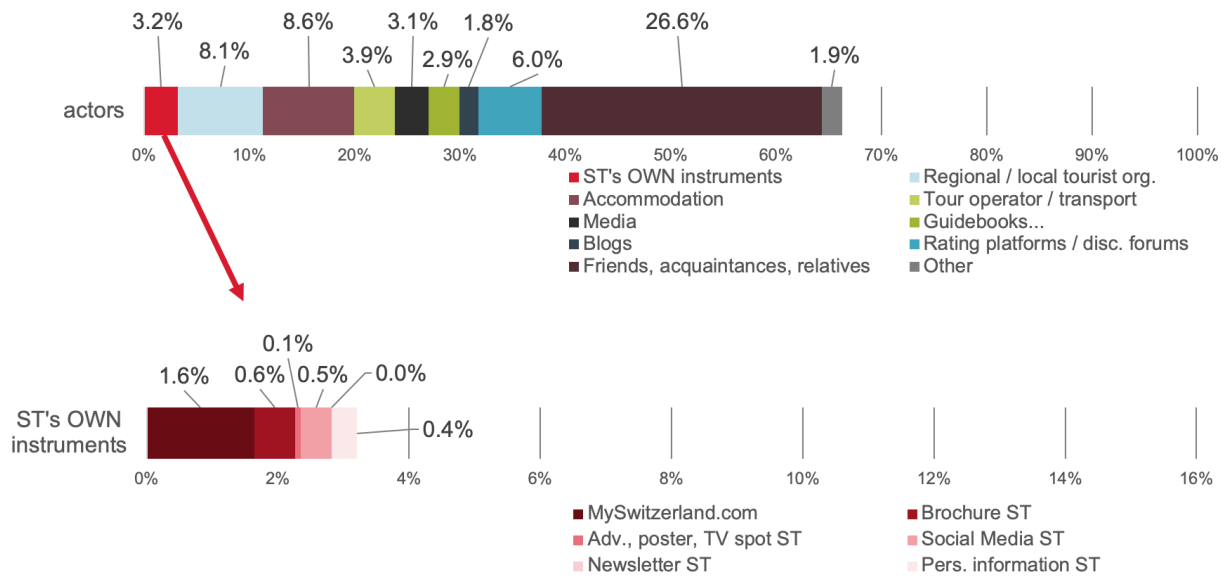


source: TMS 2017

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

## External influence of tourists in their travel decisions.

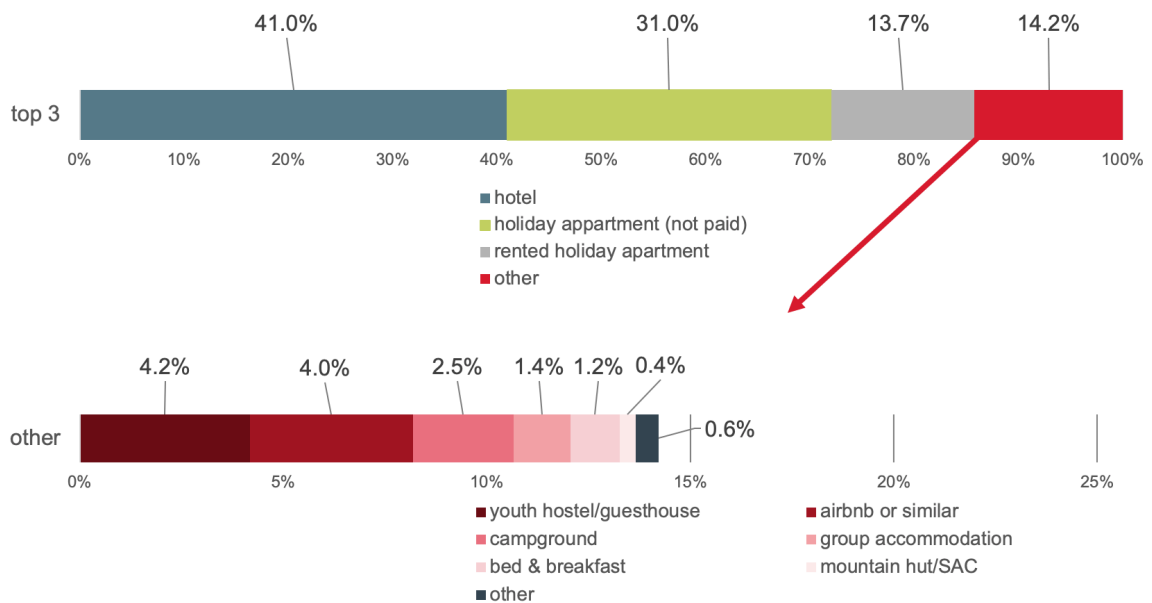
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



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



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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

	n.a.	share off season		length of stay		****/***** ON share	
		rank		rank		rank	
		2019	2019	2019	2019	2019	2019
total		47.6%	10	2.222	15	40.6%	19

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)	1.234	20	50.6%	8	2.200	11	46.7%	21
mid-sized destinations (11-50)	1.181	3	45.0%	12	2.369	12	38.5%	25
small destinations (51-200)	0.621	22	46.3%	13	2.073	17	38.3%	14
very small destinations (201-smallest)	0.603	13	43.3%	23	2.053	19	18.1%	14

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	1.265	20	53.6%	5	1.831	21	46.2%	21
mountain	0.976	11	40.5%	12	2.954	8	37.3%	15
rural	0.552	14	49.7%	13	2.101	15	22.3%	21
small cities	0.823	24	51.1%	10	1.977	17	41.1%	21

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	1.138	14	50.8%	10	2.114	18	44.5%	18
German speaking area	1.005	18	46.7%	10	2.285	10	40.3%	21
Italian speaking area	0.654	11	46.2%	17	1.824	24	27.1%	29
Rhaeto Romanic language zone	0.278	9	25.8%	24	2.923	5	4.2%	20

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	1.252	17	53.2%	3	1.729	25	46.0%	22
Wallis	1.373	5	45.7%	6	3.254	8	38.7%	16
Genf	1.462	14	57.7%	2	1.995	19	44.7%	23
Graubünden	0.851	12	37.3%	8	2.824	16	46.5%	17
Luzern / Vierwaldstättersee	1.101	11	42.3%	25	2.636	2	25.9%	30
Bern Region	0.652	28	38.3%	21	2.438	8	35.9%	20
Waadt	0.864	18	48.2%	18	2.069	23	54.5%	18
Basel Region	1.046	16	51.3%	14	1.912	25	44.3%	19
Tessin	0.664	11	46.2%	17	1.832	24	27.9%	29
Aargau und Solothurn Region	0.917	10	53.9%	6	2.462	12	24.1%	20
Ostschweiz	0.516	13	55.4%	6	1.794	30	34.1%	18
Jura & Drei-Seen-Land	0.733	12	48.4%	24	2.605	14	39.2%	17
Fribourg Region	0.623	15	44.6%	20	1.891	14	42.0%	9

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
Zürich	1.347	18	53.9%	2	1.780	21	41.9%	25
Genève	1.563	15	56.9%	7	2.086	21	42.1%	25
Zermatt	2.015	4	49.2%	4	4.047	4	50.5%	25
Engelberg	5.994	3	42.5%	10	3.530	2	16.5%	28
Basel	1.119	16	51.2%	14	1.920	24	45.4%	19
Lausanne	1.223	13	46.8%	29	1.991	23	61.2%	19
Val de Bagnes	6.323	1	43.4%	5	3.268	16	40.5%	15
Davos	1.032	9	34.2%	10	3.680	9	60.2%	18
Luzern	0.661	26	46.5%	20	1.890	12	41.1%	22
Opfikon	1.135	17	48.5%	18	1.361	25	60.3%	15
Bern	0.999	21	54.1%	7	2.023	13	43.7%	22
Lauterbrunnen	1.422	9	31.4%	18	3.150	7	27.3%	11
Lugano	1.5	5	50.9%	12	1.770	24	27.9%	31
St. Moritz	0.969	16	36.7%	6	2.834	17	64.6%	11
Grindelwald	0.937	18	43.4%	10	2.917	8	50.7%	7
Andermatt	3.734	1	41.3%	8	2.839	3	35.1%	33
Saas-Fee	1.784	4	63.5%	4	5.401	9	24.4%	26
Meyrin	1.18	10	59.4%	4	1.602	24	68.5%	20
Kloten	1.686	2	53.3%	6	1.340	26	71.8%	14
Laax	2.168	5	45.3%	8	2.780	30	53.6%	1
Le Grand-Saconnex	1.857	10	67.8%	1	2.003	8	55.4%	17
Pontresina	1.164	6	62.1%	6	3.689	10	26.0%	27
Baden	2.737	4	57.5%	7	2.458	21	49.2%	14
Chur	1.557	5	35.6%	30	1.377	21	9.1%	33
Montreux	0.612	25	57.9%	6	1.938	21	69.4%	24
Klosters-Serneus	2.093	4	35.6%	4	3.434	20	58.9%	15
Brig-Glis	1.755	4	27.6%	29	1.824	10	2.0%	30
Zug	2.397	4	60.1%	5	2.175	22	60.4%	17
Flims	1.242	5	33.4%	12	3.576	10	46.4%	17
Ollon	2.715	4	34.4%	14	2.864	14	93.7%	6
St. Gallen	0.926	10	59.8%	8	1.774	25	42.3%	21
Saanen	0.589	17	28.3%	9	2.722	24	75.3%	20
Rümlang	0.811	15	45.5%	22	1.192	28	52.8%	3
Arosa	0.54	11	31.7%	7	3.780	16	56.7%	24
Zurzach	3.063	1	47.4%	14	4.799	3	45.0%	17
Interlaken	0.247	30	36.7%	27	2.014	20	17.8%	30
Ascona	0.39	8	36.8%	20	3.232	8	32.6%	26
Vaz/Obervez	0.582	7	24.0%	19	3.080	11	40.8%	23
Paradiso	0.769	18	43.9%	24	1.786	13	71.3%	12
Winterthur	0.652	14	55.4%	9	1.924	22	26.0%	13
Vernier	1.051	21	50.7%	15	1.823	26	60.5%	3
Neuchâtel	1.022	9	45.4%	23	2.556	13	25.6%	31
Villigen	5.412	1	60.7%	9	5.094	20	0.0%	0
Nyon	2.133	9	61.7%	9	2.486	19	29.5%	9
Thun	0.915	7	44.8%	17	2.362	6	70.9%	7
Silvaplana	1.375	5	37.6%	10	3.851	8	76.0%	23
Lancy	0.761	17	63.6%	1	1.976	10	0.0%	17
Schaffhausen	0.949	11	44.2%	24	1.704	17	43.0%	21
Fribourg	0.829	14	52.8%	11	1.988	18	82.3%	12
Locarno	0.316	15	38.5%	26	1.817	26	11.2%	30

Source: FSO/hotel statistics

Example: In 2019, for tourists from Sweden who visited Zürich, the following further characteristics were noted:  
- 1.35 times higher share of overnight stays than they had in the whole of Switzerland (=rank 18 out of a total of 33 markets): ON-share Zürich (0.62%) vs. ON-share whole Switzerland (0.46%), see tables before.  
- the share of low season months (March-May, Sept-Nov) was 53.9% (=rank 2).  
- the length of stay (overnight stays/arrivals in the hotel) was 1.78 nights (=rank 21).  
- the share of 4- and 5-star hotels out of all hotel nights was 41.9% (=rank 25).

## Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.849	30	1.984	20	36.5%	21
winter (Nov-April)	1.203	4	2.506	7	44.4%	20

## 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)	1.201	5	2.360	6	42.8%	18
off-season II (Sept-Nov)	0.901	22	2.101	12	41.3%	21
summer core months (Jun-Aug)	0.829	25	1.914	22	34.0%	22
winter core months (Dez-Feb)	1.144	8	2.622	9	44.6%	20

## Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	1.006	13	2.476	15	43.5%	21
February	1.548	3	2.845	10	44.8%	16
March	1.646	1	2.725	4	44.5%	18
April	1.034	18	2.193	9	43.3%	17
May	0.852	26	1.957	18	38.7%	21
June	0.823	28	1.952	22	35.9%	22
July	1.024	15	1.833	27	33.2%	22
August	0.636	27	2.018	19	33.1%	23
September	0.941	16	2.154	13	39.2%	17
October	0.817	28	2.108	13	41.7%	20
November	0.954	17	2.007	15	44.4%	20
December	0.84	24	2.409	13	45.6%	21

Source: FSO/hotel statistics

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