Research Report Malaysia.

Tourism goals: summary

Market size & growth: In 2019, the Malaysian market recorded 0.091 million overnights[1)] in Switzerland and 0.009 million overnights in 2021. With a market share of 0.23%, Malaysia was the 30th highest ranked source market (out of a total of 31 ST markets) in 2019. The growth rate for overnights was 34.6% between 2015 and 2019. Between 2019 and 2021, the development was -90.6%. The corresponding growth ranking was 4 and 26 respectively.

Economic value: Malaysia ranks 4th with a daily expenditure value of CHF 320 (TMS 2017) and ranks 14th with a 44.5% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 83.3% figure for first-time visitors, Malaysia ranks 1st (TMS 2017). With a length of stay of 1.82 overnights it ranks 26th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 81.2% of overnights from Malaysia, while the percentage split amongst the small[2)] and very small[3)] destinations was 13.7% (=rank 23) and 5.1% (=rank 22) respectively. Finally, the percentage split of the low season months “March-May” and "September-November” was 25.1% (=rank 7) and 26.6% (=rank 1), respectively.

[1)] nights in hotels, unless otherwise stated
[2)] 51st -200th largest destinations
[3)] 201st largest destination and smaller

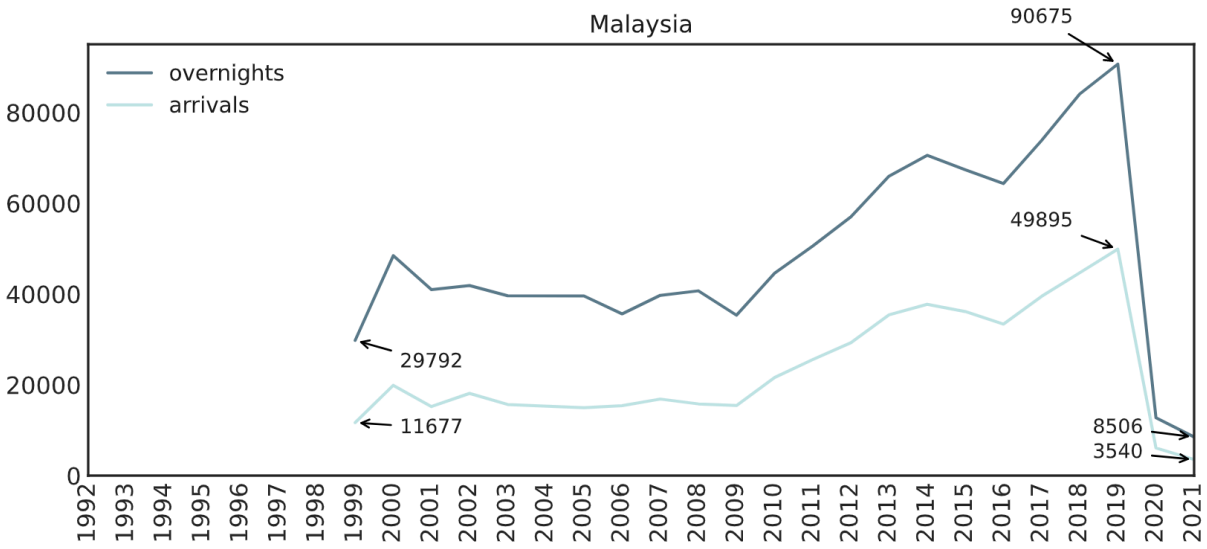
		value	rank
1. market size & growth	2019	0.091 M.	30
	2021	0.009 M.	31
	2015-19	34.6%	4
	2019-21	-90.6%	26
2. economic value	daily expenditures 2017 (TMS)	320	4
	share ****/*****-nights 2019	44.5%	14
3. first time visitors	share 2017 (TMS)	83.3%	1
4. length of stay	2019	1.82	26
5. balance	share off-season "March-May" of total year 2019	25.1%	7
	share off-season "Sept-Nov" of total year 2019	26.6%	1
	share small destinations (51st -200th largest) 2019	13.7%	23
	share very small destinations (201st+) 2019	5.1%	22

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Malaysia typically preferred the regions of: Luzern / Vierwaldstättersee, Zürich Region and Bern Region. Moreover, these guests were most overrepresented in the five destinations of: Egerkingen, Affoltern am Albis, La Tour-de-Peilz, La Chaux-de-Fonds and Kriens.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2020	2021	rank 2019
...all markets	0.1%	0.2%	0.2%	0.1%	0.0%	30
...markets abroad	0.2%	0.3%	0.4%	0.2%	0.1%	29
...overseas markets	0.9%	0.9%	1.0%	1.0%	0.5%	13

Source: FSO/hotel statistics

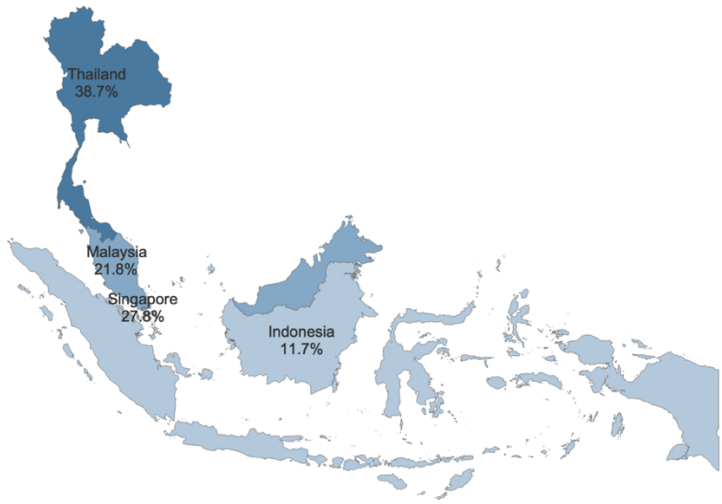
Other key metrics.

	2010	2015	2019	2020	2021	rank 2019	development 2015-19	development rank 2015-19	development 2019-21	development rank 2019-21
overnights in millions	0.045	0.067	0.091	0.013	0.009	30	34.6%	4	-90.6%	26
length of stay (overnigths/arrivals)	2.063	1.864	1.817	2.098	2.403	27	-5.4%	17	71.6%	4
density (overnights/1'000 inhabitants)	1.578	2.222	2.833	0.393	0.259	26	27.5%	5	-90.9%	26
GDP per capita in USD	9'151	9'938	11'413	10'396	11'325	26	14.8%	12	-0.8%	28
population in millions	28.264	30.323	32.005	32.417	32.825	19	5.5%	4	2.6%	2

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Thailand	38.7%	18.6%
Singapore	27.8%	1.5%
Malaysia	21.8%	8.5%
Indonesia	11.7%	71.4%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
total	0.045	0.067	0.091	0.013	0.009	0.2%	30	34.6%	4	-90.6%	26

Large vs. small destinations

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
large destinations (top 10)	0.032	0.042	0.055	0.007	0.006	0.4%	26	30.9%	7	-89.9%	26
mid-sized destinations (11-50)	0.005	0.014	0.020	0.003	0.002	0.2%	31	44.1%	5	-92.2%	27
small destinations (51-200)	0.005	0.008	0.012	0.002	0.001	0.1%	30	57.1%	3	-93.0%	28
very small destinations (201-smallest)	0.002	0.003	0.003	0.001	0.001	0.1%	30	-9.9%	23	-83.1%	27

Tourism zone

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
big cities	0.019	0.036	0.040	0.005	0.005	0.3%	28	10.3%	19	-88.7%	27
mountain	0.005	0.013	0.026	0.003	0.002	0.2%	28	103.8%	1	-91.6%	25
rural	0.001	0.002	0.003	0.001	0.000	0.1%	29	37.8%	4	-82.7%	23
small cities	0.020	0.016	0.022	0.003	0.001	0.3%	26	33.9%	3	-94.0%	28

Language zone

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
French speaking area	0.010	0.014	0.016	0.003	0.002	0.2%	31	15.0%	10	-88.1%	27
German speaking area	0.034	0.052	0.073	0.010	0.006	0.3%	28	40.2%	3	-91.2%	25
Italian speaking area	0.001	0.001	0.002	0.000	0.000	0.1%	31	13.4%	17	-89.1%	28
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	28	292.9%	1	-92.7%	30

Tourism region

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
Zürich Region	0.010	0.022	0.023	0.003	0.002	0.4%	26	6.2%	15	-90.4%	26
Luzern / Vierwaldstättersee	0.015	0.012	0.017	0.002	0.001	0.4%	23	44.9%	5	-94.0%	25
Bern Region	0.004	0.009	0.017	0.002	0.001	0.3%	22	74.5%	4	-93.1%	26
Genf	0.007	0.010	0.010	0.001	0.001	0.3%	29	-3.6%	28	-87.1%	27
Wallis	0.001	0.002	0.007	0.001	0.001	0.2%	29	183.3%	1	-88.6%	26
Waadt	0.002	0.003	0.005	0.001	0.000	0.2%	31	47.9%	3	-92.3%	27
Basel Region	0.002	0.002	0.004	0.001	0.001	0.3%	27	80.3%	2	-80.8%	23
Aargau und Solothum Region	0.001	0.001	0.002	0.000	0.000	0.2%	23	197.4%	1	-97.1%	31
Graubünden	0.001	0.002	0.002	0.000	0.000	0.0%	31	0.4%	26	-88.9%	26
Ostschweiz	0.001	0.002	0.002	0.000	0.000	0.1%	30	12.8%	6	-90.4%	30
Tessin	0.001	0.001	0.001	0.000	0.000	0.1%	31	11.9%	17	-88.8%	27
Jura & Drei-Seen-Land	0.000	0.000	0.001	0.000	0.000	0.1%	29	76.9%	4	-94.5%	30
Fribourg Region	0.000	0.000	0.000	0.000	0.000	0.0%	31	-4.0%	26	17.2%	1

Source: FSO/hotel statistics

Example: Tourists from Malaysia generate the most overnight stays in Zürich Region of any Swiss region, namely 0.023 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, 0.4% of their total tourism volume comes from Malaysia, making this source market the 26th most important market for this region (out of 31 ST markets overall). With a 6.2% development in overnight stays between 2015 and 2019, Malaysia ranks 15th. In other words, in reference to the development of overnight stays, 14 other source markets had a stronger performance and 16 had a weaker performance.

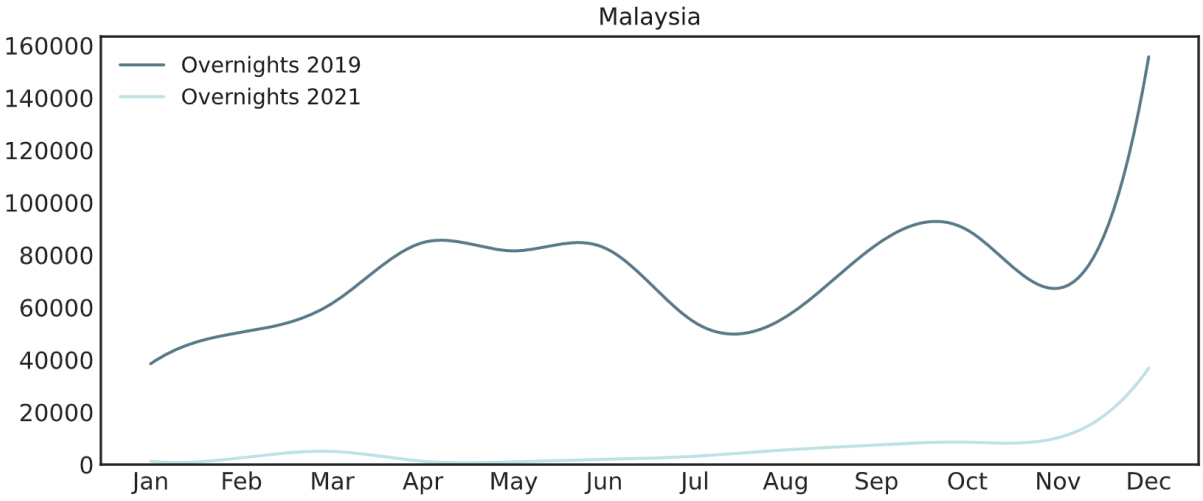
Top 50 destinations

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
overnights	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
Zürich	0.006	0.014	0.016	0.002	0.002	0.4%	25	18.2%	14	-90.2%	27
Luzern	0.015	0.009	0.012	0.002	0.001	0.9%	19	29.7%	9	-94.6%	27
Genève	0.006	0.008	0.007	0.001	0.001	0.3%	29	-4.3%	28	-86.1%	27
Interlaken	0.001	0.003	0.005	0.001	0	0.7%	19	55.3%	4	-93.3%	26
Zermatt	0.001	0.002	0.005	0.001	0.001	0.3%	26	181.9%	1	-86.5%	25
Basel	0.002	0.002	0.004	0.001	0.001	0.3%	26	107.5%	2	-80.1%	23
Opfikon	0.001	0.003	0.004	0.001	0	0.5%	22	19.5%	5	-92.0%	26
Grindelwald	0	0.001	0.003	0.001	0	0.5%	18	237.7%	1	-92.6%	27
Bern	0.001	0.002	0.003	0.001	0	0.3%	26	27.9%	13	-92.4%	26
Lauterbrunnen	0	0.001	0.002	0	0	0.3%	26	150.0%	4	-94.8%	26
Montreux	0.001	0.001	0.001	0	0	0.3%	22	63.8%	5	-91.4%	27
Lausanne	0.001	0.001	0.001	0	0	0.1%	31	27.1%	22	-92.3%	27
Egerkingen	0	0	0.001	0	0	1.9%	6	739.5%	1	-99.1%	25
Weggis	0	0	0.001	0	0	0.6%	15	3163.4%	1	-99.7%	30
Engelberg	0	0	0.001	0	0	0.3%	19	187.4%	3	-94.7%	26
Unterseen	0.001	0	0.001	0	0	0.8%	17	137.7%	3	-98.2%	27
Kriens	0	0	0.001	0	0	1.0%	15	198.8%	5	-88.6%	24
St. Moritz	0	0.001	0.001	0	0	0.1%	31	13.1%	21	-87.8%	25
Buchs (SG)	0	0.001	0.001	0	0	4.1%	4	4.0%	17	-97.7%	29
Lugano	0	0.001	0.001	0	0	0.2%	31	35.7%	13	-93.0%	28
Affoltern am Albis	0	0	0.001	0	0	1.4%	9	1902.5%	2	-100.0%	25.5
Meyrin	0.001	0.001	0.001	0	0	0.2%	30	-32.9%	31	-95.7%	28
Le Grand-Saconnex	0	0	0.001	0	0	0.3%	29	152.9%	7	-84.5%	24
Rümlang	0	0.003	0.001	0	0	0.2%	26	-76.3%	28	-91.4%	27
Wilderswil	0	0.001	0.001	0	0	0.5%	20	-1.9%	19	-92.8%	23
Val de Bagnes	0	0	0.001	0	0	0.3%	24	2262.5%	1	-99.1%	31
Täsch	0	0	0	0	0	0.6%	20	981.8%	1	-94.5%	25
Kloten	0.001	0.001	0	0	0	0.2%	29	-30.3%	13	-80.8%	27
St. Gallen	0	0	0	0	0	0.2%	29	208.5%	2	-93.2%	29
Vernier	0	0.001	0	0	0	0.3%	27	-28.9%	29	-86.2%	21
La Tour-de-Peilz	0	0	0	0	0	1.1%	16	169.0%	1	-99.5%	29
Baden	0.001	0	0	0	0	0.3%	26	-17.3%	24	-96.2%	28
Chur	0	0	0	0	0	0.2%	28	61.0%	10	-96.9%	28
Bussigny	0	0	0	0	0	0.3%	22	41.1%	7	-83.6%	22
La Chaux-de-Fonds	0	0	0	0	0	1.1%	10	782.1%	1	-100.0%	28.5
Vevey	0	0	0	0	0	0.3%	21	52.3%	4	-94.8%	29
Lancy	0	0	0	0	0	0.2%	24	23.1%	6	-93.8%	25
Spreitenbach	0	0	0	0	0	0.4%	17	1553.3%	3	-87.9%	26
Beatenberg	0	0	0	0	0	0.2%	23	76.8%	8	-100.0%	31
Riederalp	0	0	0	0	0	0.6%	10	46.9%	11	-100.0%	24
Matten bei Interlaken	0	0	0	0	0	0.3%	22	-31.8%	29	-90.8%	21
Paradiso	0	0	0	0	0	0.1%	31	-47.5%	27	-67.0%	20
Ormont-Dessus	0	0	0	0	0	0.4%	14	inf	1	-100.0%	28.5
Davos	0	0	0	0	0	0.0%	31	-29.5%	31	-89.7%	23
Regensdorf	0	0	0	0	0	0.2%	24	147.1%	8	-100.0%	30.5
Stansstad	0	0	0	0	0	0.2%	26	840.9%	12	-100.0%	30
Wallisellen	0	0	0	0	0	0.3%	25	2144.4%	4	-94.1%	28
Pratteln	0	0	0	0	0	0.2%	26	-38.6%	28	-99.0%	31
Saanen	0	0	0	0	0	0.1%	31	120.7%	6	-53.1%	12
Winterthur	0	0	0	0	0	0.1%	31	-5.5%	24	-91.5%	26

Source: FSO/hotel statistics

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

Seasonal distribution.



Summer, winter

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
summer (May-Oct)	0.024	0.034	0.045	0.001	0.003	0.2%	30	31.7%	5	-93.8%	27
winter (Nov-April)	0.021	0.033	0.046	0.012	0.006	0.3%	29	37.5%	4	-87.5%	26

Summer core, winter core, off-season

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
off-season I (March-May)	0.011	0.017	0.023	0.002	0.001	0.3%	29	36.3%	3	-96.8%	25
off-season II (Sept-Nov)	0.014	0.020	0.024	0.001	0.003	0.3%	26	19.2%	11	-89.1%	27
summer core months (Jun-Aug)	0.010	0.015	0.019	0.001	0.001	0.2%	31	27.2%	6	-94.4%	26
winter core months (Dez-Feb)	0.010	0.015	0.024	0.009	0.004	0.3%	28	60.2%	3	-83.4%	26

Months

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2020	2021	2019	2019	2015-19	2015-19	2019-21	2019-21
January	0.002	0.003	0.004	0.005	0.000	0.1%	31	41.0%	3	-96.8%	26
February	0.002	0.003	0.005	0.004	0.000	0.2%	31	50.7%	4	-94.9%	22
March	0.003	0.005	0.006	0.002	0.001	0.2%	31	35.8%	3	-91.9%	17
April	0.003	0.006	0.008	0.000	0.000	0.3%	26	42.9%	5	-98.5%	28
May	0.004	0.006	0.008	0.000	0.000	0.3%	27	30.5%	9	-98.7%	28
June	0.005	0.007	0.008	0.000	0.000	0.2%	29	15.5%	14	-97.6%	26
July	0.003	0.005	0.005	0.000	0.000	0.1%	31	13.9%	15	-94.1%	26
August	0.002	0.003	0.006	0.000	0.001	0.1%	30	72.5%	1	-90.1%	27
September	0.004	0.007	0.008	0.000	0.001	0.2%	28	27.9%	7	-91.1%	27
October	0.005	0.006	0.009	0.000	0.001	0.3%	25	48.3%	4	-90.4%	27
November	0.005	0.008	0.007	0.000	0.001	0.3%	25	-11.4%	31	-84.8%	29
December	0.005	0.009	0.016	0.000	0.004	0.5%	20	69.3%	3	-76.4%	27

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	
16-34 years	63.8%
35-54 years	26.5%
55+ years	9.7%

accommodation	
hotel	45.2%
suppl. acc.	54.8%

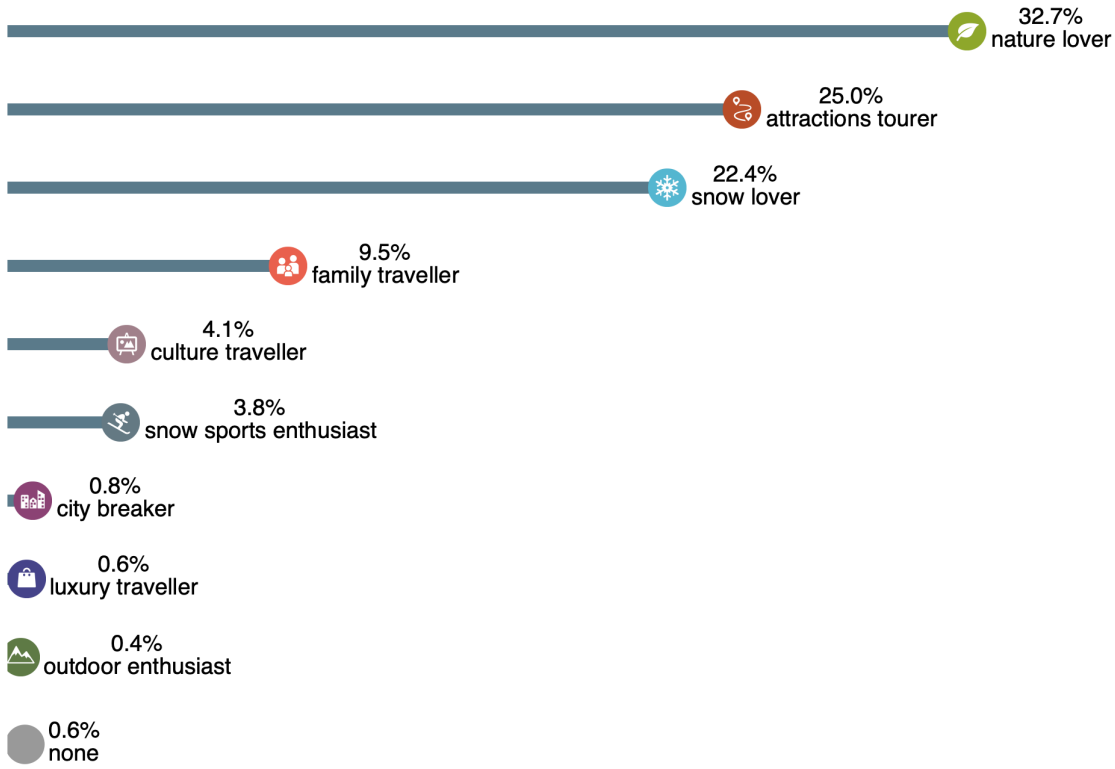
touring	
no	4.5%
yes with 1 CH-Dest.	13.7%
yes with 2+ CH-Dest.	81.8%

through CH border	
plane	67.6%
train	19.8%
other	12.6%

source: TMS 2017

Guest segments.

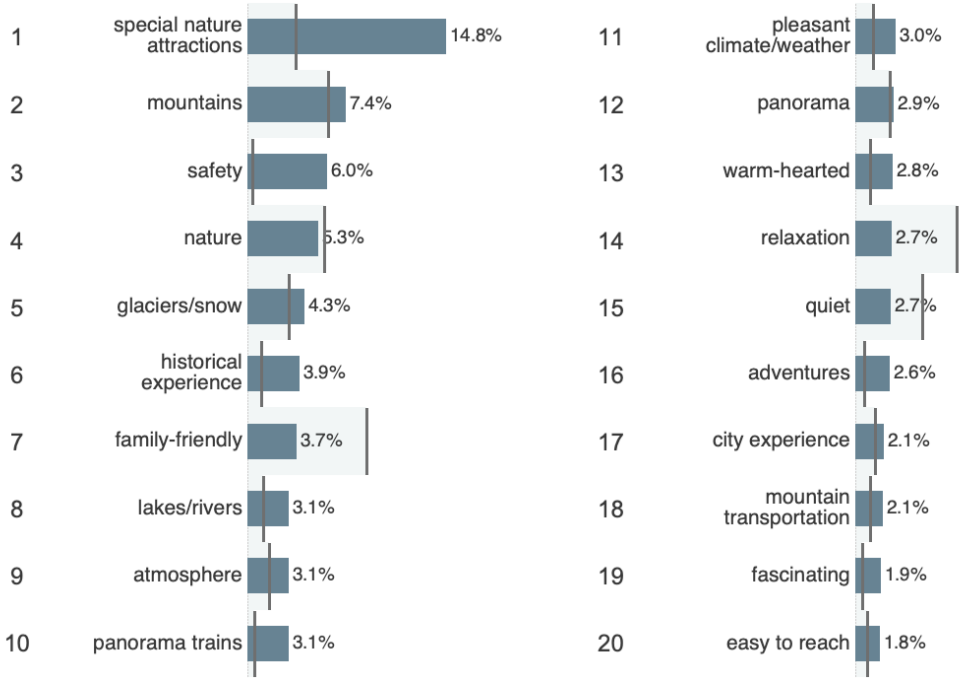
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

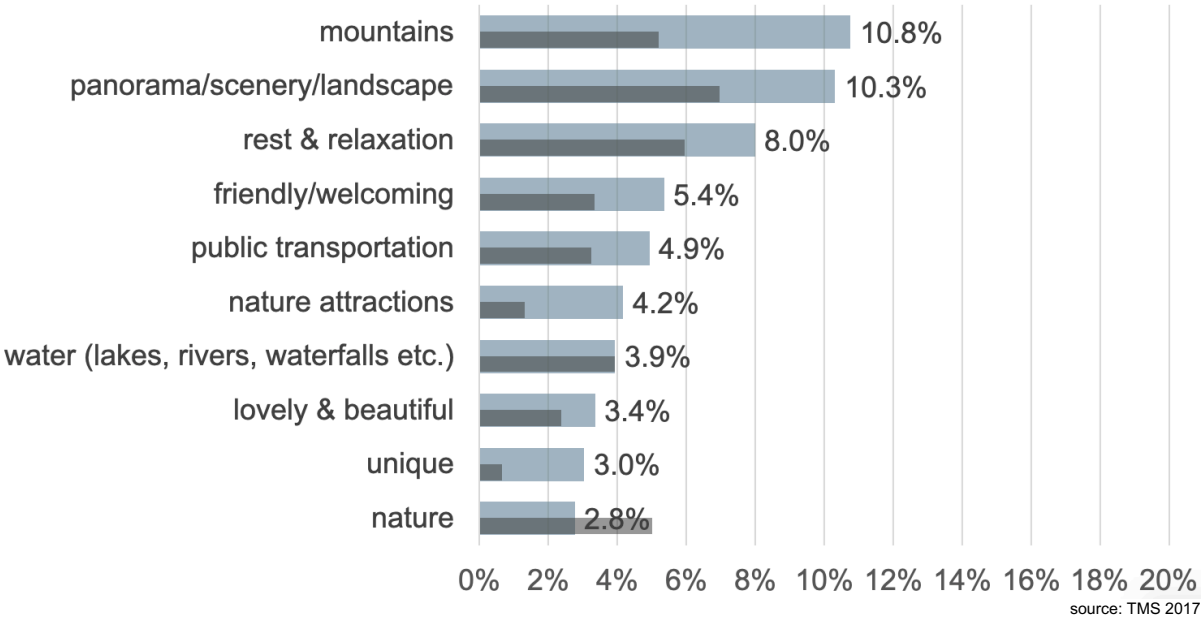


source: TMS 2017

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

Switzerland's tourism strengths.

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

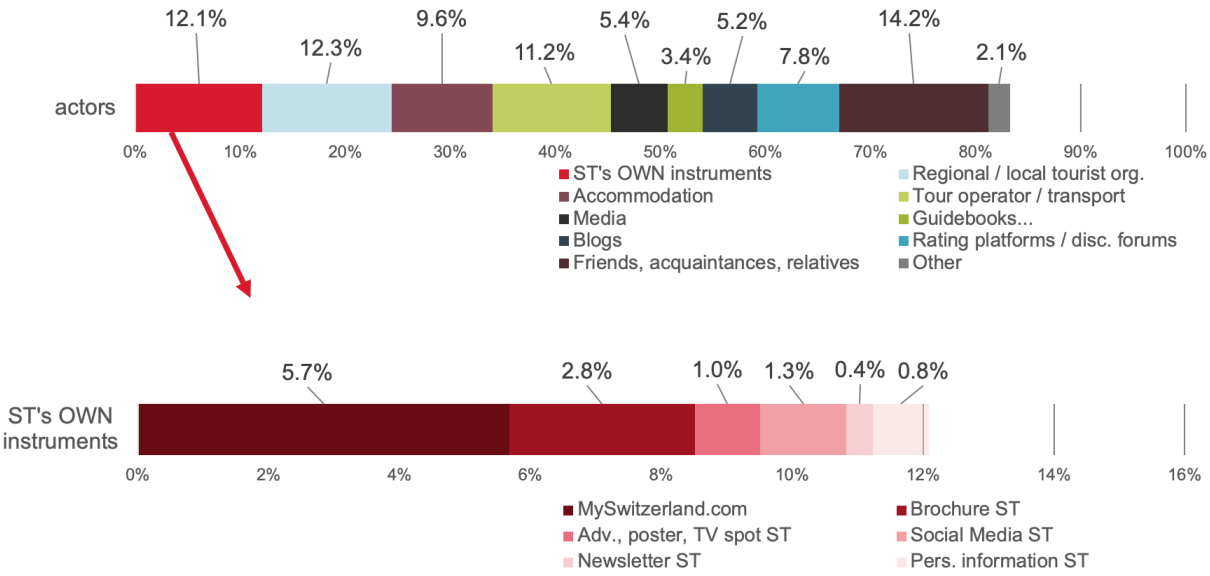


source: TMS 2017

= 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)

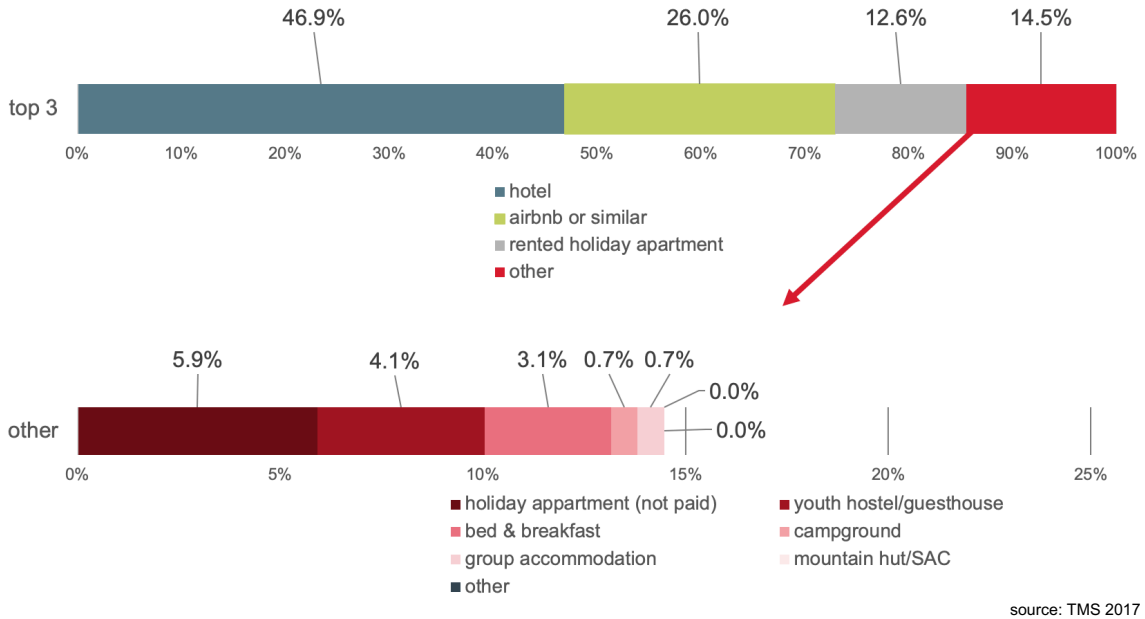


The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **26.2%.**

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	51.7%	3	1.817	26	44.5%	14

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)	1.677	5	51.9%	2	1.868	26	48.9%	13
mid-sized destinations (11-50)	0.785	24	49.6%	4	1.650	28	41.2%	19
small destinations (51-200)	0.595	23	51.4%	3	1.771	26	38.6%	11
very small destinations (201-smallest)	0.267	25	63.2%	1	2.489	5	10.4%	23

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	1.447	13	50.9%	13	1.932	13	51.2%	13
mountain	0.671	23	48.4%	3	1.666	28	35.6%	17
rural	0.356	20	54.5%	3	1.631	26	63.2%	1
small cities	1.327	2	56.7%	2	1.844	22	40.6%	22

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	0.836	22	47.9%	16	2.172	14	51.4%	11
German speaking area	1.132	9	52.5%	2	1.756	27	43.1%	15
Italian speaking area	0.27	27	52.7%	4	1.805	23	40.9%	12
Rhaeto Romanic language zone	0.039	22	47.3%	2	1.571	28	0.0%	0

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	1.568	9	52.3%	6	1.820	12	48.6%	16
Luzern / Vierwaldstättersee	1.884	4	53.1%	3	1.532	28	40.7%	12
Bern Region	1.331	6	52.2%	2	1.795	26	37.3%	16
Genf	1.32	17	46.8%	26	2.215	12	49.4%	13
Wallis	0.725	21	45.9%	4	1.705	27	34.8%	18
Waadt	0.669	25	47.4%	23	1.883	25	60.6%	11
Basel Region	1.117	14	56.7%	2	2.543	6	46.2%	16
Aargau und Solothum Region	0.825	12	55.7%	3	1.657	25	75.8%	1
Graubünden	0.159	30	42.7%	3	1.547	28	47.0%	14
Ostschweiz	0.435	15	71.5%	1	3.708	4	15.3%	30
Tessin	0.275	27	53.1%	3	1.790	23	42.3%	13
Jura & Drei-Seen-Land	0.504	17	56.4%	3	3.587	1	75.9%	4
Fribourg Region	0.153	29	85.2%	1	1.166	30	18.3%	28

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	1.923	5	51.6%	9	1.956	12	50.2%	12
Luzern	3.82	1	56.7%	2	1.676	23	45.4%	15
Genève	1.494	15	46.5%	27	2.366	10	52.1%	10
Interlaken	2.868	7	55.5%	3	1.751	25	48.9%	11
Zermatt	1.457	14	47.9%	4	1.605	29	38.2%	31
Basel	1.268	13	57.4%	2	2.512	7	44.8%	18
Opfikon	2.327	5	55.1%	3	1.527	7	56.7%	20
Grindelwald	2.187	5	49.9%	5	1.902	24	44.9%	13
Bern	1.502	6	49.4%	14	1.529	26	55.0%	8
Lauterbrunnen	1.28	14	48.4%	2	2.028	26	10.7%	26
Montreux	1.262	10	51.2%	14	1.610	27	74.1%	13
Lausanne	0.618	27	46.0%	28	1.979	25	75.6%	4
Egerkingen	8.338	1	55.2%	6	1.473	15	99.7%	4
Weggis	2.651	3	31.2%	31	1.048	31	3.4%	30
Engelberg	1.465	9	51.4%	2	1.112	28	70.3%	3
Unterseen	3.54	5	55.6%	4	2.249	11	0.0%	0
Kriens	4.471	4	49.6%	9	1.611	14	0.0%	0
St. Moritz	0.564	26	34.1%	14	1.488	29	61.8%	13
Buchs (SG)	17.967	1	76.3%	3	4.616	5	0.0%	0
Lugano	0.713	25	49.0%	12	1.833	17	33.9%	25
Affoltern am Albis	6.193	2	46.4%	17	1.451	24	0.0%	0
Meyrin	0.774	25	51.0%	18	2.087	4	67.2%	21
Le Grand-Saconnex	1.338	16	43.3%	25	1.565	27	26.9%	30
Rümlang	1.084	6	53.9%	3	1.282	18	12.1%	31
Wilderswil	2.094	4	67.4%	2	1.924	20	0.0%	0
Val de Bagnes	1.397	10	41.4%	5	6.593	1	15.5%	29
Täsch	2.496	7	48.3%	5	1.202	29	0.0%	0
Kloten	0.725	18	42.7%	25	1.452	13	73.6%	11
St. Gallen	0.712	12	79.1%	1	3.236	3	27.6%	30
Vernier	1.37	13	45.2%	21	2.010	13	50.5%	5
La Tour-de-Peilz	4.943	1	59.0%	14	4.815	5	0.0%	0
Baden	1.384	9	56.9%	8	4.033	4	39.5%	22
Chur	0.788	13	53.0%	6	1.263	29	20.2%	18
Bussigny	1.516	7	57.9%	7	1.271	26	95.1%	4
La Chaux-de-Fonds	4.636	3	59.0%	11	8.600	1	92.7%	6
Vevey	1.392	7	62.6%	2	3.432	4	30.7%	30
Lancy	0.95	10	47.4%	21	1.617	23	0.0%	16
Spreitenbach	1.554	3	68.1%	1	1.278	28	0.0%	16
Beatenberg	0.789	9	45.1%	10	1.755	27	40.2%	28
Riederalp	2.732	3	0.0%	0	1.992	17	98.7%	2
Matten bei Interlaken	1.385	9	56.8%	3	1.789	23	0.0%	0
Paradiso	0.508	26	67.4%	1	1.381	28	53.4%	27
Ormont-Dessus	1.846	5	1.8%	29	1.982	25	0.0%	31
Davos	0.102	29	40.8%	6	2.219	26	68.5%	11
Regensdorf	1.045	7	56.2%	9	1.373	26	100.0%	1.5
Stansstad	0.748	17	49.8%	9	1.990	16	96.1%	11
Wallisellen	1.128	9	46.5%	23	1.712	24	4.0%	28
Pratteln	0.83	17	34.5%	24	3.031	4	85.6%	9
Saanen	0.231	29	18.2%	19	2.704	24	86.5%	6
Winterthur	0.38	26	53.4%	11	1.718	29	28.0%	9

Source: FSO/hotel statistics

Example: In 2019, for tourists from Malaysia who visited Zürich, the following further characteristics were noted:
- 1.92 times higher share of overnight stays than they had in the whole of Switzerland (=rank 5 out of a total of 31 markets): ON-share Zürich (0.44%) vs. ON-share whole Switzerland (0.23%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 51.6% (=rank 9).
- the length of stay (overnight stays/arrivals in the hotel) was 1.96 nights (=rank 12).
- the share of 4- and 5-star hotels out of all hotel nights was 50.2% (=rank 12).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
summer (May-Oct)	0.864	26	1.853	24	42.4%	14
winter (Nov-April)	1.182	6	1.784	27	46.6%	15

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)	1.1	7	1.874	24	45.8%	13
off-season II (Sept-Nov)	1.187	1	1.796	26	42.3%	14
summer core months (Jun-Aug)	0.655	30	1.844	24	40.8%	15
winter core months (Dez-Feb)	1.213	5	1.768	29	48.4%	14

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
January	0.592	26	1.839	29	48.8%	14
February	0.708	20	1.954	28	46.8%	13
March	0.801	22	1.944	26	41.8%	20
April	1.381	3	1.732	26	44.0%	14
May	1.184	8	1.988	15	50.6%	8
June	0.95	15	1.838	22	43.8%	15
July	0.518	31	1.864	21	39.2%	15
August	0.546	29	1.835	27	38.0%	16
September	0.989	12	1.812	25	34.9%	21
October	1.277	3	1.798	26	45.2%	14
November	1.407	2	1.772	25	47.5%	13
December	2.383	1	1.700	28	48.9%	15

Source: FSO/hotel statistics

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