

# Research Report United Kingdom.

Tourism goals: summary

**Market size & growth:** In 2019, the UK market recorded 1.641 million overnights<sup>1)</sup> in Switzerland and 1.365 million overnights in 2022. With a market share of 4.15%, UK was the 5<sup>th</sup> highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 0.1% between 2015 and 2019. Between 2019 and 2022, the development was -16.8%. The corresponding growth ranking was 29 and 23 respectively.

**Economic value:** UK ranks 16<sup>th</sup> with a daily expenditure value of CHF 210 (TMS 2017) and ranks 11<sup>th</sup> with a 49.9% share of \*\*\*\*/\*\*\*\* nights in 2019.

**First time visitors & length of stay:** With a 29.8% figure for first-time visitors, UK ranks 23<sup>rd</sup> (TMS 2017). With a length of stay of 2.29 overnights it ranks 10<sup>th</sup>.

**Balance:** In 2019, the 50 largest Swiss destinations accounted for 76.7% of overnights from UK, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 17.1% (=rank 17) and 6.2% (=rank 20) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 23.1% (=rank 17) and 19.6% (=rank 24), respectively.

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

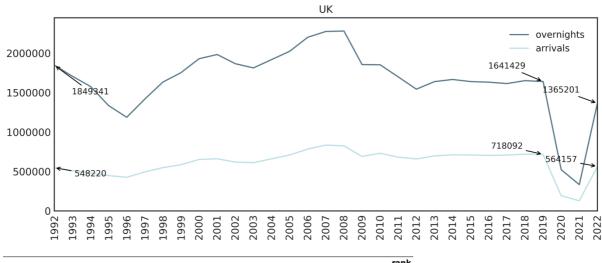
		value	rank
1. market size & growth	2019	1.641 M.	5
_	2022	1.365 M.	4
	2015-19	0.1%	29
	2019-22	-16.8%	23
2. economic value	daily expenditures 2017 (TMS)	210	16
	share ****/*****-nights 2019	49.9%	11
3. first time visitors	share 2017 (TMS)	29.8%	23
4. length of stay	2019	2.29	10
5. balance	share off-season "March-May" of total year 2019	23.1%	17
	share off-season "Sept-Nov" of total year 2019	19.6%	24
	share small destinations (51st -200th largest) 2019	17.1%	17
	share very small destinations (201st+) 2019	6.2%	20
	Source: FSO/hotel statistics	unloce othorwic	o ctated

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from UK typically preferred the regions of: Genf, Basel Region and Wallis. Moreover, these guests were most overrepresented in the five destinations of: Val de Bagnes, Hergiswil (NW), Nyon, Lauterbrunnen and Matten bei Interlaken.

Source: FSO/hotel statistics

# Overnight volume & development.



						rank
overnights share of	2010	2015	2019	2021	2022	2019
all markets	5.1%	4.6%	4.1%	1.1%	3.6%	5
markets abroad	9.1%	8.4%	7.6%	3.9%	7.9%	4
nearby markets (Europe, excl. CH)	12.2%	13.9%	13.4%	4.9%	12.3%	2

Source: FSO/hotel statistics

# Other key metrics.

							development		develo	pment
						rank		rank		rank
	2010	2015	2019	2021	2022	2019	2015-19	2015-19	2019-22	2019-22
overnights in millions	1.854	1.640	1.641	0.334	1.365	5	0.1%	29	-16.8%	23
length of stay (overnigths/arrivals)	2.532	2.311	2.286	2.587	2.420	11	-1.9%	10	10.4%	10
density (overnights/1'000 inhabitants)	29.502	25.169	24.562	4.955	20.191	9	-2.4%	29	17.8%	23
GDP per capita in USD	39'676	45'049	42'775	46'498	45'071	16	-5.0%	33	5.4%	20
population in millions	62.827	65.179	66.828	67.375	67.616	12	2.5%	17	1.2%	16
				Source:	FSO/hotel	statistics	S   Oxford E	Economics	: GDP & po	opulation

# Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-	inhabitant-
	share	share
England	88.4%	85.2%
Scotland	8.2%	7.7%
Wales	2.4%	4.4%
Nothern Ireland	0.5%	2.7%
source:	TMS 2017	public source

# Geographical distribution in Switzerland.

### Total

		overnigl	hts in mill	ons		ON sh	are	ON devel	opment	ON development		
							rank		rank	rank		
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22	
total	1.854	1.640	1.641	0.334	1.365	4.1%	5	0.1%	29	-16.8%	23	

### Large vs. small destinations

		overnig	hts in mill	ons		ON sh	are	ON devel	opment	ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
large destinations (top 10)	0.811	0.773	0.793	0.170	0.645	5.5%	5	2.7%	29	-18.6%	25
mid-sized destinations (11-50)	0.628	0.522	0.494	0.094	0.477	4.4%	4	-5.4%	29	-3.5%	14
small destinations (51-200)	0.304	0.252	0.265	0.047	0.171	3.0%	6	5.3%	23	-35.3%	25
very small destinations (201-smallest)	0.111	0.094	0.089	0.022	0.072	1.7%	5	-5.3%	19	-19.6%	23

### Tourism zone

		overnights in millons					are	ON deve	opment	ON development	
							rank		rank	rank	
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
big cities	0.635	0.686	0.683	0.156	0.543	5.7%	4	-0.4%	29	-20.5%	27
mountain	0.932	0.697	0.699	0.123	0.636	4.1%	4	0.3%	27	-9.0%	19
rural	0.046	0.041	0.047	0.011	0.028	1.4%	9	16.1%	10	-40.4%	24
small cities	0.240	0.217	0.212	0.044	0.158	2.9%	7	-2.3%	28	-25.7%	22

### Language zone

		overnig	hts in mill	ons		ON sha	are	ON development		ON development		
							rank		rank	rank		
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22	
French speaking area	0.485	0.462	0.484	0.104	0.389	5.9%	4	4.6%	26	-19.5%	17	
German speaking area	1.314	1.139	1.118	0.219	0.944	4.0%	5	-1.9%	30	-15.5%	24	
Italian speaking area	0.044	0.036	0.037	0.009	0.030	1.5%	7	2.2%	23	-20.4%	23	
Rhaeto Romanic language zone	0.010	0.003	0.003	0.001	0.002	0.5%	6	6.4%	11	-28.6%	26	

### Tourism region

	overnig	hts in mill	ons		ON sh	are	ON deve	opment	ON development	
						rank		rank		rank
2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
0.295	0.313	0.301	0.074	0.227	4.6%	5	-3.9%	27	-24.5%	27
0.359	0.274	0.267	0.041	0.234	4.9%	5	-2.5%	31	-12.5%	24
0.237	0.258	0.254	0.061	0.219	7.9%	4	-1.6%	28	-14.1%	19
0.293	0.232	0.221	0.045	0.210	5.2%	3	-4.6%	30	-4.8%	14
0.176	0.145	0.160	0.028	0.148	3.1%	3	10.8%	23	-7.8%	16
0.160	0.114	0.137	0.024	0.086	4.6%	5	20.2%	14	-37.6%	21
0.146	0.106	0.112	0.022	0.106	2.9%	6	5.1%	21	-4.9%	15
0.085	0.103	0.096	0.017	0.070	5.6%	4	-6.8%	29	-26.7%	21
0.043	0.036	0.036	0.009	0.028	1.6%	6	0.6%	24	-22.4%	23
0.028	0.025	0.022	0.006	0.017	1.1%	6	-13.9%	25	-20.7%	18
0.015	0.016	0.018	0.005	0.011	1.6%	10	10.7%	14	-38.2%	27
0.006	0.008	0.009	0.001	0.004	1.8%	6	10.4%	13	-58.3%	26
0.010	0.010	0.009	0.002	0.006	1.5%	7	-12.9%	28	-34.8%	20
	0.295 0.359 0.237 0.293 0.176 0.160 0.146 0.085 0.043 0.028 0.015 0.006	2010 2015 0.295 0.313 0.359 0.274 0.237 0.258 0.293 0.232 0.176 0.145 0.160 0.114 0.146 0.106 0.085 0.103 0.043 0.036 0.028 0.025 0.015 0.016 0.008	2010         2015         2019           0.295         0.313         0.301           0.359         0.274         0.257           0.237         0.258         0.254           0.293         0.232         0.221           0.176         0.145         0.160           0.160         0.114         0.137           0.146         0.106         0.112           0.085         0.103         0.096           0.028         0.025         0.022           0.015         0.016         0.018           0.006         0.008         0.009	2010         2015         2019         2021           0.295         0.313         0.301         0.074           0.359         0.274         0.267         0.041           0.237         0.258         0.254         0.061           0.293         0.232         0.221         0.045           0.176         0.145         0.160         0.028           0.160         0.114         0.137         0.024           0.146         0.106         0.112         0.022           0.085         0.103         0.096         0.017           0.043         0.036         0.009         0.006           0.015         0.016         0.018         0.005           0.006         0.008         0.009         0.001	2010         2015         2019         2021         2022           0.295         0.313         0.301         0.074         0.227           0.359         0.274         0.267         0.041         0.234           0.237         0.258         0.254         0.061         0.219           0.293         0.232         0.221         0.045         0.210           0.176         0.145         0.160         0.028         0.148           0.160         0.114         0.137         0.024         0.086           0.146         0.106         0.112         0.022         0.106           0.085         0.103         0.096         0.017         0.070           0.043         0.036         0.036         0.009         0.028           0.028         0.025         0.022         0.006         0.017           0.015         0.016         0.018         0.005         0.011           0.006         0.008         0.009         0.001         0.004	2010         2015         2019         2021         2022         2019           0.295         0.313         0.301         0.074         0.227         4.6%           0.359         0.274         0.267         0.041         0.234         4.9%           0.237         0.258         0.254         0.061         0.219         7.9%           0.293         0.232         0.221         0.045         0.210         5.2%           0.176         0.145         0.160         0.028         0.148         3.1%           0.160         0.114         0.137         0.024         0.086         4.6%           0.146         0.106         0.112         0.022         0.106         2.9%           0.085         0.103         0.096         0.017         0.070         5.6%           0.043         0.036         0.036         0.099         0.028         1.6%           0.028         0.025         0.022         0.006         0.017         1.1%           0.015         0.016         0.018         0.005         0.011         1.6%           0.026         0.028         0.025         0.001         0.004         1.8%	2010         2015         2019         2021         2022         2019 <th< td=""><td>2010         2015         2019         2021         2022         2019         2019         2015-19           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%           0.085         0.103         0.096         0.017         0.070         5.6%         4         -6.8%           0.043         0.036         0.036         0.099         0.028         1.6%         6         0.6%           0.028         0.025         <td< td=""><td>2010         2015         2019         2021         2022         2019         2019         2015-19         2015-19         2015-19           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%         27           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%         31           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%         28           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%         30           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%         23           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%         14           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%         21           0.085         0.103         0.096         0.017         0.070         5.6%         4         -6.8%         29           0.043         0.036</td></td<><td>2010         2015         2019         2021         2022         2019         2019         2015-19         2015-19         2019-22           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%         27         -24.5%           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%         31         -12.5%           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%         28         -14.1%           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%         30         -4.8%           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%         23         -7.8%           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%         14         -37.6%           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%         21         -4.9%           0.085         0.103         0.096         0.017</td></td></th<>	2010         2015         2019         2021         2022         2019         2019         2015-19           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%           0.085         0.103         0.096         0.017         0.070         5.6%         4         -6.8%           0.043         0.036         0.036         0.099         0.028         1.6%         6         0.6%           0.028         0.025 <td< td=""><td>2010         2015         2019         2021         2022         2019         2019         2015-19         2015-19         2015-19           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%         27           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%         31           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%         28           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%         30           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%         23           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%         14           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%         21           0.085         0.103         0.096         0.017         0.070         5.6%         4         -6.8%         29           0.043         0.036</td></td<> <td>2010         2015         2019         2021         2022         2019         2019         2015-19         2015-19         2019-22           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%         27         -24.5%           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%         31         -12.5%           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%         28         -14.1%           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%         30         -4.8%           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%         23         -7.8%           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%         14         -37.6%           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%         21         -4.9%           0.085         0.103         0.096         0.017</td>	2010         2015         2019         2021         2022         2019         2019         2015-19         2015-19         2015-19           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%         27           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%         31           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%         28           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%         30           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%         23           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%         14           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%         21           0.085         0.103         0.096         0.017         0.070         5.6%         4         -6.8%         29           0.043         0.036	2010         2015         2019         2021         2022         2019         2019         2015-19         2015-19         2019-22           0.295         0.313         0.301         0.074         0.227         4.6%         5         -3.9%         27         -24.5%           0.359         0.274         0.267         0.041         0.234         4.9%         5         -2.5%         31         -12.5%           0.237         0.258         0.254         0.061         0.219         7.9%         4         -1.6%         28         -14.1%           0.293         0.232         0.221         0.045         0.210         5.2%         3         -4.6%         30         -4.8%           0.176         0.145         0.160         0.028         0.148         3.1%         3         10.8%         23         -7.8%           0.160         0.114         0.137         0.024         0.086         4.6%         5         20.2%         14         -37.6%           0.146         0.106         0.112         0.022         0.106         2.9%         6         5.1%         21         -4.9%           0.085         0.103         0.096         0.017

Source: FSO/hotel statistics

Example: Tourists from UK generate the most overnight stays in Zürich Region of any Swiss region, namely 0.301 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, 4.6% of their total tourism volume comes from UK, making this source market the 5<sup>th</sup> most important market for this region (out of 33 ST markets overall). With a -3.9% development in overnight stays between 2015 and 2019, UK ranks 27<sup>th</sup>. In other words, in reference to the development of overnight stays, 26 other source markets had a stronger performance and 6 had a weaker performance.

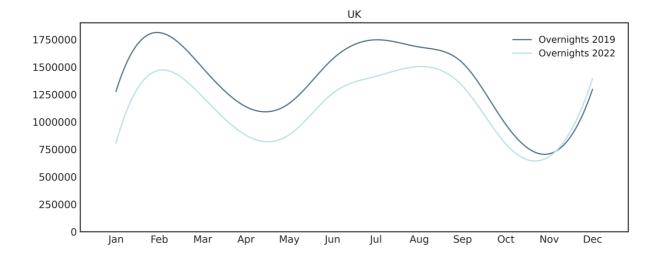
Top 50 destinations

Nowmights   2010   2015   2019   2021   2022   2019   2019   2015   20		overnights in millons					ON sha	re	ON devel	opment	ON development	
Section   Collection   Collec								rank		rank		rank
Cambro   0.167	overnights	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
Zermatl   0.128	Zürich	0.184	0.201	0.206	0.048	0.154	5.7%	4	2.3%	26	-25.0%	25
Basel   0.079	Genève	0.167	0.181	0.179	0.046	0.146	8.2%	4	-1.1%	27	-18.4%	22
Lauderthannen	Zermatt	0.128	0.102	0.097	0.018	0.097	6.4%	5	-4.6%	32	0.3%	18
Laucarrene   0.044   0.033   0.051   0.099   0.05   0.52%   4   55.2%   11   41.4%   24   42.6%   24	Basel	0.079	0.095	0.089	0.016	0.067	6.3%	4	-6.7%	31	-25.0%	22
Grindelwald   0.049	Lauterbrunnen	0.102	0.082	0.073	0.008	0.065	13.2%	3	-11.0%	29	-11.1%	20
Lizern   0.688   0.046   0.043   0.007   0.044   3.1%   7	Lausanne	0.044	0.033	0.051	0.009	0.03	5.2%	4	56.2%	11	-41.4%	24
Val de Bagnes	Grindelwald	0.049	0.042	0.043	0.007	0.054		5	4.5%	27	23.5%	20
St. Moritz   0.038	Luzern	0.058	0.046	0.043	0.007	0.044	3.1%	7	-6.7%	30	2.2%	11
Interlaken   0.086   0.032   0.034   0.005   0.026   0.4.3%   9   6.8%   21   -22.8%   25	Val de Bagnes	0.033	0.04	0.041	0.008	0.04	23.7%	2	4.1%	22	-3.7%	16
Meyrin   0.038   0.039   0.03   0.005   0.037   7.1%   3   24.7%   24   25.3%   10	St. Moritz	0.038	0.034	0.04	0.011	0.044		5	18.2%	18	8.9%	16
Davos   0.028   0.025   0.03   0.007   0.024   0.025   0.008   0.017   0.024   0.025   0.008   0.021   0.024   0.024   0.026   0.006   0.022   0.037   0.024   0.006   0.022   0.037   0.024   0.024   0.006   0.022   0.038	Interlaken	0.065	0.032	0.034	0.005	0.026	4.3%	9	5.6%	21	-22.8%	25
Bern   0.019   0.024   0.025   0.006   0.021   3.0%   5   7.0%   23   -16.2%   24	Meyrin	0.038	0.039	0.03	0.005	0.037	7.1%	3	-24.7%	24	25.3%	10
Optition   0.032	Davos	0.029	0.025	0.03	0.003	0.017		3	15.9%	11	-43.9%	22
Montreux   0.027   0.024   0.024   0.004   0.021   4.9%   6	Bern	0.019	0.024	0.025	0.006	0.021		5	7.0%	23	-16.2%	24
Saas-Fee   0.056   0.026   0.022   0.006   0.015   6.9%   3   -14.3%   26   -34.2%   14     Le Grand-Saconnex   0.013   0.012   0.018   0.004   0.017   1.1%   5   5   5.2%   27   -6.0%   13     Sanen   0.014   0.015   0.017   0.006   0.015   4.7%   4   13.9%   23   -9.0%   12     Klosters-Serneus   0.023   0.017   0.016   0.002   0.017   11.2%   3   -5.2%   20   10.4%   7     Arosa   0.019   0.015   0.015   0.016   0.002   0.011   3.8%   3   -4.3%   21   -11.0%   18     Lugano   0.018   0.015   0.014   0.003   0.012   2.8%   7   -6.8%   28   1.71.1%   21     Vernier   0.006   0.011   0.013   0.001   0.007   10.3%   2   16.1%   12   -46.1%   19     Chur   0.017   0.012   0.012   0.001   0.007   10.3%   2   16.1%   12   -46.1%   19     Chur   0.017   0.012   0.012   0.001   0.009   10.2%   2   -21.1%   27   -15.2%   27     Engelberg   0.024   0.012   0.01   0.001   0.009   10.2%   2   -21.1%   27   -15.2%   27     Engelberg   0.009   0.008   0.01   0.009   0.001   0.006   7.7%   5   -3.2%   22   -34.9%   25     Kloten   0.016   0.013   0.009   0.003   0.014   3.5%   4   -28.9%   13   49.5%   24     Laax   0.007   0.006   0.009   0.002   0.014   3.5%   4   -28.9%   13   49.5%   24     Laax   0.007   0.006   0.009   0.001   0.005   4.2%   4   2.42%   20   -42.3%   23     Birj-Gils   0.015   0.013   0.009   0.001   0.005   4.2%   4   2.42%   20   -42.3%   23     Matten bei Interlaken   0.007   0.005   0.008   0.001   0.005   12.2%   4   11.3%   2   56.8%   17   -48.8%   28     Crans-Mortana   0.007   0.005   0.008   0.001   0.004   5.6%   4   -19.2%   25   -43.3%   21     Portresina   0.004   0.006   0.007	Opfikon	0.032	0.037	0.024	0.006	0.022		7	-34.4%	30	-7.8%	12
Le Grand-Saconnex   0.013   0.012   0.018   0.004   0.017   0.018   0.004   0.017   0.018   0.0017   0.006   0.015   0.4.7%   4   13.9%   23   9.00%   12   0.002   0.007   0.006   0.002   0.007   11.2%   3   5.22%   20   10.4%   72   11.0%   78   12   12   12   12   12   12   12   1	Montreux	0.027	0.024	0.024	0.004	0.021	4.9%	6	1.8%	26	-11.4%	18
Saanen	Saas-Fee	0.056	0.026	0.022	0.006	0.015	6.9%	3	-14.3%	26	-34.2%	14
Riosters-Serneus   0.023   0.017   0.016   0.002   0.017   11.2%   3   -5.2%   20   10.4%   7	Le Grand-Saconnex	0.013	0.012	0.018	0.004	0.017	8.1%	5	52.5%	27	-6.0%	13
Arosa 0.019 0.015 0.015 0.002 0.013 3.8% 3 -4.3% 21 -11.0% 18 Lugano 0.018 0.015 0.014 0.003 0.012 2.8% 7 -6.8% 28 -17.1% 21 Vernier 0.006 0.011 0.013 0.001 0.007 10.3% 2 16.1% 12 -48.1% 19 Chur 0.017 0.012 0.012 0.001 0.007 10.3% 2 16.1% 12 -48.1% 19 Chur 0.017 0.012 0.012 0.001 0.001 0.002 6.1% 3 2.6% 29 0.8% 15 Kandersteg 0.016 0.013 0.01 0.001 0.009 10.2% 2 -21.1% 27 -15.2% 27 Engelberg 0.024 0.012 0.01 0.001 0.006 12.9% 7 -0.3% 22 59.4% 4 Leysin 0.009 0.008 0.01 0.001 0.001 4.5% 4 25.5% 6 -93.4% 29 Wilderswil 0.012 0.01 0.009 0.001 0.006 7.7% 5 -3.2% 22 -34.9% 25 Kloten 0.016 0.013 0.009 0.003 0.014 3.5% 4 -29.5% 13 49.5% 24 Laax 0.007 0.006 0.009 0.002 0.01 4.8% 5 66.6% 14 5.3% 12 Zug 0.015 0.013 0.009 0.002 0.01 4.8% 5 66.6% 14 5.3% 12 Zug 0.015 0.013 0.009 0.004 0.008 8.1% 4 -28.5% 13 49.5% 24 Adelboden 0.008 0.007 0.009 0.000 0.001 0.005 8.1% 4 -28.5% 25 -10.6% 15 Adelboden 0.008 0.007 0.009 0.000 0.001 0.005 8.1% 4 2.2% 20 -42.3% 23 Brig-Gils 0.015 0.009 0.008 0.001 0.005 5.1% 4 1.32% 26 19.6% 10 Films 0.012 0.01 0.008 0.001 0.007 4.1% 3 -16.8% 27 -18.3% 23 Matten bei Interlaken 0.007 0.005 0.008 0.001 0.007 4.1% 3 -16.8% 27 -18.3% 23 Matten bei Interlaken 0.004 0.005 0.008 0.001 0.003 5.6% 7 -16.5% 30 -3.9% 25 Lancy 0.009 0.001 0.005 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Andermatt 0.004 0.005 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Andermatt 0.004 0.005 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Andermatt 0.004 0.005 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Clilon 0.004 0.005 0.008 0.001 0.007 3.2% 6 0.0% 18 -4.3% 21 Rimlang 0.009 0.007 0.00	Saanen	0.014	0.015	0.017	0.006	0.015	4.7%	4	13.9%	23	-9.0%	12
Lugano	Klosters-Serneus	0.023	0.017	0.016	0.002	0.017	11.2%	3	-5.2%	20	10.4%	7
Vernier	Arosa	0.019	0.015	0.015	0.002	0.013	3.8%	3	-4.3%	21	-11.0%	18
Chur   0.017   0.012   0.012   0.001   0.012   6.1%   3   2.6%   29   0.8%   15	Lugano	0.018	0.015	0.014	0.003	0.012	2.8%	7	-6.8%	28	-17.1%	21
Randersteg   0.016   0.013   0.01   0.001   0.009   10.2%   2   -21.1%   27   -15.2%   27	Vernier	0.006	0.011	0.013	0.001	0.007	10.3%	2	16.1%	12	-46.1%	19
Engelberg	Chur	0.017	0.012	0.012	0.001	0.012	6.1%	3	2.6%	29	0.8%	15
Leysin   0.009   0.008   0.01   0   0.001   4.5%   4   25.5%   6   -93.4%   29	Kandersteg	0.016	0.013	0.01	0.001	0.009	10.2%	2	-21.1%	27	-15.2%	27
Wilderswil         0.012         0.01         0.009         0.001         0.006         7.7%         5         -3.2%         22         -34.9%         25           Kloten         0.016         0.013         0.009         0.003         0.014         3.5%         4         -29.5%         13         49.5%         24           Laax         0.007         0.006         0.009         0.002         0.01         4.8%         5         65.6%         14         5.3%         12           Zug         0.015         0.013         0.009         0.001         0.008         8.1%         4         -28.9%         25         -10.6%         15           Adelboden         0.008         0.007         0.009         0.001         0.005         4.2%         4         24.2%         20         -42.3%         23           Brig-Glis         0.015         0.009         0.008         0.001         0.001         5.1%         4         -13.2%         26         19.6%         10           Flims         0.012         0.01         0.008         0.001         0.003         11.2%         2         68.0%         15         -61.3%         28           Matten bel interlake	Engelberg	0.024	0.012	0.01	0.001	0.016	2.9%	7	-10.3%	22	59.4%	4
Rioten   0.016   0.013   0.009   0.003   0.014   3.5%   4   -29.5%   13   49.5%   24	Leysin	0.009	0.008	0.01	0	0.001	4.5%	4	25.5%	6	-93.4%	29
Laax         0.007         0.006         0.009         0.002         0.01         4.8%         5         65.6%         14         5.3%         12           Zug         0.015         0.013         0.009         0.004         0.008         8.1%         4         -28.9%         25         -10.6%         15           Adelboden         0.008         0.007         0.009         0.001         0.005         4.2%         4         24.2%         20         -42.3%         23           Brig-Glis         0.015         0.009         0.008         0.001         0.01         5.1%         4         -13.2%         26         19.6%         10           Flims         0.012         0.01         0.008         0.001         0.007         4.1%         3         -16.8%         27         -18.3%         23           Matten bei Interlaken         0.007         0.005         0.008         0.001         0.003         11.2%         2         68.0%         15         -61.3%         28           Unterseen         0.014         0.01         0.008         0.001         0.008         5.6%         7         -16.5%         30         -3.9%         25           Lancy<	Wilderswil	0.012	0.01	0.009	0.001	0.006	7.7%	5	-3.2%	22	-34.9%	25
Zug         0.015         0.013         0.009         0.004         0.008         8.1%         4         -28.9%         25         -10.6%         15           Adelboden         0.008         0.007         0.009         0.001         0.005         4.2%         4         24.2%         20         -42.3%         23           Brig-Gilis         0.015         0.009         0.008         0.001         0.01         5.1%         4         -13.2%         26         19.6%         10           Flims         0.012         0.01         0.008         0.001         0.007         4.1%         3         -16.8%         27         -18.3%         23           Matten bei Interlaken         0.007         0.005         0.008         0.001         0.003         11.2%         2         68.0%         15         -61.3%         28           Unterseen         0.014         0.01         0.008         0.001         0.008         5.6%         7         -16.5%         30         -3.9%         25           Lancy         0.009         0.01         0.008         0.001         0.004         5.6%         7         -16.5%         30         -51.9%         22           A	Kloten	0.016	0.013	0.009	0.003	0.014		4	-29.5%	13	49.5%	24
Adelboden 0.008 0.007 0.009 0.001 0.005 4.2% 4 24.2% 20 -42.3% 23 Brig-Glis 0.015 0.009 0.008 0.001 0.01 5.1% 4 -13.2% 26 19.6% 10 Flims 0.012 0.01 0.008 0.001 0.007 4.1% 3 -16.8% 27 -18.3% 23 Matten bei Interlaken 0.007 0.005 0.008 0.001 0.003 11.2% 2 68.0% 15 -61.3% 28 Unterseen 0.014 0.01 0.008 0.001 0.008 5.6% 7 -16.5% 30 -3.9% 25 Lancy 0.009 0.01 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Andermatt 0.004 0.005 0.008 0.001 0.001 4.1% 2 56.8% 17 -44.8% 28 Crans-Montana 0.007 0.005 0.008 0.002 0.004 14.1% 2 56.8% 17 -44.8% 28 Crans-Montana 0.007 0.007 0.007 0.002 0.007 3.2% 6 0.0% 18 -4.3% 21 Rümlang 0.009 0.007 0.007 0.002 0.005 2.7% 4 3.2% 17 -26.3% 28 Vevey 0.013 0.008 0.007 0.007 0.001 0.004 6.6% 4 -19.2% 25 -43.3% 21 Pontresina 0.004 0.006 0.007 0.001 0.004 6.6% 4 19.7% 14 -28.5% 22 Ollon 0.024 0.007 0.006 0.001 0.004 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.8% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.006 0.001 0.001 14.8% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.001 14.6% 4 15.1% 24 -11.9% 12 Hergiswil (NW) 0.007 0.006 0.005 0.001 0.001 15.5% 3 -15.1% 25 -30.2% 25 Stansstad 0.001 0.001 0.005 0.005 0.003 0.005 0.003 0.005 0.003 0.005 0.000 0.003 0.005 0.000 0.003 0.005 0.000 0.	Laax	0.007	0.006	0.009	0.002	0.01	4.8%	5	65.6%	14	5.3%	12
Brig-Glis   0.015   0.009   0.008   0.001   0.01   5.1%   4   -13.2%   26   19.6%   10	Zug	0.015	0.013	0.009	0.004	0.008	8.1%	4	-28.9%	25	-10.6%	15
Films   0.012   0.01   0.008   0.001   0.007   4.1%   3   -16.8%   27   -18.3%   23	Adelboden	0.008	0.007	0.009	0.001	0.005		4	24.2%	20	-42.3%	23
Matten bei Interlaken         0.007         0.005         0.008         0.001         0.003         11.2%         2         68.0%         15         -61.3%         28           Unterseen         0.014         0.01         0.008         0.001         0.008         5.6%         7         -16.5%         30         -3.9%         25           Lancy         0.009         0.01         0.008         0.001         0.004         5.8%         4         -22.3%         24         -51.9%         22           Andermatt         0.004         0.005         0.008         0.004         0.011         4.9%         3         49.6%         24         45.8%         14           Nyon         0.005         0.005         0.008         0.002         0.004         14.1%         2         56.8%         17         -44.8%         28           Crans-Montana         0.007         0.007         0.002         0.007         3.2%         6         0.0%         18         -4.3%         21           Rümlang         0.009         0.007         0.007         0.002         0.005         2.7%         4         3.2%         17         -26.3%         28           Vevey <t< td=""><td>Brig-Glis</td><td>0.015</td><td>0.009</td><td>0.008</td><td>0.001</td><td>0.01</td><td></td><td>4</td><td>-13.2%</td><td>26</td><td>19.6%</td><td>10</td></t<>	Brig-Glis	0.015	0.009	0.008	0.001	0.01		4	-13.2%	26	19.6%	10
Unterseen 0.014 0.01 0.008 0.001 0.008 5.6% 7 -16.5% 30 -3.9% 25 Lancy 0.009 0.01 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Andermatt 0.004 0.005 0.008 0.004 0.011 4.9% 3 49.6% 24 45.8% 14 Nyon 0.005 0.005 0.008 0.002 0.004 14.1% 2 56.8% 17 -44.8% 28 Crans-Montana 0.007 0.007 0.007 0.002 0.007 3.2% 6 0.0% 18 -4.3% 21 Rümlang 0.009 0.007 0.007 0.002 0.005 2.7% 4 3.2% 17 -26.3% 28 Vevey 0.013 0.008 0.007 0.001 0.004 6.6% 4 -19.2% 25 -43.3% 21 Pontresina 0.004 0.006 0.007 0.001 0.005 2.2% 4 19.7% 14 -28.5% 22 Ollon 0.024 0.007 0.006 0.001 0.007 7.5% 3 -11.2% 13 12.0% 14 Weggis 0.012 0.006 0.006 0.003 0.007 2.7% 4 -7.3% 28 11.9% 8 Wetzikon (ZH) 0 0.004 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.004 9.6% 4 15.1% 24 -11.9% 12 Hergiswil (NW) 0.007 0.006 0.005 0 0.003 15.5% 3 -15.1% 25 -30.2% 25 Stansstad 0.001 0.001 0.005 0 0 0 3.8% 6 505.9% 21 -91.9% 21	Flims	0.012	0.01	0.008	0.001	0.007	4.1%	3	-16.8%	27	-18.3%	23
Lancy 0.009 0.01 0.008 0.001 0.004 5.8% 4 -22.3% 24 -51.9% 22 Andermatt 0.004 0.005 0.008 0.004 0.011 4.9% 3 49.6% 24 45.8% 14 Nyon 0.005 0.005 0.008 0.002 0.004 14.1% 2 56.8% 17 -44.8% 28 Crans-Montana 0.007 0.007 0.007 0.002 0.007 3.2% 6 0.0% 18 -4.3% 21 Rümlang 0.009 0.007 0.007 0.002 0.005 2.7% 4 3.2% 17 -26.3% 28 Vevey 0.013 0.008 0.007 0.001 0.004 6.6% 4 -19.2% 25 -43.3% 21 Pontresina 0.004 0.006 0.007 0.001 0.005 2.2% 4 19.7% 14 -28.5% 22 Ollon 0.024 0.007 0.006 0.001 0.007 7.5% 3 -11.2% 13 12.0% 14 Weggis 0.012 0.006 0.006 0.003 0.007 2.7% 4 -7.3% 28 11.9% 8 Wetzikon (ZH) 0 0.004 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 4.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.004 9.6% 4 15.1% 24 -11.9% 12 Hergiswil (NW) 0.007 0.006 0.005 0 0.003 15.5% 3 -15.1% 25 -30.2% 25 Stansstad 0.001 0.001 0.005 0 0 0 3.8% 6 505.9% 21 -91.9% 21	Matten bei Interlaken	0.007	0.005	0.008	0.001	0.003			68.0%	15	-61.3%	28
Andermatt 0.004 0.005 0.008 0.004 0.011 4.9% 3 49.6% 24 45.8% 14 Nyon 0.005 0.005 0.008 0.002 0.004 14.1% 2 56.8% 17 -44.8% 28 Crans-Montana 0.007 0.007 0.007 0.002 0.007 3.2% 6 0.0% 18 -4.3% 21 Rümlang 0.009 0.007 0.007 0.007 0.002 0.005 2.7% 4 3.2% 17 -26.3% 28 Vevey 0.013 0.008 0.007 0.001 0.004 6.6% 4 -19.2% 25 -43.3% 21 Pontresina 0.004 0.006 0.007 0.001 0.005 2.2% 4 19.7% 14 -28.5% 22 Ollon 0.024 0.007 0.006 0.001 0.007 7.5% 3 -11.2% 13 12.0% 14 Weggis 0.012 0.006 0.006 0.003 0.007 2.7% 4 -7.3% 28 11.9% 8 Wetzikon (ZH) 0 0.004 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Fribourg 0.003 0.005 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31 Orsières 0.004 0.004 0.006 0.001 0.001 4.6% 4 11.1% 14 -78.1% 23 Orsières 0.004 0.004 0.005 0.001 0.004 9.6% 4 15.1% 24 -11.9% 12 Hergiswii (NW) 0.007 0.006 0.005 0 0.003 15.5% 3 -15.1% 25 -30.2% 25 Stansstad 0.001 0.001 0.005 0 0 0 3.8% 6 505.9% 21 -91.9% 21	Unterseen	0.014	0.01	0.008	0.001	0.008	5.6%	7	-16.5%	30	-3.9%	25
Nyon         0.005         0.005         0.008         0.002         0.004         14.1%         2         56.8%         17         -44.8%         28           Crans-Montana         0.007         0.007         0.007         0.002         0.007         3.2%         6         0.0%         18         -4.3%         21           Rümlang         0.009         0.007         0.007         0.002         0.005         2.7%         4         3.2%         17         -26.3%         28           Vevey         0.013         0.008         0.007         0.001         0.004         6.6%         4         -19.2%         25         -43.3%         21           Pontresina         0.004         0.006         0.007         0.001         0.005         2.2%         4         19.7%         14         -28.5%         22           Ollon         0.024         0.007         0.006         0.001         0.007         7.5%         3         -11.2%         13         12.0%         14           Weggis         0.012         0.006         0.006         0.003         0.007         2.7%         4         -7.3%         28         11.9%         8           Wetzikon (ZH) <td>Lancy</td> <td>0.009</td> <td>0.01</td> <td>0.008</td> <td>0.001</td> <td>0.004</td> <td></td> <td>4</td> <td>-22.3%</td> <td>24</td> <td>-51.9%</td> <td>22</td>	Lancy	0.009	0.01	0.008	0.001	0.004		4	-22.3%	24	-51.9%	22
Crans-Montana         0.007         0.007         0.007         0.007         0.002         0.007         3.2%         6         0.0%         18         -4.3%         21           Rümlang         0.009         0.007         0.007         0.002         0.005         2.7%         4         3.2%         17         -26.3%         28           Vevey         0.013         0.008         0.007         0.001         0.004         6.6%         4         -19.2%         25         -43.3%         21           Pontresina         0.004         0.006         0.007         0.001         0.005         2.2%         4         19.7%         14         -28.5%         22           Ollon         0.024         0.007         0.006         0.001         0.007         7.5%         3         -11.2%         13         12.0%         14           Weggis         0.012         0.006         0.006         0.003         0.007         2.7%         4         -7.3%         28         11.9%         8           Wetzikon (ZH)         0         0.004         0.006         0.001         0.001         14.3%         2         53.5%         9         -86.8%         31	Andermatt	0.004	0.005	0.008	0.004	0.011	4.9%	3	49.6%	24	45.8%	14
Rümlang         0.009         0.007         0.007         0.002         0.005         2.7%         4         3.2%         17         -26.3%         28           Vevey         0.013         0.008         0.007         0.001         0.004         6.6%         4         -19.2%         25         -43.3%         21           Pontresina         0.004         0.006         0.007         0.001         0.005         2.2%         4         19.7%         14         -28.5%         22           Ollon         0.024         0.007         0.006         0.001         0.007         7.5%         3         -11.2%         13         12.0%         14           Weggis         0.012         0.006         0.006         0.003         0.007         2.7%         4         -7.3%         28         11.9%         8           Wetzikon (ZH)         0         0.004         0.006         0.001         0.001         14.3%         2         53.5%         9         -86.8%         31           Fribourg         0.003         0.005         0.006         0.001         0.001         4.6%         4         11.1%         14         -78.1%         23           Orsières	Nyon	0.005	0.005	0.008	0.002	0.004		2	56.8%	17	-44.8%	28
Vevey         0.013         0.008         0.007         0.001         0.004         6.6%         4         -19.2%         25         -43.3%         21           Pontresina         0.004         0.006         0.007         0.001         0.005         2.2%         4         19.7%         14         -28.5%         22           Ollon         0.024         0.007         0.006         0.001         0.007         7.5%         3         -11.2%         13         12.0%         14           Weggis         0.012         0.006         0.006         0.003         0.007         2.7%         4         -7.3%         28         11.9%         8           Wetzikon (ZH)         0         0.004         0.006         0.001         0.001         14.3%         2         53.5%         9         -86.8%         31           Fribourg         0.003         0.005         0.006         0.001         0.001         4.6%         4         11.1%         14         -78.1%         23           Orsières         0.004         0.004         0.005         0.001         0.004         9.6%         4         15.1%         24         -11.9%         12           Hergiswil (NW	Crans-Montana	0.007	0.007	0.007	0.002	0.007		6	0.0%	18	-4.3%	21
Pontresina         0.004         0.006         0.007         0.001         0.005         2.2%         4         19.7%         14         -28.5%         22           Ollon         0.024         0.007         0.006         0.001         0.007         7.5%         3         -11.2%         13         12.0%         14           Weggis         0.012         0.006         0.006         0.003         0.007         2.7%         4         -7.3%         28         11.9%         8           Wetzikon (ZH)         0         0.004         0.006         0.001         0.001         14.3%         2         53.5%         9         -86.8%         31           Fribourg         0.003         0.005         0.006         0.001         0.001         4.6%         4         11.1%         14         -78.1%         23           Orsières         0.004         0.004         0.005         0.001         0.004         9.6%         4         15.1%         24         -11.9%         12           Hergiswil (NW)         0.007         0.006         0.005         0         0.003         15.5%         3         -15.1%         25         -30.2%         25           Stansst	Rümlang	0.009	0.007	0.007	0.002	0.005		4	3.2%	17	-26.3%	28
Ollon 0.024 0.007 0.006 0.001 0.007 7.5% 3 -11.2% 13 12.0% 14  Weggis 0.012 0.006 0.006 0.003 0.007 2.7% 4 -7.3% 28 11.9% 8  Wetzikon (ZH) 0 0.004 0.006 0.001 0.001 14.3% 2 53.5% 9 -86.8% 31  Fribourg 0.003 0.005 0.006 0.001 0.001 4.6% 4 11.1% 14 -78.1% 23  Orsières 0.004 0.004 0.005 0.001 0.004 9.6% 4 15.1% 24 -11.9% 12  Hergiswil (NW) 0.007 0.006 0.005 0 0.003 15.5% 3 -15.1% 25 -30.2% 25  Stansstad 0.001 0.001 0.005 0 0 3.8% 6 505.9% 21 -91.9% 21	Vevey	0.013	0.008	0.007	0.001	0.004		4	-19.2%	25	-43.3%	21
Weggis         0.012         0.006         0.006         0.003         0.007         2.7%         4         -7.3%         28         11.9%         8           Wetzikon (ZH)         0         0.004         0.006         0.001         0.001         14.3%         2         53.5%         9         -86.8%         31           Fribourg         0.003         0.005         0.006         0.001         0.001         4.6%         4         11.1%         14         -78.1%         23           Orsières         0.004         0.004         0.005         0.001         0.004         9.6%         4         15.1%         24         -11.9%         12           Hergiswil (NW)         0.007         0.006         0.005         0         0.003         15.5%         3         -15.1%         25         -30.2%         25           Stansstad         0.001         0.005         0         0         3.8%         6         505.9%         21         -91.9%         21	Pontresina	0.004	0.006	0.007	0.001	0.005	= 2.270	4	19.7%	14	-28.5%	22
Wetzikon (ZH)         0         0.004         0.006         0.001         0.001         14.3%         2         53.5%         9         -86.8%         31           Fribourg         0.003         0.005         0.006         0.001         0.001         4.6%         4         11.1%         14         -78.1%         23           Orsières         0.004         0.004         0.005         0.001         0.004         9.6%         4         15.1%         24         -11.9%         12           Hergiswil (NW)         0.007         0.006         0.005         0         0.003         15.5%         3         -15.1%         25         -30.2%         25           Stansstad         0.001         0.005         0         0         3.8%         6         505.9%         21         -91.9%         21	Ollon	0.024	0.007	0.006	0.001	0.007			-11.2%	13	12.0%	14
Fribourg     0.003     0.005     0.006     0.001     0.001     4.6%     4     11.1%     14     -78.1%     23       Orsières     0.004     0.004     0.005     0.001     0.004     9.6%     4     15.1%     24     -11.9%     12       Hergiswil (NW)     0.007     0.006     0.005     0     0.003     15.5%     3     -15.1%     25     -30.2%     25       Stansstad     0.001     0.001     0.005     0     0     3.8%     6     505.9%     21     -91.9%     21	Weggis	0.012	0.006	0.006	0.003	0.007	2.7%	4	-7.3%	28	11.9%	8
Orsières         0.004         0.004         0.005         0.001         0.004         9.6%         4         15.1%         24         -11.9%         12           Hergiswil (NW)         0.007         0.006         0.005         0         0.003         15.5%         3         -15.1%         25         -30.2%         25           Stansstad         0.001         0.001         0.005         0         0         3.8%         6         505.9%         21         -91.9%         21	Wetzikon (ZH)	0	0.004	0.006	0.001	0.001	14.3%	2	53.5%	9	-86.8%	31
Hergiswil (NW)         0.007         0.006         0.005         0         0.003         15.5%         3         -15.1%         25         -30.2%         25           Stansstad         0.001         0.005         0         0         3.8%         6         505.9%         21         -91.9%         21	_			0.006				4	11.1%	14		
Stansstad 0.001 0.001 0.005 0 0 0 3.8% 6 505.9% 21 -91.9% 21	Orsières	0.004	0.004	0.005					15.1%			
	Hergiswil (NW)	0.007	0.006	0.005	0	0.003	15.5%		-15.1%	25	-30.2%	25
	Stansstad	0.001	0.001	0.005	0	0	3.8%	6	505.9%	21	-91.9%	21

Source: FSO/hotel statistics

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

# Seasonal distribution.



### Summer, winter

	overnights in millons					ON sha	are	ON deve	lopment	ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
summer (May-Oct)	0.954	0.854	0.869	0.202	0.719	3.8%	5	1.7%	30	-17.2%	27
winter (Nov-April)	0.900	0.787	0.773	0.132	0.646	4.6%	4	-1.8%	27	-16.4%	13

## Summer core, winter core, off-season

		overniç	ghts in mill	ons		ON sha	are	ON deve	lopment	ON development		
							rank		rank	nk rai		
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22	
off-season I (March-May)	0.436	0.362	0.380	0.027	0.299	4.2%	5	5.1%	24	-21.3%	19	
off-season II (Sept-Nov)	0.341	0.319	0.322	0.146	0.281	3.6%	5	1.0%	28	-12.8%	26	
summer core months (Jun-Aug)	0.574	0.507	0.500	0.087	0.418	3.9%	5	-1.3%	30	-16.5%	25	
winter core months (Dez-Feb)	0.503	0.453	0.439	0.074	0.367	5.0%	3	-3.1%	24	-16.3%	15	

### Months

		overnights in millons			ON sh	ON share OI		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
January	0.157	0.135	0.128	0.009	0.081	4.5%	3	-5.0%	24	-36.9%	13
February	0.216	0.183	0.181	0.008	0.147	5.8%	3	-1.1%	22	-18.9%	10
March	0.194	0.153	0.149	0.009	0.123	4.5%	3	-2.4%	27	-17.7%	9
April	0.130	0.104	0.114	0.009	0.088	4.3%	5	9.2%	25	-22.8%	16
May	0.112	0.105	0.117	0.010	0.088	3.9%	6	11.8%	19	-24.5%	24
June	0.180	0.159	0.157	0.011	0.126	4.1%	5	-1.2%	30	-19.9%	21
July	0.202	0.178	0.175	0.024	0.141	3.8%	5	-2.1%	30	-19.0%	26
August	0.193	0.169	0.168	0.053	0.150	3.7%	6	-0.6%	30	-10.6%	23
September	0.175	0.151	0.154	0.055	0.133	4.1%	5	1.7%	28	-13.7%	25
October	0.093	0.091	0.098	0.049	0.080	3.2%	5	7.2%	24	-18.1%	26
November	0.072	0.077	0.071	0.041	0.068	3.4%	6	-7.8%	30	-3.5%	19
December	0.130	0.135	0.130	0.057	0.139	4.6%	4	-3.9%	32	7.5%	14

Source: FSO/hotel statistics

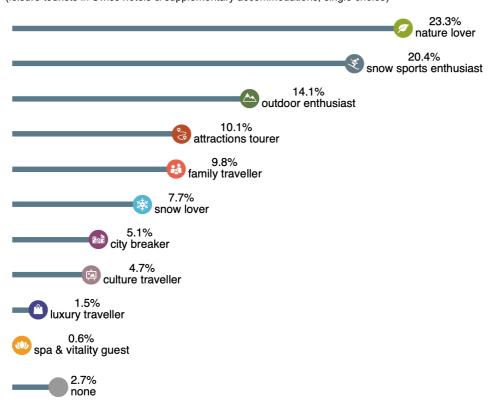
How to read these tables: see reading example on page 3.

# Structural facts of leisure travelers.

(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 30.2%	hotel 46.1%	no 54.1%	plane 77.9%
35-54 years 42.9%	suppl. acc. 53.9%	yes with 1 CH-Dest. 5.6%	train 6.1%
55+ years 26.9%		yes with 2+ CH-Dest. 40.3%	other 16.0%
		<u> </u>	source: TMS 2017

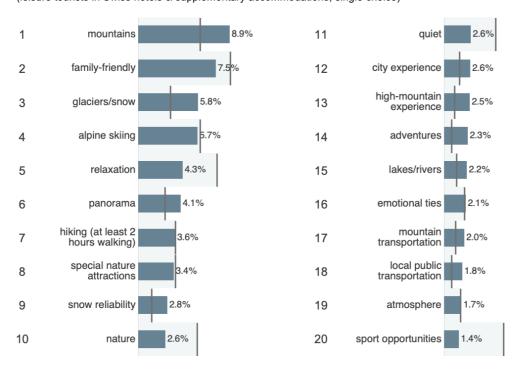
Guest segments. (leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

### Main travel reasons for Switzerland travelers.

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

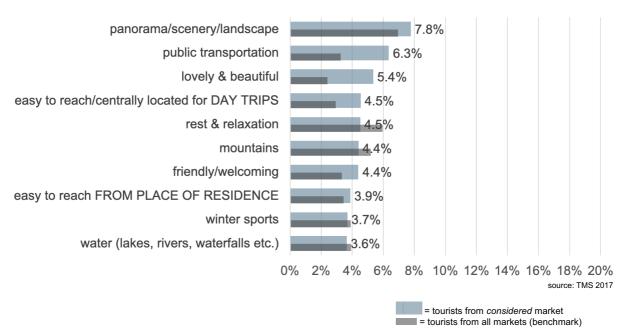


source: TMS 2017

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

# Switzerland's tourism strengths.

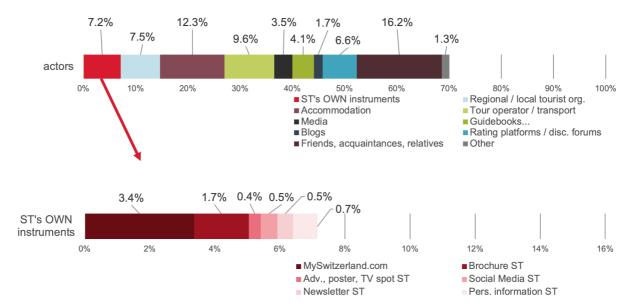
(leisure tourists in Swiss hotels & supplementary accommodations, open answers)



7

### External influence of tourists in their travel decisions.

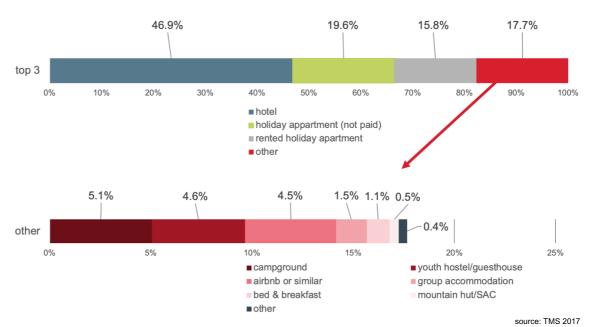
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **18.2%.**Source: TMS 2017

# Type of accommodation.

(leisure tourists in Swiss hotels & supplementary accommodations)



## Contact.

Alexander Herrmann
Head of Europe West, Country Manager
United Kingdom & Ireland
Switzerland Tourism
20 Red Lion Street
GB - WC1R 4PQ London
United Kingdom
alex.herrmann@switzerland.com
+44 20 7845 7688
Skype: aherrmannny

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 n.a.	42.8%	24	2.286	10	49.9%	11

# Large vs. small destinations

	affinity		share off	share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank	
	2019	2019	2019	2019	2019	2019	2019	2019	
large destinations (top 10)	1.329	18	46.0%	22	2.158	15	57.0%	8	
mid-sized destinations (11-50)	1.064	7	37.0%	25	2.731	6	50.7%	10	
small destinations (51-200)	0.72	17	43.7%	24	2.094	16	38.4%	13	
very small destinations (201-smallest)	0.42	19	44.0%	20	2.072	17	17.1%	17	

## Tourism zone

	affinity		share off	share off season		fstay	****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
big cities	1.367	16	49.9%	20	1.842	20	55.3%	11
mountain	0.996	10	33.9%	21	3.198	5	44.9%	11
rural	0.337	22	46.0%	21	1.927	22	34.2%	10
small cities	0.708	30	48.5%	21	2.036	13	52.7%	12

# Language zone

	affinity		share off	share off season		stay	****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
French speaking area	1.414	8	47.7%	18	2.045	23	49.4%	14
German speaking area	0.953	25	40.7%	26	2.410	7	50.2%	11
Italian speaking area	0.368	25	44.2%	22	2.231	5	50.5%	9
Rhaeto Romanic language zone	0.125	17	28.8%	17	2.538	9	11.5%	12

# Tourism region

	affinity		share off s	season	length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
Zürich Region	1.11	22	49.2%	20	1.790	16	56.0%	9
Bern Region	1.191	8	34.4%	28	2.961	3	40.3%	12
Genf	1.915	11	51.5%	20	1.839	27	53.5%	9
Wallis	1.249	7	35.7%	21	3.263	7	45.9%	9
Graubünden	0.735	16	29.8%	20	3.590	6	53.5%	10
Waadt	1.117	9	48.8%	15	2.224	15	52.3%	19
Luzern / Vierwaldstättersee	0.689	24	41.8%	27	2.074	10	46.4%	9
Basel Region	1.352	11	49.7%	19	1.943	21	54.6%	9
Tessin	0.377	25	44.6%	21	2.232	5	51.9%	9
Ostschweiz	0.274	23	43.5%	27	2.120	16	44.8%	10
Aargau und Solothurn Region	0.396	22	52.1%	15	2.131	18	34.7%	7
Fribourg Region	0.444	21	47.4%	15	1.604	25	60.5%	4
Jura & Drei-Seen-Land	0.371	24	51.7%	13	2.158	20	47.2%	13

Source: FSO/hotel statistics

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

Top 50 destinations

	affinit	y	share off season		length of	stay	****/***** ON share		
		rank		rank		rank		rank	
	2019	2019	2019	2019	2019	2019	2019	2019	
Zürich	1.366	17	49.6%	19	1.826	17	57.0%	8	
Genève	1.976	11	52.8%	18	1.926	28	55.7%	8	
Zermatt	1.544	8	36.1%	21	3.858	5	65.1%	6	
Basel	1.522	7	49.3%	21	1.955	22	55.8%	7	
Lauterbrunnen	3.188	2	27.8%	22	4.589	3	42.2%	2	
Lausanne	1.245	11	49.2%	22	2.122	21	61.4%	18	
Grindelwald	1.591	9	33.7%	23	3.305	4	44.4%	14	
Luzern	0.748	18	44.1%	27	2.018	5	49.0%	12	
Val de Bagnes	5.709	2	36.8%	9	3.550	12	40.2%	16	
St. Moritz	1.283	11	23.9%	25	3.211	11	65.6%	9	
Interlaken	1.043	14	41.0%	24	2.515	6	47.6%	14	
Meyrin	1.7	4	49.1%	23	1.554	26	69.2%	19	
Davos	0.777	12	32.5%	13	4.325	3	51.5%	25	
Bern	0.733	30	47.6%	20	1.890	17	47.9%	17	
Opfikon	0.782	24	44.7%	26	1.491	10	59.5%	17	
Montreux	1.182	12	53.0%	13	2.178	8	80.2%	9	
Saas-Fee	1.662	5	42.5%	13	5.435	7	47.1%	10	
Le Grand-Saconnex	1.954	8	49.6%	15	1.522	29	60.9%	12	
Saanen	1.125	7	18.1%	22	3.308	12	80.2%	13	
Klosters-Serneus	2.688	1	30.6%	6	4.521	6	69.9%	8	
Arosa	0.915	6	25.6%	14	5.435	6	69.8%	12	
Lugano	0.667	28	48.6%	15	2.194	4	57.8%	9	
Vernier	2.476	4	40.0%	31	1.835	25	25.1%	26	
Chur	1.472	8	45.8%	13	1.801	5	47.2%	4	
Kandersteg	2.464	3	30.4%	14	3.842	2	7.9%	12	
Engelberg	0.694	17	42.2%	11	2.352	14	22.1%	19	
Leysin	1.073	4	42.7%	11	3.316	4	0.0%	17	
Wilderswil	1.861	6	44.9%	20	3.283	2	0.0%	0	
Kloten	0.843	15	47.5%	23	1.297	28	81.8%	2	
Laax	1.164	11	39.5%	10	5.099	10	18.2%	12	
Zug	1.954	8	52.7%	16	2.126	24	67.2%	12	
Adelboden	1.002		20.6%	26	3.650	8	57.1%	20	
	1.241	11 6	48.1%	9	2.698	5	29.8%	20	
Brig-Glis									
Flims	0.986	8	28.9%	17	4.480	3	54.7%	13	
Matten bei Interlaken	2.702	2	44.9%	10	1.736	27	0.0%	0	
Unterseen	1.346	12	43.9%	26	2.889	2	0.0%	0	
Lancy	1.392	8	52.0%	10	1.941	11	0.0%	17	
Andermatt	1.192	7	29.4%	19	2.751	5	66.5%	19	
Nyon	3.388	1	52.6%	20	2.343	21	27.7%	15	
Crans-Montana	0.769	10	21.8%	18	3.840	11	36.9%	13	
Rümlang	0.648	20	39.9%	30	1.475	6	32.3%	12	
Vevey	1.601	6	52.3%	15	2.067	16	72.9%	6	
Pontresina	0.534	10	18.3%	30	4.660	4	44.3%	13	
Ollon	1.804	8	33.0%	16	3.313	7	69.6%	20	
Weggis	0.656	16	33.7%	31	2.880	1	47.3%	6	
Wetzikon (ZH)	3.457	1	57.2%	15	1.646	30	98.4%	10	
Fribourg	1.118	9	51.1%	15	1.497	30	88.3%	9	
Orsières	2.309	6	23.4%	13	1.073	14	0.0%	9	
Hergiswil (NW)	3.724	1	39.1%	18	4.324	1	96.9%	5	
Stansstad	0.92	12	43.5%	17	1.965	19	93.1%	15	

Source: FSO/hotel statistics

Example: In 2019, for tourists from UK who visited Zürich, the following further characteristics were noted:
- 1.37 times higher share of overnight stays than they had in the whole of Switzerland (=rank 17 out of a total of 33 markets):
ON-share Zürich (5.67%) vs. ON-share whole Switzerland (4.15%), see tables before.

<sup>-</sup> the share of low season months (March-May, Sept-Nov) was 49.6% (=rank 19).
- the length of stay (overnight stays/arrivals in the hotel) was 1.83 nights (=rank 17).
- the share of 4- and 5-star hotels out of all hotel nights was 57.0% (=rank 8).

# Summer, winter

	affini	ty	length of	stay	****/***** ON share		
	rank			rank		rank	
	2019	2019	2019	2019	2019	2019	
summer (May-Oct)	0.924	20	2.137	12	47.2%	11	
winter (Nov-April)	1.101	14	2.480	9	53.0%	9	

# Summer core, winter core, off-season

	affini	ty	length of	stay	****/***** ON share	
		rank		rank		rank
	2019	2019	2019	2019	2019	2019
off-season I (March-May)	1.013	17	2.238	11	50.6%	9
off-season II (Sept-Nov)	0.878	24	2.057	16	49.6%	11
summer core months (Jun-Aug)	0.937	19	2.194	10	46.3%	11
winter core months (Dez-Feb)	1.202	6	2.683	8	53.6%	10

## Months

	affini	ty	length of	stay	****/***** ON share		
		rank		rank		rank	
	2019	2019	2019	2019	2019	2019	
January	1.086	9	2.636	9	51.2%	13	
February	1.404	6	2.911	6	54.7%	10	
March	1.073	13	2.454	10	52.6%	10	
April	1.025	20	2.261	8	50.2%	11	
May	0.937	20	1.993	15	48.6%	11	
June	0.997	12	2.187	8	47.1%	11	
July	0.922	18	2.172	10	45.7%	13	
August	0.9	18	2.225	10	46.3%	11	
September	1	9	2.163	11	47.6%	11	
October	0.769	30	2.006	20	49.3%	10	
November	0.82	25	1.920	20	54.3%	9	
December	1.097	14	2.455	12	54.5%	8	

Source: FSO/hotel statistics

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