

Research Report Gulf Countries.

Tourism goals: summary

Market size & growth: In 2023, the Gulf Countries market recorded 0.85 million overnights¹⁾ in Switzerland and 0.864 million overnights in 2019. With a market share of 2.04%, Gulf Countries was the 7th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 36.4% between 2013 and 2023. Between 2019 and 2023, the development was -1.6%. The corresponding growth ranking was 10 and 19 respectively.

Economic value: Gulf Countries ranks 1st with a daily expenditure value of CHF 420 (TMS 2017) and ranks 1st with a 72.0% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 56.1% figure for first-time visitors, Gulf Countries ranks 10th (TMS 2017). With a length of stay of 2.62 overnights it ranks 2nd.

Balance: In 2023, the 50 largest Swiss destinations accounted for 82.1% of overnights from Gulf Countries, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 13.8% (=rank 19) and 4.1% (=rank 18) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 15.3% (=rank 28) and 19.7% (=rank 23), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

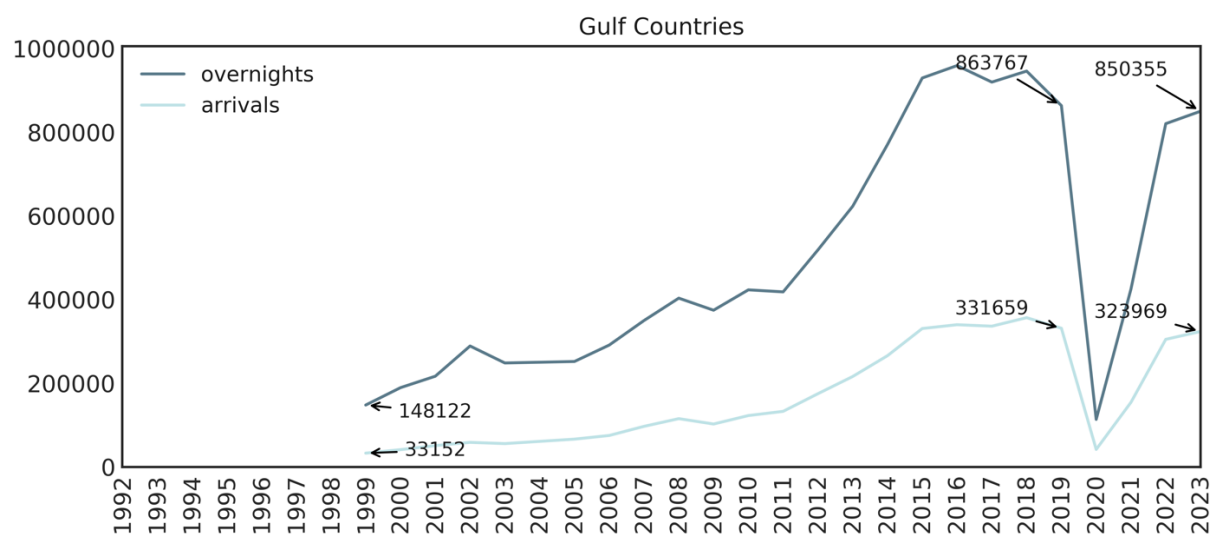
		value	rank
1. market size & growth	2019	0.864 M.	8
	2023	0.85 M.	7
	2013-23	36.4%	10
	2019-23	-1.6%	19
2. economic value	daily expenditures 2017 (TMS)	420	1
	share ****/*****-nights 2023	72.0%	1
3. first time visitors	share 2017 (TMS)	56.1%	10
4. length of stay	2023	2.62	2
5. balance	share off-season "March-May" of total year 2023	15.3%	28
	share off-season "Sept-Nov" of total year 2023	19.7%	23
	share small destinations (51 st -200 th largest) 2023	13.8%	19
	share very small destinations (201 st +) 2023	4.1%	18

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from Gulf Countries typically preferred the regions of: Geneva, Bern Region and Zurich Region. Moreover, these guests were most overrepresented in the destinations of: Ringgenberg (BE) and Beatenberg.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	1.2%	1.7%	2.2%	2.1%	2.0%	7
...markets abroad	2.1%	3.2%	4.0%	4.8%	4.1%	6
...overseas markets	8.1%	9.6%	9.2%	13.5%	9.6%	2

Source: FSO/hotel statistics

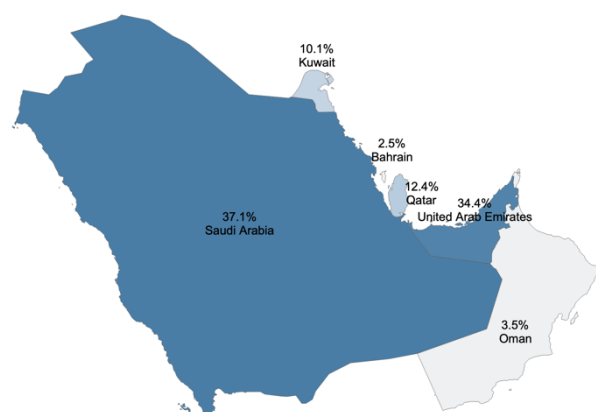
Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	rank 2013-23	2019-23	rank 2019-23
overnights in millions	0.423	0.623	0.864	0.821	0.850	7	36.4%	10	-1.6%	19
length of stay (overnights/arrivals)	3.444	2.881	2.604	2.689	2.625	2	-13.6%	20	1.3%	10
density (overnights/1'000 inhabitants)	9.320	2.089	2.531	2.361	2.408	23	15.3%	15	-4.8%	19
GDP per capita in USD	25'492	33'166	29'809	37'846	35'506	15	7.1%	21	19.1%	6
population in millions	45.432	49.733	56.890	57.922	58.846	14	18.3%	2	3.4%	8

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Saudi Arabia	37.1%	59.8%
United Arab Emirates	34.4%	17.2%
Qatar	12.4%	4.8%
Kuwait	10.1%	7.5%
Oman	3.5%	8.2%
Bahrain	2.5%	2.6%

source: OFS 2019 public source

Geographical distribution in Switzerland.

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
total	0.423	0.623	0.864	0.821	0.850	2.0%	7	36.4%	10	-1.6%	19

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
large destinations (top 10)	0.286	0.386	0.484	0.499	0.474	3.2%	6	23.0%	15	-2.1%	17
mid-sized destinations (11-50)	0.095	0.146	0.217	0.192	0.224	1.9%	8	53.2%	10	3.1%	16
small destinations (51-200)	0.034	0.071	0.125	0.105	0.118	1.2%	9	66.1%	6	-6.3%	23
very small destinations (201-smallest)	0.008	0.021	0.037	0.025	0.035	0.6%	12	68.1%	2	-5.8%	14

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
big cities	0.265	0.337	0.434	0.408	0.445	3.4%	6	31.8%	13	2.5%	16
mountain	0.091	0.179	0.283	0.282	0.277	1.6%	9	54.3%	10	-2.3%	17
small cities	0.061	0.096	0.128	0.114	0.109	1.4%	10	13.1%	13	-15.0%	23
rural	0.005	0.010	0.018	0.017	0.020	0.6%	14	98.0%	5	8.7%	8

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
German speaking area	0.197	0.328	0.499	0.495	0.505	1.7%	9	54.1%	8	1.2%	17
French speaking area	0.210	0.263	0.333	0.299	0.314	3.6%	5	19.6%	10	-5.5%	17
Italian speaking area	0.017	0.032	0.032	0.027	0.031	1.2%	8	-4.7%	17	-4.3%	22
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	19	36.8%	5	99.0%	4

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
Geneva	0.160	0.200	0.239	0.217	0.226	6.3%	5	12.6%	17	-5.5%	19
Bern Region	0.058	0.135	0.211	0.210	0.186	3.1%	7	37.7%	15	-11.7%	25
Zurich Region	0.080	0.111	0.155	0.153	0.174	2.5%	6	56.1%	9	11.8%	10
Lucerne - Lake Lucerne Region	0.022	0.035	0.072	0.078	0.077	1.9%	8	115.8%	2	5.6%	13
Lake Geneva Region	0.040	0.048	0.074	0.063	0.060	2.1%	8	23.9%	8	-19.5%	15
Valais	0.015	0.021	0.032	0.031	0.042	0.9%	12	101.9%	10	31.6%	9
Ticino	0.017	0.032	0.032	0.026	0.031	1.2%	8	-5.7%	17	-4.4%	21
Graubünden	0.010	0.012	0.019	0.018	0.025	0.5%	14	103.5%	7	34.5%	6
Basel Region	0.010	0.011	0.012	0.008	0.013	0.8%	17	20.9%	14	14.2%	7
Eastern Switzerland	0.011	0.013	0.012	0.011	0.011	0.5%	11	-13.5%	17	-10.0%	19
Aargau - Solothurn Region	0.001	0.001	0.003	0.003	0.004	0.4%	16	184.9%	5	23.4%	10
Region of Fribourg	0.001	0.001	0.001	0.001	0.001	0.3%	16	102.6%	2	31.0%	2
Jura & Three-Lakes	0.001	0.001	0.001	0.001	0.001	0.2%	21	-16.6%	16	-15.2%	14

Source: FSO/hotel statistics

Example: Tourists from Gulf Countries generate the most overnight stays in Geneva of any Swiss region, namely 0.226 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Geneva appears at the top of the list). From Geneva's perspective, 6.3% of their total tourism volume comes from Gulf Countries, making this source market the 5th most important market for this region (out of 28 ST markets overall). With a 12.6% development in overnight stays between 2013 and 2023, Gulf Countries ranks 17th. In other words, in reference to the development of overnight stays, 16 other source markets had a stronger performance and 11 had a weaker performance.

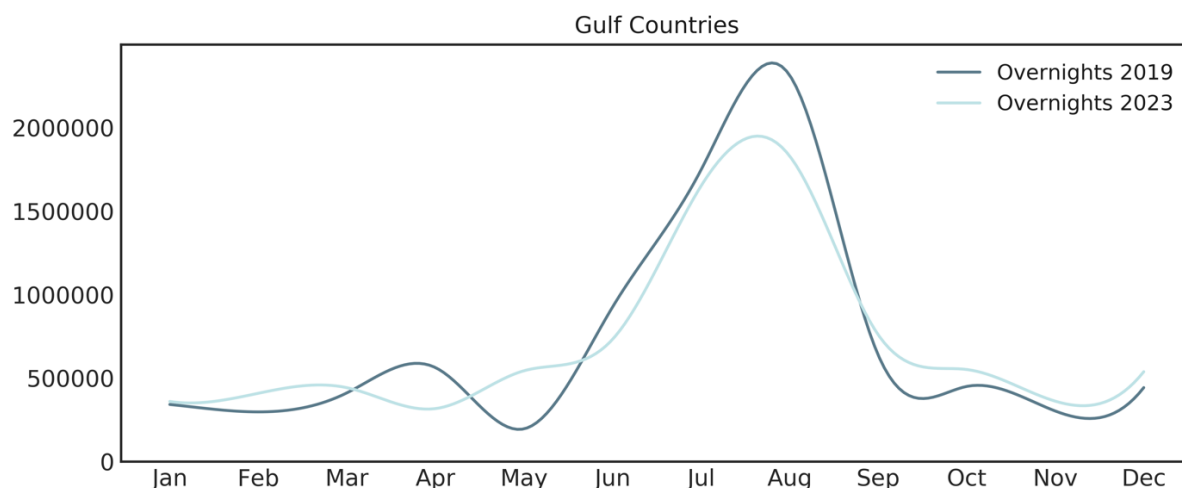
Top 50 destinations

destinations	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2013	2019	2022	2023	rank		rank		rank	
							2023	2023	2013-23	2013-23	2019-23	2019-23
Genève	0.134	0.169	0.189	0.183	0.183	8.1%	5	8.7%	13	-2.9%	16	
Zürich	0.064	0.093	0.11	0.107	0.116	3.0%	5	24.2%	13	5.1%	14	
Interlaken	0.032	0.053	0.065	0.069	0.047	5.9%	5	-10.0%	21	-27.5%	25	
Opfikon	0.006	0.007	0.031	0.028	0.037	5.0%	6	468.3%	2	21.1%	9	
Grindelwald	0.002	0.011	0.029	0.048	0.036	4.4%	7	242.0%	10	27.3%	19	
Lausanne	0.017	0.014	0.027	0.024	0.025	2.7%	6	77.8%	1	-6.1%	11	
Luzern	0.018	0.023	0.031	0.035	0.024	1.8%	11	7.9%	16	-21.6%	24	
Meyrin	0.011	0.012	0.015	0.015	0.023	3.5%	5	90.9%	9	54.3%	13	
Montreux	0.016	0.026	0.03	0.027	0.022	5.0%	4	-17.0%	18	-26.1%	23	
Lugano	0.009	0.015	0.017	0.014	0.015	2.8%	5	2.5%	14	-7.6%	18	
Unterseen	0.004	0.015	0.019	0.015	0.015	8.7%	3	0.8%	24	-19.5%	25	
Beatenberg	0.004	0.014	0.02	0.015	0.014	10.2%	3	4.2%	23	-25.9%	25	
St. Moritz	0.005	0.006	0.008	0.01	0.014	1.8%	10	144.4%	7	75.9%	4	
Bern	0.004	0.006	0.008	0.011	0.013	1.2%	12	102.2%	12	51.9%	5	
Zermatt	0.004	0.005	0.011	0.011	0.013	0.8%	19	131.0%	11	12.2%	16	
Basel	0.009	0.01	0.011	0.008	0.012	0.9%	16	22.8%	15	16.7%	7	
Saanen	0.003	0.005	0.01	0.01	0.011	3.1%	5	123.5%	5	14.3%	3	
Vernier	0.001	0.003	0.006	0.004	0.009	4.7%	4	186.0%	4	65.3%	7	
Val de Bagnes	0.003	0.004	0.007	0.005	0.009	5.2%	6	129.7%	11	37.6%	6	
Riddes	0.002	0.002	0.003	0.002	0.008	47.8%	1	242.9%	5	215.6%	3	
Paradiso	0.005	0.012	0.009	0.007	0.008	4.1%	5	-35.5%	20	-9.8%	15	
Engelberg	0	0.001	0.003	0.006	0.008	2.3%	7	417.0%	2	156.9%	2	
Crans-Montana	0.004	0.004	0.006	0.009	0.007	2.9%	5	85.7%	7	18.8%	11	
Weggis	0.001	0.001	0.003	0.005	0.006	3.0%	4	430.5%	3	123.9%	1	
Stansstad	0	0	0.014	0	0.006	8.5%	3	5483.0%	6	-54.6%	27	
Vitznau	0	0.001	0.006	0.003	0.005	6.1%	4	603.3%	4	-5.4%	21	
Bad Ragaz	0.006	0.005	0.006	0.005	0.005	3.2%	3	0.1%	12	-18.1%	18	
Brienz (BE)	0	0.002	0.005	0.004	0.005	4.5%	3	138.3%	19	6.6%	27	
Le Grand-Saconnex	0.008	0.012	0.022	0.007	0.005	2.4%	8	-59.5%	27	-77.8%	28	
Spiez	0.001	0.002	0.008	0.005	0.005	3.4%	5	124.1%	17	-35.8%	27	
Lauterbrunnen	0.001	0.004	0.005	0.006	0.005	1.0%	12	31.0%	15	-5.8%	19	
Kriens	0	0	0.002	0.004	0.005	3.4%	6	1473.6%	2	130.5%	10	
Klotten	0.002	0.002	0	0.003	0.004	0.9%	19	69.7%	16	803.4%	1	
Rümlang	0.001	0.001	0.003	0.002	0.004	1.3%	7	168.8%	5	50.1%	7	
Ennetbürgen	0	0	0.001	0.011	0.004	12.7%	2	889.0%	14	534.4%	6	
Davos	0.002	0.002	0.003	0.003	0.004	0.4%	13	131.3%	1	19.8%	2	
Bellevue	0.003	0.002	0.002	0.004	0.004	11.4%	3	88.3%	8	64.4%	12	
Ringgenberg (BE)	0.001	0.005	0.006	0.003	0.004	10.8%	3	-21.6%	24	-44.1%	24	
Sigriswil	0	0.003	0.006	0.003	0.004	2.9%	3	24.5%	20	-42.8%	26	
Thun	0.001	0.001	0.002	0.002	0.003	2.2%	5	145.6%	13	66.1%	13	
Wilderswil	0.001	0.004	0.005	0.004	0.003	2.4%	9	-29.1%	25	-34.2%	23	
Vico Morcote	0.001	0.001	0.002	0.002	0.003	8.6%	3	110.8%	15	65.0%	9	
St. Gallen	0.001	0.001	0.003	0.002	0.003	1.0%	11	174.0%	3	6.8%	17	
Morschach	0	0.002	0.003	0.002	0.003	1.0%	4	12.9%	24	-14.3%	23	
Thalwil	0	0	0.001	0.002	0.002	7.5%	3	2634.8%	3	181.4%	7	
Bönigen	0.002	0.003	0.003	0.003	0.002	8.9%	3	-11.8%	27	-30.2%	25	
Einsiedeln	0	0	0	0.002	0.002	4.2%	3	3414.9%	2	1895.8%	2	
Andermatt	0	0	0.002	0.003	0.002	1.5%	7	3908.8%	3	19.9%	16	
Matten bei Interlaken	0.001	0.003	0.002	0.002	0.002	3.7%	7	-12.3%	22	-3.2%	20	
Wallisellen	0	0	0.001	0.002	0.002	1.8%	9	3764.2%	5	150.7%	4	

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	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
summer (May-Oct)	0.322	0.482	0.627	0.635	0.607	2.5%	6	26.0%	11	-3.2%	22
winter (Nov-April)	0.101	0.141	0.236	0.185	0.243	1.4%	8	71.9%	7	2.9%	13

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
off-season I (March-May)	0.052	0.089	0.117	0.110	0.131	1.4%	10	46.5%	8	11.4%	8
off-season II (Sept-Nov)	0.074	0.133	0.139	0.167	0.168	1.7%	8	25.5%	14	20.2%	7
summer core months (Jun-Aug)	0.249	0.333	0.499	0.446	0.421	3.2%	6	26.6%	11	-15.5%	23
winter core months (Dez-Feb)	0.049	0.068	0.108	0.098	0.131	1.4%	8	93.1%	4	20.7%	7

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
January	0.015	0.022	0.034	0.024	0.036	1.2%	11	66.8%	7	5.3%	13
February	0.017	0.019	0.030	0.025	0.041	1.2%	10	114.9%	3	37.4%	5
March	0.016	0.025	0.041	0.040	0.044	1.4%	9	80.4%	5	7.5%	9
April	0.017	0.030	0.056	0.014	0.032	1.1%	14	4.8%	20	-43.6%	26
May	0.019	0.034	0.020	0.056	0.054	1.7%	9	59.1%	7	177.3%	1
June	0.034	0.098	0.093	0.061	0.073	1.8%	8	-25.6%	27	-20.9%	24
July	0.158	0.039	0.175	0.183	0.165	3.5%	5	319.3%	2	-5.5%	22
August	0.057	0.195	0.232	0.202	0.183	3.9%	6	-6.2%	21	-20.9%	25
September	0.035	0.064	0.064	0.077	0.076	1.9%	7	19.5%	13	19.0%	8
October	0.020	0.051	0.045	0.056	0.055	1.7%	8	8.3%	17	22.5%	10
November	0.019	0.019	0.030	0.034	0.036	1.6%	8	93.0%	5	19.4%	9
December	0.018	0.027	0.044	0.049	0.054	1.7%	7	98.7%	7	21.5%	7

Source: FSO/hotel statistics

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

Contact.

Livio Götz
Country Manager GCC
Switzerland Tourism
Swiss Tower, 36th floor, office 3602
Jumeirah Lake Towers (Cluster Y)
P.O Box 309059
AE - Dubai

livio.goetz@switzerland.com
+61 2 8866 3420

Further sources.

[localized annual planning](#)
[market forecast](#)
[Tourism Monitor Switzerland 2017](#)

Appendix: affinity, share off-season, length of stay, ****/***** ON share.

Total

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
total			35.0%	27	2.625	2	72.0%	1

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
large destinations (top 10)	1.560	12	36.0%	28	2.804	1	81.2%	1
mid-sized destinations (11-50)	0.917	11	33.8%	26	2.276	7	68.2%	2
small destinations (51-200)	0.611	19	34.6%	27	2.670	1	58.3%	2
very small destinations (201-smallest)	0.316	18	31.7%	28	2.792	2	18.3%	7

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
big cities	1.66	6	36.7%	28	2.512	1	79.6%	1
mountain	0.77	16	32.5%	22	2.816	4	60.2%	1
small cities	0.71	25	35.3%	28	2.604	1	74.5%	1
rural	0.28	21	33.0%	28	2.934	2	51.5%	4

Language zone

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
German speaking area	0.833	24	35.9%	26	2.429	4	66.1%	1
French speaking area	1.772	4	33.6%	27	3.057	2	80.7%	1
Italian speaking area	0.582	12	35.6%	26	2.350	2	80.3%	1
Rhaeto Romanic language zone	0.015	25	23.4%	17	2.141	11	13.7%	9

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
Geneva	3.118	1	34.5%	28	2.862	1	84.2%	1
Bern Region	1.525	7	35.3%	24	2.492	7	57.2%	2
Zurich Region	1.226	17	40.0%	28	2.038	7	71.2%	1
Lucerne - Lake Lucerne Region	0.953	15	35.3%	25	2.997	1	68.4%	1
Lake Geneva Region	1.009	7	34.2%	27	3.292	1	91.7%	1
Valais	0.458	27	27.0%	27	3.940	2	42.3%	12
Ticino	0.612	10	35.8%	26	2.358	2	80.6%	1
Graubünden	0.229	22	18.0%	28	3.077	7	83.2%	1
Basel Region	0.373	28	37.0%	28	3.565	1	83.5%	1
Eastern Switzerland	0.266	15	34.3%	27	3.370	3	70.8%	1
Aargau - Solothurn Region	0.178	25	30.0%	28	2.624	5	47.5%	2
Region of Fribourg	0.145	24	34.3%	28	2.032	7	6.3%	27
Jura & Three-Lakes	0.079	28	35.8%	27	2.320	11	69.1%	4

Source: FSO/hotel statistics

How to read these tables: see reading example on page 8.

Top 50 destinations

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023	2023	rank 2023
Genève	3.995	1	34.9%	28	3.091	1	84.6%	1
Zürich	1.487	12	37.6%	28	2.576	1	79.5%	1
Interlaken	2.89	9	39.0%	23	2.361	9	78.2%	1
Opfikon	2.466	6	47.5%	23	1.276	27	43.0%	22
Grindelwald	2.154	6	36.6%	15	2.545	8	68.2%	1
Lausanne	1.335	6	36.7%	28	3.697	1	92.7%	1
Luzern	0.903	14	36.7%	27	2.553	1	81.8%	1
Meyrin	1.701	5	33.9%	28	1.983	4	80.1%	1
Montreux	2.466	1	32.9%	28	3.086	1	97.5%	1
Lugano	1.353	4	36.3%	28	2.342	2	82.4%	1
Unterseen	4.256	5	43.4%	23	2.573	2	0.0%	0
Beatenberg	5.021	1	30.2%	23	2.650	6	78.7%	4
St. Moritz	0.871	19	19.9%	27	3.719	3	92.0%	1
Bern	0.598	27	31.9%	28	2.746	3	76.0%	1
Zermatt	0.378	28	30.7%	23	2.611	8	71.0%	1
Basel	0.419	28	37.3%	28	3.746	1	85.1%	1
Saanen	1.533	2	19.6%	22	3.112	14	96.3%	3
Vernier	2.297	4	24.2%	28	2.448	5	84.7%	2
Val de Bagnes	2.551	3	30.9%	11	5.596	2	25.7%	23
Riddes	23.492	1	21.8%	11	6.765	4	0.0%	0
Paradiso	2.023	2	35.9%	25	2.387	1	90.8%	1
Engelberg	1.147	6	26.2%	23	2.787	6	68.4%	1
Crans-Montana	1.435	4	17.6%	25	6.178	1	62.9%	5
Weggis	1.463	1	42.9%	16	6.033	1	90.5%	1
Stansstad	4.163	1	33.5%	20	2.511	3	98.4%	7
Vitznau	2.981	1	52.6%	6	9.155	2	85.0%	4
Bad Ragaz	1.594	1	38.4%	22	5.774	1	94.9%	2
Brienz (BE)	2.197	2	41.0%	21	2.142	7	16.0%	17
Le Grand-Saconnex	1.185	15	41.4%	22	1.907	2	85.1%	2
Spiez	1.662	3	34.2%	20	2.659	5	53.7%	14
Lauterbrunnen	0.479	24	22.4%	25	2.320	14	38.9%	4
Kriens	1.667	13	35.2%	24	2.499	1	0.0%	0
Kloten	0.446	27	35.4%	28	1.658	7	91.3%	1
Rümlang	0.661	20	44.3%	27	1.165	24	84.1%	1
Ennetbürgen	6.212	1	31.4%	24	3.214	1	100.0%	14.5
Davos	0.219	18	10.4%	28	2.925	16	84.7%	4
Bellevue	5.588	1	30.5%	26	4.264	1	100.0%	14.5
Ringgenberg (BE)	5.315	2	46.5%	15	2.401	6	0.0%	0
Sigriswil	1.449	2	40.6%	15	2.614	11	51.5%	12
Thun	1.073	9	19.3%	27	2.330	9	39.3%	15
Wilderswil	1.185	13	45.2%	17	2.258	9	0.0%	0
Vico Morcote	4.215	1	30.1%	24	2.742	6	99.1%	5
St. Gallen	0.473	15	29.3%	27	3.216	1	76.5%	1
Morschach	0.472	6	12.9%	26	4.895	1	0.0%	27
Thalwil	3.672	2	43.5%	16	3.585	2	100.0%	14.5
Bönigen	4.373	2	40.3%	17	2.513	7	0.0%	13.5
Einsiedeln	2.063	1	48.6%	7	35.682	1	0.0%	0
Andermatt	0.737	13	23.2%	23	2.600	9	96.8%	2
Matten bei Interlaken	1.799	12	42.4%	19	1.899	18	0.0%	0
Wallisellen	0.881	14	57.1%	7	2.138	8	84.9%	6

Source: FSO/hotel statistics

Example: In 2023, for tourists from Gulf Countries who visited Genève, the following further characteristics were noted:
- 3.995 times higher share of overnight stays than they had in the whole of Switzerland (=rank 1 out of a total of 28 markets):
ON-share Genève (8.13%) vs. ON-share whole Switzerland (2.04%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 34.9% (=rank 28).
- the length of stay (overnight stays/arrivals in the hotel) was 3.09 nights (=rank 1).
- the share of 4- and 5-star hotels out of all hotel nights was 84.6% (=rank 1).

Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	1.243	4	2.626	2	72.3%	1
winter (Nov-April)	0.672	25	2.621	4	71.3%	1

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
off-season I (March-May)	0.69	28	2.488	3	68.4%	1
off-season II (Sept-Nov)	0.852	23	2.469	2	71.5%	1
summer core months (Jun-Aug)	1.549	1	2.711	2	73.0%	1
winter core months (Dez-Feb)	0.681	21	2.712	4	73.1%	1

Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
January	0.590	24	2.741	6	74.4%	1
February	0.605	18	2.853	6	69.8%	1
March	0.679	24	2.699	4	69.1%	2
April	0.544	28	2.324	4	61.8%	3
May	0.830	26	2.435	2	71.6%	1
June	0.906	19	2.353	2	69.4%	1
July	1.707	2	2.716	2	71.5%	1
August	1.938	1	2.883	2	75.8%	1
September	0.916	12	2.471	2	70.9%	1
October	0.815	23	2.442	2	69.6%	1
November	0.789	24	2.509	2	75.8%	1
December	0.848	20	2.597	3	74.7%	1

Source: FSO/hotel statistics

How to read these tables: see reading example on page 8.