Research Report Belgium.

Tourism goals: summary

Market size & growth: In 2023, the Belgium market recorded 0.556 million overnights[1] in Switzerland and 0.636 million overnights in 2019. With a market share of 1.33%, Belgium was the 11th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was -13.5% between 2013 and 2023. Between 2019 and 2023, the development was -12.6%. The corresponding growth ranking was 25 and 24 respectively.

Economic value: Belgium ranks 22nd with a daily expenditure value of CHF 140 (TMS 2017) and ranks 28th with a 24.9% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 12.1% figure for first-time visitors, Belgium ranks 26th (TMS 2017). With a length of stay of 2.9 overnights it ranks 1st.

Balance: In 2023, the 50 largest Swiss destinations accounted for 74.5% of overnights from Belgium, while the percentage split amongst the small[2] and very small[3] destinations was 17.4% (=rank 14) and 8.2% (=rank 11) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 17.0% (=rank 26) and 14.0% (=rank 28), 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	0.636 M.	11
	2023	0.556 M.	11
	2013-23	-13.5%	25
	2019-23	-12.6%	24
2. economic value	daily expenditures 2017 (TMS)	140	22
	share ****/*****-nights 2023	24.9%	28
3. first time visitors	share 2017 (TMS)	12.1%	26
4. length of stay	2023	2.90	1
5. balance	share off-season "March-May" of total year 2023	17.0%	26
	share off-season "Sept-Nov" of total year 2023	14.0%	28
	share small destinations (51st -200th largest) 2023	17.4%	14
	share very small destinations (201st+) 2023	8.2%	11

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2023, guests from Belgium typically preferred the regions of: Valais, Graubünden and Lake Geneva. Moreover, these guests were most overrepresented in the destinations of: Anniviers, Leysin, Flims, St. Moritz and Champéry.

Source: FSO/hotel statistics

Overnight volume & development.

Belgium
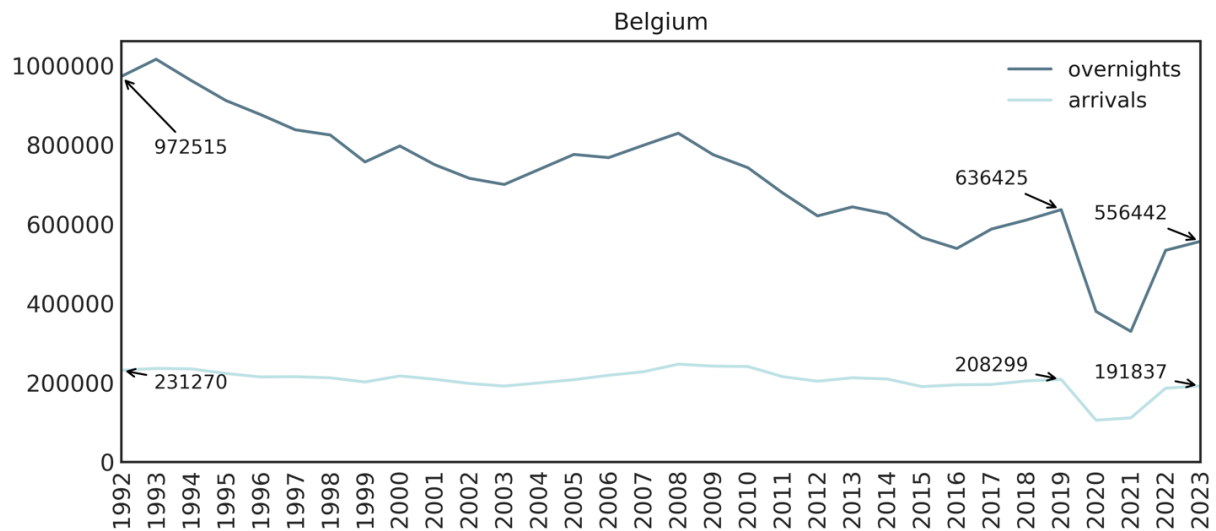
overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	2.1%	1.8%	1.6%	1.4%	1.3%	11
...markets abroad	3.6%	3.3%	2.9%	3.1%	2.7%	10
...nearby markets (Europe, excl. CH)	4.9%	4.9%	5.2%	4.8%	4.6%	6

Source: FSO/hotel statistics

Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development 2013-23	rank 2013-23	development 2019-23	rank 2019-23
overnights in millions	0.742	0.643	0.636	0.534	0.556	11	-13.5%	25	-12.6%	24
length of stay (overnights/arrivals)	3.083	3.028	3.055	2.868	2.901	1	-6.3%	9	-7.5%	23
density (overnights/1'000 inhabitants)	67.848	57.625	55.354	45.825	47.657	4	-17.3%	24	-13.9%	25
GDP per capita in USD	44'011	46'732	46'612	50'092	53'506	9	14.5%	13	14.8%	15
population in millions	10.940	11.165	11.497	11.651	11.676	22	4.6%	18	1.6%	17

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

Guest origin.
(leisure tourists in Swiss hotels & supplementary accommodations)
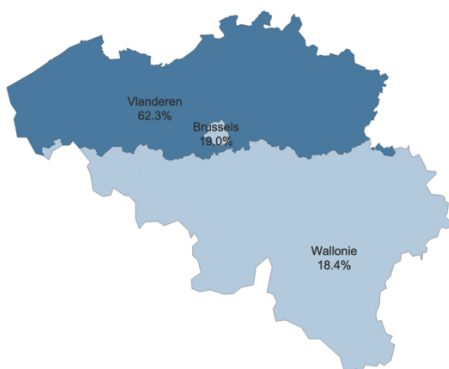
	overnight-share	inhabitant-share
Vlanderen	62.3%	57.6%
Bruxelles	19.0%	10.5%
Wallonie	18.4%	31.9%
source:	TMS 2017	public source

Geographical distribution in Switzerland.

Total

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
total	0.742	0.643	0.636	0.534	0.556	1.3%	11	-13.5%	25	-12.6%	24

Large vs. small destinations

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
large destinations (top 10)	0.144	0.129	0.126	0.119	0.116	0.8%	21	-9.8%	25	-7.4%	21
mid-sized destinations (11-50)	0.352	0.290	0.344	0.282	0.298	2.5%	6	2.9%	19	-13.5%	23
small destinations (51-200)	0.169	0.160	0.098	0.090	0.097	1.0%	11	-39.5%	28	-1.7%	21
very small destinations (201-smallest)	0.077	0.065	0.068	0.042	0.045	0.8%	10	-29.8%	21	-33.1%	26

Tourism zone

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
mountain	0.530	0.443	0.439	0.349	0.363	2.1%	6	-18.1%	24	-17.3%	25
big cities	0.120	0.117	0.124	0.110	0.115	0.9%	17	-1.4%	24	-6.7%	25
small cities	0.063	0.058	0.051	0.053	0.054	0.7%	15	-6.4%	18	5.4%	11
rural	0.029	0.025	0.023	0.022	0.024	0.7%	11	-4.6%	16	6.2%	11

Language zone

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
German speaking area	0.394	0.312	0.340	0.337	0.312	1.0%	14	0.0%	20	-8.3%	24
French speaking area	0.303	0.300	0.272	0.174	0.221	2.5%	7	-26.4%	27	-18.9%	24
Italian speaking area	0.038	0.027	0.022	0.020	0.022	0.8%	11	-21.1%	24	-0.1%	20
Rhaeto Romanic language zone	0.007	0.004	0.002	0.002	0.002	0.3%	10	-50.6%	21	-4.6%	16

Tourism region

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
Graubünden	0.111	0.089	0.094	0.155	0.135	2.5%	4	52.0%	14	44.5%	5
Valais	0.191	0.184	0.167	0.116	0.130	2.9%	6	-29.5%	27	-22.2%	26
Lake Geneva Region	0.115	0.109	0.087	0.040	0.067	2.3%	6	-38.4%	27	-23.2%	18
Geneva	0.048	0.045	0.047	0.042	0.043	1.2%	15	-4.9%	22	-7.4%	21
Bern Region	0.109	0.057	0.100	0.044	0.041	0.7%	20	-28.6%	27	-58.9%	28
Lucerne - Lake Lucerne Region	0.045	0.042	0.035	0.039	0.037	0.9%	15	-13.1%	23	5.6%	12
Zurich Region	0.039	0.040	0.038	0.034	0.035	0.5%	24	-12.1%	25	-7.2%	24
Basel Region	0.020	0.020	0.023	0.019	0.022	1.2%	10	6.7%	18	-4.6%	19
Ticino	0.034	0.027	0.021	0.019	0.020	0.8%	11	-24.5%	27	-2.7%	20
Aargau - Solothurn Region	0.008	0.007	0.008	0.008	0.008	0.7%	15	9.2%	16	0.4%	18
Eastern Switzerland	0.011	0.011	0.007	0.007	0.007	0.4%	15	-36.0%	26	-2.5%	15
Region of Fribourg	0.005	0.005	0.005	0.004	0.005	1.1%	9	5.1%	11	9.1%	6
Jura & Three-Lakes	0.005	0.005	0.005	0.005	0.005	0.9%	8	2.2%	9	-0.9%	9

Source: FSO/hotel statistics

Example: Tourists from Belgium generate the most overnight stays in of any Swiss region, namely 0.135 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus appears at the top of the list). From Graubünden's perspective, 2.5% of their total tourism volume comes from Belgium, making this source market the 4th most important market for this region (out of 28 ST markets overall). With a 52.0% development in overnight stays between 2013 and 2023, Belgium ranks 14th. In other words, in reference to the development of overnight stays, 13 other source markets had a stronger performance and 14 had a weaker performance.
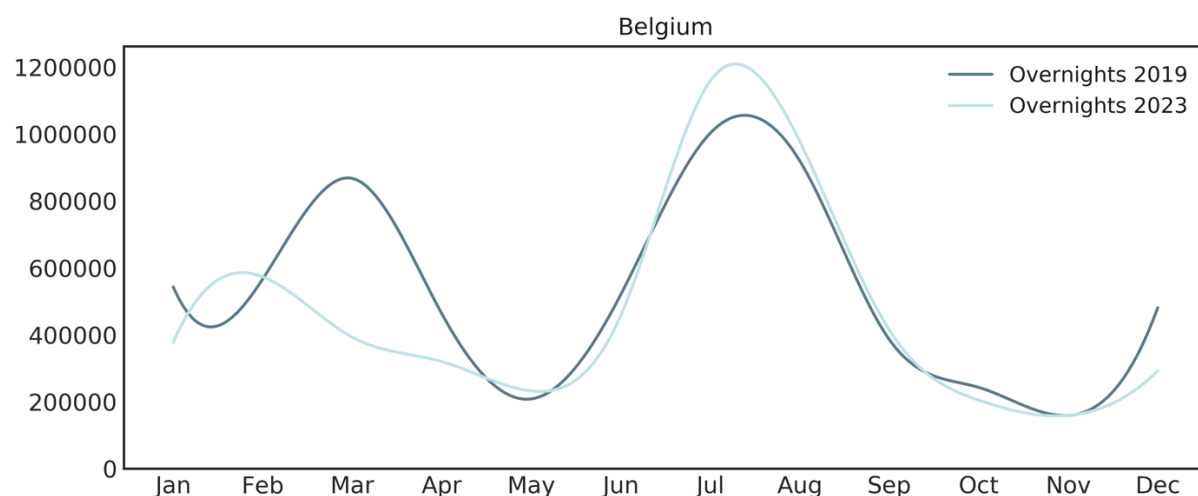
Top 50 destinations

overnights	overnights in millons					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank 2023	2013-23	rank 2013-23	2019-23	rank 2019-23
St. Moritz	0.049	0.044	0.051	0.092	0.077	9.8%	3	74.8%	16	49.7%	7
Anniviers	0.063	0.09	0.08	0.06	0.075	43.6%	2	-16.4%	17	-6.2%	12
Leysin	0.051	0.027	0.048	0.006	0.031	16.0%	2	13.1%	3	-34.8%	5
Flims	0.002	0.001	0.003	0.032	0.031	15.0%	2	######	2	867.8%	2
Genève	0.033	0.03	0.028	0.028	0.027	1.2%	15	-10.1%	20	-3.8%	17
Zürich	0.022	0.023	0.023	0.019	0.019	0.5%	25	-15.3%	26	-17.1%	23
Basel	0.017	0.017	0.019	0.017	0.019	1.3%	10	11.6%	17	-3.8%	18
Lausanne	0.013	0.012	0.013	0.013	0.014	1.5%	10	16.8%	13	5.3%	6
Zermatt	0.016	0.013	0.012	0.012	0.011	0.7%	21	-16.5%	25	-4.3%	21
Meyrin	0.007	0.008	0.009	0.006	0.007	1.1%	15	-6.1%	23	-18.9%	28
Grindelwald	0.012	0.01	0.007	0.008	0.007	0.9%	17	-24.9%	27	3.6%	25
Luzern	0.008	0.008	0.006	0.008	0.007	0.5%	23	-14.6%	22	11.6%	7
Bern	0.005	0.005	0.005	0.006	0.006	0.6%	20	20.5%	24	20.1%	19
Champéry	0.007	0.006	0.005	0.003	0.005	7.5%	4	-8.2%	17	2.6%	12
Arosa	0.011	0.008	0.004	0.005	0.005	1.2%	5	-37.1%	25	21.2%	7
Lauterbrunnen	0.052	0.013	0.065	0.007	0.005	1.0%	13	-64.2%	27	-92.5%	28
Davos	0.015	0.011	0.011	0.006	0.005	0.6%	11	-57.4%	27	-58.5%	26
Val de Bagnes	0.005	0.003	0.005	0.005	0.004	2.3%	8	25.8%	19	-10.1%	23
Lugano	0.007	0.006	0.004	0.004	0.004	0.7%	15	-29.9%	27	9.2%	14
Montreux	0.007	0.005	0.004	0.004	0.004	0.9%	17	-22.7%	20	-1.5%	14
Engelberg	0.005	0.007	0.004	0.005	0.004	1.2%	12	-42.5%	22	3.6%	17
Crans-Montana	0.016	0.012	0.008	0.005	0.004	1.7%	8	-67.6%	28	-51.5%	27
Saas-Fee	0.015	0.011	0.007	0.005	0.004	1.5%	7	-64.5%	23	-47.7%	18
Saanen	0.008	0.007	0.005	0.004	0.004	1.0%	11	-48.1%	27	-31.5%	19
Le Grand-Saconnex	0.003	0.003	0.004	0.003	0.003	1.5%	12	12.7%	21	-20.4%	14
Opfikon	0.005	0.005	0.004	0.003	0.003	0.4%	26	-35.0%	26	-17.7%	23
Ollon	0.022	0.046	0.004	0.003	0.003	2.4%	6	-94.3%	27	-30.8%	20
Kloten	0.002	0.002	0.001	0.002	0.003	0.6%	23	59.5%	18	164.8%	14
Beatenberg	0.002	0.001	0.001	0.002	0.003	1.8%	9	151.9%	11	108.5%	5
Laax	0.006	0.004	0.004	0.004	0.002	1.0%	7	-44.7%	25	-34.4%	17
Saas-Grund	0.004	0.003	0.002	0.003	0.002	3.8%	5	-16.8%	12	14.1%	11
Naters	0	0.001	0.002	0.001	0.002	4.0%	3	221.7%	11	44.3%	14
Vernier	0.002	0.001	0.001	0.001	0.002	1.1%	13	51.8%	19	43.6%	13
Pontresina	0.002	0.002	0.002	0.002	0.002	0.6%	10	0.2%	19	19.6%	11
Ascona	0.004	0.003	0.002	0.002	0.002	0.5%	9	-21.8%	24	4.0%	14
Paradiso	0.003	0.003	0.002	0.002	0.002	1.1%	11	-34.8%	18	-15.5%	16
Interlaken	0.002	0.001	0.001	0.002	0.002	0.3%	24	46.0%	11	43.2%	13
Klosters	0.004	0.003	0.004	0.003	0.002	1.4%	6	-37.2%	21	-43.2%	23
Kriens	0.001	0.001	0.001	0.002	0.002	1.4%	17	105.9%	24	112.4%	12
Seelisberg	0.002	0.003	0.003	0.002	0.002	5.8%	3	-41.4%	23	-29.9%	22
Neuchâtel	0.002	0.002	0.002	0.002	0.002	1.2%	8	19.9%	12	6.6%	11
Zug	0.002	0.002	0.002	0.002	0.002	1.7%	10	-17.3%	19	26.8%	5
Weggis	0.002	0.002	0.002	0.002	0.002	0.9%	10	20.0%	16	-11.9%	18
Samnaun	0.003	0.002	0.003	0.002	0.002	1.2%	6	-12.2%	20	-34.3%	17
Kandersteg	0.003	0.002	0.001	0.002	0.002	1.4%	8	-8.7%	26	20.6%	21
Adelboden	0.007	0.005	0.003	0.003	0.002	0.8%	10	-65.7%	28	-50.3%	24
Saas-Almagell	0.007	0.006	0.002	0.002	0.002	2.7%	3	-73.0%	23	-31.1%	17
Andermatt	0.002	0.001	0.002	0.002	0.002	1.1%	11	73.5%	24	-22.2%	24
Nendaz	0.009	0.002	0.002	0.001	0.002	4.1%	4	-7.7%	19	-28.7%	19
Beckenried	0.002	0.001	0.001	0.002	0.002	3.8%	5	50.2%	23	83.1%	12

Source: FSO/hotel statistics

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

Seasonal distribution.

Belgium

Summer, winter

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
summer (May-Oct)	0.369	0.330	0.328	0.333	0.345	1.4%	11	4.3%	21	5.0%	16
winter (Nov-April)	0.374	0.313	0.308	0.201	0.212	1.2%	10	-32.3%	27	-31.3%	26

Summer core, winter core, off-season

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
off-season I (March-May)	0.178	0.129	0.154	0.103	0.095	1.0%	14	-26.8%	26	-38.6%	26
off-season II (Sept-Nov)	0.087	0.079	0.079	0.074	0.078	0.8%	17	-1.5%	21	-1.2%	19
summer core months (Jun-Aug)	0.275	0.245	0.244	0.254	0.259	1.9%	9	6.0%	20	6.2%	14
winter core months (Dez-Feb)	0.202	0.190	0.159	0.103	0.124	1.3%	9	-34.6%	27	-21.8%	25

Months

	overnights in millons					ON share	rank	ON development	rank	ON development	rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
January	0.059	0.059	0.054	0.026	0.038	1.3%	10	-36.1%	27	-30.5%	26
February	0.101	0.081	0.057	0.044	0.057	1.7%	8	-29.3%	25	1.2%	14
March	0.075	0.064	0.087	0.051	0.039	1.2%	10	-38.2%	27	-54.7%	27
April	0.079	0.044	0.046	0.031	0.032	1.1%	13	-27.0%	26	-30.9%	25
May	0.024	0.022	0.021	0.021	0.023	0.7%	20	6.7%	18	11.6%	11
June	0.053	0.052	0.052	0.046	0.046	1.2%	12	-12.1%	25	-12.0%	22
July	0.122	0.100	0.100	0.110	0.116	2.4%	7	16.4%	17	15.5%	9
August	0.101	0.093	0.092	0.098	0.098	2.1%	10	5.0%	18	6.3%	15
September	0.050	0.044	0.039	0.041	0.041	1.0%	14	-5.4%	22	7.3%	17
October	0.020	0.020	0.024	0.018	0.020	0.6%	20	2.8%	20	-15.7%	26
November	0.018	0.015	0.016	0.016	0.016	0.7%	18	4.2%	21	0.3%	19
December	0.041	0.050	0.048	0.033	0.029	0.9%	13	-41.4%	28	-39.2%	27

Source: FSO/hotel statistics

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

Contact.

Armando Troncana
Director BeNeLux
Zwitserland Toerisme
Postbus 17400
NL-1001 JK Amsterdam
Niederlande
armando.troncana@switzerland.com
0031 20 625 53 94

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
	2023	2023	2023	2023	2023	2023	2023	2023
total			31.0%	28	2.901	1	24.9%	28

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
large destinations (top 10)	0.586	28	44.2%	22	2.018	16	48.0%	15
mid-sized destinations (11-50)	1.863	1	24.2%	28	4.798	1	16.0%	28
small destinations (51-200)	0.769	14	34.2%	28	2.144	11	29.9%	23
very small destinations (201-smallest)	0.632	11	34.9%	26	1.687	24	13.5%	16

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
mountain	1.55	1	23.3%	28	4.379	1	15.2%	28
big cities	0.66	28	48.6%	19	1.785	19	47.8%	14
small cities	0.54	27	41.3%	26	1.817	22	41.1%	16
rural	0.52	15	40.9%	25	1.653	22	26.6%	16

Language zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
German speaking area	0.786	26	29.5%	28	2.853	1	26.7%	28
French speaking area	1.902	3	33.3%	28	3.223	1	21.9%	28
Italian speaking area	0.621	10	30.5%	28	1.665	20	32.6%	19
Rhaeto Romanic language zone	0.224	9	18.2%	21	2.056	16	3.9%	24

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
Graubünden	1.874	1	19.7%	26	6.124	1	12.8%	28
Valais	2.179	1	26.0%	28	4.688	1	12.9%	28
Lake Geneva Region	1.730	2	32.1%	28	3.243	2	29.1%	28
Geneva	0.913	20	50.6%	20	1.855	24	46.4%	14
Bern Region	0.512	28	30.2%	27	2.578	5	36.5%	16
Lucerne - Lake Lucerne Region	0.696	22	31.3%	28	1.732	20	23.9%	27
Zurich Region	0.382	28	50.3%	14	1.740	20	48.8%	13
Basel Region	0.930	16	44.4%	22	1.617	26	48.2%	16
Ticino	0.612	11	31.5%	27	1.601	21	33.2%	19
Aargau - Solothurn Region	0.526	17	40.3%	26	1.485	22	32.9%	10
Eastern Switzerland	0.265	18	43.1%	23	1.949	22	24.5%	22
Region of Fribourg	0.828	7	41.1%	21	1.871	10	19.9%	9
Jura & Three-Lakes	0.659	11	47.7%	21	1.954	20	29.8%	18

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	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
St. Moritz	7.348	1	13.2%	28	7.728	1	3.3%	28
Anniviers	32.731	1	24.6%	18	7.789	1	1.5%	25
Leysin	11.989	1	18.0%	16	7.702	1	0.0%	13.5
Flims	11.257	1	30.8%	11	7.764	1	1.0%	28
Genève	0.907	20	52.4%	11	1.993	20	40.3%	19
Zürich	0.374	28	50.3%	13	1.774	21	46.6%	13
Basel	0.96	17	45.2%	22	1.622	25	50.5%	16
Lausanne	1.089	11	48.4%	19	1.995	17	54.8%	17
Zermatt	0.513	26	32.9%	19	3.637	2	64.4%	5
Meyrin	0.806	19	47.6%	21	1.610	26	65.1%	13
Grindelwald	0.648	21	25.3%	27	3.222	2	37.6%	22
Luzern	0.376	28	36.5%	28	1.562	25	42.2%	18
Bern	0.46	28	44.6%	21	1.908	17	37.5%	16
Champéry	5.633	1	33.6%	9	3.105	4	6.1%	24
Arosa	0.935	6	35.1%	4	4.565	6	64.8%	16
Lauterbrunnen	0.725	19	25.9%	23	3.187	3	29.6%	8
Davos	0.417	12	22.3%	20	3.768	4	70.8%	13
Val de Bagnes	1.754	5	21.8%	22	3.420	11	40.3%	12
Lugano	0.539	22	37.5%	27	1.797	19	51.1%	11
Montreux	0.669	22	45.3%	13	2.336	3	70.3%	18
Engelberg	0.9	11	23.8%	24	3.067	3	27.4%	18
Crans-Montana	1.27	6	21.1%	21	3.866	5	48.0%	9
Saas-Fee	1.118	4	24.2%	20	4.973	4	32.2%	18
Saanen	0.762	8	21.6%	20	3.666	5	70.6%	25
Le Grand-Saconnex	1.107	17	51.6%	11	1.471	25	71.0%	9
Opfikon	0.303	28	50.2%	16	1.577	15	55.4%	10
Ollon	1.838	2	24.7%	18	3.669	1	54.4%	22
Kloten	0.42	28	52.4%	6	1.366	25	77.1%	13
Beatenberg	1.355	7	28.7%	25	4.501	1	86.1%	1
Laax	0.748	9	51.9%	3	5.788	7	91.7%	10
Saas-Grund	2.823	3	25.5%	13	6.541	2	0.0%	0
Naters	2.965	2	28.0%	20	2.485	6	6.3%	20
Vernier	0.824	17	47.5%	18	1.818	15	40.0%	13
Pontresina	0.463	9	16.1%	25	4.173	2	59.3%	8
Ascona	0.373	7	21.8%	28	3.390	3	74.4%	1
Paradiso	0.793	16	31.4%	28	1.661	17	56.9%	22
Interlaken	0.191	28	43.1%	16	2.336	11	43.8%	21
Klosters	1.067	7	10.2%	20	3.960	3	54.7%	15
Kriens	1.042	22	31.5%	26	1.354	25	0.0%	0
Seelisberg	4.377	1	27.5%	24	3.556	7	0.0%	0
Neuchâtel	0.907	10	56.1%	11	1.947	23	35.0%	14
Zug	1.303	13	51.3%	16	2.349	22	90.4%	3
Weggis	0.668	11	32.8%	25	2.734	8	60.1%	5
Samnaun	0.89	9	22.6%	16	4.558	2	40.8%	12
Kandersteg	1.049	8	19.7%	27	2.116	11	4.4%	12
Adelboden	0.579	10	19.3%	26	3.855	6	41.1%	18
Saas-Almagell	1.991	1	14.8%	20	5.808	1	0.0%	10
Andermatt	0.803	10	22.1%	24	2.317	15	74.4%	15
Nendaz	3.058	1	40.4%	7	3.327	4	58.6%	16
Beckenried	2.82	3	42.1%	21	1.276	26	3.6%	20

Source: FSO/hotel statistics

Example: In 2023, for tourists from Belgium who visited St. Moritz, the following further characteristics were noted:
- 7.348 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 St. Moritz (9.79%) vs. ON-share whole Switzerland (1.33%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 13.2% (=rank 28).
- the length of stay (overnight stays/arrivals in the hotel) was 7.73 nights (=rank 1).
- the share of 4- and 5-star hotels out of all hotel nights was 3.3% (=rank 28).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	1.079	9	2.821	1	20.9%	28
winter (Nov-April)	0.894	20	3.040	1	31.6%	28

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)	0.764	26	2.561	2	32.0%	28
off-season II (Sept-Nov)	0.606	28	2.329	3	30.1%	27
summer core months (Jun-Aug)	1.457	3	3.095	1	18.0%	28
winter core months (Dez-Feb)	0.988	15	3.311	1	30.9%	28

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
January	0.944	11	3.957	1	28.6%	28
February	1.296	2	3.483	1	30.5%	28
March	0.921	15	3.169	2	30.5%	28
April	0.838	22	2.609	2	31.4%	27
May	0.542	28	1.897	17	35.4%	21
June	0.865	22	2.802	1	20.5%	28
July	1.830	1	2.938	1	17.3%	28
August	1.582	2	3.485	1	17.7%	28
September	0.764	25	2.644	1	23.1%	28
October	0.462	28	1.971	18	36.2%	20
November	0.531	28	2.163	7	40.4%	19
December	0.704	24	2.532	4	34.8%	27

Source: FSO/hotel statistics

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