

Research Report Nordics.

Tourism goals: summary

Market size & growth: In 2023, the Nordics market recorded 0.444 million overnights¹⁾ in Switzerland and 0.488 million overnights in 2019. With a market share of 1.06%, Nordics was the 13th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was -11.0% between 2013 and 2023. Between 2019 and 2023, the development was -9.0%. The corresponding growth ranking was 24 and 23 respectively.

Economic value: Nordics ranks 16th with a daily expenditure value of CHF 200 (TMS 2017) and ranks 15th with a 41.6% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 27.5% figure for first-time visitors, Nordics ranks 21st (TMS 2017). With a length of stay of 2.17 overnights it ranks 11th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 76.0% of overnights from Nordics, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 16.3% (=rank 16) and 7.7% (=rank 12) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 25.0% (=rank 9) and 19.6% (=rank 25), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

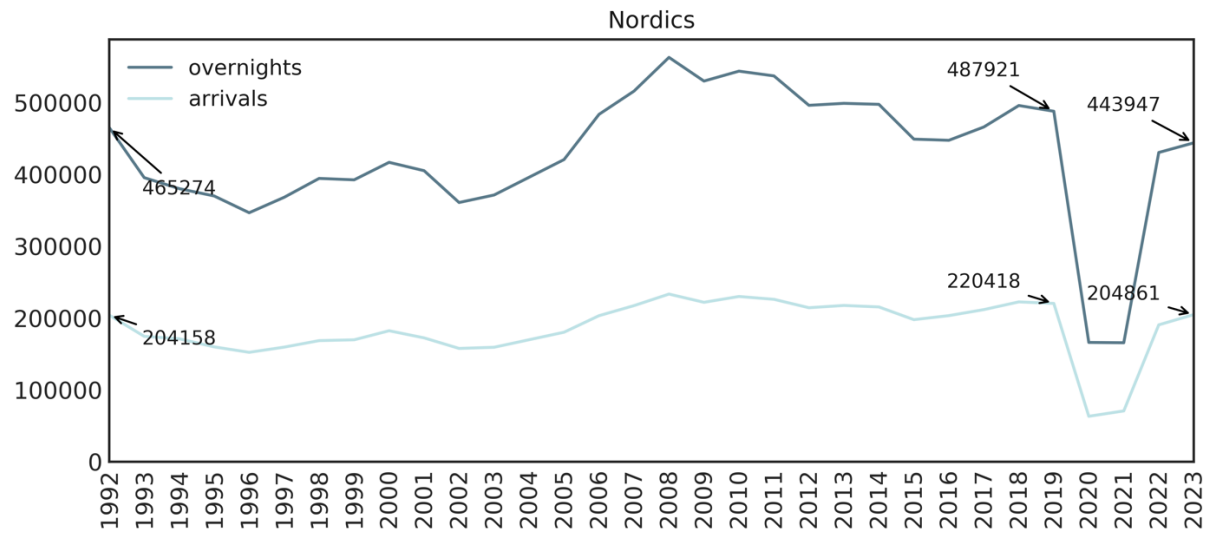
		value	rank
1. market size & growth	2019	0.488 M.	12
	2023	0.444 M.	13
	2013-23	-11.0%	24
	2019-23	-9.0%	23
2. economic value	daily expenditures 2017 (TMS)	200	16
	share ****/*****-nights 2023	41.6%	15
3. first time visitors	share 2017 (TMS)	27.5%	21
4. length of stay	2023	2.17	11
5. balance	share off-season "March-May" of total year 2023	25.0%	9
	share off-season "Sept-Nov" of total year 2023	19.6%	25
	share small destinations (51 st -200 th largest) 2023	16.3%	16
	share very small destinations (201 st +) 2023	7.7%	12

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from Nordics typically preferred the regions of: Geneva, Basel Region and Zurich Region. Moreover, these guests were most overrepresented in the destinations of: Val de Bagnes, Sursee, Engelberg and Zug.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	1.5%	1.4%	1.2%	1.1%	1.1%	13
...markets abroad	2.7%	2.5%	2.3%	2.5%	2.1%	12
...nearby markets (Europe, excl. CH)	3.6%	3.8%	4.0%	3.9%	3.7%	8

Source: FSO/hotel statistics

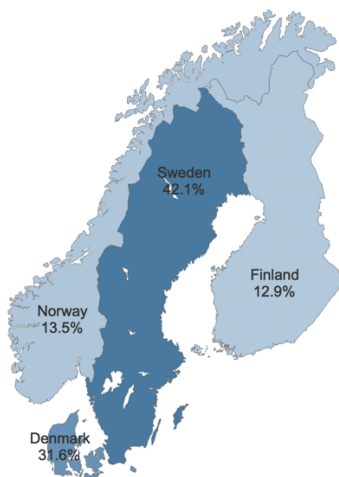
Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	rank	2019-23	rank
overnights in millions	0.544	0.499	0.488	0.431	0.444	13	-11.0%	24	-9.0%	23
length of stay (overnights/arrivals)	2.363	2.293	2.214	2.259	2.167	12	-9.7%	13	-3.8%	20
density (overnights/1'000 inhabitants)	5.394	4.842	4.521	3.924	4.025	20	-16.9%	23	-11.0%	23
GDP per capita in USD	59'459	67'089	57'769	67'467	63'687	5	-5.1%	26	10.2%	22
population in millions	25.202	25.758	26.983	27.425	27.572	20	7.0%	13	2.2%	15

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Sweden	42.1%	38.6%
Denmark	31.6%	21.8%
Norway	13.5%	20.2%
Finland	12.9%	19.4%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
total	0.544	0.499	0.488	0.431	0.444	1.1%	13	-11.0%	24	-9.0%	23

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
large destinations (top 10)	0.243	0.232	0.228	0.201	0.205	1.4%	14	-11.6%	26	-10.1%	24
mid-sized destinations (11-50)	0.166	0.144	0.144	0.136	0.133	1.1%	12	-7.9%	23	-7.9%	22
small destinations (51-200)	0.084	0.080	0.074	0.063	0.072	0.8%	14	-9.9%	22	-2.6%	22
very small destinations (201-smallest)	0.051	0.043	0.042	0.031	0.034	0.6%	13	-20.3%	20	-18.1%	22

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
big cities	0.209	0.202	0.197	0.174	0.186	1.4%	13	-7.6%	26	-5.6%	24
mountain	0.218	0.193	0.187	0.170	0.161	0.9%	13	-16.6%	23	-14.1%	23
small cities	0.088	0.079	0.079	0.067	0.075	1.0%	14	-4.8%	17	-5.6%	21
rural	0.028	0.026	0.024	0.019	0.022	0.6%	13	-15.3%	19	-8.9%	20

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
German speaking area	0.377	0.343	0.344	0.310	0.317	1.1%	13	-7.8%	24	-8.1%	23
French speaking area	0.135	0.128	0.119	0.097	0.102	1.2%	11	-19.9%	25	-14.1%	20
Italian speaking area	0.025	0.024	0.020	0.021	0.023	0.9%	10	-5.1%	18	11.6%	8
Rhaeto Romanic language zone	0.006	0.004	0.004	0.003	0.002	0.3%	9	-42.5%	20	-45.5%	26

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
Zurich Region	0.113	0.103	0.099	0.093	0.094	1.3%	13	-9.2%	24	-5.0%	22
Geneva	0.063	0.068	0.065	0.049	0.058	1.6%	10	-14.1%	27	-11.4%	23
Valais	0.085	0.069	0.067	0.059	0.055	1.2%	9	-20.2%	24	-17.1%	24
Bern Region	0.042	0.040	0.047	0.046	0.049	0.8%	16	23.3%	18	3.6%	21
Graubünden	0.065	0.058	0.055	0.049	0.046	0.9%	9	-19.6%	24	-16.1%	24
Lucerne - Lake Lucerne Region	0.049	0.046	0.042	0.043	0.041	1.0%	14	-10.4%	21	-3.4%	20
Basel Region	0.021	0.024	0.026	0.023	0.025	1.4%	9	5.6%	20	-0.8%	15
Lake Geneva Region	0.039	0.036	0.032	0.024	0.025	0.9%	13	-30.5%	24	-20.6%	16
Ticino	0.022	0.020	0.020	0.020	0.022	0.9%	10	9.7%	10	10.5%	8
Eastern Switzerland	0.015	0.017	0.015	0.012	0.013	0.7%	9	-20.4%	22	-9.6%	18
Aargau - Solothurn Region	0.013	0.010	0.011	0.008	0.009	0.8%	13	-2.9%	20	-12.2%	25
Jura & Three-Lakes	0.011	0.005	0.006	0.003	0.004	0.6%	12	-24.2%	21	-42.3%	22
Region of Fribourg	0.006	0.005	0.004	0.002	0.002	0.5%	13	-50.7%	27	-38.6%	24

Source: FSO/hotel statistics

Example: Tourists from Nordics generate the most overnight stays in Zurich Region of any Swiss region, namely 0.094 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Zurich Region appears at the top of the list). From Zurich Region's perspective, 1.3% of their total tourism volume comes from Nordics, making this source market the 13th most important market for this region (out of 28 ST markets overall). With a -9.2% development in overnight stays between 2013 and 2023, Nordics ranks 24th. In other words, in reference to the development of overnight stays, 23 other source markets had a stronger performance and 4 had a weaker performance.

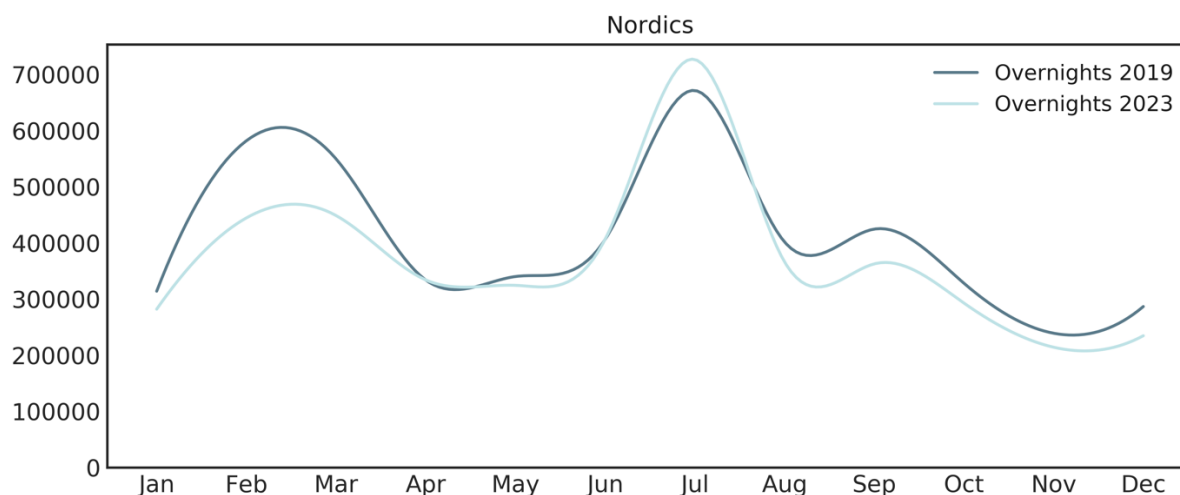
Top 50 destinations

	overnights in millions					ON share		ON development		ON development	
	overnights	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23
Zürich	0.063	0.059	0.06	0.056	0.054	1.4%	14	-9.3%	23	-10.0%	20
Genève	0.05	0.05	0.05	0.035	0.04	1.8%	12	-20.0%	26	-19.2%	24
Zermatt	0.042	0.038	0.035	0.032	0.033	2.0%	8	-13.6%	24	-6.1%	23
Basel	0.018	0.021	0.023	0.021	0.023	1.6%	9	9.2%	19	0.1%	15
Bern	0.01	0.009	0.011	0.011	0.012	1.2%	13	31.4%	23	10.3%	24
Luzern	0.012	0.013	0.012	0.011	0.011	0.9%	19	-9.0%	20	-3.1%	16
Lausanne	0.02	0.016	0.015	0.012	0.011	1.2%	11	-26.5%	25	-21.8%	17
Engelberg	0.019	0.019	0.015	0.013	0.011	3.2%	6	-45.9%	23	-28.3%	20
Lugano	0.008	0.007	0.008	0.01	0.01	1.8%	9	36.7%	7	24.6%	2
Val de Bagnes	0.011	0.009	0.008	0.014	0.01	5.5%	5	2.7%	22	14.3%	15
Meyrin	0.007	0.01	0.006	0.007	0.009	1.4%	11	-6.5%	24	53.9%	14
Kloten	0.009	0.008	0.005	0.011	0.009	2.0%	9	14.6%	25	99.4%	22
Davos	0.018	0.014	0.012	0.011	0.008	1.0%	6	-44.1%	22	-31.2%	18
Grindelwald	0.006	0.007	0.008	0.009	0.008	0.9%	16	12.2%	19	-7.7%	26
St. Moritz	0.007	0.006	0.009	0.008	0.008	1.0%	15	17.9%	21	-11.1%	22
Opfikon	0.015	0.011	0.009	0.006	0.008	1.0%	19	-28.8%	23	-15.1%	22
Lauterbrunnen	0.007	0.006	0.008	0.007	0.006	1.3%	10	6.7%	19	-23.5%	23
Laax	0.003	0.004	0.006	0.005	0.004	1.8%	6	10.2%	15	-20.7%	14
Montreux	0.005	0.004	0.004	0.004	0.004	1.0%	14	7.7%	13	9.2%	9
Chur	0.003	0.004	0.004	0.004	0.004	1.9%	7	0.4%	24	11.8%	18
Andermatt	0.006	0.004	0.005	0.006	0.004	2.6%	6	-7.4%	25	-16.1%	22
Interlaken	0.003	0.004	0.002	0.003	0.004	0.5%	22	-7.7%	20	51.6%	7
Le Grand-Saconnex	0.003	0.003	0.005	0.004	0.003	1.7%	11	11.6%	22	-30.9%	20
Zug	0.005	0.005	0.004	0.003	0.003	2.9%	7	-41.1%	28	-16.7%	18
Flims	0.004	0.003	0.003	0.002	0.003	1.5%	6	-6.3%	22	17.1%	14
Rümlang	0.004	0.003	0.002	0.003	0.003	1.0%	12	-0.2%	22	22.4%	10
St. Gallen	0.003	0.003	0.003	0.002	0.003	1.0%	9	6.7%	21	-12.8%	22
Pontresina	0.002	0.003	0.003	0.002	0.003	0.7%	9	-21.5%	23	-23.8%	22
Baden	0.003	0.003	0.004	0.003	0.002	1.9%	8	-21.1%	18	-35.4%	19
Arosa	0.003	0.002	0.003	0.003	0.002	0.6%	7	5.7%	11	-10.1%	19
Sursee	0	0	0	0.001	0.002	5.1%	4	1915.0%	12	890.0%	1
Vernier	0.001	0.002	0.002	0.001	0.002	1.1%	12	2.3%	24	12.2%	18
Saas-Fee	0.015	0.007	0.007	0.003	0.002	0.8%	10	-70.8%	26	-72.6%	25
Winterthur	0.004	0.003	0.002	0.003	0.002	1.0%	11	-24.5%	24	-14.0%	14
Thun	0.001	0.001	0.001	0.001	0.002	1.3%	9	43.5%	16	33.6%	18
Samnau	0.002	0.002	0.002	0.002	0.002	1.2%	7	-1.1%	16	-2.5%	11
Paradiso	0.003	0.004	0.002	0.002	0.002	0.9%	12	-50.0%	23	-15.7%	17
Brig-Glis	0.001	0	0.004	0.001	0.002	0.8%	11	288.0%	6	-53.7%	28
Kriens	0	0	0.001	0.001	0.002	1.2%	19	520.2%	10	164.8%	6
Vaz/Obervaz	0.002	0.002	0.002	0.002	0.002	0.7%	5	9.2%	21	-6.6%	17
Neuchâtel	0.004	0.001	0.002	0.001	0.002	1.1%	9	23.5%	10	-15.6%	14
Ascona	0.002	0.002	0.002	0.001	0.002	0.4%	10	2.7%	17	-14.2%	20
Unterseen	0.001	0.001	0.001	0.001	0.002	0.9%	18	76.7%	15	82.9%	13
Celerina/Schlarigna	0.001	0.001	0	0.001	0.002	1.3%	5	146.7%	10	361.4%	2
Locarno	0.001	0.001	0.002	0.002	0.001	0.5%	8	28.8%	7	-13.1%	10
Saanen	0.003	0.002	0.003	0.002	0.001	0.4%	14	-30.2%	23	-58.4%	25
Klosters	0.003	0.003	0.003	0.002	0.001	1.0%	7	-50.6%	23	-48.8%	24
Morschach	0	0	0	0	0.001	0.5%	8	505.0%	5	246.1%	7
Schaffhausen	0.002	0.002	0.002	0.001	0.001	1.2%	8	-21.6%	20	-18.6%	11
Villigen	0.001	0.001	0.001	0.001	0.001	6.0%	4	31.2%	9	22.4%	7

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	rank	rank	rank	rank	rank	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
summer (May-Oct)	0.269	0.248	0.257	0.247	0.248	1.0%	15	-0.1%	23	-3.6%	23
winter (Nov-April)	0.275	0.251	0.231	0.183	0.196	1.1%	12	-21.9%	25	-15.0%	24

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank	rank	rank	rank	rank	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
off-season I (March-May)	0.144	0.132	0.122	0.101	0.111	1.2%	11	-16.0%	24	-9.5%	21
off-season II (Sept-Nov)	0.110	0.102	0.099	0.091	0.087	0.9%	14	-14.3%	27	-12.3%	26
summer core months (Jun-Aug)	0.151	0.140	0.148	0.151	0.150	1.1%	14	7.4%	17	1.4%	18
winter core months (Dez-Feb)	0.140	0.126	0.118	0.087	0.096	1.0%	12	-23.6%	24	-18.7%	24

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank	rank	rank	rank	rank	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
January	0.043	0.036	0.031	0.019	0.028	0.9%	12	-20.8%	24	-10.2%	24
February	0.068	0.063	0.058	0.041	0.044	1.3%	9	-28.9%	24	-23.6%	25
March	0.076	0.065	0.055	0.044	0.045	1.4%	8	-31.0%	22	-18.3%	23
April	0.034	0.035	0.033	0.028	0.033	1.2%	12	-3.5%	23	0.0%	17
May	0.034	0.032	0.034	0.028	0.032	1.0%	14	0.9%	19	-4.6%	22
June	0.043	0.041	0.041	0.037	0.041	1.0%	15	-1.7%	19	0.1%	19
July	0.063	0.062	0.067	0.076	0.073	1.5%	11	17.3%	16	8.2%	15
August	0.044	0.036	0.040	0.038	0.037	0.8%	17	1.0%	19	-8.8%	21
September	0.046	0.042	0.042	0.039	0.036	0.9%	17	-14.6%	26	-14.6%	25
October	0.038	0.034	0.033	0.029	0.029	0.9%	14	-13.7%	26	-10.8%	25
November	0.026	0.025	0.024	0.023	0.021	1.0%	13	-14.6%	28	-10.4%	25
December	0.029	0.028	0.029	0.027	0.023	0.8%	16	-15.6%	24	-18.1%	24

Source: FSO/hotel statistics

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

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Further sources.

localized annual planning
market forecast
Tourism Monitor Switzerland 2017

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

Total

	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			44.6%	16	2.167	11	41.6%	15

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)	1.290	16	48.2%	12	2.217	7	45.2%	18
mid-sized destinations (11-50)	1.041	5	41.2%	16	2.162	9	46.0%	18
small destinations (51-200)	0.720	16	42.1%	23	2.130	12	36.0%	14
very small destinations (201-smallest)	0.598	12	41.2%	23	1.989	17	14.4%	14

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	1.34	14	51.7%	10	1.937	13	46.6%	17
mountain	0.86	14	35.3%	18	2.603	8	38.8%	17
small cities	0.93	18	47.0%	20	2.041	13	39.8%	18
rural	0.60	13	43.4%	22	2.148	12	25.1%	17

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	1.000	18	43.5%	17	2.199	10	41.1%	16
French speaking area	1.106	10	49.5%	14	2.158	8	45.0%	16
Italian speaking area	0.820	6	39.0%	25	1.817	17	36.2%	16
Rhaeto Romanic language zone	0.290	8	17.1%	22	2.383	8	4.5%	23

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
Zurich Region	1.269	16	50.2%	15	1.865	11	46.1%	18
Geneva	1.534	10	53.9%	6	2.057	12	44.5%	22
Valais	1.158	5	36.8%	16	2.865	6	39.5%	15
Bern Region	0.765	23	37.4%	20	2.259	14	31.5%	22
Graubünden	0.806	10	34.9%	11	2.599	11	49.2%	14
Lucerne - Lake Lucerne Region	0.975	14	39.5%	21	2.309	2	29.3%	22
Basel Region	1.360	8	54.3%	6	2.055	13	47.7%	17
Lake Geneva Region	0.811	14	50.6%	11	2.140	12	61.2%	13
Ticino	0.835	6	39.3%	25	1.820	18	36.8%	16
Eastern Switzerland	0.613	7	44.8%	20	1.929	24	29.2%	17
Aargau - Solothurn Region	0.768	12	50.6%	15	2.285	11	27.2%	16
Jura & Three-Lakes	0.567	13	47.6%	22	2.306	12	37.9%	14
Region of Fribourg	0.450	14	47.7%	9	1.779	14	11.9%	18

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

Source: FSO/hotel statistics

Top 50 destinations

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023	2023	rank 2023
Zürich	1.322	16	50.7%	10	1.912	12	41.4%	20
Genève	1.679	11	55.9%	2	2.222	9	40.6%	18
Zermatt	1.904	8	38.6%	14	3.154	4	50.7%	20
Basel	1.466	8	54.4%	6	2.047	13	48.4%	18
Bern	1.121	12	43.8%	23	2.048	12	35.2%	19
Luzern	0.812	17	47.5%	17	1.783	14	36.0%	24
Lausanne	1.158	9	53.5%	6	2.199	12	62.7%	12
Engelberg	3.056	2	39.9%	11	3.401	1	18.4%	24
Lugano	1.696	2	45.9%	19	1.870	17	45.1%	17
Val de Bagnes	5.214	1	33.4%	8	4.245	7	28.5%	21
Meyrin	1.335	9	48.9%	19	1.704	19	59.1%	21
Kloten	1.899	4	51.4%	11	1.370	24	77.8%	12
Davos	0.931	5	32.9%	9	3.478	8	73.4%	10
Grindelwald	0.86	17	32.2%	21	2.719	6	39.3%	20
St. Moritz	0.909	15	35.2%	10	2.431	16	61.6%	14
Opfikon	0.955	21	48.8%	21	1.466	20	47.8%	15
Lauterbrunnen	1.192	10	31.6%	18	2.671	7	27.6%	10
Laax	1.665	4	31.5%	14	3.533	21	90.8%	13
Montreux	0.915	16	55.8%	5	1.897	15	78.0%	10
Chur	1.802	4	40.9%	22	1.351	13	16.9%	26
Andermatt	2.467	1	34.1%	9	2.822	4	70.3%	21
Interlaken	0.439	21	40.0%	21	2.338	10	42.9%	22
Le Grand-Saconnex	1.569	8	48.9%	14	1.583	21	67.1%	15
Zug	2.698	2	48.2%	23	2.460	20	61.3%	17
Flims	1.407	4	44.0%	4	4.115	5	24.3%	16
Rümlang	0.964	10	47.7%	24	1.430	4	53.3%	10
St. Gallen	0.935	6	50.6%	19	2.100	12	58.2%	11
Pontresina	0.699	7	40.3%	4	3.121	12	44.8%	18
Baden	1.822	3	51.5%	11	3.224	18	39.6%	11
Arosa	0.561	8	28.7%	8	4.023	9	64.0%	19
Sursee	4.816	1	38.7%	20	4.609	2	19.1%	25
Vernier	1.052	12	52.8%	11	1.871	13	27.7%	19
Saas-Fee	0.759	7	46.4%	5	4.018	10	41.8%	13
Winterthur	0.941	8	47.1%	17	2.028	19	26.7%	11
Thun	1.233	4	45.4%	13	3.015	4	28.5%	18
Samnaun	1.094	7	53.8%	3	3.794	8	16.4%	22
Paradiso	0.862	14	34.7%	27	1.684	15	63.1%	16
Brig-Glis	0.756	10	27.5%	25	1.710	12	6.4%	23
Kriens	1.115	19	37.9%	22	1.971	8	0.0%	0
Vaz/Obervaz	0.615	5	20.6%	16	3.189	11	33.6%	20
Neuchâtel	0.99	8	39.8%	26	2.354	17	42.7%	11
Ascona	0.363	8	40.6%	15	2.656	11	40.7%	14
Unterseen	0.845	18	41.1%	26	2.284	14	0.0%	0
Celerina/Schlarigna	1.266	3	53.7%	5	2.397	13	66.1%	4
Locarno	0.507	6	31.8%	25	1.864	17	19.9%	21
Saanen	0.372	17	31.4%	7	3.060	16	88.6%	12
Klosters	0.923	8	30.1%	4	2.646	20	64.6%	10
Morschach	0.473	5	19.1%	21	2.735	10	8.0%	10
Schaffhausen	1.097	5	49.5%	17	2.136	9	38.4%	20
Villigen	5.682	2	53.2%	15	5.085	19	0.0%	0

Source: FSO/hotel statistics

Example: In 2023, for tourists from Nordics who visited Zürich, the following further characteristics were noted:
- 1.322 times higher share of overnight stays than they had in the whole of Switzerland (=rank 16 out of a total of 28 markets): ON-share Zürich (1.41%) vs. ON-share whole Switzerland (1.06%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 50.7% (=rank 10).
- the length of stay (overnight stays/arrivals in the hotel) was 1.91 nights (=rank 12).
- the share of 4- and 5-star hotels out of all hotel nights was 41.4% (=rank 20).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
summer (May-Oct)	0.973	15	1.952	17	37.3%	18
winter (Nov-April)	1.037	14	2.518	7	47.0%	14

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
off-season I (March-May)	1.121	9	2.283	5	44.5%	14
off-season II (Sept-Nov)	0.848	25	2.088	8	41.9%	15
summer core months (Jun-Aug)	1.056	14	1.904	17	35.4%	19
winter core months (Dez-Feb)	0.958	17	2.680	6	47.6%	14

Months

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
January	0.884	15	2.571	10	44.4%	16
February	1.259	3	2.919	4	49.1%	11
March	1.318	1	2.593	7	48.8%	11
April	1.095	11	2.249	6	43.2%	14
May	0.948	18	1.985	11	39.7%	18
June	0.963	14	1.952	17	34.4%	20
July	1.439	4	1.872	19	34.8%	20
August	0.743	21	1.916	19	37.6%	17
September	0.837	21	2.015	10	38.7%	15
October	0.829	21	2.106	7	42.3%	13
November	0.894	20	2.199	6	46.8%	12
December	0.708	23	2.428	7	48.5%	13

Source: FSO/hotel statistics

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