Research Report Singapore.

Tourism goals: summary

Market size & growth: In 2023, the Singapore market recorded 0.245 million overnights[1] in Switzerland and 0.171 million overnights in 2019. With a market share of 0.59%, Singapore was the 19th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 59.3% between 2013 and 2023. Between 2019 and 2023, the development was 43.5%. The corresponding growth ranking was 7 and 3 respectively.

Economic value: Singapore ranks 3rd with a daily expenditure value of CHF 330 (TMS 2017) and ranks 5th with a 54.6% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 61.9% figure for first-time visitors, Singapore ranks 8th (TMS 2017). With a length of stay of 2.05 overnights it ranks 17th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 87.9% of overnights from Singapore, while the percentage split amongst the small[2] and very small[3] destinations was 9.5% (=rank 27) and 2.7% (=rank 25) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 27.1% (=rank 5) and 24.5% (=rank 8), 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	0.171 M.	22
	2023	0.245 M.	19
	2013-23	59.3%	7
	2019-23	43.5%	3
2. economic value	daily expenditures 2017 (TMS)	330	3
	share ****/*****-nights 2023	54.6%	5
3. first time visitors	share 2017 (TMS)	61.9%	8
4. length of stay	2023	2.05	17
5. balance	share off-season "March-May" of total year 2023	27.1%	5
	share off-season "Sept-Nov" of total year 2023	24.5%	8
	share small destinations (51st -200th largest) 2023	9.5%	27
	share very small destinations (201st+) 2023	2.7%	25

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2023, guests from Singapore typically preferred the regions of: Bern Region, Zurich Region and Lucerne - Lake Lucerne Region. Moreover, these guests were most overrepresented in the destinations of: Wolfenschiessen, Ringgenberg (BE), Interlaken and Täsch.

Source: FSO/hotel statistics

Overnight volume & development.

Singapore

- overnights
- arrivals

244786
170569
119512
83070
41285
18056
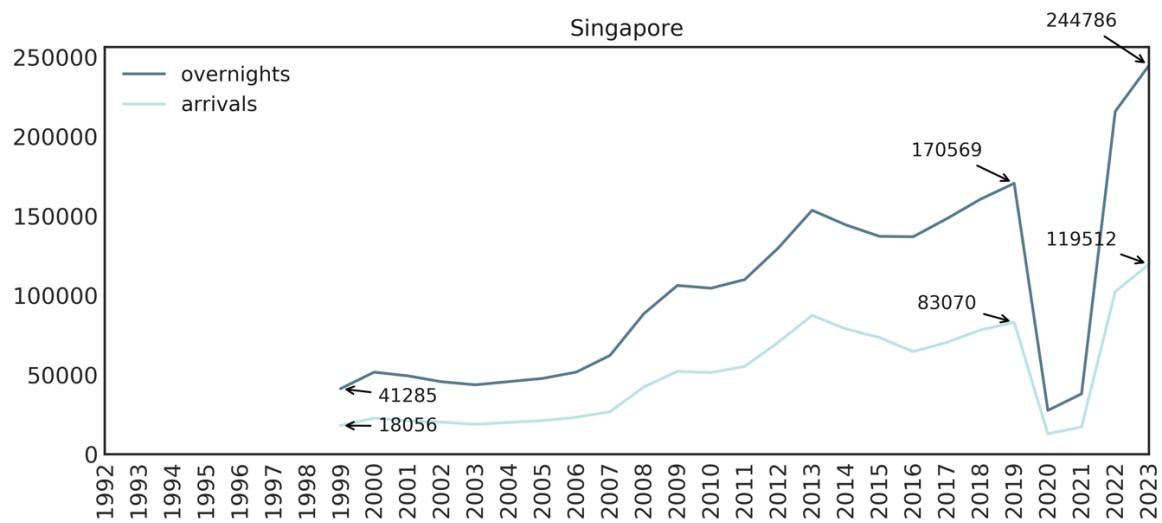
overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	0.3%	0.4%	0.4%	0.6%	0.6%	19
...markets abroad	0.5%	0.8%	0.8%	1.3%	1.2%	18
...overseas markets	2.0%	2.4%	1.8%	3.5%	2.8%	9

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	0.105	0.154	0.171	0.216	0.245	19	59.3%	7	43.5%	3
length of stay (overnights/arrivals)	2.033	1.757	2.053	2.106	2.048	18	38.5%	3	-0.5%	15
density (overnights/1'000 inhabitants)	20.538	28.412	29.944	38.014	41.378	6	45.6%	7	38.2%	3
GDP per capita in USD	47'102	56'885	66'156	82'207	78'358	4	37.7%	6	18.4%	10
population in millions	5.091	5.407	5.696	5.678	5.916	27	9.4%	9	3.9%	6

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

Guest origin.
(leisure tourists in Swiss hotels & supplementary accommodations)

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

source:	TMS 2017	public source

2

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	0.105	0.154	0.171	0.216	0.245	0.6%	19	59.3%	7	43.5%	3

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)	0.078	0.109	0.101	0.148	0.159	1.1%	17	45.7%	9	57.0%	2
mid-sized destinations (11-50)	0.014	0.025	0.050	0.046	0.056	0.5%	19	126.2%	4	12.0%	9
small destinations (51-200)	0.008	0.013	0.014	0.018	0.023	0.2%	26	84.0%	5	71.1%	4
very small destinations (201-smallest)	0.004	0.007	0.006	0.003	0.007	0.1%	25	-7.5%	15	12.7%	5

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
big cities	0.049	0.074	0.086	0.091	0.101	0.8%	18	37.0%	11	17.2%	5
mountain	0.026	0.045	0.051	0.086	0.099	0.6%	16	122.4%	5	96.1%	3
small cities	0.028	0.033	0.031	0.037	0.042	0.6%	20	29.4%	7	35.3%	2
rural	0.001	0.003	0.003	0.002	0.002	0.1%	27	-12.9%	18	-13.1%	23

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	0.082	0.125	0.141	0.183	0.208	0.7%	18	66.9%	7	47.5%	3
French speaking area	0.020	0.026	0.027	0.030	0.034	0.4%	21	29.4%	7	24.4%	3
Italian speaking area	0.002	0.003	0.002	0.003	0.003	0.1%	23	-0.8%	15	20.4%	6
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	18	123.7%	2	178.2%	2

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
Zurich Region	0.030	0.049	0.060	0.062	0.069	1.0%	17	39.5%	10	14.7%	9
Bern Region	0.019	0.028	0.029	0.053	0.061	1.0%	14	118.3%	6	107.3%	3
Lucerne - Lake Lucerne Region	0.022	0.028	0.026	0.028	0.035	0.9%	16	24.0%	12	33.7%	3
Valais	0.004	0.008	0.014	0.024	0.029	0.7%	18	262.2%	5	109.3%	3
Geneva	0.013	0.017	0.017	0.019	0.021	0.6%	19	27.5%	10	28.5%	4
Lake Geneva Region	0.006	0.007	0.008	0.009	0.010	0.3%	23	32.8%	7	27.8%	3
Graubünden	0.003	0.005	0.006	0.010	0.010	0.2%	22	111.0%	6	66.4%	3
Basel Region	0.003	0.006	0.006	0.004	0.004	0.3%	24	-20.1%	25	-19.8%	24
Ticino	0.002	0.003	0.002	0.003	0.003	0.1%	24	-3.9%	16	18.7%	6
Eastern Switzerland	0.001	0.002	0.002	0.002	0.002	0.1%	23	35.8%	4	8.2%	8
Aargau - Solothurn Region	0.001	0.001	0.001	0.001	0.001	0.1%	27	21.3%	13	-4.1%	21
Jura & Three-Lakes	0.001	0.001	0.001	0.000	0.000	0.1%	27	-60.6%	28	-29.7%	20
Region of Fribourg	0.000	0.000	0.000	0.000	0.000	0.0%	26	-53.5%	28	-28.5%	19

Source: FSO/hotel statistics

Example: Tourists from Singapore generate the most overnight stays in Zurich Region of any Swiss region, namely 0.069 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, 1.0% of their total tourism volume comes from Singapore, making this source market the 17th most important market for this region (out of 28 ST markets overall). With a 39.5% development in overnight stays between 2013 and 2023, Singapore ranks 10th. In other words, in reference to the development of overnight stays, 9 other source markets had a stronger performance and 18 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
Zürich	0.024	0.04	0.029	0.041	0.044	1.1%	17	9.4%	17	48.4%	2
Luzern	0.019	0.021	0.019	0.021	0.025	1.9%	10	20.6%	10	33.2%	3
Interlaken	0.013	0.016	0.01	0.021	0.022	2.8%	10	40.6%	12	134.3%	2
Zermatt	0.003	0.006	0.01	0.02	0.021	1.3%	13	243.1%	6	105.5%	3
Grindelwald	0.001	0.003	0.007	0.014	0.017	2.1%	9	459.2%	4	151.7%	2
Genève	0.01	0.012	0.013	0.016	0.016	0.7%	19	30.0%	6	25.0%	3
Opfikon	0.001	0.002	0.024	0.012	0.015	2.0%	9	568.6%	1	-37.1%	26
Bern	0.001	0.002	0.004	0.005	0.005	0.5%	23	130.4%	8	44.5%	8
Kloten	0.001	0.003	0.001	0.003	0.005	1.1%	16	82.4%	13	267.6%	4
St. Moritz	0.001	0.002	0.002	0.004	0.005	0.6%	19	182.6%	4	119.4%	3
Unterseen	0.001	0.002	0.002	0.003	0.004	2.4%	12	131.1%	11	110.7%	10
Basel	0.003	0.005	0.005	0.004	0.004	0.3%	24	-19.1%	26	-21.1%	24
Lauterbrunnen	0.001	0.002	0.003	0.004	0.004	0.8%	15	81.9%	10	24.7%	7
Montreux	0.001	0.002	0.002	0.003	0.004	0.9%	18	101.3%	3	95.1%	1
Lausanne	0.004	0.003	0.004	0.004	0.004	0.4%	22	30.3%	11	-8.8%	13
Meyrin	0.001	0.002	0.001	0.002	0.003	0.4%	22	45.2%	16	140.7%	4
Kriens	0	0	0.001	0.002	0.003	1.8%	14	1000.8%	4	224.3%	3
Täsch	0	0	0.001	0.001	0.002	2.6%	8	633.8%	5	226.0%	3
Brig-Glis	0	0	0	0.001	0.002	1.0%	8	1231.7%	2	1034.7%	1
Lugano	0.002	0.002	0.001	0.002	0.001	0.3%	22	-6.1%	19	23.7%	3
Chur	0	0	0.001	0.001	0.001	0.7%	13	214.1%	6	185.6%	3
Ingenbohl	0.001	0.002	0	0	0.001	2.2%	5	-18.7%	16	172.6%	4
Rümlang	0.001	0.001	0.001	0.001	0.001	0.4%	22	72.4%	10	8.6%	18
Wolfenschiessen	0	0	0	0	0.001	4.9%	3	3521.4%	1	333.3%	2
Wilderswil	0	0	0.001	0.001	0.001	0.8%	18	108.7%	6	91.3%	4
Riddes	0	0	0.001	0	0.001	5.7%	4	253.2%	4	-10.6%	8
Ringgenberg (BE)	0	0	0	0.001	0.001	2.9%	10	1109.0%	4	226.3%	3
Matten bei Interlaken	0	0	0	0	0.001	1.4%	16	87.8%	6	97.8%	5
Zug	0.001	0.001	0.001	0.001	0.001	0.8%	19	13.8%	8	-10.5%	17
Vernier	0	0	0	0	0.001	0.4%	20	252.3%	3	125.7%	3
Val de Bagnes	0	0	0.001	0.001	0.001	0.5%	17	106.9%	13	18.6%	14
Engelberg	0	0.001	0.001	0.001	0.001	0.2%	23	-3.2%	16	53.4%	9
Saanen	0	0	0.001	0.001	0.001	0.2%	19	102.6%	6	34.1%	2
St. Gallen	0	0	0.001	0.001	0.001	0.3%	22	152.3%	5	2.3%	20
Stansstad	0	0	0	0	0.001	1.0%	12	9162.5%	4	92.5%	1
Le Grand-Saconnex	0.001	0.001	0.001	0.001	0.001	0.4%	26	-35.3%	25	-40.6%	23
Laax	0	0	0.001	0.001	0.001	0.3%	16	255.0%	3	-25.8%	16
Thun	0	0	0	0	0.001	0.4%	21	730.9%	4	139.5%	6
Spiez	0	0	0	0	0.001	0.4%	18	564.9%	9	424.4%	2
Wallisellen	0	0	0	0.001	0.001	0.5%	18	522.1%	16	140.2%	5
Winterthur	0	0	0.001	0.001	0.001	0.3%	20	24.4%	5	0.7%	5
Davos	0	0.001	0.001	0.001	0.001	0.1%	25	-21.0%	15	-14.1%	10
Beatenberg	0	0	0	0.001	0	0.4%	21	65.3%	19	1.6%	24
Andermatt	0	0	0	0.001	0	0.3%	19	934.8%	7	78.9%	5
Widnau	0	0	0	0	0	1.6%	8	19.8%	25	86.7%	3
Naters	0	0	0	0	0	0.8%	10	1235.3%	7	3142.9%	3
Saas-Fee	0	0	0	0.001	0	0.2%	18.5	96.1%	8	211.6%	3
Brienz (BE)	0	0	0	0	0	0.4%	22	267.6%	13	113.4%	15
Vevey	0	0.001	0	0	0	0.4%	21	-30.4%	20	94.1%	1
Weggis	0	0.001	0.003	0	0	0.1%	21	-50.9%	26	-88.9%	26

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

Seasonal distribution.

Singapore
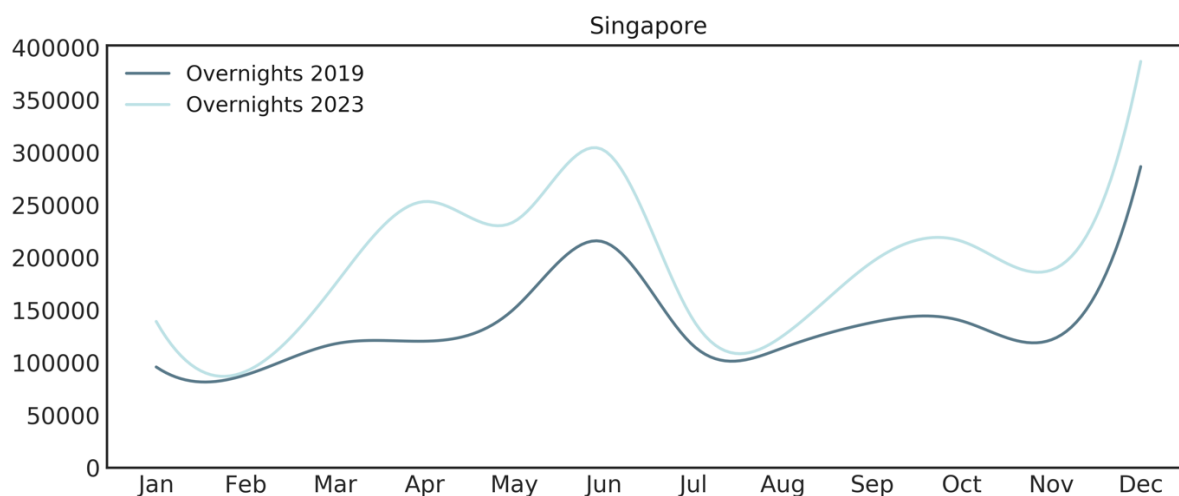
Summer, winter

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
summer (May-Oct)	0.052	0.082	0.087	0.114	0.121	0.5%	20	47.8%	6	38.8%	3
winter (Nov-April)	0.052	0.071	0.083	0.102	0.123	0.7%	17	72.6%	6	48.4%	3

Summer core, winter core, off-season

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
off-season I (March-May)	0.023	0.033	0.039	0.041	0.066	0.7%	19	99.6%	4	69.9%	3
off-season II (Sept-Nov)	0.026	0.041	0.040	0.059	0.060	0.6%	19	47.0%	9	50.0%	4
summer core months (Jun-Aug)	0.026	0.042	0.045	0.055	0.057	0.4%	21	34.3%	9	27.7%	4
winter core months (Dez-Feb)	0.030	0.037	0.047	0.061	0.062	0.7%	17	65.5%	10	31.2%	6

Months

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2013	2019	2022	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
January	0.006	0.006	0.010	0.009	0.014	0.5%	20	144.4%	3	45.2%	4
February	0.005	0.007	0.009	0.006	0.009	0.3%	23	26.2%	14	3.7%	12
March	0.009	0.009	0.012	0.011	0.017	0.5%	20	101.0%	4	48.0%	3
April	0.005	0.011	0.012	0.012	0.025	0.9%	15	131.9%	3	110.3%	1
May	0.009	0.014	0.015	0.019	0.023	0.7%	19	72.6%	6	54.8%	4
June	0.013	0.021	0.021	0.026	0.030	0.8%	18	42.8%	7	40.6%	2
July	0.009	0.010	0.012	0.017	0.014	0.3%	23	37.9%	10	21.0%	6
August	0.005	0.011	0.011	0.013	0.013	0.3%	23	14.6%	14	10.0%	12
September	0.008	0.012	0.014	0.018	0.020	0.5%	20	63.3%	6	41.7%	4
October	0.009	0.014	0.014	0.022	0.022	0.6%	19	51.2%	9	54.3%	3
November	0.009	0.015	0.012	0.019	0.019	0.8%	15	29.5%	13	54.5%	4
December	0.019	0.024	0.029	0.045	0.039	1.2%	12	58.7%	12	34.9%	4

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

			share off season		length of stay		****/***** ON share	
				rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
total			51.5%	6	2.048	17	54.6%	5

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)	1.820	3	51.7%	5	2.104	13	55.9%	5
mid-sized destinations (11-50)	0.794	21	50.6%	3	1.925	17	63.4%	3
small destinations (51-200)	0.419	27	49.9%	7	1.983	16	33.9%	18
very small destinations (201-smallest)	0.206	25	61.2%	2	2.081	11	19.9%	3

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
big cities	1.31	15	51.2%	13	2.114	6	60.9%	4
mountain	0.96	11	50.8%	7	2.035	20	48.0%	8
small cities	0.96	13	53.7%	6	1.933	17	55.2%	6
rural	0.11	28	60.3%	2	2.088	13	47.2%	5

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	1.192	3	51.4%	6	2.014	18	53.8%	5
French speaking area	0.666	22	53.0%	4	2.294	6	60.0%	4
Italian speaking area	0.170	26	50.3%	11	1.943	12	47.2%	11
Rhaeto Romanic language zone	0.056	18	12.9%	25	2.385	7	43.8%	1

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
Zurich Region	1.680	4	51.1%	9	2.041	6	60.8%	4
Bern Region	1.731	5	53.2%	6	2.177	16	52.3%	4
Lucerne - Lake Lucerne Region	1.497	6	53.2%	5	1.802	17	49.3%	6
Valais	1.123	9	50.4%	3	1.972	18	43.0%	10
Geneva	1.022	16	53.2%	7	2.359	6	60.1%	4
Lake Geneva Region	0.570	22	51.4%	9	1.995	17	71.2%	8
Graubünden	0.299	19	37.0%	7	1.781	23	47.3%	16
Basel Region	0.433	26	48.9%	16	2.511	5	68.3%	3
Ticino	0.175	26	50.9%	10	1.936	12	47.1%	11
Eastern Switzerland	0.206	23	56.0%	3	2.567	7	56.3%	2
Aargau - Solothurn Region	0.123	28	67.9%	1	2.426	9	36.6%	7
Jura & Three-Lakes	0.116	26	69.8%	2	2.652	8	59.1%	8
Region of Fribourg	0.051	28	48.6%	8	1.701	20	11.5%	20

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
Zürich	1.945	7	48.3%	19	2.075	6	49.8%	10
Luzern	3.265	4	55.3%	4	1.857	10	57.9%	7
Interlaken	4.734	3	56.1%	5	2.114	15	68.2%	5
Zermatt	2.183	4	49.6%	5	2.004	20	43.3%	26
Grindelwald	3.524	5	54.3%	5	2.269	13	61.0%	4
Genève	1.23	14	53.6%	8	2.481	7	57.9%	3
Opfikon	3.44	5	58.7%	4	1.958	2	85.1%	1
Bern	0.88	24	47.3%	16	2.000	13	49.0%	11
Kloten	1.829	6	55.9%	1	1.818	2	91.2%	2
St. Moritz	0.992	14	40.7%	7	1.539	24	45.1%	23
Unterseen	4.045	6	56.6%	7	2.434	6	0.0%	0
Basel	0.473	26	48.3%	16	2.533	5	70.2%	3
Lauterbrunnen	1.368	9	46.3%	7	2.463	10	22.6%	17
Montreux	1.509	8	50.7%	8	1.471	24	77.8%	11
Lausanne	0.656	21	46.8%	23	2.617	4	72.3%	6
Meyrin	0.748	20	53.9%	8	1.906	7	69.6%	7
Kriens	3.115	4	51.9%	8	1.939	9	0.0%	0
Täsch	4.449	4	50.3%	5	1.346	20	0.0%	0
Brig-Glis	1.779	2	47.0%	8	1.744	11	89.9%	1
Lugano	0.443	24	51.5%	12	1.875	16	53.5%	9
Chur	1.164	10	50.5%	8	1.279	21	31.7%	15
Ingenbohl	3.782	2	43.2%	12	1.068	26	1.1%	26
Rümlang	0.675	19	53.2%	9	1.297	11	40.6%	23
Wolfenschiessen	8.324	1	62.6%	9	1.005	19	0.0%	0
Wilderswil	1.34	11	60.7%	8	2.360	7	0.0%	0
Riddes	9.703	2	94.2%	4	6.642	5	0.0%	0
Ringgenberg (BE)	4.934	3	61.6%	7	2.283	9	0.0%	0
Matten bei Interlaken	2.472	5	58.5%	5	1.991	16	0.0%	0
Zug	1.322	12	47.6%	25	3.846	4	73.8%	10
Vernier	0.735	21	40.5%	26	2.682	3	70.8%	3
Val de Bagnes	0.799	16	24.3%	19	4.711	4	42.8%	9
Engelberg	0.412	21	39.0%	12	2.036	21	39.0%	15
Saanen	0.366	18	24.6%	14	2.343	22	91.6%	5
St. Gallen	0.443	17	55.2%	9	1.850	19	73.8%	3
Stansstad	1.714	5	36.4%	18	3.167	1	97.3%	10
Le Grand-Saconnex	0.62	23	51.8%	10	1.861	5	71.4%	8
Laax	0.469	11	23.5%	18	7.618	1	96.8%	4
Thun	0.767	14	17.4%	28	2.097	13	74.9%	2
Spiez	0.76	10	47.1%	8	1.886	22	55.5%	10
Wallisellen	0.883	13	42.1%	24	3.436	1	78.7%	9
Winterthur	0.486	18	36.5%	25	3.400	1	36.0%	7
Davos	0.106	24	26.5%	17	2.630	19	69.9%	14
Beatenberg	0.598	20	40.5%	12	1.851	25	70.2%	7
Andermatt	0.533	17	23.9%	22	2.800	6	82.4%	8
Widnau	2.767	2	65.2%	5	8.017	2	89.7%	2
Naters	1.395	8	61.7%	6	1.831	17	100.0%	1
Saas-Fee	0.273	16	58.7%	3	2.407	24	88.8%	5
Brienz (BE)	0.601	20	51.4%	8	1.985	14	37.0%	2
Vevey	0.651	19	65.7%	2	3.000	6	58.8%	22
Weggis	0.252	23	56.2%	6	2.087	20	31.6%	21

Source: FSO/hotel statistics

Example: In 2023, for tourists from Singapore who visited Zürich, the following further characteristics were noted:
- 1.945 times higher share of overnight stays than they had in the whole of Switzerland (=rank 7 out of a total of 28 markets): ON-share Zürich (1.14%) vs. ON-share whole Switzerland (0.59%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 48.3% (=rank 19).
- the length of stay (overnight stays/arrivals in the hotel) was 2.08 nights (=rank 6).
- the share of 4- and 5-star hotels out of all hotel nights was 49.8% (=rank 10).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	0.864	23	2.006	14	51.9%	6
winter (Nov-April)	1.184	6	2.092	19	57.3%	5

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)	1.215	5	2.018	19	56.3%	5
off-season II (Sept-Nov)	1.059	8	2.010	15	52.4%	5
summer core months (Jun-Aug)	0.726	24	2.046	10	52.2%	7
winter core months (Dez-Feb)	1.116	7	2.125	20	57.0%	5

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
January	0.791	19	2.184	19	56.7%	8
February	0.471	23	2.195	20	61.9%	3
March	0.930	14	2.092	19	59.2%	5
April	1.506	4	2.049	14	56.7%	4
May	1.241	6	1.934	14	53.7%	5
June	1.298	3	1.990	14	50.6%	7
July	0.505	27	2.130	8	55.6%	6
August	0.461	25	2.096	9	52.3%	7
September	0.820	22	2.006	11	48.6%	6
October	1.106	9	1.982	17	51.9%	5
November	1.423	3	2.047	14	57.1%	5
December	2.115	2	2.088	17	55.9%	6

Source: FSO/hotel statistics

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