

# Research Report Italy.

## Tourism goals: summary

**Market size & growth:** In 2023, the Italy market recorded 0.878 million overnights<sup>1)</sup> in Switzerland and 0.888 million overnights in 2019. With a market share of 2.10%, Italy was the 6<sup>th</sup> highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was -10.4% between 2013 and 2023. Between 2019 and 2023, the development was -1.1%. The corresponding growth ranking was 23 and 18 respectively.

**Economic value:** Italy ranks 19<sup>th</sup> with a daily expenditure value of CHF 170 (TMS 2017) and ranks 24<sup>th</sup> with a 33.7% share of \*\*\*\*/\*\*\*\*\* nights in 2023.

**First time visitors & length of stay:** With a 24.8% figure for first-time visitors, Italy ranks 22<sup>nd</sup> (TMS 2017). With a length of stay of 1.9 overnights it ranks 22<sup>nd</sup>.

**Balance:** In 2023, the 50 largest Swiss destinations accounted for 62.0% of overnights from Italy, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 22.6% (=rank 7) and 15.4% (=rank 6) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 21.9% (=rank 17) and 22.0% (=rank 16), respectively.

<sup>1)</sup> 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

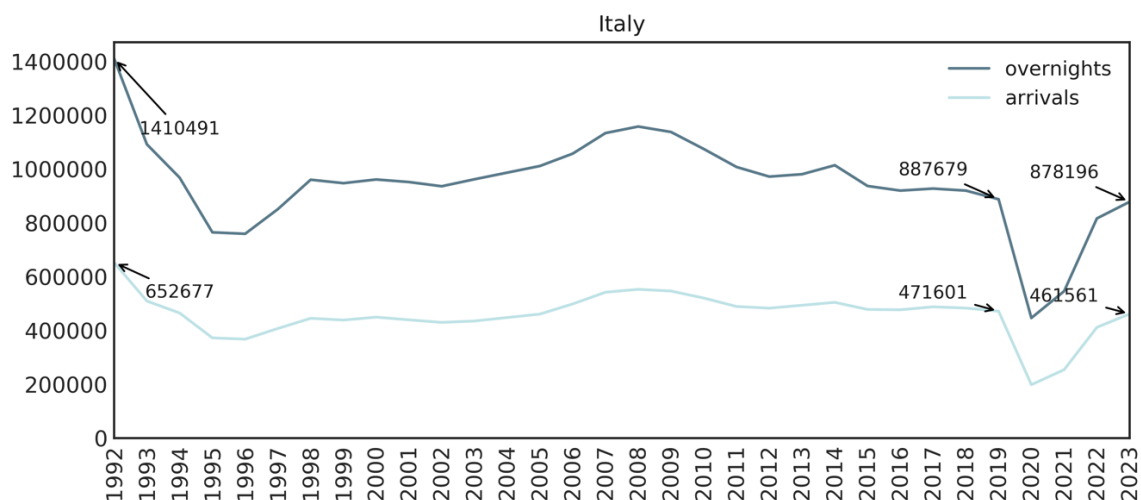
		value	rank
1. market size & growth	2019	0.888 M.	7
	2023	0.878 M.	6
	2013-23	-10.4%	23
	2019-23	-1.1%	18
2. economic value	daily expenditures 2017 (TMS)	170	19
	share ****/*****-nights 2023	33.7%	24
3. first time visitors	share 2017 (TMS)	24.8%	22
4. length of stay	2023	1.90	22
5. balance	share off-season "March-May" of total year 2023	21.9%	17
	share off-season "Sept-Nov" of total year 2023	22.0%	16
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2023	22.6%	7
	share very small destinations (201 <sup>st</sup> +) 2023	15.4%	6

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2023, guests from Italy typically preferred the regions of: Ticino, Basel Region and Geneva. Moreover, these guests were most overrepresented in the destinations of: Chiasso, Mendrisio, Bellinzona, Paradiso and Lugano.

Source: FSO/hotel statistics

## Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	3.0%	2.8%	2.2%	2.1%	2.1%	6
...markets abroad	5.3%	5.0%	4.1%	4.8%	4.2%	5
...nearby markets (Europe, excl. CH)	7.1%	7.4%	7.3%	7.4%	7.3%	4

Source: FSO/hotel statistics

## Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	2013-23	2019-23	2019-23
overnights in millions	1.074	0.981	0.888	0.816	0.878	6	-10.4%	23	-1.1%	18
length of stay (overnights/arrivals)	2.064	1.986	1.882	1.983	1.903	23	-8.4%	11	2.3%	5
density (overnights/1'000 inhabitants)	18.119	16.244	14.867	13.844	14.917	12	-8.2%	21	0.3%	16
GDP per capita in USD	35'984	35'470	33'687	34'787	37'498	14	5.7%	22	11.3%	20
population in millions	59.299	60.371	59.707	58.969	58.874	13	-2.5%	27	-1.4%	28

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

## Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Lombardy	40.3%	16.5%
Piedmont	11.1%	7.3%
Veneto	8.4%	8.1%
Emilia-Romagna	6.9%	7.3%
Campania	5.2%	9.6%
Sicily	4.0%	8.3%
Liguria	3.7%	2.6%
Trentino-Alto Adige	3.7%	1.8%
Friuli-Venezia Giulia	3.0%	2.0%
Lazio	3.0%	9.7%
Tuscany	2.7%	6.2%
Marche	2.5%	2.5%
Sardinia	2.2%	2.7%
Apulia	2.0%	6.7%
Valle d'Aosta	0.7%	0.2%
Umbria	0.5%	1.5%
Abruzzi	0.2%	2.2%
Calabria	0.2%	3.2%

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	2013-23	2019-23	2019-23
							2023				
total	1.074	0.981	0.888	0.816	0.878	2.1%	6	-10.4%	23	-1.1%	18

### Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
large destinations (top 10)	0.309	0.290	0.306	0.265	0.286	1.9%	9	-1.2%	22	-6.4%	19
mid-sized destinations (11-50)	0.408	0.327	0.254	0.247	0.258	2.2%	7	-21.1%	26	1.7%	18
small destinations (51-200)	0.194	0.197	0.179	0.175	0.198	2.1%	6	0.6%	20	11.0%	14
very small destinations (201-smallest)	0.164	0.166	0.149	0.130	0.135	2.5%	4	-18.7%	18	-9.2%	18

### Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
big cities	0.305	0.304	0.322	0.289	0.320	2.4%	7	5.1%	22	-0.6%	21
small cities	0.280	0.281	0.262	0.245	0.260	3.4%	4	-7.5%	21	-0.9%	15
mountain	0.390	0.290	0.217	0.212	0.221	1.3%	11	-23.8%	26	2.1%	16
rural	0.099	0.106	0.088	0.071	0.078	2.2%	4	-26.4%	23	-11.4%	21

### Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
German speaking area	0.644	0.566	0.501	0.465	0.501	1.7%	10	-11.6%	25	-0.1%	19
French speaking area	0.218	0.219	0.223	0.186	0.204	2.3%	8	-6.9%	21	-8.3%	18
Italian speaking area	0.203	0.188	0.158	0.161	0.168	6.4%	3	-10.5%	19	6.5%	13
Rhaeto Romanic language zone	0.009	0.007	0.006	0.005	0.005	0.7%	5	-28.7%	18	-11.2%	18

### Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
Ticino	0.192	0.181	0.149	0.150	0.155	6.3%	3	-14.3%	19	4.0%	14
Zurich Region	0.136	0.149	0.151	0.144	0.154	2.2%	7	3.2%	20	1.9%	17
Graubünden	0.234	0.159	0.096	0.098	0.101	1.9%	6	-36.4%	27	5.1%	15
Geneva	0.087	0.085	0.096	0.084	0.096	2.7%	8	12.5%	18	-0.3%	17
Bern Region	0.068	0.059	0.061	0.060	0.070	1.2%	12	18.9%	19	14.9%	17
Lake Geneva Region	0.084	0.085	0.081	0.058	0.062	2.1%	7	-27.5%	22	-24.0%	19
Valais	0.076	0.055	0.055	0.052	0.055	1.2%	10	0.7%	19	-0.7%	17
Basel Region	0.054	0.055	0.052	0.044	0.052	3.0%	7	-6.1%	23	0.3%	13
Lucerne - Lake Lucerne Region	0.060	0.062	0.056	0.048	0.050	1.3%	11	-19.9%	25	-11.4%	21
Aargau - Solothurn Region	0.027	0.027	0.025	0.025	0.029	2.5%	3	4.3%	18	13.4%	14
Eastern Switzerland	0.032	0.032	0.034	0.028	0.028	1.4%	5	-11.4%	16	-16.2%	25
Jura & Three-Lakes	0.016	0.019	0.016	0.018	0.016	2.7%	4	-12.9%	13	-0.4%	8
Region of Fribourg	0.009	0.013	0.015	0.008	0.011	2.2%	4	-13.2%	16	-25.0%	17

Source: FSO/hotel statistics

Example: Tourists from Italy generate the most overnight stays in Ticino of any Swiss region, namely 0.155 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Ticino appears at the top of the list). From Ticino's perspective, 6.3% of their total tourism volume comes from Italy, making this source market the 3<sup>rd</sup> most important market for this region (out of 28 ST markets overall). With a -14.3% development in overnight stays between 2013 and 2023, Italy ranks 19<sup>th</sup>. In other words, in reference to the development of overnight stays, 18 other source markets had a stronger performance and 9 had a weaker performance.

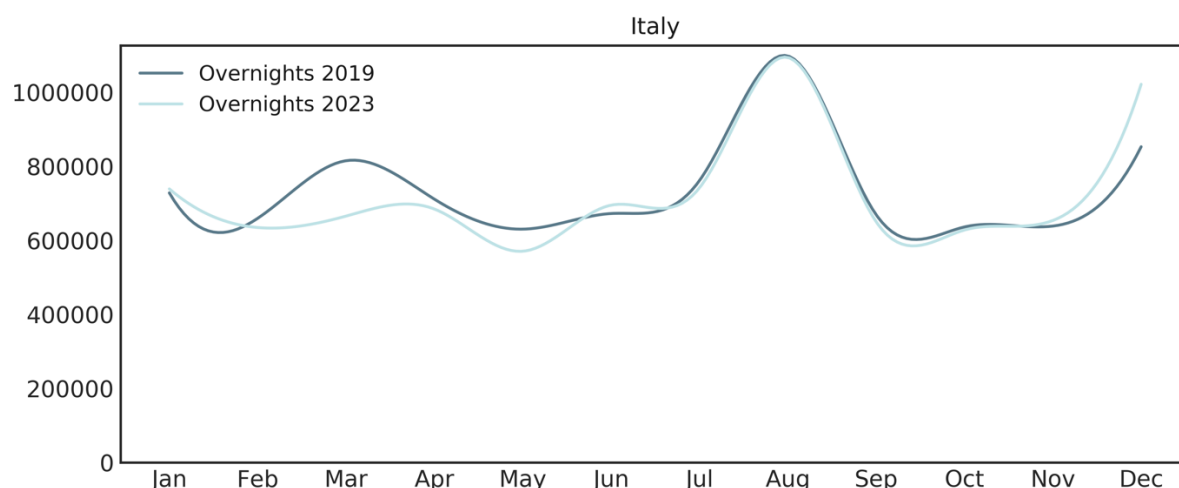
## Top 50 destinations

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
Zürich	0.078	0.079	0.086	0.075	0.078	2.0%	10	-1.6%	21	-9.6%	19	
Genève	0.066	0.063	0.067	0.058	0.063	2.8%	6	0.2%	18	-5.1%	19	
Lugano	0.079	0.071	0.056	0.057	0.056	9.9%	2	-21.4%	25	0.3%	16	
Basel	0.045	0.045	0.044	0.038	0.045	3.1%	6	0.2%	23	2.6%	12	
St. Moritz	0.084	0.054	0.029	0.03	0.03	3.8%	6	-44.4%	27	1.4%	19	
Bern	0.019	0.019	0.02	0.021	0.028	2.6%	6	48.6%	20	41.7%	10	
Lausanne	0.036	0.031	0.033	0.023	0.023	2.5%	7	-26.8%	26	-30.5%	22	
Paradiso	0.025	0.03	0.025	0.02	0.02	10.3%	2	-32.8%	15	-21.4%	18	
Luzern	0.028	0.023	0.025	0.019	0.018	1.4%	15	-21.2%	24	-26.5%	25	
Meyrin	0.009	0.009	0.01	0.012	0.017	2.5%	8	77.2%	10	63.2%	12	
Zermatt	0.015	0.012	0.017	0.015	0.016	1.0%	17	36.2%	18	-7.4%	24	
Pontresina	0.06	0.042	0.012	0.011	0.013	3.8%	3	-68.2%	28	13.1%	15	
Chiasso	0.009	0.009	0.007	0.012	0.012	38.9%	1	34.7%	9	68.1%	6	
Bellinzona	0.009	0.009	0.011	0.008	0.011	10.9%	2	22.5%	18	-1.0%	15	
Opfikon	0.011	0.01	0.01	0.012	0.01	1.4%	14	0.9%	17	-1.6%	18	
Mendrisio	0.008	0.006	0.004	0.01	0.01	19.8%	2	71.3%	11	134.5%	9	
Kloten	0.006	0.005	0.003	0.007	0.01	2.1%	7	105.1%	7	225.4%	8	
Crans-Montana	0.009	0.006	0.005	0.005	0.009	4.1%	4	65.8%	9	90.9%	5	
Locarno	0.008	0.009	0.01	0.007	0.008	2.9%	3	-13.8%	17	-20.8%	17	
Poschiavo	0.005	0.002	0.005	0.005	0.007	9.4%	2	207.0%	15	46.5%	21	
Celerina/Schlarigna	0.013	0.008	0.005	0.006	0.007	6.0%	3	-13.2%	22	35.9%	11	
Montreux	0.01	0.011	0.008	0.006	0.007	1.5%	9	-39.9%	25	-21.1%	22	
Interlaken	0.01	0.008	0.007	0.005	0.006	0.7%	20	-21.1%	25	-13.1%	22	
Neuchâtel	0.005	0.005	0.004	0.009	0.006	3.7%	5	19.4%	13	38.0%	6	
Davos	0.007	0.006	0.005	0.005	0.006	0.7%	9	-11.5%	12	14.8%	3	
St. Gallen	0.004	0.004	0.005	0.005	0.005	1.8%	5	50.7%	14	8.0%	16	
Ascona	0.006	0.005	0.006	0.005	0.005	1.2%	5	4.4%	16	-17.1%	22	
Saanen	0.007	0.005	0.008	0.007	0.005	1.3%	8	-8.6%	21	-41.1%	22	
Le Grand-Saconnex	0.003	0.002	0.006	0.005	0.005	2.4%	9	95.2%	12	-18.7%	11	
Winterthur	0.005	0.005	0.006	0.004	0.005	2.3%	5	-4.0%	15	-18.0%	16	
Rümlang	0.003	0.003	0.003	0.005	0.004	1.5%	6	53.8%	13	56.1%	5	
Sils im Engadin/Segl	0.009	0.005	0.004	0.003	0.004	1.9%	3	-8.1%	22	22.8%	12	
Muralto	0.004	0.003	0.003	0.003	0.004	3.3%	3	67.8%	7	42.9%	14	
Dietikon	0.001	0.002	0.002	0.003	0.004	7.5%	3	167.1%	6	151.9%	7	
Vernier	0.003	0.003	0.004	0.002	0.004	2.0%	8	38.4%	21	-0.3%	22	
Grindelwald	0.004	0.004	0.003	0.004	0.004	0.5%	22	-5.7%	22	34.4%	17	
Bregaglia	0.004	0.003	0.003	0.004	0.004	7.2%	3	32.9%	19	37.6%	17	
Bulle	0.001	0.002	0.002	0.002	0.004	5.4%	4	104.8%	9	56.1%	20	
Chur	0.006	0.005	0.004	0.004	0.004	1.8%	8	-22.0%	28	-15.8%	25	
Saas-Fee	0.005	0.003	0.004	0.002	0.004	1.5%	8	8.2%	13	-10.9%	10	
Zug	0.003	0.005	0.005	0.004	0.004	3.3%	6	-26.2%	20	-21.8%	20	
Wallisellen	0	0	0.002	0.004	0.004	3.1%	6	729.0%	13	72.6%	7	
Baden	0.002	0.002	0.004	0.003	0.004	2.8%	4	52.7%	9	-20.5%	15	
Schlieren	0.001	0.001	0.001	0.002	0.003	7.0%	3	231.7%	21	382.6%	13	
Schaffhausen	0.003	0.002	0.003	0.003	0.003	3.1%	4	36.8%	9	16.9%	4	
Spreitenbach	0.001	0.002	0.001	0.002	0.003	3.0%	4	75.8%	25	193.7%	6	
Bussigny	0.002	0.006	0.005	0.003	0.003	3.6%	5	-46.6%	21	-36.5%	22	
Lancy	0.003	0.005	0.005	0.003	0.003	2.9%	6	-40.9%	19	-35.6%	15	
Lauterbrunnen	0.005	0.004	0.003	0.003	0.003	0.6%	17	-18.6%	23	11.3%	15	
Silvaplana	0.007	0.004	0.003	0.003	0.003	3.8%	3	-32.6%	21	-4.3%	15	

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	2013-23	2019-23	2019-23
							2023				
summer (May-Oct)	0.561	0.516	0.447	0.448	0.438	1.8%	8	-15.2%	26	-2.0%	21
winter (Nov-April)	0.513	0.464	0.441	0.368	0.440	2.5%	6	-5.2%	20	-0.2%	17

### Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
off-season I (March-May)	0.230	0.223	0.216	0.180	0.192	2.1%	6	-13.8%	23	-10.9%	22
off-season II (Sept-Nov)	0.202	0.209	0.195	0.194	0.193	2.0%	7	-7.4%	25	-0.6%	18
summer core months (Jun-Aug)	0.356	0.314	0.253	0.257	0.253	1.9%	10	-19.5%	26	0.0%	19
winter core months (Dez-Feb)	0.286	0.235	0.224	0.186	0.240	2.5%	6	2.1%	18	6.9%	12

### Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
January	0.100	0.078	0.073	0.043	0.074	2.5%	6	-5.1%	19	1.5%	16
February	0.089	0.068	0.066	0.049	0.063	1.9%	6	-6.5%	20	-3.8%	18
March	0.095	0.085	0.082	0.062	0.067	2.1%	6	-21.4%	21	-18.3%	22
April	0.073	0.076	0.071	0.062	0.068	2.4%	6	-9.5%	24	-3.8%	21
May	0.063	0.062	0.063	0.055	0.057	1.8%	8	-8.6%	25	-9.5%	24
June	0.079	0.073	0.067	0.068	0.070	1.8%	9	-4.2%	22	3.4%	14
July	0.107	0.099	0.076	0.072	0.074	1.6%	10	-24.9%	26	-2.6%	21
August	0.170	0.143	0.110	0.118	0.109	2.4%	8	-23.5%	25	-0.4%	19
September	0.074	0.071	0.067	0.066	0.065	1.6%	8	-8.9%	24	-2.8%	22
October	0.068	0.068	0.064	0.070	0.063	1.9%	7	-7.9%	24	-1.3%	17
November	0.060	0.069	0.064	0.058	0.065	2.9%	6	-5.4%	22	2.3%	17
December	0.097	0.089	0.085	0.094	0.102	3.3%	6	15.0%	16	19.8%	9

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			43.9%	19	1.903	22	33.7%	24

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)	0.912	24	45.2%	20	1.895	21	37.4%	28
mid-sized destinations (11-50)	1.023	8	40.6%	18	1.877	19	44.6%	20
small destinations (51-200)	0.999	7	43.9%	17	1.959	19	31.1%	21
very small destinations (201-smallest)	1.194	6	47.2%	12	1.888	19	8.6%	24

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	1.16	18	48.0%	22	1.839	17	39.8%	27
small cities	1.64	1	48.5%	17	1.837	20	30.2%	26
mountain	0.60	26	30.5%	23	2.062	19	35.1%	20
rural	1.06	6	49.8%	12	1.984	15	15.9%	24

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	0.800	25	41.2%	21	1.973	19	33.9%	23
French speaking area	1.115	9	47.7%	18	1.910	22	37.8%	23
Italian speaking area	3.064	1	47.8%	14	1.715	19	28.7%	24
Rhaeto Romanic language zone	0.353	7	29.0%	10	1.858	21	7.6%	15

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
Ticino	3.007	1	49.4%	14	1.715	19	29.0%	24
Zurich Region	1.050	20	48.9%	19	1.916	10	35.7%	26
Graubünden	0.885	9	25.7%	23	2.141	18	45.0%	19
Geneva	1.283	13	51.8%	14	1.874	23	44.7%	21
Bern Region	0.553	26	37.4%	18	1.936	20	25.2%	25
Lake Geneva Region	1.008	8	49.1%	13	1.891	20	39.4%	26
Valais	0.584	24	34.0%	18	2.137	14	27.9%	22
Basel Region	1.413	7	43.6%	23	1.908	18	39.4%	26
Lucerne - Lake Lucerne Region	0.601	24	40.4%	20	1.711	21	26.6%	24
Aargau - Solothurn Region	1.186	6	49.4%	18	2.061	15	16.6%	24
Eastern Switzerland	0.656	6	46.7%	16	1.933	23	20.6%	25
Jura & Three-Lakes	1.279	3	50.5%	19	2.245	15	27.2%	20
Region of Fribourg	1.061	5	42.1%	20	1.831	13	12.9%	15

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	0.967	22	47.4%	21	1.781	20	35.5%	27
Genève	1.334	13	52.4%	12	1.988	21	38.5%	21
Lugano	4.714	1	50.4%	15	1.773	20	37.4%	24
Basel	1.456	9	43.0%	24	1.896	17	42.5%	25
St. Moritz	1.811	5	25.1%	18	2.388	17	62.7%	13
Bern	1.26	8	43.3%	24	1.882	19	25.4%	26
Lausanne	1.175	8	48.3%	20	1.791	23	41.0%	27
Paradiso	4.902	1	49.5%	18	1.522	22	58.6%	21
Luzern	0.65	23	39.4%	25	1.559	26	36.9%	23
Meyrin	1.179	14	50.9%	14	1.621	25	70.3%	5
Zermatt	0.468	27	31.8%	22	2.564	10	47.9%	25
Pontresina	1.827	1	19.0%	22	2.126	21	55.5%	9
Chiasso	18.506	1	51.9%	16	1.538	20	0.0%	0
Bellinzona	5.178	1	49.9%	13	1.805	5	6.6%	21
Opfikon	0.658	23	45.2%	27	1.635	9	36.5%	24
Mendrisio	9.394	1	56.3%	10	1.763	9	64.3%	10
Kloten	1.008	16	50.3%	14	1.608	10	66.6%	23
Crans-Montana	1.944	2	20.7%	22	2.452	16	33.9%	16
Locarno	1.386	2	43.5%	12	1.582	24	12.0%	25
Poschiavo	4.451	1	30.1%	23	1.525	13	2.3%	11
Celerina/Schlarigna	2.844	1	16.6%	27	2.924	6	62.7%	7
Montreux	0.729	20	38.0%	24	1.767	19	55.6%	27
Interlaken	0.355	24	29.2%	28	2.416	5	25.0%	26
Neuchâtel	1.761	2	51.2%	18	2.490	13	21.1%	23
Davos	0.33	14	35.8%	7	2.942	15	43.2%	27
St. Gallen	0.878	7	44.8%	22	1.862	18	39.4%	25
Ascona	0.56	6	42.1%	11	2.185	24	19.6%	24
Saanen	0.641	10	24.0%	15	2.836	19	61.9%	28
Le Grand-Saconnex	1.124	16	55.0%	4	1.723	10	70.1%	11
Winterthur	1.089	7	51.8%	12	1.755	25	17.0%	27
Rümlang	0.731	16	47.4%	26	1.509	3	45.7%	18
Sils im Engadin/Segl	0.9	5	16.8%	25	2.760	18	38.5%	21
Muralto	1.573	1	51.9%	10	1.781	24	10.6%	26
Dietikon	3.586	3	52.7%	10	3.439	2	0.0%	14.5
Vernier	0.969	13	50.3%	14	1.655	22	25.3%	21
Grindelwald	0.218	28	28.6%	23	1.879	26	36.8%	23
Bregaglia	3.419	1	26.2%	11	2.303	15	78.3%	14
Bulle	2.591	3	44.9%	15	2.177	7	0.0%	13.5
Chur	0.835	17	41.9%	19	1.360	11	18.8%	25
Saas-Fee	0.704	8	63.4%	1	3.409	16	17.1%	28
Zug	1.583	9	53.3%	10	2.811	16	59.3%	20
Wallisellen	1.488	5	49.0%	17	2.181	7	56.8%	22
Baden	1.315	7	55.1%	8	3.380	16	22.9%	22
Schlieren	3.324	4	54.7%	9	7.687	9	81.6%	4
Schaffhausen	1.46	2	48.6%	20	1.586	22	24.9%	26
Spreitenbach	1.432	8	54.5%	12	1.775	7	78.3%	16
Bussigny	1.718	7	55.5%	11	1.868	19	40.9%	25
Lancy	1.372	6	43.0%	22	1.836	24	27.8%	11
Lauterbrunnen	0.293	28	20.3%	27	2.264	17	13.1%	27
Silvaplana	1.785	1	13.9%	22	2.866	19	81.6%	17

Source: FSO/hotel statistics

Example: In 2023, for tourists from Italy who visited Zürich, the following further characteristics were noted:  
 - 0.967 times higher share of overnight stays than they had in the whole of Switzerland (=rank 22 out of a total of 28 markets): ON-share Zürich (2.03%) vs. ON-share whole Switzerland (2.10%), see tables above.  
 - the share of low season months (March-May, Sept-Nov) was 47.4% (=rank 21).  
 - the length of stay (overnight stays/arrivals in the hotel) was 1.78 nights (=rank 20).  
 - the share of 4- and 5-star hotels out of all hotel nights was 35.5% (=rank 27).



## Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	0.869	22	1.857	20	30.9%	23
winter (Nov-April)	1.177	7	1.951	22	36.5%	27

## 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)	0.983	17	1.878	22	33.6%	26
off-season II (Sept-Nov)	0.952	16	1.816	21	31.4%	25
summer core months (Jun-Aug)	0.901	20	1.895	18	31.4%	23
winter core months (Dez-Feb)	1.206	5	2.009	22	38.0%	25

## Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
January	1.171	4	2.135	22	39.5%	22
February	0.909	13	2.084	22	38.2%	21
March	0.988	13	1.930	22	36.7%	24
April	1.135	9	1.897	20	32.1%	26
May	0.843	25	1.798	21	31.8%	24
June	0.833	26	1.823	21	29.4%	25
July	0.742	23	1.861	21	31.7%	22
August	1.121	10	1.969	16	32.4%	21
September	0.759	26	1.793	21	29.5%	23
October	0.898	17	1.830	22	29.2%	27
November	1.378	5	1.827	21	35.2%	26
December	1.558	6	1.887	21	36.8%	26

Source: FSO/hotel statistics

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