Research Report Luxembourg.

Tourism goals: summary

Market size & growth: In 2023, the Luxembourg market recorded 0.105 million overnights[1] in Switzerland and 0.104 million overnights in 2019. With a market share of 0.25%, Luxembourg was the 27th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 0.7% between 2013 and 2023. Between 2019 and 2023, the development was 1.4%. The corresponding growth ranking was 20 and 17 respectively.

Economic value: Luxembourg ranks 17th with a daily expenditure value of CHF 190 (TMS 2017) and ranks 10th with a 48.9% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 9.8% figure for first-time visitors, Luxembourg ranks 27th (TMS 2017). With a length of stay of 2.32 overnights it ranks 4th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 69.1% of overnights from Luxembourg, while the percentage split amongst the small[2] and very small[3] destinations was 22.5% (=rank 8) and 8.4% (=rank 10) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 18.9% (=rank 23) and 17.4% (=rank 26), 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	0.104 M.	25
	2023	0.105 M.	27
	2013-23	0.7%	20
	2019-23	1.4%	17
2. economic value	daily expenditures 2017 (TMS)	190	17
	share ****/*****-nights 2023	48.9%	10
3. first time visitors	share 2017 (TMS)	9.8%	27
4. length of stay	2023	2.32	4
5. balance	share off-season "March-May" of total year 2023	18.9%	23
	share off-season "Sept-Nov" of total year 2023	17.4%	26
	share small destinations (51st -200th largest) 2023	22.5%	8
	share very small destinations (201st+) 2023	8.4%	10

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2023, guests from Luxembourg typically preferred the regions of: Lake Geneva Region, Bern Region and Basel Region. Moreover, these guests were most overrepresented in the destinations of: Beckenried, Adelboden, Kandersteg and Fiesch.

Source: FSO/hotel statistics

Overnight volume & development.

Luxembourg

Annotations on chart: 125789, 32215, 103788, 103256, 42396, 45399
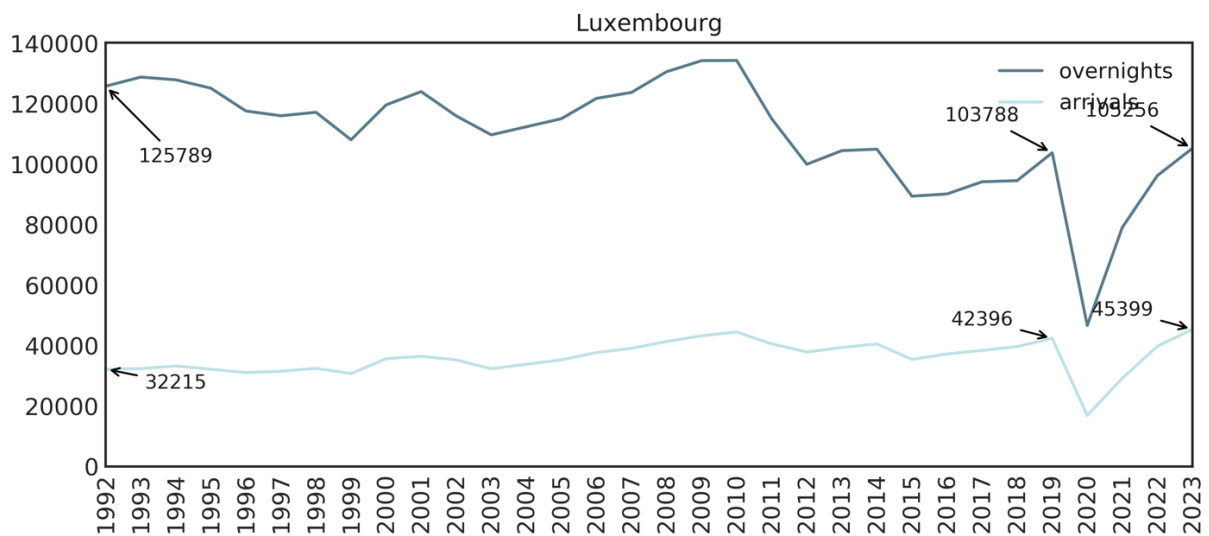
overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	0.4%	0.3%	0.3%	0.3%	0.3%	27
...markets abroad	0.7%	0.5%	0.5%	0.6%	0.5%	26
...nearby markets (Europe, excl. CH)	0.9%	0.8%	0.8%	0.9%	0.9%	13

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	0.134	0.104	0.104	0.096	0.105	27	0.7%	20	1.4%	17
length of stay (overnights/arrivals)	3.020	2.653	2.448	2.419	2.318	4	-20.3%	23	-8.9%	25
density (overnights/1'000 inhabitants)	264.329	191.728	166.988	146.083	156.958	2	-18.1%	25	-6.0%	21
GDP per capita in USD	110'512	119'194	112'007	124'448	128'881	1	8.1%	20	15.1%	14
population in millions	0.508	0.545	0.622	0.659	0.671	29	23.1%	1	7.9%	1

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

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

11.8% Diekirch
5.9% Grevenmacher
82.4% Luxemburg
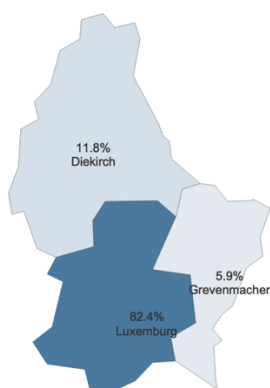
	overnight-share	inhabitant-share
Luxemburg	82.4%	72.7%
Diekirch	11.8%	15.3%
Grevenmacher	5.9%	12.0%

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	0.134	0.104	0.104	0.096	0.105	0.3%	27	0.7%	20	1.4%	17

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)	0.045	0.038	0.040	0.037	0.039	0.3%	27	0.8%	21	-3.5%	18
mid-sized destinations (11-50)	0.053	0.038	0.034	0.031	0.034	0.3%	25	-10.2%	24	-0.4%	20
small destinations (51-200)	0.026	0.019	0.020	0.020	0.024	0.3%	24	22.5%	16	19.5%	8
very small destinations (201-smallest)	0.010	0.009	0.010	0.009	0.009	0.2%	21	-0.2%	11	-8.7%	17

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	0.084	0.059	0.054	0.049	0.051	0.3%	24	-12.5%	19	-5.7%	18
big cities	0.027	0.026	0.029	0.026	0.033	0.3%	28	28.3%	14	14.8%	8
small cities	0.019	0.016	0.016	0.016	0.015	0.2%	28	-2.3%	16	-1.7%	17
rural	0.005	0.004	0.005	0.005	0.006	0.2%	23	25.6%	8	10.7%	7

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	0.101	0.076	0.076	0.070	0.075	0.3%	27	-0.6%	22	-0.9%	20
French speaking area	0.020	0.018	0.020	0.018	0.023	0.3%	25	22.7%	9	15.0%	5
Italian speaking area	0.012	0.008	0.007	0.007	0.006	0.2%	20	-23.8%	27	-13.0%	24
Rhaeto Romanic language zone	0.002	0.002	0.001	0.001	0.001	0.1%	12	-51.4%	22	25.2%	10

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
Bern Region	0.024	0.017	0.015	0.017	0.019	0.3%	25	8.3%	21	21.3%	15
Graubünden	0.028	0.019	0.017	0.014	0.015	0.3%	18	-22.2%	25	-12.2%	23
Zurich Region	0.013	0.013	0.014	0.012	0.014	0.2%	28	1.3%	21	-2.1%	20
Valais	0.021	0.015	0.013	0.012	0.011	0.3%	25	-25.9%	25	-15.6%	23
Lucerne - Lake Lucerne Region	0.012	0.009	0.011	0.011	0.011	0.3%	24	20.4%	13	-1.7%	19
Lake Geneva Region	0.007	0.006	0.007	0.007	0.010	0.3%	22	56.3%	4	38.2%	2
Geneva	0.006	0.007	0.008	0.007	0.008	0.2%	28	24.6%	12	10.6%	9
Ticino	0.012	0.008	0.007	0.007	0.006	0.3%	19	-22.1%	24	-12.6%	24
Basel Region	0.005	0.004	0.005	0.005	0.005	0.3%	23	38.8%	10	11.1%	9
Eastern Switzerland	0.003	0.003	0.003	0.002	0.003	0.1%	22	0.9%	11	-15.5%	23
Aargau - Solothurn Region	0.001	0.001	0.002	0.002	0.002	0.1%	24	53.6%	7	9.1%	16
Region of Fribourg	0.001	0.001	0.001	0.001	0.001	0.2%	18	-10.1%	14	-7.1%	8
Jura & Three-Lakes	0.001	0.001	0.001	0.001	0.001	0.1%	23	30.7%	5	13.2%	5

Source: FSO/hotel statistics

Example: Tourists from Luxembourg generate the most overnight stays in Bern Region of any Swiss region, namely 0.019 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Bern Region appears at the top of the list). From Bern Region's perspective, 0.3% of their total tourism volume comes from Luxembourg, making this source market the 25th most important market for this region (out of 28 ST markets overall). With an 8.3% development in overnight stays between 2013 and 2023, Luxembourg ranks 21st. In other words, in reference to the development of overnight stays, 20 other source markets had a stronger performance and 7 had a weaker performance.

Top 50 destinations

overnights	2010	2013	2019	2022	2023	ON share 2023	rank 2023	2013-23	rank 2013-23	2019-23	rank 2019-23
Zürich	0.01	0.01	0.01	0.009	0.009	0.2%	27	-5.3%	22	-7.1%	18
Genève	0.005	0.005	0.006	0.005	0.006	0.2%	27	4.1%	14	1.7%	12
Zermatt	0.008	0.007	0.006	0.005	0.005	0.3%	25	-26.4%	27	-15.5%	26
Basel	0.004	0.003	0.004	0.004	0.004	0.3%	23	44.9%	10	12.3%	9
Grindelwald	0.006	0.004	0.003	0.004	0.004	0.5%	23	-12.2%	25	8.0%	22
Lausanne	0.003	0.002	0.003	0.003	0.004	0.4%	23	75.8%	2	41.3%	1
Adelboden	0.004	0.002	0.002	0.001	0.003	1.2%	9	19.4%	20	36.5%	9
Lauterbrunnen	0.003	0.002	0.002	0.002	0.002	0.4%	22	-2.9%	20	14.2%	13
Luzern	0.002	0.002	0.003	0.002	0.002	0.2%	28	1.4%	18	-20.3%	23
Engelberg	0.002	0.002	0.003	0.002	0.002	0.6%	13	-15.7%	19	-32.8%	22
Bern	0.001	0.001	0.002	0.001	0.002	0.2%	28	37.5%	22	16.2%	21
Arosa	0.006	0.004	0.002	0.002	0.002	0.4%	9	-55.2%	26	-17.2%	22
Lugano	0.003	0.002	0.002	0.002	0.002	0.3%	21	-14.7%	21	-11.5%	23
St. Moritz	0.002	0.002	0.001	0.002	0.002	0.2%	25	11.8%	22	17.3%	12
Crissier	0	0	0	0	0.002	2.8%	6	803.3%	2	718.7%	1
Davos	0.005	0.002	0.003	0.002	0.002	0.2%	17	-25.0%	19	-53.2%	25
Ascona	0.003	0.002	0.002	0.002	0.002	0.4%	11	-21.1%	23	-6.8%	18
Saanen	0.002	0.001	0.001	0.001	0.001	0.4%	15	1.9%	18	12.4%	4
Pontresina	0.002	0.002	0.002	0.001	0.001	0.4%	11	-37.3%	25	-19.3%	20
Vaz/Obervaz	0.002	0.002	0.001	0.001	0.001	0.5%	7	-12.7%	23	82.7%	5
Laax	0.001	0.001	0.002	0.001	0.001	0.5%	10	54.6%	10	-19.7%	13
Interlaken	0.002	0.001	0.001	0.001	0.001	0.2%	25	4.2%	19	51.3%	8
Kandersteg	0.001	0.001	0.001	0.001	0.001	1.0%	10	25.7%	22	12.7%	23
Opfikon	0.001	0.001	0.001	0.001	0.001	0.1%	28	50.8%	13	55.3%	6
Vernier	0	0	0	0	0.001	0.5%	19	883.8%	1	874.0%	1
Montreux	0.001	0.001	0.001	0.001	0.001	0.2%	26	-29.3%	24	-1.4%	13
Crans-Montana	0.002	0.002	0.001	0.001	0.001	0.4%	12	-42.4%	24	1.3%	14
Saas-Fee	0.004	0.002	0.002	0.001	0.001	0.4%	13	-48.2%	21	-55.6%	23
Meyrin	0	0	0.001	0	0.001	0.1%	28	134.6%	4	63.6%	11
Flims	0.001	0.001	0.001	0.001	0.001	0.4%	12	51.3%	12	-9.7%	18
Weggis	0.001	0.001	0.001	0.001	0.001	0.4%	17	-20.4%	24	6.6%	9
Sils im Engadin/Segl	0.002	0.001	0.001	0.001	0.001	0.3%	10	-23.9%	26	-8.2%	20
Beatenberg	0.001	0	0.001	0.001	0.001	0.5%	17	58.7%	20	38.4%	21
Andermatt	0	0	0.001	0.001	0.001	0.4%	15	155.2%	18	4.0%	18
Klosters	0.002	0.001	0.001	0.001	0.001	0.5%	11	-14.6%	16	-15.4%	13
Brig-Glis	0	0	0	0	0.001	0.3%	16	275.1%	7	540.4%	2
Kloten	0	0	0	0	0.001	0.1%	28	51.3%	20	34.1%	27
Beckenried	0	0	0	0.001	0.001	1.3%	10	110.6%	19	53.0%	18
Bussigny	0	0	0	0	0.001	0.6%	18	40.6%	5	86.6%	5
Kriens	0	0	0	0	0.001	0.4%	26	396.2%	13	228.8%	1
Paradiso	0.001	0.001	0	0.001	0	0.2%	23	-15.9%	9	18.4%	7
Wildhaus-Alt St. Johann	0	0	0	0	0	0.5%	4	52.4%	13	50.9%	10
Val de Bagnes	0.001	0	0.001	0.001	0	0.2%	22	2.5%	23	-29.8%	24
St. Gallen	0	0	0	0	0	0.1%	25	24.4%	16	6.4%	18
Locarno	0.001	0.001	0.001	0.001	0	0.1%	18	-66.4%	25	-36.3%	23
Samnaun	0.001	0	0	0	0	0.3%	12	31.6%	9	20.1%	5
Vitznau	0	0	0	0	0	0.4%	13	357.1%	8	17.8%	15
Bellinzona	0	0	0	0	0	0.4%	16	95.4%	9	162.3%	1
Spiez	0	0	0	0	0	0.3%	24	70.0%	22	101.6%	11
Fiesch	0	0	0	0	0	0.7%	8	34.5%	17	6.2%	9

Source: FSO/hotel statistics

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

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Seasonal distribution.
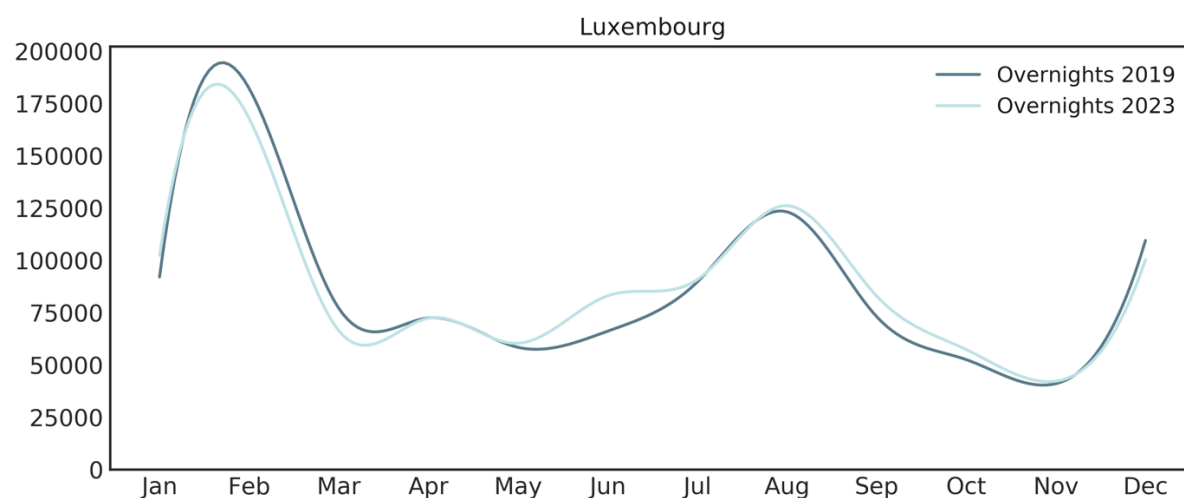
Summer, winter

	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)	0.056	0.047	0.046	0.047	0.050	0.2%	27	6.7%	19	8.1%	13
winter (Nov-April)	0.078	0.058	0.057	0.049	0.055	0.3%	25	-4.1%	19	-4.0%	20

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)	0.027	0.021	0.021	0.019	0.020	0.2%	28	-4.0%	20	-4.3%	19
off-season II (Sept-Nov)	0.018	0.016	0.017	0.017	0.018	0.2%	28	12.6%	17	9.5%	14
summer core months (Jun-Aug)	0.035	0.028	0.028	0.028	0.030	0.2%	25	7.3%	18	7.5%	12
winter core months (Dez-Feb)	0.055	0.040	0.038	0.032	0.037	0.4%	23	-6.3%	21	-3.5%	20

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	0.014	0.011	0.009	0.006	0.010	0.3%	22	-5.7%	21	11.2%	11
February	0.027	0.018	0.018	0.017	0.017	0.5%	18	-8.0%	21	-7.9%	20
March	0.011	0.010	0.008	0.006	0.007	0.2%	27	-35.8%	25	-13.9%	21
April	0.008	0.004	0.007	0.007	0.007	0.3%	28	67.0%	7	-0.2%	18
May	0.007	0.006	0.006	0.007	0.006	0.2%	28	-0.3%	21	3.3%	18
June	0.007	0.007	0.007	0.007	0.008	0.2%	28	25.2%	12	25.6%	5
July	0.011	0.009	0.009	0.008	0.009	0.2%	25	3.4%	20	1.3%	18
August	0.017	0.013	0.012	0.013	0.013	0.3%	22	0.5%	20	2.4%	17
September	0.009	0.008	0.007	0.008	0.008	0.2%	26	-0.3%	21	13.5%	11
October	0.005	0.005	0.005	0.005	0.006	0.2%	28	25.6%	13	9.2%	13
November	0.004	0.003	0.004	0.004	0.004	0.2%	28	27.0%	15	2.9%	16
December	0.014	0.010	0.011	0.009	0.010	0.3%	25	-3.9%	21	-8.5%	21

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 2023	rank 2023	share off season 2023	rank 2023	length of stay 2023	rank 2023	****/***** ON share 2023	rank 2023
total			36.3%	26	2.318	4	48.9%	10

Large vs. small destinations

	affinity 2023	rank 2023	share off season 2023	rank 2023	length of stay 2023	rank 2023	****/***** ON share 2023	rank 2023
large destinations (top 10)	1.025	20	39.9%	27	2.068	14	54.8%	6
mid-sized destinations (11-50)	1.131	3	29.2%	27	3.207	2	58.4%	6
small destinations (51-200)	0.993	8	39.0%	24	2.088	15	36.8%	13
very small destinations (201-smallest)	0.653	10	40.4%	24	1.859	20	18.4%	5

Tourism zone

	affinity 2023	rank 2023	share off season 2023	rank 2023	length of stay 2023	rank 2023	****/***** ON share 2023	rank 2023
mountain	1.16	5	25.6%	27	3.400	2	48.4%	7
big cities	1.00	23	48.0%	21	1.720	22	52.1%	9
small cities	0.80	22	44.1%	25	1.932	18	49.4%	10
rural	0.64	12	43.1%	23	1.773	20	32.3%	13

Language zone

	affinity 2023	rank 2023	share off season 2023	rank 2023	length of stay 2023	rank 2023	****/***** ON share 2023	rank 2023
German speaking area	1.003	17	33.1%	27	2.463	3	49.0%	10
French speaking area	1.031	12	44.2%	24	1.940	20	50.5%	11
Italian speaking area	0.977	5	48.0%	13	2.210	3	47.3%	10
Rhaeto Romanic language zone	0.541	5	22.1%	18	3.596	2	6.7%	18

Tourism region

	affinity 2023	rank 2023	share off season 2023	rank 2023	length of stay 2023	rank 2023	****/***** ON share 2023	rank 2023
Bern Region	1.242	12	27.3%	28	3.043	1	44.9%	8
Graubünden	1.079	6	18.8%	27	4.244	2	59.5%	9
Zurich Region	0.778	23	48.6%	20	1.730	21	52.3%	10
Valais	1.007	12	30.0%	23	3.606	3	44.2%	9
Lucerne - Lake Lucerne Region	1.077	11	37.2%	23	2.014	12	38.6%	13
Lake Geneva Region	1.355	4	43.3%	26	1.772	23	47.4%	21
Geneva	0.934	19	52.3%	12	2.032	14	60.5%	3
Ticino	1.022	5	48.5%	15	2.202	3	47.6%	9
Basel Region	1.149	13	41.6%	27	1.524	28	58.7%	7
Eastern Switzerland	0.522	9	31.7%	28	2.301	13	37.1%	12
Aargau - Solothurn Region	0.578	16	44.1%	25	1.475	23	40.7%	5
Region of Fribourg	0.907	6	40.9%	22	1.639	23	21.5%	6
Jura & Three-Lakes	0.535	14	42.8%	25	1.690	25	32.0%	16

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	0.973	21	49.8%	14	1.816	15	52.5%	7
Genève	0.987	18	51.1%	19	1.931	26	55.7%	4
Zermatt	1.216	14	28.6%	28	4.350	1	65.2%	4
Basel	1.194	13	39.9%	27	1.523	28	62.2%	6
Grindelwald	1.804	9	19.5%	28	3.584	1	48.8%	13
Lausanne	1.519	3	45.2%	25	1.481	27	47.1%	23
Adelboden	4.69	1	18.8%	27	4.815	3	82.8%	5
Lauterbrunnen	1.722	6	17.7%	28	3.468	2	31.8%	7
Luzern	0.597	24	45.0%	19	1.689	22	58.5%	6
Engelberg	2.329	3	15.2%	28	3.329	2	38.7%	16
Bern	0.717	26	43.8%	22	1.755	21	49.1%	10
Arosa	1.752	2	15.9%	18	5.604	2	69.9%	9
Lugano	1.242	6	50.7%	14	2.510	1	49.7%	12
St. Moritz	0.88	17	23.1%	20	4.586	2	78.6%	5
Crissier	11.266	1	46.8%	20	1.406	27	0.0%	0
Davos	0.801	8	12.7%	25	3.682	5	72.3%	11
Ascona	1.439	3	55.6%	3	4.198	1	63.0%	3
Saanen	1.56	1	21.7%	19	4.182	1	74.5%	21
Pontresina	1.621	2	9.9%	28	5.908	1	49.9%	15
Vaz/Obervaz	2.181	1	7.8%	24	5.928	1	68.6%	3
Laax	2.122	2	19.5%	19	5.238	10	94.8%	6
Interlaken	0.639	18	29.3%	27	3.509	1	22.4%	27
Kandersteg	3.778	1	32.1%	19	3.387	2	7.9%	6
Opfikon	0.528	25	50.4%	15	1.743	5	52.3%	11
Vernier	1.978	6	68.8%	1	5.153	1	86.1%	1
Montreux	0.874	17	34.1%	27	2.304	6	86.6%	4
Crans-Montana	1.667	3	14.0%	26	4.017	4	62.7%	6
Saas-Fee	1.447	2	10.9%	27	4.904	6	27.4%	21
Meyrin	0.52	26	52.3%	10	1.597	27	68.8%	8
Flims	1.656	2	17.7%	22	3.944	7	33.2%	11
Weggis	1.424	2	39.6%	23	2.953	4	56.4%	7
Sils im Engadin/Segl	1.225	3	35.0%	9	5.191	2	50.6%	14
Beatenberg	1.942	4	38.7%	14	3.741	2	79.2%	3
Andermatt	1.783	2	17.7%	28	2.460	12	69.2%	22
Klosters	1.868	2	6.4%	23	3.529	7	73.0%	7
Brig-Glis	1.179	7	70.8%	1	3.582	2	3.0%	27
Kloten	0.493	26	48.6%	18	1.265	28	80.1%	9
Beckenried	5.281	1	48.9%	16	1.592	15	1.4%	22
Bussigny	2.438	5	48.3%	16	2.103	11	68.5%	11
Kriens	1.467	16	43.7%	19	1.377	24	0.0%	0
Paradiso	0.95	12	40.7%	24	1.557	21	62.5%	17
Wildhaus-Alt St. Johann	1.795	1	14.4%	25	5.011	1	0.0%	11.5
Val de Bagnes	0.946	14	15.2%	25	2.882	18	48.2%	7
St. Gallen	0.558	12	42.9%	24	1.750	26	59.6%	9
Locarno	0.592	4	27.3%	26	2.283	4	47.4%	3
Samnaun	1.024	8	17.0%	18	4.255	5	42.3%	11
Vitznau	1.741	2	34.4%	19	2.612	7	35.7%	21
Bellinzona	1.532	4	41.5%	21	1.091	25	14.1%	11
Spiez	1.038	6	45.4%	11	3.212	3	53.8%	13
Fiesch	2.841	1	24.9%	15	3.098	3	0.0%	0

Source: FSO/hotel statistics

Example: In 2023, for tourists from Luxembourg who visited Zürich, the following further characteristics were noted:
- 0.973 times higher share of overnight stays than they had in the whole of Switzerland (=rank 21 out of a total of 28 markets):
ON-share Zürich (0.25%) vs. ON-share whole Switzerland (0.25%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 49.8% (=rank 14).
- the length of stay (overnight stays/arrivals in the hotel) was 1.82 nights (=rank 15).
- the share of 4- and 5-star hotels out of all hotel nights was 52.5% (=rank 7).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	0.829	26	1.995	15	44.4%	13
winter (Nov-April)	1.231	3	2.719	3	52.9%	9

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)	0.85	23	2.101	13	49.5%	9
off-season II (Sept-Nov)	0.751	26	2.008	16	45.0%	11
summer core months (Jun-Aug)	0.891	21	2.033	13	45.5%	13
winter core months (Dez-Feb)	1.557	1	3.074	3	53.2%	10

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
January	1.353	2	3.286	3	57.0%	7
February	2.004	1	3.377	2	51.5%	10
March	0.822	19	2.447	10	53.1%	9
April	1.001	16	2.152	9	50.4%	8
May	0.744	27	1.773	23	44.6%	12
June	0.830	27	1.962	15	40.5%	15
July	0.759	22	2.039	13	47.1%	11
August	1.079	13	2.078	12	47.5%	9
September	0.808	24	1.986	13	41.2%	13
October	0.685	26	2.077	11	43.5%	11
November	0.744	25	1.962	18	54.5%	7
December	1.276	9	2.527	5	52.2%	10

Source: FSO/hotel statistics

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