

Research Report France.

Tourism goals: summary

Market size & growth: In 2023, the France market recorded 1.398 million overnights¹⁾ in Switzerland and 1.277 million overnights in 2019. With a market share of 3.35%, France was the 5th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 3.6% between 2013 and 2023. Between 2019 and 2023, the development was 9.5%. The corresponding growth ranking was 18 and 12 respectively.

Economic value: France ranks 24th with a daily expenditure value of CHF 130 (TMS 2017) and ranks 17th with a 40.9% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 18.8% figure for first-time visitors, France ranks 23rd (TMS 2017). With a length of stay of 1.74 overnights it ranks 23rd.

Balance: In 2023, the 50 largest Swiss destinations accounted for 62.6% of overnights from France, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 24.5% (=rank 3) and 12.9% (=rank 8) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.9% (=rank 12) and 21.6% (=rank 19), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

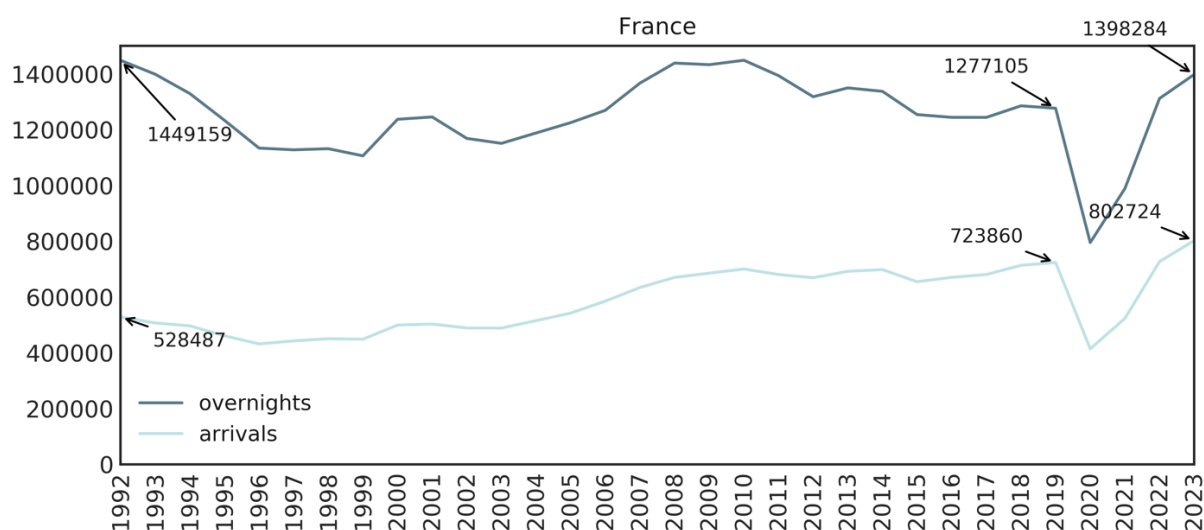
		value	rank
1. market size & growth	2019	1.277 M.	6
	2023	1.398 M.	5
	2013-23	3.6%	18
	2019-23	9.5%	12
2. economic value	daily expenditures 2017 (TMS)	130	24
	share ****/*****-nights 2023	40.9%	17
3. first time visitors	share 2017 (TMS)	18.8%	23
4. length of stay	2023	1.74	23
5. balance	share off-season "March-May" of total year 2023	22.9%	12
	share off-season "Sept-Nov" of total year 2023	21.6%	19
	share small destinations (51 st -200 th largest) 2023	24.5%	3
	share very small destinations (201 st +) 2023	12.9%	8

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from France typically preferred the regions of: Lake Geneva Region, Jura & Three-Lakes and Region of Fribourg. Moreover, these guests were most overrepresented in the destinations of: Lavey-Morcles, La Chaux-de-Fonds, Neuchâtel, and Orsières.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	4.0%	3.8%	3.2%	3.4%	3.3%	5
...markets abroad	7.1%	6.8%	5.9%	7.6%	6.7%	4
...nearby markets (Europe, excl. CH)	9.5%	10.2%	10.4%	11.8%	11.6%	3

Source: FSO/hotel statistics

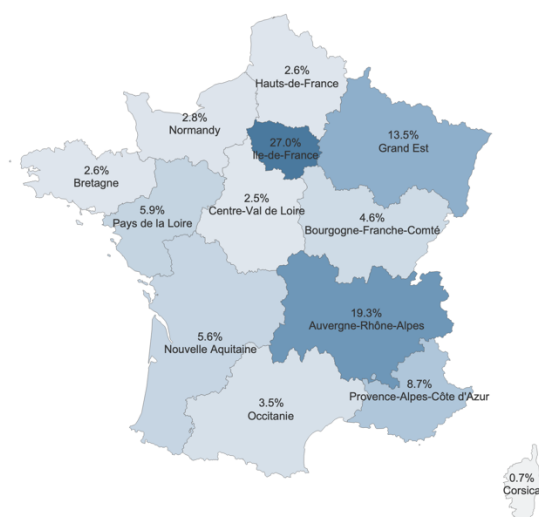
Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	rank 2013-23	2019-23	rank 2019-23
overnights in millions	1.449	1.350	1.277	1.312	1.398	5	3.6%	18	9.5%	12
length of stay (overnights/arrivals)	2.069	1.950	1.764	1.805	1.742	24	-21.9%	25	-2.9%	19
density (overnights/1'000 inhabitants)	22.345	20.471	18.945	19.302	20.515	10	0.2%	18	8.3%	10
GDP per capita in USD	40'754	42'677	40'529	40'878	44'274	13	3.7%	23	9.2%	23
population in millions	64.859	65.954	67.412	67.988	68.159	10	3.3%	21	1.1%	22

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Ile-de-France	27.0%	17.9%
Auvergne-Rhône-Alpes	19.3%	11.5%
Grand Est	13.5%	8.1%
Provence-Alpes-Côte d'Azur	8.7%	7.3%
Pays de la Loire	5.9%	5.4%
Nouvelle Aquitaine	5.6%	8.6%
Bourgogne-Franche-Comté	4.6%	4.1%
Occitanie	3.5%	8.4%
Normandy	2.8%	4.9%
Britany	2.6%	4.8%
Hauts-de-France	2.6%	11.6%
Centre-Val de Loire	2.5%	3.8%
Corsica	0.7%	0.5%
Réunion	0.3%	1.2%

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	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
total	1.449	1.350	1.277	1.312	1.398	3.3%	5	3.6%	18	9.5%	12

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)	0.515	0.501	0.506	0.535	0.552	3.7%	5	10.2%	19	8.9%	12
mid-sized destinations (11-50)	0.360	0.332	0.290	0.315	0.323	2.7%	5	-2.7%	21	11.7%	10
small destinations (51-200)	0.381	0.337	0.307	0.307	0.342	3.6%	3	1.8%	19	11.4%	13
very small destinations (201-smallest)	0.193	0.181	0.174	0.155	0.181	3.4%	3	0.1%	10	4.2%	11

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	0.550	0.557	0.583	0.611	0.654	5.0%	5	17.5%	19	12.2%	12
mountain	0.558	0.450	0.369	0.379	0.381	2.2%	5	-15.3%	22	3.2%	15
small cities	0.226	0.234	0.215	0.222	0.246	3.3%	5	5.1%	15	14.2%	7
rural	0.115	0.109	0.109	0.100	0.117	3.4%	3	7.0%	10	7.0%	10

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
French speaking area	0.814	0.759	0.709	0.730	0.780	8.9%	2	2.7%	20	9.9%	9
German speaking area	0.582	0.542	0.522	0.534	0.568	1.9%	6	4.7%	18	8.6%	13
Italian speaking area	0.049	0.045	0.042	0.045	0.047	1.8%	6	4.3%	14	11.3%	9
Rhaeto Romanic language zone	0.004	0.003	0.003	0.003	0.004	0.6%	6	11.0%	9	30.3%	6

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
Geneva	0.246	0.259	0.255	0.296	0.302	8.5%	4	16.9%	14	18.7%	8
Lake Geneva Region	0.345	0.294	0.270	0.257	0.285	9.8%	2	-2.9%	11	5.8%	7
Valais	0.246	0.199	0.178	0.170	0.171	3.8%	5	-14.4%	22	-4.4%	18
Zurich Region	0.136	0.137	0.138	0.132	0.145	2.1%	8	5.7%	18	4.9%	15
Bern Region	0.128	0.118	0.103	0.125	0.129	2.2%	8	9.5%	20	25.8%	12
Lucerne - Lake Lucerne Region	0.049	0.046	0.050	0.058	0.063	1.6%	9	35.9%	8	26.0%	6
Basel Region	0.056	0.056	0.063	0.054	0.060	3.5%	5	7.5%	17	-3.5%	18
Graubünden	0.071	0.060	0.055	0.056	0.054	1.0%	8	-8.7%	21	-0.1%	17
Jura & Three-Lakes	0.046	0.051	0.045	0.046	0.052	8.6%	2	2.7%	8	15.5%	4
Ticino	0.047	0.044	0.041	0.043	0.046	1.9%	6	4.0%	15	12.0%	7
Region of Fribourg	0.032	0.041	0.038	0.036	0.043	8.6%	2	3.5%	12	11.2%	4
Aargau - Solothurn Region	0.021	0.021	0.021	0.019	0.024	2.1%	5	15.7%	14	14.5%	13
Eastern Switzerland	0.025	0.024	0.021	0.022	0.023	1.1%	6	-3.6%	13	11.6%	5

Source: FSO/hotel statistics

Example: Tourists from France generate the most overnight stays in Geneva of any Swiss region, namely 0.302 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Geneva appears at the top of the list). From Geneva's perspective, 8.5% of their total tourism volume comes from France, making this source market the 4th most important market for this region (out of 28 ST markets overall). With a 16.9% development in overnight stays between 2013 and 2023, France 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.

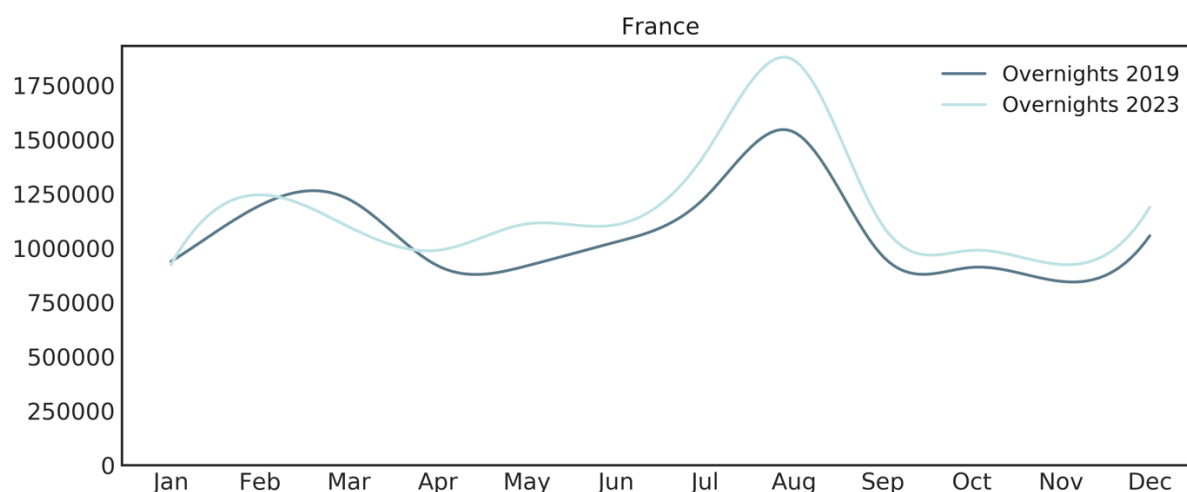
Top 50 destinations

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
Genève	0.176	0.188	0.169	0.197	0.193	8.6%	4	2.8%	16	14.7%	6	
Lausanne	0.103	0.082	0.096	0.096	0.109	11.7%	2	32.7%	10	13.3%	4	
Zürich	0.075	0.075	0.085	0.077	0.081	2.1%	9	8.9%	18	-4.3%	16	
Basel	0.048	0.05	0.057	0.05	0.054	3.7%	5	8.7%	21	-5.0%	19	
Meyrin	0.025	0.024	0.025	0.039	0.048	7.1%	4	99.2%	7	94.4%	7	
Zermatt	0.045	0.038	0.035	0.039	0.035	2.2%	6	-7.1%	22	0.7%	18	
Bern	0.02	0.02	0.024	0.026	0.031	3.0%	5	55.3%	18	29.8%	15	
Montreux	0.033	0.039	0.028	0.031	0.029	6.6%	3	-25.9%	21	3.5%	11	
Luzern	0.019	0.018	0.017	0.019	0.02	1.5%	12	11.7%	14	18.9%	5	
Neuchâtel	0.014	0.017	0.014	0.019	0.02	12.8%	2	20.7%	11	45.6%	4	
Le Grand-Saconnex	0.013	0.014	0.025	0.025	0.02	9.9%	2	43.6%	16	-18.9%	12	
Crans-Montana	0.028	0.022	0.018	0.018	0.016	7.0%	2	-26.1%	18	-9.2%	16	
Bussigny	0.01	0.018	0.016	0.017	0.016	18.3%	2	-10.6%	12	-3.8%	12	
Saanen	0.021	0.021	0.017	0.016	0.015	4.1%	4	-30.5%	24	-14.4%	13	
St. Moritz	0.021	0.018	0.017	0.019	0.015	1.9%	9	-18.5%	26	-14.2%	23	
Lugano	0.016	0.015	0.012	0.013	0.014	2.5%	6	-4.4%	18	13.7%	11	
Vernier	0.013	0.01	0.009	0.008	0.013	6.7%	3	33.7%	23	47.9%	9	
Opfikon	0.014	0.019	0.012	0.012	0.013	1.7%	13	-32.4%	25	4.6%	14	
Val de Bagnes	0.014	0.012	0.013	0.014	0.012	7.2%	4	5.5%	21	-0.7%	20	
Grindelwald	0.014	0.014	0.012	0.015	0.012	1.5%	12	-13.9%	26	6.3%	24	
Kloten	0.006	0.006	0.004	0.008	0.012	2.5%	6	97.6%	9	187.0%	12	
Lauterbrunnen	0.026	0.022	0.009	0.011	0.011	2.2%	8	-49.3%	26	24.6%	8	
Orsières	0.017	0.012	0.011	0.011	0.011	17.9%	2	-11.9%	23	-0.8%	14	
Bulle	0.002	0.008	0.005	0.007	0.01	15.1%	2	26.9%	21	113.6%	14	
Lancy	0.009	0.011	0.012	0.009	0.01	9.2%	2	-13.5%	10	-19.1%	9	
Nyon	0.006	0.005	0.005	0.006	0.01	11.2%	2	94.7%	10	77.4%	5	
Crissier	0.008	0.008	0.01	0.006	0.01	16.3%	2	15.0%	9	-1.9%	7	
Vevey	0.012	0.011	0.01	0.009	0.009	8.9%	2	-17.3%	12	-3.3%	12	
Yverdon-les-Bains	0.004	0.003	0.008	0.009	0.009	12.4%	2	182.3%	5	8.6%	13	
Lavey-Morcles	0.004	0.006	0.009	0.008	0.009	23.0%	2	61.4%	11	3.5%	17	
Interlaken	0.008	0.008	0.006	0.011	0.009	1.1%	16	14.6%	16	48.5%	12	
Champéry	0.011	0.01	0.009	0.01	0.009	12.8%	2	-11.7%	18	-5.9%	14	
Chavannes-de-Bogis	0.005	0.004	0.007	0.008	0.008	15.5%	2	127.6%	4	21.8%	7	
Carouge (GE)	0	0	0.005	0.007	0.007	16.4%	2	1308.7%	22	34.1%	13	
Saillon	0.003	0.003	0.006	0.001	0.007	10.6%	2	98.6%	23	21.8%	21	
Ollon	0.074	0.042	0.007	0.008	0.007	6.4%	2	-83.5%	24	3.9%	15	
Morges	0.008	0.008	0.007	0.005	0.007	10.0%	2	-13.1%	10	-9.6%	11	
Fribourg	0.008	0.01	0.011	0.007	0.007	8.9%	2	-31.9%	11	-37.4%	7	
Martigny	0.01	0.008	0.009	0.01	0.007	7.3%	3	-13.8%	18	-25.1%	14	
Leytron	0.011	0.009	0.008	0.005	0.006	12.7%	2	-31.9%	12	-21.7%	12	
Sion	0.007	0.005	0.005	0.006	0.006	5.2%	2	29.3%	23	24.7%	24	
Davos	0.008	0.008	0.006	0.006	0.006	0.7%	8	-22.1%	16	-2.3%	5	
Biel/Bienne	0.006	0.005	0.005	0.005	0.006	5.8%	3	6.8%	11	7.0%	4	
Kandersteg	0.003	0.002	0.003	0.005	0.006	4.7%	5	259.1%	10	109.0%	12	
Granges-Paccot	0.005	0.003	0.004	0.005	0.006	10.3%	2	80.6%	15	37.2%	5	
La Chaux-de-Fonds	0.005	0.005	0.006	0.005	0.006	19.1%	2	1.6%	8	-10.5%	8	
Saas-Fee	0.012	0.009	0.007	0.005	0.005	2.1%	5	-44.1%	19	-24.7%	13	
Bellevue	0.006	0.008	0.004	0.006	0.005	16.7%	2	-32.5%	24	26.8%	18	
Paradiso	0.004	0.006	0.005	0.005	0.005	2.7%	8	-6.0%	7	-2.7%	12	
Weggis	0.003	0.003	0.003	0.005	0.005	2.4%	7	62.8%	13	82.4%	2	

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)	0.742	0.674	0.659	0.731	0.761	3.2%	5	13.0%	16	15.5%	8
winter (Nov-April)	0.707	0.677	0.618	0.582	0.637	3.6%	5	-5.8%	21	3.1%	12

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)	0.334	0.345	0.306	0.296	0.320	3.4%	5	-7.1%	21	4.5%	13
off-season II (Sept-Nov)	0.284	0.287	0.272	0.299	0.302	3.1%	5	5.0%	20	10.9%	12
summer core months (Jun-Aug)	0.445	0.384	0.380	0.423	0.441	3.3%	5	14.8%	14	16.1%	7
winter core months (Dez-Feb)	0.386	0.334	0.319	0.294	0.336	3.6%	5	0.4%	20	5.2%	13

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	0.102	0.102	0.094	0.063	0.092	3.1%	5	-9.8%	22	-1.6%	22
February	0.169	0.119	0.120	0.114	0.125	3.7%	5	4.7%	17	4.1%	11
March	0.140	0.166	0.122	0.107	0.110	3.4%	5	-33.8%	24	-10.4%	18
April	0.100	0.088	0.092	0.087	0.099	3.5%	5	13.1%	16	7.8%	12
May	0.094	0.091	0.092	0.102	0.111	3.5%	6	21.9%	12	21.1%	9
June	0.110	0.098	0.103	0.106	0.111	2.8%	5	12.7%	14	7.7%	11
July	0.150	0.126	0.123	0.136	0.143	3.0%	6	13.3%	18	16.2%	8
August	0.185	0.159	0.154	0.182	0.187	4.0%	5	17.3%	12	21.6%	5
September	0.107	0.101	0.096	0.104	0.110	2.7%	5	9.1%	17	14.6%	10
October	0.096	0.097	0.091	0.101	0.099	3.0%	6	1.6%	21	8.6%	14
November	0.081	0.089	0.085	0.093	0.092	4.1%	4	4.2%	20	9.2%	12
December	0.115	0.113	0.106	0.117	0.119	3.8%	5	5.2%	18	12.5%	14

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			44.5%	17	1.742	23	40.9%	17

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)	1.103	19	47.4%	15	1.699	27	45.4%	17
mid-sized destinations (11-50)	0.805	19	40.2%	20	1.874	21	49.6%	14
small destinations (51-200)	1.083	3	43.9%	18	1.729	23	38.1%	10
very small destinations (201-smallest)	1.002	8	44.5%	17	1.685	25	16.9%	11

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	1.49	11	49.4%	16	1.627	26	46.3%	18
mountain	0.65	24	33.4%	20	1.992	21	35.7%	19
small cities	0.97	12	47.1%	19	1.740	24	40.1%	17
rural	1.00	7	47.7%	16	1.719	21	29.6%	15

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
French speaking area	2.672	1	46.3%	19	1.664	28	42.0%	18
German speaking area	0.569	28	42.2%	18	1.850	22	39.9%	18
Italian speaking area	0.539	14	42.2%	22	1.869	16	36.9%	15
Rhaeto Romanic language zone	0.168	11	31.0%	7	1.858	20	7.2%	16

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
Geneva	2.542	3	49.1%	21	1.605	28	46.8%	13
Lake Geneva Region	2.928	1	47.7%	18	1.717	24	50.6%	18
Valais	1.137	6	33.5%	20	1.897	21	30.0%	19
Zurich Region	0.622	27	50.6%	12	1.672	22	46.7%	15
Bern Region	0.644	25	37.4%	19	1.902	22	35.9%	17
Lucerne - Lake Lucerne Region	0.477	27	42.7%	18	1.745	18	34.3%	15
Basel Region	1.031	14	48.7%	17	1.648	25	46.1%	18
Graubünden	0.300	18	26.6%	21	2.472	14	36.0%	25
Jura & Three-Lakes	2.580	1	51.3%	16	1.701	24	30.1%	17
Ticino	0.557	14	42.6%	22	1.877	15	37.3%	15
Region of Fribourg	2.560	1	46.0%	14	1.566	24	13.6%	14
Aargau - Solothurn Region	0.622	15	48.5%	21	1.891	18	28.9%	15
Eastern Switzerland	0.340	12	43.4%	21	1.685	28	25.4%	21

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	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
Genève	2.564	2	49.4%	21	1.659	28	42.3%	16
Lausanne	3.492	1	49.4%	16	1.655	25	47.6%	21
Zürich	0.635	25	50.5%	11	1.607	27	45.3%	15
Basel	1.104	15	49.0%	15	1.647	23	47.7%	19
Meyrin	2.132	2	48.4%	20	1.511	28	63.0%	14
Zermatt	0.646	24	32.2%	21	2.668	7	62.1%	7
Bern	0.882	23	46.2%	18	1.571	24	35.0%	20
Montreux	1.973	2	42.3%	18	1.799	18	69.8%	19
Luzern	0.456	27	44.5%	20	1.583	24	40.3%	21
Neuchâtel	3.827	1	50.4%	19	1.693	27	32.5%	17
Le Grand-Saconnex	2.967	1	50.8%	13	1.373	27	65.9%	16
Crans-Montana	2.087	1	29.5%	15	2.560	15	32.2%	18
Bussigny	5.454	1	46.8%	17	1.787	20	57.7%	20
Saanen	1.229	4	24.7%	12	3.058	17	82.9%	16
St. Moritz	0.569	25	22.0%	25	3.339	5	33.6%	27
Lugano	0.75	18	45.5%	20	1.866	18	51.4%	10
Vernier	2.015	5	45.6%	21	1.476	28	38.1%	14
Opfikon	0.509	26	50.9%	13	1.489	18	45.1%	20
Val de Bagnes	2.138	4	26.4%	16	2.294	25	40.6%	11
Grindelwald	0.447	24	30.2%	22	2.120	18	41.6%	18
Kloten	0.744	24	51.5%	10	1.630	8	73.7%	17
Lauterbrunnen	0.656	20	26.0%	22	2.384	12	26.9%	11
Orsières	5.343	1	20.9%	13	1.308	8	0.0%	0
Bulle	4.511	1	44.3%	16	1.613	24	0.0%	13.5
Lancy	2.751	3	45.5%	20	1.659	27	31.0%	9
Nyon	3.351	1	49.2%	23	1.681	28	24.9%	19
Crissier	4.865	2	59.1%	9	1.641	20	0.0%	0
Vevey	2.665	2	46.0%	19	1.832	25	59.2%	21
Yverdon-les-Bains	3.688	1	48.0%	11	1.535	26	73.1%	5
Lavey-Morcles	6.854	1	47.0%	4	1.280	22	100.0%	13
Interlaken	0.333	25	46.1%	13	1.877	22	45.6%	20
Champéry	3.811	2	25.8%	13	1.498	24	13.0%	20
Chavannes-de-Bogis	4.616	1	52.0%	14	2.231	20	100.0%	14
Carouge (GE)	4.91	1	51.6%	14	1.660	25	0.0%	0
Saillon	3.171	1	48.4%	6	1.496	21	98.4%	15
Ollon	1.916	1	26.3%	16	2.695	12	65.0%	17
Morges	2.992	2	57.0%	13	2.109	20	34.8%	16
Fribourg	2.663	1	52.2%	8	1.530	18	48.1%	17
Martigny	2.181	3	42.7%	12	1.440	19	15.6%	13
Leytron	3.78	1	50.8%	6	1.811	16	0.0%	0
Sion	1.544	4	48.2%	12	1.434	24	2.5%	11
Davos	0.216	19	27.8%	15	2.469	20	67.2%	16
Biel/Bienne	1.733	3	51.4%	12	1.690	19	53.0%	15
Kandersteg	1.403	5	37.2%	9	1.930	13	4.5%	11
Granges-Paccot	3.073	2	41.6%	14	1.422	21	0.0%	0
La Chaux-de-Fonds	5.705	1	52.5%	18	1.635	23	70.5%	17
Saas-Fee	0.629	10	35.9%	15	3.151	17	36.8%	15
Bellevue	5.001	2	45.4%	18	1.800	25	100.0%	14.5
Paradiso	0.811	15	48.4%	20	1.747	14	59.6%	20
Weggis	0.715	8	47.5%	12	2.769	6	67.0%	3

Source: FSO/hotel statistics

Example: In 2023, for tourists from France who visited Genève, the following further characteristics were noted:
- 2.564 times higher share of overnight stays than they had in the whole of Switzerland (=rank 2 out of a total of 28 markets): ON-share Genève (8.59%) vs. ON-share whole Switzerland (3.35%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 49.4% (=rank 21).
- the length of stay (overnight stays/arrivals in the hotel) was 1.66 nights (=rank 28).
- the share of 4- and 5-star hotels out of all hotel nights was 42.3% (=rank 16).

Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	0.948	18	1.690	25	38.2%	16
winter (Nov-April)	1.071	11	1.808	23	44.2%	16

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)	1.028	12	1.733	23	43.0%	16
off-season II (Sept-Nov)	0.933	19	1.649	23	39.7%	16
summer core months (Jun-Aug)	0.985	16	1.718	25	37.6%	17
winter core months (Dez-Feb)	1.062	10	1.881	23	44.4%	16

Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
January	0.919	13	1.838	24	43.7%	17
February	1.120	7	1.996	23	44.5%	17
March	1.024	11	1.883	23	46.2%	15
April	1.030	14	1.667	25	42.1%	16
May	1.031	14	1.661	25	40.7%	16
June	0.833	25	1.633	25	36.2%	19
July	0.900	18	1.687	25	36.8%	18
August	1.201	7	1.799	24	38.9%	14
September	0.808	23	1.641	26	37.1%	16
October	0.889	18	1.658	23	39.3%	18
November	1.224	7	1.651	24	43.1%	17
December	1.139	12	1.804	24	44.8%	17

Source: FSO/hotel statistics

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