Research Report Switzerland.

Tourism goals: summary

Market size & growth: In 2023, the Switzerland market recorded 20.838 million overnights[1] in Switzerland and 17.922 million overnights in 2019. With a market share of 49.90%, Switzerland was the 1st highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 31.1% between 2013 and 2023. Between 2019 and 2023, the development was 16.3%. The corresponding growth ranking was 12 and 7 respectively.

Economic value: Switzerland ranks 22nd with a daily expenditure value of CHF 140 (TMS 2017) and ranks 21st with a 35.3% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 3.4% figure for first-time visitors, Switzerland ranks 28th (TMS 2017). With a length of stay of 1.93 overnights it ranks 20th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 55.1% of overnights from Switzerland, while the percentage split amongst the small[2] and very small[3] destinations was 27.8% (=rank 1) and 17.1% (=rank 2) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.3% (=rank 14) and 23.8% (=rank 11), respectively.

[1] nights in hotels, unless otherwise stated
[2] 51st -200th largest destinations
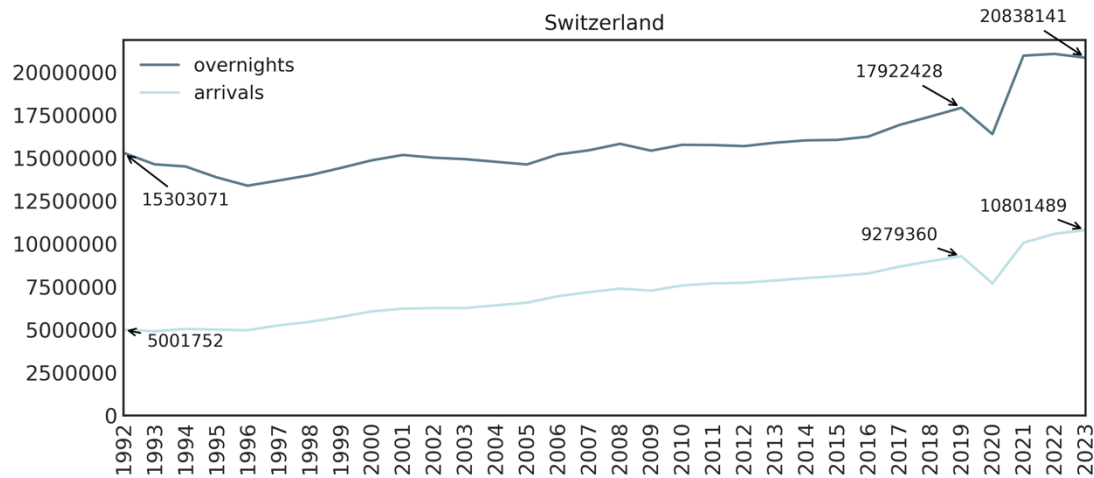[3] 201st largest destination and smaller

		value	rank
1. market size & growth	2019	17.922 M.	1
	2023	20.838 M.	1
	2013-23	31.1%	12
	2019-23	16.3%	7
2. economic value	daily expenditures 2017 (TMS)	140	22
	share ****/*****-nights 2023	35.3%	21
3. first time visitors	share 2017 (TMS)	3.4%	28
4. length of stay	2023	1.93	20
5. balance	share off-season "March-May" of total year 2023	22.3%	14
	share off-season "Sept-Nov" of total year 2023	23.8%	11
	share small destinations (51st -200th largest) 2023	27.8%	1
	share very small destinations (201st+) 2023	17.1%	2

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2023, guests from Switzerland typically preferred the regions of: Eastern Switzerland, Region of Fribourg and Jura & Three-Lakes. Moreover, these guests were most overrepresented in the destinations of: Oberkirch, Leukerbad, Lenk, Lenzerheide (Vaz/Obervaz) and Morschach.

Source: FSO/hotel statistics

Overnight volume & development.

Switzerland

overnights: 15303071 (1992) → 17922428 (2019) → 20838141 (2023)
arrivals: 5001752 (1992) → 9279360 (2019) → 10801489 (2023)

overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	43.5%	44.6%	45.3%	55.1%	49.9%	1
...markets abroad						
...overseas markets						

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	15.765	15.889	17.922	21.062	20.838	1	31.1%	12	16.3%	7
length of stay (overnights/arrivals)	2.081	2.021	1.931	1.990	1.929	21	-9.0%	12	-0.2%	14
density (overnights/1'000 inhabitants)	2003.182	1952.082	2082.543	2390.099	2345.000	1	20.1%	13	12.6%	8
GDP per capita in USD	76'007	86'791	83'876	92'876	99'107	2	14.2%	14	18.2%	11
population in millions	7.870	8.140	8.606	8.812	8.886	26	9.2%	10	3.3%	9

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

Guest origin.
(leisure tourists in Swiss hotels & supplementary accommodations)
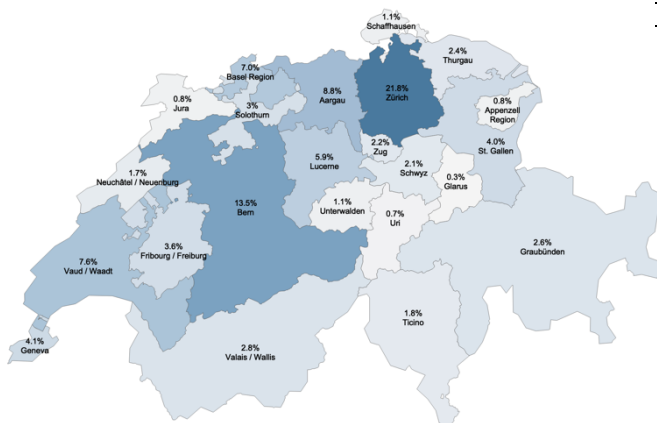
	overnight-share	inhabitant-share
Zürich	21.8%	17.7%
Bern	13.5%	12.2%
Aargau	8.8%	7.9%
Waadt	7.6%	9.3%
Basel Region	7.0%	5.7%
Lucerne	5.9%	4.8%
Geneva	4.1%	5.8%
St. Gallen	4.0%	6.0%
Freiburg	3.6%	3.7%
Solothurn	3.1%	3.2%
Wallis	2.8%	4.0%
Graubünden	2.6%	2.3%
Thurgau	2.4%	3.2%
Zug	2.2%	1.5%
Schwyz	2.1%	1.9%
Ticino	1.8%	4.2%
Neuenburg	1.7%	2.1%
Unterwalden	1.1%	0.9%
Schaffhausen	1.1%	1.0%
Jura	0.8%	0.9%
Appenzell Region	0.8%	0.8%
Uri	0.7%	0.4%
Glarus	0.3%	0.5%
source:	TMS 2017	public source

Geographical distribution in Switzerland.

Total

	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
total	15.765	15.889	17.922	21.062	20.838	49.9%	1	31.1%	12	16.3%	7

Large vs. small destinations

	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
large destinations (top 10)	3.127	3.409	4.121	5.089	5.044	33.8%	1	48.0%	8	22.4%	6
mid-sized destinations (11-50)	4.851	4.754	5.640	6.546	6.436	53.7%	1	35.4%	11	14.1%	8
small destinations (51-200)	4.439	4.450	4.843	5.825	5.795	61.3%	1	30.2%	14	19.6%	7
very small destinations (201-smallest)	3.348	3.277	3.317	3.602	3.563	66.1%	1	8.7%	8	7.4%	7

Tourism zone

	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
mountain	8.422	8.260	8.964	10.630	10.192	57.9%	1	23.4%	16	13.7%	11
big cities	2.467	2.616	3.557	4.087	4.448	33.9%	1	70.0%	6	25.0%	3
small cities	2.784	2.949	3.298	3.953	3.841	50.9%	1	30.2%	6	16.4%	5
rural	2.092	2.064	2.103	2.392	2.358	67.8%	1	14.2%	9	12.1%	5

Language zone

	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
German speaking area	11.171	11.186	12.801	14.948	14.780	49.6%	1	32.1%	13	15.5%	10
French speaking area	2.587	2.687	3.136	3.687	3.873	44.4%	1	44.1%	5	23.5%	4
Italian speaking area	1.479	1.509	1.512	1.846	1.653	63.3%	1	9.6%	12	9.4%	10
Rhaeto Romanic language zone	0.529	0.508	0.474	0.581	0.533	80.8%	1	4.9%	11	12.3%	12

Tourism region

	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
Graubünden	2.952	2.904	3.208	3.743	3.509	64.7%	1	20.8%	16	9.4%	12
Bern Region	2.162	2.134	2.243	2.815	2.772	46.3%	1	29.9%	16	23.6%	14
Zurich Region	1.439	1.531	2.162	2.417	2.587	37.2%	1	69.0%	7	19.7%	6
Valais	2.053	2.020	2.220	2.573	2.512	56.1%	1	24.3%	17	13.2%	14
Lucerne - Lake Lucerne Region	1.377	1.409	1.594	1.933	1.869	47.4%	1	32.7%	9	17.2%	9
Lake Geneva Region	0.990	1.080	1.336	1.560	1.575	54.1%	1	45.8%	5	17.8%	4
Ticino	1.396	1.437	1.429	1.731	1.549	63.0%	1	7.7%	12	8.4%	11
Eastern Switzerland	1.247	1.188	1.254	1.407	1.428	70.0%	1	20.2%	7	13.9%	4
Geneva	0.592	0.554	0.621	0.794	0.904	25.4%	1	63.2%	3	45.7%	2
Basel Region	0.452	0.463	0.624	0.678	0.694	39.7%	1	50.0%	6	11.2%	8
Aargau - Solothurn Region	0.543	0.529	0.586	0.640	0.681	59.4%	1	28.9%	12	16.1%	12
Jura & Three-Lakes	0.305	0.346	0.344	0.423	0.416	69.0%	1	20.0%	6	21.0%	3
Region of Fribourg	0.259	0.294	0.302	0.349	0.343	69.0%	1	16.8%	8	13.7%	3

Source: FSO/hotel statistics

Example: Tourists from Switzerland generate the most overnight stays in Graubünden of any Swiss region, namely 3.509 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Graubünden appears at the top of the list). From Graubünden's perspective, 64.7% of their total tourism volume comes from Switzerland, making this source market the 1st most important market for this region (out of 28 ST markets overall). With a 20.8% development in overnight stays between 2013 and 2023, Switzerland ranks 16th. In other words, in reference to the development of overnight stays, 15 other source markets had a stronger performance and 12 had a weaker performance.
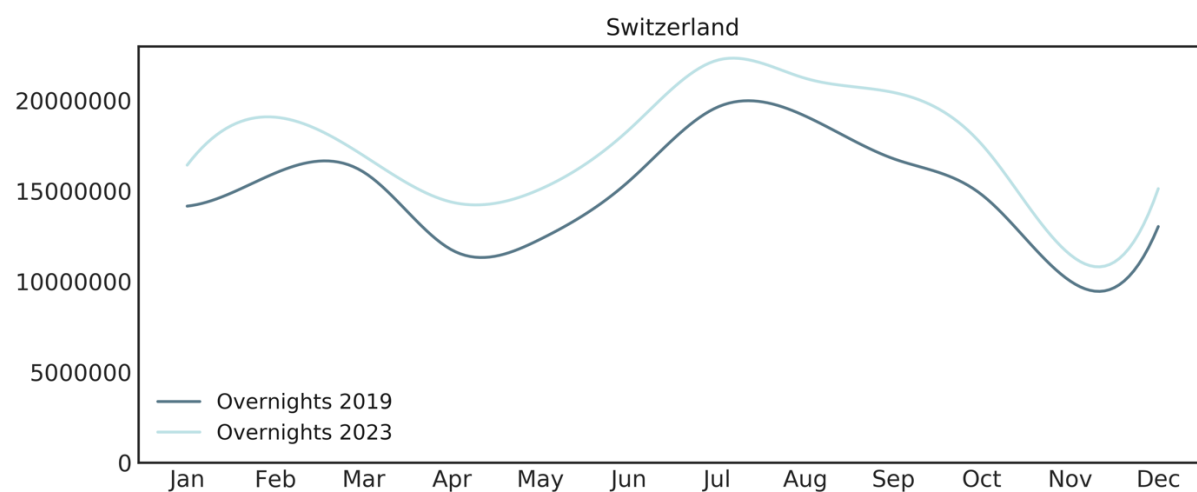
Top 50 destinations

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	0.525	0.586	0.859	1.09	1.136	29.6%	1	93.7%	5	32.2%	4
Zermatt	0.49	0.532	0.594	0.741	0.656	40.2%	1	23.4%	20	10.5%	17
Basel	0.294	0.315	0.468	0.529	0.534	36.5%	1	69.5%	4	14.1%	8
Davos	0.364	0.401	0.506	0.558	0.533	65.8%	1	33.0%	5	5.5%	4
Bern	0.322	0.338	0.35	0.412	0.483	46.3%	1	42.8%	21	37.9%	12
Genève	0.302	0.301	0.312	0.455	0.454	20.2%	1	51.0%	3	45.7%	1
Lausanne	0.217	0.298	0.39	0.421	0.432	46.4%	1	45.0%	6	10.7%	5
Luzern	0.297	0.313	0.317	0.392	0.35	26.3%	1	11.9%	13	10.5%	8
Ascona	0.264	0.268	0.295	0.34	0.312	74.2%	1	16.4%	13	5.5%	13
Arosa	0.27	0.27	0.259	0.287	0.283	70.2%	1	5.0%	12	9.3%	12
St. Moritz	0.234	0.216	0.257	0.32	0.279	35.6%	1	29.3%	19	8.4%	16
Grindelwald	0.153	0.169	0.188	0.293	0.259	31.2%	1	53.3%	17	38.2%	16
Lugano	0.224	0.207	0.21	0.286	0.251	44.7%	1	20.8%	11	19.5%	5
Saanen	0.181	0.182	0.217	0.25	0.24	66.2%	1	32.2%	9	10.8%	6
Pontresina	0.181	0.184	0.202	0.25	0.239	68.9%	1	30.1%	13	18.3%	13
Morschach	0.163	0.165	0.168	0.21	0.227	84.9%	1	37.1%	22	35.1%	17
Meyrin	0.161	0.127	0.15	0.166	0.224	33.6%	1	77.1%	11	49.2%	15
Opfikon	0.15	0.138	0.238	0.244	0.222	29.9%	1	60.4%	11	-6.7%	20
Locarno	0.181	0.192	0.231	0.245	0.218	79.1%	1	13.5%	10	-5.9%	5
Vaz/Obervaz	0.166	0.17	0.217	0.23	0.217	85.0%	1	27.6%	20	0.1%	13
Interlaken	0.163	0.156	0.138	0.198	0.207	25.7%	1	32.5%	13	50.1%	10
Scuol	0.21	0.2	0.202	0.22	0.202	80.7%	1	1.0%	11	0.2%	15
Montreux	0.18	0.168	0.212	0.205	0.186	42.7%	1	11.0%	12	-12.0%	21
Leukerbad	0.236	0.193	0.175	0.194	0.184	88.2%	1	-4.7%	13	5.4%	10
St. Gallen	0.084	0.092	0.141	0.171	0.184	62.5%	1	98.6%	6	30.0%	7
Saas-Fee	0.18	0.168	0.191	0.191	0.183	72.8%	1	9.3%	12	-4.3%	8
Kloten	0.075	0.071	0.149	0.152	0.182	39.2%	1	156.7%	6	22.5%	28
Rümlang	0.054	0.061	0.156	0.115	0.176	60.8%	1	190.8%	4	13.1%	13
Laax	0.064	0.073	0.093	0.172	0.167	67.7%	1	130.2%	7	80.1%	3
Adelboden	0.125	0.128	0.129	0.154	0.16	72.7%	1	24.7%	19	24.3%	12
Leysin	0.045	0.062	0.108	0.163	0.156	80.2%	1	149.8%	2	44.0%	1
Sils im Engadin/Segl	0.129	0.114	0.137	0.163	0.153	66.8%	1	34.4%	15	11.5%	13
Lauterbrunnen	0.112	0.124	0.117	0.178	0.153	30.6%	1	23.2%	17	30.5%	6
Crans-Montana	0.108	0.108	0.139	0.14	0.149	65.6%	1	37.9%	12	7.2%	12
Engelberg	0.121	0.106	0.117	0.135	0.143	44.1%	1	34.6%	11	21.8%	13
Weggis	0.106	0.111	0.101	0.142	0.131	61.8%	1	18.5%	18	30.4%	6
Brig-Glis	0.06	0.066	0.076	0.118	0.127	59.5%	1	93.3%	16	66.6%	9
Oberkirch	0.009	0.01	0.028	0.116	0.125	97.0%	1	1197.4%	15	353.6%	15
Flims	0.12	0.101	0.139	0.153	0.117	57.3%	1	16.0%	19	-16.0%	20
Winterthur	0.089	0.098	0.116	0.102	0.116	59.0%	1	18.8%	8	0.3%	6
Bad Ragaz	0.103	0.092	0.083	0.11	0.106	67.7%	1	16.2%	9	27.3%	9
Chur	0.087	0.082	0.101	0.108	0.103	48.5%	1	25.0%	22	1.3%	23
Lenk	0.15	0.09	0.1	0.11	0.102	86.2%	1	13.0%	21	1.9%	14
Muralto	0.095	0.089	0.074	0.103	0.1	76.9%	1	13.3%	15	35.4%	15
Thun	0.061	0.068	0.078	0.096	0.096	64.3%	1	40.9%	17	23.9%	21
Sigriswil	0.127	0.123	0.125	0.139	0.096	80.4%	1	-22.1%	26	-23.5%	23
Samnaun	0.091	0.091	0.093	0.096	0.094	60.7%	1	3.8%	15	1.2%	10
Neuchâtel	0.046	0.056	0.064	0.093	0.092	58.3%	1	65.8%	6	43.1%	5
Schwende-Rüte	0.085	0.085	0.083	0.089	0.091	82.5%	1	7.6%	17	9.5%	20
Paradiso	0.058	0.096	0.073	0.1	0.09	46.7%	1	-5.3%	6	23.9%	6

Source: FSO/hotel statistics

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

Seasonal distribution.

Switzerland

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)	8.728	8.640	9.820	11.896	11.492	47.9%	1	33.0%	10	17.0%	6
winter (Nov-April)	7.038	7.249	8.102	9.167	9.346	52.6%	1	28.9%	13	15.4%	8

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)	3.475	3.480	4.012	4.860	4.643	50.0%	1	33.4%	10	15.7%	6
off-season II (Sept-Nov)	3.746	3.676	4.162	5.026	4.951	51.3%	1	34.7%	12	19.0%	8
summer core months (Jun-Aug)	4.744	4.805	5.428	6.465	6.180	46.2%	1	28.6%	10	13.9%	8
winter core months (Dez-Feb)	3.800	3.927	4.320	4.711	5.063	53.6%	1	28.9%	14	17.2%	9

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	1.251	1.307	1.417	1.386	1.643	54.7%	1	25.7%	13	16.0%	6
February	1.490	1.509	1.600	1.859	1.907	57.4%	1	26.4%	13	19.3%	7
March	1.378	1.461	1.604	1.818	1.695	52.9%	1	16.0%	12	5.6%	10
April	1.042	0.979	1.174	1.505	1.438	50.1%	1	46.9%	10	22.5%	6
May	1.056	1.040	1.234	1.537	1.510	46.9%	1	45.2%	8	22.4%	8
June	1.282	1.317	1.552	1.896	1.836	46.2%	1	39.4%	8	18.3%	7
July	1.787	1.750	1.962	2.337	2.221	46.8%	1	27.0%	13	13.2%	12
August	1.676	1.738	1.914	2.232	2.122	45.7%	1	22.1%	10	10.9%	11
September	1.558	1.520	1.678	2.020	2.044	50.1%	1	34.5%	10	21.8%	7
October	1.370	1.275	1.480	1.875	1.758	52.9%	1	37.8%	12	18.8%	11
November	0.818	0.881	1.004	1.131	1.149	51.0%	1	30.5%	12	14.5%	10
December	1.059	1.111	1.304	1.467	1.513	48.5%	1	36.2%	14	16.0%	11

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			46.0%	13	1.929	20	35.3%	21

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)	0.677	27	47.6%	13	1.848	22	48.8%	13
mid-sized destinations (11-50)	1.075	4	43.7%	12	2.114	11	41.6%	23
small destinations (51-200)	1.229	1	46.0%	12	1.889	22	31.4%	20
very small destinations (201-smallest)	1.325	2	48.2%	11	1.819	21	10.8%	19

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	4	39.8%	11	2.153	17	32.4%	24
big cities	0.68	27	52.0%	8	1.672	25	46.7%	16
small cities	1.02	9	51.9%	9	1.823	21	38.9%	19
rural	1.36	2	52.1%	9	1.814	19	19.9%	22

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	0.995	20	45.2%	14	1.928	20	36.5%	20
French speaking area	0.890	15	48.0%	16	1.793	26	35.9%	27
Italian speaking area	1.268	2	52.5%	7	2.187	4	30.2%	21
Rhaeto Romanic language zone	1.618	2	35.2%	3	2.415	5	11.8%	10

Tourism region

	affinity 2023	rank 2023	share off season 2023	rank 2023	length of stay 2023	rank 2023	****/***** ON share 2023	rank 2023
Graubünden	1.296	4	35.4%	10	2.491	13	35.8%	26
Bern Region	0.927	18	44.7%	13	1.820	25	35.0%	19
Zurich Region	0.745	24	51.8%	7	1.653	24	46.3%	17
Valais	1.124	8	40.4%	10	2.079	15	28.6%	20
Lucerne - Lake Lucerne Region	0.949	16	48.0%	12	1.876	16	31.2%	20
Lake Geneva Region	1.084	6	48.0%	16	1.815	22	41.7%	24
Ticino	1.263	2	53.3%	7	2.192	4	31.1%	21
Eastern Switzerland	1.403	3	49.4%	11	1.843	27	27.6%	18
Geneva	0.510	25	51.7%	15	1.939	19	44.3%	23
Basel Region	0.795	18	52.9%	10	1.659	24	39.9%	24
Aargau - Solothurn Region	1.191	5	51.8%	11	1.799	20	32.4%	11
Jura & Three-Lakes	1.382	2	51.7%	13	1.577	27	24.6%	22
Region of Fribourg	1.384	4	50.7%	5	1.529	27	25.9%	3

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	
		rank		rank		rank		rank
	2023	2023	2023	2023	2023	2023	2023	2023
Zürich	0.594	27	51.8%	5	1.638	26	54.7%	5
Zermatt	0.806	18	41.1%	11	2.356	15	55.8%	12
Basel	0.731	19	52.6%	12	1.640	24	45.0%	22
Davos	1.319	3	32.6%	10	2.331	23	51.7%	25
Bern	0.927	21	51.9%	9	1.545	26	38.6%	15
Genève	0.404	27	51.2%	17	2.202	14	35.6%	26
Lausanne	0.931	15	52.8%	7	1.772	24	45.8%	24
Luzern	0.528	26	50.2%	12	1.757	17	56.5%	9
Ascona	1.487	2	54.2%	4	2.671	10	43.8%	11
Arosa	1.407	3	29.0%	7	2.704	23	49.4%	25
St. Moritz	0.714	20	36.2%	9	2.472	15	51.1%	20
Grindelwald	0.626	22	38.8%	14	2.023	21	36.7%	24
Lugano	0.895	14	53.5%	6	1.888	14	43.9%	20
Saanen	1.326	3	37.8%	4	2.237	24	68.0%	27
Pontresina	1.381	4	35.2%	6	3.179	11	34.2%	26
Morschach	1.701	1	48.1%	5	2.171	19	10.7%	4
Meyrin	0.672	22	50.6%	16	1.656	22	73.8%	4
Opfikon	0.599	24	51.2%	11	1.599	13	58.9%	6
Locarno	1.585	1	52.2%	4	2.182	8	30.5%	11
Vaz/Obervaz	1.703	2	32.4%	6	2.517	20	51.0%	11
Interlaken	0.515	20	49.0%	11	1.829	24	58.1%	9
Scuol	1.617	2	38.7%	4	2.771	6	26.2%	9
Montreux	0.855	18	46.3%	12	1.701	21	72.8%	16
Leukerbad	1.767	1	40.0%	11	1.997	11	25.0%	19
St. Gallen	1.253	3	53.2%	13	1.845	20	49.9%	17
Saas-Fee	1.459	1	43.8%	7	2.503	22	25.3%	25
Kloten	0.785	23	51.1%	12	1.445	18	67.2%	22
Rümlang	1.218	7	51.4%	15	1.290	12	41.4%	22
Laax	1.357	7	37.0%	9	3.638	19	74.2%	25
Adelboden	1.456	3	36.0%	16	2.307	15	35.3%	19
Leysin	1.607	2	41.6%	4	2.576	6	0.0%	13.5
Sils im Engadin/Segl	1.339	2	36.5%	7	3.615	13	37.9%	22
Lauterbrunnen	0.614	23	32.5%	16	2.251	18	19.0%	21
Crans-Montana	1.315	5	32.8%	12	2.251	21	35.7%	13
Engelberg	0.884	12	38.5%	13	2.095	19	43.8%	9
Weggis	1.238	4	50.1%	10	2.011	23	37.1%	18
Brig-Glis	1.193	6	50.4%	6	2.075	6	9.6%	20
Oberkirch	1.943	1	56.0%	15	3.013	4	0.0%	11
Flims	1.148	5	32.7%	10	2.378	23	34.3%	10
Winterthur	1.182	5	54.6%	6	1.771	23	17.1%	26
Bad Ragaz	1.357	2	51.1%	8	2.125	15	52.0%	26
Chur	0.971	15	52.0%	6	1.545	3	26.6%	18
Lenk	1.728	1	34.9%	8	2.047	14	39.6%	12
Muralto	1.541	2	56.1%	5	2.145	10	38.6%	10
Thun	1.288	3	49.4%	8	1.590	25	30.6%	16
Sigriswil	1.611	1	52.8%	4	2.072	18	74.4%	3
Samnaun	1.216	6	38.5%	8	3.228	12	36.0%	14
Neuchâtel	1.169	6	51.7%	16	1.464	28	45.4%	10
Schwende-Rüte	1.654	1	47.3%	6	2.102	10	48.1%	7
Paradiso	0.935	13	55.3%	7	1.818	10	54.4%	24

Source: FSO/hotel statistics

Example: In 2023, for tourists from Switzerland who visited Zürich, the following further characteristics were noted:
- 0.594 times higher share of overnight stays than they had in the whole of Switzerland (=rank 27 out of a total of 28 markets): ON-share Zürich (29.64%) vs. ON-share whole Switzerland (49.90%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 51.8% (=rank 5).
- the length of stay (overnight stays/arrivals in the hotel) was 1.64 nights (=rank 26).
- the share of 4- and 5-star hotels out of all hotel nights was 54.7% (=rank 5).

Summer, winter

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	0.96	17	1.858	19	34.0%	21
winter (Nov-April)	1.054	12	2.024	21	36.9%	25

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)	1.001	14	1.901	21	35.7%	21
off-season II (Sept-Nov)	1.027	11	1.808	22	35.4%	20
summer core months (Jun-Aug)	0.927	19	1.893	19	33.6%	21
winter core months (Dez-Feb)	1.074	9	2.149	18	36.8%	26

Months

	affinity		length of stay		****/***** ON share	
		rank		rank		rank
	2023	2023	2023	2023	2023	2023
January	1.097	6	2.167	20	35.9%	26
February	1.150	6	2.387	16	34.0%	26
March	1.060	10	2.029	21	35.6%	26
April	1.004	15	1.885	22	36.4%	21
May	0.940	19	1.790	22	35.0%	22
June	0.927	16	1.787	23	33.6%	21
July	0.937	17	1.966	17	33.4%	21
August	0.916	19	1.918	18	33.7%	19
September	1.005	9	1.783	22	33.4%	20
October	1.059	11	1.891	20	35.0%	21
November	1.021	14	1.734	22	39.7%	22
December	0.972	13	1.895	20	41.3%	20

Source: FSO/hotel statistics

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