

Research Report United Kingdom.

Tourism goals: summary

Market size & growth: In 2023, the UK market recorded 1.687 million overnights¹⁾ in Switzerland and 1.641 million overnights in 2019. With a market share of 4.04%, UK was the 4th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 2.9% between 2013 and 2023. Between 2019 and 2023, the development was 2.8%. The corresponding growth ranking was 19 and 15 respectively.

Economic value: UK ranks 14th with a daily expenditure value of CHF 210 (TMS 2017) and ranks 9th with a 49.3% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 29.8% figure for first-time visitors, UK ranks 19th (TMS 2017). With a length of stay of 2.21 overnights it ranks 8th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 80.5% of overnights from UK, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 14.0% (=rank 18) and 5.4% (=rank 14) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.2% (=rank 16) and 20.3% (=rank 22), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

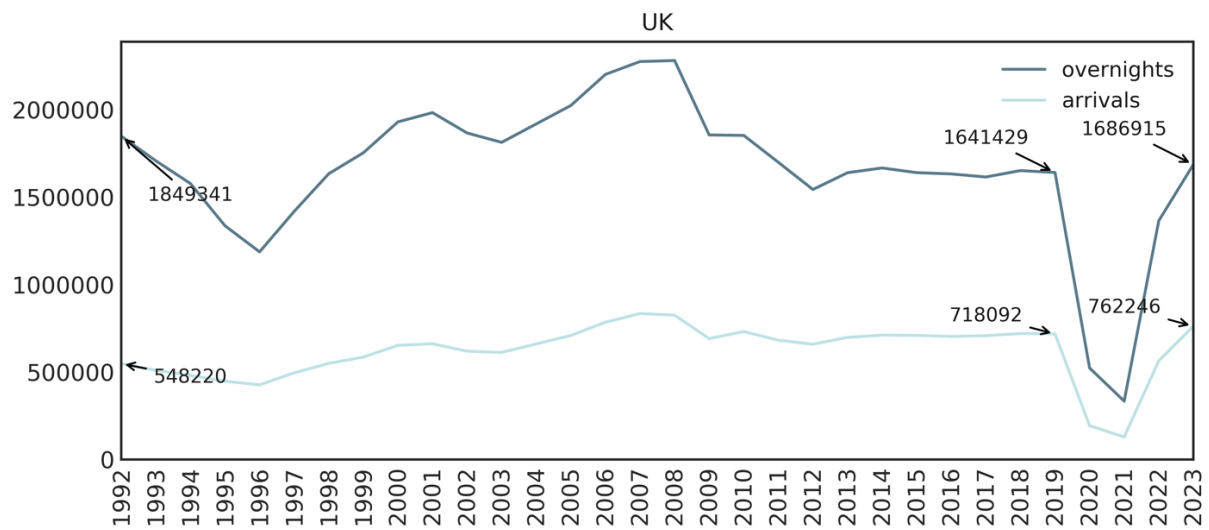
		value	rank
1. market size & growth	2019	1.641 M.	5
	2023	1.687 M.	4
	2013-23	2.9%	19
	2019-23	2.8%	15
2. economic value	daily expenditures 2017 (TMS)	210	14
	share ****/*****-nights 2023	49.3%	9
3. first time visitors	share 2017 (TMS)	29.8%	19
4. length of stay	2023	2.21	8
5. balance	share off-season "March-May" of total year 2023	22.2%	16
	share off-season "Sept-Nov" of total year 2023	20.3%	22
	share small destinations (51 st -200 th largest) 2023	14.0%	18
	share very small destinations (201 st +) 2023	5.4%	14

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from UK typically preferred the regions of: Geneva, Basel Region and Zurich Region. Moreover, these guests were most overrepresented in the destinations of: Albula/Alvra, Val-d'Illiez, Val de Bagnes, Versoix and Lauterbrunnen.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	5.1%	4.6%	4.1%	3.6%	4.0%	4
...markets abroad	9.1%	8.3%	7.6%	7.9%	8.1%	3
...nearby markets (Europe, excl. CH)	12.2%	12.4%	13.4%	12.3%	14.0%	2

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	1.854	1.640	1.641	1.365	1.687	4	2.9%	19	2.8%	15
length of stay (overnights/arrivals)	2.532	2.348	2.286	2.420	2.213	9	-10.0%	14	-5.7%	22
density (overnights/1'000 inhabitants)	29.502	25.557	24.562	20.179	24.815	9	-2.9%	19	1.0%	15
GDP per capita in USD	39'582	43'421	42'691	45'833	49'184	12	13.3%	15	15.2%	13
population in millions	62.827	64.173	66.828	67.654	67.979	11	5.9%	15	1.7%	16

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
England	88.4%	85.2%
Scotland	8.2%	7.7%
Wales	2.4%	4.4%
Nothern Ireland	0.5%	2.7%

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	rank
						2023	2023				
total	1.854	1.640	1.641	1.365	1.687	4.0%	4	2.9%	19	2.8%	15

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	rank
						2023	2023				
large destinations (top 10)	0.822	0.748	0.796	0.655	0.855	5.7%	4	14.3%	17	7.3%	13
mid-sized destinations (11-50)	0.603	0.520	0.490	0.458	0.504	4.2%	4	-3.2%	22	2.7%	17
small destinations (51-200)	0.318	0.272	0.260	0.185	0.236	2.5%	5	-13.1%	24	-9.1%	24
very small destinations (201-smallest)	0.110	0.099	0.095	0.066	0.092	1.7%	6	-7.5%	14	-2.9%	13

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	rank
						2023	2023				
big cities	0.635	0.625	0.683	0.543	0.790	6.0%	4	26.4%	15	15.7%	7
mountain	0.932	0.745	0.699	0.636	0.647	3.7%	4	-13.2%	20	-7.5%	20
small cities	0.240	0.229	0.212	0.158	0.206	2.7%	6	-9.9%	23	-2.8%	18
rural	0.046	0.041	0.047	0.028	0.044	1.3%	8	6.0%	11	-7.1%	17

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	rank
						2023	2023				
German speaking area	1.314	1.148	1.118	0.944	1.150	3.9%	4	0.2%	19	2.9%	16
French speaking area	0.485	0.449	0.484	0.389	0.494	5.7%	4	10.1%	16	2.2%	12
Italian speaking area	0.044	0.036	0.037	0.030	0.040	1.5%	7	10.2%	11	6.8%	12
Rhaeto Romanic language zone	0.011	0.007	0.003	0.002	0.003	0.4%	8	-62.2%	27	-14.0%	20

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	rank
						2023	2023				
Zurich Region	0.295	0.291	0.301	0.227	0.335	4.8%	4	15.1%	15	11.4%	11
Geneva	0.237	0.238	0.254	0.219	0.310	8.7%	3	30.4%	9	21.8%	5
Bern Region	0.359	0.294	0.267	0.234	0.268	4.5%	4	-8.8%	25	0.4%	22
Valais	0.293	0.238	0.221	0.210	0.201	4.5%	4	-15.7%	23	-9.1%	19
Graubünden	0.176	0.144	0.160	0.148	0.152	2.8%	3	5.5%	20	-5.4%	19
Lucerne - Lake Lucerne Region	0.146	0.120	0.112	0.106	0.131	3.3%	5	8.9%	14	17.0%	10
Lake Geneva Region	0.160	0.129	0.137	0.086	0.106	3.6%	5	-17.9%	19	-22.9%	17
Basel Region	0.085	0.090	0.096	0.070	0.095	5.4%	4	5.2%	21	-0.7%	14
Ticino	0.043	0.035	0.036	0.028	0.038	1.5%	7	7.5%	13	4.8%	13
Eastern Switzerland	0.028	0.025	0.022	0.017	0.018	0.9%	8	-26.1%	24	-14.8%	22
Aargau - Solothurn Region	0.015	0.018	0.018	0.011	0.017	1.4%	10	-8.9%	21	-6.1%	24
Jura & Three-Lakes	0.010	0.010	0.009	0.006	0.008	1.4%	6	-13.3%	14	-3.1%	10
Region of Fribourg	0.006	0.008	0.009	0.004	0.008	1.6%	5	5.6%	10	-8.5%	10

Source: FSO/hotel statistics

Example: Tourists from UK generate the most overnight stays in Zurich Region of any Swiss region, namely 0.335 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, 4.8% of their total tourism volume comes from UK, making this source market the 4th most important market for this region (out of 28 ST markets overall). With a 15.1% development in overnight stays between 2013 and 2023, UK ranks 15th. In other words, in reference to the development of overnight stays, 14 other source markets had a stronger performance and 13 had a weaker performance.

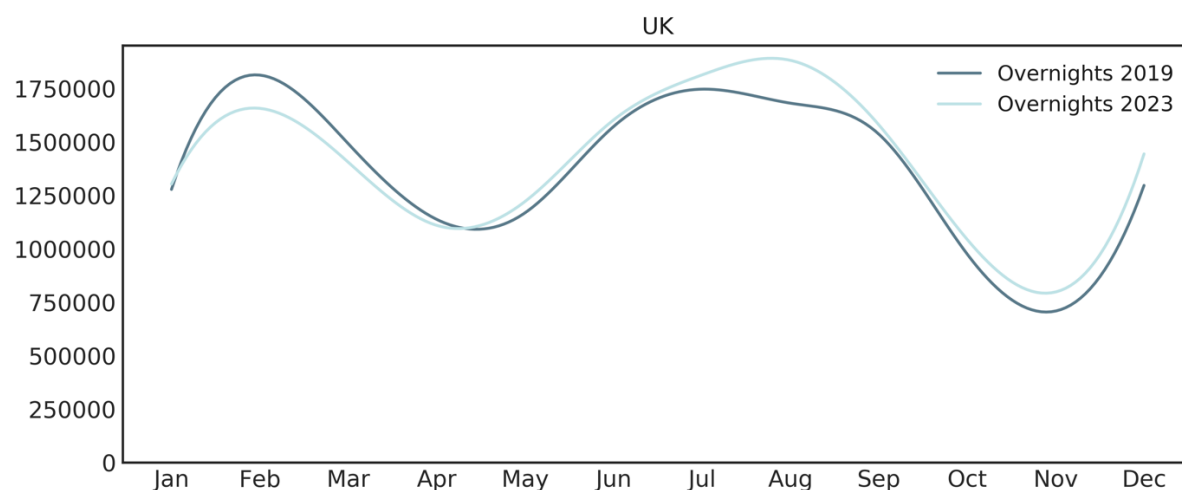
Top 50 destinations

destinations	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
Zürich	0.184	0.185	0.206	0.154	0.225	5.9%	4	21.5%	14	9.5%	10
Genève	0.167	0.167	0.179	0.146	0.197	8.8%	3	18.5%	10	10.3%	8
Zermatt	0.128	0.101	0.097	0.097	0.097	6.0%	4	-3.9%	21	0.4%	19
Basel	0.079	0.084	0.089	0.067	0.088	6.0%	4	5.3%	22	-1.0%	16
Lauterbrunnen	0.102	0.088	0.073	0.065	0.059	11.8%	3	-33.0%	25	-19.1%	22
Luzern	0.058	0.051	0.043	0.044	0.058	4.4%	5	13.9%	12	36.1%	2
Meyrin	0.038	0.042	0.03	0.037	0.056	8.4%	3	34.7%	19	88.6%	8
Grindelwald	0.049	0.047	0.043	0.054	0.053	6.4%	5	11.5%	20	21.6%	21
St. Moritz	0.038	0.033	0.04	0.044	0.041	5.2%	5	25.6%	20	2.4%	18
Lausanne	0.044	0.033	0.051	0.03	0.041	4.4%	4	23.8%	12	-20.6%	16
Opfikon	0.032	0.026	0.024	0.022	0.039	5.3%	5	49.4%	15	63.2%	5
Bern	0.019	0.021	0.025	0.021	0.038	3.6%	4	83.9%	14	49.6%	6
Interlaken	0.065	0.037	0.034	0.026	0.033	4.1%	8	-11.0%	22	-1.3%	21
Val de Bagnes	0.033	0.035	0.042	0.04	0.027	15.7%	2	-21.2%	27	-34.2%	25
Davos	0.029	0.022	0.03	0.017	0.024	3.0%	3	10.3%	8	-17.7%	11
Montreux	0.027	0.028	0.024	0.021	0.022	4.9%	5	-22.5%	19	-9.9%	16
Le Grand-Saconnex	0.013	0.01	0.018	0.017	0.02	9.6%	3	104.4%	11	11.5%	7
Kloten	0.016	0.014	0.009	0.014	0.019	4.2%	4	34.4%	22	108.2%	21
Vernier	0.006	0.007	0.013	0.007	0.018	9.5%	2	172.4%	5	44.1%	12
Chur	0.017	0.013	0.012	0.012	0.018	8.3%	3	34.3%	20	48.8%	10
Saanen	0.014	0.013	0.017	0.015	0.015	4.2%	3	15.4%	15	-9.6%	11
Engelberg	0.024	0.021	0.01	0.016	0.015	4.6%	5	-29.4%	21	43.8%	10
Klosters	0.023	0.017	0.016	0.017	0.013	9.1%	3	-26.3%	19	-18.5%	14
Lugano	0.018	0.014	0.014	0.012	0.012	2.2%	7	-9.2%	20	-11.4%	22
Arosa	0.019	0.017	0.015	0.013	0.012	3.1%	3	-25.4%	21	-14.4%	21
Saas-Fee	0.056	0.041	0.022	0.015	0.012	4.8%	3	-70.3%	25	-44.8%	17
Unterseen	0.014	0.009	0.008	0.008	0.011	6.4%	6	20.0%	22	38.7%	18
Andermatt	0.004	0.003	0.008	0.011	0.011	7.2%	3	307.6%	15	40.6%	10
Brig-Glis	0.015	0.013	0.008	0.01	0.01	4.9%	4	-18.2%	23	27.4%	13
Paradiso	0.005	0.006	0.004	0.003	0.009	4.7%	4	58.9%	3	114.9%	3
Lancy	0.009	0.01	0.008	0.004	0.009	8.3%	3	-8.2%	6	10.5%	2
Kandersteg	0.016	0.015	0.01	0.009	0.009	7.2%	3	-40.2%	27	-15.0%	26
Wilderswil	0.012	0.009	0.009	0.006	0.009	6.7%	3	-9.1%	22	-8.0%	19
Zug	0.015	0.013	0.009	0.008	0.009	7.8%	4	-32.9%	22	-7.0%	16
Laax	0.007	0.006	0.009	0.01	0.008	3.2%	4	40.5%	12	-15.3%	11
Albula/Alvra	0.001	0	0.004	0.006	0.007	32.2%	1	2148.2%	3	65.2%	8
Kriens	0.005	0.001	0.003	0.004	0.007	4.7%	5	536.4%	9	100.2%	14
Crans-Montana	0.007	0.006	0.007	0.007	0.006	2.7%	6	11.9%	16	-15.3%	17
Winterthur	0.005	0.005	0.004	0.003	0.006	3.1%	3	29.7%	3	45.1%	2
Weggis	0.012	0.008	0.006	0.007	0.006	2.8%	5	-22.3%	25	-1.1%	12
Rümlang	0.009	0.006	0.007	0.005	0.006	1.9%	5	-12.9%	24	-19.2%	25
Flims	0.012	0.01	0.008	0.007	0.005	2.5%	4	-50.6%	28	-37.3%	24
Bussigny	0.005	0.005	0.002	0.002	0.005	5.8%	3	6.2%	9	107.3%	3
Nyon	0.005	0.005	0.008	0.004	0.005	5.8%	4	-1.2%	28	-34.6%	28
Ollon	0.024	0.014	0.006	0.007	0.005	4.6%	3	-64.0%	19	-21.9%	18
Vevey	0.013	0.01	0.007	0.004	0.005	4.6%	4	-52.4%	26	-29.6%	24
Pontresina	0.004	0.005	0.007	0.005	0.005	1.4%	5	-3.6%	20	-29.9%	24
Versoix	0	0	0.003	0.004	0.004	14.0%	3	1240.4%	15	46.5%	3
Hergiswil (NW)	0.007	0.006	0.005	0.003	0.004	9.9%	3	-30.7%	28	-10.4%	24
Val-d'Illiez	0.004	0.003	0.002	0.003	0.004	16.5%	2	37.4%	9	91.7%	10

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	rank	rank	rank	rank	rank	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
summer (May-Oct)	0.954	0.861	0.869	0.719	0.915	3.8%	4	6.2%	20	5.3%	15
winter (Nov-April)	0.900	0.779	0.773	0.646	0.772	4.3%	4	-0.9%	18	-0.1%	16

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank	rank	rank	rank	rank	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
off-season I (March-May)	0.436	0.383	0.380	0.299	0.374	4.0%	4	-2.5%	19	-1.6%	17
off-season II (Sept-Nov)	0.341	0.305	0.322	0.281	0.342	3.5%	4	12.2%	18	6.2%	15
summer core months (Jun-Aug)	0.574	0.518	0.500	0.418	0.530	4.0%	4	2.3%	21	6.0%	15
winter core months (Dez-Feb)	0.503	0.434	0.439	0.367	0.441	4.7%	4	1.6%	19	0.4%	17

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank	rank	rank	rank	rank	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
January	0.157	0.133	0.128	0.081	0.130	4.3%	4	-2.1%	18	2.0%	15
February	0.216	0.169	0.181	0.147	0.166	5.0%	3	-1.7%	19	-8.6%	21
March	0.194	0.161	0.149	0.123	0.141	4.4%	4	-12.8%	18	-5.8%	14
April	0.130	0.112	0.114	0.088	0.111	3.9%	4	-1.1%	22	-2.5%	19
May	0.112	0.110	0.117	0.088	0.122	3.8%	4	11.3%	14	4.5%	16
June	0.180	0.160	0.157	0.126	0.160	4.0%	4	0.3%	18	2.0%	15
July	0.202	0.183	0.175	0.141	0.181	3.8%	4	-0.9%	22	3.8%	17
August	0.193	0.175	0.168	0.150	0.188	4.1%	4	7.5%	17	11.9%	9
September	0.175	0.148	0.154	0.133	0.158	3.9%	4	7.2%	19	2.8%	19
October	0.093	0.086	0.098	0.080	0.104	3.1%	4	21.9%	14	7.0%	15
November	0.072	0.072	0.071	0.068	0.080	3.5%	5	11.1%	18	12.6%	11
December	0.130	0.132	0.130	0.139	0.144	4.6%	4	9.7%	17	11.4%	15

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			42.5%	21	2.213	8	49.3%	9

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)	1.418	15	45.6%	19	2.139	10	52.6%	10
mid-sized destinations (11-50)	1.039	6	37.2%	24	2.337	6	54.2%	9
small destinations (51-200)	0.620	18	42.3%	21	2.216	7	39.2%	9
very small destinations (201-smallest)	0.422	14	42.6%	22	2.281	8	17.5%	10

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	10	47.7%	23	1.863	15	51.7%	11
mountain	0.91	13	34.0%	19	3.012	3	47.6%	9
small cities	0.68	26	47.4%	18	2.041	12	48.6%	11
rural	0.31	17	48.6%	15	1.958	18	33.7%	10

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	0.956	22	41.5%	20	2.347	5	50.7%	7
French speaking area	1.404	6	44.7%	23	1.958	17	46.4%	14
Italian speaking area	0.375	20	42.5%	21	2.118	6	47.8%	9
Rhaeto Romanic language zone	0.103	13	28.6%	11	2.507	4	17.3%	5

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
Zurich Region	1.193	18	49.0%	18	1.848	13	56.0%	7
Geneva	2.159	5	47.3%	25	1.834	27	45.6%	17
Bern Region	1.109	16	35.8%	22	2.799	2	40.3%	12
Valais	1.110	10	35.7%	17	2.983	4	48.7%	4
Graubünden	0.692	11	30.0%	20	3.310	5	57.4%	10
Lucerne - Lake Lucerne Region	0.821	21	44.1%	16	2.103	8	41.0%	12
Lake Geneva Region	0.899	10	45.0%	24	2.094	14	60.4%	14
Basel Region	1.345	9	47.6%	18	2.014	15	57.9%	9
Ticino	0.381	20	43.1%	21	2.106	6	47.5%	10
Eastern Switzerland	0.223	20	46.1%	17	2.201	15	43.5%	6
Aargau - Solothurn Region	0.357	20	52.0%	9	2.143	14	32.4%	12
Jura & Three-Lakes	0.341	19	53.0%	11	1.977	19	44.8%	10
Region of Fribourg	0.405	16	47.5%	11	1.758	18	21.3%	7

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	1.454	13	49.5%	16	1.887	13	55.5%	4
Genève	2.168	8	49.0%	24	1.951	24	44.0%	13
Zermatt	1.477	12	37.0%	16	3.430	3	66.5%	2
Basel	1.491	7	47.3%	18	2.027	14	59.8%	9
Lauterbrunnen	2.916	2	27.7%	21	4.363	1	37.6%	5
Luzern	1.088	13	48.2%	15	1.930	7	42.9%	17
Meyrin	2.075	3	41.6%	26	1.626	24	58.7%	22
Grindelwald	1.573	12	34.8%	17	2.840	4	49.3%	12
St. Moritz	1.296	9	22.5%	22	3.288	6	67.0%	10
Lausanne	1.081	12	45.5%	24	1.974	18	56.4%	15
Opfikon	1.311	16	45.2%	28	1.680	7	57.2%	7
Bern	0.895	22	45.6%	19	2.052	10	42.3%	14
Interlaken	1.027	15	41.8%	19	2.400	7	55.1%	11
Val de Bagnes	3.887	2	30.5%	12	3.354	12	48.3%	6
Davos	0.742	9	32.5%	11	4.217	2	50.1%	26
Montreux	1.224	13	43.8%	17	1.909	13	86.5%	5
Le Grand-Saconnex	2.386	3	47.2%	20	1.438	26	35.5%	27
Kloten	1.034	15	49.8%	15	1.468	16	83.3%	4
Vernier	2.343	3	45.5%	22	1.632	23	35.2%	17
Chur	2.06	3	48.9%	10	1.727	1	51.6%	4
Saanen	1.044	5	16.3%	24	3.914	2	87.7%	15
Engelberg	1.133	7	42.3%	9	2.118	18	22.9%	23
Klosters	2.255	1	29.2%	5	4.169	2	76.2%	6
Lugano	0.55	21	44.7%	23	2.179	4	59.7%	6
Arosa	0.765	7	19.9%	14	4.827	3	73.2%	8
Saas-Fee	1.198	3	39.9%	12	5.614	3	51.5%	9
Unterseen	1.594	14	46.4%	21	2.637	1	0.0%	0
Andermatt	1.771	3	29.5%	15	3.516	1	85.8%	7
Brig-Glis	1.216	5	47.5%	7	2.873	3	50.1%	2
Paradiso	1.173	7	51.0%	12	1.908	4	47.8%	28
Lancy	2.048	4	46.0%	19	2.097	13	19.7%	19
Kandersteg	1.785	4	32.2%	18	3.438	1	7.2%	7
Wilderswil	1.662	8	48.0%	13	3.119	2	0.0%	0
Zug	1.943	4	52.6%	11	2.447	21	76.8%	7
Laax	0.789	8	29.3%	16	5.791	6	89.5%	14
Albula/Alvra	7.967	1	42.7%	3	5.916	2	0.0%	0
Kriens	1.156	18	42.0%	21	1.892	10	0.0%	0
Crans-Montana	0.679	9	32.9%	11	3.658	6	41.5%	12
Winterthur	0.763	11	48.1%	15	2.089	17	17.4%	25
Weggis	0.691	9	41.0%	18	3.454	2	71.6%	2
Rümlang	0.474	24	47.6%	25	1.241	17	52.0%	12
Flims	0.621	10	40.2%	7	3.735	9	28.8%	14
Bussigny	1.442	8	45.5%	18	2.070	12	65.1%	13
Nyon	1.434	7	53.7%	15	2.177	18	38.3%	9
Ollon	1.136	6	28.8%	14	3.215	3	71.1%	12
Vevey	1.141	8	45.4%	20	2.067	18	82.8%	3
Pontresina	0.337	12	23.5%	17	3.757	4	60.2%	6
Versoix	3.465	1	52.0%	13	2.475	6	100.0%	11
Hergiswil (NW)	2.44	3	40.5%	20	3.747	1	95.8%	6
Val-d'Illeiez	4.092	1	15.5%	7	4.655	13	0.0%	0

Source: FSO/hotel statistics

Example: In 2023, for tourists from UK who visited Zürich, the following further characteristics were noted:
- 1.454 times higher share of overnight stays than they had in the whole of Switzerland (=rank 13 out of a total of 28 markets): ON-share Zürich (5.87%) vs. ON-share whole Switzerland (4.04%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 49.5% (=rank 16).
- the length of stay (overnight stays/arrivals in the hotel) was 1.89 nights (=rank 13).
- the share of 4- and 5-star hotels out of all hotel nights was 55.5% (=rank 4).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
summer (May-Oct)	0.944	19	2.052	10	46.2%	10
winter (Nov-April)	1.075	10	2.439	8	53.0%	8

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
off-season I (March-May)	0.996	16	2.177	9	50.2%	8
off-season II (Sept-Nov)	0.878	22	2.032	13	47.2%	9
summer core months (Jun-Aug)	0.982	17	2.086	9	46.0%	11
winter core months (Dez-Feb)	1.155	6	2.625	8	54.2%	9

Months

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
January	1.075	8	2.620	8	53.5%	11
February	1.235	4	2.866	5	55.6%	5
March	1.086	9	2.423	12	53.2%	8
April	0.958	20	2.167	8	48.7%	9
May	0.939	20	1.957	12	47.9%	9
June	1.000	11	2.034	9	46.3%	10
July	0.945	15	2.124	9	46.1%	13
August	1.004	17	2.094	10	45.6%	12
September	0.960	11	2.040	9	44.5%	11
October	0.777	24	2.024	15	48.1%	8
November	0.876	21	2.027	15	51.7%	10
December	1.147	11	2.396	9	53.1%	9

Source: FSO/hotel statistics

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