

# Research Report USA.

## Tourism goals: summary

**Market size & growth:** In 2023, the USA market recorded 3.06 million overnights<sup>1)</sup> in Switzerland and 2.474 million overnights in 2019. With a market share of 7.33%, USA was the 3<sup>rd</sup> highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 93.0% between 2013 and 2023. Between 2019 and 2023, the development was 23.7%. The corresponding growth ranking was 4 and 4 respectively.

**Economic value:** USA ranks 9<sup>th</sup> with a daily expenditure value of CHF 280 (TMS 2017) and ranks 2<sup>nd</sup> with a 61.3% share of \*\*\*\*/\*\*\*\*\* nights in 2023.

**First time visitors & length of stay:** With a 55.5% figure for first-time visitors, USA ranks 11<sup>th</sup> (TMS 2017). With a length of stay of 2.09 overnights it ranks 15<sup>th</sup>.

**Balance:** In 2023, the 50 largest Swiss destinations accounted for 87.1% of overnights from USA, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 9.9% (=rank 26) and 3.0% (=rank 21) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 20.8% (=rank 21) and 24.7% (=rank 7), 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

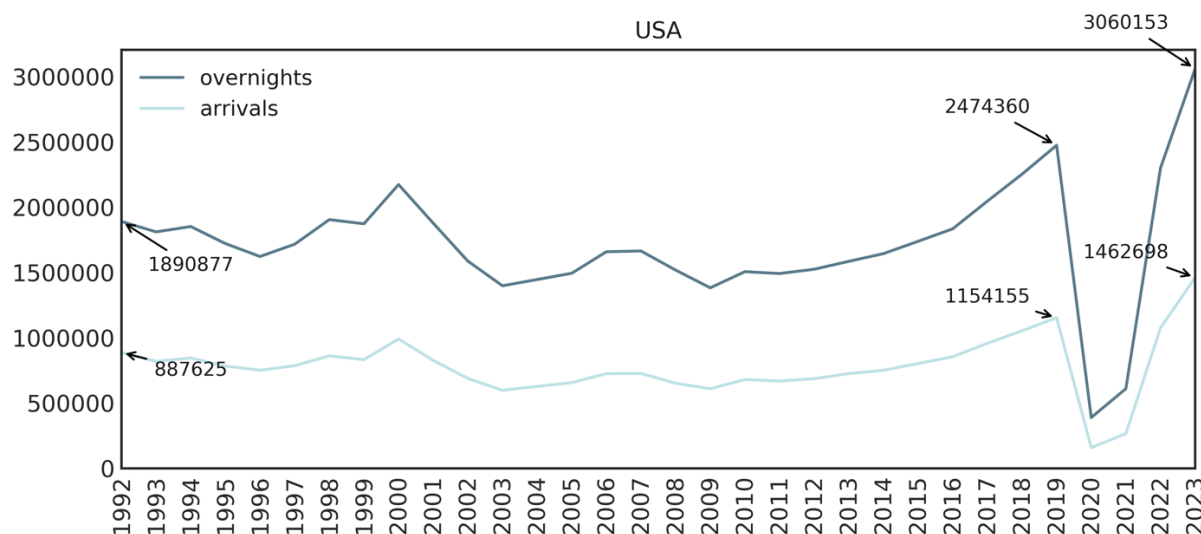
		value	rank
1. market size & growth	2019	2.474 M.	3
	2023	3.06 M.	3
	2013-23	93.0%	4
	2019-23	23.7%	4
2. economic value	daily expenditures 2017 (TMS)	280	9
	share ****/*****-nights 2023	61.3%	2
3. first time visitors	share 2017 (TMS)	55.5%	11
4. length of stay	2023	2.09	15
5. balance	share off-season "March-May" of total year 2023	20.8%	21
	share off-season "Sept-Nov" of total year 2023	24.7%	7
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2023	9.9%	26
	share very small destinations (201 <sup>st</sup> +) 2023	3.0%	21

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2023, guests from USA typically preferred the regions of: Lucerne - Lake Lucerne Region, Zurich Region and Geneva. Moreover, these guests were most overrepresented in the destinations of: Lauterbrunnen, Luzern, Ormont-Dessus and Orsières.

Source: FSO/hotel statistics

## Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	4.2%	4.5%	6.3%	6.0%	7.3%	3
...markets abroad	7.4%	8.0%	11.4%	13.4%	14.6%	2
...overseas markets	28.9%	24.5%	26.3%	37.7%	34.6%	1

Source: FSO/hotel statistics

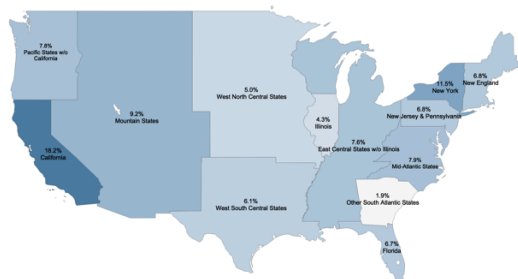
## Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	2013-23	2019-23	2019-23
overnights in millions	1.506	1.585	2.474	2.300	3.060	3	93.0%	4	23.7%	4
length of stay (overnights/arrivals)	2.215	2.184	2.144	2.139	2.092	16	-7.7%	10	-4.5%	21
density (overnights/1'000 inhabitants)	4.871	5.008	7.497	6.904	9.147	15	82.6%	4	22.0%	4
GDP per capita in USD	48'659	53'323	65'207	77'294	81'530	3	52.9%	4	25.0%	3
population in millions	309.273	316.573	330.046	333.131	334.553	3	5.7%	16	1.4%	21

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

## Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight- share	inhabitant- share
California	18.2%	12.3%
New York	11.5%	6.1%
West South Central St.	11.0%	19.1%
Mountain St.	9.2%	7.6%
Mid-Atlantic St.	7.9%	8.8%
Pacific St. w/o California	7.8%	4.3%
East Central St. w/o Illinois	7.6%	16.5%
New England	6.8%	4.6%
Pennsylvania and New Jersey	6.8%	6.8%
Florida	6.7%	6.6%
Illinois	4.3%	4.0%
Other South Atlantic St.	1.9%	4.8%
Islands	0.5%	1.1%

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	2013-23	2013-23	2019-23	2019-23
total	1.506	1.585	2.474	2.300	3.060	7.3%	3	93.0%	4	23.7%	4

### 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	2013-23	2013-23	2019-23	2019-23
large destinations (top 10)	0.892	0.938	1.541	1.425	1.915	12.8%	2	104.1%	3	24.3%	4
mid-sized destinations (11-50)	0.373	0.387	0.591	0.583	0.752	6.3%	3	94.5%	6	27.3%	4
small destinations (51-200)	0.160	0.184	0.258	0.223	0.302	3.2%	4	64.1%	7	17.4%	10
very small destinations (201-smallest)	0.081	0.076	0.085	0.069	0.091	1.7%	7	19.4%	5	6.9%	8

### 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	2013-23	2013-23	2019-23	2019-23
big cities	0.778	0.804	1.223	1.130	1.434	10.9%	2	78.3%	4	17.2%	6
mountain	0.375	0.394	0.692	0.695	0.977	5.5%	3	148.0%	3	41.2%	6
small cities	0.314	0.345	0.510	0.438	0.595	7.9%	3	72.5%	3	16.6%	4
rural	0.039	0.043	0.049	0.037	0.055	1.6%	5	28.1%	7	10.8%	6

### 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	2013-23	2013-23	2019-23	2019-23
German speaking area	1.078	1.163	1.847	1.735	2.339	7.9%	3	101.1%	5	26.7%	5
French speaking area	0.375	0.367	0.549	0.486	0.626	7.2%	3	70.8%	3	14.0%	6
Italian speaking area	0.049	0.053	0.076	0.076	0.092	3.5%	4	73.9%	3	21.7%	5
Rhaeto Romanic language zone	0.004	0.003	0.003	0.003	0.003	0.5%	7	13.5%	7	9.2%	13

### 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	2013-23	2013-23	2019-23	2019-23
Zurich Region	0.388	0.417	0.644	0.613	0.774	11.1%	2	85.7%	5	20.2%	5
Bern Region	0.166	0.189	0.356	0.365	0.513	8.6%	2	170.9%	4	44.2%	7
Lucerne - Lake Lucerne Region	0.208	0.227	0.347	0.298	0.441	11.2%	2	94.7%	4	27.2%	4
Geneva	0.235	0.230	0.326	0.301	0.392	11.0%	2	70.3%	2	20.3%	7
Valais	0.102	0.103	0.212	0.220	0.314	7.0%	2	206.1%	6	48.1%	6
Lake Geneva Region	0.106	0.101	0.159	0.135	0.171	5.9%	3	69.2%	2	7.5%	5
Basel Region	0.112	0.123	0.155	0.127	0.157	9.0%	3	27.5%	11	1.4%	12
Graubünden	0.077	0.075	0.121	0.104	0.132	2.4%	5	75.6%	10	8.4%	13
Ticino	0.048	0.052	0.072	0.073	0.088	3.6%	4	70.7%	3	22.2%	5
Eastern Switzerland	0.031	0.031	0.034	0.028	0.035	1.7%	3	14.3%	9	4.6%	9
Aargau - Solothurn Region	0.015	0.018	0.024	0.019	0.026	2.3%	4	47.0%	9	6.1%	17
Jura & Three-Lakes	0.012	0.013	0.014	0.010	0.010	1.7%	5	-20.6%	20	-26.5%	16
Region of Fribourg	0.006	0.008	0.010	0.007	0.007	1.4%	7	-12.8%	15	-35.2%	23

Source: FSO/hotel statistics

Example: Tourists from USA generate the most overnight stays in Zurich Region of any Swiss region, namely 0.774 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, 11.1% of their total tourism volume comes from USA, making this source market the 2<sup>nd</sup> most important market for this region (out of 28 ST markets overall). With an 85.7% development in overnight stays between 2013 and 2023, USA ranks 5<sup>th</sup>. In other words, in reference to the development of overnight stays, 4 other source markets had a stronger performance and 23 had a weaker performance.

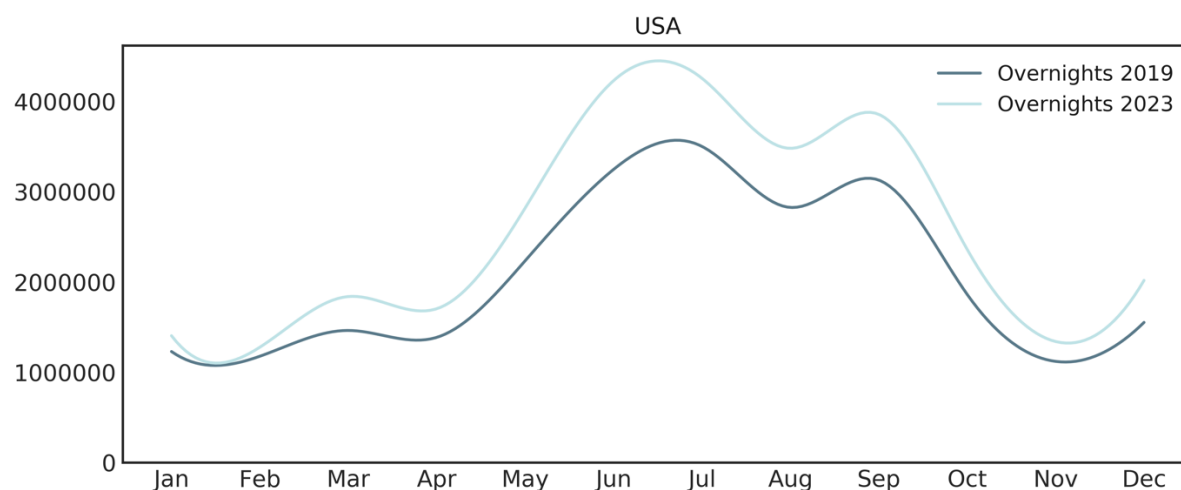
## Top 50 destinations

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	0.251	0.275	0.476	0.446	0.573	15.0%	2	108.2%	2	20.4%	8	
Luzern	0.147	0.167	0.266	0.219	0.32	24.1%	2	92.0%	3	20.1%	4	
Genève	0.181	0.178	0.253	0.212	0.275	12.2%	2	54.9%	2	8.9%	9	
Zermatt	0.068	0.067	0.144	0.165	0.242	14.8%	2	260.9%	5	67.9%	4	
Basel	0.104	0.113	0.142	0.117	0.146	10.0%	3	28.9%	12	2.5%	13	
Lauterbrunnen	0.042	0.056	0.103	0.096	0.123	24.6%	2	118.6%	7	18.6%	10	
Interlaken	0.032	0.031	0.06	0.076	0.11	13.7%	2	260.4%	4	84.2%	4	
Grindelwald	0.018	0.02	0.044	0.06	0.088	10.7%	3	343.5%	8	103.1%	7	
Meyrin	0.031	0.031	0.03	0.048	0.082	12.4%	2	163.3%	3	172.8%	3	
Bern	0.033	0.033	0.069	0.064	0.079	7.5%	3	142.1%	5	14.3%	23	
Opfikon	0.049	0.05	0.074	0.063	0.075	10.1%	2	49.8%	14	1.6%	16	
Lausanne	0.046	0.039	0.067	0.056	0.067	7.2%	3	72.1%	3	0.4%	7	
Kloten	0.027	0.031	0.027	0.045	0.061	13.1%	2	96.6%	11	128.3%	18	
St. Moritz	0.034	0.029	0.054	0.05	0.061	7.8%	4	109.5%	10	13.3%	14	
Montreux	0.021	0.025	0.041	0.042	0.055	12.7%	2	120.4%	2	33.9%	3	
Lugano	0.024	0.025	0.038	0.041	0.051	9.2%	3	106.5%	2	34.5%	1	
Engelberg	0.009	0.007	0.02	0.016	0.027	8.2%	3	305.6%	3	30.9%	11	
Unterseen	0.006	0.006	0.01	0.013	0.024	13.6%	1	267.5%	6	135.8%	5	
Kriens	0.004	0.004	0.009	0.014	0.021	14.5%	2	461.6%	11	141.8%	8	
Rümlang	0.017	0.016	0.017	0.016	0.017	5.8%	3	5.3%	20	0.3%	21	
Saanen	0.007	0.009	0.014	0.013	0.016	4.4%	2	79.2%	7	12.2%	5	
Val de Bagnes	0.003	0.004	0.012	0.012	0.014	8.3%	3	234.9%	7	21.1%	13	
Davos	0.013	0.017	0.02	0.01	0.014	1.8%	5	-14.0%	13	-30.0%	15	
Le Grand-Saconnex	0.013	0.009	0.019	0.022	0.014	6.8%	4	48.5%	15	-26.0%	16	
Andermatt	0.001	0.002	0.004	0.007	0.012	7.9%	2	480.6%	12	171.5%	3	
Chur	0.004	0.004	0.008	0.008	0.011	5.3%	4	169.0%	8	41.3%	11	
Orsières	0.001	0.002	0.009	0.008	0.01	17.5%	3	377.1%	10	21.3%	9	
Ormont-Dessus	0.002	0.001	0.006	0.007	0.01	19.0%	2	926.6%	3	81.1%	4	
Pontresina	0.004	0.004	0.006	0.007	0.01	2.9%	4	167.7%	3	59.6%	8	
Zug	0.008	0.01	0.009	0.008	0.009	8.5%	3	-7.4%	14	-2.0%	13	
Stansstad	0.001	0	0.008	0	0.009	12.3%	2	2185.6%	9	9.1%	4	
Weggis	0.003	0.003	0.005	0.006	0.008	4.0%	3	173.1%	6	60.1%	5	
Wilderswil	0.003	0.005	0.006	0.004	0.008	6.5%	4	62.0%	12	39.7%	9	
Vernier	0.002	0.005	0.01	0.006	0.008	4.2%	5	51.9%	18	-19.0%	27	
St. Gallen	0.004	0.005	0.006	0.006	0.008	2.8%	3	62.5%	9	36.4%	5	
Paradiso	0.009	0.011	0.012	0.011	0.008	4.0%	6	-27.3%	14	-33.3%	23	
Vevey	0.006	0.006	0.007	0.005	0.008	7.5%	3	20.6%	6	6.2%	10	
Beatenberg	0.003	0.002	0.005	0.004	0.007	4.9%	4	300.8%	6	45.3%	16	
Ascona	0.004	0.005	0.005	0.006	0.007	1.6%	3	45.6%	8	29.0%	5	
Kandersteg	0.003	0.003	0.006	0.005	0.007	5.5%	4	94.7%	18	16.7%	22	
Spreitenbach	0	0	0.004	0.004	0.006	6.0%	3	2646.1%	8	40.8%	22	
Neuchâtel	0.007	0.006	0.008	0.005	0.006	4.0%	4	7.3%	15	-17.3%	15	
Spiez	0.001	0.001	0.003	0.003	0.006	4.2%	4	569.1%	8	143.4%	9	
Vitznau	0	0.001	0.004	0.005	0.006	6.9%	3	412.4%	7	45.9%	9	
Saas-Fee	0.006	0.005	0.01	0.007	0.006	2.3%	4	4.3%	14	-44.6%	16	
Thun	0.002	0.002	0.004	0.003	0.006	3.7%	3	237.1%	9	27.5%	20	
Pratteln	0.004	0.006	0.009	0.006	0.006	6.8%	3	-11.6%	8	-35.8%	17	
Schaffhausen	0.006	0.006	0.008	0.005	0.005	4.7%	3	-12.4%	16	-37.2%	18	
Brienz (BE)	0.001	0.001	0.004	0.003	0.005	4.3%	4	262.9%	14	29.8%	24	
Trient	0.001	0	0.002	0.002	0.005	22.2%	1	1131.4%	6	116.1%	18	

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	rank	2019-23	rank
							2023				
summer (May-Oct)	1.009	1.042	1.681	1.668	2.101	8.8%	3	101.6%	4	25.0%	4
winter (Nov-April)	0.497	0.543	0.794	0.632	0.959	5.4%	3	76.5%	5	20.8%	7

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

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
							2023				
off-season I (March-May)	0.320	0.349	0.509	0.406	0.637	6.8%	3	82.3%	6	25.1%	5
off-season II (Sept-Nov)	0.384	0.386	0.612	0.615	0.756	7.8%	3	95.9%	5	23.7%	5
summer core months (Jun-Aug)	0.570	0.594	0.958	0.967	1.197	9.0%	3	101.7%	3	25.0%	5
winter core months (Dez-Feb)	0.233	0.257	0.396	0.312	0.470	5.0%	3	83.2%	7	18.7%	8

### Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
							2023				
January	0.079	0.087	0.123	0.060	0.141	4.7%	3	60.7%	8	14.3%	8
February	0.076	0.079	0.118	0.067	0.128	3.8%	4	61.1%	7	8.5%	9
March	0.103	0.105	0.146	0.108	0.184	5.7%	3	75.3%	6	25.7%	4
April	0.082	0.102	0.139	0.101	0.170	5.9%	3	66.3%	8	22.9%	5
May	0.135	0.142	0.224	0.197	0.282	8.8%	2	99.1%	3	26.1%	6
June	0.204	0.208	0.325	0.324	0.423	10.7%	2	103.2%	4	30.3%	3
July	0.205	0.219	0.350	0.346	0.426	9.0%	2	94.4%	4	21.5%	5
August	0.161	0.166	0.283	0.297	0.348	7.5%	3	109.4%	2	23.2%	4
September	0.190	0.186	0.313	0.317	0.386	9.5%	2	107.5%	4	23.3%	6
October	0.115	0.121	0.186	0.187	0.236	7.1%	3	95.2%	5	26.8%	6
November	0.079	0.079	0.112	0.111	0.134	5.9%	3	69.8%	7	19.6%	8
December	0.078	0.090	0.155	0.185	0.202	6.5%	3	124.5%	6	30.0%	5

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			45.5%	14	2.092	15	61.3%	2

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)	1.750	7	47.4%	14	2.130	11	67.3%	2
mid-sized destinations (11-50)	0.855	14	41.8%	14	1.982	16	56.7%	7
small destinations (51-200)	0.437	26	43.5%	19	2.165	9	46.1%	4
very small destinations (201-smallest)	0.231	21	43.4%	19	2.045	14	22.3%	2

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	8	48.6%	18	1.941	12	65.2%	2
mountain	0.76	17	38.4%	13	2.328	11	53.0%	4
small cities	1.08	7	49.3%	14	2.118	9	67.6%	2
rural	0.21	25	49.6%	13	2.312	8	35.4%	9

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	1.072	15	45.3%	13	2.096	14	60.6%	3
French speaking area	0.980	13	46.1%	20	2.065	13	64.0%	2
Italian speaking area	0.480	16	46.2%	19	2.183	5	61.1%	5
Rhaeto Romanic language zone	0.063	16	30.7%	8	2.104	13	19.0%	4

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	1.518	10	47.8%	22	1.862	12	63.8%	3
Bern Region	1.169	13	43.3%	15	2.323	12	48.4%	6
Lucerne - Lake Lucerne Region	1.526	5	48.3%	11	2.020	10	64.1%	2
Geneva	1.505	11	48.6%	22	1.984	16	63.6%	2
Valais	0.957	13	36.8%	15	2.279	13	56.7%	2
Lake Geneva Region	0.801	15	46.6%	20	2.411	8	76.6%	4
Basel Region	1.223	12	52.3%	14	2.246	10	76.1%	2
Graubünden	0.331	16	30.7%	18	2.284	17	63.3%	6
Ticino	0.489	16	47.2%	17	2.159	5	61.3%	5
Eastern Switzerland	0.237	19	50.6%	9	2.308	12	42.0%	8
Aargau - Solothurn Region	0.308	22	48.0%	22	2.458	8	46.2%	3
Jura & Three-Lakes	0.235	20	48.7%	20	2.744	6	62.3%	6
Region of Fribourg	0.185	20	43.5%	19	1.839	11	15.5%	12

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	2.041	4	48.0%	20	1.973	9	65.4%	2
Luzern	3.285	3	50.9%	9	1.997	5	74.1%	2
Genève	1.668	12	50.3%	20	2.134	17	61.7%	2
Zermatt	2.024	6	39.3%	13	2.452	14	65.4%	3
Basel	1.359	10	52.4%	13	2.246	9	76.9%	2
Lauterbrunnen	3.353	1	40.3%	10	2.516	9	25.9%	13
Interlaken	1.872	12	44.1%	14	2.392	8	76.0%	2
Grindelwald	1.454	13	41.8%	12	2.358	10	55.9%	7
Meyrin	1.686	6	43.0%	25	1.656	23	67.6%	10
Bern	1.029	18	50.1%	13	2.058	9	56.8%	5
Opfikon	1.373	12	46.2%	24	1.536	16	46.1%	19
Lausanne	0.981	13	47.6%	22	2.244	11	69.7%	8
Kloten	1.788	7	47.9%	20	1.383	22	82.5%	5
St. Moritz	1.06	11	33.0%	14	2.147	18	70.0%	8
Montreux	1.727	4	46.8%	11	2.310	5	91.1%	2
Lugano	1.251	5	46.4%	18	2.125	5	66.4%	3
Engelberg	1.119	8	42.5%	8	2.242	15	36.6%	17
Unterseen	1.86	12	51.3%	11	2.318	11	0.0%	0
Kriens	1.979	10	47.8%	16	1.708	13	0.0%	0
Rümlang	0.79	14	50.1%	17	1.155	26	42.8%	21
Saanen	0.595	13	20.2%	21	3.188	11	90.8%	7
Val de Bagnes	1.129	12	25.2%	18	3.030	16	61.5%	2
Davos	0.24	16	16.9%	24	3.399	10	78.7%	7
Le Grand-Saconnex	0.924	19	48.3%	16	1.581	22	75.3%	4
Andermatt	1.085	8	28.7%	17	2.562	10	71.2%	19
Chur	0.719	19	52.5%	5	1.302	19	42.4%	7
Orsières	2.385	2	18.3%	17	1.131	19	0.0%	0
Ormont-Dessus	2.596	1	36.3%	10	4.761	4	98.1%	2
Pontresina	0.397	11	24.9%	15	3.017	14	61.1%	5
Zug	1.155	15	48.5%	22	3.644	8	76.0%	9
Stansstad	1.674	6	38.7%	15	2.400	6	97.5%	9
Weggis	0.545	14	42.2%	17	2.818	5	55.2%	8
Wilderswil	0.886	16	53.6%	11	2.086	14	0.0%	0
Vernier	0.572	24	44.6%	25	1.749	19	56.1%	5
St. Gallen	0.38	19	52.2%	15	2.482	5	65.8%	5
Paradiso	0.552	21	51.3%	11	1.838	8	81.3%	6
Vevey	1.029	9	46.3%	17	2.665	9	85.1%	2
Beatenberg	0.674	14	33.8%	20	2.490	8	65.0%	11
Ascona	0.218	12	44.0%	10	2.844	7	62.1%	4
Kandersteg	0.746	12	31.1%	20	1.900	14	28.5%	1
Spreitenbach	0.825	14	44.8%	23	1.668	14	96.9%	3
Neuchâtel	0.544	14	48.3%	21	2.914	7	66.1%	3
Spiez	0.577	16	48.5%	7	2.248	12	62.9%	6
Vitznau	0.944	8	34.8%	18	2.488	8	73.6%	7
Saas-Fee	0.311	15	24.8%	19	4.918	5	49.6%	10
Thun	0.508	21	49.7%	7	2.033	15	45.7%	9
Pratteln	0.924	13	45.9%	17	2.225	8	98.4%	4
Schaffhausen	0.644	10	55.7%	11	2.268	7	55.8%	8
Brienz (BE)	0.584	24	48.1%	10	1.835	18	52.3%	1
Trient	3.026	4	18.0%	16	1.124	10	0.0%	0

Source: FSO/hotel statistics

Example: In 2023, for tourists from USA who visited Zürich, the following further characteristics were noted:

- 2.041 times higher share of overnight stays than they had in the whole of Switzerland (=rank 4 out of a total of 28 markets): ON-share Zürich (14.96%) vs. ON-share whole Switzerland (7.33%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 48.0% (=rank 20).
- the length of stay (overnight stays/arrivals in the hotel) was 1.97 nights (=rank 9).
- the share of 4- and 5-star hotels out of all hotel nights was 65.4% (=rank 2).



## Summer, winter

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
summer (May-Oct)	1.195	6	2.035	11	59.6%	2
winter (Nov-April)	0.736	23	2.229	14	64.9%	2

## 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)	0.935	21	2.099	14	62.4%	2
off-season II (Sept-Nov)	1.068	7	2.042	11	60.0%	2
summer core months (Jun-Aug)	1.222	5	2.039	12	59.5%	3
winter core months (Dez-Feb)	0.68	22	2.328	15	66.3%	2

## Months

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
January	0.639	22	2.396	15	65.4%	2
February	0.525	20	2.426	15	65.4%	2
March	0.784	21	2.253	15	63.3%	3
April	0.811	25	2.055	13	62.8%	2
May	1.195	8	2.034	8	61.6%	2
June	1.454	2	2.043	8	58.1%	3
July	1.223	7	2.041	12	60.2%	2
August	1.024	15	2.033	13	60.2%	3
September	1.291	2	1.993	12	57.7%	4
October	0.969	13	2.088	9	60.8%	2
November	0.812	23	2.106	12	64.9%	2
December	0.883	17	2.228	12	67.3%	2

Source: FSO/hotel statistics

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