

# Research Report Thailand.

## Tourism goals: summary

**Market size & growth:** In 2023, the Thailand market recorded 0.234 million overnights<sup>1)</sup> in Switzerland and 0.239 million overnights in 2019. With a market share of 0.56%, Thailand was the 20<sup>th</sup> highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 87.9% between 2013 and 2023. Between 2019 and 2023, the development was -2.1%. The corresponding growth ranking was 5 and 20 respectively.

**Economic value:** Thailand ranks 11<sup>th</sup> with a daily expenditure value of CHF 270 (TMS 2017) and ranks 6<sup>th</sup> with a 51.6% share of \*\*\*\*/\*\*\*\*\* nights in 2023.

**First time visitors & length of stay:** With a 57.3% figure for first-time visitors, Thailand ranks 9<sup>th</sup> (TMS 2017). With a length of stay of 1.62 overnights it ranks 26<sup>th</sup>.

**Balance:** In 2023, the 50 largest Swiss destinations accounted for 84.6% of overnights from Thailand, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 12.9% (=rank 21) and 2.5% (=rank 26) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 41.9% (=rank 1) and 22.7% (=rank 15), 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

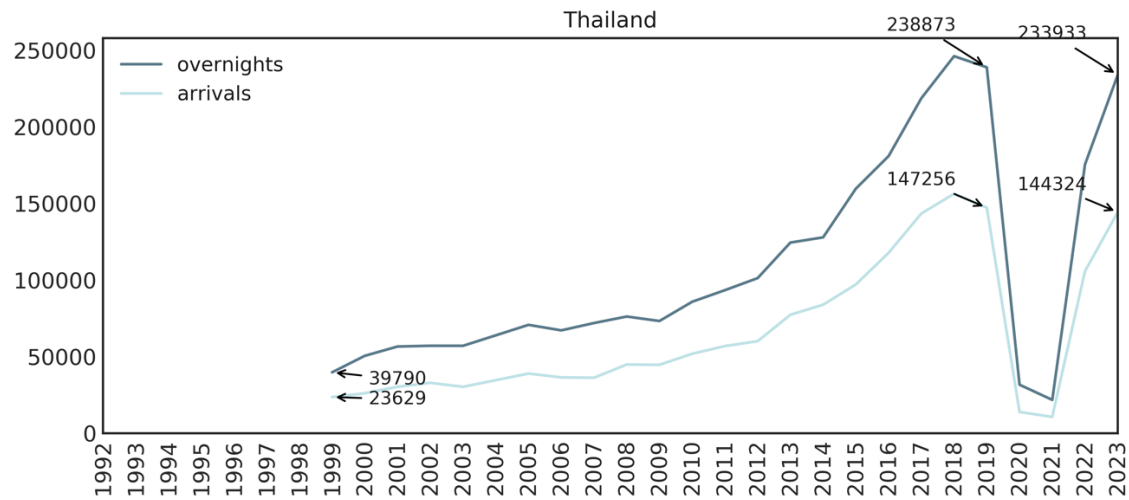
		value	rank
1. market size & growth	2019	0.239 M.	20
	2023	0.234 M.	20
	2013-23	87.9%	5
	2019-23	-2.1%	20
2. economic value	daily expenditures 2017 (TMS)	270	11
	share ****/*****-nights 2023	51.6%	6
3. first time visitors	share 2017 (TMS)	57.3%	9
4. length of stay	2023	1.62	26
5. balance	share off-season "March-May" of total year 2023	41.9%	1
	share off-season "Sept-Nov" of total year 2023	22.7%	15
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2023	12.9%	21
	share very small destinations (201 <sup>st</sup> +) 2023	2.5%	26

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2023, guests from Thailand typically preferred the regions of: Lucerne - Lake Lucerne Region, Bern Region and Zurich Region. Moreover, these guests were most overrepresented in the destinations of: Unterseen, Interlaken and Stans.

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	2019-23	rank
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
Thailand	38.7%	18.6%
Singapore	27.8%	1.5%
Malaysia	21.8%	8.5%
Indonesia	11.7%	71.4%

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	2019-23	2019-23	2019-23	2019-23
total	0.086	0.124	0.239	0.175	0.234	0.6%	20	87.9%	5	-2.1%	20

### 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)	0.063	0.089	0.144	0.113	0.145	1.0%	18	63.6%	5	1.0%	15
mid-sized destinations (11-50)	0.014	0.022	0.062	0.041	0.053	0.4%	21	137.5%	3	-15.8%	25
small destinations (51-200)	0.005	0.009	0.026	0.017	0.030	0.3%	20	248.7%	1	16.9%	11
very small destinations (201-smallest)	0.003	0.005	0.007	0.004	0.006	0.1%	26	19.8%	4	-12.6%	20

### 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
mountain	0.027	0.049	0.111	0.075	0.098	0.6%	17	98.2%	8	-11.7%	22
big cities	0.033	0.038	0.074	0.068	0.082	0.6%	22	115.4%	2	10.6%	14
small cities	0.025	0.035	0.048	0.029	0.048	0.6%	17	37.5%	5	-0.3%	14
rural	0.001	0.002	0.005	0.003	0.006	0.2%	22	201.7%	4	6.0%	12

### 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
German speaking area	0.070	0.099	0.200	0.148	0.201	0.7%	20	102.8%	4	0.4%	18
French speaking area	0.014	0.021	0.034	0.025	0.029	0.3%	23	40.3%	6	-16.2%	21
Italian speaking area	0.002	0.005	0.004	0.003	0.004	0.1%	22	-16.8%	23	-3.9%	21
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	24	0.0%	14	53.2%	5

### 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
Bern Region	0.018	0.036	0.060	0.050	0.064	1.1%	13	77.5%	12	6.0%	20
Zurich Region	0.021	0.020	0.044	0.043	0.052	0.8%	18	164.6%	2	18.4%	8
Lucerne - Lake Lucerne Region	0.019	0.027	0.056	0.024	0.042	1.1%	13	56.8%	7	-24.5%	23
Valais	0.007	0.011	0.027	0.022	0.031	0.7%	16	191.3%	7	14.2%	13
Geneva	0.008	0.011	0.015	0.013	0.016	0.4%	21	41.5%	6	8.8%	13
Lake Geneva Region	0.005	0.007	0.017	0.010	0.011	0.4%	20	42.3%	6	-38.7%	25
Graubünden	0.002	0.002	0.006	0.005	0.006	0.1%	24	140.6%	3	-8.0%	21
Ticino	0.002	0.005	0.004	0.003	0.004	0.2%	22	-18.6%	23	-5.5%	22
Basel Region	0.001	0.002	0.003	0.003	0.004	0.2%	25	60.1%	4	16.5%	6
Aargau - Solothurn Region	0.001	0.001	0.002	0.001	0.002	0.2%	23	141.2%	6	9.5%	15
Eastern Switzerland	0.001	0.001	0.002	0.001	0.002	0.1%	25	34.2%	6	-14.5%	21
Jura & Three-Lakes	0.001	0.001	0.001	0.000	0.001	0.1%	24	40.7%	4	-43.3%	23
Region of Fribourg	0.000	0.000	0.001	0.000	0.000	0.1%	24	-37.4%	22	-61.9%	26

Source: FSO/hotel statistics

Example: Tourists from Thailand generate the most overnight stays in Bern Region of any Swiss region, namely 0.064 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, 1.1% of their total tourism volume comes from Thailand, making this source market the 13<sup>th</sup> most important market for this region (out of 28 ST markets overall). With a 77.5% development in overnight stays between 2013 and 2023, Thailand ranks 12<sup>th</sup>. In other words, in reference to the development of overnight stays, 11 other source markets had a stronger performance and 16 had a weaker performance.

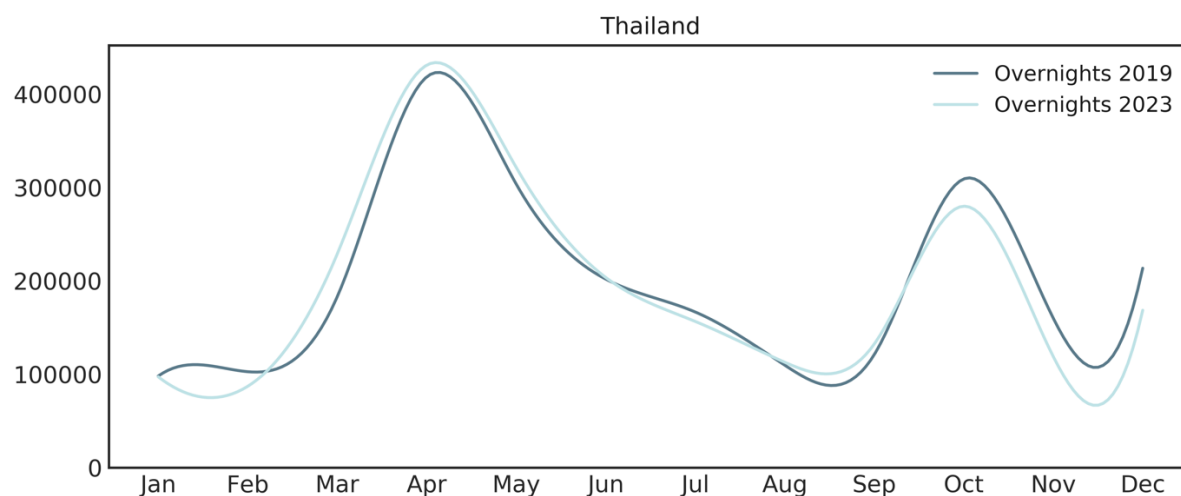
Top 50 destinations

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
Luzern	0.017	0.023	0.028	0.016	0.03	2.2%	9	30.8%	7	6.7%	11	
Zürich	0.014	0.014	0.027	0.026	0.029	0.8%	18	103.9%	3	7.3%	12	
Interlaken	0.012	0.022	0.035	0.022	0.028	3.5%	9	23.5%	14	-21.2%	23	
Zermatt	0.005	0.008	0.02	0.018	0.024	1.5%	12	182.9%	8	20.1%	13	
Opfikon	0.004	0.003	0.01	0.011	0.015	2.0%	10	433.1%	4	46.0%	7	
Genève	0.007	0.009	0.012	0.011	0.012	0.5%	20	32.9%	4	3.4%	11	
Grindelwald	0.002	0.003	0.005	0.007	0.008	1.0%	15	143.2%	12	67.0%	10	
Bern	0.001	0.003	0.007	0.005	0.007	0.7%	19	115.9%	10	-0.7%	25	
Unterseen	0.001	0.001	0.004	0.005	0.007	3.9%	10	365.9%	5	56.2%	15	
Kloten	0.001	0.001	0.001	0.003	0.005	1.1%	15	453.3%	1	343.4%	2	
Montreux	0.001	0.003	0.006	0.004	0.004	1.0%	13	32.0%	8	-26.3%	24	
Basel	0.001	0.002	0.003	0.003	0.004	0.2%	25	64.3%	5	23.3%	5	
Lausanne	0.003	0.002	0.006	0.004	0.003	0.4%	24	46.1%	5	-45.5%	26	
St. Moritz	0.001	0.001	0.004	0.002	0.003	0.4%	23	149.4%	6	-19.2%	24	
Täsch	0	0	0.004	0.001	0.003	3.3%	5	523.2%	6	-28.8%	23	
Lauterbrunnen	0	0.001	0.002	0.003	0.002	0.5%	19	218.0%	4	42.9%	3	
Notwil	0	0	0	0	0.002	5.6%	3	2810.8%	3	6257.9%	2	
Kriens	0	0	0.001	0.001	0.002	1.4%	15	1264.9%	3	107.1%	13	
Meyrin	0.001	0.001	0.001	0.001	0.002	0.3%	25	44.8%	17	43.3%	17	
Lugano	0.001	0.002	0.002	0.002	0.002	0.3%	19	-0.5%	16	-20.7%	25	
Engelberg	0.001	0.001	0.022	0.001	0.002	0.5%	15	63.2%	10	-92.7%	28	
Beatenberg	0	0.001	0.001	0.001	0.002	1.1%	11	40.1%	21	110.5%	3	
Spiez	0	0	0.001	0.001	0.001	0.9%	10	2010.8%	3	155.5%	7	
Chur	0	0	0.001	0.001	0.001	0.6%	16	452.6%	4	115.3%	5	
Stans	0	0	0	0	0.001	3.4%	5	4550.0%	3	1487.8%	5	
Wilderswil	0	0	0.001	0.001	0.001	1.0%	14	362.3%	2	72.7%	7	
Rümlang	0	0	0.001	0.001	0.001	0.4%	19	440.4%	3	9.4%	16	
Stansstad	0	0	0.001	0	0.001	1.6%	8	inf	1.5	-21.3%	7	
Bönigen	0	0.001	0.001	0	0.001	4.0%	7	45.7%	15	74.6%	13	
Thun	0	0	0.001	0	0.001	0.7%	15	1455.6%	2	11.1%	25	
Leukerbad	0	0	0	0	0.001	0.4%	10	3886.4%	2	107.8%	2	
Ennetbürgen	0	0	0.001	0.003	0.001	2.9%	8	7200.0%	3	40.2%	26	
Le Grand-Saconnex	0	0	0.001	0.001	0.001	0.4%	25	614.4%	2	60.6%	3	
Ringgenberg (BE)	0	0	0	0.001	0.001	2.5%	12	884.5%	5	150.6%	5	
Paradiso	0	0.002	0	0	0.001	0.4%	20	-59.3%	25	73.3%	5	
Matten bei Interlaken	0	0	0.001	0	0.001	1.2%	19	45.4%	10	32.0%	10	
Davos	0	0.001	0.001	0.001	0.001	0.1%	23	11.0%	7	-26.4%	14	
St. Gallen	0	0	0.001	0.001	0.001	0.2%	24	18.5%	20	-33.0%	24	
Brig-Glis	0.001	0	0.001	0	0.001	0.3%	17	129.2%	14	-1.2%	18	
Bussigny	0	0	0.003	0	0.001	0.6%	19	9.8%	7	-81.0%	27	
Sion	0	0	0	0	0.001	0.4%	15	3815.4%	4	2894.1%	4	
Saanen	0	0.001	0.001	0.001	0.001	0.1%	23	-57.2%	28	-9.2%	10	
Vernier	0	0	0	0	0	0.2%	27	153.8%	7	45.2%	11	
Sins	0	0	0	0	0	1.9%	6	1622.2%	1	19.8%	13	
Naters	0	0	0	0	0	0.8%	9	inf	2.5	122.1%	6	
Neuenkirch	0	0	0	0	0	1.1%	13	inf	9	818.0%	2	
Brienz (BE)	0	0	0	0	0	0.4%	21	500.0%	8	104.8%	16	
Adelboden	0	0	0	0.001	0	0.2%	18	1063.9%	7	46.5%	8	
Winterthur	0	0	0.001	0	0	0.2%	24	51.7%	2	-31.3%	21	
Val de Bagnes	0	0.001	0.001	0	0	0.2%	23	-63.2%	28	-42.3%	26	

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
summer (May-Oct)	0.045	0.068	0.121	0.107	0.121	0.5%	21	76.4%	5	-0.4%	19
winter (Nov-April)	0.040	0.056	0.118	0.069	0.113	0.6%	18	102.0%	4	-3.8%	19

### 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
off-season I (March-May)	0.034	0.048	0.091	0.038	0.098	1.1%	13	105.6%	3	8.4%	10
off-season II (Sept-Nov)	0.022	0.034	0.059	0.062	0.053	0.6%	20	54.9%	7	-10.0%	24
summer core months (Jun-Aug)	0.018	0.024	0.048	0.046	0.047	0.4%	22	96.9%	4	-1.1%	21
winter core months (Dez-Feb)	0.012	0.018	0.041	0.029	0.035	0.4%	25	92.2%	5	-14.8%	23

### Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
January	0.003	0.005	0.010	0.005	0.010	0.3%	23	106.7%	5	-0.8%	19
February	0.002	0.005	0.010	0.004	0.009	0.3%	25	81.1%	4	-15.2%	23
March	0.007	0.010	0.018	0.007	0.023	0.7%	15	128.7%	3	25.0%	5
April	0.016	0.022	0.042	0.018	0.043	1.5%	9	100.4%	5	3.0%	15
May	0.010	0.016	0.030	0.013	0.032	1.0%	15	98.1%	4	5.9%	14
June	0.007	0.009	0.020	0.016	0.020	0.5%	21	129.3%	3	0.9%	17
July	0.007	0.008	0.017	0.018	0.016	0.3%	22	87.6%	5	-6.1%	23
August	0.004	0.007	0.011	0.012	0.011	0.2%	25	66.0%	4	2.8%	16
September	0.006	0.011	0.012	0.015	0.013	0.3%	23	15.2%	15	9.4%	16
October	0.012	0.017	0.031	0.032	0.028	0.8%	16	68.0%	7	-9.4%	24
November	0.005	0.006	0.016	0.015	0.012	0.5%	23	93.6%	4	-25.6%	27
December	0.006	0.009	0.021	0.021	0.017	0.5%	21	90.5%	8	-21.1%	25

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			64.7%	1	1.621	26	51.6%	6

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)	1.736	8	66.6%	1	1.723	25	54.2%	8
mid-sized destinations (11-50)	0.783	22	62.0%	1	1.462	28	52.8%	11
small destinations (51-200)	0.571	21	60.9%	1	1.467	26	44.0%	5
very small destinations (201-smallest)	0.196	26	61.2%	3	1.689	23	13.9%	15

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
mountain	0.99	7	66.2%	1	1.590	27	46.2%	10
big cities	1.12	20	61.2%	1	1.624	27	52.0%	10
small cities	1.14	4	68.6%	1	1.708	25	60.7%	4
rural	0.29	20	55.5%	4	1.427	25	61.9%	2

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	1.206	2	65.1%	1	1.591	27	50.4%	8
French speaking area	0.592	25	61.2%	1	1.932	21	58.9%	5
Italian speaking area	0.263	24	68.8%	2	1.335	26	60.7%	6
Rhaeto Romanic language zone	0.019	23	26.4%	15	2.057	15	13.9%	7

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
Bern Region	1.901	3	67.2%	1	1.755	27	44.9%	7
Zurich Region	1.342	13	61.2%	1	1.508	27	49.8%	12
Lucerne - Lake Lucerne Region	1.915	2	68.1%	1	1.635	25	60.4%	3
Valais	1.235	3	65.1%	1	1.405	27	47.3%	5
Geneva	0.795	23	61.1%	1	2.395	5	52.0%	9
Lake Geneva Region	0.647	19	65.8%	1	1.534	28	75.8%	5
Graubünden	0.197	24	60.1%	1	1.381	27	62.2%	7
Ticino	0.273	24	69.3%	2	1.335	26	61.1%	6
Basel Region	0.381	27	53.6%	8	1.819	20	51.0%	14
Aargau - Solothurn Region	0.287	24	53.5%	8	1.831	19	23.6%	20
Eastern Switzerland	0.155	25	57.3%	1	1.892	26	38.9%	10
Jura & Three-Lakes	0.216	21	53.1%	10	1.525	28	60.4%	7
Region of Fribourg	0.110	25	67.6%	1	1.561	26	19.9%	8

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	
	2023	rank 2023	2023	rank 2023	2023	rank 2023	2023	rank 2023
Luzern	4.009	1	72.1%	1	1.777	16	64.5%	3
Zürich	1.34	15	62.7%	1	1.643	25	42.9%	17
Interlaken	6.162	2	71.0%	1	1.913	21	52.6%	15
Zermatt	2.595	2	65.9%	1	1.430	28	53.4%	15
Opfikon	3.569	3	62.3%	2	1.193	28	52.2%	12
Genève	0.97	19	59.8%	1	2.592	5	49.7%	8
Grindelwald	1.701	11	68.7%	1	1.559	28	64.7%	3
Bern	1.248	10	61.2%	1	1.559	25	53.0%	7
Unterseen	6.937	2	67.5%	1	2.155	20	0.0%	0
Kloten	1.937	3	49.1%	16	1.789	4	88.9%	3
Montreux	1.825	3	67.5%	1	1.437	27	84.1%	7
Basel	0.432	27	53.6%	8	1.827	20	52.2%	15
Lausanne	0.667	20	69.2%	1	1.638	26	75.1%	4
St. Moritz	0.677	22	71.4%	1	1.261	28	74.3%	7
Täsch	5.912	2	75.6%	1	1.188	27	0.0%	0
Lauterbrunnen	0.866	15	59.7%	1	1.627	27	27.6%	9
Nottwil	10.001	2	51.7%	15	1.355	20	100.0%	13.5
Kriens	2.586	5	73.3%	1	1.505	20	0.0%	0
Meyrin	0.522	25	63.3%	2	1.811	13	65.9%	11
Lugano	0.604	20	65.7%	2	1.429	25	64.2%	5
Engelberg	0.877	13	58.9%	2	1.400	25	46.6%	4
Beatenberg	1.932	5	76.3%	1	1.880	23	83.6%	2
Spiez	1.691	2	56.6%	3	1.688	25	65.6%	5
Chur	1.148	11	62.4%	1	1.252	22	57.4%	3
Stans	6.147	1	68.4%	2	1.040	27	0.0%	0
Wilderswil	1.804	7	65.6%	3	1.401	25	0.0%	0
Rümlang	0.758	15	67.5%	1	1.177	22	33.8%	25
Stansstad	2.834	2	62.3%	1	1.251	28	99.2%	5
Bönigen	7.138	1	64.5%	5	1.409	26	0.0%	13.5
Thun	1.168	7	55.1%	4	1.431	28	63.1%	3
Leukerbad	0.749	3	69.4%	3	1.319	20	92.6%	1
Ennetbürgen	5.129	2	50.1%	9	1.450	28	100.0%	14.5
Le Grand-Saconnex	0.74	22	73.1%	1	1.845	7	54.1%	23
Ringgenberg (BE)	4.527	4	82.2%	1	2.115	19	0.0%	0
Paradiso	0.716	18	80.6%	1	1.188	27	81.0%	7
Matten bei Interlaken	2.066	7	55.2%	9	1.826	21	0.0%	0
Davos	0.138	22	39.5%	3	2.073	25	54.8%	21
St. Gallen	0.357	21	65.1%	3	1.652	27	74.5%	2
Brig-Glis	0.48	14	59.0%	2	1.351	25	25.5%	10
Bussigny	1.066	11	69.1%	2	1.220	25	81.0%	8
Sion	0.757	11	19.1%	28	1.232	27	5.3%	7
Saanen	0.248	23	48.8%	2	1.546	28	82.7%	17
Vernier	0.431	26	59.1%	5	2.126	8	37.9%	15
Sins	3.374	2	73.8%	6	1.069	25	0.0%	0
Naters	1.485	7	79.9%	3	1.000	26	71.9%	6
Neuenkirch	1.994	5	35.7%	20	1.048	27	0.0%	13.5
Brienz (BE)	0.674	16	63.8%	4	1.505	26	17.8%	14
Adelboden	0.339	13	59.7%	2	1.430	27	83.5%	3
Winterthur	0.37	20	52.9%	10	2.582	5	19.6%	24
Val de Bagnes	0.398	25	19.3%	23	4.512	6	16.2%	26

Source: FSO/hotel statistics

Example: In 2023, for tourists from Thailand who visited Luzern, the following further characteristics were noted:  
- 4.009 times higher share of overnight stays than they had in the whole of Switzerland (=rank 1 out of a total of 28 markets): ON-share Luzern (2.25%) vs. ON-share whole Switzerland (0.56%), see tables above.  
- the share of low season months (March-May, Sept-Nov) was 72.1% (=rank 1).  
- the length of stay (overnight stays/arrivals in the hotel) was 1.78 nights (=rank 16).  
- the share of 4- and 5-star hotels out of all hotel nights was 64.5% (=rank 3).



## Summer, winter

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
summer (May-Oct)	0.898	21	1.615	26	48.9%	7
winter (Nov-April)	1.137	8	1.627	28	54.4%	7

## 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)	1.885	1	1.620	27	52.7%	6
off-season II (Sept-Nov)	0.982	15	1.579	27	47.7%	8
summer core months (Jun-Aug)	0.632	26	1.675	26	52.9%	6
winter core months (Dez-Feb)	0.668	23	1.618	28	52.6%	11

## Months

	affinity		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023
January	0.579	25	1.626	28	53.1%	12
February	0.468	24	1.575	28	54.1%	8
March	1.275	2	1.881	24	69.1%	1
April	2.681	1	1.545	28	48.5%	10
May	1.782	2	1.568	27	46.6%	10
June	0.916	17	1.612	26	49.9%	8
July	0.589	25	1.710	24	57.2%	4
August	0.435	26	1.748	26	52.5%	6
September	0.580	28	1.650	25	46.8%	9
October	1.503	3	1.561	27	45.8%	10
November	0.943	18	1.547	27	53.2%	8
December	0.965	14	1.636	27	51.6%	11

Source: FSO/hotel statistics

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