Research Report Netherlands.

Tourism goals: summary

Market size & growth: In 2019, the Dutch market recorded 0.648 million overnights[1] in Switzerland and 0.711 million overnights in 2022. With a market share of 1.64%, Netherlands was the 10th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 11.0% between 2015 and 2019. Between 2019 and 2022, the development was 9.7%. The corresponding growth ranking was 21 and 4 respectively.

Economic value: Netherlands ranks 29th with a daily expenditure value of CHF 130 (TMS 2017) and ranks 31st with a 30.4% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 15.7% figure for first-time visitors, Netherlands ranks 29th (TMS 2017). With a length of stay of 2.17 overnights it ranks 16th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 60.6% of overnights from Netherlands, while the percentage split amongst the small[2] and very small[3] destinations was 24.6% (=rank 4) and 14.8% (=rank 8) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 20.9% (=rank 27) and 18.3% (=rank 30), respectively.

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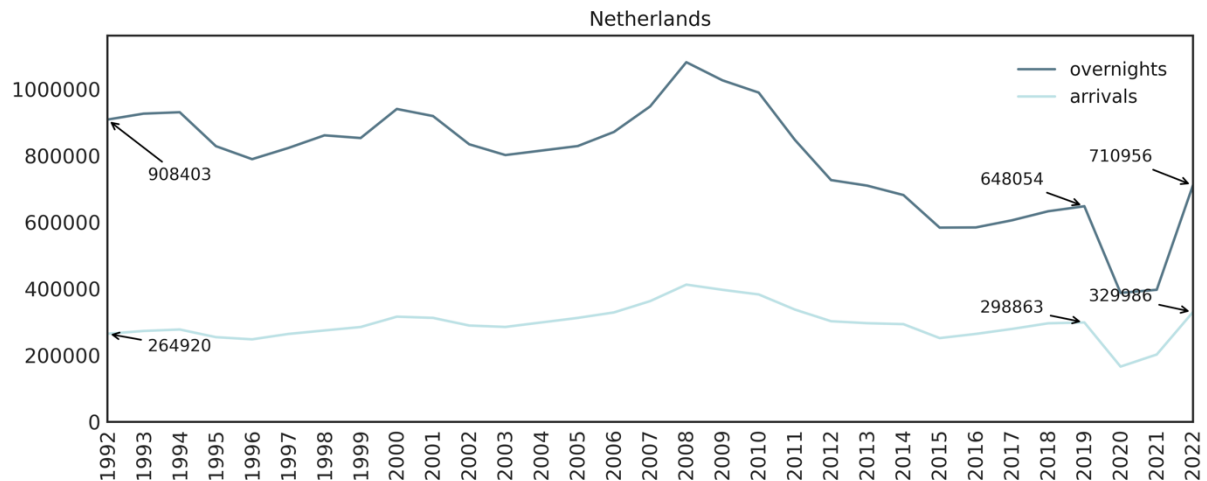[3] 201st largest destination and smaller

		value	rank
1. market size & growth	2019	0.648 M.	10
	2022	0.711 M.	8
	2015-19	11.0%	21
	2019-22	9.7%	4
2. economic value	daily expenditures 2017 (TMS)	130	29
	share ****/*****-nights 2019	30.4%	31
3. first time visitors	share 2017 (TMS)	15.7%	29
4. length of stay	2019	2.17	16
5. balance	share off-season "March-May" of total year 2019	20.9%	27
	share off-season "Sept-Nov" of total year 2019	18.3%	30
	share small destinations (51st -200th largest) 2019	24.6%	4
	share very small destinations (201st+) 2019	14.8%	8

Source: FSO/hotel statistics, unless otherwise stated

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Regions and destinations with a high market affinity: In 2019, guests from Netherlands typically preferred the regions of: Basel Region, Wallis and Graubünden. Moreover, these guests were most overrepresented in the five destinations of: Saas-Grund, Breil/Brigels, Brig-Glis, Scuol and Bergün Filisur.

Source: FSO/hotel statistics

Overnight volume & development.

Netherlands

Legend: overnights, arrivals

Annotated values: 908403, 264920, 648054, 298863, 710956, 329986

overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	2.7%	1.6%	1.6%	1.3%	1.9%	10
...markets abroad	4.8%	3.0%	3.0%	4.6%	4.1%	9
...nearby markets (Europe, excl. CH)	6.5%	5.0%	5.3%	5.8%	6.4%	5

Source: FSO/hotel statistics

Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development 2015-19	development rank 2015-19	development 2019-22	development rank 2019-22
overnights in millions	0.990	0.584	0.648	0.397	0.711	10	11.0%	21	9.7%	4
length of stay (overnigths/arrivals)	2.583	2.318	2.168	1.960	2.155	17	-11.3%	28	-1.2%	29
density (overnights/1'000 inhabitants)	59.520	34.445	37.329	22.637	40.267	7	8.4%	18	7.9%	4
GDP per capita in USD	50'949	45'175	52'430	57'748	55'479	7	16.1%	12	5.8%	19
population in millions	16.626	16.950	17.361	17.540	17.656	21	2.4%	18	1.7%	14

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

Guest origin.
(leisure tourists in Swiss hotels & supplementary accommodations)
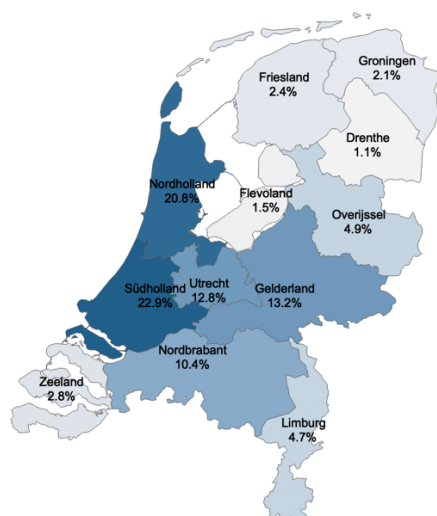
	overnight-share	inhabitant-share
Südholland	22.9%	21.4%
Nordholland	20.8%	16.5%
Gelderland	13.2%	12.0%
Utrecht	12.8%	7.5%
Nordbrabant	10.4%	14.7%
Overijssel	4.9%	6.7%
Limburg	4.7%	6.5%
Zeeland	2.8%	2.2%
Friesland	2.4%	3.8%
Groningen	2.1%	3.4%
Flevoland	1.5%	2.4%
Drenthe	1.1%	2.9%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
total	0.990	0.584	0.648	0.397	0.711	1.6%	10	11.0%	21	9.7%	4

Large vs. small destinations

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
large destinations (top 10)	0.224	0.157	0.200	0.137	0.224	1.4%	15	27.6%	10	11.8%	4
mid-sized destinations (11-50)	0.311	0.169	0.198	0.106	0.221	1.8%	11	17.2%	13	11.8%	5
small destinations (51-200)	0.285	0.154	0.162	0.090	0.161	1.8%	9	4.6%	25	-0.7%	4
very small destinations (201-smallest)	0.170	0.103	0.088	0.065	0.105	1.7%	6	-14.7%	27	19.3%	6

Tourism zone

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
big cities	0.170	0.143	0.170	0.115	0.185	1.4%	12	19.1%	11	8.8%	3
mountain	0.633	0.315	0.336	0.173	0.358	2.0%	8	6.7%	24	6.4%	9
rural	0.062	0.042	0.044	0.034	0.052	1.3%	10	6.2%	14	17.4%	2
small cities	0.124	0.084	0.097	0.075	0.116	1.3%	10	15.8%	13	19.1%	3

Language zone

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
French speaking area	0.133	0.092	0.098	0.053	0.094	1.2%	13	6.7%	22	-3.8%	6
German speaking area	0.742	0.437	0.481	0.299	0.539	1.7%	10	10.2%	21	12.1%	4
Italian speaking area	0.066	0.029	0.037	0.029	0.053	1.5%	6	30.0%	9	43.7%	1
Rhaeto Romanic language zone	0.049	0.027	0.031	0.015	0.024	5.1%	3	18.2%	6	-24.5%	25

Tourism region

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
Graubünden	0.162	0.093	0.104	0.044	0.104	2.0%	5	12.4%	21	0.0%	11
Wallis	0.154	0.076	0.100	0.048	0.090	2.3%	8	30.6%	14	-9.8%	20
Bern Region	0.175	0.086	0.097	0.062	0.125	1.8%	11	12.5%	23	29.2%	5
Zürich Region	0.083	0.073	0.082	0.049	0.082	1.3%	13	12.2%	12	1.0%	6
Luzern / Vierwaldstättersee	0.135	0.066	0.067	0.053	0.085	1.7%	9	1.4%	22	27.9%	1
Basel Region	0.040	0.032	0.042	0.043	0.050	2.5%	8	30.6%	12	19.5%	2
Genf	0.043	0.040	0.042	0.020	0.040	1.3%	17	3.6%	25	-3.4%	8
Tessin	0.065	0.028	0.036	0.028	0.052	1.6%	7	28.0%	9	44.6%	1
Waadt	0.041	0.030	0.032	0.017	0.029	1.1%	13	7.8%	21	-8.4%	6
Aargau und Solothurn Region	0.022	0.015	0.019	0.017	0.023	1.8%	9	23.9%	9	23.1%	3
Ostschweiz	0.059	0.034	0.018	0.010	0.019	1.0%	8	-46.3%	32	2.8%	6
Fribourg Region	0.006	0.005	0.005	0.002	0.005	1.1%	9	-1.2%	25	1.1%	3
Jura & Drei-Seen-Land	0.005	0.005	0.005	0.003	0.005	0.9%	11	-7.5%	27	1.7%	6

Source: FSO/hotel statistics

Example: Tourists from Netherlands generate the most overnight stays in Graubünden of any Swiss region, namely 0.104 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Graubünden appears at the top of the list). From Graubünden's perspective, 2.0% of their total tourism volume comes from Netherlands, making this source market the 5th most important market for this region (out of 33 ST markets overall). With a 12.4% development in overnight stays between 2015 and 2019, Netherlands ranks 21st. In other words, in reference to the development of overnight stays, 20 other source markets had a stronger performance and 12 had a weaker performance.
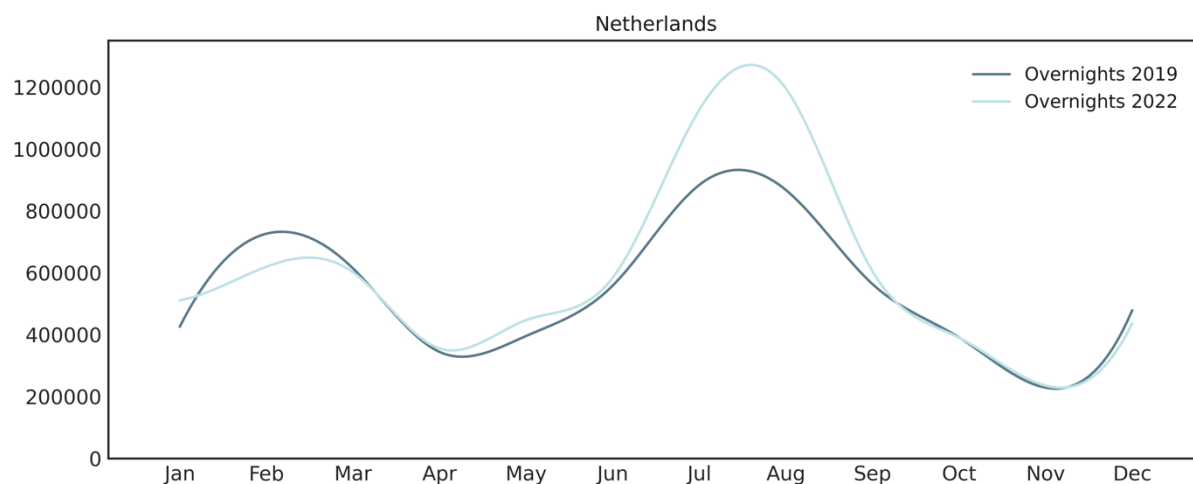
Top 50 destinations

overnights	overnights in millons					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank 2019	2015-19	rank 2015-19	2019-22	rank 2019-22
Zürich	0.046	0.035	0.047	0.028	0.047	1.3%	15	36.1%	9	0.7%	7
Basel	0.033	0.025	0.033	0.034	0.038	2.3%	9	29.0%	13	17.6%	2
Genève	0.029	0.026	0.027	0.014	0.027	1.2%	17	5.4%	22	0.8%	5
Zermatt	0.026	0.015	0.023	0.014	0.027	1.5%	11	53.1%	11	18.7%	9
Brig-Glis	0.008	0.006	0.018	0.007	0.018	11.1%	3	174.8%	7	2.4%	13
Davos	0.024	0.015	0.017	0.006	0.017	1.9%	7	10.7%	14	-2.5%	7
Scuol	0.021	0.014	0.016	0.01	0.014	6.4%	3	15.1%	5	-9.6%	19
Luzern	0.021	0.012	0.016	0.016	0.02	1.1%	17	35.8%	6	26.4%	2
Grindelwald	0.026	0.011	0.015	0.01	0.021	2.4%	9	41.0%	15	37.2%	15
Lauterbrunnen	0.031	0.016	0.015	0.008	0.02	2.7%	7	-4.6%	26	35.5%	6
Saas-Grund	0.018	0.012	0.014	0.002	0.004	24.3%	2	18.4%	10	-70.2%	23
Lausanne	0.013	0.009	0.012	0.006	0.011	1.2%	13	37.3%	15	-9.3%	12
Bern	0.012	0.008	0.012	0.009	0.016	1.4%	11	39.9%	10	35.4%	2
Laax	0.01	0.008	0.011	0.002	0.01	5.7%	4	41.1%	18	-5.8%	19
Saas-Fee	0.017	0.008	0.01	0.004	0.005	3.0%	5	26.1%	15	-44.2%	20
Breil/Brigels	0.01	0.007	0.009	0.002	0.004	20.7%	2	42.7%	14	-57.3%	17
Lugano	0.014	0.005	0.008	0.005	0.01	1.6%	10	55.9%	5	18.5%	5
Interlaken	0.011	0.008	0.008	0.007	0.013	1.0%	14	2.9%	22	62.0%	6
Morschach	0.022	0.007	0.007	0.001	0.004	3.8%	3	13.0%	18	-50.4%	25
St. Moritz	0.009	0.005	0.006	0.003	0.007	0.8%	16	33.1%	15	20.1%	13
Pratteln	0.002	0.003	0.006	0.004	0.006	6.0%	5	84.3%	5	-8.9%	4
Opfikon	0.007	0.008	0.006	0.003	0.006	0.8%	19	-24.2%	22	5.2%	7
Meyrin	0.008	0.009	0.006	0.003	0.005	1.4%	13	-31.4%	27	-10.0%	25
Adelboden	0.014	0.006	0.006	0.003	0.006	2.8%	5	-7.5%	25	-5.0%	12
Arosa	0.014	0.009	0.006	0.002	0.009	1.5%	5	-34.0%	30	64.7%	3
Ascona	0.009	0.005	0.005	0.005	0.007	1.3%	5	14.3%	23	32.3%	3
Engelberg	0.015	0.006	0.005	0.003	0.006	1.3%	10	-16.7%	23	18.1%	11
Saanen	0.009	0.004	0.005	0.003	0.005	1.3%	11	6.2%	25	-1.7%	8
Klosters-Serneus	0.008	0.003	0.005	0.002	0.005	3.3%	4	53.2%	7	1.8%	9
Meiringen	0.013	0.004	0.004	0.001	0.002	4.9%	4	-2.0%	20	-54.7%	22
Hasliberg	0.009	0.003	0.004	0	0.002	4.4%	3	24.6%	10	-44.4%	25
Bergün Filisur	0	0	0.004	0.001	0.004	6.4%	3	inf	17	-2.4%	13
Egerkingen	0.007	0.003	0.004	0.004	0.005	5.5%	5	17.2%	9	35.0%	5
Flims	0.007	0.003	0.004	0.002	0.004	1.9%	4	33.8%	16	6.8%	16
Paradiso	0.005	0.003	0.004	0.002	0.008	1.9%	9	36.5%	7	114.6%	1
Montreux	0.005	0.002	0.003	0.003	0.004	0.7%	18	40.4%	9	16.0%	4
Regensdorf	0.001	0.004	0.003	0.004	0.001	3.9%	7	-2.1%	24	-56.4%	16
Val de Bagnes	0.003	0.003	0.003	0.002	0.004	1.9%	12	26.5%	13	7.6%	11
Le Grand-Saconnex	0.002	0.002	0.003	0.002	0.003	1.6%	12	114.6%	15	-1.5%	11
Vaz/Obervaz	0.007	0.004	0.003	0.001	0.004	1.3%	3	-15.2%	26	10.0%	12
Weggis	0.005	0.002	0.003	0.002	0.003	1.5%	7	49.1%	16	2.4%	11
Zug	0.004	0.004	0.003	0.003	0.003	2.9%	9	-11.3%	16	6.9%	10
Beatenberg	0.012	0.005	0.003	0.003	0.005	2.3%	6	-35.4%	28	74.6%	8
Samnaun	0.003	0.002	0.003	0.002	0.003	1.9%	3	40.1%	11	2.9%	6
Winterthur	0.003	0.003	0.003	0.001	0.002	1.4%	10	-0.3%	20	-35.4%	20
Andermatt	0.003	0.002	0.003	0.003	0.005	1.9%	6	46.4%	25	74.7%	6
Kandersteg	0.007	0.002	0.003	0.002	0.004	2.7%	6	23.4%	16	49.4%	13
Wilderswil	0.004	0.002	0.003	0.002	0.004	2.1%	9	22.4%	13	40.7%	10
Crans-Montana	0.006	0.002	0.003	0.001	0.003	1.1%	10	12.1%	15	4.6%	16
Saas-Almagell	0.005	0.002	0.002	0.001	0.001	4.3%	3	30.3%	10	-49.6%	19

Source: FSO/hotel statistics

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

4

Seasonal distribution.

Netherlands

Summer, winter

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
summer (May-Oct)	0.555	0.301	0.366	0.315	0.435	1.6%	10	21.4%	12	18.8%	4
winter (Nov-April)	0.434	0.282	0.282	0.082	0.276	1.7%	9	-0.2%	25	-2.1%	5

Summer core, winter core, off-season

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
off-season I (March-May)	0.182	0.115	0.135	0.022	0.140	1.5%	10	17.8%	16	3.7%	3
off-season II (Sept-Nov)	0.129	0.094	0.118	0.122	0.123	1.3%	10	26.4%	7	4.0%	12
summer core months (Jun-Aug)	0.387	0.191	0.231	0.205	0.291	1.8%	11	21.3%	13	25.8%	1
winter core months (Dez-Feb)	0.291	0.185	0.163	0.048	0.157	1.9%	8	-11.7%	30	-3.9%	8

Months

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2021	2022	2019	2019	2015-19	2015-19	2019-22	2019-22
January	0.063	0.044	0.043	0.009	0.051	1.5%	10	-3.5%	23	20.0%	1
February	0.150	0.095	0.073	0.006	0.062	2.3%	7	-23.9%	31	-14.7%	8
March	0.078	0.051	0.061	0.007	0.060	1.8%	9	19.6%	9	-2.1%	2
April	0.041	0.026	0.034	0.007	0.036	1.3%	13	30.7%	14	3.3%	4
May	0.063	0.037	0.040	0.009	0.045	1.3%	10	6.2%	25	12.9%	5
June	0.083	0.047	0.056	0.013	0.058	1.5%	10	19.7%	13	4.5%	5
July	0.160	0.079	0.088	0.072	0.113	1.9%	10	12.0%	18	27.5%	4
August	0.144	0.065	0.087	0.119	0.120	1.9%	10	33.8%	9	37.8%	1
September	0.066	0.044	0.056	0.066	0.061	1.5%	10	28.8%	7	7.3%	12
October	0.039	0.030	0.039	0.035	0.039	1.3%	11	30.8%	11	-0.2%	16
November	0.024	0.020	0.023	0.021	0.024	1.1%	12	14.7%	14	2.9%	13
December	0.078	0.045	0.048	0.034	0.044	1.7%	9	6.3%	28	-8.8%	23

Source: FSO/hotel statistics

How to read these tables: see reading example on page 3.

Structural facts of leisure travelers.
(leisure tourists in Swiss hotels & supplementary accommodations)

age		accommodation		touring		through CH border	
16-34 years	25.3%	hotel	33.1%	no	62.3%	plane	17.3%
35-54 years	44.2%	suppl. acc.	66.9%	yes with 1 CH-Dest.	7.3%	train	11.0%
55+ years	30.5%			yes with 2+ CH-Dest.	30.4%	other	71.7%

source: TMS 2017

Guest segments.
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

28.0% nature lover

25.9% snow sports enthusiast

16.4% outdoor enthusiast

8.6% family traveller

6.2% snow lover

5.0% attractions tourer

2.6% culture traveller

2.4% city breaker

2.1% luxury traveller

0.3% spa & vitality guest

2.6% none
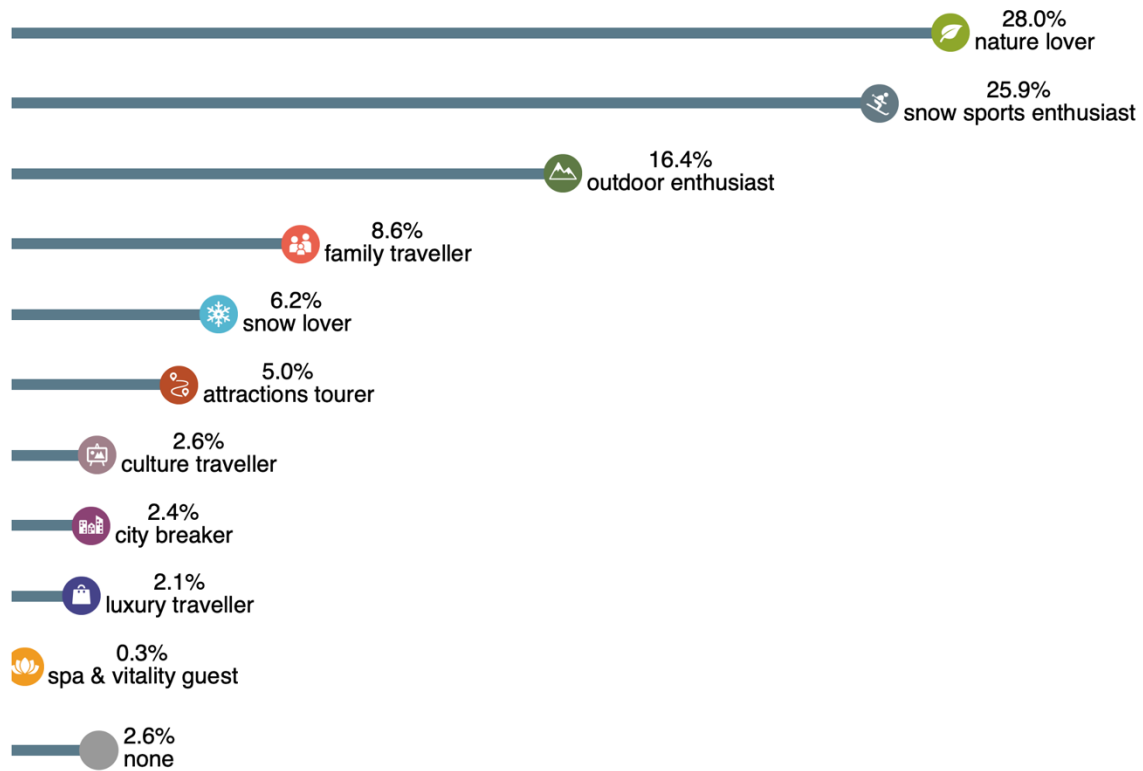
source: TMS 2017

Main travel reasons for Switzerland travelers.
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)

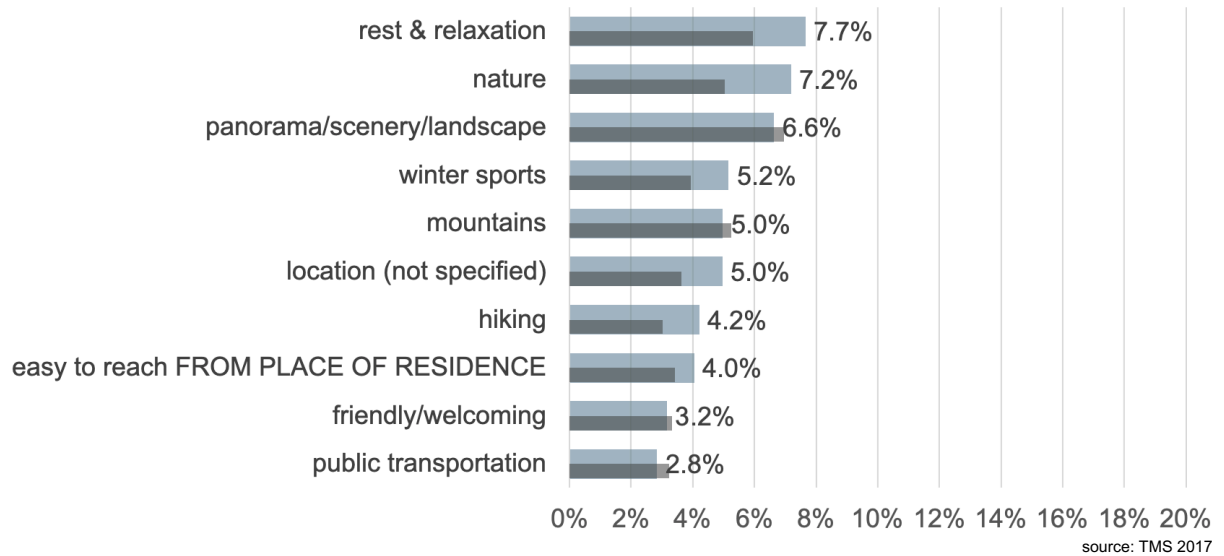| #	Reason	%	#	Reason	%
1	mountains	12.2%	11	panorama	2.7%
2	alpine skiing	9.9%	12	special nature attractions	2.6%
3	nature	8.8%	13	snow reliability	2.3%
4	hiking (at least 2 hours walking)	6.8%	14	warm-hearted	1.9%
5	family-friendly	6.1%	15	romantic	1.4%
6	quiet	4.0%	16	high-mountain experience	1.2%
7	emotional ties	3.7%	17	panorama trains	1.2%
8	glaciers/snow	3.6%	18	mountaineering & climbing	1.1%
9	sport opportunities	3.4%	19	easy to reach	1.0%
10	relaxation	3.2%	20	atmosphere	1.0%
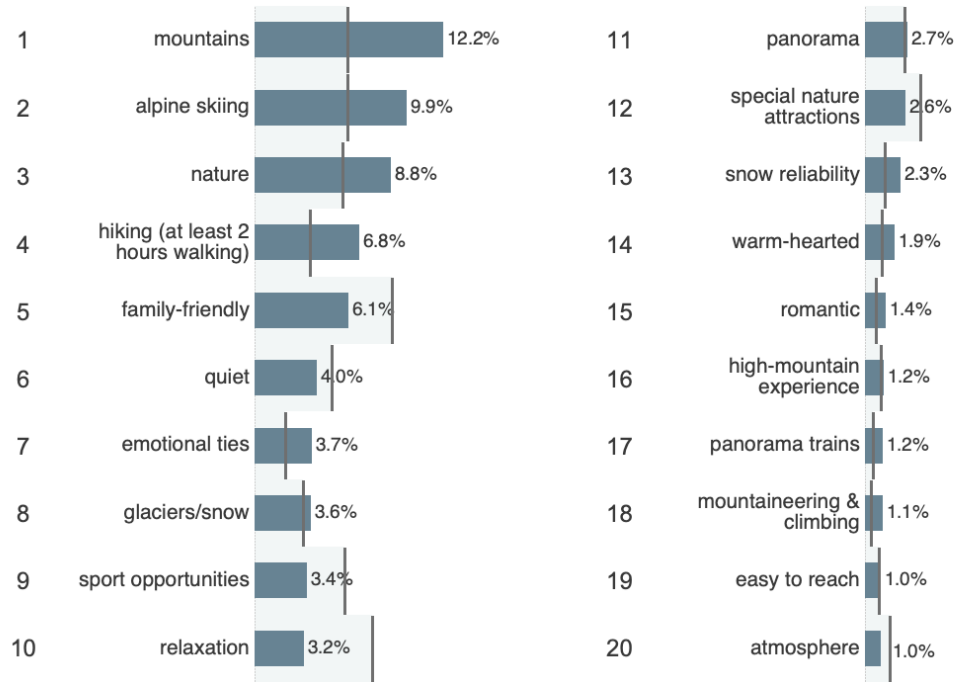
source: TMS 2017

■ = tourists from *considered* market
| = tourists from all markets (benchmark)

Switzerland's tourism strengths.
(leisure tourists in Swiss hotels & supplementary accommodations, open answers)

Strength	%
rest & relaxation	7.7%
nature	7.2%
panorama/scenery/landscape	6.6%
winter sports	5.2%
mountains	5.0%
location (not specified)	5.0%
hiking	4.2%
easy to reach FROM PLACE OF RESIDENCE	4.0%
friendly/welcoming	3.2%
public transportation	2.8%

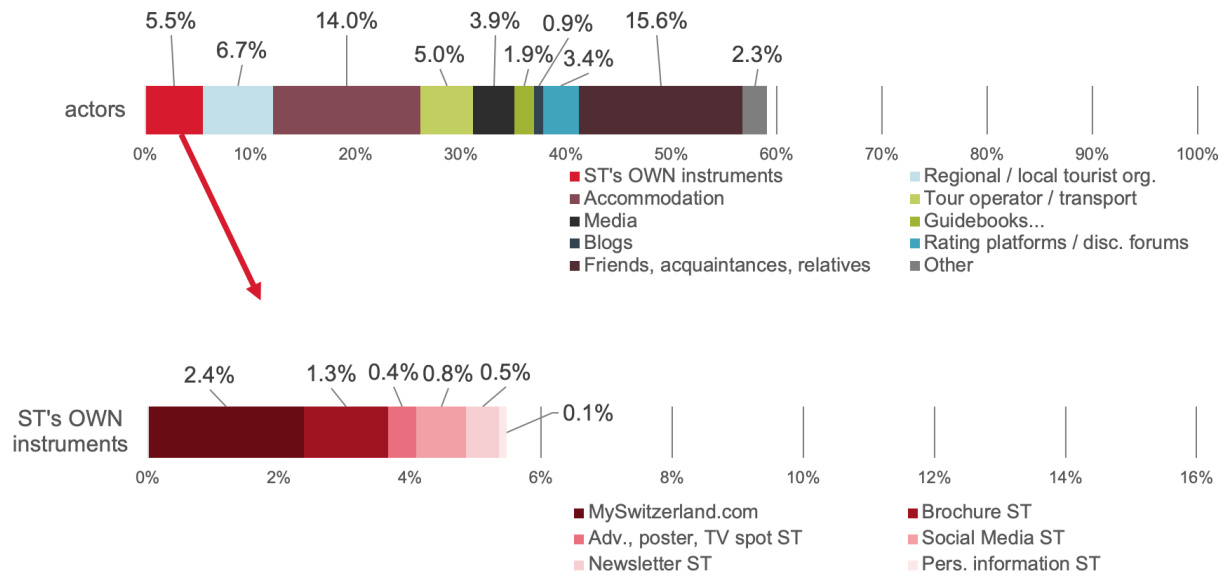0% 2% 4% 6% 8% 10% 12% 14% 16% 18% 20%

source: TMS 2017

■ = tourists from *considered* market
■ = tourists from all markets (benchmark)

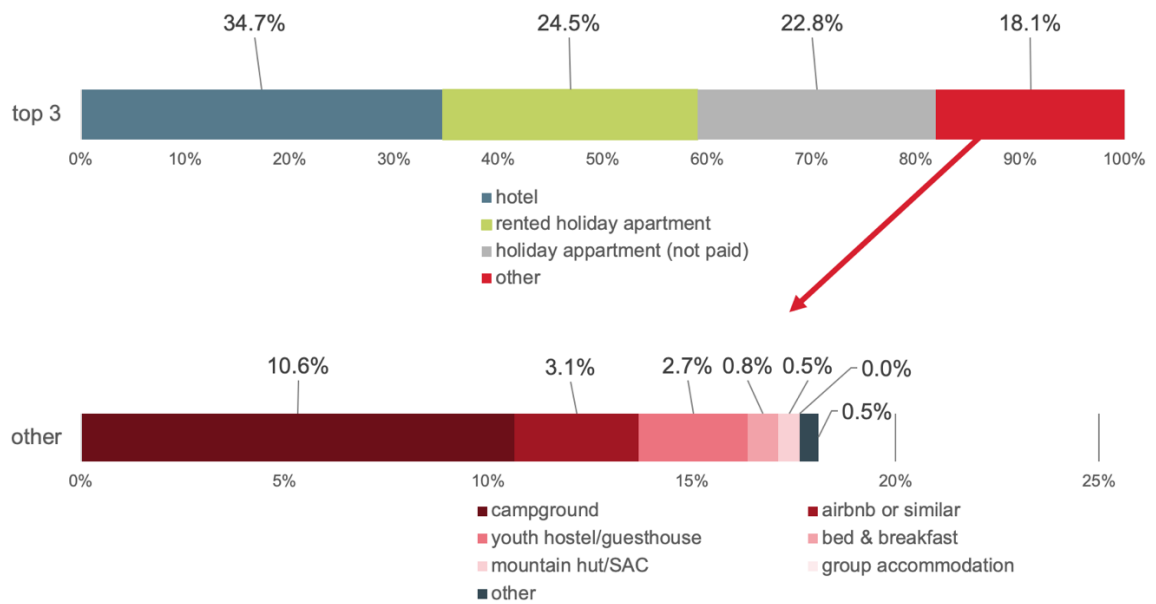# External influence of tourists in their travel decisions.
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)

actors

Label	%
5.5%	
6.7%	
14.0%	
5.0%	
3.9%	
1.9%	
0.9%	
3.4%	
15.6%	
2.3%	

Legend:
- ST's OWN instruments
- Regional / local tourist org.
- Accommodation
- Tour operator / transport
- Media
- Guidebooks...
- Blogs
- Rating platforms / disc. forums
- Friends, acquaintances, relatives
- Other

ST's OWN instruments

Label	%
2.4%	
1.3%	
0.4%	
0.8%	
0.5%	
0.1%	

Legend:
- MySwitzerland.com
- Brochure ST
- Adv., poster, TV spot ST
- Social Media ST
- Newsletter ST
- Pers. information ST

The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **14.2%.**

source: TMS 2017

Type of accommodation.
(leisure tourists in Swiss hotels & supplementary accommodations)

top 3

Label	%
34.7%	hotel
24.5%	rented holiday apartment
22.8%	holiday appartment (not paid)
18.1%	other

other

Label	%
10.6%	
3.1%	
2.7%	
0.8%	
0.5%	
0.5%	
0.0%	

Legend:
- campground
- airbnb or similar
- youth hostel/guesthouse
- bed & breakfast
- mountain hut/SAC
- group accommodation
- other

source: TMS 2017

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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

		share off season		length of stay		****/***** ON share	
			rank		rank		rank
		2019	2019	2019	2019	2019	2019
total	n.a.	39.2%	29	2.168	16	30.4%	31

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
large destinations (top 10)	0.85	31	45.0%	24	2.014	22	42.8%	26
mid-sized destinations (11-50)	1.08	6	35.8%	28	3.007	3	31.7%	30
small destinations (51-200)	1.111	3	38.0%	31	1.969	20	25.3%	28
very small destinations (201-smallest)	1.054	7	35.8%	32	1.712	30	8.9%	30

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
big cities	0.863	30	48.8%	23	1.718	27	42.8%	27
mountain	1.213	5	32.4%	24	2.916	9	24.0%	31
rural	0.805	9	40.9%	30	1.599	30	20.6%	22
small cities	0.822	25	45.1%	30	1.715	29	35.5%	28

Language zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
French speaking area	0.728	27	45.9%	27	1.979	26	38.2%	27
German speaking area	1.039	16	39.2%	28	2.229	15	31.2%	30
Italian speaking area	0.933	5	31.7%	31	1.634	27	25.3%	31
Rhaeto Romanic language zone	3.116	1	27.1%	19	2.978	4	0.8%	26

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
Graubünden	1.211	6	30.1%	18	3.272	8	27.7%	31
Wallis	1.429	4	38.1%	16	3.364	5	19.0%	32
Bern Region	1.09	14	36.2%	24	2.722	4	30.2%	25
Zürich Region	0.763	29	50.1%	17	1.709	26	43.2%	25
Luzern / Vierwaldstättersee	1.041	14	33.2%	31	1.724	27	20.9%	33
Basel Region	1.501	5	41.3%	29	1.504	32	38.6%	25
Genf	0.794	27	53.8%	13	1.832	28	45.3%	22
Tessin	0.951	5	31.8%	30	1.633	27	26.0%	31
Waadt	0.661	29	45.6%	26	2.036	24	43.0%	24
Aargau und Solothurn Region	1.081	7	43.9%	29	1.607	29	27.0%	17
Ostschweiz	0.591	11	39.9%	31	1.907	26	24.7%	26
Fribourg Region	0.653	12	49.5%	12	1.731	23	33.9%	16
Jura & Drei-Seen-Land	0.535	16	50.3%	21	1.924	23	24.8%	30

Source: FSO/hotel statistics

How to read these tables: see reading example on page 11.

Top 50 destinations

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2019	2019	2019	2019	2019	2019	2019	2019
Zürich	0.791	29	49.9%	16	1.773	23	41.4%	28
Basel	1.409	9	42.0%	28	1.604	32	36.0%	29
Genève	0.761	28	53.9%	14	1.962	27	43.1%	21
Zermatt	0.928	19	34.4%	25	2.834	16	55.1%	17
Brig-Glis	6.806	1	53.7%	4	4.207	1	1.5%	31
Davos	1.144	7	32.5%	14	3.934	7	59.2%	20
Scuol	3.894	1	22.9%	21	5.721	2	1.0%	26
Luzern	0.69	24	46.3%	21	1.633	27	35.1%	32
Grindelwald	1.435	11	33.6%	24	3.286	5	25.1%	31
Lauterbrunnen	1.652	7	28.3%	21	3.944	4	26.6%	13
Saas-Grund	14.861	1	48.8%	6	5.317	7	0.0%	0
Lausanne	0.732	27	51.7%	10	2.198	20	55.1%	24
Bern	0.864	26	50.9%	11	1.726	23	38.3%	29
Laax	3.481	3	35.4%	14	5.106	9	23.5%	8
Saas-Fee	1.819	3	53.6%	6	5.522	6	25.1%	23
Breil/Brigels	12.652	1	32.9%	14	1.657	16	0.8%	14
Lugano	1	14	37.8%	28	1.708	25	33.4%	28
Interlaken	0.626	17	47.1%	15	3.286	2	12.8%	33
Morschach	2.291	1	21.1%	21	6.652	1	0.5%	31
St. Moritz	0.495	28	27.8%	20	2.953	14	39.3%	29
Pratteln	3.647	2	37.9%	21	1.123	33	65.3%	16
Opfikon	0.5	31	49.6%	13	1.586	4	61.5%	14
Meyrin	0.869	22	52.0%	16	1.438	31	78.5%	4
Adelboden	1.731	3	21.7%	25	4.819	2	62.6%	17
Arosa	0.908	7	25.6%	13	5.457	5	70.6%	11
Ascona	0.771	5	37.7%	19	3.590	4	41.3%	22
Engelberg	0.822	13	28.5%	25	2.503	9	18.1%	26
Saanen	0.791	14	23.8%	16	3.755	4	77.0%	19
Klosters-Serneus	2.029	5	24.5%	14	4.632	5	59.5%	14
Meiringen	3.001	2	31.3%	20	4.667	1	82.3%	2
Hasliberg	2.665	2	28.8%	21	2.766	11	0.0%	0
Bergün Filisur	3.892	1	45.7%	8	2.279	15	0.0%	0
Egerkingen	3.35	3	29.0%	29	1.064	29	75.5%	19
Flims	1.152	6	31.9%	15	3.559	11	27.6%	28
Paradiso	1.133	8	38.8%	27	1.578	23	66.3%	15
Montreux	0.433	31	46.5%	21	1.785	25	62.7%	30
Regensdorf	2.387	4	49.9%	18	1.069	33	97.4%	17
Val de Bagnes	1.182	12	34.5%	12	2.721	28	37.4%	19
Le Grand-Saconnex	0.949	25	57.6%	5	1.728	18	56.0%	15
Vaz/Obervaz	0.794	4	31.2%	14	3.944	3	45.1%	19
Weggis	0.932	9	38.0%	29	2.192	12	37.7%	11
Zug	1.743	12	53.9%	13	1.702	31	68.7%	9
Beatenberg	1.379	5	40.0%	18	4.235	2	88.1%	2
Samnaun	1.141	7	33.2%	16	4.153	8	26.9%	22
Winterthur	0.828	10	46.4%	22	2.071	17	24.6%	14
Andermatt	1.144	8	26.1%	24	1.771	27	36.8%	32
Kandersteg	1.632	4	27.7%	16	2.384	10	5.6%	18
Wilderswil	1.298	11	51.5%	11	2.261	7	0.0%	0
Crans-Montana	0.679	12	19.6%	22	3.986	10	30.2%	16
Saas-Almagell	2.654	3	11.3%	19	7.014	1	0.0%	9

Source: FSO/hotel statistics

Example: In 2019, for tourists from Netherlands who visited Zürich, the following further characteristics were noted:
- 0.79 times higher share of overnight stays than they had in the whole of Switzerland (=rank 29 out of a total of 33 markets):
ON-share Zürich (1.30%) vs. ON-share whole Switzerland (1.64%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 49.9% (=rank 16).
- the length of stay (overnight stays/arrivals in the hotel) was 1.77 nights (=rank 23).
- the share of 4- and 5-star hotels out of all hotel nights was 41.4% (=rank 28).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	**rank 2019**	**2019**	**rank 2019**	**2019**	**rank 2019**
summer (May-Oct)	0.987	15	1.919	23	27.1%	32
winter (Nov-April)	1.017	19	2.609	6	34.8%	27

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
	2019	**rank 2019**	**2019**	**rank 2019**	**2019**	**rank 2019**
off-season I (March-May)	0.915	27	2.222	13	32.3%	29
off-season II (Sept-Nov)	0.817	30	2.023	18	31.7%	29
summer core months (Jun-Aug)	1.096	11	1.882	25	25.4%	32
winter core months (Dez-Feb)	1.132	10	2.882	5	35.0%	28

Months

	affinity		length of stay		****/***** ON share	
	2019	**rank 2019**	**2019**	**rank 2019**	**2019**	**rank 2019**
January	0.917	14	2.825	5	36.5%	28
February	1.424	5	3.060	5	35.5%	26
March	1.119	11	2.773	3	34.2%	26
April	0.785	32	1.973	23	32.2%	29
May	0.804	29	1.853	23	29.4%	32
June	0.898	21	1.968	20	27.0%	31
July	1.181	10	1.800	29	24.5%	32
August	1.176	7	1.918	25	25.3%	30
September	0.929	17	2.023	18	29.3%	29
October	0.78	29	2.080	14	31.5%	30
November	0.67	29	1.932	18	38.2%	25
December	1.026	17	2.692	5	33.0%	31

Source: FSO/hotel statistics

How to read these tables: see reading example on page 11.