

Research Report Belgium.

Tourism goals: summary

Market size & growth: In 2019, the Belgian market recorded 0.636 million overnights¹⁾ in Switzerland and 0.534 million overnights in 2022. With a market share of 1.61%, Belgium was the 11th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 12.4% between 2015 and 2019. Between 2019 and 2022, the development was -16.1%. The corresponding growth ranking was 18 and 22 respectively.

Economic value: Belgium ranks 27th with a daily expenditure value of CHF 140 (TMS 2017) and ranks 33rd with a 23.8% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 12.1% figure for first-time visitors, Belgium ranks 31st (TMS 2017). With a length of stay of 3.06 overnights it ranks 1st.

Balance: In 2019, the 50 largest Swiss destinations accounted for 61.3% of overnights from Belgium, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 30.4% (=rank 1) and 8.3% (=rank 17) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 24.2% (=rank 13) and 12.4% (=rank 33), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

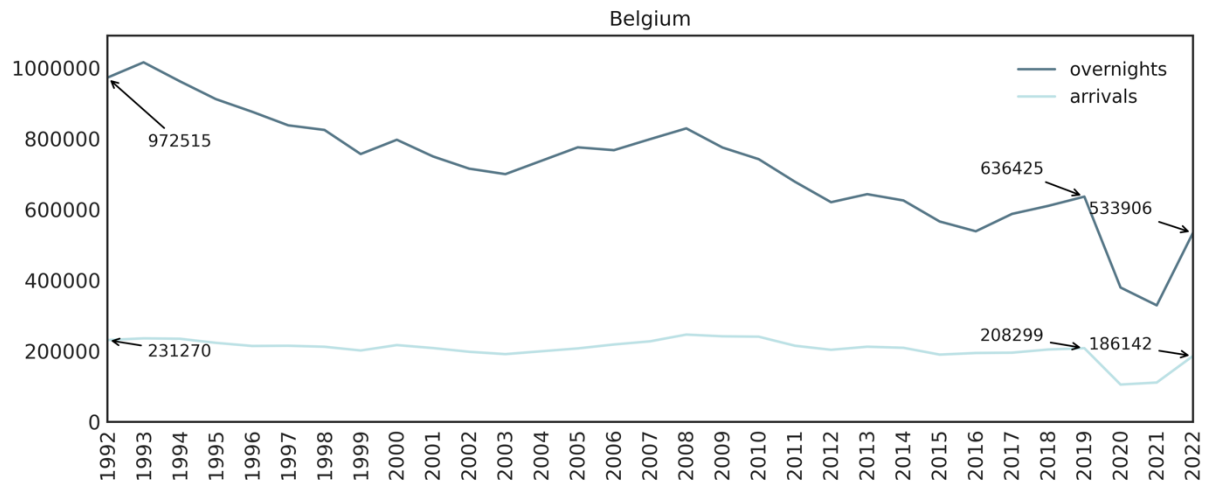
		value	rank
1. market size & growth	2019	0.636 M.	11
	2022	0.534 M.	9
	2015-19	12.4%	18
	2019-22	-16.1%	22
2. economic value	daily expenditures 2017 (TMS)	140	27
	share ****/****-nights 2019	23.8%	33
3. first time visitors	share 2017 (TMS)	12.1%	31
4. length of stay	2019	3.06	1
5. balance	share off-season "March-May" of total year 2019	24.2%	13
	share off-season "Sept-Nov" of total year 2019	12.4%	33
	share small destinations (51 st -200 th largest) 2019	30.4%	1
	share very small destinations (201 st +) 2019	8.3%	17

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Belgium typically preferred the regions of: Wallis, Waadt and Bern Region. Moreover, these guests were most overrepresented in the five destinations of: Anniviers, Ayent, Leysin, Quinto and Lauterbrunnen.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	2.1%	1.6%	1.6%	1.1%	1.4%	11
...markets abroad	3.6%	2.9%	2.9%	3.8%	3.1%	10
...nearby markets (Europe, excl. CH)	4.9%	4.8%	5.2%	4.8%	4.8%	6

Source: FSO/hotel statistics

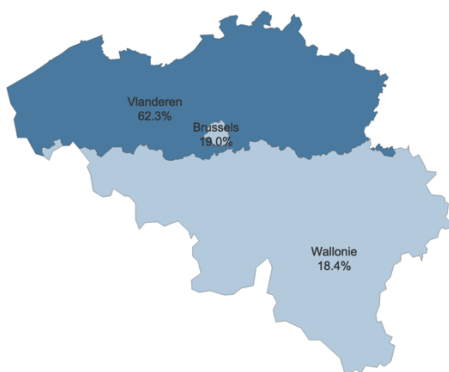
Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	0.742	0.566	0.636	0.329	0.534	11	12.4%	18	-16.1%	22
length of stay (overnights/arrivals)	3.083	2.977	3.055	2.959	2.868	1	3.9%	6	-9.1%	32
density (overnights/1'000 inhabitants)	67.848	50.180	55.354	28.420	45.933	4	10.3%	16	-17.0%	22
GDP per capita in USD	44'011	40'977	46'611	51'286	48'891	14	13.7%	18	4.9%	22
population in millions	10.940	11.283	11.497	11.589	11.624	22	1.9%	20	1.1%	17

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight- share	inhabitant- share
Vlanderen	62.3%	57.6%
Bruxelles	19.0%	10.5%
Wallonie	18.4%	31.9%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
total	0.742	0.586	0.636	0.329	0.534	1.6%	11	12.4%	18	-16.1%	22

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
large destinations (top 10)	0.181	0.155	0.170	0.140	0.202	1.2%	17	9.7%	23	19.0%	3
mid-sized destinations (11-50)	0.317	0.243	0.301	0.108	0.199	2.7%	6	24.0%	10	-33.9%	27
small destinations (51-200)	0.170	0.117	0.119	0.056	0.089	1.3%	11	1.1%	28	-25.2%	21
very small destinations (201-smallest)	0.075	0.051	0.047	0.025	0.044	0.9%	10	-8.3%	20	-6.9%	19

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
big cities	0.120	0.110	0.124	0.065	0.110	1.0%	18	12.8%	16	-11.2%	16
mountain	0.530	0.381	0.439	0.216	0.349	2.6%	6	15.2%	20	-20.5%	25
rural	0.029	0.023	0.023	0.014	0.022	0.7%	12	-1.3%	19	-0.9%	6
small cities	0.063	0.053	0.051	0.034	0.053	0.7%	16	-2.7%	29	3.1%	6

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
French speaking area	0.303	0.262	0.272	0.101	0.174	3.3%	7	3.9%	28	-36.0%	27
German speaking area	0.394	0.279	0.340	0.215	0.337	1.2%	12	21.8%	10	-0.9%	10
Italian speaking area	0.038	0.022	0.022	0.012	0.020	0.9%	10	-0.9%	27	-5.6%	17
Rhaeto Romanic language zone	0.007	0.003	0.002	0.001	0.002	0.3%	10	-20.9%	26	-12.0%	19

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
Wallis	0.191	0.150	0.167	0.054	0.116	3.9%	6	11.8%	23	-30.4%	27
Bern Region	0.109	0.046	0.100	0.027	0.044	1.8%	10	116.5%	2	-55.4%	29
Graubünden	0.111	0.087	0.094	0.103	0.155	1.8%	7	7.3%	24	65.8%	2
Waadt	0.115	0.098	0.087	0.039	0.040	3.0%	7	-11.1%	33	-53.8%	27
Genf	0.048	0.042	0.047	0.022	0.042	1.5%	13	10.3%	16	-10.0%	15
Zürich Region	0.039	0.039	0.038	0.019	0.034	0.6%	23	-1.2%	23	-11.7%	19
Luzern / Vierwaldstättersee	0.045	0.036	0.035	0.026	0.039	0.9%	14	-2.6%	28	13.6%	6
Basel Region	0.020	0.019	0.023	0.013	0.019	1.3%	11	17.2%	18	-14.6%	11
Tessin	0.034	0.021	0.021	0.011	0.019	0.9%	10	-2.5%	26	-8.6%	18
Aargau und Solothurn Region	0.008	0.009	0.008	0.005	0.008	0.7%	13	-6.9%	20	-3.9%	11
Ostschweiz	0.011	0.009	0.007	0.004	0.007	0.4%	14	-16.1%	28	-0.8%	7
Jura & Drei-Seen-Land	0.005	0.006	0.005	0.004	0.005	1.0%	10	-4.9%	24	-14.5%	12
Fribourg Region	0.005	0.005	0.005	0.002	0.004	1.0%	10	0.9%	21	-11.5%	6

Source: FSO/hotel statistics

Example: Tourists from Belgium generate the most overnight stays in Wallis of any Swiss region, namely 0.167 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Wallis appears at the top of the list). From Wallis's perspective, 3.9% of their total tourism volume comes from Belgium, making this source market the 6th most important market for this region (out of 33 ST markets overall). With a 11.8% development in overnight stays between 2015 and 2019, Belgium ranks 23rd. In other words, in reference to the development of overnight stays, 22 other source markets had a stronger performance and 10 had a weaker performance.

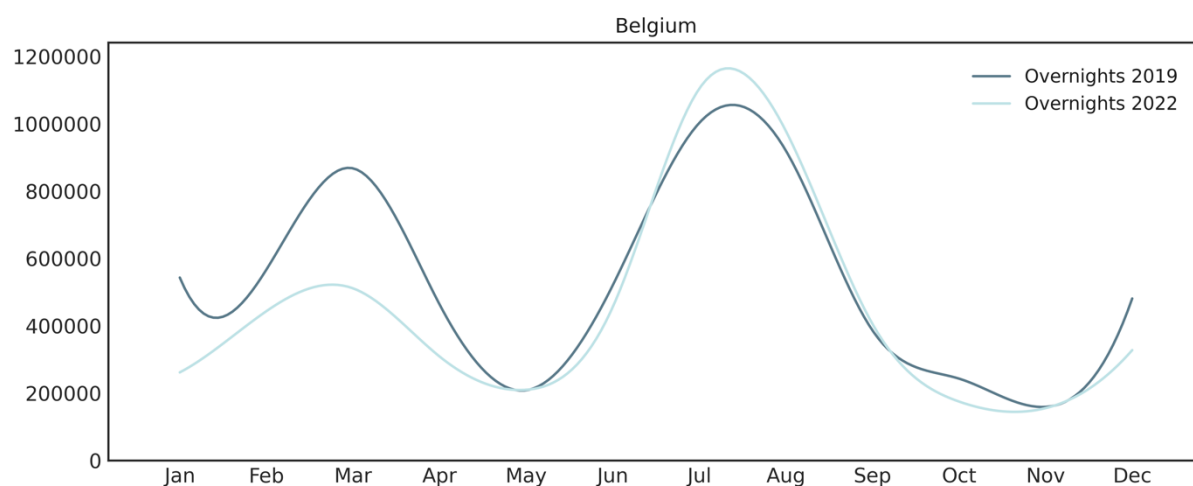
Top 50 destinations

	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2015	2019	2021	2022	rank		rank		rank	
							2019	2019	2015-19	2015-19	2019-22	2019-22
Anniviers	0.063	0.074	0.08	0.019	0.06	49.4%	1	7.8%	24	-24.5%	21	
Lauterbrunnen	0.052	0.01	0.065	0.003	0.007	11.8%	4	521.1%	1	-89.7%	31	
St. Moritz	0.049	0.047	0.051	0.07	0.092	6.8%	4	9.1%	26	79.0%	2	
Leysin	0.051	0.05	0.048	0.017	0.006	22.1%	2	-4.1%	11	-87.4%	27	
Genève	0.033	0.027	0.028	0.016	0.028	1.3%	16	6.0%	21	-1.7%	6	
Zürich	0.022	0.02	0.023	0.012	0.019	0.6%	23	13.6%	17	-16.6%	21	
Basel	0.017	0.016	0.019	0.011	0.017	1.4%	11	23.7%	18	-11.4%	10	
Ayent	0.002	0.002	0.016	0	0	39.1%	2	903.5%	3	-98.1%	21	
Lausanne	0.013	0.009	0.013	0.008	0.013	1.3%	12	35.3%	17	1.5%	7	
Zermatt	0.016	0.012	0.012	0.007	0.012	0.8%	19	-3.0%	29	4.6%	16	
Davos	0.015	0.01	0.011	0.003	0.006	1.2%	8	4.4%	16	-49.3%	27	
Meyrin	0.007	0.009	0.009	0.002	0.006	2.1%	10	0.2%	12	-29.2%	29	
Crans-Montana	0.016	0.01	0.008	0.003	0.005	3.4%	5	-17.4%	23	-38.0%	29	
Saas-Fee	0.015	0.008	0.007	0.003	0.005	2.2%	6	-8.8%	25	-30.3%	11	
Grindelwald	0.012	0.007	0.007	0.005	0.008	1.1%	12	2.3%	30	18.6%	22	
Luzern	0.008	0.008	0.006	0.007	0.008	0.4%	24	-20.8%	32	35.7%	1	
Saanen	0.008	0.006	0.005	0.003	0.004	1.5%	10	-4.4%	28	-18.8%	17	
Bern	0.005	0.005	0.005	0.004	0.006	0.6%	20	14.5%	19	7.6%	10	
Champéry	0.007	0.005	0.005	0.001	0.003	8.5%	4	-6.4%	21	-40.0%	26	
Val de Bagnes	0.005	0.004	0.005	0.005	0.005	2.6%	8	25.4%	15	6.2%	13	
Arosa	0.011	0.005	0.004	0.002	0.005	1.1%	7	-14.4%	27	19.9%	9	
Montreux	0.007	0.004	0.004	0.003	0.004	0.8%	17	3.2%	23	6.9%	8	
Ollon	0.022	0.018	0.004	0.001	0.003	4.5%	6	-78.5%	29	-10.5%	17	
Le Grand-Saconnex	0.003	0.002	0.004	0.002	0.003	1.7%	11	70.1%	23	-15.7%	16	
Engelberg	0.005	0.004	0.004	0.002	0.005	1.0%	11	-7.5%	19	21.7%	10	
Laax	0.006	0.006	0.004	0.001	0.004	2.0%	6	-37.3%	29	2.8%	13	
Lugano	0.007	0.004	0.004	0.003	0.004	0.7%	14	-12.0%	30	17.6%	6	
Opfikon	0.005	0.005	0.004	0.001	0.003	0.5%	26	-26.8%	25	-28.7%	20	
Quinto	0.004	0.004	0.004	0	0.001	15.3%	2	-3.4%	15	-78.6%	25	
Klosters-Serneus	0.004	0.003	0.004	0.002	0.003	2.5%	5	25.2%	13	-18.6%	15	
Adelboden	0.007	0.005	0.003	0.002	0.003	1.7%	10	-31.3%	31	-18.1%	15	
Riederalp	0.001	0.002	0.003	0	0.001	8.7%	4	47.8%	10	-75.8%	16	
Films	0.002	0.002	0.003	0.016	0.032	1.6%	5	64.9%	9	910.9%	2	
Samnaun	0.003	0.002	0.003	0.001	0.002	1.7%	4	34.5%	14	-16.0%	13	
Seelisberg	0.002	0.004	0.003	0.003	0.002	8.0%	3	-28.5%	13	-36.5%	20	
Saas-Almagell	0.007	0.004	0.002	0.002	0.002	4.3%	4	-45.1%	21	-29.1%	18	
Paradiso	0.003	0.002	0.002	0.001	0.002	1.3%	11	4.0%	16	-23.7%	23	
Leukerbad	0.001	0.001	0.002	0.001	0.001	1.1%	8	144.0%	7	-45.1%	18	
Crissier	0.001	0.001	0.002	0.001	0.001	3.3%	5	108.3%	3	-73.5%	25	
Nendaz	0.009	0.001	0.002	0.001	0.001	6.8%	2	111.8%	14	-51.0%	23	
Sils im Engadin/Segl	0.001	0.002	0.002	0.001	0.001	1.1%	7	40.4%	10	-35.4%	27	
Weggis	0.002	0.002	0.002	0.002	0.002	1.0%	11	18.5%	22	0.6%	13	
Saas-Grund	0.004	0.002	0.002	0.002	0.003	3.7%	6	-2.5%	15	29.3%	12	
Bussigny	0.001	0.002	0.002	0.001	0.002	2.1%	11	-6.8%	13	-27.2%	22	
Andermatt	0.002	0.001	0.002	0.002	0.002	1.3%	9	56.6%	21	1.0%	25	
Morschach	0.003	0.002	0.002	0	0.001	1.0%	5	1.1%	23	-58.5%	26	
Ascona	0.004	0.002	0.002	0.001	0.002	0.5%	9	-3.2%	28	6.3%	11	
Lancy	0.002	0.002	0.002	0.001	0.001	1.4%	12	-1.8%	16	-45.5%	16	
Neuchâtel	0.002	0.002	0.002	0.001	0.002	1.4%	8	-14.7%	29	1.7%	12	
Pontresina	0.002	0.002	0.002	0.001	0.002	0.6%	9	13.1%	16	-0.1%	13	

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	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
summer (May-Oct)	0.369	0.279	0.328	0.264	0.333	1.4%	11	17.5%	14	1.5%	10
winter (Nov-April)	0.374	0.287	0.308	0.065	0.201	1.8%	8	7.4%	21	-34.8%	26

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
off-season I (March-May)	0.178	0.116	0.154	0.016	0.103	1.7%	9	32.3%	7	-33.1%	24
off-season II (Sept-Nov)	0.087	0.071	0.079	0.073	0.074	0.9%	15	10.8%	20	-6.7%	22
summer core months (Jun-Aug)	0.275	0.203	0.244	0.201	0.254	1.9%	10	20.2%	14	3.9%	8
winter core months (Dez-Feb)	0.202	0.175	0.159	0.039	0.103	1.8%	9	-9.2%	28	-35.1%	24

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
January	0.059	0.051	0.054	0.009	0.026	1.9%	9	6.9%	14	-51.8%	21
February	0.101	0.081	0.057	0.006	0.044	1.8%	9	-30.0%	33	-21.8%	11
March	0.075	0.054	0.087	0.008	0.051	2.6%	7	60.8%	1	-41.1%	25
April	0.079	0.043	0.046	0.004	0.031	1.7%	10	7.7%	26	-33.4%	20
May	0.024	0.019	0.021	0.004	0.021	0.7%	19	7.7%	22	0.7%	9
June	0.053	0.042	0.052	0.009	0.046	1.4%	12	22.6%	9	-12.4%	18
July	0.122	0.085	0.100	0.094	0.110	2.2%	8	17.5%	15	10.1%	7
August	0.101	0.076	0.092	0.098	0.098	2.0%	9	21.8%	15	6.3%	11
September	0.050	0.040	0.039	0.043	0.041	1.0%	16	-3.8%	30	5.0%	15
October	0.020	0.016	0.024	0.016	0.018	0.8%	17	48.9%	4	-28.0%	29
November	0.018	0.015	0.016	0.015	0.016	0.8%	16	8.3%	17	-2.3%	18
December	0.041	0.043	0.048	0.023	0.033	1.7%	8	10.8%	26	-31.9%	29

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

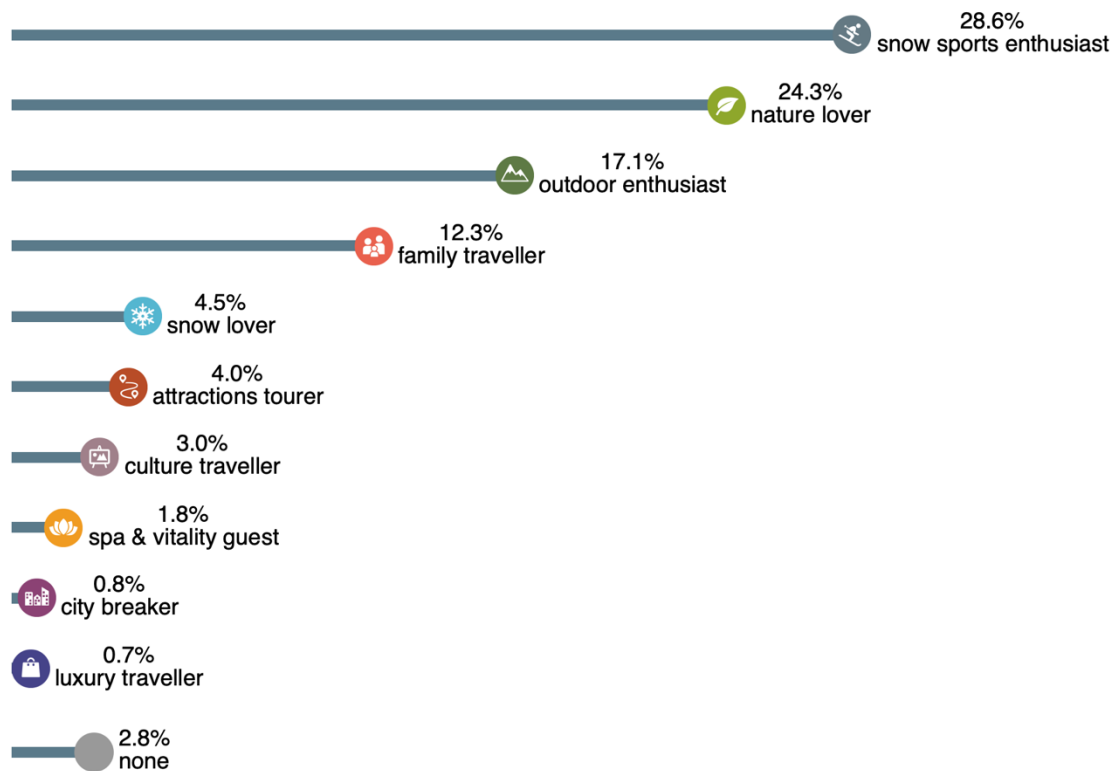
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 27.2%	hotel 42.5%	no 78.7%	plane 12.3%
35-54 years 44.4%	suppl.acc. 57.5%	yes with 1 CH-Dest. 3.9%	train 5.2%
55+ years 28.5%		yes with 2+ CH-Dest. 17.4%	other 82.5%

source: TMS 2017

Guest segments.

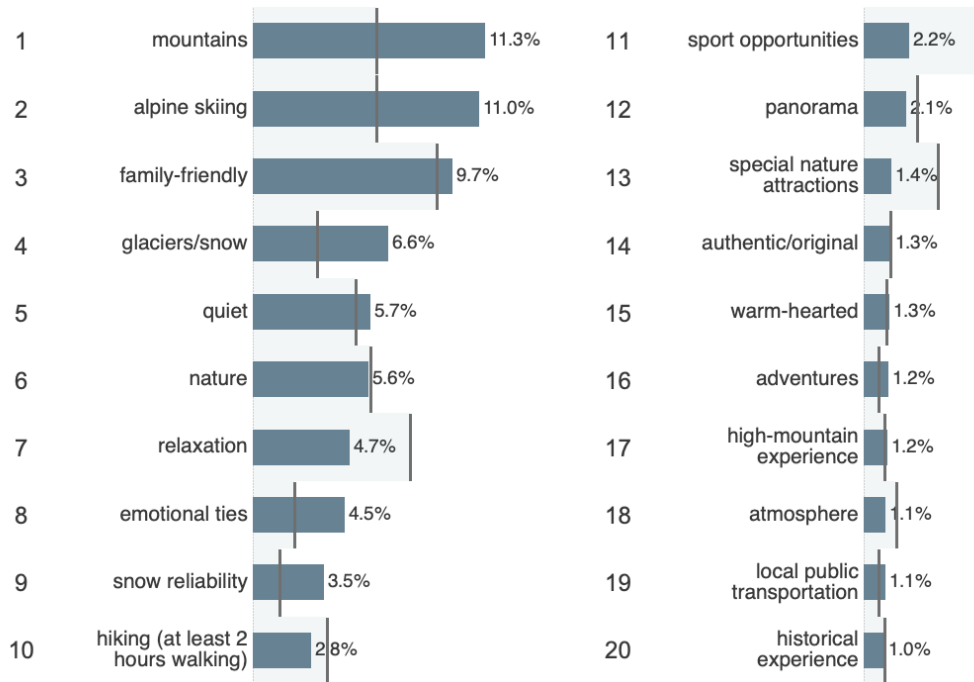
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

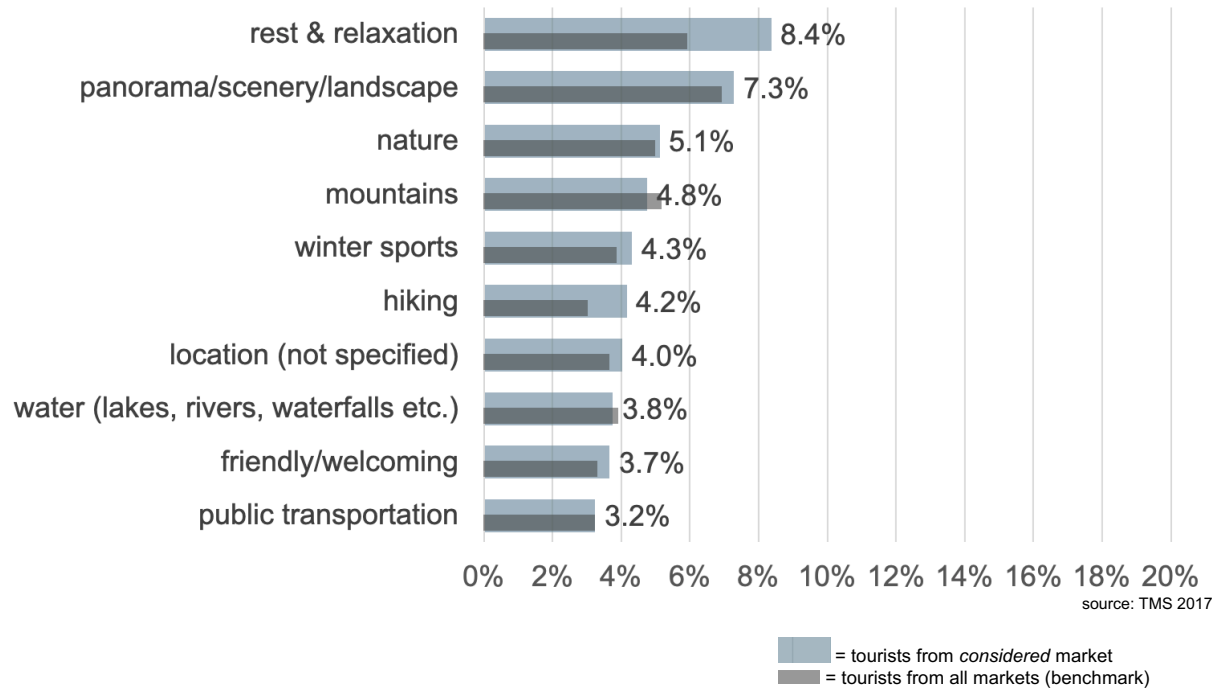


source: TMS 2017

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

Switzerland's tourism strengths.

(leisure tourists in Swiss hotels & supplementary accommodations, open answers)

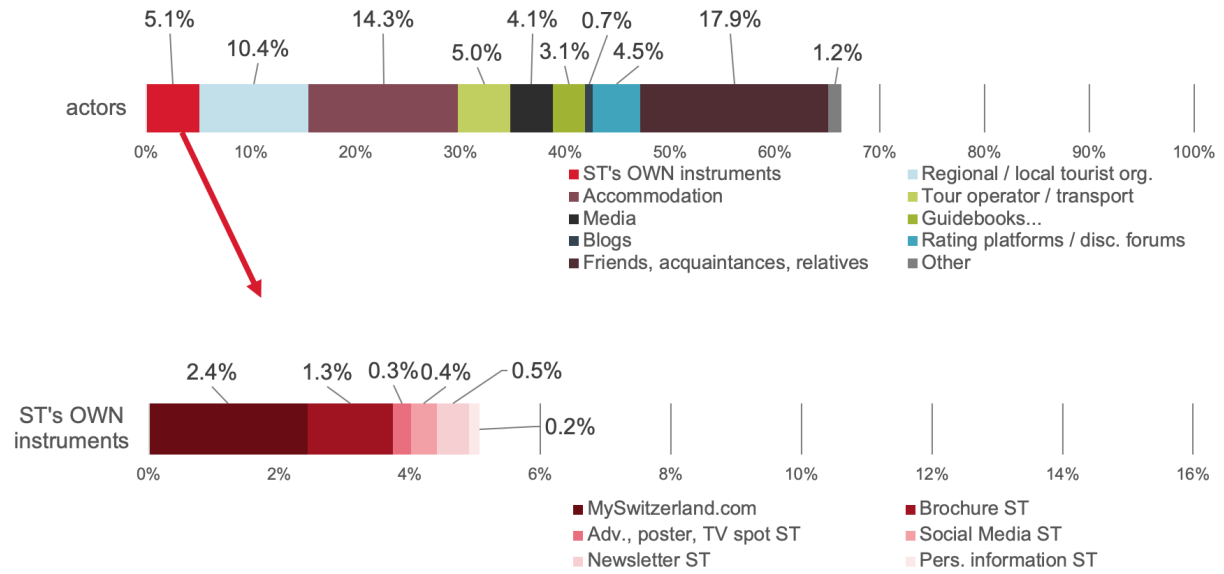


source: TMS 2017

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

External influence of tourists in their travel decisions.

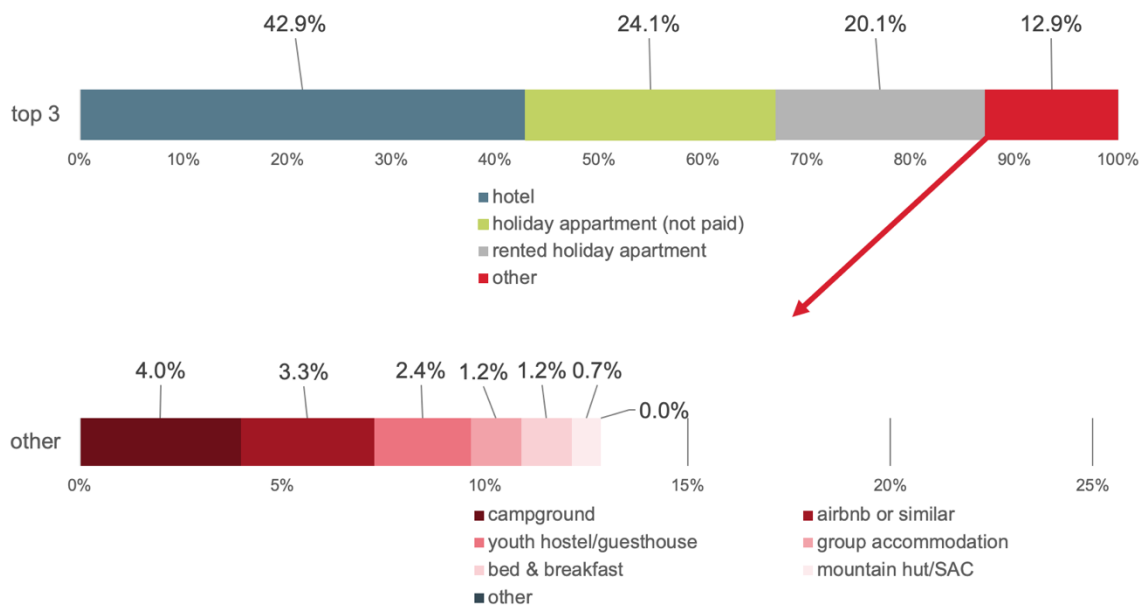
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



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)



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	36.6%	30	3.055	1	23.8%	33

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)	0.735	32	38.7%	31	2.615	2	35.2%	32
mid-sized destinations (11-50)	1.67	1	33.9%	30	4.544	1	18.9%	33
small destinations (51-200)	0.83	14	38.9%	28	2.391	6	24.7%	30
very small destinations (201-smallest)	0.572	15	40.6%	29	1.710	31	10.9%	22

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	0.638	33	50.5%	18	1.780	24	46.2%	22
mountain	1.612	1	31.7%	25	4.602	1	15.2%	33
rural	0.417	19	41.7%	29	1.618	29	23.1%	20
small cities	0.442	33	43.2%	31	1.741	28	43.3%	17

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	2.055	3	38.3%	32	3.424	1	18.7%	33
German speaking area	0.748	31	35.4%	30	2.992	1	27.6%	32
Italian speaking area	0.553	17	34.1%	29	1.534	28	29.0%	24
Rhaeto Romanic language zone	0.208	11	26.4%	20	2.298	12	8.4%	16

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	rank		rank		rank		rank	
	2019	2019	2019	2019	2019	2019	2019	2019
Wallis	2.439	1	34.2%	23	5.115	1	12.7%	33
Bern Region	1.144	10	34.9%	27	4.272	1	16.2%	33
Graubünden	1.109	8	24.9%	28	5.387	1	23.5%	32
Waadt	1.837	2	37.5%	32	3.400	1	20.1%	33
Genf	0.905	24	54.3%	12	1.816	29	49.7%	12
Zürich Region	0.363	33	50.4%	15	1.738	23	45.6%	24
Luzern / Vierwaldstättersee	0.55	30	32.5%	32	1.801	23	25.8%	31
Basel Region	0.828	23	44.6%	25	1.603	31	43.6%	22
Tessin	0.554	17	35.0%	29	1.487	29	30.2%	24
Aargau und Solothurn Region	0.464	19	46.2%	27	1.639	28	33.7%	10
Ostschweiz	0.242	26	42.5%	29	1.944	24	38.9%	16
Jura & Drei-Seen-Land	0.596	14	48.5%	23	1.891	24	29.7%	23
Fribourg Region	0.648	14	46.6%	19	1.791	20	28.5%	20

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	
	2019	rank	2019	rank	2019	rank	2019	rank
		2019		2019		2019		2019
Anniviers	30.716	1	31.3%	9	9.249	1	1.3%	29
Lauterbrunnen	7.308	1	33.0%	17	5.980	1	2.7%	33
St. Moritz	4.232	1	16.2%	32	7.485	1	4.8%	33
Leysin	13.742	1	29.4%	20	6.502	1	0.0%	17
Genève	0.806	27	55.1%	11	1.977	26	44.2%	20
Zürich	0.395	33	51.3%	13	1.801	19	45.0%	22
Basel	0.857	23	45.4%	25	1.628	31	46.1%	17
Ayent	24.311	1	32.8%	6	3.941	7	0.0%	0
Lausanne	0.806	26	51.0%	14	1.982	25	44.8%	27
Zermatt	0.479	30	42.2%	10	4.133	3	66.0%	4
Davos	0.738	13	38.0%	7	4.964	2	61.6%	17
Meyrin	1.307	9	52.6%	13	1.397	32	84.4%	1
Crans-Montana	2.135	2	29.5%	14	4.888	4	30.0%	17
Saas-Fee	1.392	7	46.0%	10	5.403	8	33.8%	18
Grindelwald	0.654	21	37.6%	14	3.687	1	32.3%	25
Luzern	0.268	33	38.7%	32	1.491	30	42.9%	20
Saanen	0.922	13	34.3%	5	3.954	2	77.8%	17
Bern	0.4	33	50.6%	13	1.715	24	45.2%	21
Champéry	5.256	1	28.1%	12	3.746	5	7.4%	23
Val de Bagnes	1.602	9	38.6%	8	3.247	17	44.1%	11
Arosa	0.671	8	36.2%	6	5.538	4	71.6%	9
Montreux	0.503	28	49.6%	18	1.946	20	70.2%	22
Ollon	2.801	3	50.7%	9	3.878	5	71.6%	18
Le Grand-Saconnex	1.081	23	55.6%	9	1.847	14	61.2%	11
Engelberg	0.651	18	30.3%	23	3.138	5	17.6%	27
Laax	1.212	10	59.0%	5	5.476	5	29.1%	5
Lugano	0.45	31	34.0%	30	1.699	26	47.3%	17
Opfikon	0.305	33	49.2%	16	1.439	16	62.4%	11
Quinto	9.49	1	52.0%	6	1.031	21	0.0%	0
Klosters-Serneus	1.553	7	25.3%	12	5.071	2	55.5%	18
Adelboden	1.032	10	30.2%	19	4.832	1	68.2%	13
Riederalp	5.381	1	53.6%	8	2.521	8	0.2%	17
Fliems	0.984	9	23.5%	22	4.040	8	28.7%	26
Samnaun	1.065	8	54.1%	6	4.854	4	30.8%	18
Seelisberg	4.963	2	34.6%	15	3.928	15	0.0%	0
Saas-Almagell	2.693	2	24.8%	15	6.545	2	0.0%	9
Paradiso	0.795	16	36.0%	30	1.458	26	60.8%	22
Leukerbad	0.657	7	14.2%	28	4.617	2	69.1%	6
Crissier	2.072	3	29.3%	31	2.754	3	0.0%	0
Nendaz	4.231	1	52.9%	4	3.886	4	23.6%	20
Sils im Engadin/Segl	0.654	6	18.9%	22	6.379	1	31.4%	31
Weggis	0.605	18	31.4%	32	2.492	5	52.3%	4
Saas-Grund	2.308	3	34.1%	10	5.732	6	0.0%	0
Bussigny	1.307	10	36.0%	25	1.883	8	63.0%	17
Andermatt	0.831	14	33.2%	14	2.145	18	68.2%	18
Morschach	0.644	5	25.4%	16	5.997	3	1.0%	28
Ascona	0.306	12	26.0%	28	3.375	6	73.2%	4
Lancy	0.878	12	51.2%	13	1.677	21	0.0%	17
Neuchâtel	0.888	13	51.2%	15	1.918	24	45.3%	17
Pontresina	0.366	15	32.7%	17	4.674	3	46.0%	9

Source: FSO/hotel statistics

Example: In 2019, for tourists from Belgium who visited Anniviers, the following further characteristics were noted:
- 30.72 times higher share of overnight stays than they had in the whole of Switzerland (=rank 1 out of a total of 33 markets): ON-share Anniviers (49.41%) vs. ON-share whole Switzerland (1.61%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 31.3% (=rank 9).
- the length of stay (overnight stays/arrivals in the hotel) was 9.25 nights (=rank 1).
- the share of 4- and 5-star hotels out of all hotel nights was 1.3% (=rank 29).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.901	23	2.826	1	22.5%	33
winter (Nov-April)	1.133	11	3.344	1	25.0%	33

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)	1.06	13	3.136	1	26.6%	33
off-season II (Sept-Nov)	0.554	33	2.251	7	31.0%	31
summer core months (Jun-Aug)	1.18	7	3.130	1	19.7%	33
winter core months (Dez-Feb)	1.124	11	3.454	1	23.7%	33

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	1.191	6	3.799	1	21.5%	33
February	1.132	11	3.463	2	24.0%	33
March	1.609	2	3.837	1	25.7%	32
April	1.077	12	3.071	1	23.0%	33
May	0.431	32	1.830	24	38.3%	23
June	0.851	25	2.795	1	22.5%	33
July	1.364	6	3.086	1	19.5%	33
August	1.27	5	3.416	1	18.4%	33
September	0.648	31	2.443	2	26.4%	33
October	0.494	33	2.240	6	31.6%	29
November	0.475	33	1.904	22	41.1%	23
December	1.049	16	3.123	1	25.8%	33

Source: FSO/hotel statistics

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