

Research Report Singapore.

Tourism goals: summary

Market size & growth: In 2019, the Singaporean market recorded 0.171 million overnights¹⁾ in Switzerland and 0.216 million overnights in 2022. With a market share of 0.43%, Singapore was the 24th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 24.3% between 2015 and 2019. Between 2019 and 2022, the development was 26.5%. The corresponding growth ranking was 8 and 1 respectively.

Economic value: Singapore ranks 3rd with a daily expenditure value of CHF 330 (TMS 2017) and ranks 4th with a 59.4% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 61.9% figure for first-time visitors, Singapore ranks 8th (TMS 2017). With a length of stay of 2.05 overnights it ranks 22nd.

Balance: In 2019, the 50 largest Swiss destinations accounted for 86.5% of overnights from Singapore, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 9.5% (=rank 33) and 4.0% (=rank 27) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.8% (=rank 21) and 23.4% (=rank 8), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

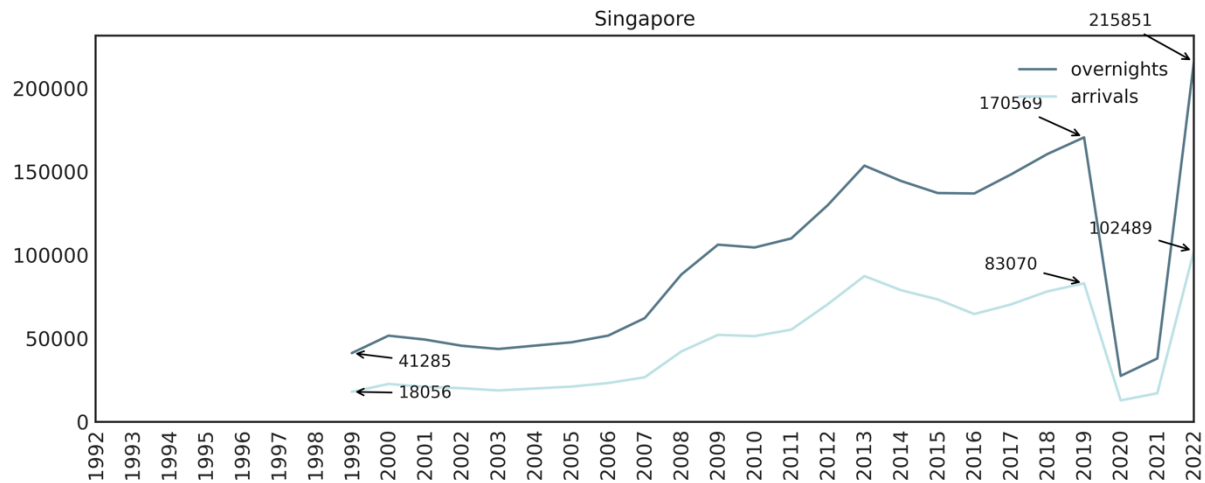
		value	rank
1. market size & growth	2019	0.171 M.	24
	2022	0.216 M.	15
	2015-19	24.3%	8
	2019-22	26.5%	1
2. economic value	daily expenditures 2017 (TMS)	330	3
	share ****/****-nights 2019	59.4%	4
3. first time visitors	share 2017 (TMS)	61.9%	8
4. length of stay	2019	2.05	22
5. balance	share off-season "March-May" of total year 2019	22.8%	21
	share off-season "Sept-Nov" of total year 2019	23.4%	8
	share small destinations (51 st -200 th largest) 2019	9.5%	33
	share very small destinations (201 st +) 2019	4.0%	27

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Singapore typically preferred the regions of: Zürich Region, Luzern / Vierwaldstättersee and Bern Region. Moreover, these guests were most overrepresented in the five destinations of: Riddes, Luzern, Unterseen, Weggis and Interlaken.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.3%	0.4%	0.4%	0.1%	0.6%	24
...markets abroad	0.5%	0.7%	0.8%	0.4%	1.3%	23
...overseas markets	2.0%	1.8%	1.8%	2.2%	3.5%	12

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	0.105	0.137	0.171	0.038	0.216	24	24.3%	8	26.5%	1
length of stay (overnights/arrivals)	2.033	1.868	2.053	2.213	2.106	23	21.4%	3	5.0%	21
density (overnights/1'000 inhabitants)	20.538	24.747	29.944	6.914	38.210	8	21.0%	9	27.6%	1
GDP per capita in USD	47'102	55'551	65'919	72'148	75'274	4	18.7%	10	14.2%	12
population in millions	5.091	5.544	5.696	5.502	5.649	30	2.7%	14	-0.8%	31

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	2015	2019	2021	2022	rank		rank		rank	
						2019	2019	2015-19	2015-19	2019-22	2019-22
total	0.105	0.137	0.171	0.038	0.216	0.4%	24	24.3%	8	26.5%	1

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)	0.078	0.093	0.097	0.022	0.138	0.7%	22	4.0%	28	42.6%	1
mid-sized destinations (11-50)	0.014	0.025	0.054	0.011	0.056	0.5%	21	120.4%	1	3.8%	8
small destinations (51-200)	0.009	0.016	0.014	0.004	0.016	0.2%	28	-10.0%	32	14.0%	1
very small destinations (201-smallest)	0.003	0.004	0.006	0.001	0.006	0.1%	30	43.8%	4	1.1%	9

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	0.049	0.072	0.086	0.021	0.091	0.7%	21	19.2%	10	6.0%	5
mountain	0.026	0.038	0.051	0.011	0.086	0.3%	24	34.3%	11	70.4%	1
rural	0.001	0.002	0.003	0.000	0.002	0.1%	31	33.7%	7	-29.2%	21
small cities	0.028	0.025	0.031	0.006	0.037	0.4%	22	23.4%	6	16.5%	4

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	0.020	0.022	0.027	0.007	0.030	0.3%	26	25.2%	6	9.8%	3
German speaking area	0.082	0.113	0.141	0.030	0.183	0.5%	23	24.9%	9	29.5%	1
Italian speaking area	0.002	0.002	0.002	0.001	0.003	0.1%	30	-11.4%	30	41.9%	2
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	27	-4.9%	18	37.2%	7

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
Zürich Region	0.030	0.051	0.060	0.014	0.062	0.9%	18	16.6%	9	3.7%	5
Bern Region	0.019	0.022	0.029	0.005	0.053	0.5%	20	33.0%	14	80.3%	1
Luzern / Vierwaldstättersee	0.022	0.021	0.026	0.003	0.028	0.7%	17	25.9%	10	8.6%	8
Genf	0.013	0.015	0.017	0.004	0.019	0.5%	25	14.1%	12	15.0%	3
Wallis	0.004	0.007	0.014	0.003	0.024	0.3%	23	91.5%	7	72.3%	1
Waadt	0.006	0.006	0.008	0.002	0.009	0.3%	27	38.0%	8	22.3%	1
Graubünden	0.003	0.005	0.006	0.002	0.010	0.1%	28	19.8%	16	70.9%	1
Basel Region	0.003	0.005	0.006	0.001	0.004	0.3%	26	7.8%	24	-19.8%	16
Ostschweiz	0.001	0.002	0.002	0.001	0.002	0.1%	29	21.6%	5	-9.8%	13
Tessin	0.002	0.002	0.002	0.001	0.003	0.1%	30	-12.2%	29	38.0%	2
Aargau und Solothurn Region	0.001	0.001	0.001	0.000	0.001	0.1%	31	7.9%	16	-35.5%	26
Jura & Drei-Seen-Land	0.001	0.001	0.001	0.000	0.000	0.1%	32	-21.5%	32	-44.8%	21
Fribourg Region	0.000	0.000	0.000	0.000	0.000	0.0%	31	-1.0%	24	-2.4%	4

Source: FSO/hotel statistics

Example: Tourists from Singapore generate the most overnight stays in Zürich Region of any Swiss region, namely 0.06 million in 2019 (the table is sorted by the total number of 2019 overnight stays, thus Zürich Region appears at the top of the list). From Zürich Region's perspective, 0.9% of their total tourism volume comes from Singapore, making this source market the 18th most important market for this region (out of 33 ST markets overall). With a 16.6% development in overnight stays between 2015 and 2019, Singapore ranks 9th. In other words, in reference to the development of overnight stays, 8 other source markets had a stronger performance and 24 had a weaker performance.

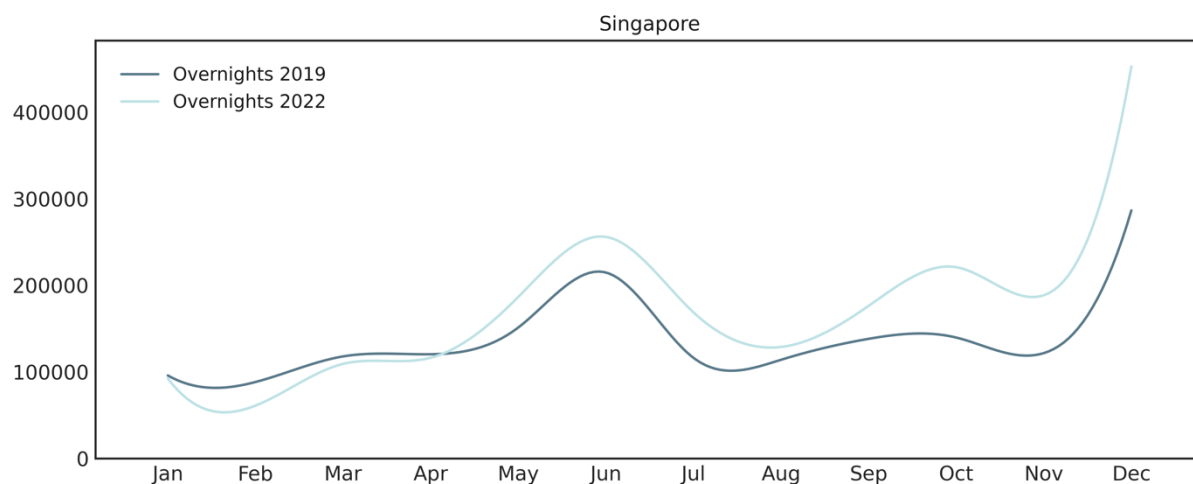
Top 50 destinations

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
Zürich	0.024	0.041	0.029	0.008	0.041	0.8%	19	-28.4%	33	40.8%	1	
Opfikon	0.001	0.003	0.024	0.005	0.012	3.2%	9	616.6%	1	-49.8%	28	
Luzern	0.019	0.014	0.019	0.002	0.021	1.4%	13	35.4%	7	11.5%	7	
Genève	0.01	0.011	0.013	0.003	0.016	0.6%	23	19.1%	8	21.6%	2	
Zermatt	0.003	0.006	0.01	0.002	0.02	0.7%	22	84.8%	8	93.1%	1	
Interlaken	0.013	0.01	0.01	0.002	0.021	1.2%	12	-6.4%	28	125.1%	2	
Grindelwald	0.001	0.003	0.007	0.001	0.014	1.0%	13	96.3%	5	112.4%	2	
Basel	0.003	0.005	0.005	0.001	0.004	0.4%	26	14.2%	23	-21.0%	17	
Lausanne	0.004	0.002	0.004	0.001	0.004	0.4%	25	72.9%	6	8.3%	2	
Bern	0.001	0.002	0.004	0.001	0.005	0.4%	22	56.0%	5	25.1%	5	
Lauterbrunnen	0.001	0.002	0.003	0	0.004	0.6%	17	73.3%	6	40.2%	4	
Weggis	0	0	0.003	0	0	1.3%	9	1702.6%	4	-85.7%	29	
St. Moritz	0.001	0.001	0.002	0.001	0.004	0.3%	26	53.7%	12	114.8%	1	
Montreux	0.001	0.001	0.002	0.001	0.003	0.4%	20	77.7%	3	74.2%	1	
Unterseen	0.001	0.001	0.002	0	0.003	1.4%	14	32.9%	16	44.5%	16	
Kloten	0.001	0.002	0.001	0	0.003	0.5%	19	-35.4%	19	117.6%	13	
Le Grand-Saconnex	0.001	0.001	0.001	0	0.001	0.6%	24	-10.0%	33	-51.7%	28	
Meyrin	0.001	0.001	0.001	0	0.002	0.3%	28	17.1%	5	27.0%	9	
Lugano	0.002	0.001	0.001	0	0.002	0.2%	29	-20.8%	32	33.9%	4	
Riddes	0	0	0.001	0	0	12.9%	3	392.1%	8	-99.1%	22	
Rümlang	0.001	0.001	0.001	0	0.001	0.4%	20	5.6%	15	5.8%	18	
Zug	0.001	0.001	0.001	0	0.001	0.8%	20	-21.5%	23	17.7%	7	
Laax	0	0.001	0.001	0	0.001	0.5%	17	-11.0%	27	-23.7%	23	
Kriens	0	0	0.001	0	0.002	0.8%	20	174.3%	10	151.7%	5	
St. Gallen	0	0	0.001	0	0.001	0.3%	24	104.1%	3	-12.1%	19	
Täsch	0	0	0.001	0	0.001	0.8%	18	130.3%	8	14.1%	16	
Val de Bagnes	0	0	0.001	0	0.001	0.4%	21	78.0%	6	-9.2%	19	
Davos	0	0.001	0.001	0	0.001	0.1%	31	-10.9%	25	31.1%	2	
Saanen	0	0	0.001	0	0.001	0.2%	25	25.3%	21	-1.4%	7	
Winterthur	0	0	0.001	0	0.001	0.3%	26	43.9%	6	0.5%	8	
Wilderswil	0	0	0.001	0	0.001	0.4%	24	18.9%	15	27.1%	14	
Engelberg	0	0.001	0.001	0	0.001	0.1%	28	-10.0%	20	39.9%	7	
Chur	0	0	0.001	0	0.001	0.3%	27	54.1%	11	173.4%	1	
Beatenberg	0	0	0	0	0.001	0.4%	17	26.1%	13	23.2%	19	
Ingenbohl	0.001	0.001	0	0	0	0.7%	9	-60.3%	31	-9.7%	19	
Matten bei Interlaken	0	0	0	0	0	0.6%	18	27.0%	18	-24.6%	20	
Lancy	0.001	0.001	0	0	0	0.3%	22	-19.9%	23	-3.9%	3	
Freienbach	0	0	0	0	0	0.7%	12	205.4%	2	-80.1%	27	
Neuchâtel	0	0.001	0	0	0	0.3%	25	-29.9%	31	-37.8%	23	
Stansstad	0	0	0	0	0	0.3%	24	2466.7%	6	-92.5%	22	
Vernier	0	0	0	0.001	0	0.3%	30	-6.5%	22	-47.7%	21	
Schaffhausen	0	0	0	0	0	0.3%	23	-10.8%	21	-32.1%	16	
Bönigen	0	0	0	0	0	1.2%	10	1229.6%	5	-60.7%	27	
Paradiso	0	0	0	0	0	0.2%	29	28.8%	8	27.3%	5	
Ringgenberg (BE)	0	0	0	0	0.001	1.0%	17	144.9%	10	104.8%	4	
Thun	0	0	0	0	0	0.2%	24	16.1%	19	-49.5%	24	
Baden	0	0	0	0	0	0.2%	30	3.1%	22	2.2%	6	
Andermatt	0	0	0	0	0.001	0.2%	26	-15.6%	32	131.2%	2	
Widnau	0	0	0	0	0	1.0%	12	-25.0%	29	-58.2%	25	
Wallisellen	0	0	0	0	0.001	0.3%	24	106.7%	29	189.0%	2	

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)	0.052	0.070	0.087	0.012	0.114	0.4%	24	24.6%	9	30.1%	2
winter (Nov-April)	0.052	0.067	0.083	0.026	0.102	0.5%	23	24.0%	10	22.8%	1

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)	0.023	0.029	0.039	0.003	0.041	0.4%	24	36.2%	4	5.8%	2
off-season II (Sept-Nov)	0.026	0.035	0.040	0.011	0.059	0.5%	22	15.6%	16	46.6%	3
summer core months (Jun-Aug)	0.026	0.036	0.045	0.006	0.055	0.3%	24	24.6%	10	24.4%	2
winter core months (Dez-Feb)	0.030	0.038	0.047	0.018	0.061	0.5%	18	23.0%	10	28.8%	1

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	0.006	0.008	0.010	0.001	0.009	0.3%	25	14.6%	12	-3.6%	5
February	0.005	0.008	0.009	0.001	0.006	0.3%	28	13.9%	13	-30.9%	16
March	0.009	0.010	0.012	0.001	0.011	0.4%	26	22.2%	8	-7.3%	6
April	0.005	0.009	0.012	0.001	0.012	0.5%	25	39.2%	7	-3.4%	6
May	0.009	0.010	0.015	0.001	0.019	0.5%	22	46.9%	4	23.3%	4
June	0.013	0.016	0.021	0.001	0.026	0.6%	20	35.0%	7	19.1%	2
July	0.009	0.011	0.012	0.002	0.017	0.3%	27	6.6%	24	45.2%	1
August	0.005	0.009	0.011	0.003	0.013	0.3%	25	28.0%	11	13.0%	6
September	0.008	0.013	0.014	0.003	0.018	0.4%	23	3.2%	27	27.5%	4
October	0.009	0.011	0.014	0.003	0.022	0.5%	21	29.9%	12	58.2%	2
November	0.009	0.010	0.012	0.006	0.019	0.6%	22	16.8%	9	54.9%	3
December	0.019	0.022	0.029	0.017	0.045	1.0%	14	29.3%	13	58.0%	1

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

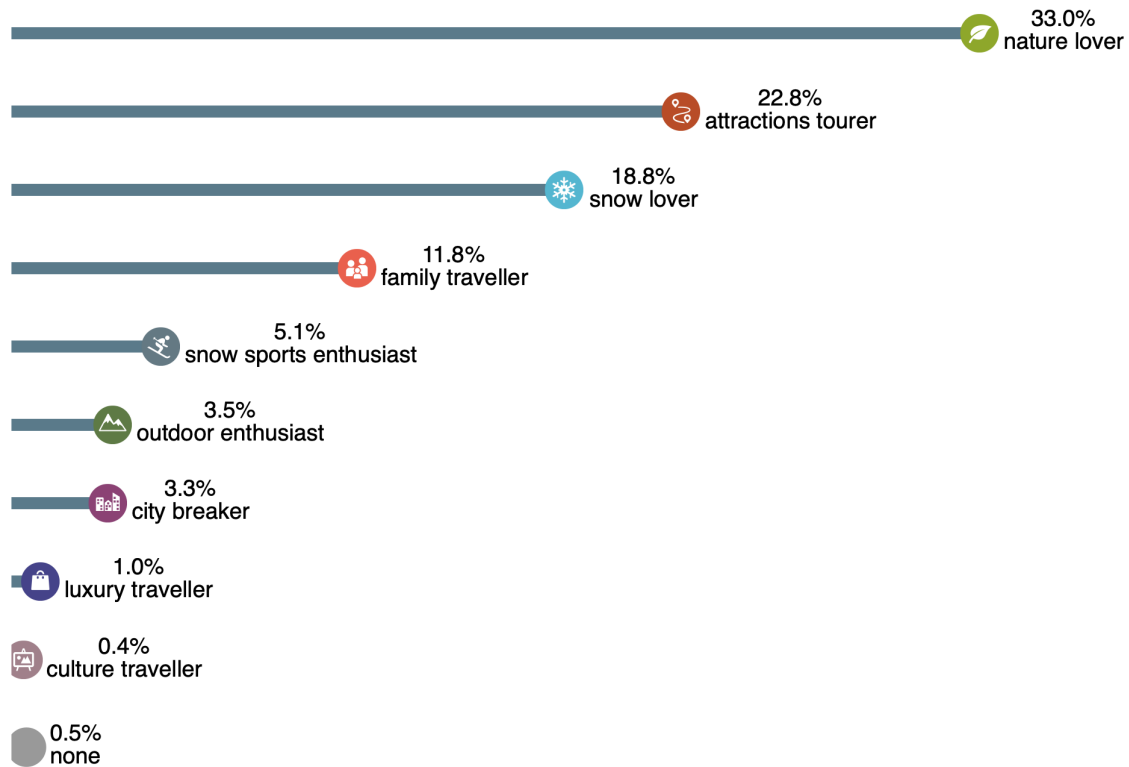
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 59.4%	hotel 61.0%	no 9.2%	plane 77.1%
35-54 years 34.8%	suppl. acc. 39.0%	yes with 1 CH-Dest. 4.3%	train 18.4%
55+ years 5.8%		yes with 2+ CH-Dest. 86.5%	other 4.5%

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)

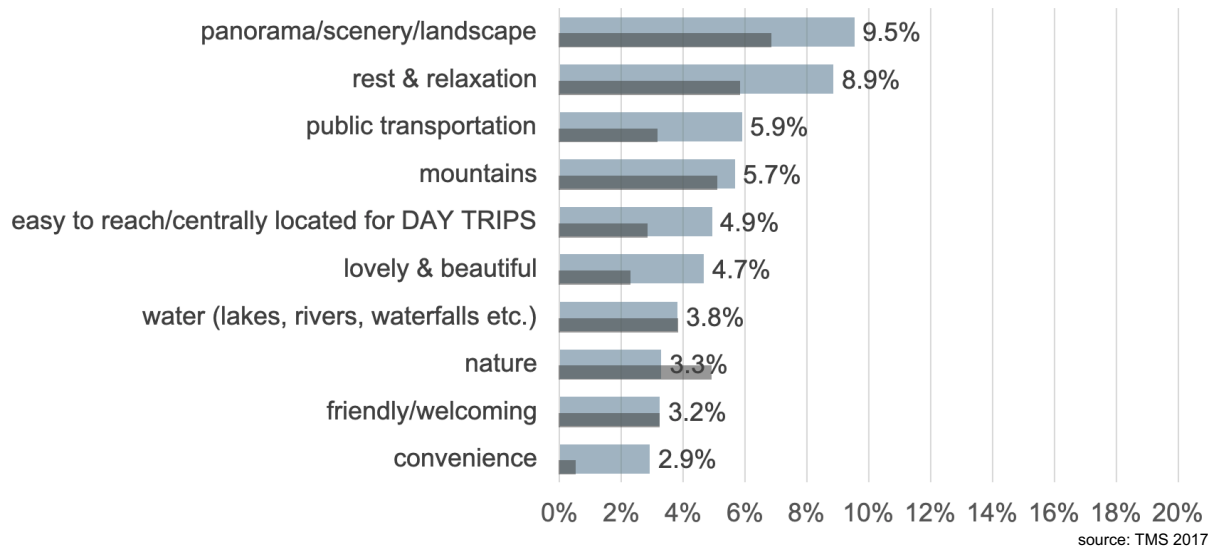


source: TMS 2017

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

Switzerland's tourism strengths.

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

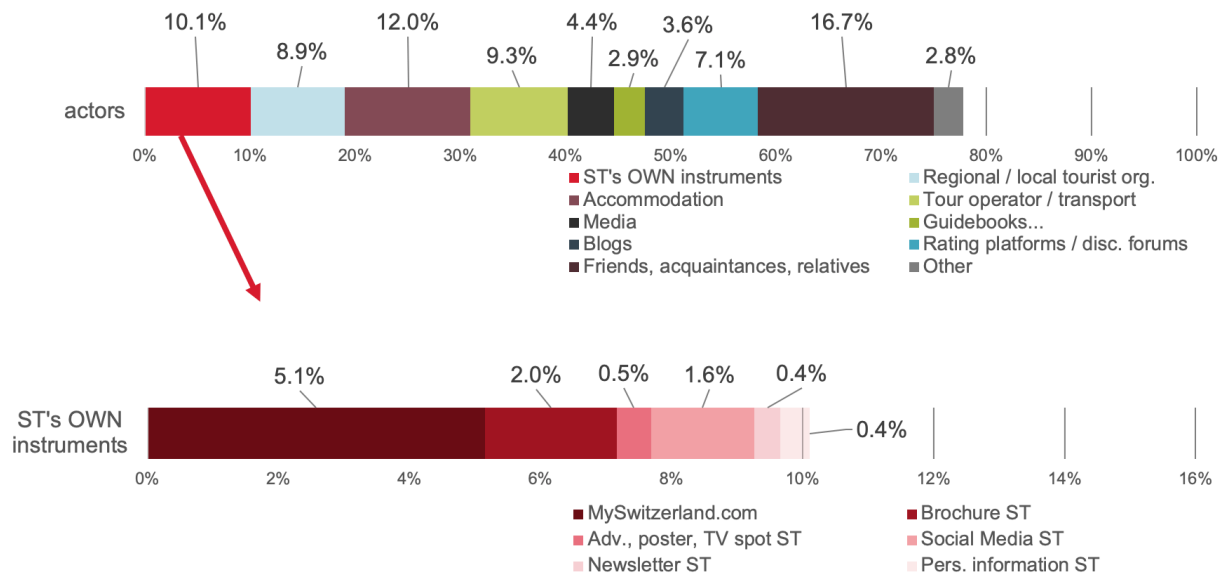


source: TMS 2017

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

External influence of tourists in their travel decisions.

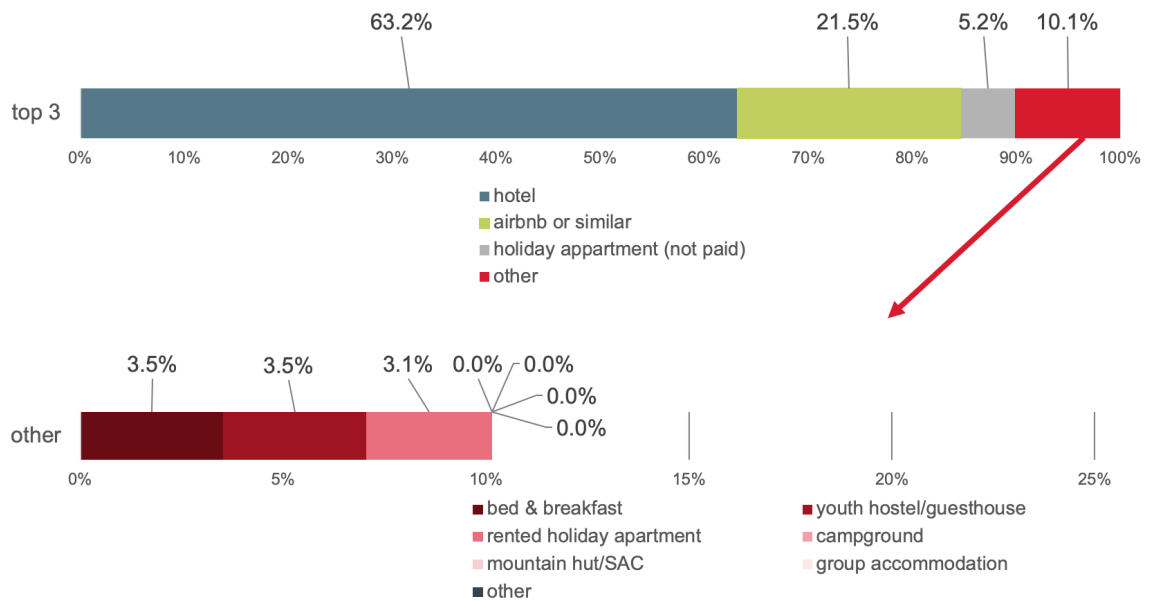
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **26.2%**.
source: TMS 2017

Type of accommodation.

(leisure tourists in Swiss hotels & supplementary accommodations)



source: TMS 2017

Contact.

Batiste Pilet
Market Manager South East Asia
Switzerland Tourism
c/o Embassy of Switzerland
1, Swiss Club Link
SG - 288162 Singapore

+65 6462 5891
batiste.pilet@switzerland.com

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.	46.3%	13	2.053	22	59.4%	4

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)		1.559	10	46.8%	17	2.083	21	57.9%	7
mid-sized destinations (11-50)		1.119	5	45.3%	11	1.930	25	70.8%	2
small destinations (51-200)		0.373	33	45.3%	20	2.181	13	40.7%	11
very small destinations (201-smallest)		0.254	27	48.9%	9	2.637	4	22.6%	11

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		1.657	7	47.9%	26	2.123	6	70.0%	2
mountain		0.693	22	41.6%	11	1.963	27	46.2%	9
rural		0.176	32	48.6%	15	2.217	11	32.8%	11
small cities		1.008	18	49.4%	19	2.010	14	53.7%	8

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		0.77	26	48.2%	16	2.508	4	62.9%	3
German speaking area		1.156	5	46.0%	12	1.984	23	58.9%	4
Italian speaking area		0.206	31	41.8%	26	2.003	14	47.6%	10
Rhaeto Romanic language zone		0.029	26	5.1%	32	2.108	16	0.0%	29.5

Tourism region

		affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank	
		2019	2019	2019	2019	2019	2019	2019	2019
Zürich Region		2.122	2	46.9%	27	1.993	7	70.7%	2
Bern Region		1.256	7	45.6%	8	1.913	26	49.4%	5
Luzern / Vierwaldstättersee		1.535	8	48.2%	13	1.781	25	54.8%	4
Genf		1.2	21	47.4%	27	2.429	5	68.3%	3
Wallis		0.767	19	38.6%	14	2.161	20	38.9%	15
Waadt		0.597	30	53.6%	4	2.442	10	66.4%	8
Graubünden		0.252	24	27.6%	24	2.346	24	40.4%	21
Basel Region		0.753	26	55.1%	4	2.989	3	61.5%	6
Ostschweiz		0.278	22	62.2%	2	2.925	7	52.3%	5
Tessin		0.213	31	41.9%	26	1.993	14	48.6%	10
Aargau und Solothurn Region		0.186	31	40.3%	31	2.713	6	15.6%	30
Jura & Drei-Seen-Land		0.244	31	52.6%	11	3.047	4	56.9%	9
Fribourg Region		0.1	33	44.0%	22	1.935	13	30.0%	19

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	2019	rank 2019	2019	rank 2019	2019	rank 2019
Zürich	1.883	8	44.8%	29	2.083	7	56.4%	10
Opfikon	7.436	2	49.1%	17	1.902	1	94.2%	1
Luzern	3.202	6	49.0%	13	1.830	18	56.5%	6
Genève	1.381	20	48.1%	27	2.471	8	69.7%	3
Zermatt	1.557	7	39.6%	14	2.037	25	46.4%	31
Interlaken	2.83	8	49.5%	11	1.774	25	57.1%	7
Grindelwald	2.403	4	48.2%	6	1.713	30	67.1%	1
Basel	0.846	24	55.2%	4	2.990	3	60.9%	6
Lausanne	0.919	23	58.8%	3	2.929	3	73.4%	6
Bern	1.043	18	46.0%	22	2.052	8	53.5%	11
Lauterbrunnen	1.355	10	35.9%	13	2.332	23	20.3%	20
Weggis	2.961	2	54.4%	9	1.458	24	77.5%	1
St. Moritz	0.64	25	35.8%	10	1.801	27	46.7%	21
Montreux	0.939	15	45.8%	24	1.755	27	63.8%	27
Unterseen	3.139	6	45.9%	22	2.274	10	0.0%	0
Kloten	1.179	8	42.6%	28	1.293	29	85.1%	1
Le Grand-Saconnex	1.332	19	46.8%	23	2.689	2	71.9%	4
Meyrin	0.671	29	43.1%	32	2.143	4	78.4%	5
Lugano	0.536	29	47.5%	16	1.931	16	50.8%	14
Riddes	29.892	1	51.9%	4	6.486	5	0.0%	0
Rümlang	0.958	10	46.1%	21	1.419	9	21.4%	27
Zug	1.93	9	50.9%	21	4.148	6	54.7%	22
Laax	1.102	12	5.3%	31	9.621	1	1.9%	28
Kriens	1.847	7	40.2%	25	1.983	4	0.0%	0
St. Gallen	0.708	14	69.9%	3	2.770	5	68.3%	3
Täsch	1.951	9	34.3%	21	1.695	13	0.0%	0
Val de Bagnes	0.91	19	31.7%	15	3.971	9	45.6%	9
Davos	0.149	29	21.6%	24	2.911	23	65.1%	13
Saanen	0.371	26	10.9%	29	2.544	27	79.0%	15
Winterthur	0.596	17	47.4%	21	3.417	1	15.6%	26
Wilderswil	1.008	13	41.5%	22	2.079	12	0.0%	0
Engelberg	0.331	23	29.9%	24	2.193	17	19.6%	23
Chur	0.605	20	42.2%	20	1.297	27	25.6%	12
Beatenberg	0.838	8	32.0%	26	2.490	11	82.6%	5
Ingenbohl	1.73	2	32.3%	26	1.670	28	7.0%	31
Matten bei Interlaken	1.454	8	38.3%	18	2.283	4	0.0%	0
Lancy	0.729	19	55.4%	7	1.749	17	0.0%	17
Freienbach	1.553	4	57.9%	13	1.588	26	98.5%	4
Neuchâtel	0.728	17	50.0%	18	2.775	7	62.9%	4
Stansstad	0.739	19	56.6%	5	1.791	24	97.9%	7
Vernier	0.693	25	43.7%	25	2.288	8	72.4%	2
Schaffhausen	0.768	15	59.7%	4	2.500	5	77.5%	1
Bönigen	2.744	4	60.7%	6	1.442	29	96.7%	1
Paradiso	0.421	30	37.8%	28	1.955	6	71.8%	11
Ringgenberg (BE)	2.292	8	36.7%	19	2.350	6	0.0%	0
Thun	0.522	16	59.8%	5	2.702	4	80.8%	3
Baden	0.535	28	62.2%	5	3.926	8	28.8%	30
Andermatt	0.394	21	20.7%	28	2.440	9	82.0%	9
Widnau	2.347	4	70.7%	5	3.662	6	94.8%	25
Wallisellen	0.731	18	56.5%	7	2.000	13	29.3%	5

Source: FSO/hotel statistics

Example: In 2019, for tourists from Singapore who visited Zürich, the following further characteristics were noted:
- 1.88 times higher share of overnight stays than they had in the whole of Switzerland (=rank 8 out of a total of 33 markets): ON-share Zürich (0.81%) vs. ON-share whole Switzerland (0.43%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 44.8% (=rank 29).
- the length of stay (overnight stays/arrivals in the hotel) was 2.08 nights (=rank 7).
- the share of 4- and 5-star hotels out of all hotel nights was 56.4% (=rank 10).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.896	24	2.038	15	56.4%	4
winter (Nov-April)	1.14	10	2.070	22	62.5%	5

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	21	2.052	21	60.9%	3
off-season II (Sept-Nov)	1.048	8	1.983	22	61.4%	2
summer core months (Jun-Aug)	0.802	28	2.066	15	53.6%	6
winter core months (Dez-Feb)	1.241	3	2.105	23	61.9%	5

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.784	20	2.312	20	65.6%	3
February	0.658	24	2.357	19	62.7%	6
March	0.816	22	2.137	24	60.3%	5
April	1.044	16	1.998	20	65.2%	3
May	1.167	11	2.034	13	57.9%	3
June	1.312	5	2.039	15	51.2%	8
July	0.591	31	2.162	12	57.3%	3
August	0.587	29	2.026	18	54.6%	5
September	0.866	23	1.963	23	58.9%	2
October	1.059	7	2.030	18	61.1%	2
November	1.354	4	1.953	17	64.5%	3
December	2.332	2	1.981	25	60.3%	6

Source: FSO/hotel statistics

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