

Research Report Malaysia.

Tourism goals: summary

Market size & growth: In 2019, the Malaysian market recorded 0.091 million overnights¹⁾ in Switzerland and 0.103 million overnights in 2022. With a market share of 0.23%, Malaysia was the 31st highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 34.6% between 2015 and 2019. Between 2019 and 2022, the development was 13.8%. The corresponding growth ranking was 5 and 3 respectively.

Economic value: Malaysia ranks 4th with a daily expenditure value of CHF 320 (TMS 2017) and ranks 16th with a 44.5% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 83.3% figure for first-time visitors, Malaysia ranks 1st (TMS 2017). With a length of stay of 1.82 overnights it ranks 28th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 81.2% of overnights from Malaysia, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 13.7% (=rank 24) and 5.1% (=rank 23) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 25.1% (=rank 8) and 26.6% (=rank 1), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

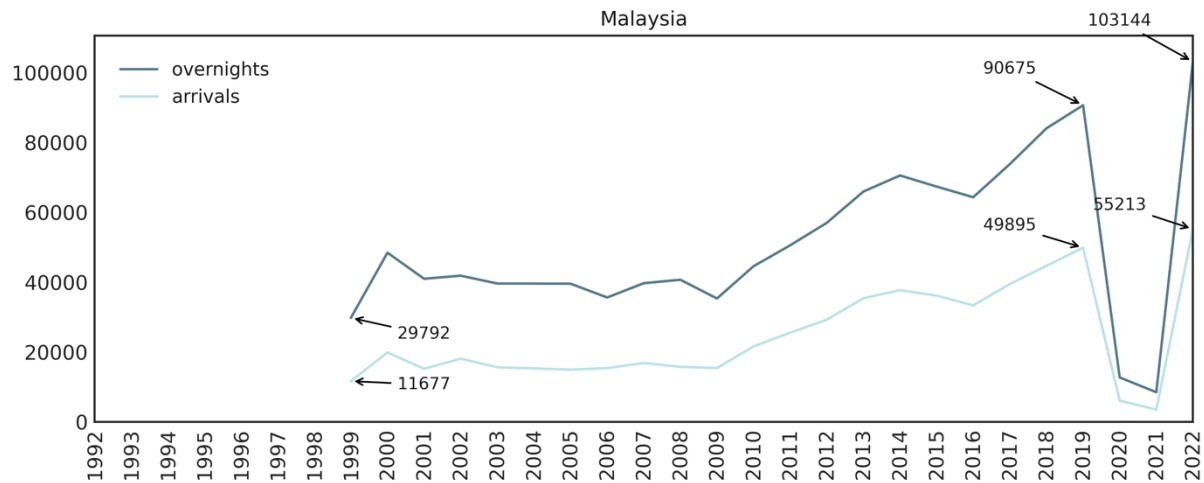
		value	rank
1. market size & growth	2019	0.091 M.	31
	2022	0.103 M.	27
	2015-19	34.6%	5
	2019-22	13.8%	3
2. economic value	daily expenditures 2017 (TMS)	320	4
	share ****/****-nights 2019	44.5%	16
3. first time visitors	share 2017 (TMS)	83.3%	1
4. length of stay	2019	1.82	28
5. balance	share off-season "March-May" of total year 2019	25.1%	8
	share off-season "Sept-Nov" of total year 2019	26.6%	1
	share small destinations (51 st -200 th largest) 2019	13.7%	24
	share very small destinations (201 st +) 2019	5.1%	23

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Malaysia typically preferred the regions of: Luzern / Vierwaldstättersee, Zürich Region and Bern Region. Moreover, these guests were most overrepresented in the five destinations of: Egerkingen, Affoltern am Albis, La Tour-de-Peilz, La Chaux-de-Fonds and Kriens.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	0.1%	0.2%	0.2%	0.0%	0.3%	31
...markets abroad	0.2%	0.3%	0.4%	0.1%	0.6%	30
...overseas markets	0.9%	0.9%	1.0%	0.5%	1.7%	14

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	0.045	0.067	0.091	0.009	0.103	31	34.6%	5	13.8%	3
length of stay (overnights/arrivals)	2.063	1.864	1.817	2.403	1.868	29	-5.4%	18	6.2%	17
density (overnights/1'000 inhabitants)	1.549	2.165	2.760	0.253	3.033	27	27.5%	6	9.9%	3
GDP per capita in USD	8'987	9'682	11'117	11'089	12'006	27	14.8%	13	8.0%	16
population in millions	28.781	31.125	32.847	33.635	34.007	20	5.5%	6	3.5%	5

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	0.045	0.067	0.091	0.009	0.103	0.2%	31	34.6%	5	13.8%	3

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)	0.032	0.042	0.055	0.006	0.059	0.4%	27	30.9%	8	6.1%	5
mid-sized destinations (11-50)	0.005	0.014	0.020	0.002	0.028	0.2%	32	44.1%	6	38.6%	2
small destinations (51-200)	0.005	0.008	0.012	0.001	0.012	0.1%	31	57.1%	3	-1.7%	5
very small destinations (201-smallest)	0.002	0.003	0.003	0.001	0.005	0.1%	31	-9.8%	21	49.1%	2

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	0.019	0.036	0.040	0.005	0.046	0.3%	29	10.3%	20	14.8%	2
mountain	0.005	0.013	0.026	0.002	0.038	0.2%	29	103.8%	2	47.6%	2
rural	0.001	0.002	0.003	0.000	0.001	0.1%	30	37.8%	4	-51.3%	27
small cities	0.020	0.016	0.022	0.001	0.018	0.3%	27	33.9%	3	-20.1%	20

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	0.010	0.014	0.016	0.002	0.017	0.2%	32	15.0%	12	6.4%	4
German speaking area	0.034	0.052	0.073	0.006	0.085	0.3%	29	40.2%	4	16.2%	3
Italian speaking area	0.001	0.001	0.002	0.000	0.001	0.1%	32	13.4%	18	-26.4%	26
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	29	292.9%	1	-67.3%	31

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	0.010	0.022	0.023	0.002	0.028	0.4%	27	6.2%	16	20.5%	1
Luzern / Vierwaldstättersee	0.015	0.012	0.017	0.001	0.013	0.4%	23	44.9%	5	-23.0%	22
Bern Region	0.004	0.009	0.017	0.001	0.026	0.3%	23	74.5%	5	59.9%	2
Genf	0.007	0.010	0.010	0.001	0.011	0.3%	31	-3.6%	30	11.7%	4
Wallis	0.001	0.002	0.007	0.001	0.010	0.2%	30	183.3%	1	46.4%	2
Waadt	0.002	0.003	0.005	0.000	0.005	0.2%	32	47.9%	3	18.2%	2
Basel Region	0.002	0.002	0.004	0.001	0.002	0.3%	28	80.3%	2	-44.5%	29
Aargau und Solothurn Region	0.001	0.001	0.002	0.000	0.001	0.2%	24	197.4%	1	-64.7%	31
Graubünden	0.001	0.002	0.002	0.000	0.003	0.0%	32	0.4%	28	30.2%	4
Ostschweiz	0.001	0.002	0.002	0.000	0.001	0.1%	31	12.8%	6	-23.5%	21
Tessin	0.001	0.001	0.001	0.000	0.001	0.1%	32	11.9%	18	-26.1%	26
Jura & Drei-Seen-Land	0.000	0.000	0.001	0.000	0.001	0.1%	30	76.9%	4	-7.9%	8
Fribourg Region	0.000	0.000	0.000	0.000	0.000	0.0%	32	-4.0%	26	-30.8%	14

Source: FSO/hotel statistics

Example: Tourists from Malaysia generate the most overnight stays in Zürich Region of any Swiss region, namely 0.023 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, 0.4% of their total tourism volume comes from Malaysia, making this source market the 27th most important market for this region (out of 33 ST markets overall). With a 6.2% development in overnight stays between 2015 and 2019, Malaysia ranks 16th. In other words, in reference to the development of overnight stays, 15 other source markets had a stronger performance and 17 had a weaker performance.

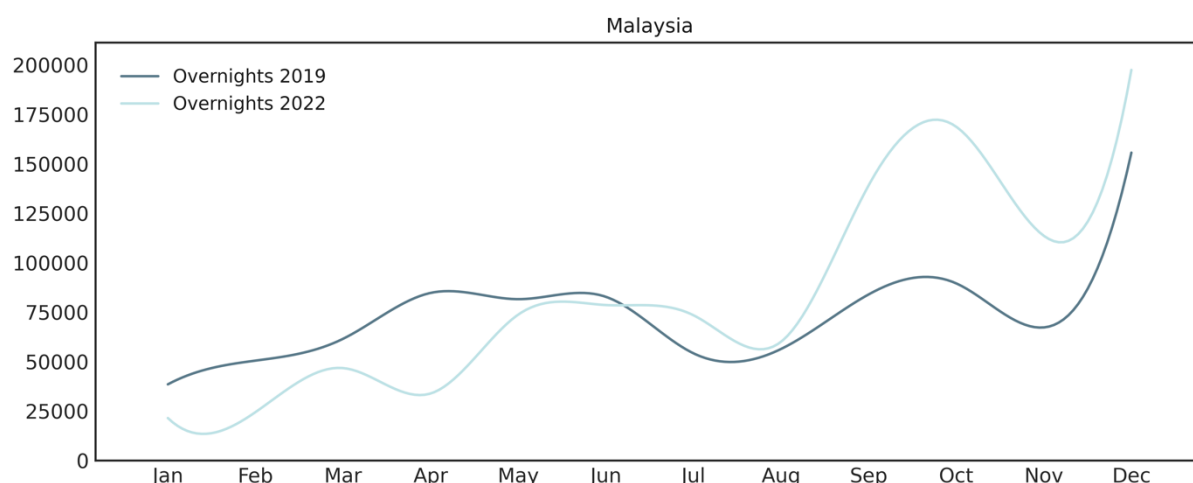
Top 50 destinations

overnights	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
							2019	2015-19	2015-19	2019-22	2019-22
Zürich	0.006	0.014	0.016	0.002	0.017	0.4%	26	18.2%	15	3.2%	6
Luzern	0.015	0.009	0.012	0.001	0.009	0.9%	19	29.7%	9	-28.5%	23
Genève	0.006	0.008	0.007	0.001	0.008	0.3%	31	-4.3%	30	10.1%	4
Interlaken	0.001	0.003	0.005	0	0.008	0.7%	19	55.3%	5	59.2%	7
Zermatt	0.001	0.002	0.005	0.001	0.008	0.3%	26	181.9%	1	67.9%	4
Basel	0.002	0.002	0.004	0.001	0.002	0.3%	27	107.5%	2	-42.4%	29
Opfikon	0.001	0.003	0.004	0	0.006	0.5%	22	19.5%	5	50.2%	3
Grindelwald	0	0.001	0.003	0	0.007	0.5%	19	237.7%	2	126.0%	1
Bern	0.001	0.002	0.003	0	0.003	0.3%	27	27.9%	14	-9.3%	20
Lauterbrunnen	0	0.001	0.002	0	0.001	0.3%	26	150.0%	4	-9.3%	19
Montreux	0.001	0.001	0.001	0	0.001	0.3%	22	63.8%	6	-5.7%	15
Lausanne	0.001	0.001	0.001	0	0.002	0.1%	32	27.1%	23	41.4%	1
Egerkingen	0	0	0.001	0	0	1.9%	6	739.5%	1	-99.9%	31
Weggis	0	0	0.001	0	0	0.6%	15	3163.4%	2	-85.5%	28
Engelberg	0	0	0.001	0	0.001	0.3%	20	187.4%	3	-40.2%	23
Unterseen	0.001	0	0.001	0	0.002	0.8%	17	137.7%	4	72.0%	10
Kriens	0	0	0.001	0	0.002	1.0%	15	198.8%	7	56.7%	18
St. Moritz	0	0.001	0.001	0	0.001	0.1%	32	13.1%	22	52.6%	3
Buchs (SG)	0	0.001	0.001	0	0.001	4.1%	4	4.0%	18	-12.1%	23
Lugano	0	0.001	0.001	0	0	0.2%	32	35.7%	14	-41.0%	27
Affoltern am Albis	0	0	0.001	0	0	1.4%	9	1902.5%	3	-100.0%	29
Meyrin	0.001	0.001	0.001	0	0.001	0.2%	31	-32.9%	32	90.2%	3
Le Grand-Saconnex	0	0	0.001	0	0.001	0.3%	30	152.9%	9	1.2%	9
Rümlang	0	0.003	0.001	0	0.003	0.2%	27	-76.3%	30	345.3%	2
Wilderswil	0	0.001	0.001	0	0.001	0.5%	22	-1.9%	21	84.9%	2
Val de Bagnes	0	0	0.001	0	0	0.3%	25	2245.8%	1	-91.1%	33
Täsch	0	0	0	0	0.001	0.6%	20	981.8%	1	63.0%	5
Kloten	0.001	0.001	0	0	0.001	0.2%	30	-30.3%	14	135.0%	8
St. Gallen	0	0	0	0	0	0.2%	30	208.5%	2	-66.8%	28
Vernier	0	0.001	0	0	0	0.3%	29	-28.9%	30	-54.1%	24
La Tour-de-Peilz	0	0	0	0	0	1.1%	16	169.0%	1	-23.8%	3
Baden	0.001	0	0	0	0	0.3%	27	-17.3%	25	23.4%	4
Chur	0	0	0	0	0	0.2%	28	61.0%	10	14.5%	12
Bussigny	0	0	0	0	0.001	0.3%	22	41.1%	7	168.3%	2
La Chaux-de-Fonds	0	0	0	0	0	1.1%	10	782.1%	1	-79.9%	26
Vevey	0	0	0	0	0	0.3%	21	52.3%	4	-5.5%	6
Lancy	0	0	0	0	0	0.2%	25	23.1%	7	-49.0%	19
Spreitenbach	0	0	0	0	0	0.4%	17	1553.3%	3	-81.0%	32
Beatenberg	0	0	0	0	0	0.2%	24	76.8%	8	99.6%	4
Riederalp	0	0	0	0	0	0.6%	10	46.9%	11	-100.0%	26
Matten bei Interlaken	0	0	0	0	0	0.3%	22	-31.8%	31	-14.4%	19
Paradiso	0	0	0	0	0	0.1%	32	-47.5%	29	-0.9%	11
Ormont-Dessus	0	0	0	0	0	0.4%	14	inf	2	-100.0%	31
Davos	0	0	0	0	0	0.0%	32	-29.5%	33	-3.8%	8
Regensdorf	0	0	0	0	0	0.2%	25	147.1%	10	-48.6%	13
Stansstad	0	0	0	0	0	0.2%	27	840.9%	13	-80.7%	9
Wallisellen	0	0	0	0	0	0.3%	25	2144.4%	5	-7.9%	18
Pratteln	0	0	0	0	0	0.2%	27	-38.6%	30	-75.3%	28
Saanen	0	0	0	0	0	0.1%	33	120.7%	7	4.2%	5
Winterthur	0	0	0	0	0	0.1%	32	-5.5%	25	-61.4%	28

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)	0.024	0.034	0.045	0.003	0.059	0.2%	31	31.7%	6	32.4%	1
winter (Nov-April)	0.021	0.033	0.046	0.006	0.044	0.3%	30	37.5%	5	-4.5%	6

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)	0.011	0.017	0.023	0.001	0.015	0.3%	30	36.3%	3	-32.2%	23
off-season II (Sept-Nov)	0.014	0.020	0.024	0.003	0.042	0.3%	27	19.2%	12	75.0%	1
summer core months (Jun-Aug)	0.010	0.015	0.019	0.001	0.021	0.2%	32	27.2%	7	9.7%	7
winter core months (Dez-Feb)	0.010	0.015	0.024	0.004	0.024	0.3%	29	60.2%	4	-0.5%	6

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	0.002	0.003	0.004	0.000	0.002	0.1%	32	41.0%	4	-44.2%	18
February	0.002	0.003	0.005	0.000	0.002	0.2%	32	50.7%	4	-51.6%	23
March	0.003	0.005	0.006	0.001	0.005	0.2%	32	35.8%	3	-24.0%	18
April	0.003	0.006	0.008	0.000	0.003	0.3%	27	42.9%	6	-60.0%	24
May	0.004	0.006	0.008	0.000	0.007	0.3%	28	30.5%	9	-9.6%	12
June	0.005	0.007	0.008	0.000	0.008	0.2%	30	15.5%	15	-5.0%	14
July	0.003	0.005	0.005	0.000	0.007	0.1%	32	13.9%	17	35.5%	2
August	0.002	0.003	0.006	0.001	0.006	0.1%	31	72.5%	1	6.4%	10
September	0.004	0.007	0.008	0.001	0.014	0.2%	29	27.9%	8	65.6%	1
October	0.005	0.006	0.009	0.001	0.017	0.3%	26	48.3%	5	88.4%	1
November	0.005	0.008	0.007	0.001	0.011	0.3%	26	-11.4%	33	68.9%	1
December	0.005	0.009	0.016	0.004	0.020	0.5%	20	69.3%	4	26.9%	4

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

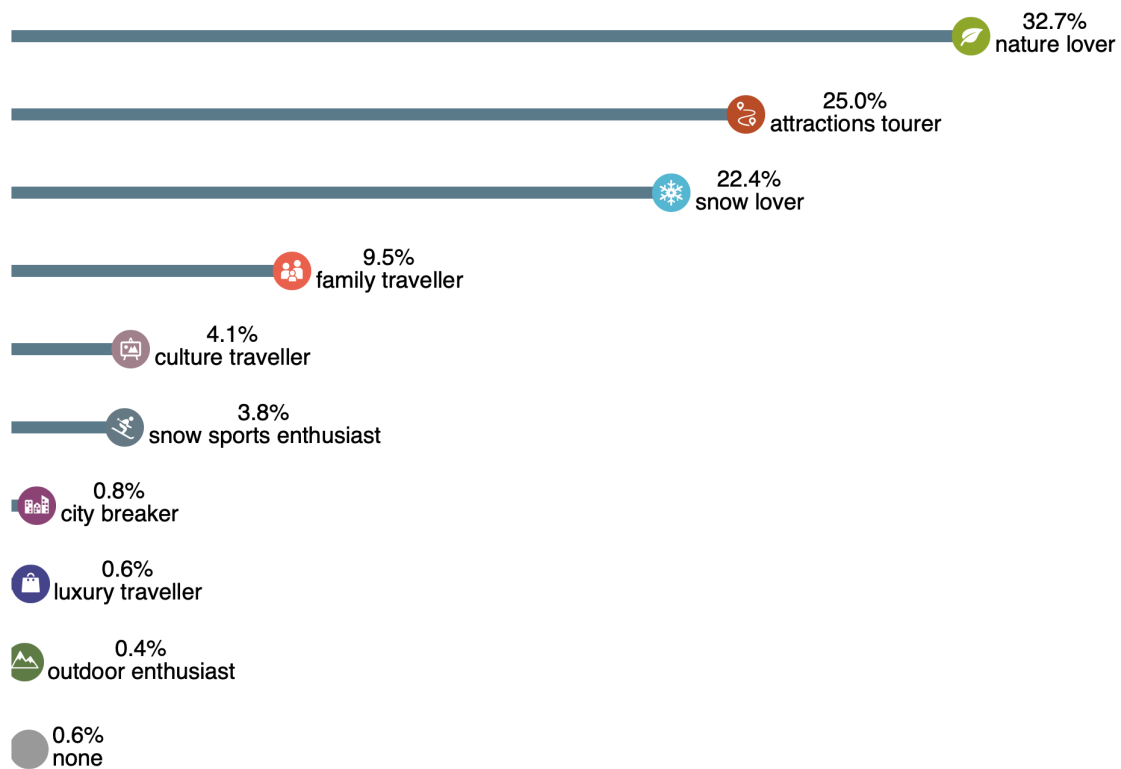
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 63.8%	hotel 45.2%	no 4.5%	plane 67.6%
35-54 years 26.5%	suppl. acc. 54.8%	yes with 1 CH-Dest. 13.7%	train 19.8%
55+ years 9.7%		yes with 2+ CH-Dest. 81.8%	other 12.6%

source: TMS 2017

Guest segments.

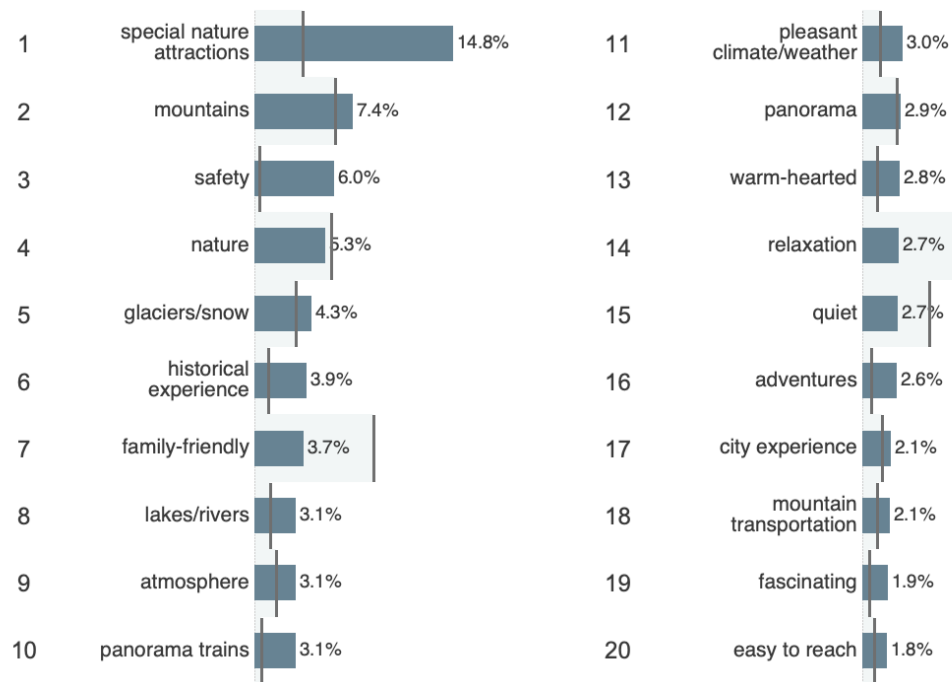
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

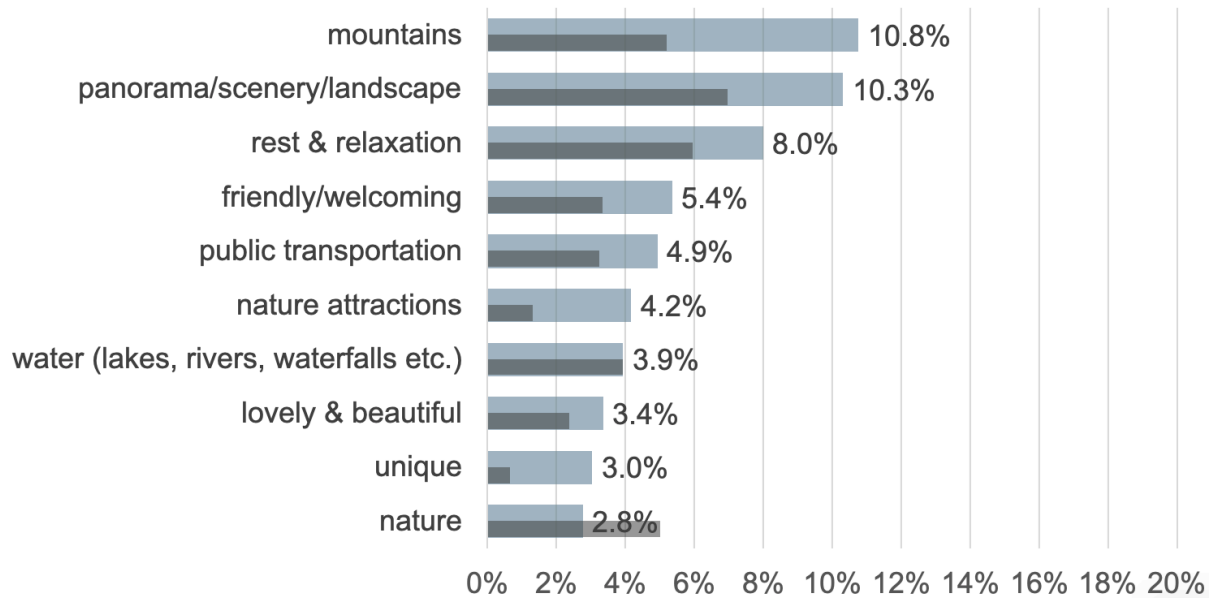


source: TMS 2017

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

Switzerland's tourism strengths.

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

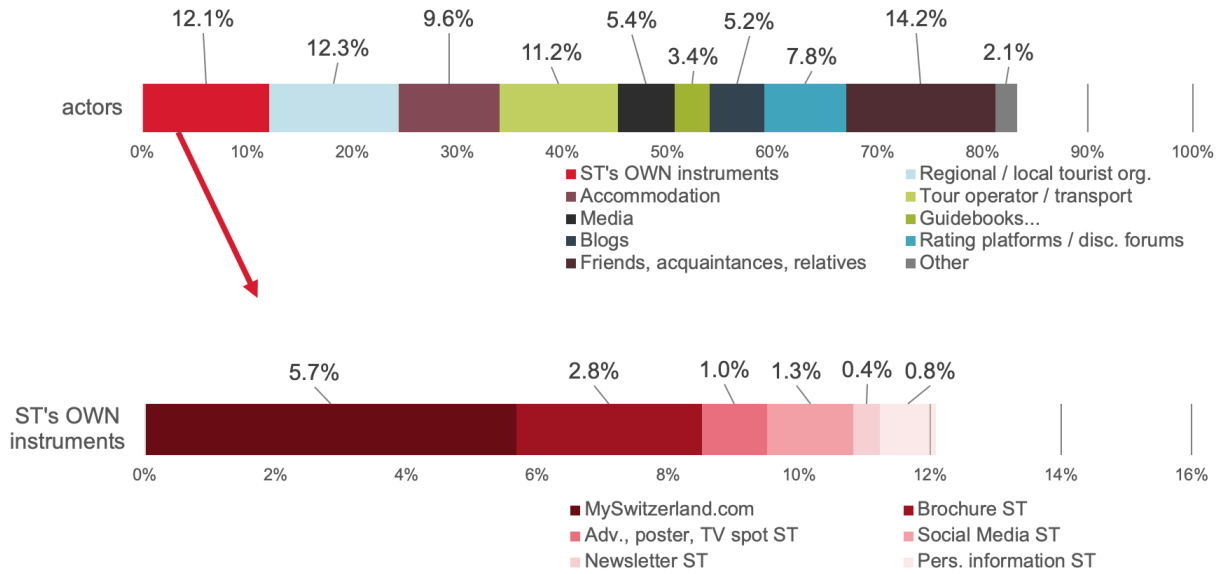


source: TMS 2017

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

External influence of tourists in their travel decisions.

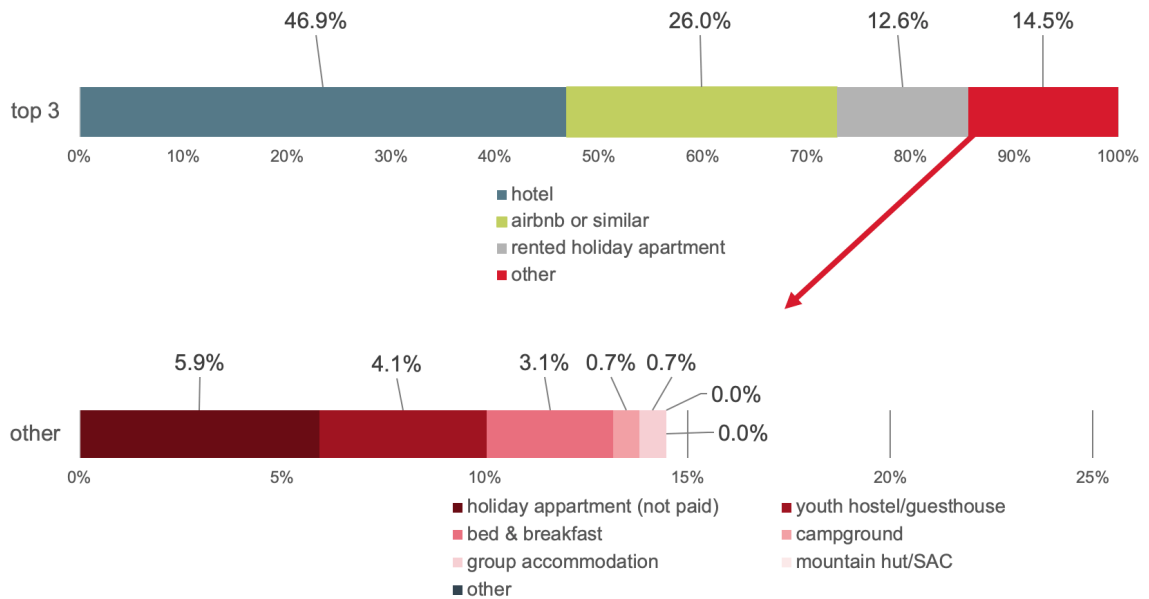
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



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

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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.	51.7%	3	1.817	28	44.5%	16

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)		1.677	6	51.9%	3	1.868	28	48.9%	15
mid-sized destinations (11-50)		0.785	25	49.6%	4	1.650	30	41.2%	20
small destinations (51-200)		0.595	25	51.4%	3	1.771	28	38.6%	12
very small destinations (201-smallest)		0.267	26	63.3%	1	2.484	6	10.4%	25

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		1.447	15	50.9%	13	1.932	15	51.2%	14
mountain		0.671	24	48.4%	3	1.666	30	35.6%	18
rural		0.356	21	54.5%	3	1.631	28	63.2%	1
small cities		1.327	2	56.7%	3	1.844	24	40.6%	24

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		0.836	24	47.9%	17	2.172	15	51.4%	12
German speaking area		1.132	9	52.5%	2	1.756	29	43.1%	17
Italian speaking area		0.27	29	52.7%	4	1.805	25	40.9%	14
Rhaeto Romanic language zone		0.039	23	47.3%	2	1.571	30	0.0%	0

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		1.568	10	52.3%	6	1.820	14	48.6%	18
Luzern / Vierwaldstättersee		1.884	4	53.1%	4	1.532	30	40.7%	14
Bern Region		1.331	6	52.2%	2	1.795	28	37.3%	18
Genf		1.32	19	46.8%	28	2.215	13	49.4%	14
Wallis		0.725	21	45.9%	5	1.705	29	34.8%	20
Waadt		0.669	27	47.4%	24	1.883	27	60.6%	12
Basel Region		1.117	15	56.7%	2	2.543	8	46.2%	18
Aargau und Solothurn Region		0.825	12	55.7%	4	1.657	27	75.8%	1
Graubünden		0.159	31	42.7%	3	1.547	30	47.0%	16
Ostschweiz		0.435	15	71.5%	1	3.708	4	15.3%	32
Tessin		0.275	29	53.1%	3	1.790	25	42.3%	15
Jura & Drei-Seen-Land		0.504	17	56.4%	3	3.587	1	75.9%	5
Fribourg Region		0.153	30	85.2%	1	1.166	32	18.3%	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	
	2019	rank 2019	2019	rank 2019	2019	rank 2019	2019	rank 2019
Zürich	1.923	6	51.6%	9	1.956	14	50.2%	14
Luzern	3.82	1	56.7%	3	1.676	25	45.4%	17
Genève	1.494	17	46.5%	29	2.366	11	52.1%	11
Interlaken	2.868	7	55.5%	3	1.751	27	48.9%	13
Zermatt	1.457	14	47.9%	5	1.605	31	38.2%	33
Basel	1.268	13	57.4%	2	2.512	8	44.8%	20
Opfikon	2.327	5	55.1%	3	1.527	7	56.7%	21
Grindelwald	2.187	5	49.9%	5	1.902	26	44.9%	13
Bern	1.502	7	49.4%	14	1.529	28	55.0%	10
Lauterbrunnen	1.28	14	48.4%	2	2.028	28	10.7%	28
Montreux	1.262	10	51.2%	16	1.610	29	74.1%	15
Lausanne	0.618	28	46.0%	30	1.979	27	75.6%	4
Egerkingen	8.338	1	55.2%	6	1.473	16	99.7%	5
Weggis	2.651	3	31.2%	33	1.048	32	3.4%	31
Engelberg	1.465	9	51.4%	2	1.112	30	70.3%	3
Unterseen	3.54	5	55.6%	6	2.249	12	0.0%	0
Kriens	4.471	4	49.6%	9	1.611	16	0.0%	0
St. Moritz	0.564	27	34.1%	15	1.488	31	61.8%	15
Buchs (SG)	17.967	1	76.3%	3	4.616	5	0.0%	0
Lugano	0.713	27	49.0%	14	1.833	19	33.9%	27
Affoltern am Albis	6.193	2	46.4%	18	1.451	26	0.0%	0
Meyrin	0.774	27	51.0%	19	2.087	5	67.2%	21
Le Grand-Saconnex	1.338	18	43.3%	27	1.565	28	26.9%	31
Rümlang	1.084	6	53.9%	3	1.282	19	12.1%	33
Wilderswil	2.094	5	67.4%	3	1.924	22	0.0%	0
Val de Bagnes	1.403	10	41.0%	6	6.866	1	15.6%	30
Täsch	2.496	7	48.3%	6	1.202	31	0.0%	0
Kloten	0.725	20	42.7%	27	1.452	14	73.6%	12
St. Gallen	0.712	13	79.1%	1	3.236	3	27.6%	32
Vernier	1.37	15	45.2%	23	2.010	14	50.5%	5
La Tour-de-Peilz	4.943	2	59.0%	14	4.815	6	0.0%	0
Baden	1.384	10	56.9%	9	4.033	5	39.5%	24
Chur	0.788	13	53.0%	7	1.263	30	20.2%	18
Bussigny	1.516	7	57.9%	7	1.271	28	95.1%	4
La Chaux-de-Fonds	4.636	3	59.0%	12	8.600	1	92.7%	6
Vevey	1.392	8	62.6%	2	3.432	5	30.7%	32
Lancy	0.95	11	47.4%	22	1.617	24	0.0%	17
Spreitenbach	1.554	3	68.1%	1	1.278	30	0.0%	17
Beatenberg	0.789	9	45.1%	11	1.755	28	40.2%	29
Riederalp	2.732	3	0.0%	0	1.992	17	98.7%	2
Matten bei Interlaken	1.385	9	56.8%	4	1.789	25	0.0%	0
Paradiso	0.508	28	67.4%	1	1.381	30	53.4%	28
Ormont-Dessus	1.846	5	1.8%	30	1.982	26	0.0%	32
Davos	0.102	30	40.8%	6	2.219	28	68.5%	11
Regensdorf	1.045	9	56.2%	9	1.373	28	100.0%	3
Stansstad	0.748	18	49.8%	10	1.990	18	96.1%	12
Wallisellen	1.128	10	46.5%	23	1.712	25	4.0%	29
Pratteln	0.83	19	34.5%	25	3.031	6	85.6%	11
Saanen	0.231	31	18.2%	21	2.704	25	86.5%	8
Winterthur	0.38	27	53.4%	11	1.718	31	28.0%	10

Source: FSO/hotel statistics

Example: In 2019, for tourists from Malaysia who visited Zürich, the following further characteristics were noted:
- 1.92 times higher share of overnight stays than they had in the whole of Switzerland (=rank 6 out of a total of 33 markets): ON-share Zürich (0.44%) vs. ON-share whole Switzerland (0.23%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 51.6% (=rank 9).
- the length of stay (overnight stays/arrivals in the hotel) was 1.96 nights (=rank 14).
- the share of 4- and 5-star hotels out of all hotel nights was 50.2% (=rank 14).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	0.864	28	1.853	26	42.4%	16
winter (Nov-April)	1.182	6	1.784	29	46.6%	16

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)	1.1	8	1.874	26	45.8%	15
off-season II (Sept-Nov)	1.187	1	1.796	28	42.3%	15
summer core months (Jun-Aug)	0.655	32	1.844	26	40.8%	17
winter core months (Dez-Feb)	1.213	5	1.768	31	48.4%	15

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.592	27	1.839	31	48.8%	15
February	0.708	21	1.954	30	46.8%	14
March	0.801	23	1.944	28	41.8%	21
April	1.381	4	1.732	28	44.0%	16
May	1.184	9	1.988	17	50.6%	9
June	0.95	16	1.838	24	43.8%	17
July	0.518	33	1.864	23	39.2%	17
August	0.546	31	1.835	29	38.0%	18
September	0.989	12	1.812	27	34.9%	23
October	1.277	4	1.798	28	45.2%	15
November	1.407	2	1.772	27	47.5%	14
December	2.383	1	1.700	30	48.9%	16

Source: FSO/hotel statistics

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