

Research Report Philippines.

Tourism goals: summary

Market size & growth: In 2019, the Philippine market recorded 0.046 million overnights¹⁾ in Switzerland and 0.042 million overnights in 2022. With a market share of 0.12%, Philippines was the 33rd highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 52.3% between 2015 and 2019. Between 2019 and 2022, the development was -9.8%. The corresponding growth ranking was 1 and 16 respectively.

Economic value: Philippines ranks 4th with a daily expenditure value of CHF 320 (TMS 2017) and ranks 15th with a 44.9% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 83.3% figure for first-time visitors, Philippines ranks 1st (TMS 2017). With a length of stay of 2.32 overnights it ranks 7th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 82.8% of overnights from Philippines, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 13.0% (=rank 26) and 4.2% (=rank 26) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 26.2% (=rank 6) and 24.9% (=rank 4), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

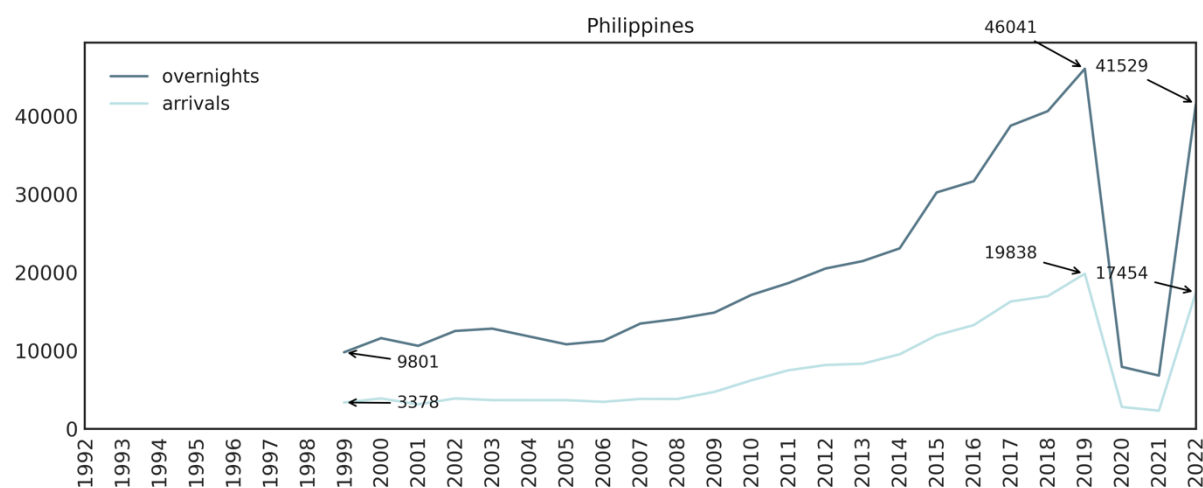
| | | value | rank |
|-------------------------|---|----------|------|
| 1. market size & growth | 2019 | 0.046 M. | 33 |
| | 2022 | 0.042 M. | 33 |
| | 2015-19 | 52.3% | 1 |
| | 2019-22 | -9.8% | 16 |
| 2. economic value | daily expenditures 2017 (TMS) | 320 | 4 |
| | share ****/****-nights 2019 | 44.9% | 15 |
| 3. first time visitors | share 2017 (TMS) | 83.3% | 1 |
| 4. length of stay | 2019 | 2.32 | 7 |
| 5. balance | share off-season "March-May" of total year 2019 | 26.2% | 6 |
| | share off-season "Sept-Nov" of total year 2019 | 24.9% | 4 |
| | share small destinations (51 st -200 th largest) 2019 | 13.0% | 26 |
| | share very small destinations (201 st +) 2019 | 4.2% | 26 |

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from Philippines typically preferred the regions of: Genf, Zürich Region, Luzern / Vierwaldstättersee and Bern Region. Moreover, these guests were most overrepresented in the five destinations of: Kandersteg, Wilderswil, Luzern, Genf and Zürich.

Source: FSO/hotel statistics

Overnight volume & development.



| overnights share of... | 2010 | 2015 | 2019 | 2021 | 2022 | rank 2019 |
|------------------------|------|------|------|------|------|--------------|
| ...all markets | 0.0% | 0.1% | 0.1% | 0.0% | 0.1% | 33 |
| ...markets abroad | 0.1% | 0.2% | 0.2% | 0.1% | 0.2% | 32 |
| ...overseas markets | 0.3% | 0.4% | 0.5% | 0.4% | 0.7% | 15 |

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 | 0.017 | 0.030 | 0.046 | 0.007 | 0.042 | 33 | 52.3% | 1 | -9.8% | 16 |
| length of stay (overnights/arrivals) | 2.758 | 2.525 | 2.321 | 2.923 | 2.379 | 8 | -13.4% | 31 | 4.4% | 24 |
| density (overnights/1'000 inhabitants) | 0.181 | 0.293 | 0.416 | 0.060 | 0.358 | 33 | 42.2% | 2 | -13.9% | 18 |
| GDP per capita in USD | 2'197 | 2'968 | 3'407 | 3'452 | 3'418 | 32 | 14.8% | 14 | 0.3% | 26 |
| population in millions | 94.845 | 103.255 | 110.606 | 114.176 | 115.916 | 8 | 7.1% | 4 | 4.8% | 3 |

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

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 | 0.017 | 0.030 | 0.046 | 0.007 | 0.042 | 0.1% | 33 | 52.3% | 1 | -9.8% | 16 |

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) | 0.012 | 0.020 | 0.031 | 0.004 | 0.028 | 0.2% | 33 | 55.1% | 2 | -8.5% | 12 |
| mid-sized destinations (11-50) | 0.003 | 0.005 | 0.008 | 0.002 | 0.008 | 0.1% | 33 | 67.1% | 3 | 0.4% | 12 |
| small destinations (51-200) | 0.002 | 0.004 | 0.006 | 0.001 | 0.004 | 0.1% | 33 | 43.8% | 4 | -30.9% | 24 |
| very small destinations (201-smallest) | 0.001 | 0.001 | 0.001 | 0.000 | 0.001 | 0.0% | 33 | -16.5% | 29 | 0.7% | 10 |

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 | 0.010 | 0.017 | 0.026 | 0.004 | 0.025 | 0.2% | 33 | 50.3% | 1 | -3.5% | 9 |
| mountain | 0.001 | 0.003 | 0.009 | 0.001 | 0.009 | 0.1% | 33 | 169.8% | 1 | -1.9% | 15 |
| rural | 0.000 | 0.001 | 0.001 | 0.000 | 0.000 | 0.0% | 33 | 12.0% | 12 | -54.6% | 29 |
| small cities | 0.006 | 0.009 | 0.010 | 0.001 | 0.007 | 0.1% | 33 | 13.4% | 15 | -29.8% | 25 |

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 | 0.007 | 0.010 | 0.013 | 0.003 | 0.011 | 0.2% | 33 | 20.4% | 9 | -9.8% | 8 |
| German speaking area | 0.010 | 0.019 | 0.032 | 0.004 | 0.029 | 0.1% | 33 | 67.3% | 1 | -9.0% | 18 |
| Italian speaking area | 0.001 | 0.000 | 0.001 | 0.000 | 0.001 | 0.0% | 33 | 148.7% | 1 | -34.0% | 28 |
| Rhaeto Romanic language zone | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.0% | 33 | 100.0% | 3 | 180.0% | 1 |

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 | 0.004 | 0.008 | 0.013 | 0.002 | 0.013 | 0.2% | 33 | 70.3% | 1 | -3.2% | 10 |
| Genf | 0.005 | 0.008 | 0.010 | 0.002 | 0.010 | 0.3% | 30 | 30.1% | 1 | -3.8% | 9 |
| Bern Region | 0.001 | 0.003 | 0.007 | 0.001 | 0.007 | 0.1% | 33 | 169.3% | 1 | -1.7% | 19 |
| Luzern / Vierwaldstättersee | 0.003 | 0.006 | 0.007 | 0.000 | 0.004 | 0.2% | 31 | 27.2% | 8 | -37.7% | 25 |
| Waadt | 0.002 | 0.003 | 0.003 | 0.000 | 0.002 | 0.1% | 33 | -1.5% | 27 | -35.0% | 20 |
| Wallis | 0.000 | 0.001 | 0.002 | 0.000 | 0.002 | 0.0% | 33 | 94.6% | 6 | 19.9% | 7 |
| Basel Region | 0.001 | 0.001 | 0.001 | 0.000 | 0.002 | 0.1% | 33 | 53.9% | 5 | 11.0% | 3 |
| Tessin | 0.001 | 0.000 | 0.001 | 0.000 | 0.001 | 0.0% | 33 | 150.1% | 1 | -35.3% | 28 |
| Graubünden | 0.000 | 0.000 | 0.001 | 0.000 | 0.001 | 0.0% | 33 | 25.9% | 13 | 28.5% | 5 |
| Ostschweiz | 0.000 | 0.001 | 0.000 | 0.000 | 0.000 | 0.0% | 33 | -32.4% | 30 | -38.5% | 29 |
| Aargau und Solothurn Region | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.0% | 33 | -24.5% | 30 | -34.3% | 25 |
| Jura & Drei-Seen-Land | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.0% | 33 | 63.2% | 8 | -10.2% | 10 |
| Fribourg Region | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.0% | 33 | -13.9% | 28 | -45.2% | 21 |

Source: FSO/hotel statistics

Example: Tourists from Philippines generate the most overnight stays in Zürich Region of any Swiss region, namely 0.013 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, 0.2% of their total tourism volume comes from Philippines, making this source market the 33rd most important market for this region (out of 33 ST markets overall). With a 70.3% development in overnight stays between 2015 and 2019, Philippines ranks 1st. In other words, in reference to the development of overnight stays, 0 other source markets had a stronger performance and 33 had a weaker performance.

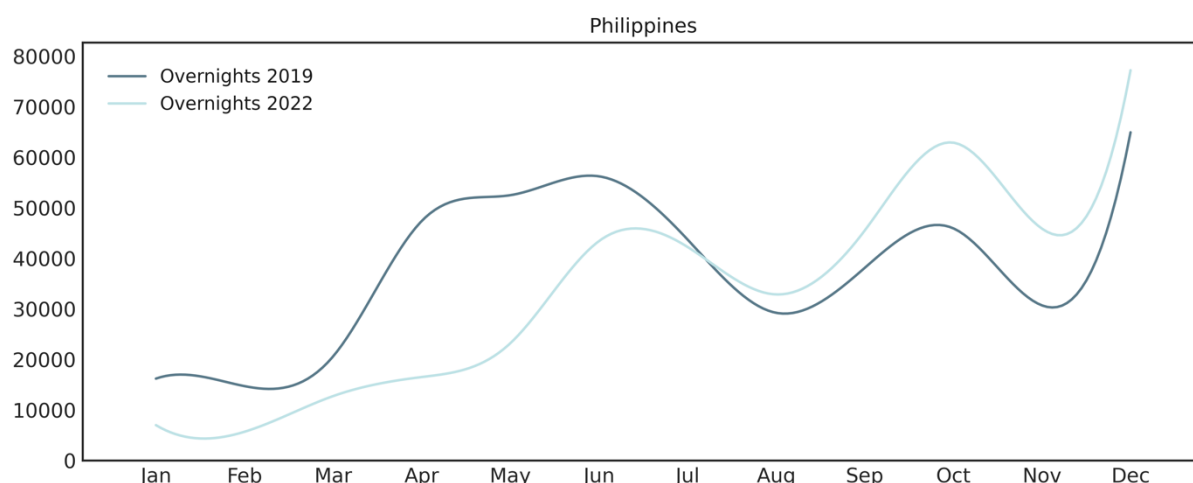
Top 50 destinations

| 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 | 0.003 | 0.005 | 0.01 | 0.001 | 0.009 | 0.3% | 32 | 106.2% | 1 | -15.3% | 19 | |
| Genève | 0.004 | 0.005 | 0.008 | 0.002 | 0.007 | 0.4% | 30 | 47.7% | 1 | -7.3% | 11 | |
| Luzern | 0.003 | 0.005 | 0.006 | 0 | 0.004 | 0.4% | 25 | 5.8% | 21 | -35.2% | 25 | |
| Bern | 0 | 0.001 | 0.002 | 0 | 0.001 | 0.2% | 33 | 28.5% | 12 | -16.3% | 25 | |
| Zermatt | 0 | 0.001 | 0.001 | 0 | 0.002 | 0.1% | 33 | 126.4% | 4 | 38.5% | 7 | |
| Grindelwald | 0 | 0 | 0.001 | 0 | 0.001 | 0.2% | 30 | 763.9% | 1 | -27.3% | 29 | |
| Basel | 0.001 | 0.001 | 0.001 | 0 | 0.001 | 0.1% | 33 | 56.7% | 4 | 11.8% | 4 | |
| Interlaken | 0 | 0 | 0.001 | 0 | 0.003 | 0.1% | 25 | 379.3% | 1 | 129.8% | 1 | |
| Lausanne | 0.001 | 0.001 | 0.001 | 0 | 0.001 | 0.1% | 33 | 8.2% | 32 | -37.6% | 22 | |
| Opfikon | 0 | 0.001 | 0.001 | 0 | 0.002 | 0.1% | 32 | -15.4% | 19 | 57.3% | 2 | |
| Kandersteg | 0 | 0 | 0.001 | 0 | 0 | 0.9% | 12 | inf | 1.5 | -99.1% | 33 | |
| Wilderswil | 0 | 0 | 0.001 | 0 | 0 | 0.6% | 19 | 71.1% | 3 | -55.6% | 28 | |
| Lugano | 0 | 0 | 0.001 | 0 | 0 | 0.1% | 33 | 202.4% | 1 | -67.7% | 30 | |
| Weggis | 0 | 0 | 0.001 | 0 | 0 | 0.3% | 25 | 5880.0% | 1 | -88.6% | 30 | |
| Montreux | 0 | 0 | 0.001 | 0 | 0 | 0.1% | 33 | 143.5% | 1 | -23.6% | 23 | |
| Vernier | 0 | 0.001 | 0 | 0 | 0 | 0.4% | 25 | -54.5% | 33 | -63.8% | 27 | |
| Le Grand-Saconnex | 0 | 0 | 0 | 0 | 0.001 | 0.2% | 33 | 245.7% | 5 | 49.8% | 1 | |
| Lauterbrunnen | 0 | 0 | 0 | 0 | 0.001 | 0.1% | 32 | 146.9% | 5 | 22.7% | 8 | |
| Meyrin | 0.001 | 0.001 | 0 | 0 | 0.001 | 0.1% | 33 | -39.0% | 33 | 107.2% | 2 | |
| Saanen | 0 | 0 | 0 | 0 | 0 | 0.1% | 30 | 264.0% | 3 | -75.4% | 30 | |
| La Tour-de-Peilz | 0 | 0.001 | 0 | 0 | 0 | 1.1% | 17 | -39.0% | 27 | -81.6% | 24 | |
| St. Moritz | 0 | 0 | 0 | 0 | 0 | 0.0% | 33 | 101.1% | 5 | 7.1% | 17 | |
| Kriens | 0 | 0 | 0 | 0 | 0 | 0.3% | 25 | 392.4% | 3 | -4.3% | 25 | |
| Fehraltorf | 0 | 0 | 0 | 0 | 0 | 2.2% | 5 | inf | 1.5 | -100.0% | 29 | |
| Ringgenberg (BE) | 0 | 0 | 0 | 0 | 0 | 1.0% | 16 | 689.5% | 3 | -84.0% | 30 | |
| Vevey | 0 | 0 | 0 | 0 | 0 | 0.3% | 23 | -34.4% | 31 | -35.1% | 20 | |
| Lancy | 0 | 0 | 0 | 0 | 0 | 0.2% | 27 | 118.4% | 1 | -42.2% | 11 | |
| Zug | 0 | 0 | 0 | 0 | 0 | 0.2% | 32 | 1.7% | 9 | -59.2% | 29 | |
| Kloten | 0 | 0 | 0 | 0 | 0 | 0.1% | 33 | 39.1% | 2 | 54.5% | 23 | |
| St. Gallen | 0 | 0 | 0 | 0 | 0 | 0.1% | 32 | 38.7% | 17 | -70.4% | 29 | |
| Saas-Fee | 0 | 0 | 0 | 0 | 0 | 0.1% | 25 | 816.7% | 1 | -99.1% | 33 | |
| Unterseen | 0 | 0 | 0 | 0 | 0.001 | 0.1% | 30 | 445.5% | 1 | 204.4% | 2 | |
| Rümlang | 0 | 0 | 0 | 0 | 0 | 0.1% | 33 | 40.9% | 7 | 98.3% | 3 | |
| Wallisellen | 0 | 0 | 0 | 0 | 0.001 | 0.2% | 28 | inf | 1 | 307.8% | 1 | |
| Pratteln | 0 | 0 | 0 | 0 | 0 | 0.1% | 28 | 521.7% | 1 | -11.2% | 5 | |
| Engelberg | 0 | 0 | 0 | 0 | 0 | 0.0% | 32 | 97.2% | 5 | -78.2% | 28 | |
| Paradiso | 0 | 0 | 0 | 0 | 0 | 0.1% | 33 | 27.0% | 10 | 4.3% | 9 | |
| Versoix | 0 | 0 | 0 | 0 | 0 | 0.3% | 27 | 78.6% | 13 | -82.4% | 31 | |
| Affoltern am Albis | 0 | 0 | 0 | 0 | 0 | 0.2% | 24 | inf | 1 | 201.7% | 1 | |
| Ingenbohl | 0 | 0 | 0 | 0 | 0 | 0.2% | 19 | 5800.0% | 1 | -100.0% | 33 | |
| Winterthur | 0 | 0 | 0 | 0 | 0 | 0.1% | 33 | -51.5% | 33 | 17.1% | 4 | |
| Regensdorf | 0 | 0 | 0 | 0 | 0 | 0.1% | 33 | 2625.0% | 1 | -85.3% | 30 | |
| Baden | 0 | 0 | 0 | 0 | 0 | 0.1% | 33 | -18.5% | 26 | -25.5% | 15 | |
| Collina d'Oro | 0 | 0 | 0 | 0 | 0 | 0.3% | 20 | inf | 1 | -97.1% | 32 | |
| Aarau | 0 | 0 | 0 | 0 | 0 | 0.2% | 24 | 2866.7% | 1 | -100.0% | 33 | |
| Biel/Bienne | 0 | 0 | 0 | 0 | 0 | 0.1% | 32 | 4.7% | 25 | 34.8% | 3 | |
| Matten bei Interlaken | 0 | 0 | 0 | 0 | 0 | 0.1% | 31 | 124.3% | 7 | -4.8% | 17 | |
| Beatenberg | 0 | 0 | 0 | 0 | 0 | 0.1% | 30 | 11.3% | 19 | 13.9% | 20 | |
| Brig-Glis | 0 | 0 | 0 | 0 | 0 | 0.0% | 32 | 711.1% | 2 | -69.9% | 29 | |
| Val de Bagnes | 0 | 0 | 0 | 0 | 0 | 0.0% | 33 | -65.5% | 33 | -54.4% | 30 | |

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) | 0.010 | 0.018 | 0.027 | 0.004 | 0.025 | 0.1% | 33 | 47.0% | 2 | -5.9% | 19 |
| winter (Nov-April) | 0.007 | 0.012 | 0.019 | 0.003 | 0.017 | 0.1% | 33 | 60.2% | 1 | -15.2% | 12 |

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) | 0.006 | 0.010 | 0.012 | 0.001 | 0.005 | 0.1% | 33 | 25.9% | 9 | -56.5% | 26 |
| off-season II (Sept-Nov) | 0.005 | 0.008 | 0.011 | 0.003 | 0.015 | 0.1% | 33 | 38.3% | 5 | 34.4% | 4 |
| summer core months (Jun-Aug) | 0.004 | 0.008 | 0.013 | 0.002 | 0.012 | 0.1% | 33 | 67.0% | 2 | -8.2% | 21 |
| winter core months (Dez-Feb) | 0.002 | 0.005 | 0.010 | 0.002 | 0.009 | 0.1% | 33 | 107.3% | 1 | -6.2% | 9 |

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 | 0.001 | 0.001 | 0.002 | 0.000 | 0.001 | 0.1% | 33 | 59.2% | 1 | -56.8% | 23 |
| February | 0.001 | 0.001 | 0.001 | 0.000 | 0.001 | 0.0% | 33 | 38.7% | 5 | -61.3% | 25 |
| March | 0.001 | 0.002 | 0.002 | 0.000 | 0.001 | 0.1% | 33 | 6.5% | 21 | -38.1% | 24 |
| April | 0.003 | 0.003 | 0.005 | 0.000 | 0.002 | 0.2% | 33 | 53.3% | 4 | -65.2% | 25 |
| May | 0.002 | 0.005 | 0.005 | 0.000 | 0.002 | 0.2% | 33 | 15.6% | 15 | -55.8% | 26 |
| June | 0.002 | 0.003 | 0.006 | 0.000 | 0.004 | 0.1% | 33 | 91.8% | 2 | -22.8% | 24 |
| July | 0.001 | 0.003 | 0.004 | 0.001 | 0.004 | 0.1% | 33 | 66.8% | 2 | -3.4% | 20 |
| August | 0.001 | 0.002 | 0.003 | 0.001 | 0.003 | 0.1% | 33 | 34.0% | 8 | 12.5% | 8 |
| September | 0.002 | 0.003 | 0.004 | 0.001 | 0.005 | 0.1% | 33 | 31.9% | 5 | 19.4% | 8 |
| October | 0.002 | 0.003 | 0.005 | 0.001 | 0.006 | 0.2% | 33 | 57.5% | 3 | 36.9% | 4 |
| November | 0.001 | 0.002 | 0.003 | 0.001 | 0.005 | 0.1% | 33 | 23.2% | 6 | 49.5% | 4 |
| December | 0.001 | 0.003 | 0.006 | 0.001 | 0.008 | 0.2% | 31 | 155.0% | 1 | 18.9% | 7 |

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

| | | share off season | | length of stay | | ****/***** ON share | |
|-------|------|------------------|------|----------------|------|---------------------|------|
| | | rank | | rank | | rank | |
| | | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 |
| total | n.a. | 51.1% | 5 | 2.321 | 7 | 44.9% | 15 |

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) | 1.847 | 2 | 53.6% | 2 | 2.326 | 8 | 51.6% | 13 | |
| mid-sized destinations (11-50) | 0.601 | 32 | 45.9% | 9 | 2.003 | 19 | 39.3% | 23 | |
| small destinations (51-200) | 0.602 | 24 | 45.2% | 21 | 2.693 | 2 | 22.6% | 32 | |
| very small destinations (201-smallest) | 0.18 | 30 | 51.4% | 5 | 3.299 | 2 | 22.9% | 9 | |

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 | 1.865 | 2 | 50.7% | 15 | 2.455 | 1 | 47.5% | 17 | |
| mountain | 0.469 | 31 | 45.1% | 7 | 2.086 | 25 | 32.2% | 23 | |
| rural | 0.238 | 28 | 50.1% | 11 | 4.043 | 2 | 14.6% | 26 | |
| small cities | 1.159 | 5 | 58.0% | 2 | 2.147 | 9 | 53.1% | 11 | |

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 | 1.317 | 9 | 54.4% | 3 | 2.973 | 2 | 39.8% | 23 | |
| German speaking area | 0.981 | 21 | 50.1% | 5 | 2.146 | 16 | 47.0% | 13 | |
| Italian speaking area | 0.403 | 24 | 44.5% | 20 | 2.063 | 12 | 43.3% | 13 | |
| Rhaeto Romanic language zone | 0.014 | 30 | 0.0% | 33 | 2.000 | 17 | 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 | 1.742 | 4 | 48.9% | 22 | 2.277 | 1 | 52.3% | 12 | |
| Genf | 2.652 | 4 | 55.0% | 9 | 2.932 | 1 | 34.8% | 33 | |
| Bern Region | 1.166 | 9 | 41.3% | 17 | 2.328 | 13 | 37.9% | 16 | |
| Luzern / Vierwaldstättersee | 1.563 | 7 | 60.6% | 1 | 1.775 | 26 | 46.0% | 10 | |
| Waadt | 0.729 | 25 | 50.8% | 10 | 3.158 | 3 | 59.1% | 13 | |
| Wallis | 0.363 | 31 | 55.5% | 2 | 2.069 | 26 | 39.3% | 14 | |
| Basel Region | 0.729 | 27 | 51.4% | 13 | 2.919 | 5 | 49.1% | 15 | |
| Tessin | 0.422 | 24 | 44.6% | 22 | 2.068 | 12 | 43.5% | 13 | |
| Graubünden | 0.096 | 32 | 39.6% | 6 | 1.812 | 28 | 48.9% | 13 | |
| Ostschweiz | 0.202 | 28 | 53.9% | 7 | 1.961 | 23 | 76.1% | 1 | |
| Aargau und Solothurn Region | 0.215 | 28 | 59.0% | 2 | 3.153 | 4 | 19.8% | 24 | |
| Jura & Drei-Seen-Land | 0.287 | 28 | 31.2% | 33 | 1.661 | 28 | 78.5% | 3 | |
| Fribourg Region | 0.111 | 31 | 82.3% | 2 | 2.818 | 2 | 85.5% | 1 | |

Source: FSO/hotel statistics

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

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 | 2.463 | 2 | 49.3% | 21 | 2.298 | 2 | 55.3% | 11 |
| Genève | 3.162 | 2 | 56.0% | 9 | 2.938 | 2 | 36.8% | 32 |
| Luzern | 3.469 | 4 | 62.9% | 2 | 1.934 | 10 | 55.4% | 7 |
| Bern | 1.627 | 3 | 41.5% | 29 | 1.912 | 15 | 63.9% | 5 |
| Zermatt | 0.768 | 22 | 58.3% | 2 | 1.772 | 28 | 48.5% | 28 |
| Grindelwald | 1.75 | 8 | 22.7% | 30 | 3.356 | 3 | 32.2% | 26 |
| Basel | 0.785 | 26 | 55.8% | 3 | 2.729 | 4 | 45.5% | 18 |
| Interlaken | 1.271 | 12 | 47.3% | 13 | 2.274 | 12 | 71.5% | 1 |
| Lausanne | 0.982 | 19 | 50.5% | 16 | 3.195 | 2 | 74.6% | 5 |
| Opfikon | 1.203 | 13 | 42.7% | 30 | 1.476 | 13 | 40.8% | 31 |
| Kandersteg | 7.343 | 1 | 0.2% | 33 | 3.689 | 4 | 0.0% | 29 |
| Wilderswil | 5.156 | 2 | 71.6% | 1 | 2.019 | 17 | 0.0% | 0 |
| Lugano | 1.051 | 11 | 56.2% | 4 | 1.849 | 18 | 51.8% | 13 |
| Weggis | 2.333 | 4 | 56.0% | 5 | 1.020 | 33 | 0.0% | 33 |
| Montreux | 0.915 | 16 | 57.2% | 8 | 2.171 | 10 | 74.9% | 12 |
| Vernier | 3.365 | 2 | 55.0% | 9 | 3.543 | 2 | 25.6% | 25 |
| Le Grand-Saconnex | 1.918 | 9 | 46.9% | 22 | 2.798 | 1 | 19.6% | 33 |
| Lauterbrunnen | 0.758 | 19 | 47.1% | 3 | 2.034 | 27 | 12.6% | 26 |
| Meyrin | 0.939 | 20 | 53.7% | 12 | 2.599 | 2 | 56.7% | 30 |
| Saanen | 0.984 | 11 | 69.6% | 1 | 2.065 | 31 | 89.6% | 3 |
| La Tour-de-Peilz | 9.086 | 1 | 54.4% | 18 | 6.067 | 2 | 0.0% | 0 |
| St. Moritz | 0.4 | 30 | 43.7% | 3 | 1.716 | 28 | 65.1% | 10 |
| Kriens | 2.776 | 5 | 47.7% | 14 | 1.729 | 11 | 0.0% | 0 |
| Fehraltorf | 18.951 | 1 | 50.2% | 19 | 30.300 | 1 | 0.0% | 0 |
| Ringgenberg (BE) | 8.815 | 2 | 62.7% | 5 | 1.948 | 22 | 0.0% | 0 |
| Vevey | 2.228 | 4 | 48.7% | 26 | 4.649 | 2 | 66.0% | 10 |
| Lancy | 1.532 | 5 | 48.6% | 21 | 2.243 | 1 | 0.0% | 17 |
| Zug | 1.806 | 11 | 39.2% | 33 | 5.333 | 2 | 91.7% | 1 |
| Kloten | 0.757 | 19 | 55.7% | 2 | 1.536 | 9 | 63.4% | 27 |
| St. Gallen | 0.82 | 12 | 54.9% | 10 | 1.664 | 29 | 90.6% | 1 |
| Saas-Fee | 0.591 | 17 | 40.9% | 14 | 27.500 | 1 | 7.7% | 31 |
| Unterseen | 1.069 | 15 | 76.1% | 1 | 2.432 | 7 | 0.0% | 0 |
| Rümlang | 0.601 | 23 | 41.9% | 28 | 1.479 | 5 | 36.9% | 11 |
| Wallisellen | 1.826 | 3 | 22.9% | 33 | 2.306 | 8 | 0.0% | 33 |
| Pratteln | 1.205 | 8 | 14.0% | 33 | 8.412 | 1 | 87.4% | 9 |
| Engelberg | 0.34 | 22 | 18.3% | 30 | 2.367 | 13 | 23.2% | 16 |
| Paradiso | 0.639 | 22 | 26.2% | 32 | 2.238 | 3 | 39.0% | 33 |
| Versoix | 3.002 | 4 | 56.0% | 13 | 4.630 | 1 | 0.0% | 17 |
| Affoltern am Albis | 1.843 | 5 | 75.2% | 3 | 30.250 | 1 | 0.0% | 0 |
| Ingenbohl | 1.556 | 3 | 69.5% | 3 | 1.532 | 29 | 0.0% | 0 |
| Winterthur | 0.44 | 25 | 32.4% | 33 | 2.094 | 16 | 43.2% | 2 |
| Regensdorf | 1.068 | 7 | 44.0% | 23 | 3.114 | 1 | 100.0% | 2.5 |
| Baden | 0.787 | 20 | 77.4% | 1 | 4.240 | 3 | 51.9% | 11 |
| Collina d'Oro | 2.969 | 3 | 28.6% | 26 | 3.182 | 4 | 0.0% | 0 |
| Aarau | 2.023 | 2 | 57.3% | 17 | 3.423 | 3 | 11.2% | 18 |
| Biel/Bienne | 0.758 | 16 | 0.0% | 33 | 1.000 | 33 | 100.0% | 1.5 |
| Matten bei Interlaken | 0.989 | 15 | 60.2% | 2 | 2.024 | 11 | 0.0% | 0 |
| Beatenberg | 0.503 | 19 | 73.4% | 2 | 1.082 | 32 | 79.7% | 7 |
| Brig-Glis | 0.393 | 15 | 32.9% | 22 | 2.704 | 4 | 16.4% | 9 |
| Val de Bagnes | 0.334 | 29 | 100.0% | 1 | 4.533 | 6 | 11.8% | 32 |

Source: FSO/hotel statistics

Example: In 2019, for tourists from Philippines who visited Zürich, the following further characteristics were noted:
- 2.5 times higher share of overnight stays than they had in the whole of Switzerland (=rank 2 out of a total of 33 markets): ON-share Zürich (0.3%) vs. ON-share whole Switzerland (0.1%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 49.3% (=rank 21).
- the length of stay (overnight stays/arrivals in the hotel) was 2.3 nights (=rank 2).
- the share of 4- and 5-star hotels out of all hotel nights was 55.3% (=rank 11).

Summer, winter

| | affinity | | length of stay | | ****/***** ON share | |
|--------------------|----------|------|----------------|------|---------------------|------|
| | rank | | rank | | rank | |
| | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 |
| summer (May-Oct) | 1.009 | 12 | 2.318 | 4 | 46.6% | 12 |
| winter (Nov-April) | 0.989 | 22 | 2.325 | 16 | 42.7% | 23 |

Summer core, winter core, off-season

| | affinity | | length of stay | | ****/***** ON share | |
|------------------------------|----------|------|----------------|------|---------------------|------|
| | rank | | rank | | rank | |
| | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 |
| off-season I (March-May) | 1.146 | 6 | 2.186 | 16 | 50.4% | 10 |
| off-season II (Sept-Nov) | 1.114 | 4 | 2.317 | 3 | 39.4% | 22 |
| summer core months (Jun-Aug) | 0.862 | 24 | 2.391 | 4 | 48.6% | 10 |
| winter core months (Dez-Feb) | 0.936 | 22 | 2.418 | 18 | 39.9% | 24 |

Months

| | affinity | | length of stay | | ****/***** ON share | |
|-----------|----------|------|----------------|------|---------------------|------|
| | rank | | rank | | rank | |
| | 2019 | 2019 | 2019 | 2019 | 2019 | 2019 |
| January | 0.491 | 32 | 2.766 | 7 | 46.4% | 17 |
| February | 0.406 | 32 | 2.333 | 20 | 37.0% | 24 |
| March | 0.528 | 31 | 2.311 | 18 | 38.9% | 24 |
| April | 1.522 | 3 | 2.115 | 16 | 53.7% | 6 |
| May | 1.501 | 3 | 2.206 | 4 | 51.8% | 8 |
| June | 1.272 | 7 | 2.515 | 2 | 48.1% | 9 |
| July | 0.823 | 24 | 2.212 | 8 | 49.7% | 10 |
| August | 0.557 | 30 | 2.456 | 5 | 47.8% | 10 |
| September | 0.884 | 21 | 2.452 | 1 | 42.8% | 15 |
| October | 1.29 | 3 | 2.158 | 9 | 38.3% | 22 |
| November | 1.265 | 6 | 2.417 | 3 | 36.7% | 29 |
| December | 1.958 | 4 | 2.363 | 16 | 39.0% | 25 |

Source: FSO/hotel statistics

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