

Research Report USA.

Tourism goals: summary

Market size & growth: In 2019, the US market recorded 2.474 million overnights¹⁾ in Switzerland and 2.3 million overnights in 2022. With a market share of 6.25%, USA was the 3rd highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 42.3% between 2015 and 2019. Between 2019 and 2022, the development was -7.0%. The corresponding growth ranking was 3 and 12 respectively.

Economic value: USA ranks 9th with a daily expenditure value of CHF 280 (TMS 2017) and ranks 5th with a 58.9% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 55.5% figure for first-time visitors, USA ranks 11th (TMS 2017). With a length of stay of 2.14 overnights it ranks 17th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 84.4% of overnights from USA, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 11.6% (=rank 29) and 4.0% (=rank 29) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 20.6% (=rank 28) and 24.7% (=rank 6), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

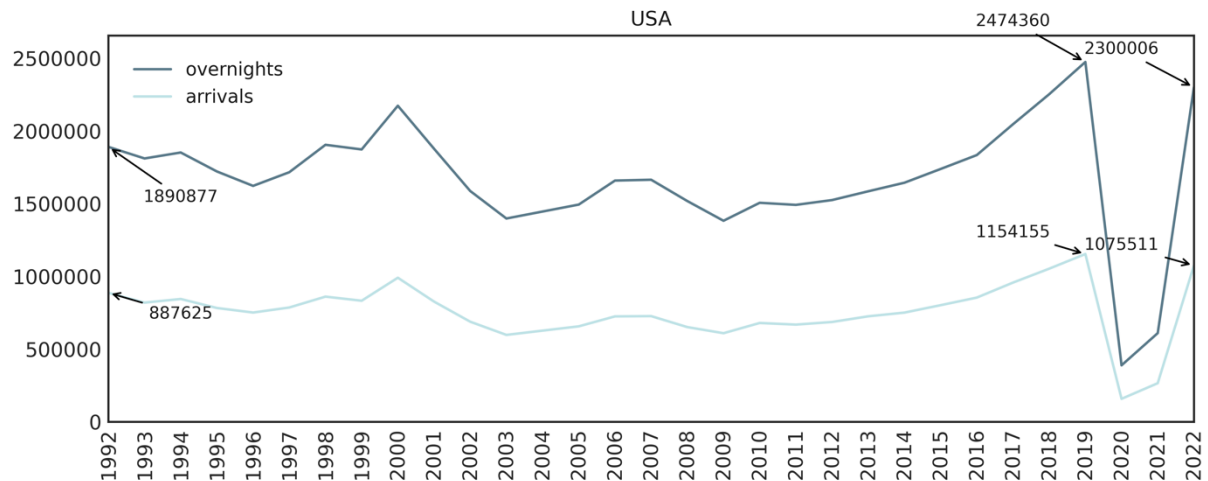
		value	rank
1. market size & growth	2019	2.474 M.	3
	2022	2.3 M.	3
	2015-19	42.3%	3
	2019-22	-7.0%	12
2. economic value	daily expenditures 2017 (TMS)	280	9
	share ****/****-nights 2019	58.9%	5
3. first time visitors	share 2017 (TMS)	55.5%	11
4. length of stay	2019	2.14	17
5. balance	share off-season "March-May" of total year 2019	20.6%	28
	share off-season "Sept-Nov" of total year 2019	24.7%	6
	share small destinations (51 st -200 th largest) 2019	11.6%	29
	share very small destinations (201 st +) 2019	4.0%	29

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from USA typically preferred the regions of: Genf, Zürich Region and Basel Region. Moreover, these guests were most overrepresented in the five destinations of: Luzern, Lauterbrunnen, Orsières, Zürich and Genève.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	4.2%	4.9%	6.3%	2.1%	6.0%	3
...markets abroad	7.4%	8.9%	11.4%	7.1%	13.4%	2
...overseas markets	28.9%	22.3%	26.3%	35.0%	37.7%	1

Source: FSO/hotel statistics

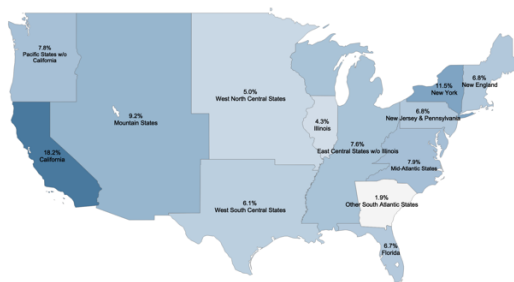
Other key metrics.

	2010	2015	2019	2021	2022	rank 2019	development		development	
							2015-19	rank 2015-19	2019-22	rank 2019-22
overnights in millions	1.506	1.739	2.474	0.610	2.300	3	42.3%	3	-7.0%	12
length of stay (overnights/arrivals)	2.215	2.167	2.144	2.293	2.139	18	-2.0%	11	-0.5%	27
density (overnights/1'000 inhabitants)	4.871	5.406	7.497	1.840	6.918	21	38.7%	3	-7.7%	11
GDP per capita in USD	48'659	56'607	64'782	70'264	76'195	5	14.4%	16	17.6%	7
population in millions	309.273	321.622	330.046	331.820	332.482	3	2.6%	16	0.7%	21

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
California	18.2%	12.3%
New York	11.5%	6.1%
West South Central St.	11.0%	19.1%
Mountain St.	9.2%	7.6%
Mid-Atlantic St.	7.9%	8.8%
Pacific St. w/o California	7.8%	4.3%
East Central St. w/o Illinois	7.6%	16.5%
New England	6.8%	4.6%
Pennsylvania and New Jersey	6.8%	6.8%
Florida	6.7%	6.6%
Illinois	4.3%	4.0%
Other South Atlantic St.	1.9%	4.8%
Islands	0.5%	1.1%

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	1.506	1.739	2.474	0.610	2.300	6.3%	3	42.3%	3	-7.0%	12

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)	0.908	1.064	1.551	0.363	1.415	10.8%	2	45.8%	3	-8.8%	13
mid-sized destinations (11-50)	0.352	0.406	0.567	0.155	0.586	5.1%	3	39.8%	7	3.2%	9
small destinations (51-200)	0.163	0.198	0.270	0.067	0.213	3.0%	5	35.8%	6	-21.1%	17
very small destinations (201-smallest)	0.084	0.071	0.087	0.026	0.087	1.7%	7	22.8%	7	0.2%	11

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	0.778	0.878	1.223	0.306	1.130	10.2%	2	39.3%	3	-7.6%	11
mountain	0.375	0.440	0.692	0.174	0.695	4.1%	5	57.4%	5	0.5%	12
rural	0.039	0.043	0.049	0.015	0.037	1.5%	7	13.9%	11	-25.5%	19
small cities	0.314	0.378	0.510	0.115	0.438	7.1%	3	35.1%	2	-14.1%	17

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	0.375	0.402	0.549	0.146	0.486	6.7%	3	36.5%	2	-11.5%	12
German speaking area	1.078	1.282	1.847	0.439	1.735	6.5%	3	44.1%	3	-6.1%	13
Italian speaking area	0.049	0.052	0.076	0.025	0.076	3.1%	4	44.2%	6	0.9%	13
Rhaeto Romanic language zone	0.004	0.003	0.003	0.001	0.003	0.5%	8	8.7%	10	0.5%	14

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	0.388	0.450	0.644	0.165	0.613	9.9%	3	43.0%	2	-4.8%	12
Bern Region	0.166	0.225	0.356	0.084	0.365	6.6%	4	58.3%	7	2.5%	16
Luzern / Vierwaldstättersee	0.208	0.249	0.347	0.059	0.298	8.9%	3	39.1%	6	-13.9%	19
Genf	0.235	0.255	0.326	0.080	0.301	10.2%	2	27.5%	3	-7.6%	12
Wallis	0.102	0.122	0.212	0.061	0.220	5.0%	4	74.0%	9	3.6%	12
Waadt	0.106	0.106	0.159	0.047	0.135	5.4%	3	49.8%	2	-14.9%	10
Basel Region	0.112	0.130	0.155	0.034	0.127	9.1%	3	18.7%	17	-18.0%	14
Graubünden	0.077	0.082	0.121	0.031	0.104	2.3%	4	47.3%	8	-14.2%	22
Tessin	0.048	0.051	0.072	0.024	0.073	3.1%	4	40.3%	6	1.5%	11
Ostschweiz	0.031	0.030	0.034	0.009	0.028	1.8%	3	11.3%	7	-18.6%	16
Aargau und Solothurn Region	0.015	0.018	0.024	0.009	0.019	2.3%	6	36.6%	8	-21.2%	19
Jura & Drei-Seen-Land	0.012	0.011	0.014	0.003	0.010	2.5%	5	23.6%	14	-30.7%	16
Fribourg Region	0.006	0.007	0.010	0.002	0.007	2.2%	5	44.6%	8	-35.2%	15

Source: FSO/hotel statistics

Example: Tourists from USA generate the most overnight stays in Zürich Region of any Swiss region, namely 0.644 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, 9.9% of their total tourism volume comes from USA, making this source market the 3rd most important market for this region (out of 33 ST markets overall). With a 43.0% development in overnight stays between 2015 and 2019, USA ranks 2nd. In other words, in reference to the development of overnight stays, 1 other source markets had a stronger performance and 31 had a weaker performance.

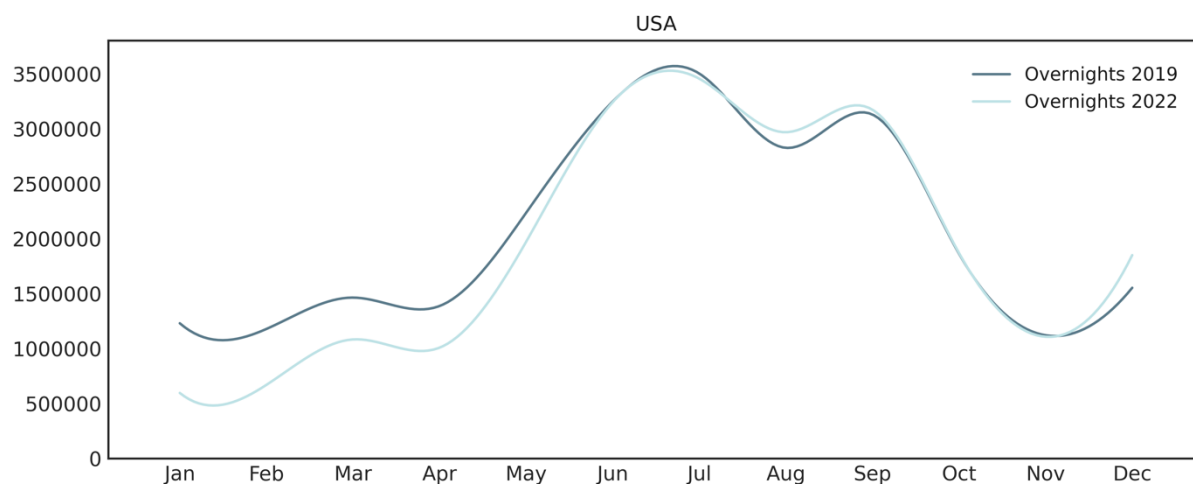
Top 50 destinations

	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
Zürich	0.251	0.303	0.476	0.121	0.446	13.1%	2	56.9%	2	-6.2%	12	
Luzern	0.147	0.195	0.266	0.043	0.219	19.3%	2	36.2%	5	-17.8%	16	
Genève	0.181	0.195	0.253	0.06	0.212	11.6%	2	29.9%	2	-16.1%	20	
Zermatt	0.068	0.08	0.144	0.038	0.165	9.5%	2	81.2%	9	14.2%	10	
Basel	0.104	0.121	0.142	0.03	0.117	10.1%	3	17.3%	22	-17.5%	16	
Lauterbrunnen	0.042	0.065	0.103	0.02	0.096	18.8%	2	58.0%	13	-7.5%	18	
Opfikon	0.049	0.054	0.074	0.02	0.063	9.9%	2	35.7%	3	-14.5%	15	
Bern	0.033	0.041	0.069	0.016	0.064	8.3%	3	68.3%	3	-7.4%	19	
Lausanne	0.046	0.042	0.067	0.019	0.056	6.7%	3	59.2%	9	-15.8%	14	
Interlaken	0.032	0.037	0.06	0.019	0.076	7.7%	6	64.1%	3	26.6%	14	
St. Moritz	0.034	0.033	0.054	0.014	0.05	7.1%	3	63.7%	9	-7.3%	23	
Grindelwald	0.018	0.027	0.044	0.011	0.06	6.6%	4	61.1%	9	37.0%	16	
Montreux	0.021	0.028	0.041	0.017	0.042	8.4%	2	45.8%	8	1.5%	10	
Lugano	0.024	0.027	0.038	0.011	0.041	7.5%	4	41.6%	10	5.9%	17	
Meyrin	0.031	0.033	0.03	0.006	0.048	7.2%	2	-9.4%	19	57.4%	5	
Kloten	0.027	0.03	0.027	0.009	0.045	10.0%	2	-9.7%	6	69.5%	19	
Engelberg	0.009	0.009	0.02	0.002	0.016	5.7%	6	136.1%	4	-20.2%	18	
Davos	0.013	0.017	0.02	0.004	0.01	2.2%	4	16.3%	10	-48.7%	25	
Le Grand-Saconnex	0.013	0.012	0.019	0.006	0.022	8.6%	4	55.6%	25	18.8%	7	
Rümlang	0.017	0.013	0.017	0.003	0.016	6.5%	3	30.1%	10	-4.6%	20	
Saanen	0.007	0.009	0.014	0.005	0.013	3.9%	5	49.4%	12	-9.0%	13	
Val de Bagnes	0.003	0.006	0.012	0.004	0.012	6.8%	4	95.0%	4	3.2%	14	
Paradiso	0.009	0.008	0.012	0.006	0.011	6.2%	4	44.9%	4	-7.1%	13	
Crans-Montana	0.009	0.01	0.012	0.001	0.004	5.1%	4	20.6%	12	-69.5%	33	
Saas-Fee	0.006	0.008	0.01	0.007	0.007	3.2%	4	37.1%	13	-29.4%	10	
Vernier	0.002	0.005	0.01	0.002	0.006	8.1%	3	90.4%	2	-38.4%	12	
Unterseen	0.006	0.007	0.01	0.002	0.013	7.0%	6	48.3%	14	30.4%	21	
Zug	0.008	0.01	0.009	0.004	0.008	8.3%	3	-7.6%	13	-12.1%	18	
Pratteln	0.004	0.006	0.009	0.003	0.006	8.5%	3	57.6%	7	-33.1%	12	
Orsières	0.001	0.004	0.009	0.002	0.008	17.1%	3	131.9%	12	-10.3%	10	
Kriens	0.004	0.003	0.009	0.002	0.014	8.5%	3	166.7%	11	59.2%	17	
Stansstad	0.001	0.001	0.008	0	0	6.9%	5	818.7%	15	-95.7%	24	
Winterthur	0.006	0.005	0.008	0.001	0.004	3.7%	3	53.5%	5	-50.6%	26	
Schaffhausen	0.006	0.007	0.008	0.002	0.005	7.3%	3	22.9%	6	-41.6%	20	
Chur	0.004	0.005	0.008	0.002	0.008	4.1%	4	66.7%	9	-2.2%	16	
Neuchâtel	0.007	0.006	0.008	0.002	0.005	6.1%	3	33.5%	9	-33.1%	19	
Vevey	0.006	0.006	0.007	0.001	0.005	7.2%	3	26.5%	6	-32.3%	18	
Lancy	0.004	0.006	0.007	0.001	0.004	5.3%	5	21.1%	8	-47.1%	17	
Pontresina	0.004	0.005	0.006	0.002	0.007	2.1%	5	40.4%	7	14.3%	10	
Solothurn	0.002	0.004	0.006	0.001	0.003	6.0%	3	75.3%	9	-51.7%	21	
St. Gallen	0.004	0.006	0.006	0.002	0.006	2.5%	3	5.9%	26	-1.4%	11	
Wilderswil	0.003	0.006	0.006	0.001	0.004	4.9%	6	-4.0%	23	-33.9%	24	
Kandersteg	0.003	0.003	0.006	0.001	0.005	5.6%	4	78.2%	15	-6.1%	24	
Ormont-Dessus	0.002	0.001	0.006	0	0.007	11.1%	2	996.6%	3	26.0%	3	
Weggis	0.003	0.004	0.005	0.002	0.006	2.4%	6	41.1%	17	15.5%	7	
Baden	0.004	0.007	0.005	0.001	0.004	4.6%	4	-19.7%	27	-25.8%	16	
Ascona	0.004	0.004	0.005	0.002	0.006	1.3%	4	32.1%	12	15.1%	7	
Adelboden	0.001	0.002	0.005	0.002	0.003	2.5%	6	231.5%	9	-34.9%	21	
Nyon	0.004	0.002	0.005	0.001	0.003	9.3%	4	108.5%	10	-32.0%	24	
Beatenberg	0.003	0.003	0.005	0.001	0.004	3.6%	5	78.7%	7	-25.4%	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)	1.009	1.158	1.681	0.434	1.668	7.4%	3	45.1%	4	-0.7%	15
winter (Nov-April)	0.497	0.581	0.794	0.177	0.632	4.7%	3	36.6%	6	-20.4%	18

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)	0.320	0.378	0.509	0.030	0.406	5.6%	3	34.5%	5	-20.1%	17
off-season II (Sept-Nov)	0.384	0.428	0.612	0.274	0.615	6.9%	3	43.0%	3	0.6%	15
summer core months (Jun-Aug)	0.570	0.663	0.958	0.206	0.967	7.4%	3	44.4%	4	0.9%	11
winter core months (Dez-Feb)	0.233	0.270	0.396	0.100	0.312	4.5%	4	46.8%	6	-21.3%	18

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	0.079	0.089	0.123	0.008	0.060	4.3%	4	37.7%	6	-51.5%	20
February	0.076	0.086	0.118	0.007	0.067	3.8%	5	37.6%	6	-43.2%	19
March	0.103	0.120	0.146	0.007	0.108	4.4%	4	22.3%	7	-26.0%	20
April	0.082	0.105	0.139	0.010	0.101	5.2%	3	32.5%	10	-27.3%	19
May	0.135	0.154	0.224	0.013	0.197	7.4%	3	45.3%	5	-11.8%	15
June	0.204	0.228	0.325	0.025	0.324	8.5%	3	42.2%	6	-0.2%	10
July	0.205	0.238	0.350	0.065	0.346	7.7%	3	47.1%	4	-1.3%	17
August	0.161	0.197	0.283	0.115	0.297	6.3%	3	43.8%	5	5.0%	14
September	0.190	0.208	0.313	0.127	0.317	8.4%	3	50.2%	2	1.4%	16
October	0.115	0.133	0.186	0.088	0.187	6.1%	4	40.3%	7	0.3%	15
November	0.079	0.086	0.112	0.060	0.111	5.4%	3	29.8%	5	-1.2%	17
December	0.078	0.095	0.155	0.085	0.185	5.4%	3	63.6%	5	19.1%	6

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

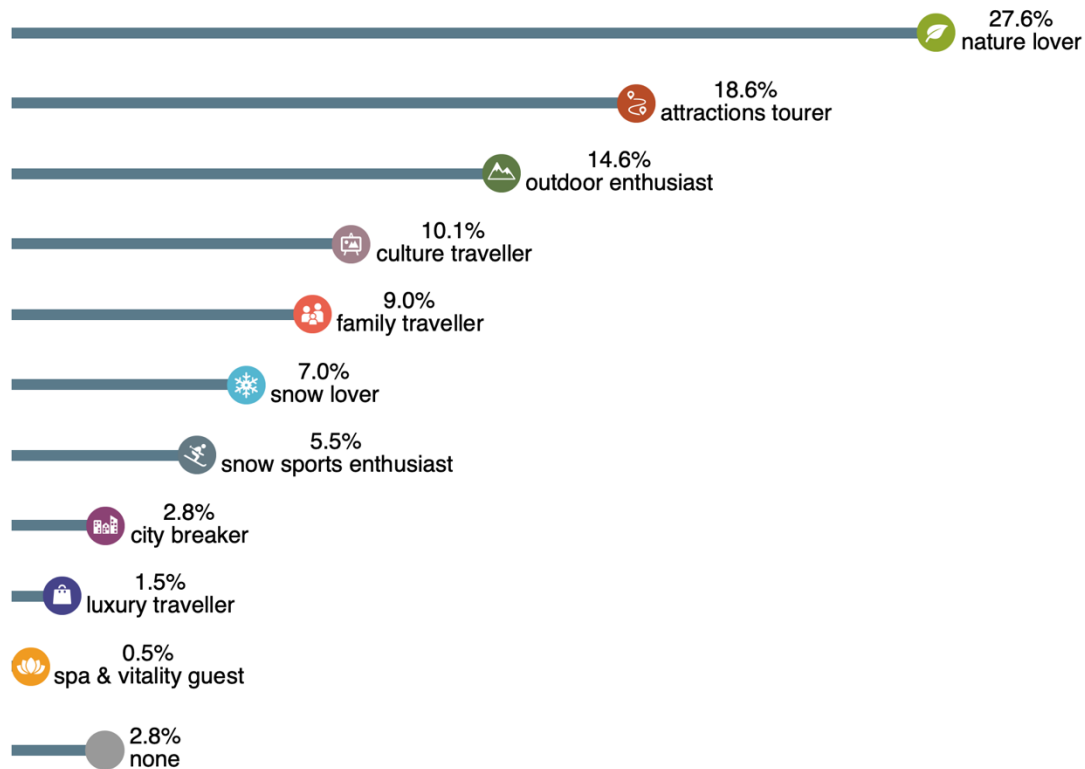
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-35 years 38.1%	hotel 54.0%	no 18.5%	airplane 75.0%
36-55 years 37.0%	suppl. acc. 46.0%	yes with 1 CH-Dest. 13.7%	train 13.2%
56+ 25.0%		yes with 2+ CH-Dest. 67.8%	other 11.8%

source: TMS 2017

Guest segments.

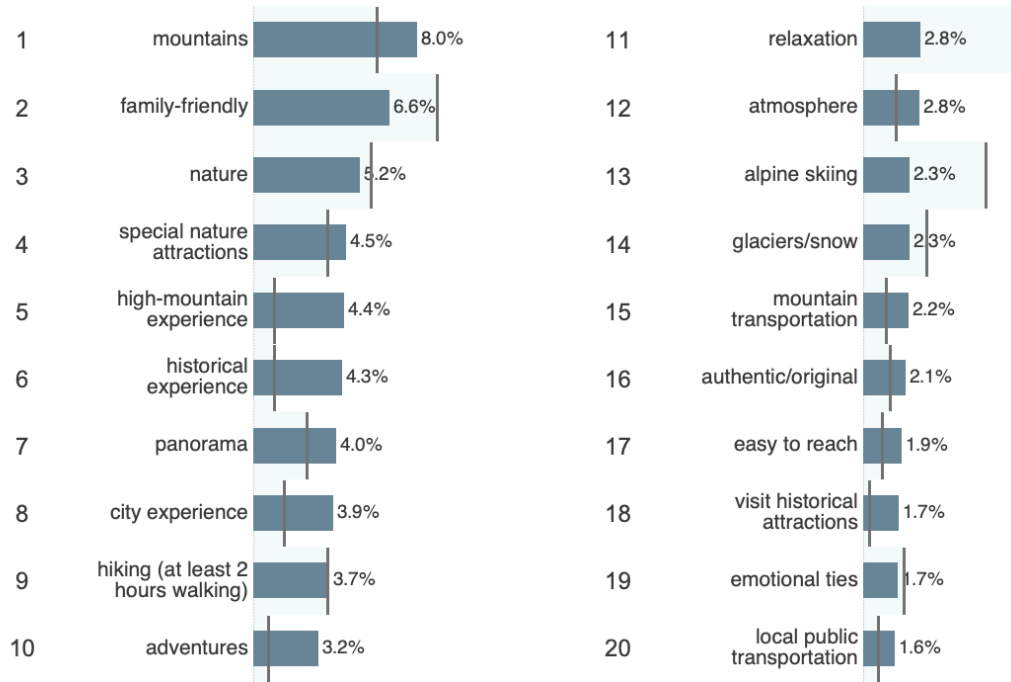
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

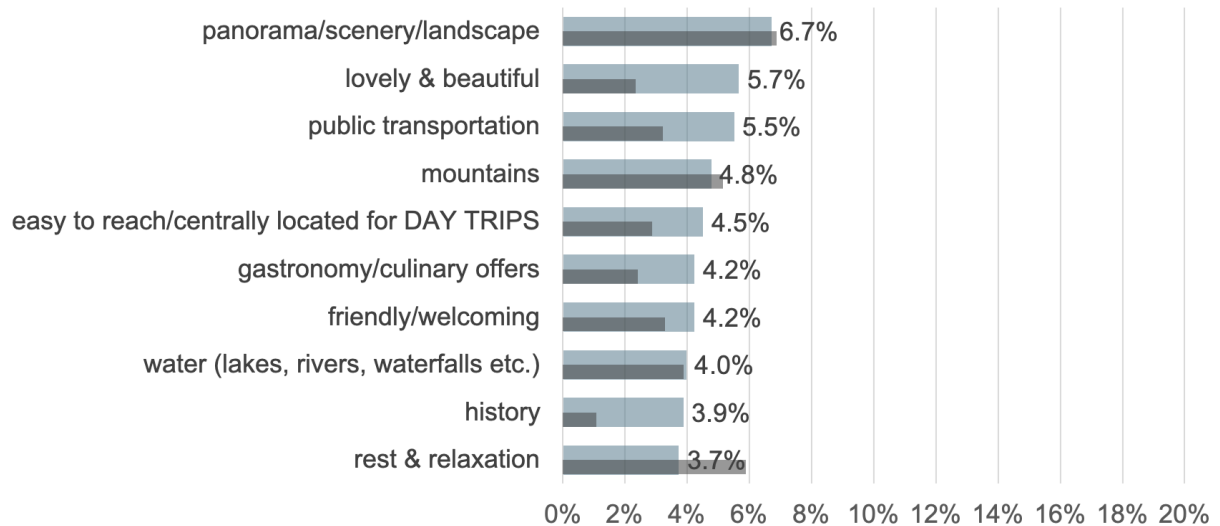


source: TMS 2017

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

Switzerland's tourism strengths.

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

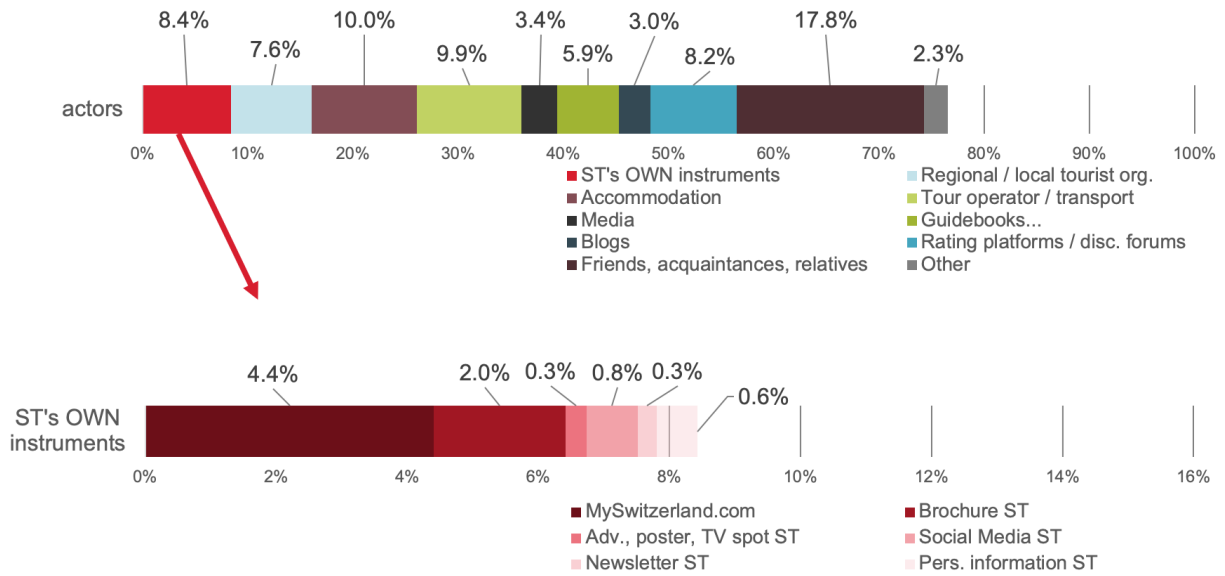


source: TMS 2017

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

External influence of tourists in their travel decisions.

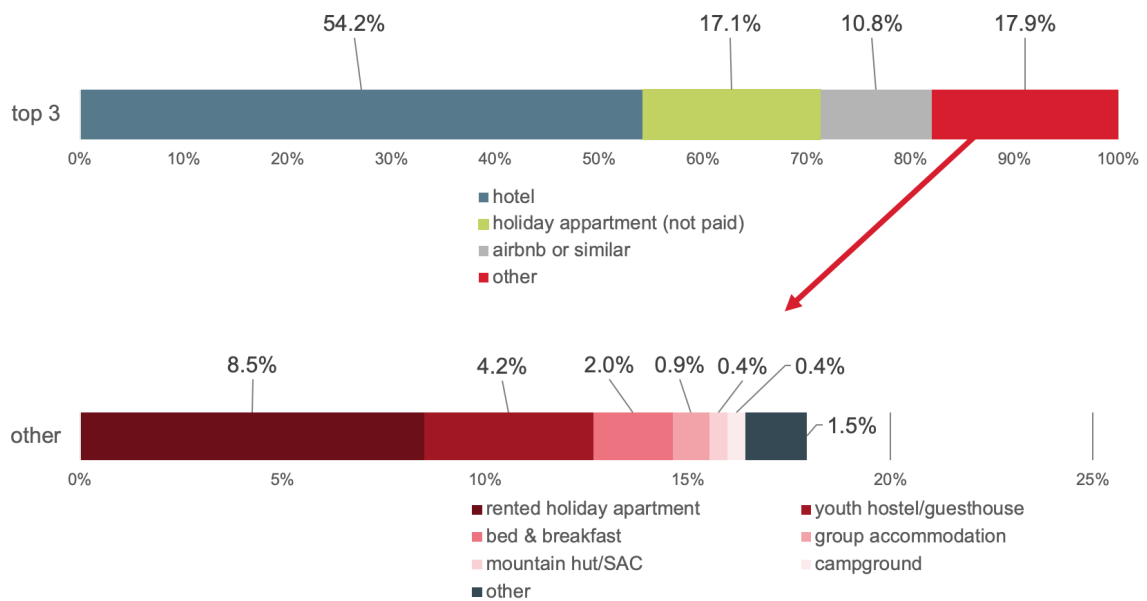
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **21.2%**.
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.	45.3%	20	2.144	17	58.9%	5

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)	1.724	5	46.6%	19	2.170	13	67.4%	2	
mid-sized destinations (11-50)	0.81	24	42.4%	20	2.047	16	48.2%	14	
small destinations (51-200)	0.486	29	44.5%	23	2.190	12	43.4%	7	
very small destinations (201-smallest)	0.271	25	43.4%	22	2.210	10	24.0%	6	

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	1.625	9	48.7%	24	2.045	11	64.7%	4	
mountain	0.654	25	35.8%	18	2.322	19	46.6%	8	
rural	0.233	29	45.9%	22	2.328	9	26.3%	14	
small cities	1.129	8	49.8%	16	2.153	8	64.8%	2	

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	1.066	16	47.6%	19	2.275	11	60.4%	5	
German speaking area	1.044	14	44.5%	16	2.106	19	58.7%	5	
Italian speaking area	0.497	20	47.4%	15	2.192	7	53.6%	4	
Rhaeto Romanic language zone	0.072	21	35.7%	9	2.144	15	22.7%	4	

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	1.576	9	47.8%	24	1.887	12	62.6%	4	
Bern Region	1.051	16	40.4%	18	2.285	18	43.7%	6	
Luzern / Vierwaldstättersee	1.417	9	48.2%	12	1.989	17	62.9%	3	
Genf	1.626	12	50.5%	24	2.237	12	63.0%	4	
Wallis	0.796	17	33.6%	24	2.290	18	53.1%	5	
Waadt	0.859	19	48.2%	19	2.515	7	65.7%	9	
Basel Region	1.449	7	50.3%	17	2.375	11	73.3%	2	
Graubünden	0.369	20	30.5%	17	2.471	20	56.4%	8	
Tessin	0.498	20	47.7%	16	2.135	8	56.1%	4	
Ostschweiz	0.285	21	48.3%	17	2.521	10	44.6%	11	
Aargau und Solothurn Region	0.364	23	46.6%	26	2.568	10	34.5%	8	
Jura & Drei-Seen-Land	0.406	21	52.9%	10	2.710	8	60.0%	8	
Fribourg Region	0.344	23	48.7%	14	1.972	11	32.7%	18	

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
Zürich	2.098	4	47.4%	23	2.010	10	67.0%	2
Luzern	3.079	7	50.2%	10	1.973	8	71.5%	2
Genève	1.853	12	50.9%	23	2.356	12	65.9%	4
Zermatt	1.523	11	36.5%	19	2.423	24	64.7%	7
Basel	1.612	4	50.1%	18	2.384	10	73.3%	1
Lauterbrunnen	3.009	3	38.7%	8	2.472	18	19.3%	21
Opfikon	1.584	9	48.2%	19	1.465	15	48.1%	29
Bern	1.328	11	49.0%	15	2.115	6	65.0%	3
Lausanne	1.076	15	47.0%	27	2.433	10	63.6%	13
Interlaken	1.227	13	41.5%	22	2.237	15	62.7%	6
St. Moritz	1.141	13	27.8%	19	2.232	24	63.4%	12
Grindelwald	1.059	15	36.8%	15	2.313	17	47.8%	8
Montreux	1.35	7	53.4%	12	2.473	2	89.0%	2
Lugano	1.201	10	47.4%	17	2.097	7	60.4%	8
Meyrin	1.149	12	49.7%	22	1.758	14	64.5%	23
Kloten	1.599	3	46.9%	24	1.318	27	81.6%	4
Engelberg	0.906	11	41.3%	12	2.074	19	20.6%	22
Davos	0.355	20	26.8%	20	3.529	13	66.5%	12
Le Grand-Saconnex	1.371	16	48.9%	17	1.965	10	61.9%	10
Rümlang	1.047	7	49.8%	12	1.202	26	21.9%	26
Saanen	0.621	16	23.5%	17	3.071	17	88.1%	4
Val de Bagnes	1.085	13	30.8%	18	3.052	22	64.0%	1
Paradiso	0.99	10	53.5%	6	1.888	7	78.3%	6
Crans-Montana	0.808	9	4.4%	33	3.088	16	28.4%	18
Saas-Fee	0.517	19	33.1%	22	5.961	5	44.7%	12
Vernier	1.294	17	44.6%	24	1.928	21	45.1%	8
Unterseen	1.111	14	48.1%	17	2.222	13	0.0%	0
Zug	1.326	18	52.9%	15	3.087	11	71.2%	7
Pratteln	1.36	7	51.3%	10	2.083	14	90.7%	7
Orsières	2.737	4	26.7%	11	1.046	18	0.0%	9
Kriens	1.356	11	43.8%	19	1.861	5	0.0%	0
Stansstad	1.098	9	42.0%	19	2.226	7	97.8%	8
Winterthur	0.597	16	52.1%	14	2.376	12	22.7%	16
Schaffhausen	1.173	7	48.7%	16	2.836	2	67.3%	5
Chur	0.652	17	52.1%	8	1.371	22	33.5%	9
Neuchâtel	0.972	10	54.4%	9	2.852	6	61.3%	7
Vevey	1.152	12	51.0%	20	2.606	11	78.9%	3
Lancy	0.841	14	51.5%	11	1.914	14	0.0%	17
Pontresina	0.332	17	33.0%	16	2.864	22	40.6%	19
Solothurn	0.955	7	52.8%	11	3.422	6	76.4%	3
St. Gallen	0.393	27	49.2%	20	2.398	8	60.2%	7
Wilderswil	0.787	20	47.9%	15	1.942	20	0.0%	0
Kandersteg	0.903	8	26.9%	18	1.897	18	24.9%	2
Ormont-Dessus	1.776	6	46.0%	9	4.583	4	94.0%	3
Weggis	0.384	24	38.7%	27	2.229	11	31.8%	12
Baden	0.728	25	52.1%	19	3.818	9	54.8%	7
Ascona	0.204	18	48.3%	9	2.887	16	57.0%	10
Adelboden	0.403	18	32.7%	17	2.324	18	83.1%	9
Nyon	1.493	13	53.5%	17	3.311	6	24.0%	21
Beatenberg	0.569	14	40.4%	16	2.430	13	67.7%	19

Source: FSO/hotel statistics

Example: In 2019, for tourists from USA who visited Zürich, the following further characteristics were noted:

- 2.1 times higher share of overnight stays than they had in the whole of Switzerland (=rank 4 out of a total of 33 markets): ON-share Zürich (13.12%) vs. ON-share whole Switzerland (6.25%), see tables before.
- the share of low season months (March-May, Sept-Nov) was 47.4% (=rank 23).
- the length of stay (overnight stays/arrivals in the hotel) was 2.01 nights (=rank 10).
- the share of 4- and 5-star hotels out of all hotel nights was 67.0% (=rank 2).

Summer, winter

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
summer (May-Oct)	1.187	6	2.074	14	57.0%	3
winter (Nov-April)	0.75	28	2.310	18	62.8%	4

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)	0.9	28	2.165	17	59.4%	5
off-season II (Sept-Nov)	1.105	6	2.093	13	59.2%	3
summer core months (Jun-Aug)	1.19	6	2.066	14	56.4%	3
winter core months (Dez-Feb)	0.72	28	2.423	17	63.9%	4

Months

	affinity		length of stay		****/***** ON share	
	2019	rank 2019	2019	rank 2019	2019	rank 2019
January	0.694	26	2.510	13	63.2%	5
February	0.605	27	2.548	13	62.8%	5
March	0.698	26	2.320	17	60.9%	4
April	0.829	31	2.130	14	60.8%	4
May	1.189	8	2.095	10	57.5%	4
June	1.367	4	2.093	10	55.6%	3
July	1.226	8	2.073	15	56.6%	5
August	1.003	16	2.029	17	56.9%	4
September	1.351	3	2.053	17	57.4%	3
October	0.974	11	2.120	12	59.2%	3
November	0.86	22	2.166	11	64.2%	4
December	0.871	22	2.276	19	65.2%	4

Source: FSO/hotel statistics

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