

Research Report United Kingdom.

Tourism goals: summary

Market size & growth: In 2019, the UK market recorded 1.641 million overnights¹⁾ in Switzerland and 1.365 million overnights in 2022. With a market share of 4.15%, UK was the 5th highest ranked source market (out of a total of 33 ST markets) in 2019. The growth rate for overnights was 0.1% between 2015 and 2019. Between 2019 and 2022, the development was -16.8%. The corresponding growth ranking was 29 and 23 respectively.

Economic value: UK ranks 16th with a daily expenditure value of CHF 210 (TMS 2017) and ranks 11th with a 49.9% share of ****/**** nights in 2019.

First time visitors & length of stay: With a 29.8% figure for first-time visitors, UK ranks 23rd (TMS 2017). With a length of stay of 2.29 overnights it ranks 10th.

Balance: In 2019, the 50 largest Swiss destinations accounted for 76.7% of overnights from UK, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 17.1% (=rank 17) and 6.2% (=rank 20) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 23.1% (=rank 17) and 19.6% (=rank 24), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

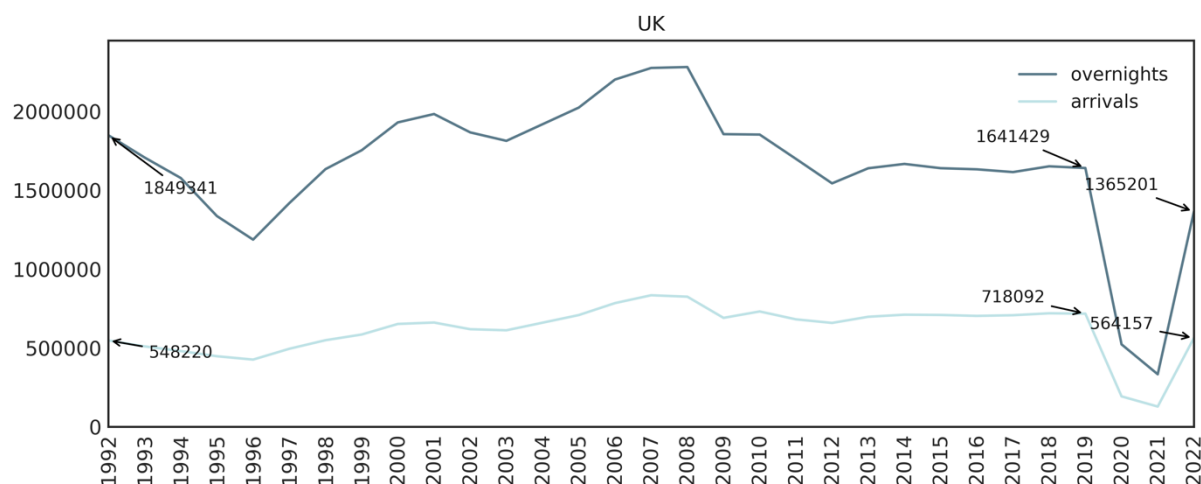
		value	rank
1. market size & growth	2019	1.641 M.	5
	2022	1.365 M.	4
	2015-19	0.1%	29
	2019-22	-16.8%	23
2. economic value	daily expenditures 2017 (TMS)	210	16
	share ****/****-nights 2019	49.9%	11
3. first time visitors	share 2017 (TMS)	29.8%	23
4. length of stay	2019	2.29	10
5. balance	share off-season "March-May" of total year 2019	23.1%	17
	share off-season "Sept-Nov" of total year 2019	19.6%	24
	share small destinations (51 st -200 th largest) 2019	17.1%	17
	share very small destinations (201 st +) 2019	6.2%	20

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2019, guests from UK typically preferred the regions of: Genf, Basel Region and Wallis. Moreover, these guests were most overrepresented in the five destinations of: Val de Bagnes, Hergiswil (NW), Nyon, Lauterbrunnen and Matten bei Interlaken.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2015	2019	2021	2022	rank 2019
...all markets	5.1%	4.6%	4.1%	1.1%	3.6%	5
...markets abroad	9.1%	8.4%	7.6%	3.9%	7.9%	4
...nearby markets (Europe, excl. CH)	12.2%	13.9%	13.4%	4.9%	12.3%	2

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	1.854	1.640	1.641	0.334	1.365	5	0.1%	29	-16.8%	23
length of stay (overnights/arrivals)	2.532	2.311	2.286	2.587	2.420	11	-1.9%	10	10.4%	10
density (overnights/1'000 inhabitants)	29.502	25.169	24.562	4.955	20.191	9	-2.4%	29	-17.8%	23
GDP per capita in USD	39'676	45'049	42'775	46'498	45'071	16	-5.0%	33	5.4%	20
population in millions	62.827	65.179	66.828	67.375	67.616	12	2.5%	17	1.2%	16

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
England	88.4%	85.2%
Scotland	8.2%	7.7%
Wales	2.4%	4.4%
Nothern Ireland	0.5%	2.7%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	2015-19	2019-22	2019-22
							2019				
total	1.854	1.640	1.641	0.334	1.365	4.1%	5	0.1%	29	-16.8%	23

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	2015-19	2019-22	rank
							2019				
large destinations (top 10)	0.811	0.773	0.793	0.170	0.645	5.5%	5	2.7%	29	-18.6%	25
mid-sized destinations (11-50)	0.628	0.522	0.494	0.094	0.477	4.4%	4	-5.4%	29	-3.5%	14
small destinations (51-200)	0.304	0.252	0.265	0.047	0.171	3.0%	6	5.3%	23	-35.3%	25
very small destinations (201-smallest)	0.111	0.094	0.089	0.022	0.072	1.7%	5	-5.3%	19	-19.6%	23

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	2015-19	2019-22	rank
							2019				
big cities	0.635	0.686	0.683	0.156	0.543	5.7%	4	-0.4%	29	-20.5%	27
mountain	0.932	0.697	0.699	0.123	0.636	4.1%	4	0.3%	27	-9.0%	19
rural	0.046	0.041	0.047	0.011	0.028	1.4%	9	16.1%	10	-40.4%	24
small cities	0.240	0.217	0.212	0.044	0.158	2.9%	7	-2.3%	28	-25.7%	22

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	2015-19	2019-22	rank
							2019				
French speaking area	0.485	0.462	0.484	0.104	0.389	5.9%	4	4.6%	26	-19.5%	17
German speaking area	1.314	1.139	1.118	0.219	0.944	4.0%	5	-1.9%	30	-15.5%	24
Italian speaking area	0.044	0.036	0.037	0.009	0.030	1.5%	7	2.2%	23	-20.4%	23
Rhaeto Romanic language zone	0.010	0.003	0.003	0.001	0.002	0.5%	6	6.4%	11	-28.6%	26

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	2015-19	2019-22	rank
							2019				
Zürich Region	0.295	0.313	0.301	0.074	0.227	4.6%	5	-3.9%	27	-24.5%	27
Bern Region	0.359	0.274	0.267	0.041	0.234	4.9%	5	-2.5%	31	-12.5%	24
Genf	0.237	0.258	0.254	0.061	0.219	7.9%	4	-1.6%	28	-14.1%	19
Wallis	0.293	0.232	0.221	0.045	0.210	5.2%	3	-4.6%	30	-4.8%	14
Graubünden	0.176	0.145	0.160	0.028	0.148	3.1%	3	10.8%	23	-7.8%	16
Waadt	0.160	0.114	0.137	0.024	0.086	4.6%	5	20.2%	14	-37.6%	21
Luzern / Vierwaldstättersee	0.146	0.106	0.112	0.022	0.106	2.9%	6	5.1%	21	-4.9%	15
Basel Region	0.085	0.103	0.096	0.017	0.070	5.6%	4	-6.8%	29	-26.7%	21
Tessin	0.043	0.036	0.036	0.009	0.028	1.6%	6	0.6%	24	-22.4%	23
Ostschweiz	0.028	0.025	0.022	0.006	0.017	1.1%	6	-13.9%	25	-20.7%	18
Aargau und Solothurn Region	0.015	0.016	0.018	0.005	0.011	1.6%	10	10.7%	14	-38.2%	27
Fribourg Region	0.006	0.008	0.009	0.001	0.004	1.8%	6	10.4%	13	-58.3%	26
Jura & Drei-Seen-Land	0.010	0.010	0.009	0.002	0.006	1.5%	7	-12.9%	28	-34.8%	20

Source: FSO/hotel statistics

Example: Tourists from UK generate the most overnight stays in Zürich Region of any Swiss region, namely 0.301 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, 4.6% of their total tourism volume comes from UK, making this source market the 5th most important market for this region (out of 33 ST markets overall). With a -3.9% development in overnight stays between 2015 and 2019, UK ranks 27th. In other words, in reference to the development of overnight stays, 26 other source markets had a stronger performance and 6 had a weaker performance.

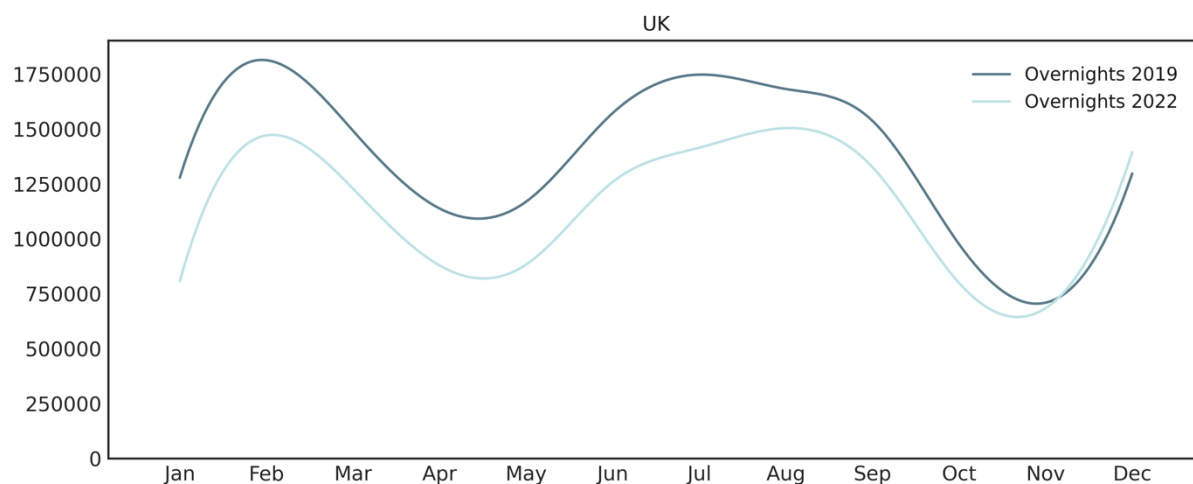
Top 50 destinations

	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	0.184	0.201	0.206	0.048	0.154	5.7%	4	2.3%	26	-25.0%	25	
Genève	0.167	0.181	0.179	0.046	0.146	8.2%	4	-1.1%	27	-18.4%	22	
Zermatt	0.128	0.102	0.097	0.018	0.097	6.4%	5	-4.6%	32	0.3%	18	
Basel	0.079	0.095	0.089	0.016	0.067	6.3%	4	-6.7%	31	-25.0%	22	
Lauterbrunnen	0.102	0.082	0.073	0.008	0.065	13.2%	3	-11.0%	29	-11.1%	20	
Lausanne	0.044	0.033	0.051	0.009	0.03	5.2%	4	56.2%	11	-41.4%	24	
Grindelwald	0.049	0.042	0.043	0.007	0.054	6.6%	5	4.5%	27	23.5%	20	
Luzern	0.058	0.046	0.043	0.007	0.044	3.1%	7	-6.7%	30	2.2%	11	
Val de Bagnes	0.033	0.04	0.041	0.008	0.04	23.7%	2	4.1%	22	-3.7%	16	
St. Moritz	0.038	0.034	0.04	0.011	0.044	5.3%	5	18.2%	18	8.9%	16	
Interlaken	0.065	0.032	0.034	0.005	0.026	4.3%	9	5.6%	21	-22.8%	25	
Meyrin	0.038	0.039	0.03	0.005	0.037	7.1%	3	-24.7%	24	25.3%	10	
Davos	0.029	0.025	0.03	0.003	0.017	3.2%	3	15.9%	11	-43.9%	22	
Bern	0.019	0.024	0.025	0.006	0.021	3.0%	5	7.0%	23	-16.2%	24	
Opfikon	0.032	0.037	0.024	0.006	0.022	3.2%	7	-34.4%	30	-7.8%	12	
Montreux	0.027	0.024	0.024	0.004	0.021	4.9%	6	1.8%	26	-11.4%	18	
Saas-Fee	0.056	0.026	0.022	0.006	0.015	6.9%	3	-14.3%	26	-34.2%	14	
Le Grand-Saconnex	0.013	0.012	0.018	0.004	0.017	8.1%	5	52.5%	27	-6.0%	13	
Saanen	0.014	0.015	0.017	0.006	0.015	4.7%	4	13.9%	23	-9.0%	12	
Klosters-Serneus	0.023	0.017	0.016	0.002	0.017	11.2%	3	-5.2%	20	10.4%	7	
Arosa	0.019	0.015	0.015	0.002	0.013	3.8%	3	-4.3%	21	-11.0%	18	
Lugano	0.018	0.015	0.014	0.003	0.012	2.8%	7	-6.8%	28	-17.1%	21	
Vernier	0.006	0.011	0.013	0.001	0.007	10.3%	2	16.1%	12	-46.1%	19	
Chur	0.017	0.012	0.012	0.001	0.012	6.1%	3	2.6%	29	0.8%	15	
Kandersteg	0.016	0.013	0.01	0.001	0.009	10.2%	2	-21.1%	27	-15.2%	27	
Engelberg	0.024	0.012	0.01	0.001	0.016	2.9%	7	-10.3%	22	59.4%	4	
Leysin	0.009	0.008	0.01	0	0.001	4.5%	4	25.5%	6	-93.4%	29	
Wilderswil	0.012	0.01	0.009	0.001	0.006	7.7%	5	-3.2%	22	-34.9%	25	
Kloten	0.016	0.013	0.009	0.003	0.014	3.5%	4	-29.5%	13	49.5%	24	
Laax	0.007	0.006	0.009	0.002	0.01	4.8%	5	65.6%	14	5.3%	12	
Zug	0.015	0.013	0.009	0.004	0.008	8.1%	4	-28.9%	25	-10.6%	15	
Adelboden	0.008	0.007	0.009	0.001	0.005	4.2%	4	24.2%	20	-42.3%	23	
Brig-Glis	0.015	0.009	0.008	0.001	0.01	5.1%	4	-13.2%	26	19.6%	10	
Films	0.012	0.01	0.008	0.001	0.007	4.1%	3	-16.8%	27	-18.3%	23	
Matten bei Interlaken	0.007	0.005	0.008	0.001	0.003	11.2%	2	68.0%	15	-61.3%	28	
Unterseen	0.014	0.01	0.008	0.001	0.008	5.6%	7	-16.5%	30	-3.9%	25	
Lancy	0.009	0.01	0.008	0.001	0.004	5.8%	4	-22.3%	24	-51.9%	22	
Andermatt	0.004	0.005	0.008	0.004	0.011	4.9%	3	49.6%	24	45.8%	14	
Nyon	0.005	0.005	0.008	0.002	0.004	14.1%	2	56.8%	17	-44.8%	28	
Crans-Montana	0.007	0.007	0.007	0.002	0.007	3.2%	6	0.0%	18	-4.3%	21	
Rümlang	0.009	0.007	0.007	0.002	0.005	2.7%	4	3.2%	17	-26.3%	28	
Vevey	0.013	0.008	0.007	0.001	0.004	6.6%	4	-19.2%	25	-43.3%	21	
Pontresina	0.004	0.006	0.007	0.001	0.005	2.2%	4	19.7%	14	-28.5%	22	
Ollon	0.024	0.007	0.006	0.001	0.007	7.5%	3	-11.2%	13	12.0%	14	
Weggis	0.012	0.006	0.006	0.003	0.007	2.7%	4	-7.3%	28	11.9%	8	
Wetzikon (ZH)	0	0.004	0.006	0.001	0.001	14.3%	2	53.5%	9	-86.8%	31	
Fribourg	0.003	0.005	0.006	0.001	0.001	4.6%	4	11.1%	14	-78.1%	23	
Orsières	0.004	0.004	0.005	0.001	0.004	9.6%	4	15.1%	24	-11.9%	12	
Hergiswil (NW)	0.007	0.006	0.005	0	0.003	15.5%	3	-15.1%	25	-30.2%	25	
Stansstad	0.001	0.001	0.005	0	0	3.8%	6	505.9%	21	-91.9%	21	

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	2019	rank	2015-19	rank	2019-22	rank
summer (May-Oct)	0.954	0.854	0.869	0.202	0.719	3.8%	5	1.7%	30	-17.2%	27
winter (Nov-April)	0.900	0.787	0.773	0.132	0.646	4.6%	4	-1.8%	27	-16.4%	13

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
off-season I (March-May)	0.436	0.362	0.380	0.027	0.299	4.2%	5	5.1%	24	-21.3%	19
off-season II (Sept-Nov)	0.341	0.319	0.322	0.146	0.281	3.6%	5	1.0%	28	-12.8%	26
summer core months (Jun-Aug)	0.574	0.507	0.500	0.087	0.418	3.9%	5	-1.3%	30	-16.5%	25
winter core months (Dez-Feb)	0.503	0.453	0.439	0.074	0.367	5.0%	3	-3.1%	24	-16.3%	15

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2021	2022	2019	rank	2015-19	rank	2019-22	rank
January	0.157	0.135	0.128	0.009	0.081	4.5%	3	-5.0%	24	-36.9%	13
February	0.216	0.183	0.181	0.008	0.147	5.8%	3	-1.1%	22	-18.9%	10
March	0.194	0.153	0.149	0.009	0.123	4.5%	3	-2.4%	27	-17.7%	9
April	0.130	0.104	0.114	0.009	0.088	4.3%	5	9.2%	25	-22.8%	16
May	0.112	0.105	0.117	0.010	0.088	3.9%	6	11.8%	19	-24.5%	24
June	0.180	0.159	0.157	0.011	0.126	4.1%	5	-1.2%	30	-19.9%	21
July	0.202	0.178	0.175	0.024	0.141	3.8%	5	-2.1%	30	-19.0%	26
August	0.193	0.169	0.168	0.053	0.150	3.7%	6	-0.6%	30	-10.6%	23
September	0.175	0.151	0.154	0.055	0.133	4.1%	5	1.7%	28	-13.7%	25
October	0.093	0.091	0.098	0.049	0.080	3.2%	5	7.2%	24	-18.1%	26
November	0.072	0.077	0.071	0.041	0.068	3.4%	6	-7.8%	30	-3.5%	19
December	0.130	0.135	0.130	0.057	0.139	4.6%	4	-3.9%	32	7.5%	14

Source: FSO/hotel statistics

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

Structural facts of leisure travelers.

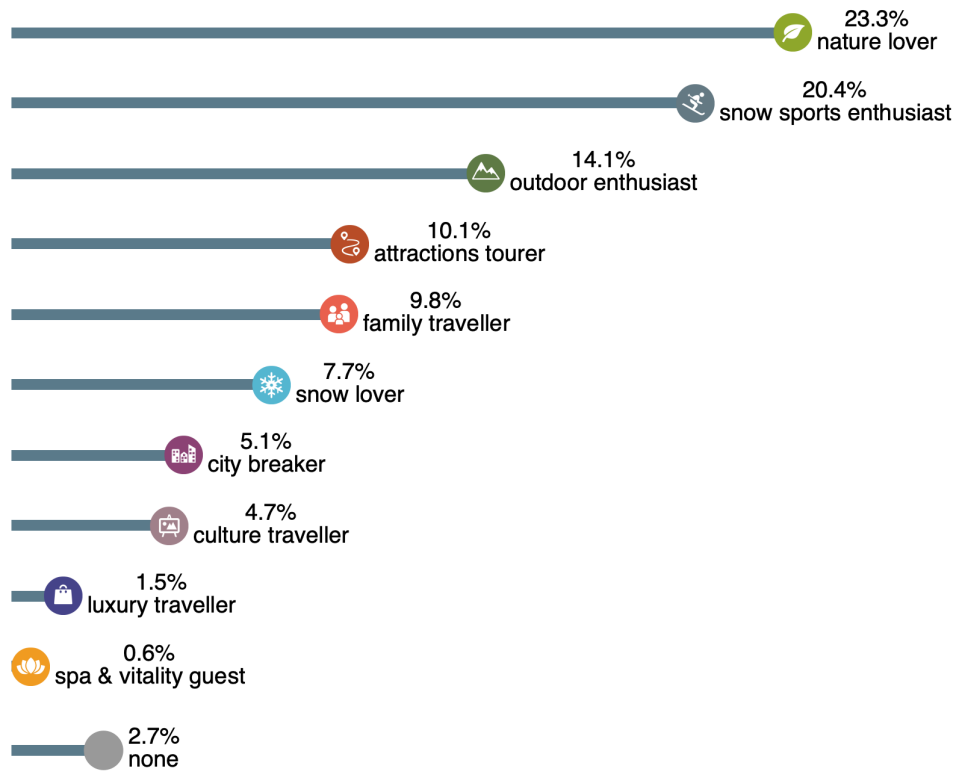
(leisure tourists in Swiss hotels & supplementary accommodations)

age	accommodation	touring	through CH border
16-34 years 30.2%	hotel 46.1%	no 54.1%	plane 77.9%
35-54 years 42.9%	suppl. acc. 53.9%	yes with 1 CH-Dest. 5.6%	train 6.1%
55+ years 26.9%		yes with 2+ CH-Dest. 40.3%	other 16.0%

source: TMS 2017

Guest segments.

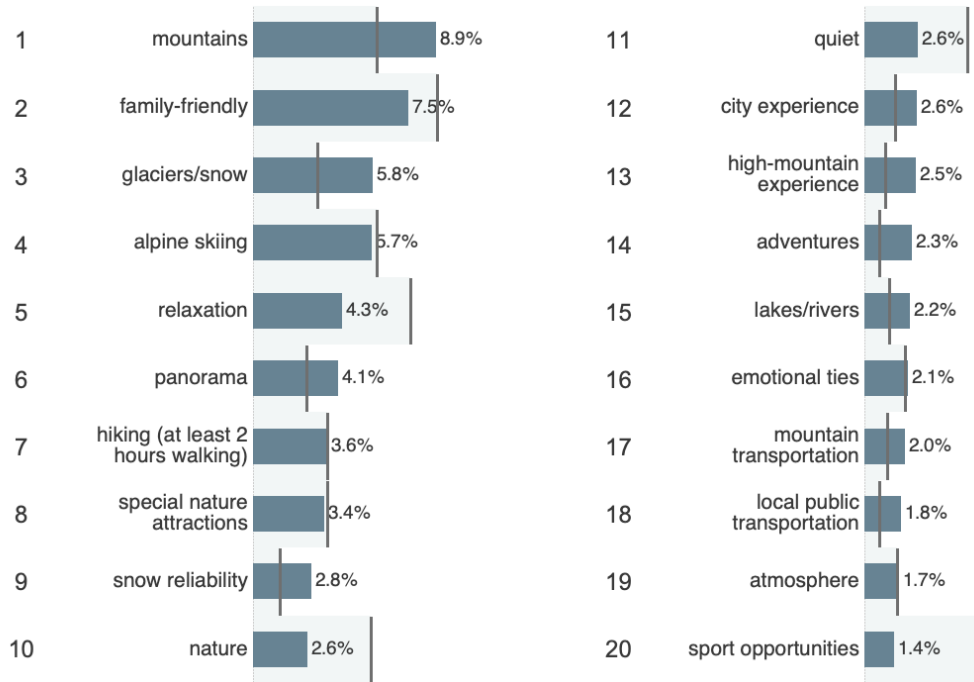
(leisure tourists in Swiss hotels & supplementary accommodations, single choice)



source: TMS 2017

Main travel reasons for Switzerland travelers.

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

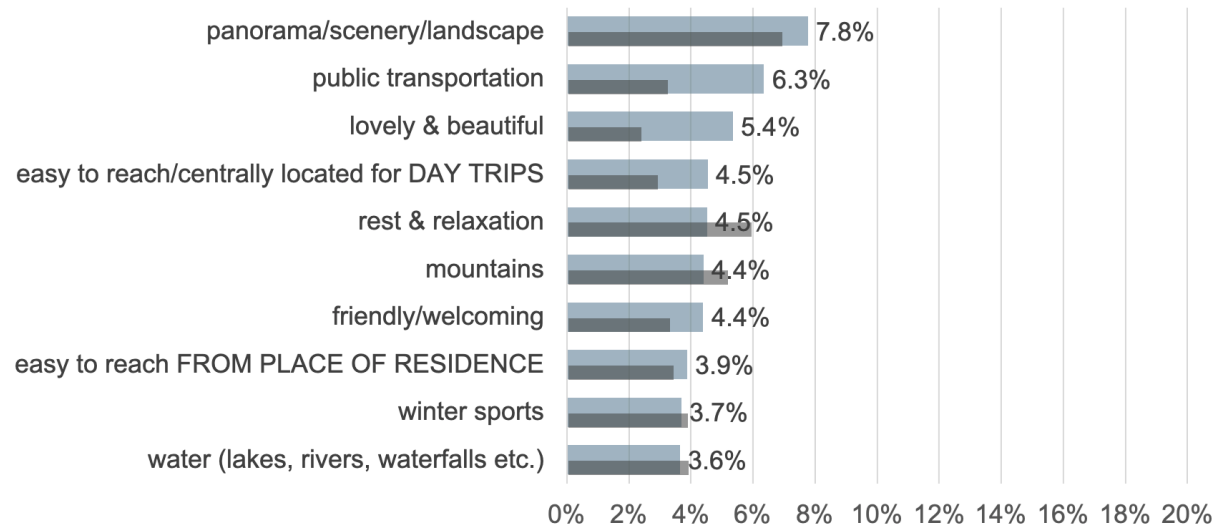


source: TMS 2017

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

Switzerland's tourism strengths.

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

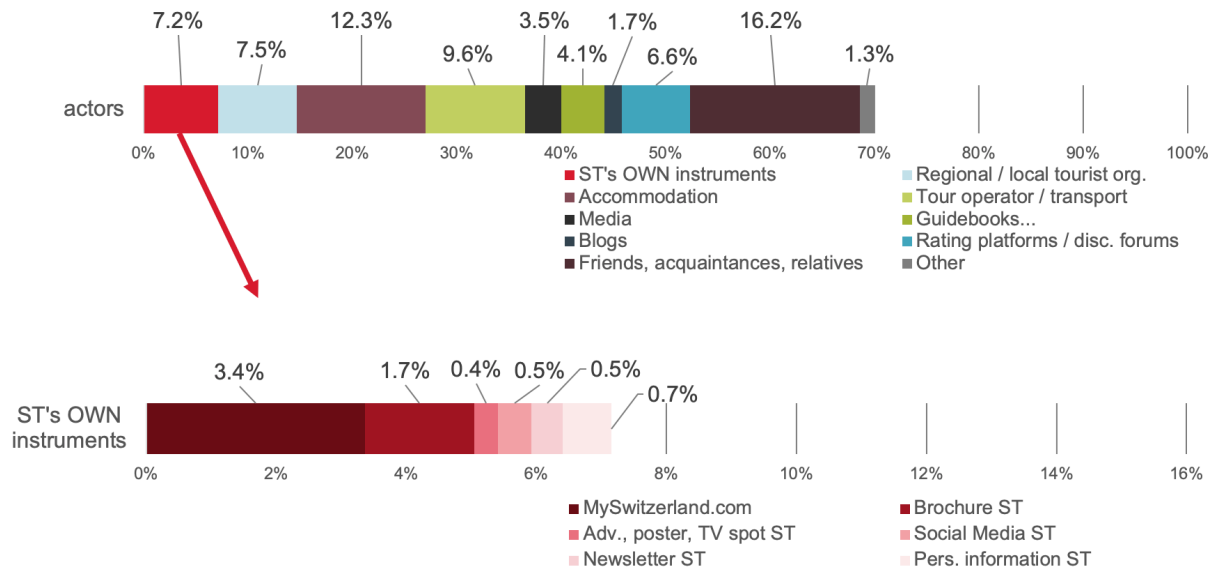


source: TMS 2017

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

External influence of tourists in their travel decisions.

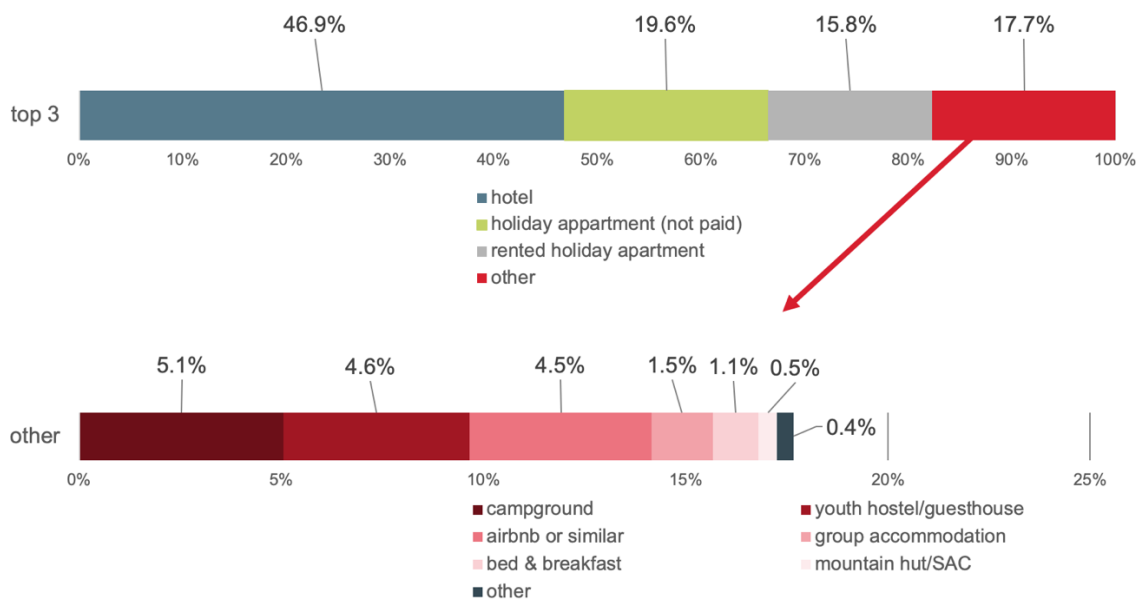
(leisure tourists in Swiss hotels & supplementary accommodations | degree of influence by sources of information)



The *total* ST influence (including ST contributions to instruments like media, tour operator...) is **18.2%**.
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.	42.8%	24	2.286	10	49.9%	11

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)	1.329	18	46.0%	22	2.158	15	57.0%	8	
mid-sized destinations (11-50)	1.064	7	37.0%	25	2.731	6	50.7%	10	
small destinations (51-200)	0.72	17	43.7%	24	2.094	16	38.4%	13	
very small destinations (201-smallest)	0.42	19	44.0%	20	2.072	17	17.1%	17	

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	1.367	16	49.9%	20	1.842	20	55.3%	11	
mountain	0.996	10	33.9%	21	3.198	5	44.9%	11	
rural	0.337	22	46.0%	21	1.927	22	34.2%	10	
small cities	0.708	30	48.5%	21	2.036	13	52.7%	12	

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	1.414	8	47.7%	18	2.045	23	49.4%	14	
German speaking area	0.953	25	40.7%	26	2.410	7	50.2%	11	
Italian speaking area	0.368	25	44.2%	22	2.231	5	50.5%	9	
Rhaeto Romanic language zone	0.125	17	28.8%	17	2.538	9	11.5%	12	

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	1.11	22	49.2%	20	1.790	16	56.0%	9	
Bern Region	1.191	8	34.4%	28	2.961	3	40.3%	12	
Genf	1.915	11	51.5%	20	1.839	27	53.5%	9	
Wallis	1.249	7	35.7%	21	3.263	7	45.9%	9	
Graubünden	0.735	16	29.8%	20	3.590	6	53.5%	10	
Waadt	1.117	9	48.8%	15	2.224	15	52.3%	19	
Luzern / Vierwaldstättersee	0.689	24	41.8%	27	2.074	10	46.4%	9	
Basel Region	1.352	11	49.7%	19	1.943	21	54.6%	9	
Tessin	0.377	25	44.6%	21	2.232	5	51.9%	9	
Ostschweiz	0.274	23	43.5%	27	2.120	16	44.8%	10	
Aargau und Solothurn Region	0.396	22	52.1%	15	2.131	18	34.7%	7	
Fribourg Region	0.444	21	47.4%	15	1.604	25	60.5%	4	
Jura & Drei-Seen-Land	0.371	24	51.7%	13	2.158	20	47.2%	13	

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	1.366	17	49.6%	19	1.826	17	57.0%	8
Genève	1.976	11	52.8%	18	1.926	28	55.7%	8
Zermatt	1.544	8	36.1%	21	3.858	5	65.1%	6
Basel	1.522	7	49.3%	21	1.955	22	55.8%	7
Lauterbrunnen	3.188	2	27.8%	22	4.589	3	42.2%	2
Lausanne	1.245	11	49.2%	22	2.122	21	61.4%	18
Grindelwald	1.591	9	33.7%	23	3.305	4	44.4%	14
Luzern	0.748	18	44.1%	27	2.018	5	49.0%	12
Val de Bagnes	5.709	2	36.8%	9	3.550	12	40.2%	16
St. Moritz	1.283	11	23.9%	25	3.211	11	65.6%	9
Interlaken	1.043	14	41.0%	24	2.515	6	47.6%	14
Meyrin	1.7	4	49.1%	23	1.554	26	69.2%	19
Davos	0.777	12	32.5%	13	4.325	3	51.5%	25
Bern	0.733	30	47.6%	20	1.890	17	47.9%	17
Opfikon	0.782	24	44.7%	26	1.491	10	59.5%	17
Montreux	1.182	12	53.0%	13	2.178	8	80.2%	9
Saas-Fee	1.662	5	42.5%	13	5.435	7	47.1%	10
Le Grand-Saconnex	1.954	8	49.6%	15	1.522	29	60.9%	12
Saanen	1.125	7	18.1%	22	3.308	12	80.2%	13
Klosters-Serneus	2.688	1	30.6%	6	4.521	6	69.9%	8
Arosa	0.915	6	25.6%	14	5.435	6	69.8%	12
Lugano	0.667	28	48.6%	15	2.194	4	57.8%	9
Vernier	2.476	4	40.0%	31	1.835	25	25.1%	26
Chur	1.472	8	45.8%	13	1.801	5	47.2%	4
Kandersteg	2.464	3	30.4%	14	3.842	2	7.9%	12
Engelberg	0.694	17	42.2%	11	2.352	14	22.1%	19
Leysin	1.073	4	42.7%	11	3.316	4	0.0%	17
Wilderswil	1.861	6	44.9%	20	3.283	2	0.0%	0
Kloten	0.843	15	47.5%	23	1.297	28	81.8%	2
Laax	1.164	11	39.5%	10	5.099	10	18.2%	12
Zug	1.954	8	52.7%	16	2.126	24	67.2%	12
Adelboden	1.002	11	20.6%	26	3.650	8	57.1%	20
Brig-Glis	1.241	6	48.1%	9	2.698	5	29.8%	2
Films	0.986	8	28.9%	17	4.480	3	54.7%	13
Matten bei Interlaken	2.702	2	44.9%	10	1.736	27	0.0%	0
Unterseen	1.346	12	43.9%	26	2.889	2	0.0%	0
Lancy	1.392	8	52.0%	10	1.941	11	0.0%	17
Andermatt	1.192	7	29.4%	19	2.751	5	66.5%	19
Nyon	3.388	1	52.6%	20	2.343	21	27.7%	15
Crans-Montana	0.769	10	21.8%	18	3.840	11	36.9%	13
Rümlang	0.648	20	39.9%	30	1.475	6	32.3%	12
Vevey	1.601	6	52.3%	15	2.067	16	72.9%	6
Pontresina	0.534	10	18.3%	30	4.660	4	44.3%	13
Ollon	1.804	8	33.0%	16	3.313	7	69.6%	20
Weggis	0.656	16	33.7%	31	2.880	1	47.3%	6
Wetzikon (ZH)	3.457	1	57.2%	15	1.646	30	98.4%	10
Fribourg	1.118	9	51.1%	15	1.497	30	88.3%	9
Orsières	2.309	6	23.4%	13	1.073	14	0.0%	9
Hergiswil (NW)	3.724	1	39.1%	18	4.324	1	96.9%	5
Stansstad	0.92	12	43.5%	17	1.965	19	93.1%	15

Source: FSO/hotel statistics

- Example: In 2019, for tourists from UK who visited Zürich, the following further characteristics were noted:
- 1.37 times higher share of overnight stays than they had in the whole of Switzerland (=rank 17 out of a total of 33 markets): ON-share Zürich (5.67%) vs. ON-share whole Switzerland (4.15%), see tables before.
 - the share of low season months (March-May, Sept-Nov) was 49.6% (=rank 19).
 - the length of stay (overnight stays/arrivals in the hotel) was 1.83 nights (=rank 17).
 - the share of 4- and 5-star hotels out of all hotel nights was 57.0% (=rank 8).

Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2019	2019	2019	2019	2019	2019
summer (May-Oct)	0.924	20	2.137	12	47.2%	11
winter (Nov-April)	1.101	14	2.480	9	53.0%	9

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)	1.013	17	2.238	11	50.6%	9
off-season II (Sept-Nov)	0.878	24	2.057	16	49.6%	11
summer core months (Jun-Aug)	0.937	19	2.194	10	46.3%	11
winter core months (Dez-Feb)	1.202	6	2.683	8	53.6%	10

Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2019	2019	2019	2019	2019	2019
January	1.086	9	2.636	9	51.2%	13
February	1.404	6	2.911	6	54.7%	10
March	1.073	13	2.454	10	52.6%	10
April	1.025	20	2.261	8	50.2%	11
May	0.937	20	1.993	15	48.6%	11
June	0.997	12	2.187	8	47.1%	11
July	0.922	18	2.172	10	45.7%	13
August	0.9	18	2.225	10	46.3%	11
September	1	9	2.163	11	47.6%	11
October	0.769	30	2.006	20	49.3%	10
November	0.82	25	1.920	20	54.3%	9
December	1.097	14	2.455	12	54.5%	8

Source: FSO/hotel statistics

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