Switzerland Tourism.

Please choose your factsheet:

Tourism at a glace (overview).

ST Segments.

- Attraction Tourer
- City Breaker
- Culture Traveler
- Family
- Luxury Traveler
- Nature Lover
- Outdoor Enthusiast
- Snow Lover
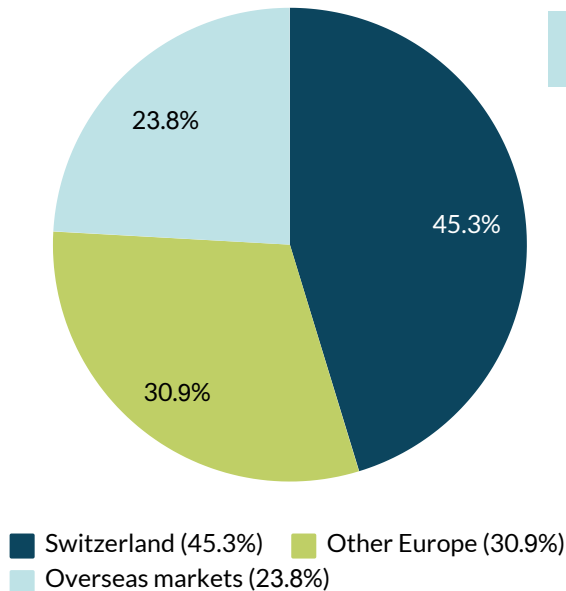- Snow Sports Enthusiast
- Spa & Vitality Guest

ST Units.

Alpine Winter

Alpine Summer

Swiss Cities

Switzerland Tourism.

Tourism in Switzerland at a glance.

- ■ Switzerland (45.3%)
- ■ Other Europe (30.9%)
- ■ Overseas markets (23.8%)

Markets of origin*

🛏 39.6 million hotel overnights in 2019

1. Switzerland (45.3%)
2. Germany (9.9%)
3. USA (6.3%)
4. Greater China ** (4.7%)
5. United Kingdom (4.1%)
6. Benelux (3.5%)
7. France (3.2%)
8. Italy (2.2%)
9. Gulf countries (2.2%)
10. India (2.0%)
11. South-East-Asia (1.5%)
12. Nordic countries (1.2%)
13. Spain (1.2%)
14. Korea, Rep. (1.1%)
15. Australia, New Zealand (1.0%)
16. Japan (1.0%)
17. Austria (1.0%)
18. Russia (0.9%)
19. Canada (0.7%)
20. Brazil (0.6%)
21. Poland (0.5%)
22. Portugal (0.3%)
23. Czech Republic (0.3%)

** Mainland China with Hongkong and Taiwan

Facts & figures about guests visiting Switzerland
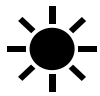
57%* travel during the summer season

25% make a round trip in Switzerland

16% are high-spenders (CHF 250+ / per day)

67% are regular guests (over 5 trips in Switzerland)

36% use public transport as their main transportation means in Switzerland

40% are price sensitive (would not have come if the trip had been 10% more expensive)

16% are first time visitors (visiting Switzerland for the first time)

87% satisfaction rate

8%* share of overnights in 5* hotels

Main travel reasons

1. family-friendly (8.9%)
2. relaxation (7.6%)
3. alpine skiing (6.0%)
4. mountains (6.0%)
5. sport opportunities (5.8%)
6. nature (5.7%)
7. quiet (5.0%)
8. hiking (3.6%)
9. special nature attractions (3.6%)
10. glaciers/snow (3.1%)

Sources of information

1. recommendation from friends & family (49.6%)
2. internet site of accommodation (27.0%)
3. rating platform / discussion forum (21.3%)
4. internet site of regional / local tourist org. (19.5%)
5. social media from friends / family (16.1%)
6. guidebooks (13.7%)
7. information obtained in person from acc. (13.4%)
8. internet site of tour operator (12.8%)
9. internet site of Switzerland Tourism (12.1%)
10. brochure from accommodation (11.5%)

Preferred activities

1. hiking (46.7%)
2. excursions by cable car (41.1%)
3. regional cuisine (29.7%)
4. visit nature attractions (27.5%)
5. alpine skiing (24.7%)
6. shopping (22.8%)
7. swimming (22.1%)
8. visit historical attractions (17.7%)
9. churches and cathedrals (16.5%)
10. museums and exhibits (15.0%)

Needs

1. mountains (60.5%)
2. nature (51.7%)
3. panorama (40.1%)
4. relaxation (39.1%)
5. quiet (34.0%)
6. easy to reach (31.6%)
7. atmosphere (27.2%)
8. hospitable (25.2%)
9. sports opportunities (24.3%)
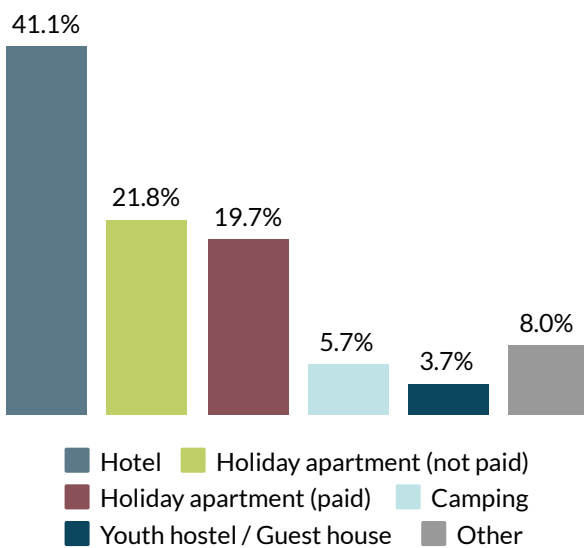10. pleasant climate/weather (22.9%)

Strengths

1. panorama / landscape (6.9%)
2. rest & relaxation (5.9%)
3. mountains (5.2%)
4. nature (5.0%)
5. water (lakes, rivers etc.) (3.9%)
6. winter sports (3.9%)
7. location (3.6%)
8. easy to reach (3.4%)
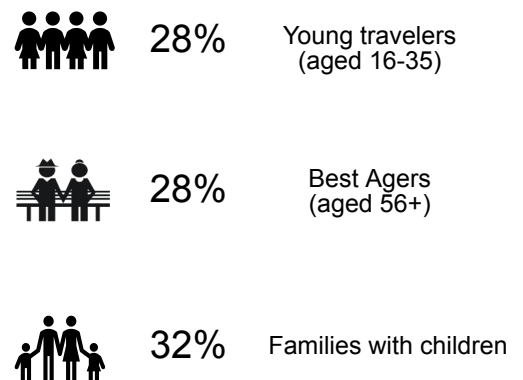9. friendly / welcoming (3.3%)
10. public transportation (3.2%)

Weaknesses

1. expensive / price-performance ratio (20.4%)
2. difficult to reach / remote (5.7%)
3. does not offer enough / boring (5.0%)
4. wintersport options / snow conditions (4.4%)
5. public transportation (4.1%)
6. gastronomy / dining: quality (3.9%)
7. too much traffic / traffic chaos (3.7%)
8. not enough stores / shopping (3.0%)
9. too many tourists (2.8%)
10. mountain railways (2.6%)

Types of accommodation

- Hotel — 41.1%
- Holiday apartment (not paid) — 21.8%
- Holiday apartment (paid) — 19.7%
- Camping — 5.7%
- Youth hostel / Guest house — 3.7%
- Other — 8.0%

Demographics

28% Young travelers (aged 16-35)

28% Best Agers (aged 56+)

32% Families with children

Top Destinations *

1. Zurich (9.2% market share)
2. Geneva (5.5%)
3. Zermatt (3.8%)
4. Basel (3.6%)
5. Lucerne (3.5%)
6. Lausanne (2.5%)
7. Davos (2.3%)
8. Bern (2.1%)
9. Interlaken (2.0%)
10. St. Moritz (1.9%)

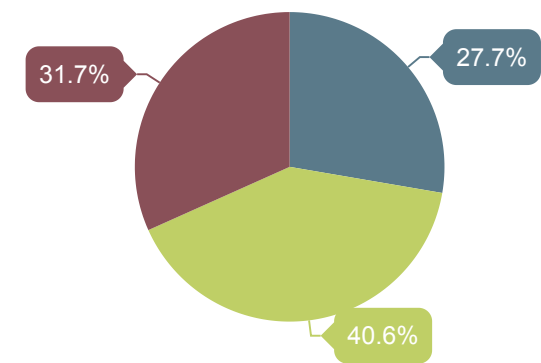## Share of hotel overnights in the various geographic areas *
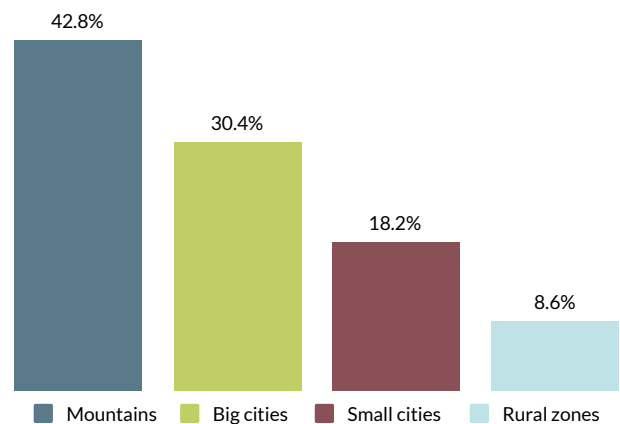
- Mountains — 42.8%
- Big cities — 30.4%
- Small cities — 18.2%
- Rural zones — 8.6%

Attractions Tourer.
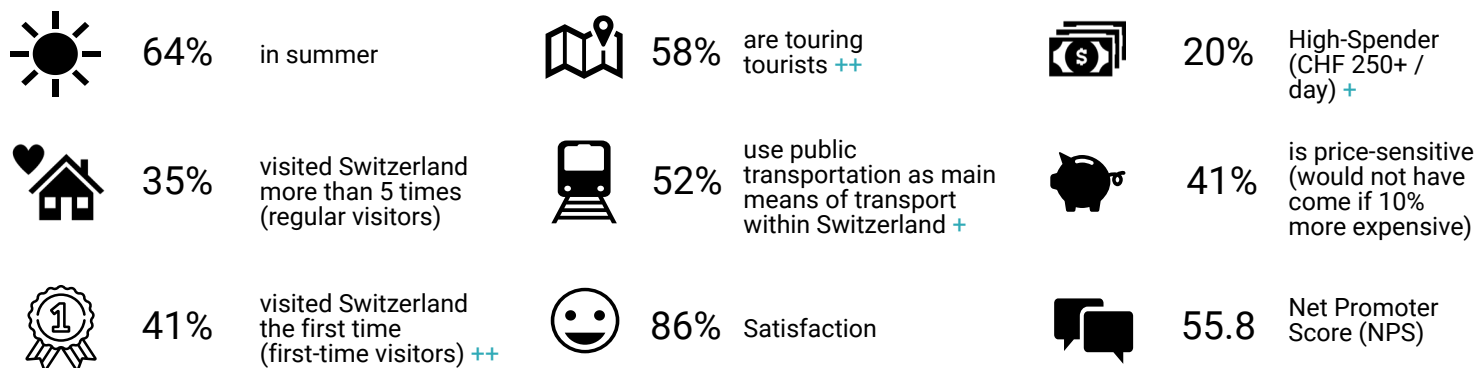(1st priority = 6.6%)

Market of origin

1. Switzerland (27.7%)
2. Germany (10.7%)
3. USA (8.5%) ++
4. France (6.9%) ++
5. Southeast Asia (4.7%) ++
6. UK (4.7%) ++
6. Greater China** (4.4%) ++
8. BeNeLux (3.3%)
9. Italy (3.3%) ++
10. India (3.2%) ++
11. Russia (2.0%) ++

12. Australia, New Zealand (1.9%) ++
13. Brazil (1.8%) ++
14. Canada (1.5%) ++
15. Spain (1.2%)
16. Austria (1.1%) ++
17. Poland (1.0%)
18. Korea, Rep. (0.8%)
19. GCC (0.8%)
20. Japan (0.5%)
21. Nordics (0.5%)
22. Czech Republic (0.5%)
other country (8.9%)

■ Switzerland (27.70%)   ■ other Europe + (40.60%)
■ overseas ++ (31.70%)

** Mainland China, Hong Kong and Taiwan

Key facts

64% in summer

58% are touring tourists ++

20% High-Spender (CHF 250+ / day) +

35% visited Switzerland more than 5 times (regular visitors)

52% use public transportation as main means of transport within Switzerland +

41% is price-sensitive (would not have come if 10% more expensive)

41% visited Switzerland the first time (first-time visitors) ++

86% Satisfaction

55.8 Net Promoter Score (NPS)

Main travel reasons

1. Special nature attractions (7.6%) ++
2. Family-friendly (5.5%)
3. Mountains (5.2%)
4. Nature (5.1%)
5. City experience (4.9%) ++
6. Panorama (4.8%) ++
7. Historical experience (4.1%) ++
8. Excursions by cable car (3.1%) ++
9. Panorama trains (3.1%) ++
10. Glaciers / snow (2.6%)

Sources of information

1. Recommendation friends / family (54.7%)
2. Rating platform/discussion forum (33.7%)++
3. Guidebooks (26.6%) ++
4. Social media from friends/family (24.9%) ++
5. Website Switzerland Tourism (23.1%) ++
6. Website regional tourist office (22.9%)
7. Website accommodation (22.4%)
8. Website tour operator (21.5%) ++
9. Media report about Switzerland (15.9%) ++
10. Blogs (15.0%) ++

Activities

1. Excursions by cable car (46.5%)
2. Visit nature attractions (46.2%) ++
3. Visit historical attractions (44.0%) ++
4. Hiking (38.8%)
5. Churches & cathedrals (38.7%) ++
6. Regional cuisine (33.0%)
7. Museums and texhibits (31.1%) ++
8. Shopping (30.3%) +
9. Panorama trains (30.0%) ++
10. Castles & forts (29.0%) ++

Needs

1. Mountains (44.0%)
2. Nature (43.4%)
3. Panorama (40.3%)
4. Lakes / rivers (33.8%) ++
5. Easy to reach (31.3%)
6. Atmosphere (30.0%)
7. Historical experience (26.8%) ++
8. Relaxation (23.1%)
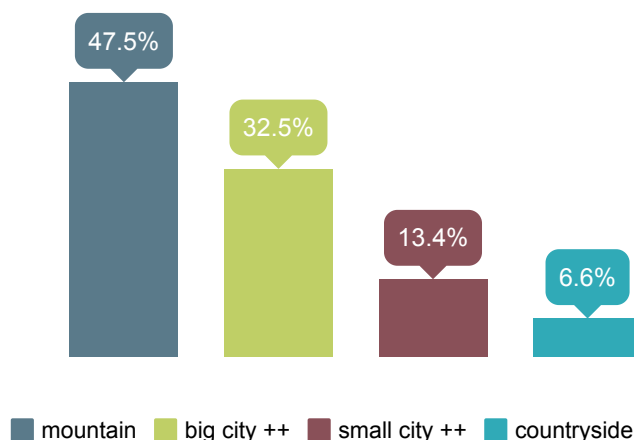9. Quiet (22.1%)
10. City experience (21.6%) ++

Strengths

1. Panorama / landscape (8.4%)
2. Water (5.7%) +
3. Public transportation (5.0%) ++
4. Mountains (4.6%)
5. Rest & relaxation (4.5%)
6. Nature (4.1%)
7. Good located for day trips (4.1%) +
8. Lovely & beautiful (3.4%)
9. Location (3.3%)
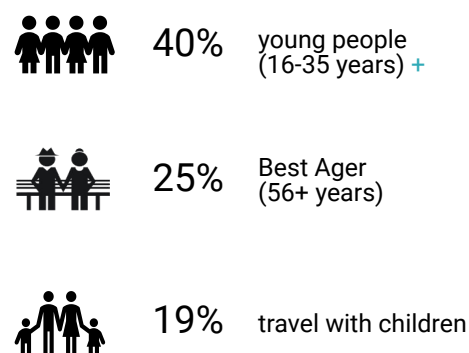10. Friendly / welcoming (3.3%)

Weaknesses

1. Expensive / price-performance (29.7%) +
2. Does not offer enough, boring (5.6%)
3. Difficult to reach, not central (4.7%)
4. Public transportation (4.5%)
5. Gastronomy (3.9%)
6. Too many tourists (3.6%) +
7. Too much traffic (3.4%)
8. Lodging (2.9%) +
9. Climate / weather (2.7%) +
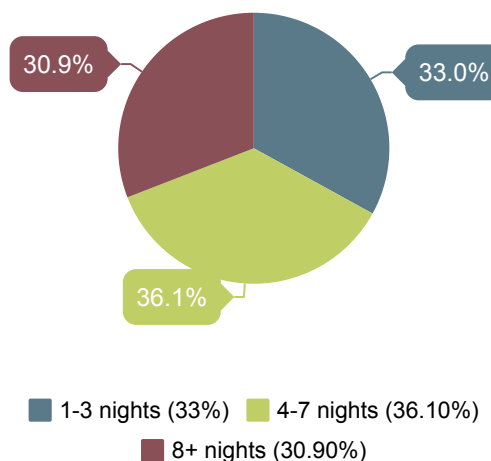10. Opening hours stores (2.5%) ++

Tourism zone
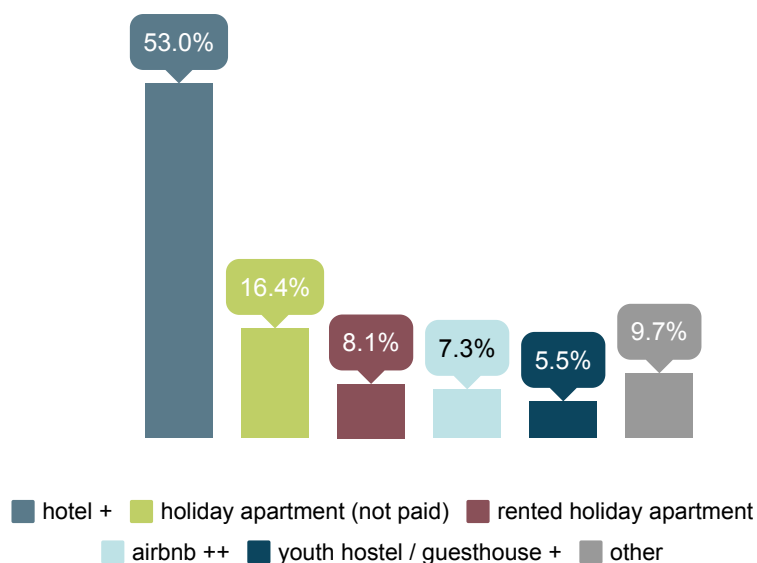
47.5% — mountain
32.5% — big city ++
13.4% — small city ++
6.6% — countryside

Guest structure

40% young people (16-35 years) +

25% Best Ager (56+ years)

19% travel with children

Length of stay in Switzerland

33.0% — 1-3 nights (33%)
36.1% — 4-7 nights (36.10%)
30.9% — 8+ nights (30.90%)

Type of accommodation

53.0% — hotel +
16.4% — holiday apartment (not paid)
8.1% — rented holiday apartment
7.3% — airbnb ++
5.5% — youth hostel / guesthouse +
9.7% — other

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
Overnight and leisure tourists
Sample size: n=1'809 (target segment), n=21'535 (all tourists = benchmark)

City Breaker.

(1st priority = 2.2%)

Switzerland Tourism.

Market of origin

18.9%

27.2%

54.0%

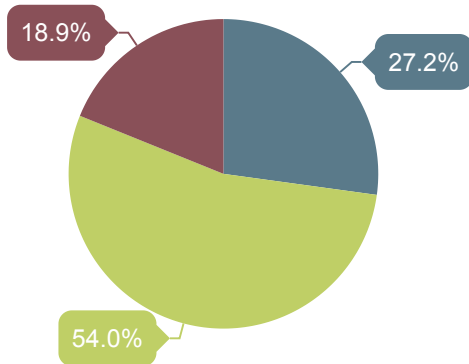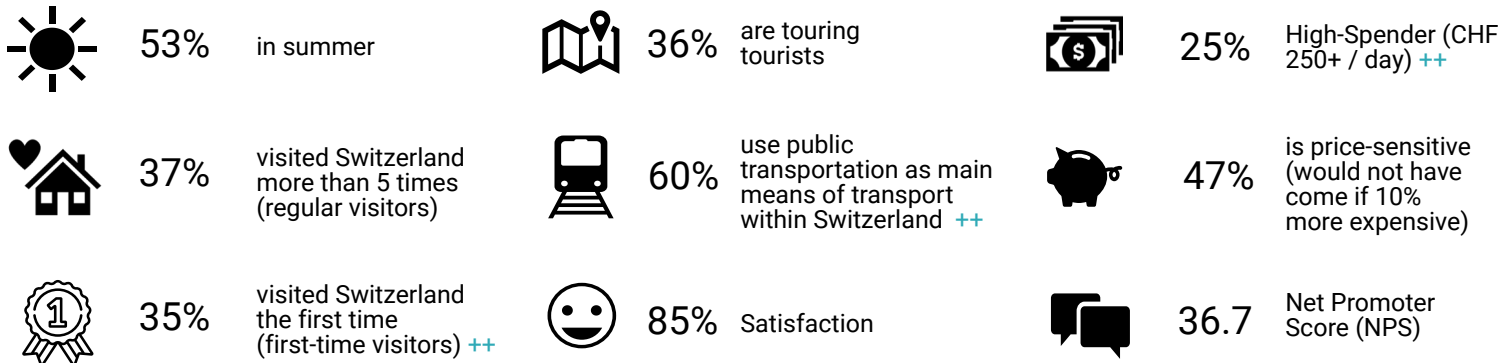1. Switzerland (27.2%)
2. Germany (17.4%) +
3. Italy (7.1%) ++
4. UK (7.0%) ++
5. BeNeLux (4.8%)
6. USA (3.8%) +
7. Greater China** (2.5%)
8. Southeast Asia (2.4%) ++
9. Spain (2.2%) ++
10. France (2.1%)
11. Brazil (1.6%) ++

12. Austria (1.4%) ++
13. Russia (1.4%) ++
14. Nordics (1.2%)
16. Japan (1.1%) ++
17. Canada (1.0%) ++
18. India (0.8%)
19. Poland (0.8%)
19. Korea, Rep. (0.7%)
20. Czech Republic (0.7%)
21. Australia, New Zealand (0.5%)
22. GCC (0.3%)
other country (12.1%)

■ Switzerland (27.17%) ■ other Europe ++ (53.95%)
■ overseas ++ (18.88%)

** Mainland China, Hong Kong and Taiwan

Key facts

53% in summer

36% are touring tourists

25% High-Spender (CHF 250+ / day) ++

37% visited Switzerland more than 5 times (regular visitors)

60% use public transportation as main means of transport within Switzerland ++

47% is price-sensitive (would not have come if 10% more expensive)

35% visited Switzerland the first time (first-time visitors) ++

85% Satisfaction

36.7 Net Promoter Score (NPS)

Main travel reasons

1. City experience (14.7%) ++
2. Relaxation (4.7%)
3. Quiet (4.6%)
4. Panorama (3.7%) +
5. Special nature attractions (3.6%)
6. Special event (3.3%) ++
7. Family-friendly (3.3%)
8. Nature (2.7%)
9. Historical experience (2.4%) ++
10. Local public transportation (2.3%) ++

Sources of information

1. Recommendation friends / family (54.4%)
2. Rating platform/discussion forum (32.9%) ++
3. Social media from friends/family (25.7%) ++
4. Website accommodation (20.9%)
5. Guidebooks (20.4%) +
6. Website tour operator (18.0%) +
7. Blogs (16.5%) ++
8. Website regional / local tourist org. (12.3%)
9. Website Switzerland Tourism (12.3%)
10. Media report about Switzerland (12.2%)

Activities

1. Shopping (37.7%) ++
2. Visit historical attractions (34.4%) ++
3. Chuches & cathedrals (33.7%) ++
4. Regional cuisine (31.4%)
5. Hiking (25.7%)
6. Visit nature attractions (25.3%)
7. Museums & exhibits (24.3%) ++
8. Excursions by cable car (24.1%)
9. Boat excursions (19.5%) +
10. Nightlife (17.0%) ++

Needs

1. City experience (39.8%) ++
2. Easy to reach (33.8%)
3. Panorama (31.9%)
4. Mountains (31.5%)
5. Atmosphere (31.4%)
6. Nature (30.1%)
7. Lakes / rivers (28.3%) +
8. Quality (22.1%)
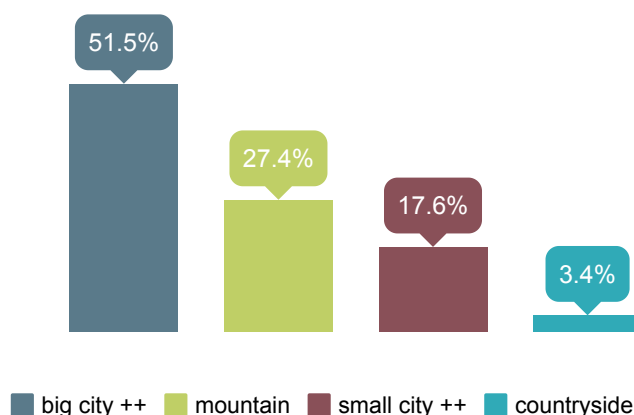9. Relaxation (21.6%)
10. Historical experience (21.6%) ++

Strengths

1. Water (7.5%) ++
2. Panorama / landscape (6.9%)
3. Public transportation (4.9%) ++
4. Mountains (4.1%)
5. Lovely & beautiful (3.9%) ++
6. Rest & relaxation (3.6%)
7. Nature (3.3%)
8. Old town (3.3%) ++
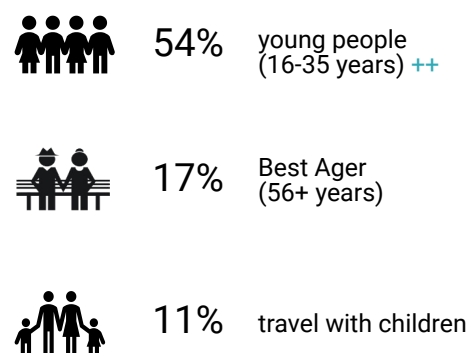9. Easy to reach (3.1%)
10. Shopping / stores (3.0%) ++

Weaknesses

1. Expensive / price-performance (39.1%)++
2. Does not offer enough, boring (8.3%) ++
3. Public transportation (5.6%) +
4. Too much traffic / traffic chaos (4.1%)
5. Gastronomy (3.9%)
6. Difficult to reach, not central (2.5%)
7. Not enough parking (2.2%) ++
8. Too many tourists / touristy (2.1%)
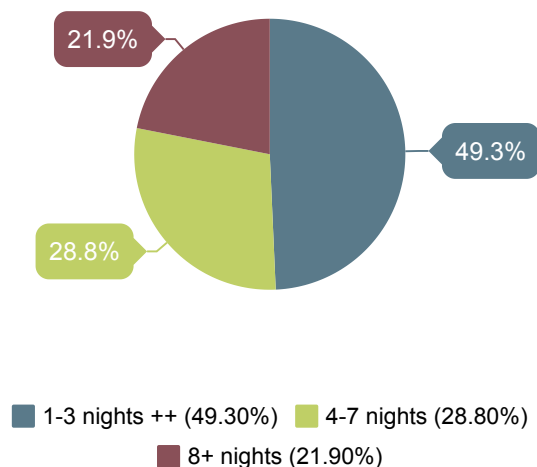9. Climate / weather (2.1%)
10. No signage / lack of information (2.0%)+

Tourism zone
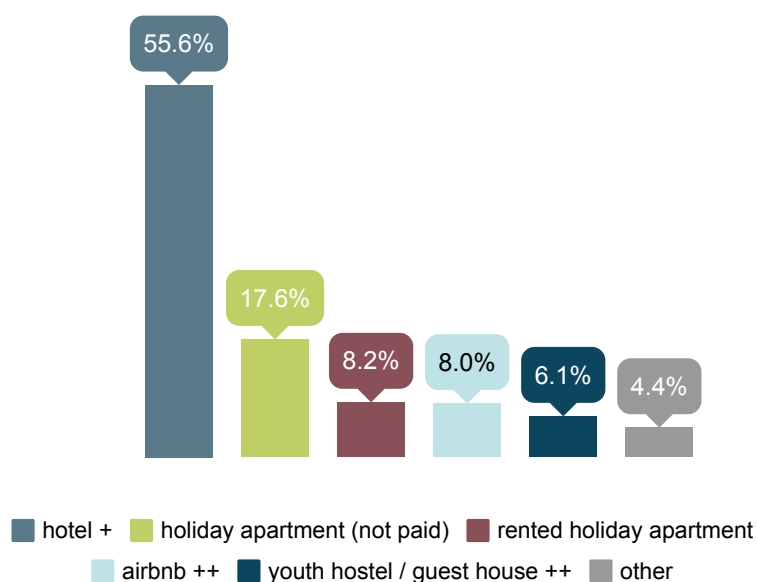
51.5%
27.4%
17.6%
3.4%

■ big city ++   ■ mountain   ■ small city ++   ■ countryside

Guest structure

54%   young people (16-35 years) ++

17%   Best Ager (56+ years)

11%   travel with children

Length of stay in Switzerland

21.9%
49.3%
28.8%

■ 1-3 nights ++ (49.30%)   ■ 4-7 nights (28.80%)
■ 8+ nights (21.90%)

Type of accommodation

55.6%
17.6%
8.2%
8.0%
6.1%
4.4%

■ hotel +   ■ holiday apartment (not paid)   ■ rented holiday apartment
■ airbnb ++   ■ youth hostel / guest house ++   ■ other

overrepresentation:
+   = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
Overnight and leisure tourists
Sample size: n=587 (target segment), n=21'535 (all tourists = benchmark)

Culture Traveller.
(1st priority = 2.8%)

Market of origin

27.5%
31.6%
40.9%

1. Switzerland (31.6%)
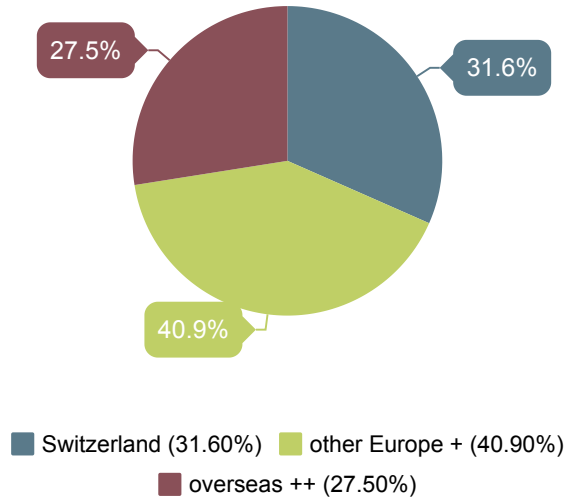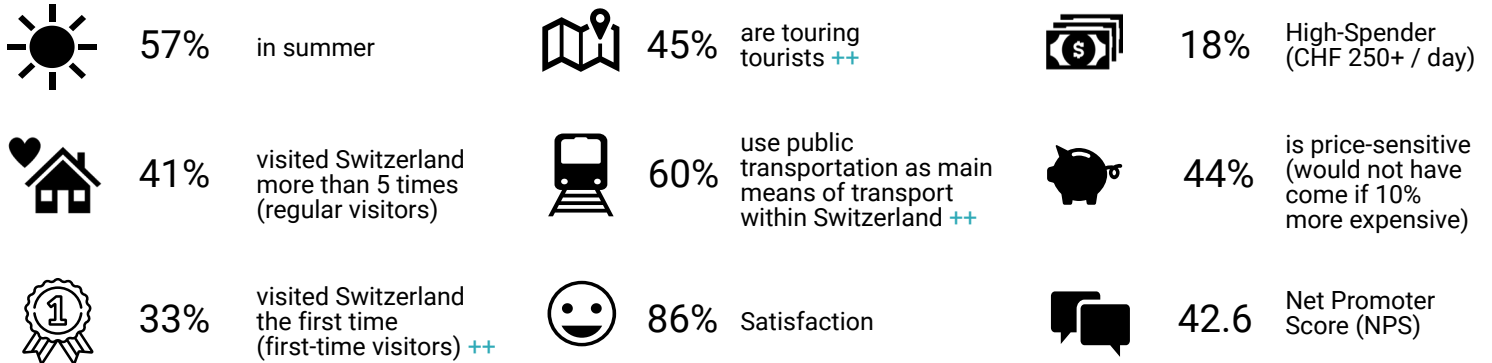2. Germany (11.9%)
3. USA (10.6%) ++
4. Italy (5.4%) ++
5. UK (5.0%) ++
6. France (4.5%) ++
7. BeNeLux (4.5%)
8. Greater China** (4.2%) ++
9. Spain (2.2%) ++
10. Brazil (2.0%) ++
11. Canada (1.6%) ++

12. Australia, New Zealand (1.5%) ++
13. Southeast Asia (1.1%)
14. Korea, Rep. (1.1%)
15. India (1.0%)
16. Poland (1.0%)
17. Russia (0.8%)
18. Austria (0.6%)
19. Nordics (0.5%)
20. Japan (0.4%)
21. Czech Republic (0.4%)
22. GCC (0.3%)
other country (7.7%)

- Switzerland (31.60%)
- other Europe + (40.90%)
- overseas ++ (27.50%)

** Mainland China, Hong Kong and Taiwan

Key facts

57% in summer

45% are touring tourists ++

18% High-Spender (CHF 250+ / day)

41% visited Switzerland more than 5 times (regular visitors)

60% use public transportation as main means of transport within Switzerland ++

44% is price-sensitive (would not have come if 10% more expensive)

33% visited Switzerland the first time (first-time visitors) ++

86% Satisfaction

42.6 Net Promoter Score (NPS)

Main travel reasons

1. Historical experience (7.0%) ++
2. City experience (4.6%) ++
3. Art (4.5%) ++
4. Quiet (4.0%)
5. Cultural event (3.9%) ++
6. Family-friendly (3.9%)
7. Special nature attractions (3.5%)
8. Nature (3.4%)
9. Atmosphere (3.1%)
10. Special event (2.8%)

Sources of information

1. Recommendation friends / family (58.1%)
2. Rating platform/discussion forum (26.9%)+
3. Social media from friends/family (22.0%) +
4. Guidebooks (21.8%) ++
5. Website accommodation (18.5%)
6. Website regional tourist office (14.8%)
7. Personal information from accom. (12.9%)
8. Website tour operator (12.8%)
9. Blogs (12.0%) ++
10. Website Switzerland Tourism (11.0%)

Activities

1. Museums & exhibits (40.3%) ++
2. Churches & cathedrals (39.5%) ++
3. Visit historical attractions (39.3%) ++
4. Regional cuisine (34.1%)
5. Visit nature attractions (29.6%)
6. Hiking (29.6%)
7. Shopping (27.2%)
8. Excursions by cable car (25.5%)
9. Castles & forts (23.3%) ++
10. Contemp. architecture (18.5%) ++

Needs

1. Nature (38.0%)
2. Mountains (33.4%)
3. Atmosphere (32.7%)
4. Easy to reach (29.3%)
5. Historical experience (28.8%) ++
6. Cultural event (28.5%) ++
7. Panorama (28.3%)
8. Lakes / rivers (28.2%) +
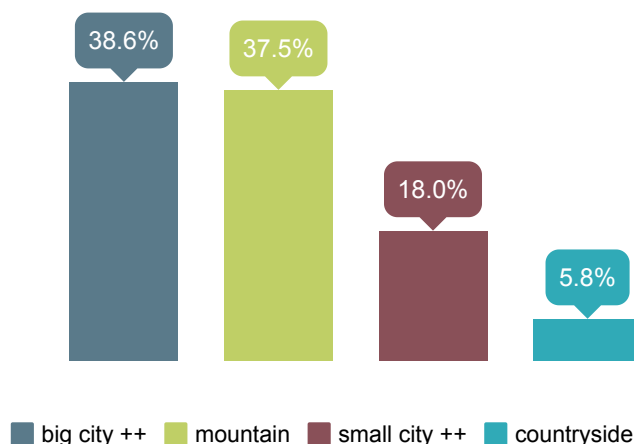9. Quiet (26.3%)
10. Relaxation (24.0%)

Strengths

1. Panorama / landscape (6.6%)
2. Water (5.4%) +
3. Nature (4.9%)
4. Art & culture (4.5%) ++
5. Rest & relaxation (4.0%)
6. Public transportation (3.9%)
7. History (3.8%) ++
8. Friendly / welcoming (3.5%)
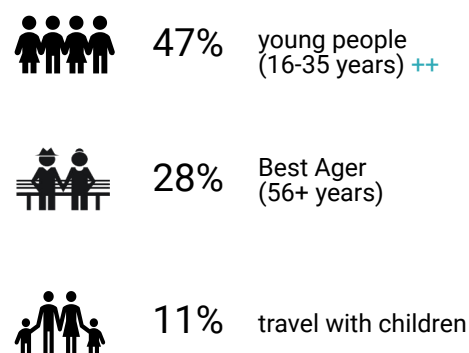9. Lovely & beautiful (3.3%) +
10. Location (3.2%)

Weaknesses

1. Expensive / price-performance (30.4%)+
2. Does not offer enough, boring (6.0%)
3. Too many tourists (4.9%) ++
4. Gastronomy (4.9%)
5. Lack of restaurants (3.8%) ++
6. Difficult to reach, not central (3.3%)
7. Public transportation (3.3%)
8. Too much traffic (3.2%)
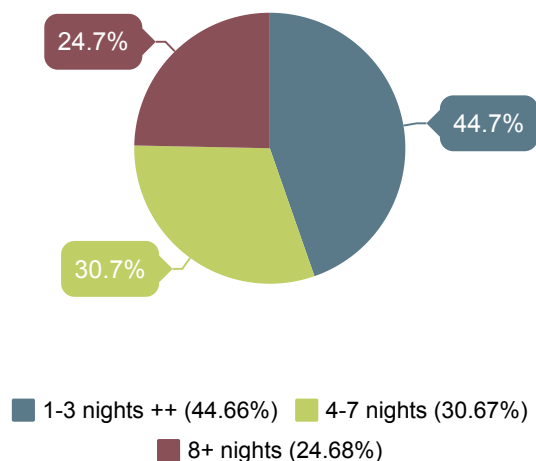9. Climate / weather (3.0%) ++
10. Lodging (2.4%)

Tourism zone
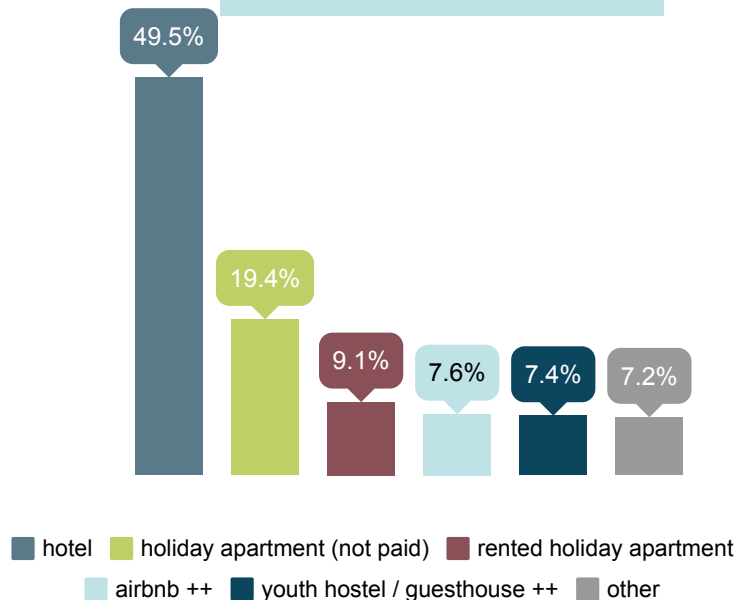
38.6%
37.5%
18.0%
5.8%

■ big city ++   ■ mountain   ■ small city ++   ■ countryside

Guest structure

47% young people (16-35 years) ++

28% Best Ager (56+ years)

11% travel with children

Length of stay in Switzerland

24.7%
44.7%
30.7%

■ 1-3 nights ++ (44.66%)   ■ 4-7 nights (30.67%)
■ 8+ nights (24.68%)

Type of accommodation

49.5%
19.4%
9.1%
7.6%
7.4%
7.2%

■ hotel   ■ holiday apartment (not paid)   ■ rented holiday apartment
■ airbnb ++   ■ youth hostel / guesthouse ++   ■ other

overrepresentation:
+   = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
Overnight and leisure tourists
Sample size: n=744 (target segment), n=21'535 (all tourists = benchmark)

Family Traveller.

(1st priority = 11.4%)
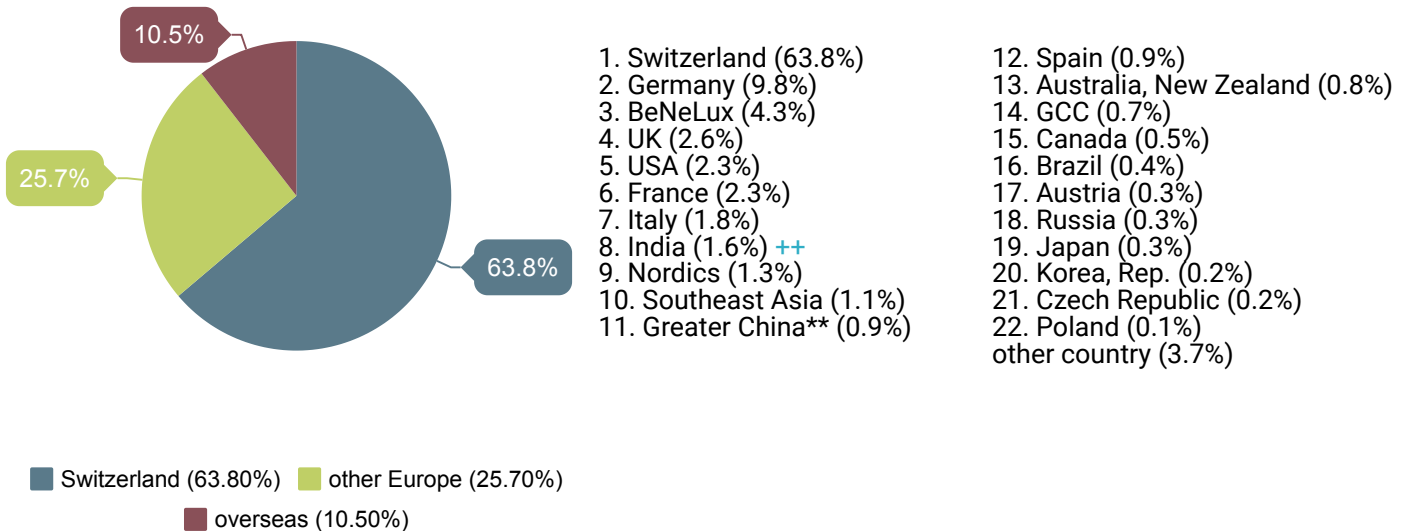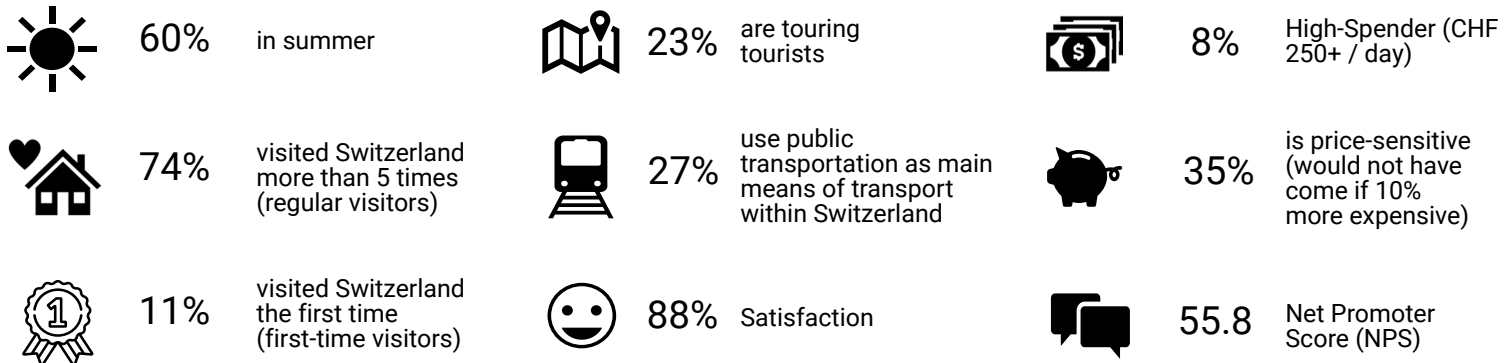
Market of origin

10.5%

25.7%

63.8%

1. Switzerland (63.8%)
2. Germany (9.8%)
3. BeNeLux (4.3%)
4. UK (2.6%)
5. USA (2.3%)
6. France (2.3%)
7. Italy (1.8%)
8. India (1.6%) ++
9. Nordics (1.3%)
10. Southeast Asia (1.1%)
11. Greater China** (0.9%)

12. Spain (0.9%)
13. Australia, New Zealand (0.8%)
14. GCC (0.7%)
15. Canada (0.5%)
16. Brazil (0.4%)
17. Austria (0.3%)
18. Russia (0.3%)
19. Japan (0.3%)
20. Korea, Rep. (0.2%)
21. Czech Republic (0.2%)
22. Poland (0.1%)
other country (3.7%)

■ Switzerland (63.80%) ■ other Europe (25.70%)
■ overseas (10.50%)

** Mainland China, Hong Kong and Taiwan

Key facts

60% in summer

23% are touring tourists

8% High-Spender (CHF 250+ / day)

74% visited Switzerland more than 5 times (regular visitors)

27% use public transportation as main means of transport within Switzerland

35% is price-sensitive (would not have come if 10% more expensive)

11% visited Switzerland the first time (first-time visitors)

88% Satisfaction

55.8 Net Promoter Score (NPS)

Main travel reasons

1. Family-friendly (32.4%) ++
2. Relaxation (6.0%)
3. Nature (5.4%)
4. Mountains (5.1%)
5. Alpine skiing (4.8%)
6. Emotional ties (3.3%) ++
7. Quiet (2.5%)
8. Hiking (2.4%)
9. Special nature attractions (2.2%)
10. Panorama (2.0%)

Sources of information

1. Recommendation friends / family (53.0%)
2. Website accommodation (29.3%)
3. Website regional / local tourist org. (18.9%)
4. Rating platform/discussion forum (17.7%)
5. Social media from friends/family (14.9%)
6. Personal information from accom. (12.8%)
7. Website Switzerland Tourism (10.3%)
8. Brochure from accommodation (9.9%)
9. Website tour operator (9.6%)
10. Guidebooks (8.5%)

Activities

1. Hiking (47.8%)
2. Excursions by cable car (47.4%)
3. Swimming (35.5%) ++
4. Visit nature attractions (29.3%)
5. Regional cuisine (24.3%)
6. Shopping (23.5%)
7. Alpine skiing (21.3%)
8. Visit historical attractions (17.3%)
9. Wildlife watching (16.0%)
10. Boat excursions (16.0%)

Needs

1. Mountains (60.7%)
2. Family-friendly (56.5%) ++
3. Nature (53.5%)
4. Relaxation (39.5%)
5. Panorama (35.6%)
6. Easy to reach (31.9%)
7. Quiet (30.7%)
8. Hospitable (27.4%)
9. Atmosphere (24.0%)
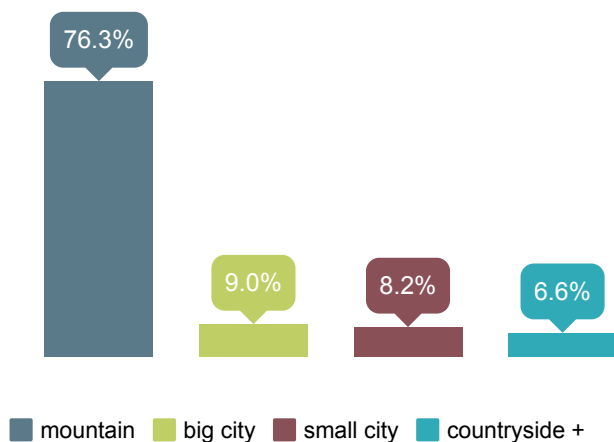10. Small & compact (23.8%)

Strengths

1. Panorama / landscape (6.0%)
2. Nature (5.4%)
3. Mountains (5.3%)
4. Rest & relaxation (5.2%)
5. Family-friendly (4.9%) ++
6. Range of services (4.4%) +
7. Water (4.0%)
8. Small & compact (4.0%) +
9. Easy to reach (3.7%)
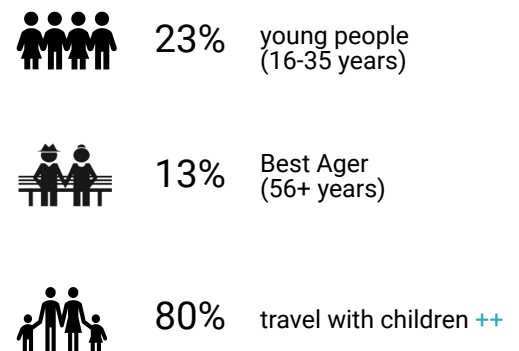10. Winter sports (3.3%)

Weaknesses

1. Expensive / price-performance (16.3%)
2. Difficult to reach, not central (6.0%)
3. Wintersport options / snow cond. (6.0%) +
4. Does not offer enough, boring (5.3%)
5. Not family-friendly (4.3%) ++
6. Public transportation (4.1%)
7. Gastronomy (3.6%)
8. Not enough stores / shopping (3.4%)
9. Too much traffic / traffic chaos (3.3%)
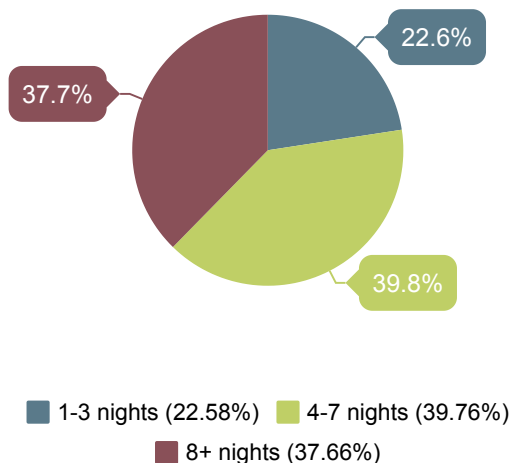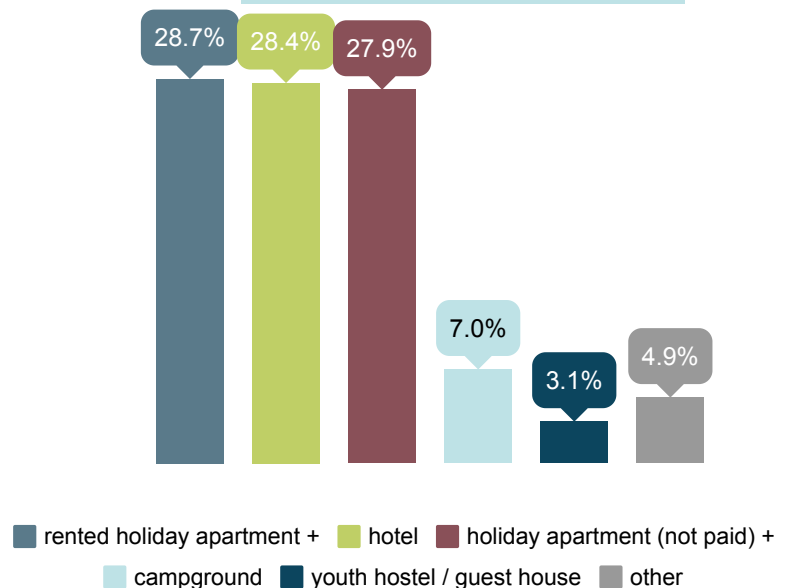10. Lack of restaurants / hotels (2.6%)

Tourism zone

- 76.3%
- 9.0%
- 8.2%
- 6.6%

mountain big city small city countryside +

Guest structure

23% young people (16-35 years)

13% Best Ager (56+ years)

80% travel with children ++

Length of stay in Switzerland

- 22.6%
- 37.7%
- 39.8%

1-3 nights (22.58%) 4-7 nights (39.76%)
8+ nights (37.66%)

Type of accommodation

- 28.7%
- 28.4%
- 27.9%
- 7.0%
- 3.1%
- 4.9%

rented holiday apartment + hotel holiday apartment (not paid) +
campground youth hostel / guest house other

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
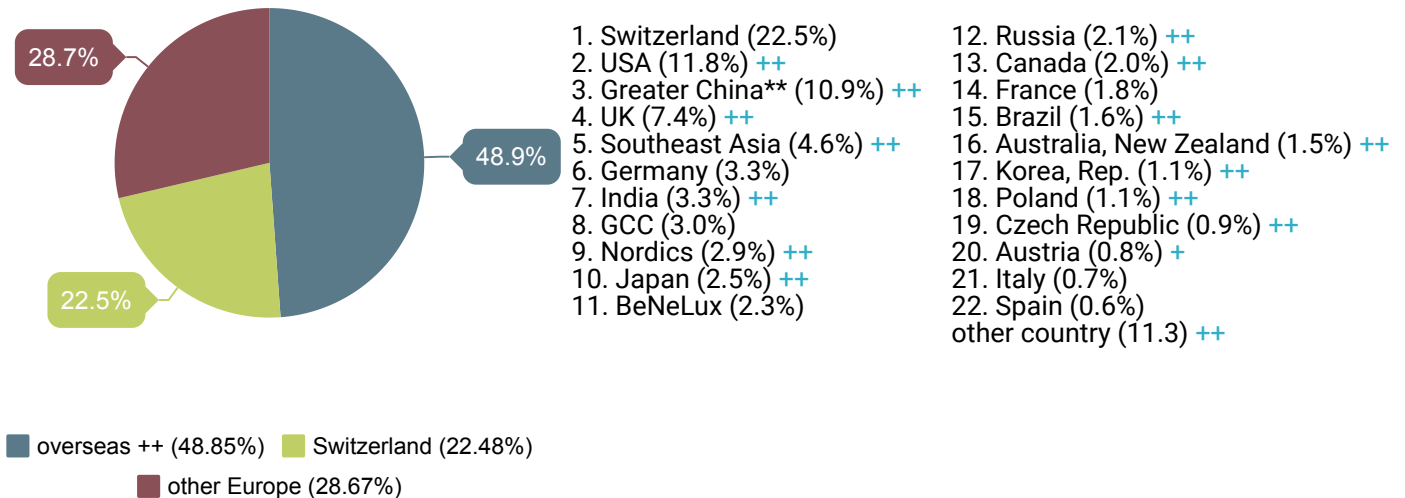Overnight and leisure tourists
Sample size: n=2'325 (target segment), n=21'535 (all tourists = benchmark)
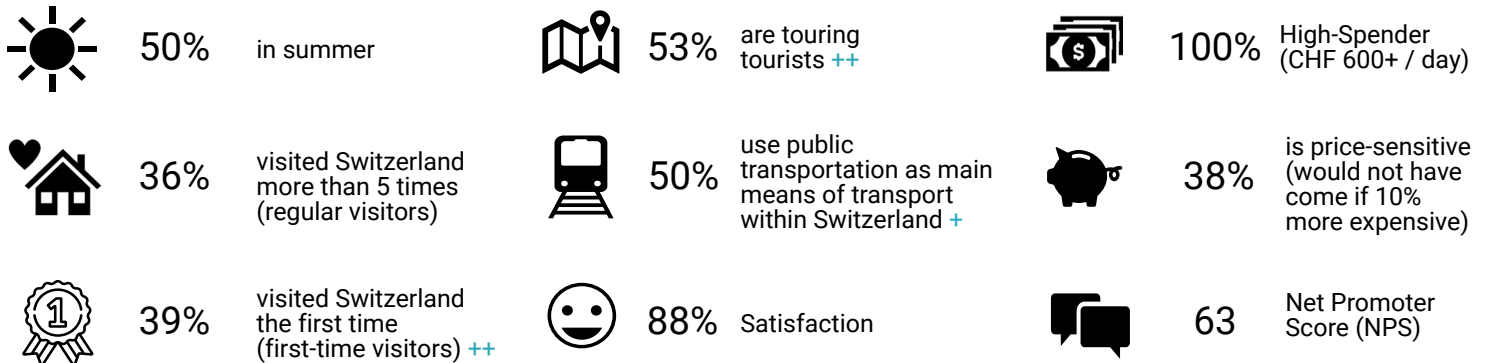
Luxury Traveller.

Definition: at least CHF 600.- expenses per day AND at least one of the following criteria:
luxurious, comfortable, exceptional accommodation, exclusive, culinary delights, gourmet cuisine, quality.
(1.8% of all tourists)

Market of origin

48.9%
28.7%
22.5%

1. Switzerland (22.5%)
2. USA (11.8%) ++
3. Greater China** (10.9%) ++
4. UK (7.4%) ++
5. Southeast Asia (4.6%) ++
6. Germany (3.3%)
7. India (3.3%) ++
8. GCC (3.0%)
9. Nordics (2.9%) ++
10. Japan (2.5%) ++
11. BeNeLux (2.3%)

12. Russia (2.1%) ++
13. Canada (2.0%) ++
14. France (1.8%)
15. Brazil (1.6%) ++
16. Australia, New Zealand (1.5%) ++
17. Korea, Rep. (1.1%) ++
18. Poland (1.1%) ++
19. Czech Republic (0.9%) ++
20. Austria (0.8%) +
21. Italy (0.7%)
22. Spain (0.6%)
other country (11.3) ++

■ overseas ++ (48.85%) ■ Switzerland (22.48%)
■ other Europe (28.67%)

** Mainland China, Hong Kong and Taiwan

Key facts

50% in summer

53% are touring tourists ++

100% High-Spender (CHF 600+ / day)

36% visited Switzerland more than 5 times (regular visitors)

50% use public transportation as main means of transport within Switzerland +

38% is price-sensitive (would not have come if 10% more expensive)

39% visited Switzerland the first time (first-time visitors) ++

88% Satisfaction

63 Net Promoter Score (NPS)

Main travel reasons

1. Quiet (8.9%) +
2. Relaxation (6.0%)
3. Mountains (5.4%)
4. Family-friendly (5.3%)
5. Special nature attractions (4.0%)
6. Safety (4.0%) ++
7. Alpine skiing (3.9%)
8. Atmosphere (3.4%) ++
9. Exceptional accommodation (3.2%) ++
10. Fascinating (3.1%) ++

Sources of information

1. Recommendation friends / family (52.8%)
2. Rating platform/discussion forum (40.4%)++
3. Website accommodation (30.3%)
4. Social media from friends/family (29.7%) ++
5. Website regional tourist office (23.7%)
6. Guidebooks (21.8%) ++
7. Report in magazin of CH (18.4%) ++
8. Brochure from accommodation (17.7%) ++
9. Website Switzerland Tourism (17.1%) +
10. Report in magazin of destination (16.1%) ++

Activities

1. Shopping (46.0%) ++
2. Visit nature attractions (40.6%) +
3. Excursions by cable car (40.4%)
4. Hiking (37.6%)
5. Gourmet cuisine (36.9%) ++
6. Regional cuisine (35.9%)
7. Visit historical attractions (31.9%) ++
8. Panorama trains (29.1%) ++
9. Churches and cathedrals (28.4%) ++
10. Boat excursions (21.4%) ++

Needs

1. Mountains (50.8%)
2. Comfortable (42.1%) ++
3. Nature (40.1%)
4. Atmosphere (39.6%) +
5. Quality (38.5%) ++
6. Relaxation (37.7%)
7. Panorama (35.5%)
8. Quiet (35.0%)
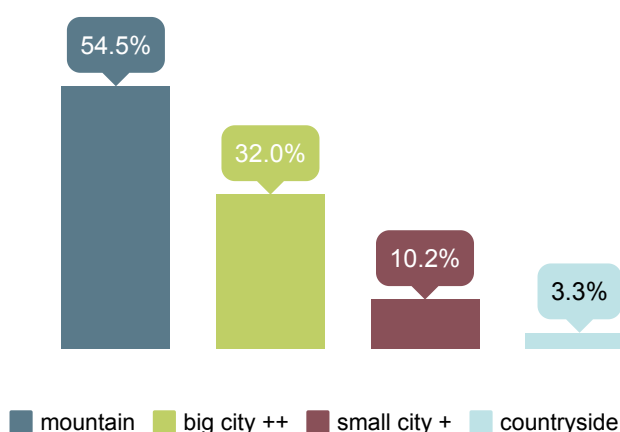9. Hospitable (27.4%)
10. Glaciers / snow (27.0%)

Strengths

1. Panorama / landscape (17.7%)
2. Friendly / welcoming (15.5%) ++
3. Rest & relaxation (15.3%)
4. Lovely & beautiful (15.2%) ++
5. Nature (13.2%)
6. Public transportation (12.1%) +
7. Mountains (11.3%)
8. Winter sports (10.8%)
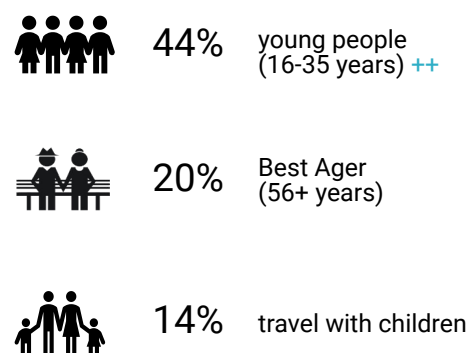9. Location (9.4%)
10. Easy to reach / centrally (8.3%)

Weaknesses

1. Expensive / price-performance (39.7%)+
2. Lack of infrastructure (10.1%) +
3. Difficult to reach (7.3%)
4. Gastronomy / dining: quality (7.1%)
5. Public transportation (6.5%)
6. Does not offer enough (5.6%)
7. Store shopping: opening hours (4.7%) ++
8. Not enough stores / shopping (4.5%) +
9. Too many tourists (4.2%)
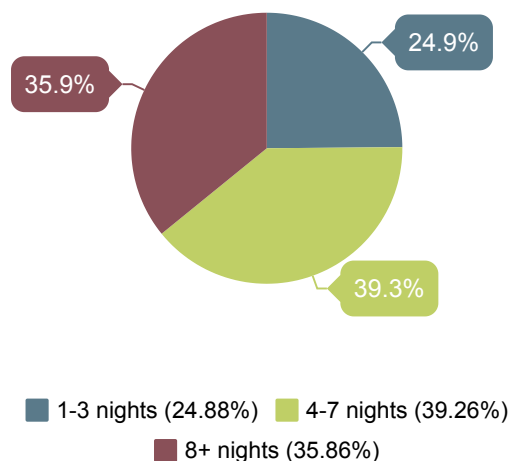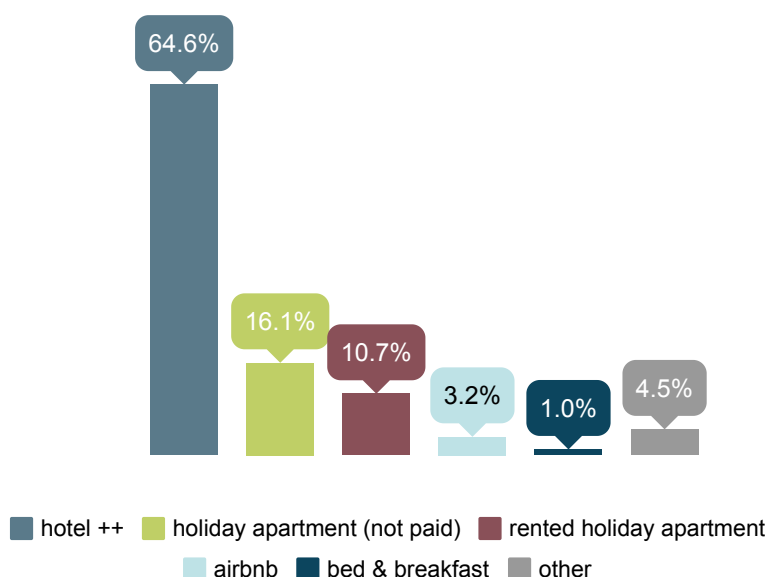10. Poor nightlife (3.8%)

Tourism zone

54.5%
32.0%
10.2%
3.3%

■ mountain ■ big city ++ ■ small city + ■ countryside

Guest structure

44% young people (16-35 years) ++

20% Best Ager (56+ years)

14% travel with children

Length of stay in Switzerland

35.9%
24.9%
39.3%

■ 1-3 nights (24.88%) ■ 4-7 nights (39.26%)
■ 8+ nights (35.86%)

Type of accommodation

64.6%
16.1%
10.7%
3.2%
1.0%
4.5%

■ hotel ++ ■ holiday apartment (not paid) ■ rented holiday apartment
■ airbnb ■ bed & breakfast ■ other

overrepresentation:
+   = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
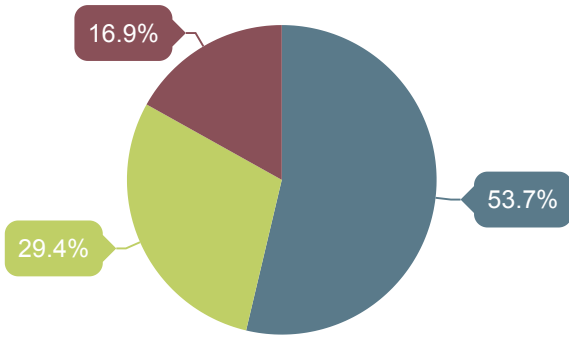Tourism Monitor Switzerland 2017, Switzerland Tourism 2019.
Overnight and leisure tourists
Sample size: n=389 (target segment), n=21'535 (all tourists = benchmark)
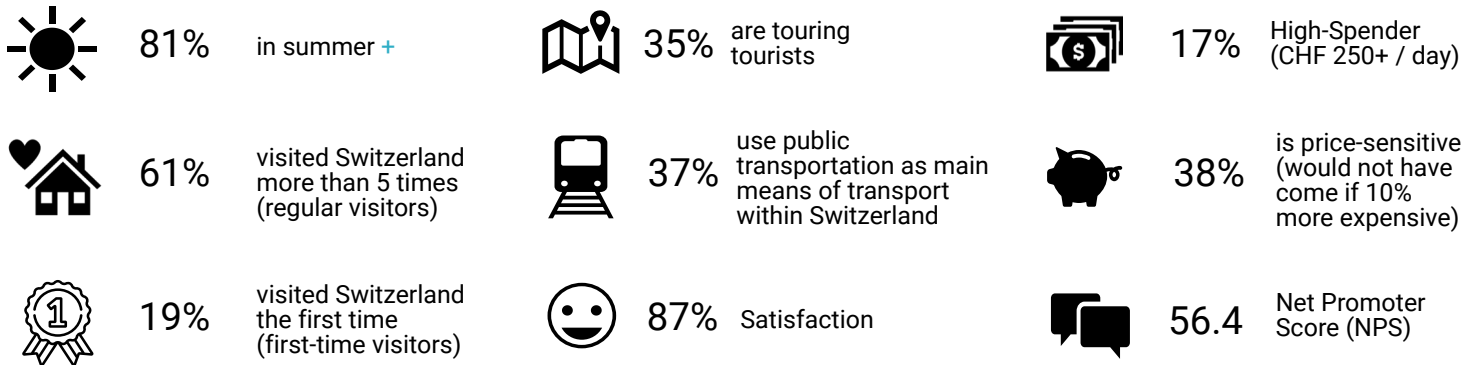
Nature Lover.

(1st priority = 24.6%)

Switzerland Tourism.

Market of origin

16.9%
29.4%
53.7%

1. Switzerland (53.7%)
2. Germany (11.7%)
3. BeNeLux (5.1%)
4. Greater China** (4.5%) ++
5. USA (3.3%)
6. UK (2.9%)
7. France (2.6%)
8. Italy (1.8%)
9. India (1.6%) +
10. Southeast Asia (1.4%)
11. Korea, Rep. (1.3%) ++

12. Spain (0.8%)
13. Nordics (0.7%)
14. Australia, New Zealand (0.7%)
15. GCC (0.7%)
16. Japan (0.7%)
17. Austria (0.5%)
18. Czech Republic (0.5%)
19. Canada (0.5%)
20. Russia (0.4%)
21. Poland (0.4%)
22. Brazil (0.4%)
other country (3.7%)

■ Switzerland (53.70%)   ■ other Europe (29.40%)
■ overseas + (16.90%)

** Mainland China, Hong Kong and Taiwan

Key facts

81% in summer +

35% are touring tourists

17% High-Spender (CHF 250+ / day)

61% visited Switzerland more than 5 times (regular visitors)

37% use public transportation as main means of transport within Switzerland

38% is price-sensitive (would not have come if 10% more expensive)

19% visited Switzerland the first time (first-time visitors)

87% Satisfaction

56.4 Net Promoter Score (NPS)

Main travel reasons

1. Relaxation (13.0%) ++
2. Nature (9.2%) ++
3. Quiet (8.5%) ++
4. Family-friendly (6.0%)
5. Mountains (5.9%)
6. Special nature attractions (5.2%) +
7. Hiking (4.2%)
8. Panorama (4.2%) ++
9. Lakes / rivers (2.4%) ++
10. Pleasant climate / weather (2.1%) ++

Sources of information

1. Recommendation friends / family (49.1%)
2. Website accommodation (27.5%)
3. Rating platform / discussion forum (22.9%)
4. Website regional tourist office (17.6%)
5. Social media from friends / family (16.7%)
6. Guidebooks (16.6%)
7. Personal information from accom. (14.8%)
8. Website tour operator (14.6%)
9. Brochure from accommodation (14.0%)
10. Website Switzerland Tourism (13.0%)

Activities

1. Hiking (56.9%)
2. Excursions by cable car (49.2%)
3. Nature attractions (36.0%) +
4. Regional cuisine (32.7%)
5. Shopping (24.5%)
6. Swimming (24.2%)
7. Historical attractions (21.3%)
8. Boat excursions (20.9%) +
9. Churches & cathedrals (20.0%)
10. Panorama trains (18.3%)+

Needs

1. Nature (58.5%)
2. Mountains (57.9%)
3. Relaxation (46.9%)
4. Panorama (44.2%)
5. Quiet (42.8%) +
6. Lakes / rivers (32.8%) ++
7. Easy to reach (32.2%)
8. Atmosphere (28.4%)
9. Pleasant climate / weather (28.3%)
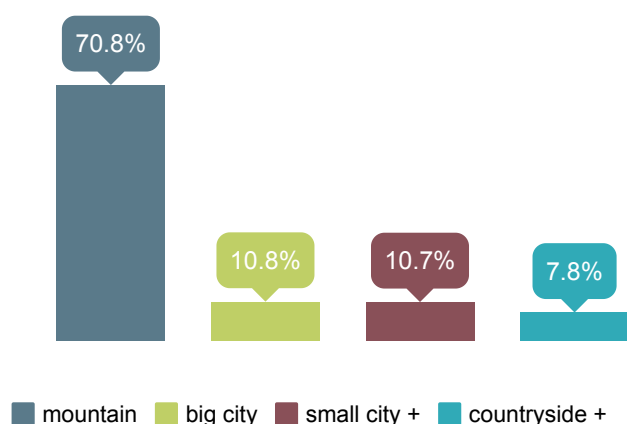10. Hospitable (26.2%)

Strengths

1. Panorama / landscape (7.6%)
2. Rest & relaxation (7.5%) +
3. Nature (6.1%)
4. Water (5.7%) +
5. Mountains (5.6%)
6. Location (4.2%)
7. Hiking (3.8%)
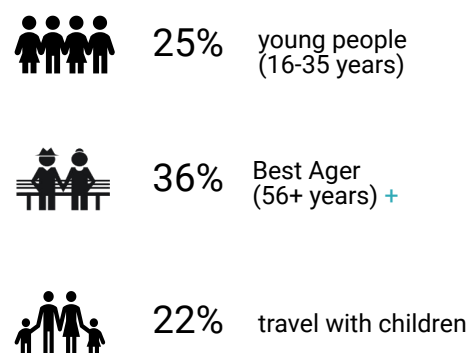8. Public transportation (3.5%)
9. Easy to reach (3.4%)
10. Friendly / welcoming (3.3%)

Weaknesses

1. Expensive / price-performance (18.7%)
2. Does not offer enough, boring (5.8%)
3. Difficult to reach, not central (5.6%)
4. Public transportation (4.6%)
5. Gastronomy (4.2%)
6. Too much traffic (4.1%)
7. Too many tourists (3.6%) +
8. Not enough stores / shopping (3.6%)
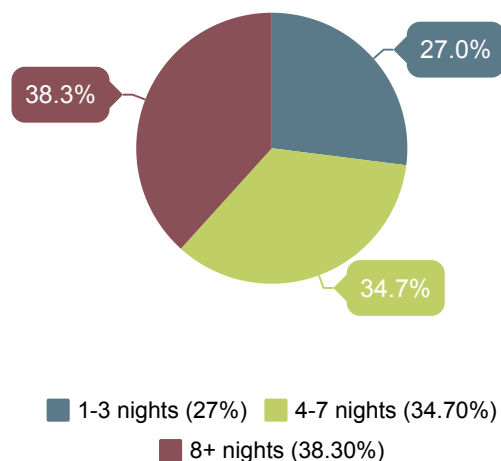9. Lack of restaurants / hotels (2.4%)
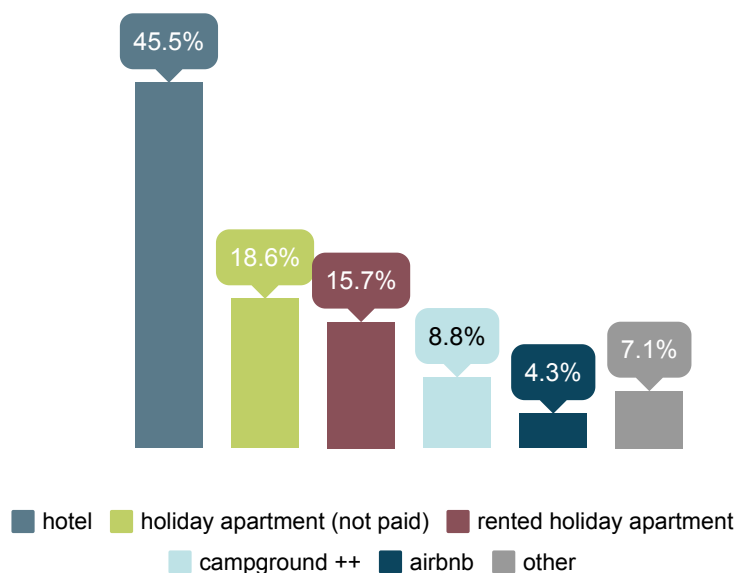10. Poor nightlife (2.3%)

Tourism zone

70.8% mountain
10.8% big city
10.7% small city +
7.8% countryside +

Guest structure

25% young people (16-35 years)

36% Best Ager (56+ years) +

22% travel with children

Length of stay in Switzerland

38.3%
27.0%
34.7%

- 1-3 nights (27%)
- 4-7 nights (34.70%)
- 8+ nights (38.30%)

Type of accommodation

45.5% hotel
18.6% holiday apartment (not paid)
15.7% rented holiday apartment
8.8% campground ++
4.3% airbnb
7.1% other

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Outdoor Enthusiast.

(1st priority = 19.0%)

Switzerland Tourism.

Market of origin
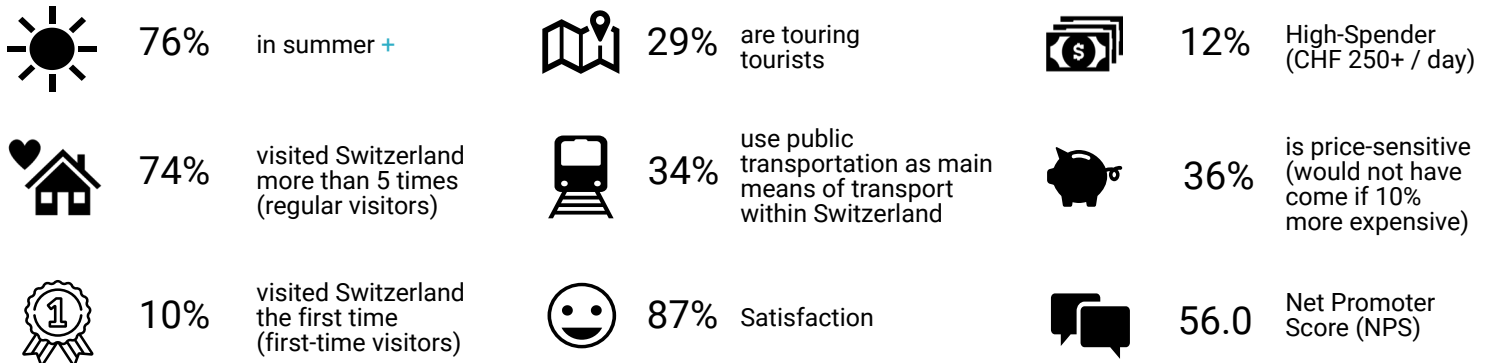

6.4%

27.5%

66.1%
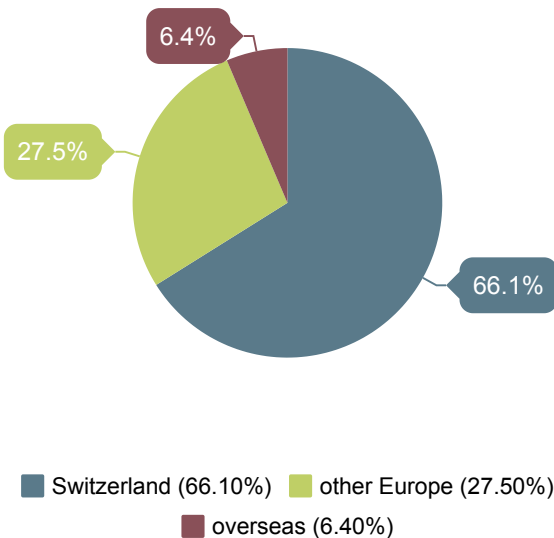
1. Switzerland (66.1%)
2. Germany (12.9%)
3. BeNeLux (4.2%)
4. France (2.6%)
5. USA (2.3%)
6. UK (2.3%)
7. Italy (1.2%)
8. Greater China** (0.8%)
9. Nordics (0.7%)
10. Czech Republic (0.7%)
11. Austria (0.6%)

12. Canada (0.5%)
13. Spain (0.5%)
14. India (0.5%)
15. Korea, Rep. (0.4%)
16. Australia, New Zealand (0.4%)
17. Russia (0.4%)
18. Poland (0.4%)
19. GCC (0.4%)
20. Japan (0.3%)
21. Brazil (0.2%)
23. Southeast Asia (0.1%)
other country (1.1%)

■ Switzerland (66.10%)　■ other Europe (27.50%)
■ overseas (6.40%)

** Mainland China, Hong Kong and Taiwan

Key facts

76% in summer +

29% are touring tourists

12% High-Spender (CHF 250+ / day)

74% visited Switzerland more than 5 times (regular visitors)

34% use public transportation as main means of transport within Switzerland

36% is price-sensitive (would not have come if 10% more expensive)

10% visited Switzerland the first time (first-time visitors)

87% Satisfaction

56.0 Net Promoter Score (NPS)

Main travel reasons

1. Mountains (9.8%) ++
2. Sport opportunities (9.5%) ++
3. Hiking (8.2%) ++
4. Nature (7.8%) +
5. Family-friendly (6.1%)
6. Relaxation (5.4%)
7. Quiet (4.7%)
8. Special nature attractions (3.7%)
9. Panorama (2.3%)
10. Mountain biking (2.2%) ++

Sources of information

1. Recommendation friends / family (47.3%)
2. Website accommodation (27.6%)
3. Website regional tourist office (22.9%)
4. Rating platform / discussion forum (17.4%)
5. Guidebooks (14.0%)
6. Personal information from accom. (13.7%)
7. Social media from friends / family (13.5%)
8. Website Switzerland Tourism (13.0%)
9. Brochure regional tourist org. (11.9%)
10. Brochure from accommodation (11.3%)

Activities

1. Hiking (63.4%) +
2. Excursions by cable car (41.1%)
3. Regional cuisine (28.2%)
4. Visit nature attractions (25.6%)
5. Swimming (25.5%)
6. Wildlife watching (17.7%) +
7. Bicycling (17.6%) ++
8. Shopping (17.3%)
9. Mountain biking (16.5%) ++
10. Alpine skiing (14.4%)

Needs

1. Mountains (67.5%)
2. Nature (60.3%)
3. Panorama (43.8%)
4. Relaxation (38.5%)
5. Quiet (34.5%)
6. Sports opportunities (33.7%) +
7. Easy to reach (29.2%)
8. Atmosphere (25.7%)
9. Hospitable (25.2%)
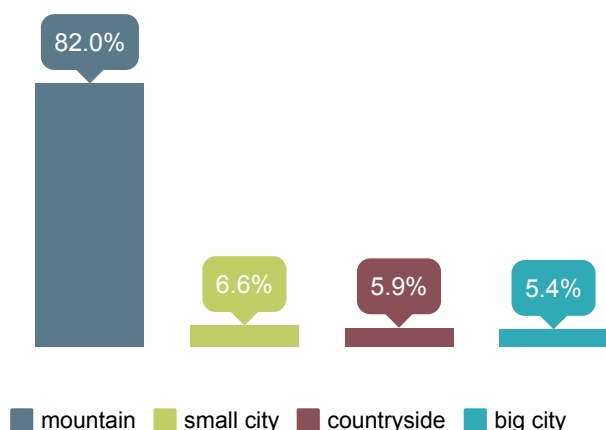10. Pleasant climate/weather (23.9%)

Strengths

1. Panorama / Landscape (6.7%)
2. Mountains (6.5%) +
3. Rest & relaxation (5.6%)
4. Nature (5.5%)
5. Hiking (4.7%) ++
6. Location (4.4%)
7. Water (3.9%)
8. Range of services (3.6%)
9. Good location for day trips (3.5%)
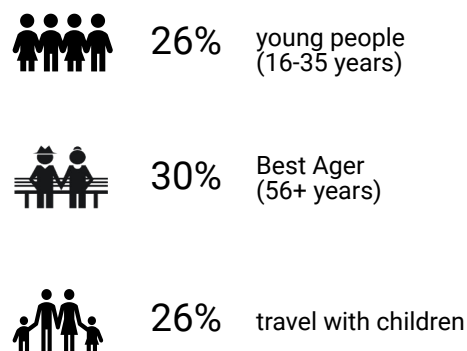10. Easy to reach (3.4%)

Weaknesses

1. Expensive / price-performance (19.6%)
2. Difficult to reach, not central (6.1%)
3. Does not offer enough, boring (4.0%)
4. Too much traffic (4.0%)
5. Public transportation (3.9%)
6. Gastronomy (3.6%)
7. Not enough stores / shopping (3.6%)
8. Too many tourists (3.2%)
9. Wintersport options / snow cond. (2.9%)
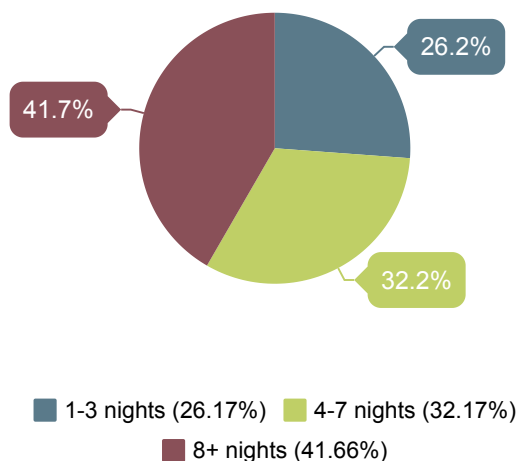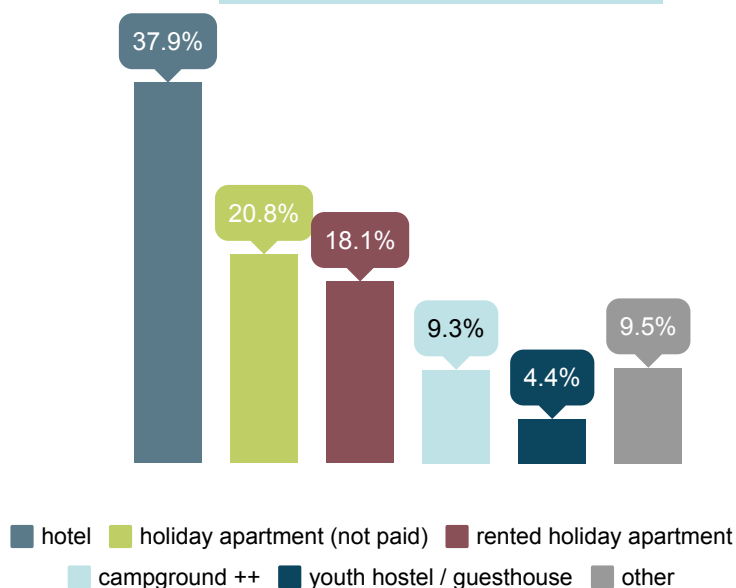10. Mountain railways (2.8%)

Tourism zone

82.0% — mountain
6.6% — small city
5.9% — countryside
5.4% — big city

legend: ■ mountain ■ small city ■ countryside ■ big city

Guest structure

26% young people (16-35 years)

30% Best Ager (56+ years)

26% travel with children

Length of stay in Switzerland

41.7%
26.2%
32.2%

legend:
■ 1-3 nights (26.17%) ■ 4-7 nights (32.17%)
■ 8+ nights (41.66%)

Type of accommodation

37.9%
20.8%
18.1%
9.3%
4.4%
9.5%

legend:
■ hotel ■ holiday apartment (not paid) ■ rented holiday apartment
■ campground ++ ■ youth hostel / guesthouse ■ other

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Snow Lover.

(1st priority = 6.7% of all tourists, 12.1% of winter tourists)
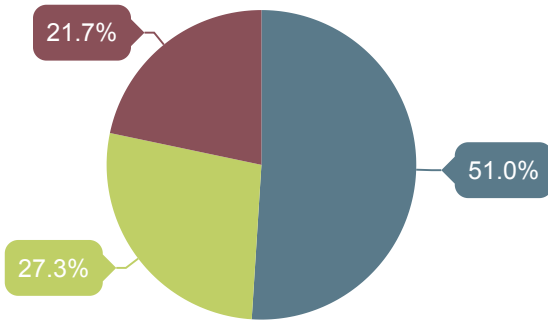
Market of origin

21.7%

51.0%

27.3%

1. Switzerland (51.0%)
2. Germany (9.4%)
3. Greater China** (6.0%) ++
4. BeNeLux (4.2%)
5. Southeast Asia (4.0%) ++
6. UK (3.5%)
7. France (3.3%)
8. USA (3.1%)
9. Italy (2.2%)
10. Korea, Rep. (1.6%) ++
11. India (1.4%)

12. Spain (1.1%)
13. GCC (0.9%)
14. Brazil (0.9%)
15. Australia, New Zealand (0.8%)
16. Japan (0.5%)
17. Nordics (0.3%)
18. Austria (0.3%)
19. Czech Republic (0.3%)
20. Canada (0.2%)
21. Russia (0.2%)
22. Poland (0.2%)
other country (4.6%)

- Switzerland (51%)
- other Europe (27.30%)
- overseas ++ (21.70%)

** Mainland China, Hong Kong and Taiwan

Key facts

81% in winter ++	31% are touring tourists	21% High-Spender (CHF 250+ / day) +
61% visited Switzerland more than 5 times (regular visitors)	42% use public transportation as main means of transport within Switzerland	43% is price-sensitive (would not have come if 10% more expensive)
24% visited Switzerland the first time (first-time visitors) +	87% Satisfaction	50.5 Net Promoter Score (NPS)

Main travel reasons

1. Relaxation (14.9%) ++
2. Quiet (8.0%) ++
3. Mountains (7.1%)
4. Family-friendly (6.3%)
5. Special nature attractions (5.5%) ++
6. Nature (5.0%)
7. Glaciers / snow (3.8%)
8. Alpine skiing (3.3%)
9. Emotional ties (3.0%) +
10. Atmosphere (2.7%) ++

Sources of information

1. Recommendation friends / family (55.2%)
2. Website accommodation (27.2%)
3. Rating platform / discussion forum (26.8%)+
4. Social media from friends / family (20.7%) +
5. Website regional tourist office (19.2%)
6. Guidebooks (15.5%)
7. Brochure from accommodation (15.5%) +
8. Website Switzerland Tourism (14.6%)
9. Website tour operator (13.7%)
10. Blogs (13.0%) ++

Activities

1. Excursions by cable car (45.4%)
2. Hiking (42.9%)
3. Visit nature attractions (30.9%)
4. Regional cuisine (29.5%)
5. Alpine skiing (27.7%)
6. Shopping (27.7%)
7. Panorama trains (19.3%) +
8. Swimming (17.1%)
9. Churches & cathedrals (17.0%)
10. Visit historical attractions (16.8%)

Needs

1. Mountains (62.7%)
2. Nature (53.8%)
3. Relaxation (48.2%)
4. Panorama (42.2%)
5. Quiet (41.4%)
6. Atmosphere (32.2%)
7. Glaciers / snow (29.8%) +
8. Easy to reach (29.4%)
9. Hospitable (26.2%)
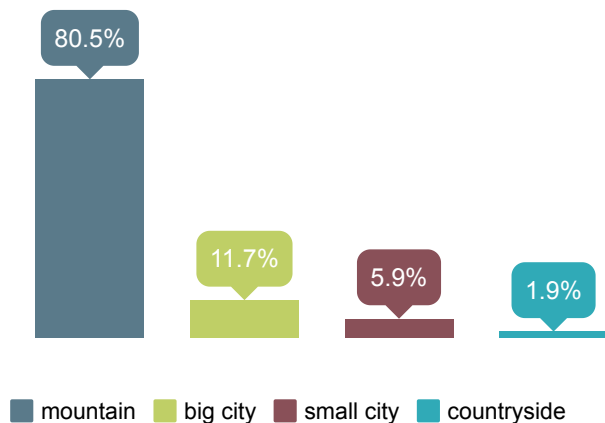10. Pleasant climate/weather (23.2%)

Strengths

1. Panorama / landscape (7.6%)
2. Rest & relaxation (6.7%)
3. Mountains (5.5%)
4. Nature (5.4%)
5. Winter sports (4.4%)
6. Friendly / welcoming (3.9%)
7. Location (3.4%)
8. Public transportation (3.0%)
9. Gastronomy (3.0%)
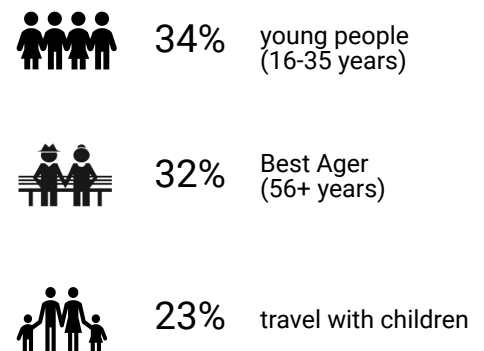10. Easy to reach (2.9%)

Weaknesses

1. Expensive / price-performance (21.1%)
2. Too much traffic (5.2%) +
3. Does not offer enough, boring (5.1%)
4. Gastronomy (5.0%) +
5. Difficult to reach, not central (4.9%)
6. Public transportation (4.5%)
7. Wintersport options (4.4%)
8. Not enough stores / shopping (3.4%)
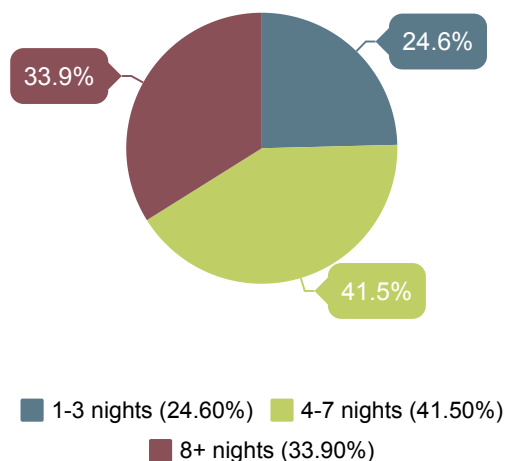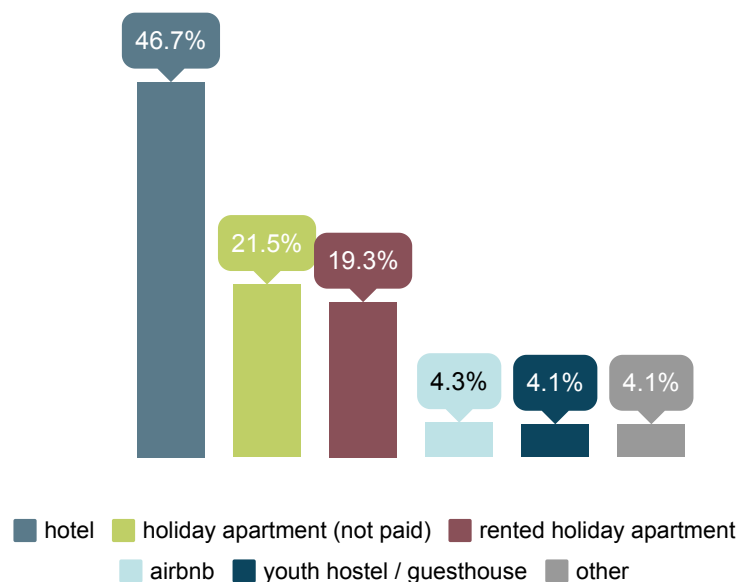9. Poor nightlife (3.0%)
10. Lodging (2.7%)

Tourism zone

80.5% mountain
11.7% big city
5.9% small city
1.9% countryside

Guest structure

34% young people (16-35 years)

32% Best Ager (56+ years)

23% travel with children

Length of stay in Switzerland

33.9%
24.6%
41.5%

1-3 nights (24.60%)   4-7 nights (41.50%)
8+ nights (33.90%)

Type of accommodation

46.7% hotel
21.5% holiday apartment (not paid)
19.3% rented holiday apartment
4.3% airbnb
4.1% youth hostel / guesthouse
4.1% other

overrepresentation:
+   = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
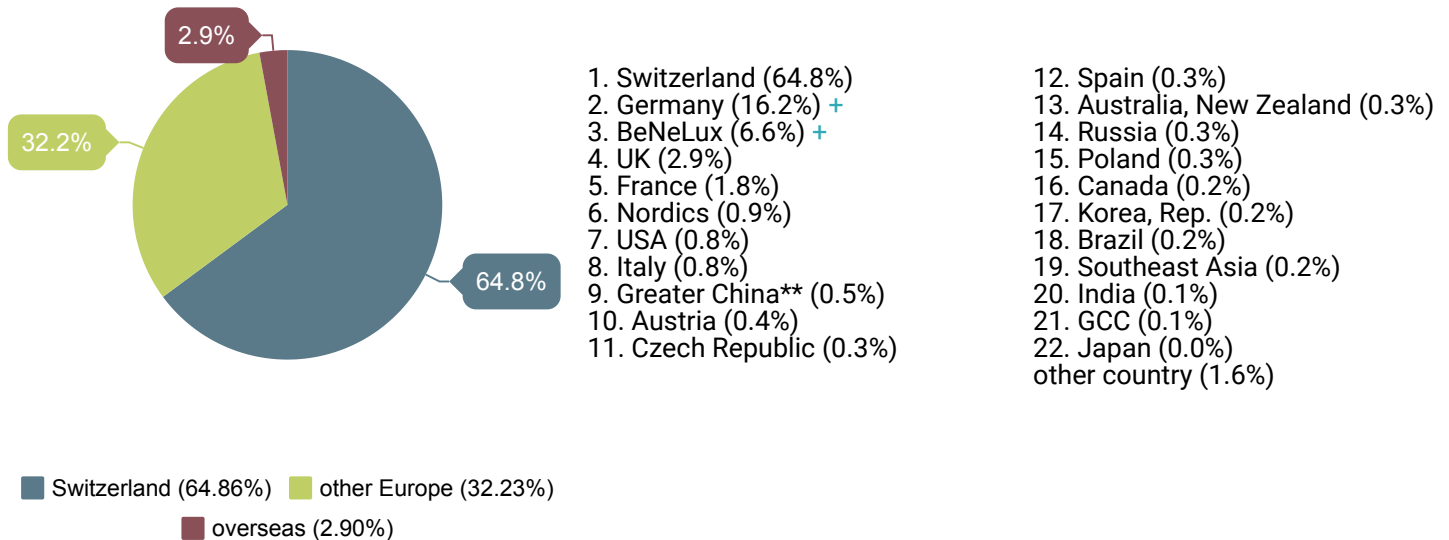Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
Overnight and leisure tourists
Sample size: n=1'676 (target segment), n=21'535 (all tourists = benchmark)
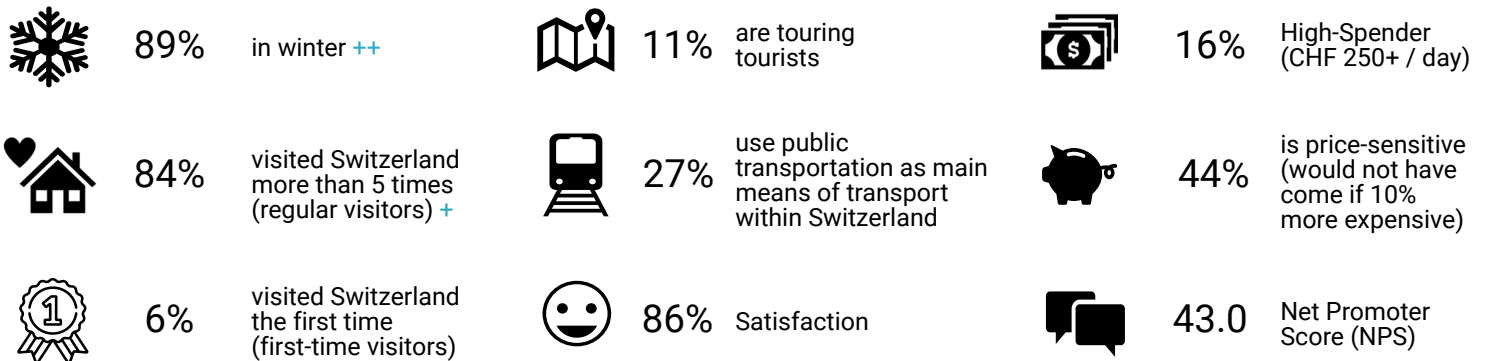
Snow Sport Enthusiast.

(1st priority = 21.0% of all tourists, 41.7% of winter tourists)

Market of origin

1. Switzerland (64.8%)
2. Germany (16.2%) +
3. BeNeLux (6.6%) +
4. UK (2.9%)
5. France (1.8%)
6. Nordics (0.9%)
7. USA (0.8%)
8. Italy (0.8%)
9. Greater China** (0.5%)
10. Austria (0.4%)
11. Czech Republic (0.3%)

12. Spain (0.3%)
13. Australia, New Zealand (0.3%)
14. Russia (0.3%)
15. Poland (0.3%)
16. Canada (0.2%)
17. Korea, Rep. (0.2%)
18. Brazil (0.2%)
19. Southeast Asia (0.2%)
20. India (0.1%)
21. GCC (0.1%)
22. Japan (0.0%)
other country (1.6%)

- Switzerland (64.86%)
- other Europe (32.23%)
- overseas (2.90%)

** Mainland China, Hong Kong and Taiwan

Key facts

- 89% in winter ++
- 11% are touring tourists
- 16% High-Spender (CHF 250+ / day)
- 84% visited Switzerland more than 5 times (regular visitors) +
- 27% use public transportation as main means of transport within Switzerland
- 44% is price-sensitive (would not have come if 10% more expensive)
- 6% visited Switzerland the first time (first-time visitors)
- 86% Satisfaction
- 43.0 Net Promoter Score (NPS)

Main travel reasons

1. Alpine skiing (21.6%) ++
2. Sport opportunities (16.1%) ++
3. Glaciers / snow (8.0%) ++
4. Family-friendly (6.7%)
5. Mountains (4.8%)
6. Snow reliability (4.3%) ++
7. Relaxation (3.9%)
8. Snowboarding (2.8%) ++
9. Quiet (2.4%)
10. Emotional ties (1.9%)

Sources of information

1. Recommendation friends / family (47.3%)
2. Website accommodation (28.3%)
3. Website regional tourist office (21.2%)
4. Rating platform / discussion forum (18.3%)
5. Personal information from accom. (13.9%)
6. Social media from friends / family (13.3%)
7. Website tour operator (10.6%)
8. Brochure from accommodation (9.8%)
9. Website Switzerland Tourism (13.0%)
10. Media report about destination (8.3%)

Activities

1. Alpine skiing (72.1%) ++
2. Excursions by cable car (31.9%)
3. Hiking (31.1%)
4. Regional cuisine (30.5%)
5. Shopping (20.1%)
6. Swimming (18.4%)
7. Snowboarding (15.9%) ++
8. Thermal bath (15.0%)
9. Sledding (14.7%) ++
10. Gourmet cuisine (13.8%)

Needs

1. Mountains (72.1%)
2. Sports opportunities (50.7%) ++
3. Snow reliability (48.8%) ++
4. Glaciers / snow (46.4%) ++
5. Nature (43.9%)
6. Panorama (38.0%)
7. Relaxation (36.1%)
8. Easy to reach (34.5%)
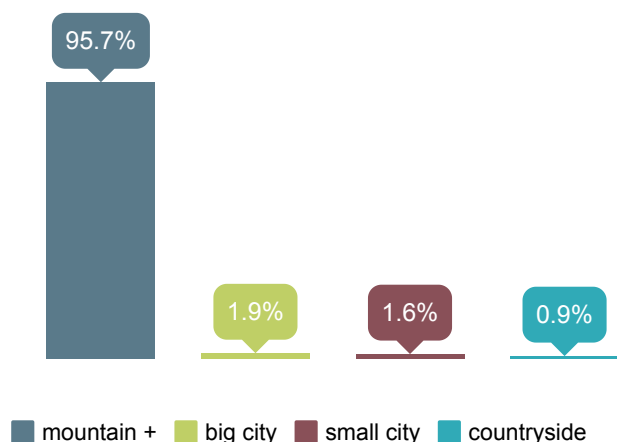9. Quiet (28.6%)
10. Hospitable (26.1%)

Strengths

1. Winter sports (10.5%) ++
2. Panorama / landscape (6.0%)
3. Rest & relaxation (5.4%)
4. Snow cond. / reliability (4.9%) ++
5. Mountains (3.8%)
6. Small & compact (3.7%)
7. Nature (3.6%)
8. Easy to reach (3.5%)
9. Friendly / welcoming (3.4%)
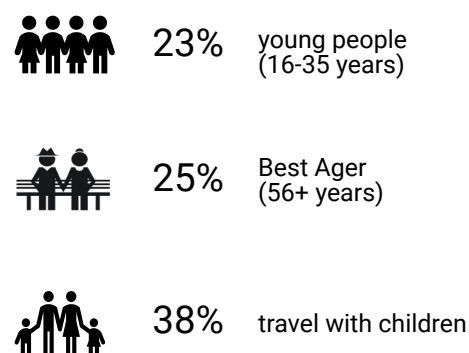10. Range of services (3.4%)

Weaknesses

1. Expensive / price-performance (19.3%)
2. Wintersport options (9.4%) ++
3. Difficult to reach, not central (6.0%)
4. Mountain railways (4.2%) ++
5. Does not offer enough, boring (3.8%)
6. Poor nightlife (3.5%) +
7. Gastronomy (3.5%)
8. Public transportation (3.3%)
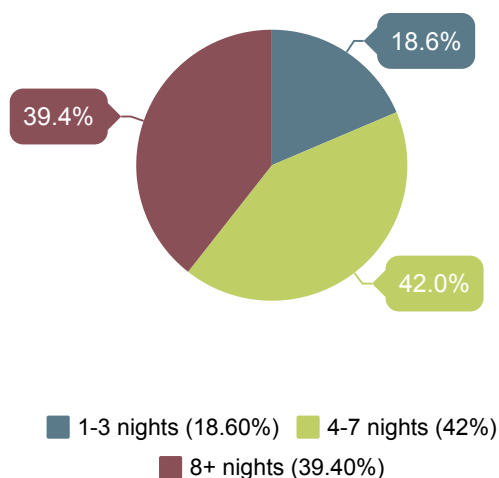9. Too much traffic (3.0%)
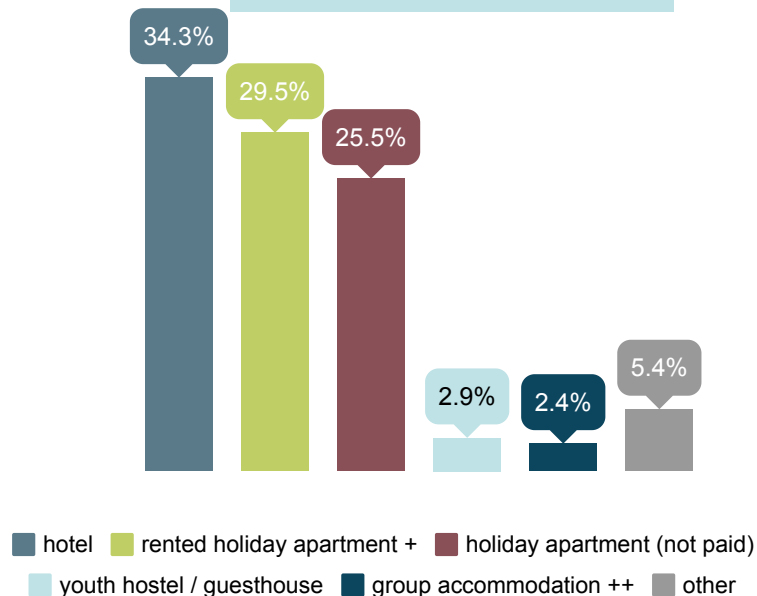10. Lack of infrastructure (2.8%) +

Tourism zone

95.7%
1.9%
1.6%
0.9%

■ mountain + ■ big city ■ small city ■ countryside

Guest structure

23% young people (16-35 years)

25% Best Ager (56+ years)

38% travel with children

Length of stay in Switzerland

18.6%
39.4%
42.0%

■ 1-3 nights (18.60%)   ■ 4-7 nights (42%)
■ 8+ nights (39.40%)

Type of accommodation

34.3%
29.5%
25.5%
2.9%
2.4%
5.4%

■ hotel   ■ rented holiday apartment +   ■ holiday apartment (not paid)
■ youth hostel / guesthouse   ■ group accommodation ++   ■ other

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
Overnight and leisure tourists
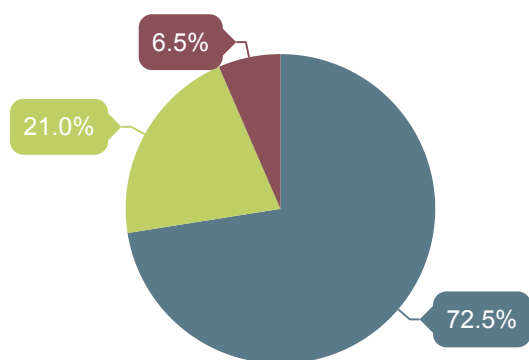Sample size: n=4'139 (target segment), n=21'535 (all tourists = benchmark)

Spa & Vitality Guest.
(1st priority = 1.7%)

Switzerland Tourism.

Market of origin

1. Switzerland (72.5%) +
2. France (6.5%) ++
3. Germany (4.6%)
4. BeNeLux (2.9%)
5. Italy (2.3%)
6. Brazil (1.2%) ++
7. UK (1.1%)
8. USA (0.9%)
9. Greater China** (0.9%)
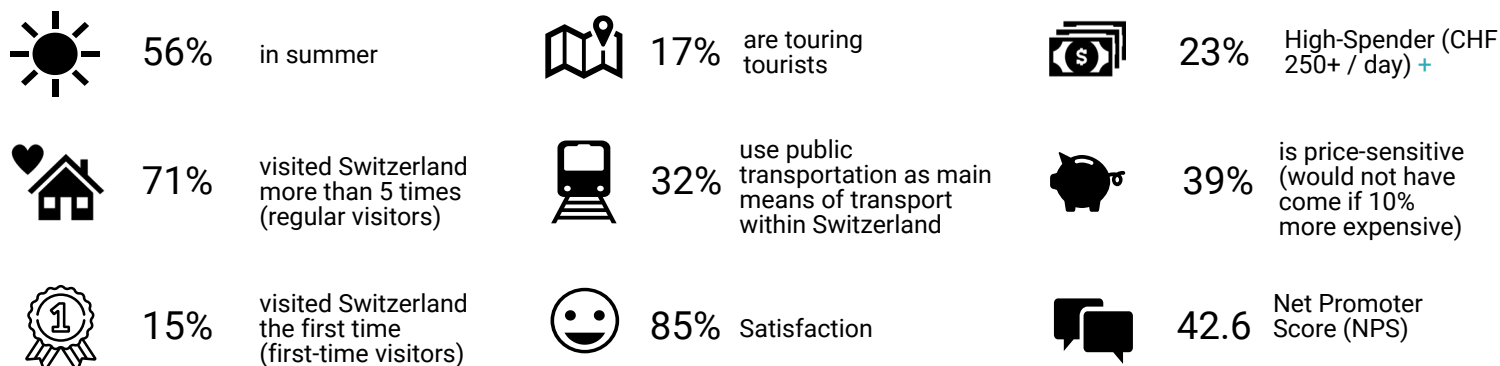10. Korea, Rep. (0.7%)
11. Austria (0.7%)

12. Spain (0.6%)
13. GCC (0.5%)
14. Southeast Asia (0.4%)
15. Nordics (0.3%)
16. Canada (0.2%)
17. India (0.2%)
18. Russia (0.2%)
19. Australia, New Zealand (0.0%)
20. Poland (0.0%)
21. Japan (0.0%)
22. Czech Republic (0.0%)
other country (3.2%)

■ Switzerland + (72.50%)   ■ other Europe (21%)
■ overseas (6.50%)

** Mainland China, Hong Kong and Taiwan

Key facts

56% in summer	17% are touring tourists	23% High-Spender (CHF 250+ / day) +
71% visited Switzerland more than 5 times (regular visitors)	32% use public transportation as main means of transport within Switzerland	39% is price-sensitive (would not have come if 10% more expensive)
15% visited Switzerland the first time (first-time visitors)	85% Satisfaction	42.6 Net Promoter Score (NPS)

Main travel reasons

1. Relaxation (15.5%) ++
2. Quiet (10.7%) ++
3. Themal bath (8.0%) ++
4. Wellness & beauty offers (5.4%) ++
5. Nature (4.4%)
6. Special nature attractions (3.9%)
7. Alpine skiing (3.9%)
8. Family-friendly (3.8%)
9. Health resort / rehabilitation (3.1%) ++
10. Romantic (2.9%) ++

Sources of information

1. Recommendation friends / family (45.4%)
2. Website accommodation (30.6%)
3. Personal information from accom. (25.4%)++
4. Rating platform/discussion forum (21.4%)
5. Media report about Switzerland (19.5%) ++
6. Brochure from accommodation (16.7%) +
7. Website tour operator (16.2%) +
8. Brochure Switzerland Tourism (15.7%) ++
9. Social media from friends/family (15.3%)
10. Media report about destination (11.6%)

Activities

1. Wellness & beauty applic. (38.1%) ++
2. Thermal bath (36.9%) ++
3. Swimming (33.9%) ++
4. Hiking (32.9%)
5. Excursions by cable car (28.5%)
6. Visit nature attractions (22.4%)
7. Regional cuisine (22.2%)
8. Shopping (18.6%)
9. Gourmet cuisine (17.8%) +
10. Alpine skiing (13.0%)

Needs

1. Relaxation (54.9%) +
2. Nature (46.3%)
3. Quiet (45.2%) +
4. Mountains (45.0%)
5. Panorama (35.1%)
6. Wellness & beauty offers (30.9%) ++
7. Easy to reach (29.8%)
8. Hospitable (28.5%)
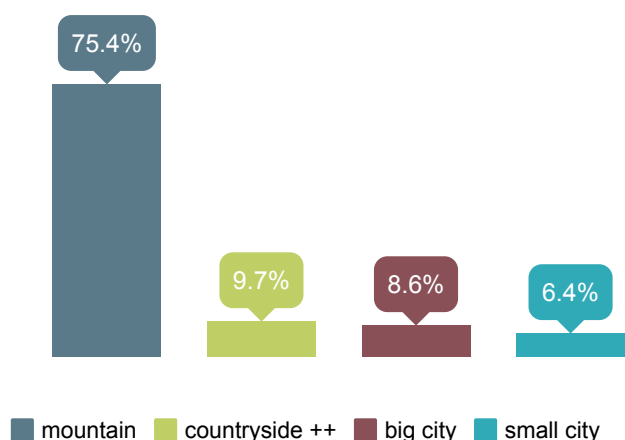9. Quality (26.3%) +
10. Atmosphere (26.0%)

Strengths

1. Rest & relaxation (9.2%) ++
2. Panorama / landscape (8.1%)
3. Mountains (7.1%) +
4. Wellness / spa (6.3%) ++
5. Water (5.3%) +
6. Easy to reach (4.0%)
7. Nature (3.2%)
8. Hiking (3.1%)
9. Friendly / welcoming (3.0%)
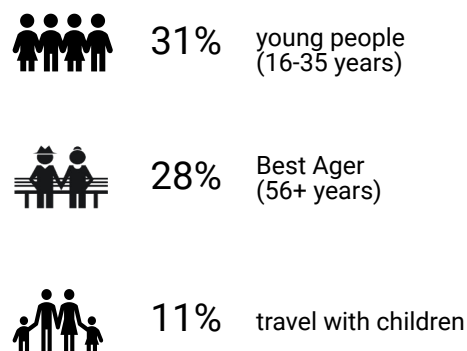10. Accommodation (2.8%) ++

Weaknesses

1. Expensive / price-performance (16.8%)
2. Difficult to reach, not central (10.0%) ++
3. Does not offer enough, boring (9.0%) ++
4. Public transportation (6.8%) ++
5. Gastronomy (4.6%)
6. Too much traffic / traffic chaos (4.4%)
7. Poor nightlife (3.2%) +
8. Wintersport options/ snow cond. (3.0%)
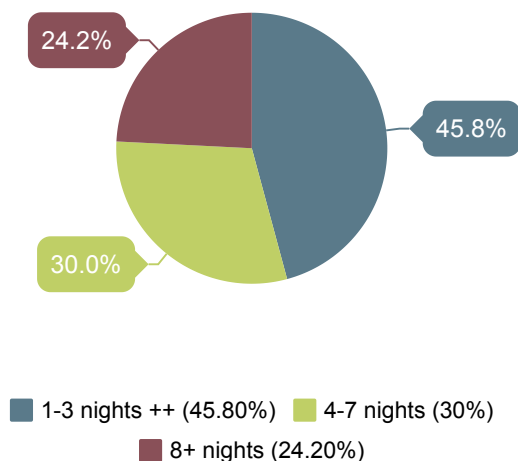9. Mountain railways (2.4%)
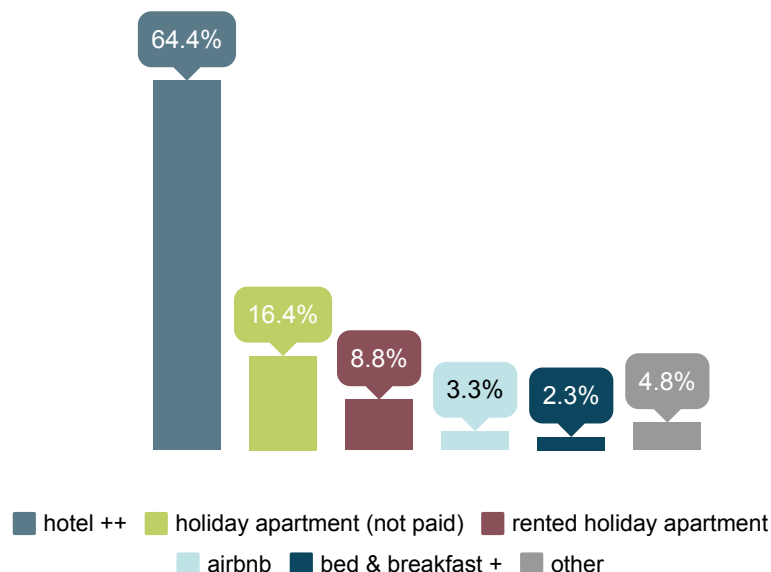10. Lack of restaurants / hotels (2.3%)

Tourism zone

- 75.4%
- 9.7%
- 8.6%
- 6.4%

■ mountain ■ countryside ++ ■ big city ■ small city

Guest structure

31% young people (16-35 years)

28% Best Ager (56+ years)

11% travel with children

Length of stay in Switzerland

- 24.2%
- 45.8%
- 30.0%

■ 1-3 nights ++ (45.80%) ■ 4-7 nights (30%)
■ 8+ nights (24.20%)

Type of accommodation

- 64.4%
- 16.4%
- 8.8%
- 3.3%
- 2.3%
- 4.8%

■ hotel ++ ■ holiday apartment (not paid) ■ rented holiday apartment
■ airbnb ■ bed & breakfast + ■ other

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
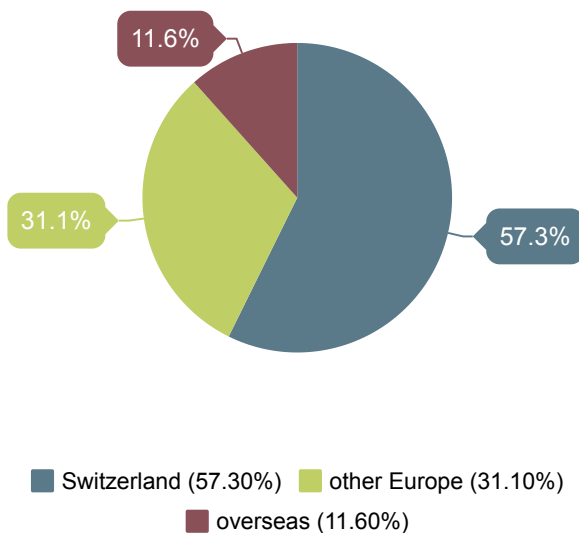Tourism Monitor Switzerland 2017, Switzerland Tourism 2018.
Overnight and leisure tourists
Sample size: n=287 (target segment), n=21'535 (all tourists = benchmark)

Leisure tourists in the alpine zone in winter.

Market of origin*

9.1 million overnights in 2018
(23.4% market share)

1. Switzerland (57.4%%)
2. Germany (11.6%)
3. BeNeLux (4.9%)
4. UK (4.4%)
5. Greater China ** (2.9%)
6. France (2.8%)
7. USA (2.1%)
8. Italy (1.6%)
9. Nordics (1.4%)
10. Southeast Asia (1.1%)
11. Korea, Rep. (1.1%)

12. Russia (1.0%)
13. GCC (0.7%)
14. Austria (0.7%)
15. India (0.6%)
16. Australia (0.5%)
17. Poland (0.5%)
18. Spain (0.5%)
19. Brazil (0.4%)
20. Canada (0.3%)
21. Japan (0.3%)
22. Czech Republic (0.2%)
other country (3.4%)

- 11.6%
- 31.1%
- 57.3%

- Switzerland (57.30%)
- other Europe (31.10%)
- overseas (11.60%)

** Mainland China, Hong Kong and Taiwan

Key facts

7.3%* share of overnights in 5-star-hotels

13% are touring tourists

16% High-Spender (CHF 250+ / day)

80% visited Switzerland more than 5 times (regular visitors)

30% use public transportation as main means of transport within Switzerland

42% is price-sensitive (would not have come if 10% more expensive)

8% visited Switzerland the first time (first-time visitors)

86% Satisfaction

45.7 Net Promoter Score (NPS)

Main travel reasons

1. Alpine skiing (15.5%) ++
2. Sport opportunities (11.1%) ++
3. Family-friendly (9.0%)
4. Relaxation (7.1%)
5. Glaciers / snow (6.1%) ++
6. Mountains (4.8%)
7. Quiet (4.6%)
8. Snow reliability (3.2%) ++
9. Nature (2.7%)
10. Emotional ties (2.3%)

Sources of information

1. Recommendation friends / family (48.6%)
2. Website accommodation (28.9%)
3. Website regional / local tourist org. (20.7%)
4. Rating platform/discussion forum (19.1%)
5. Personal information from accom. (14.2%)
6. Social media from friends/family (13.9%)
7. Website tour operator (11.7%)
8. Brochure from accommodation (10.7%)
9. Website Switzerland Tourism (9.3%)
10. Guidebooks (9.0%)

Activities

1. Alpine skiing (58.8%) ++
2. Excursions by cable car (35.1%)
3. Hiking (33.2%)
4. Regional cuisine (29.4%)
5. Swimming (20.5%)
6. Shopping (20.4%)
7. Thermal bath (17.7%) +
8. Visit nature attractions (16.8%)
9. Sledding (16.2%) ++
10. Gourmet cuisine (14.1%)

Needs

1. Mountains (68.7%)
2. Nature (45.9%)
3. Glaciers / snow (40.6%) ++
4. Sport opportunities (40.5%) ++
5. Relaxation (40.1%)
6. Snow reliability (39.5%) ++
7. Panorama (39.4%)
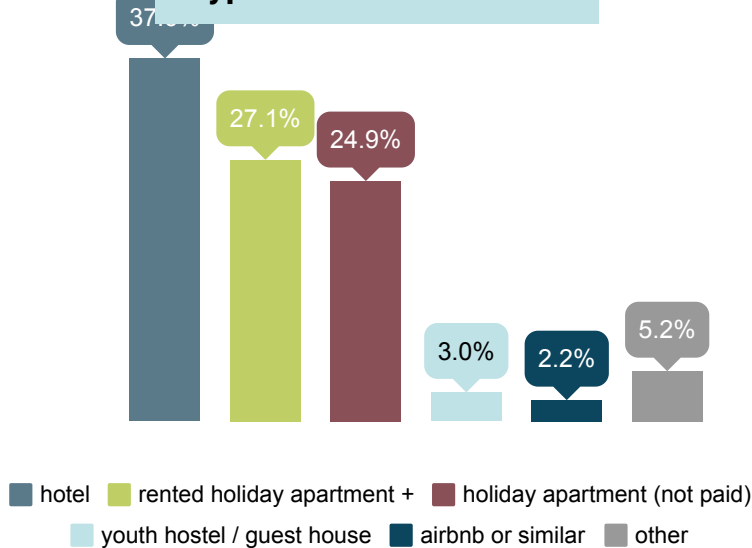8. Easy to reach (33.6%)
9. Quiet (33.3%)
10. Atmosphere (27.4%)

Strengths

1. Winter sports (8.6%) ++
2. Panorama / landscape (6.7%)
3. Rest & relaxation (5.8%)
4. Mountains (4.8%)
5. Snow reliability (4.1%) ++
6. Nature (4.0%)
7. Small & compact (3.7%) +
8. Easy to reach (3.6%)
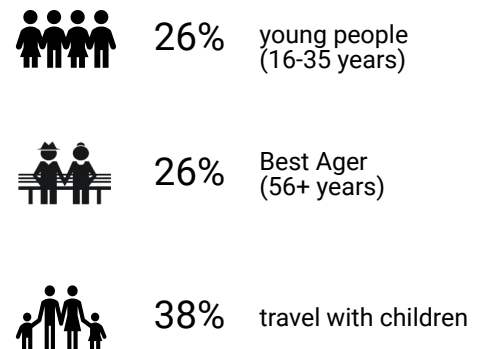9. Friendly / welcoming (3.5%)
10. Location (3.3%)

Weaknesses

1. Expensive / price-performance (18.5%)
2. Wintersport options / snow cond. (8.8%) ++
3. Difficult to reach, not central (6.4%)
4. Does not offer enough, boring (4.5%)
5. Gastronomy (3.9%)
6. Mountain railways (3.6%) +
7. Public transportation (3.4%)
8. Too much traffic / traffic chaos (3.3%)
9. Nightlife (3.0%)
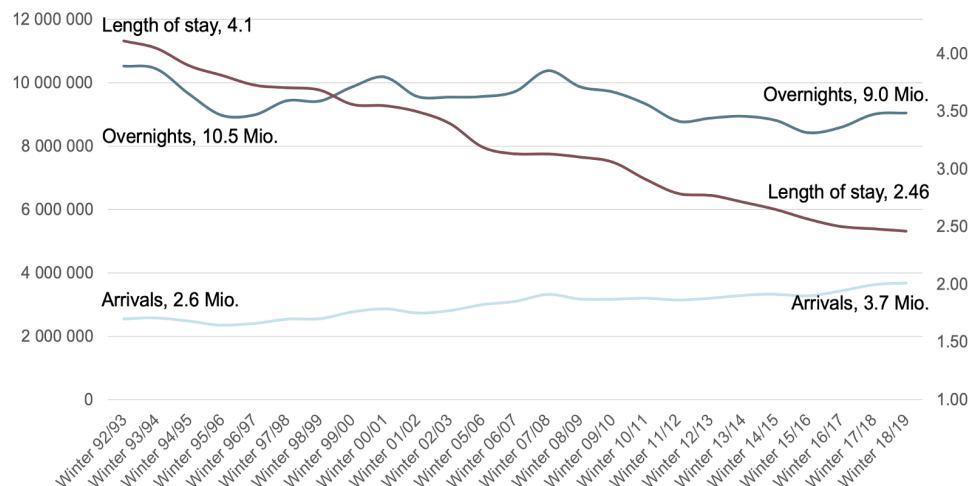10. Not enough stores / shopping (2.9%)

Type of accommodation

37.x%
27.1%
24.9%
3.0%
2.2%
5.2%

- hotel
- rented holiday apartment +
- holiday apartment (not paid)
- youth hostel / guest house
- airbnb or similar
- other

Guest structure

26% young people (16-35 years)

26% Best Ager (56+ years)

38% travel with children

Top destinations*

1. Zermatt (8.4%)
2. Davos (5.5%)
3. St. Moritz (4.4%)
4. Interlaken (3.2%)
5. Arosa (2.9%)
6. Grindelwald (2.5%)
7. Lauterbrunnen (2.5%)
8. Saas-Fee (2.2%)
9. Saanen (1.9%)
10. Engelberg (1.8%)

Development of overnight stays*

Length of stay, 4.1
Overnights, 10.5 Mio.
Arrivals, 2.6 Mio.
Overnights, 9.0 Mio.
Length of stay, 2.46
Arrivals, 3.7 Mio.

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Sources:
Figures with *: Hotel overnights statistics (business + leisure), Swiss Federal Statistical Office, numbers for 2018.
All other figures: Tourism Monitor Switzerland 2017 (overnight and leisure tourists), sample size: n=7'229 (all tourists = benchmark)
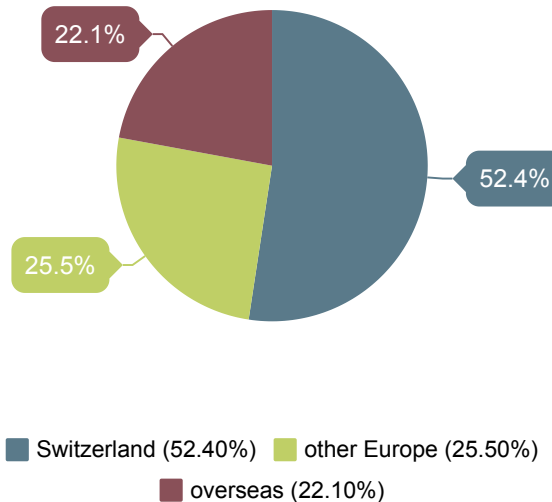
Leisure tourists in the alpine zone in summer.

Market of origin*

🛏 **10.9 million overnights in 2018**
(28.1% market share)

1. Switzerland (52.4%)
2. Germany (10.0%)
3. Greater China ** (5.9%)
4. USA (4.5%)
5. BeNeLux (3.9%)
6. UK (3.2%)
7. India (2.4%)
8. GCC (2.3%)
9. France (2.2%)
10. Korea, Rep. (1.8%)
11. Japan (1.5%)

12. Italy (1.4%)
13. Southeast Asia (1.0%)
14. Austria (0.9%)
15. Nordics (0.8%)
16. Australia (0.7%)
17. Spain (0.6%)
18. Canada (0.4%)
19. Russia (0.4%)
20. Poland (0.3%)
21. Czech Republic (0.3%)
22. Brazil (0.2%)
other country (2.8%)

Pie chart values: 22.1%, 52.4%, 25.5%

- Switzerland (52.40%)
- other Europe (25.50%)
- overseas (22.10%)

** Mainland China, Hong Kong and Taiwan

Key facts

⭐ **4.8%*** share of overnights in 5-star-hotels

🗺 **31%** are touring tourists

💵 **13%** High-Spender (CHF 250+ / day)

🏠 **71%** visited Switzerland more than 5 times (regular visitors)

🚆 **33%** use public transportation as main means of transport within Switzerland

🐷 **34%** is price-sensitive (would not have come if 10% more expensive)

🏅 **13%** visited Switzerland the first time (first-time visitors)

🙂 **88%** Satisfaction

💬 **57.9** Net Promoter Score (NPS)

Main travel reasons

1. Family-friendly (9.7%)
2. Relaxation (9.1%)
3. Nature (8.8%) ++
4. Mountains (8.4%) +
5. Hiking (6.4%) ++
6. Quiet (6.0%)
7. Special nature attractions (4.7%) +
8. Sport opportunities (3.5%)
9. Panorama (3.3%) +
10. Hospitable (1.8%)

Sources of information

1. Recommendation friends / family (46.0%)
2. Website accommodation (28.3%)
3. Website regional / local tourist org. (20.3%)
4. Rating platform/discussion forum (17.6%)
5. Personal information from accom. (14.7%)
6. Guidebooks (13.9%)
7. Social media from friends/family (13.2%)
8. Brochure from accommodation (12.3%)
9. Website tour operator (11.9%)
10. Website Switzerland Tourism (11.8%)

Activities

1. Hiking (64.3%) +
2. Excursions by cable car (52.0%) +
3. Visit nature attractions (32.8%)
4. Regional cuisine (29.7%)
5. Swimming (27.4%)
6. Shopping (19.2%)
7. Wildlife watching (19.1%) +
8. Visit historical attractions (16.5%)
9. Panorama trains (16.4%)
10. Boat excursions (15.5%)

Needs

1. Mountains (67.9%)
2. Nature (64.1%)
3. Panorama (45.8%)
4. Relaxation (43.7%)
5. Quiet (39.2%)
6. Easy to reach (28.9%)
7. Hospitable (27.0%)
8. Atmosphere (26.3%)
9. Lake/rivers (26.2%)
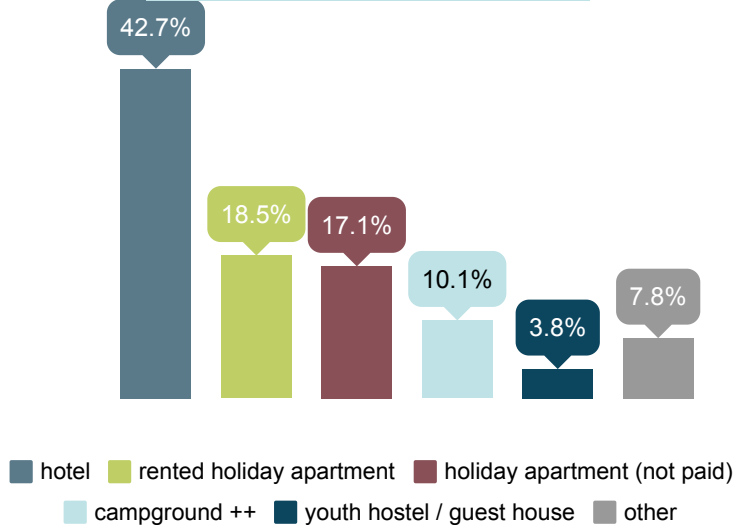10. Pleasant climate/weather (25.6%)

Strengths

1. Panorama / landscape (7.8%)
2. Rest & relaxation (6.9%)
3. Nature (6.5%) +
4. Mountains (6.4%)
5. Hiking (4.6%) ++
6. Location (4.3%)
7. Water (lake, rivers etc.) (4.1%)
8. Range of services / variety (3.4%)
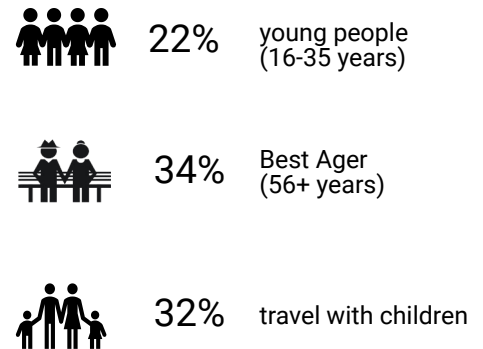9. Easy to reach (3.3%)
10. Centrally located (3.3%)

Weaknesses

1. Expensive / price-performance (15.6%)
2. Difficult to reach, not central (6.5%)
3. Public transportation (5.1%)
4. Does not offer enough, boring (4.8%)
5. Not enough stores / shopping (4.2%) +
6. Too much traffic / traffic chaos (4.1%)
7. Gastronomy (3.8%)
8. Too many tourists / touristy (3.7%) +
9. Restaurants/hotels: lack of choice (2.7%) +
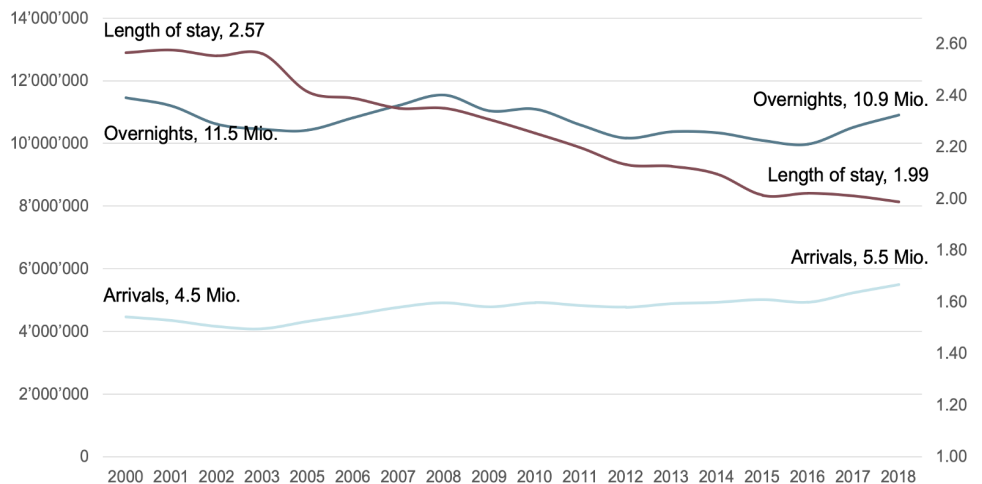10. Climate/weather (2.6%) +

Type of accommodation

42.7%
18.5%
17.1%
10.1%
3.8%
7.8%

- hotel
- rented holiday apartment
- holiday apartment (not paid)
- campground ++
- youth hostel / guest house
- other

Guest structure

22% young people (16-35 years)

34% Best Ager (56+ years)

32% travel with children

Top destinations*

1. Zermatt (6.1%)
2. Interlaken (4.6%)
3. Davos (3.7%)
4. Grindelwald (3.5%)
5. Lauterbrunnen (2.9%)
6. St. Moritz (2.8%)
7. Engelberg (2.0%)
8. Pontresina (1.6%)
9. Saanen (1.5%)
10. Weggis (1.4%)

Development of overnight stays*

Length of stay, 2.57
Overnights, 11.5 Mio.
Overnights, 10.9 Mio.
Length of stay, 1.99
Arrivals, 5.5 Mio.
Arrivals, 4.5 Mio.

overrepresentation:
+   = strong (≥ 25%)
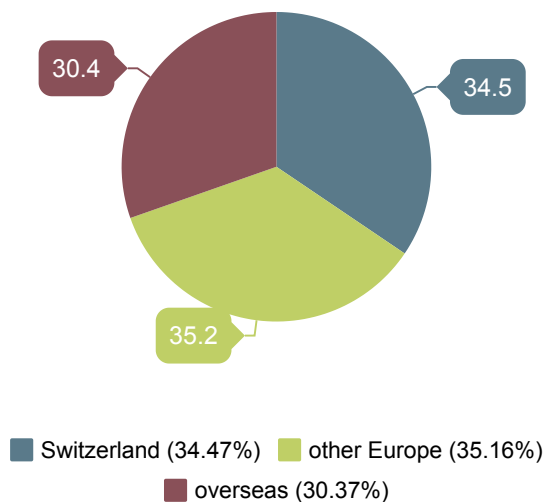++ = very strong (≥ 50%)

Sources:
Figures with *: Hotel overnights statistics (business + leisure), Swiss Federal Statistical Office, numbers for 2018.
All other figures: Tourism Monitor Switzerland 2017 (overnight and leisure tourists), sample size: n=8'264 (all tourists = benchmark)

Leisure tourists in Swiss cities.

Market of origin*

18.8 million overnights in 2018
(48.5% market share)

1. Switzerland (34.5%)
2. Germany (9.3%)
3. USA (8.4%)
4. UK (4.8%)
5. Greater China (4.4%)
6. France (4.2%)
7. Italy (3.3%)
8. GCC (2.9%)
9. India (2.6%)
10. BeNeLux (2.5%)
11. Spain (2.0%)

12. Southeast Asia (2.0%)
13. Nordics (1.5%)
14. Australia (1.4%)
15. Russia (1.2%)
16. Austria (1.2%)
17. Canada (1.0%)
18. Japan (1.0%)
19. Brazil (1.0%)
20. Korea, Rep. (0.9%)
21. Poland (0.6%)
22. Czech Republic (0.3%)
other country (9.0%)

- Switzerland (34.47%)
- other Europe (35.16%)
- overseas (30.37%)

30.4 / 34.5 / 35.2

** Mainland China, Hong Kong and Taiwan

Key facts

10.0%* share of overnights in 5-star-hotels

54% are touring tourists ++

22% High-Spender (CHF 250+ / day)

34% visited Switzerland more than 5 times (regular visitors)

55% use public transportation as main means of transport within Switzerland +

48% is price-sensitive (would not have come if 10% more expensive)

39% visited Switzerland the first time (first-time visitors) ++

85% Satisfaction

44.6 Net Promoter Score (NPS)

Main travel reasons

1. City experience (7.1%) ++
2. Family-friendly (6.6%)
3. Special nature attractions (5.4%) ++
4. Relaxation (5.3%)
5. Nature (4.7%)
6. Historical experience (4.0%) ++
7. Quiet (3.6%)
8. Mountains (3.1%)
9. Panorama (2.9%)
10. Lakes / rivers (2.6%) ++

Sources of information

1. Recommendation friends / family (59.8%)
2. Rating platform/discussion forum (34.4%)++
3. Social media from friends/family (27.3%) ++
4. Guidebooks (21.7%) ++
5. Website accommodation (20.4%)
6. Website Switzerland Tourism (18.0%) +
7. Website tour operator (16.9%) +
8. Blogs (15.2%) ++
9. Website regional / local tourist org. (15.1%)
10. Media report in magazine (11.2%)

Activities

1. Visit historical attractions (38.7%) ++
2. Churches and cathedrals (37.2%) ++
3. Visit nature attractions (36.7%) +
4. Shopping (36.0%) ++
5. Hiking (32.9%)
6. Museums and exhibits (30.5%) ++
7. Regional cuisine (30.2%)
8. Excursion by cable car (28.2%)
9. Boat excursions (27.9%) ++
10. Castles and forts (25.8%) ++

Needs

1. Lakes / rivers (40.2%) ++
2. Nature (35.1%)
3. Easy to reach (33.8%)
4. City experience (30.8%) ++
5. Atmosphere (28.8%)
6. Panorama (28.1%)
7. Mountains (27.1%)
8. Relaxation (26.6%)
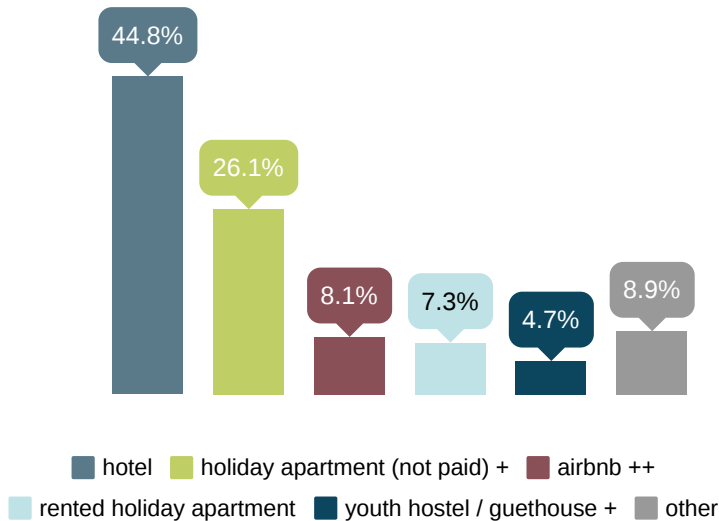9. Historical experience (26.5%) ++
10. Quiet (23.6%)

Strengths

1. Water (9.2%) ++
2. Public transport (5.3%) ++
3. Panorama / Landscape (5.3%)
4. Lovely & beautiful (4.3%)++
5. Rest & relaxation (4.0%)
6. Easy to reach for day trip (3.6%)
7. Nature (3.5%)
8. Art & culture (3.3%) ++
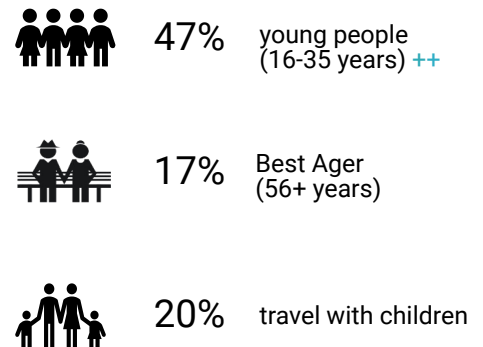9. Friendly / welcoming (3.2%)
10. Easy to reach from accom. (3.1%)

Weaknesses

1. Expensive / price-performance (36.6%)++
2. Does not offer enough, boring (7.0%) +
3. Gastronomy / dining: quality (4.1%)
4. Too much traffic (3.7%)
5. Public transportation (3.6%)
6. Lack of foreign language skills (2.5%) ++
7. Store shopping: opening hours (2.5%) ++
8. Too many tourists / too touristy (2.5%)
9. Not enough parking (2.3%) ++
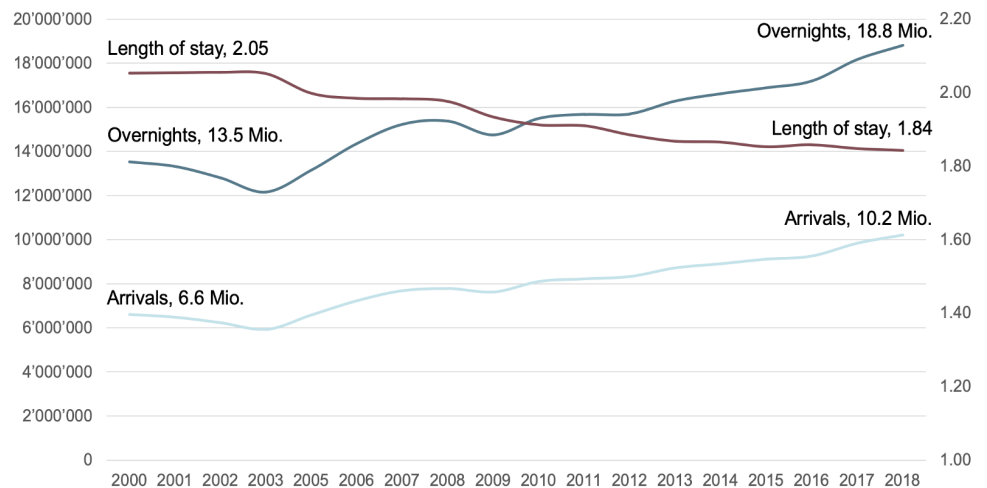10. Climate / weather (2.1%)

Type of accommodation

44.8%
26.1%
8.1%
7.3%
4.7%
8.9%

■ hotel   ■ holiday apartment (not paid) +   ■ airbnb ++
■ rented holiday apartment   ■ youth hostel / guethouse +   ■ other

Guest structure

47% young people (16-35 years) ++

17% Best Ager (56+ years)

20% travel with children

Top destinations*

1. Zurich (18.3%)
2. Geneva (11.5%)
3. Lucerne (7.4%)
4. Basel (7.3%)
5. Lausanne (5.1%)
6. Bern (4.4%)
7. Opfikon (4.1%)
8. Lugano (2.7%)
9. Meyrin (2.6%)
10. Montreux (2.5%)

Development of overnight stays*

Length of stay, 2.05
Overnights, 18.8 Mio.
Overnights, 13.5 Mio.
Length of stay, 1.84
Arrivals, 10.2 Mio.
Arrivals, 6.6 Mio.

overrepresentation:
+ = strong (≥ 25%)
++ = very strong (≥ 50%)

Source:
Sources:
Figures with *: Hotel overnights statistics (business + leisure), Swiss Federal Statistical Office, numbers for 2018.
All other figures: Tourism Monitor Switzerland 2017 (overnight and leisure tourists), sample size: n=6'042