

Research Report Austria.

Tourism goals: summary

Market size & growth: In 2023, the Austria market recorded 0.355 million overnights¹⁾ in Switzerland and 0.378 million overnights in 2019. With a market share of 0.85%, Austria was the 16th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was -8.5% between 2013 and 2023. Between 2019 and 2023, the development was -6.3%. The corresponding growth ranking was 22 and 22 respectively.

Economic value: Austria ranks 17th with a daily expenditure value of CHF 190 (TMS 2017) and ranks 25th with a 33.1% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 29.7% figure for first-time visitors, Austria ranks 20th (TMS 2017). With a length of stay of 2.02 overnights it ranks 18th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 58.3% of overnights from Austria, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 24.8% (=rank 2) and 17.0% (=rank 3) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 23.0% (=rank 11) and 24.2% (=rank 9), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

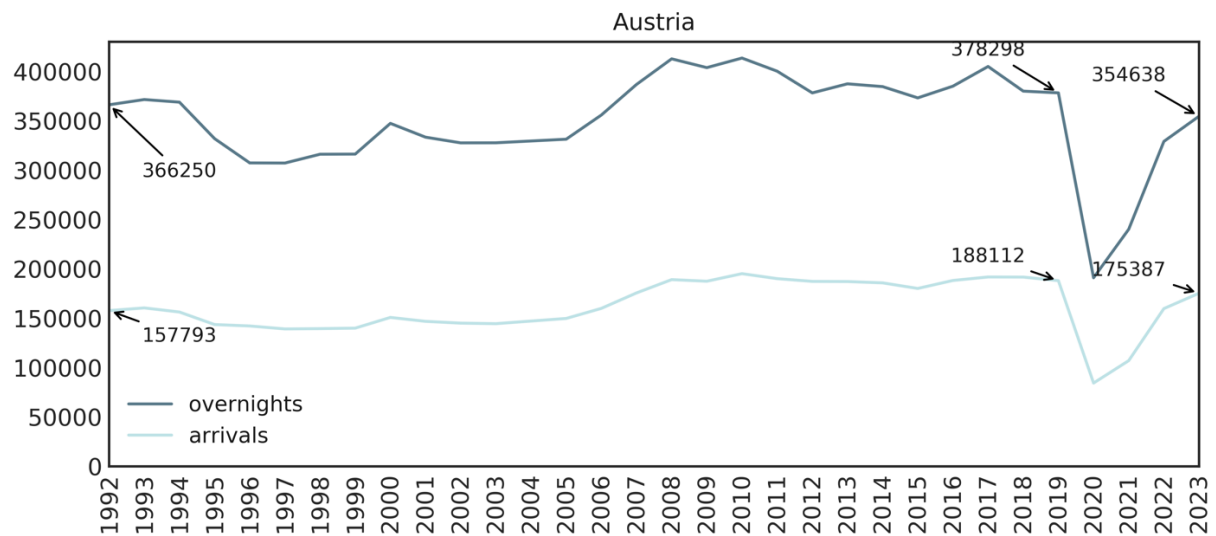
		value	rank
1. market size & growth	2019	0.378 M.	17
	2023	0.355 M.	16
	2013-23	-8.5%	22
	2019-23	-6.3%	22
2. economic value	daily expenditures 2017 (TMS)	190	17
	share ****/*****-nights 2023	33.1%	25
3. first time visitors	share 2017 (TMS)	29.7%	20
4. length of stay	2023	2.02	18
5. balance	share off-season "March-May" of total year 2023	23.0%	11
	share off-season "Sept-Nov" of total year 2023	24.2%	9
	share small destinations (51 st -200 th largest) 2023	24.8%	2
	share very small destinations (201 st +) 2023	17.0%	3

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from Austria typically preferred the regions of: Aargau - Solothurn Region, Eastern Switzerland, and Zurich Region. Moreover, these guests were most overrepresented in the destinations of: St. Margrethen, Churwalden, Zuchwil and Frauenfeld.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	1.1%	1.1%	1.0%	0.9%	0.8%	16
...markets abroad	2.0%	2.0%	1.7%	1.9%	1.7%	15
...nearby markets (Europe, excl. CH)	2.7%	2.9%	3.1%	3.0%	2.9%	9

Source: FSO/hotel statistics

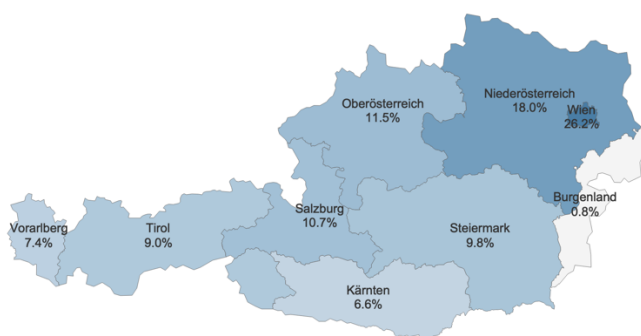
Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	rank 2013-23	2019-23	rank 2019-23
overnights in millions	0.414	0.387	0.378	0.329	0.355	16	-8.5%	22	-6.3%	22
length of stay (overnights/arrivals)	2.119	2.070	2.011	2.059	2.022	19	-4.5%	8	1.1%	11
density (overnights/1'000 inhabitants)	49.433	45.655	42.576	36.420	38.988	8	-14.6%	22	-8.4%	22
GDP per capita in USD	46'838	50'662	50'035	52'118	56'484	8	11.5%	18	12.9%	17
population in millions	8.366	8.487	8.885	9.037	9.096	25	7.2%	12	2.4%	13

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Wien	26.2%	21.3%
Niederösterreich	18.0%	19.0%
Oberösterreich	11.5%	16.7%
Salzburg	10.7%	6.3%
Steiermark	9.8%	14.1%
Tirol	9.0%	8.5%
Vorarlberg	7.4%	4.4%
Kärnten	6.6%	6.4%
Burgenland	0.8%	3.3%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
total	0.414	0.387	0.378	0.329	0.355	0.8%	16	-8.5%	22	-6.3%	22

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
large destinations (top 10)	0.147	0.130	0.132	0.113	0.121	0.8%	20	-7.0%	23	-8.6%	23
mid-sized destinations (11-50)	0.092	0.083	0.085	0.078	0.086	0.7%	15	3.0%	18	0.2%	19
small destinations (51-200)	0.096	0.088	0.088	0.079	0.088	0.9%	13	-0.3%	21	0.2%	20
very small destinations (201-smallest)	0.079	0.086	0.073	0.059	0.060	1.1%	8	-30.1%	22	-17.5%	21

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
big cities	0.133	0.126	0.134	0.114	0.132	1.0%	16	5.2%	21	-1.4%	22
mountain	0.141	0.120	0.116	0.104	0.108	0.6%	15	-10.7%	18	-7.5%	21
small cities	0.086	0.085	0.078	0.072	0.077	1.0%	13	-9.8%	22	-1.5%	16
rural	0.053	0.056	0.050	0.039	0.038	1.1%	9	-32.4%	24	-24.0%	25

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
German speaking area	0.339	0.323	0.310	0.275	0.298	1.0%	16	-7.6%	23	-3.8%	22
French speaking area	0.043	0.040	0.045	0.031	0.036	0.4%	19	-10.4%	23	-20.5%	26
Italian speaking area	0.021	0.018	0.018	0.016	0.016	0.6%	12	-12.1%	20	-10.3%	23
Rhaeto Romanic language zone	0.011	0.007	0.006	0.007	0.005	0.7%	4	-29.9%	19	-13.0%	19

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	2019-23
							2023				
Zurich Region	0.105	0.105	0.103	0.089	0.099	1.4%	12	-5.5%	23	-3.7%	21
Graubünden	0.066	0.051	0.049	0.045	0.046	0.8%	10	-10.5%	22	-6.6%	20
Bern Region	0.040	0.037	0.034	0.032	0.039	0.7%	21	7.4%	22	14.4%	18
Eastern Switzerland	0.033	0.038	0.033	0.032	0.031	1.5%	4	-17.6%	20	-6.7%	17
Lucerne - Lake Lucerne Region	0.039	0.035	0.030	0.029	0.030	0.8%	17	-13.0%	22	1.8%	17
Valais	0.030	0.025	0.029	0.023	0.024	0.5%	20	-3.6%	20	-17.5%	25
Basel Region	0.019	0.018	0.022	0.017	0.019	1.1%	11	5.8%	19	-10.1%	22
Aargau - Solothurn Region	0.019	0.022	0.019	0.018	0.018	1.6%	9	-18.4%	24	-4.4%	22
Geneva	0.018	0.017	0.019	0.014	0.015	0.4%	22	-9.5%	24	-18.4%	25
Ticino	0.020	0.017	0.016	0.015	0.014	0.6%	12	-14.7%	20	-9.1%	23
Lake Geneva Region	0.015	0.013	0.015	0.010	0.011	0.4%	19	-14.1%	18	-30.3%	21
Jura & Three-Lakes	0.004	0.004	0.005	0.004	0.004	0.7%	11	-4.5%	11	-27.0%	18
Region of Fribourg	0.004	0.006	0.004	0.002	0.003	0.6%	11	-50.6%	26	-17.2%	12

Source: FSO/hotel statistics

Example: Tourists from Austria generate the most overnight stays in Zurich Region of any Swiss region, namely 0.099 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Zurich appears at the top of the list). From Zurich's perspective, 1.4% of their total tourism volume comes from Austria, making this source market the 12th most important market for this region (out of 28 ST markets overall). With a -5.5% development in overnight stays between 2013 and 2023, Austria ranks 23rd. In other words, in reference to the development of overnight stays, 22 other source markets had a stronger performance and 5 had a weaker performance.

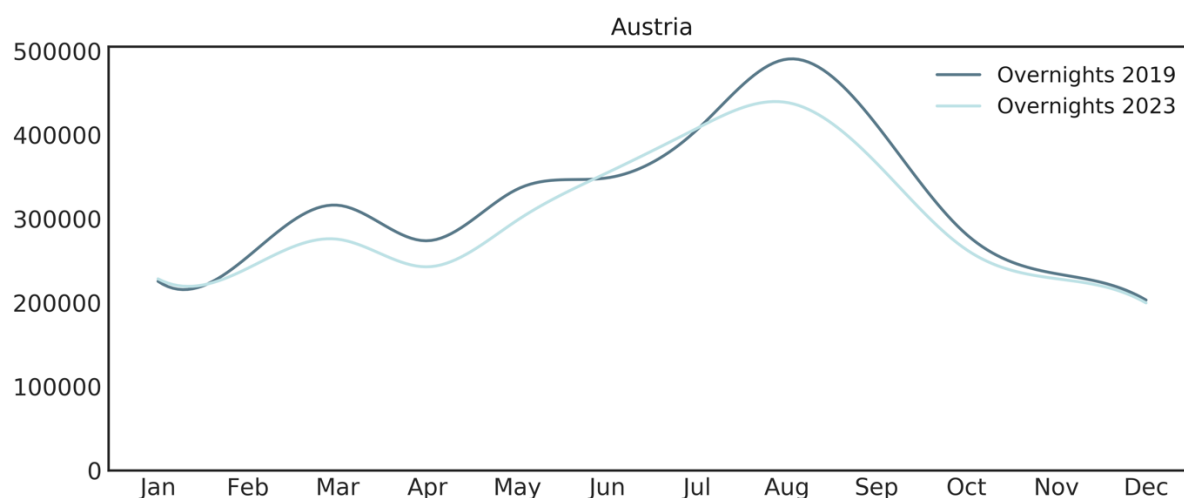
Top 50 destinations

	overnights in millions					ON share		ON development		ON development	
	overnights	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23
Zürich	0.057	0.055	0.055	0.048	0.05	1.3%	15	-10.6%	24	-10.6%	21
Basel	0.015	0.014	0.018	0.014	0.016	1.1%	14	13.4%	16	-12.5%	21
Bern	0.011	0.01	0.01	0.01	0.016	1.5%	10	50.1%	19	58.0%	4
Opfikon	0.009	0.01	0.01	0.008	0.01	1.3%	15	-2.8%	20	-5.3%	19
Luzern	0.012	0.01	0.009	0.009	0.009	0.7%	21	-8.3%	19	-0.8%	15
St. Moritz	0.011	0.009	0.009	0.009	0.009	1.1%	13	-0.8%	24	-7.2%	21
Genève	0.012	0.011	0.012	0.009	0.008	0.4%	25	-21.0%	27	-28.4%	25
Zermatt	0.012	0.009	0.009	0.008	0.008	0.5%	22	-9.0%	23	-12.3%	25
Kloten	0.004	0.003	0.003	0.005	0.006	1.3%	13	96.8%	10	108.5%	20
St. Gallen	0.005	0.005	0.005	0.006	0.006	2.1%	4	20.0%	18	23.6%	10
Davos	0.012	0.009	0.009	0.007	0.006	0.7%	10	-37.2%	21	-39.3%	21
Meyrin	0.004	0.004	0.003	0.003	0.004	0.6%	18	10.8%	22	28.7%	19
Lausanne	0.007	0.005	0.005	0.004	0.004	0.4%	21	-12.1%	23	-26.1%	19
Lugano	0.005	0.004	0.004	0.004	0.004	0.7%	16	-16.1%	22	0.3%	15
Winterthur	0.003	0.004	0.004	0.003	0.004	1.8%	7	-11.2%	20	-3.4%	8
Rümlang	0.002	0.002	0.002	0.002	0.003	1.1%	9	73.5%	9	52.7%	6
Ascona	0.004	0.004	0.003	0.003	0.003	0.7%	8	-18.5%	21	-3.9%	17
Chur	0.003	0.003	0.003	0.003	0.003	1.3%	11	0.6%	23	-6.7%	24
Brig-Glis	0.004	0.004	0.002	0.003	0.003	1.3%	6	-33.2%	25	9.2%	16
Grindelwald	0.003	0.003	0.002	0.003	0.003	0.3%	25	-10.9%	24	30.2%	18
Schlieren	0.001	0.001	0	0.001	0.003	5.5%	5	411.8%	12	605.2%	10
Pontresina	0.004	0.002	0.003	0.002	0.003	0.8%	8	9.3%	18	-6.2%	18
Interlaken	0.006	0.005	0.002	0.002	0.002	0.3%	23	-48.2%	27	0.2%	20
Churwalden	0	0	0	0.001	0.002	4.4%	3	371.2%	12	3677.0%	6
Spreitenbach	0.001	0.001	0.001	0.002	0.002	2.1%	6	138.9%	19	221.0%	5
Kandersteg	0.001	0.001	0.001	0.002	0.002	1.7%	7	297.5%	8	110.7%	11
Täsch	0.001	0.001	0.001	0.001	0.002	2.4%	12	81.2%	13	43.1%	12
Wallisellen	0.001	0.001	0.003	0.002	0.002	1.8%	10	286.0%	21	-37.4%	27
Samnau	0.002	0.002	0.003	0.002	0.002	1.3%	5	-6.2%	19	-25.1%	15
Sils im Engadin/Segl	0.002	0.002	0.001	0.002	0.002	0.9%	7	-3.0%	20	44.7%	10
Flims	0.001	0.001	0.001	0.001	0.002	1.0%	8	34.1%	14	102.9%	7
Lauterbrunnen	0.002	0.001	0.002	0.002	0.002	0.4%	23	47.5%	14	13.7%	14
Zug	0.002	0.003	0.003	0.002	0.002	1.6%	11	-35.4%	24	-29.8%	22
Scuol	0.002	0.001	0.002	0.001	0.002	0.7%	4	23.5%	7	11.0%	10
Andermatt	0.002	0.001	0.001	0.002	0.002	1.0%	12	105.8%	21	47.4%	9
Adliswil	0.001	0.001	0.001	0.001	0.002	3.0%	5	85.5%	8	166.4%	8
Regensdorf	0.002	0.001	0.001	0.001	0.002	1.9%	7	33.3%	4	82.0%	3
Naters	0.001	0.001	0.001	0.001	0.001	2.6%	7	29.3%	19	-2.8%	19
Dübendorf	0.002	0.001	0.001	0.001	0.001	3.1%	5	14.7%	16	-1.6%	16
Lenk	0	0	0.002	0.001	0.001	1.2%	5	651.6%	6	-25.0%	20
Baden	0.001	0.001	0.002	0.001	0.001	1.1%	11	12.6%	16	-6.6%	10
Weggis	0.001	0.001	0.002	0.001	0.001	0.7%	12	19.3%	17	-11.1%	17
Frauenfeld	0.001	0.001	0.001	0.002	0.001	3.3%	3	23.3%	11	33.4%	8
Laax	0.001	0.001	0.001	0.001	0.001	0.6%	9	55.8%	9	36.9%	6
Klosters	0.003	0.002	0.001	0.001	0.001	1.0%	8	-36.6%	20	85.9%	3
Arosa	0.002	0.001	0.002	0.002	0.001	0.3%	10	-9.9%	16	-10.4%	20
St. Margrethen	0	0	0	0.001	0.001	6.9%	3	3751.4%	10	1148.1%	17
Sarnen	0.001	0.001	0	0.001	0.001	2.2%	4	51.0%	11	180.5%	8
Zuchwil	0	0	0.001	0	0.001	3.8%	4	3234.2%	10	48.7%	19
Montreux	0.002	0.002	0.001	0.002	0.001	0.3%	24	-28.6%	23	-10.0%	17

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	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
summer (May-Oct)	0.249	0.228	0.227	0.210	0.213	0.9%	16	-6.7%	24	-6.4%	24
winter (Nov-April)	0.165	0.159	0.151	0.119	0.142	0.8%	16	-11.0%	22	-6.1%	21

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
off-season I (March-May)	0.100	0.093	0.093	0.075	0.082	0.9%	16	-12.3%	22	-11.7%	23
off-season II (Sept-Nov)	0.099	0.090	0.093	0.083	0.086	0.9%	16	-4.9%	22	-7.5%	23
summer core months (Jun-Aug)	0.139	0.132	0.125	0.120	0.120	0.9%	16	-8.6%	23	-3.5%	22
winter core months (Dez-Feb)	0.075	0.073	0.068	0.052	0.067	0.7%	15	-7.8%	22	-2.1%	19

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	rank		rank		rank	
						2023	2023	2013-23	2013-23	2019-23	2019-23
January	0.027	0.024	0.023	0.015	0.023	0.8%	15	-5.5%	20	1.3%	17
February	0.028	0.028	0.025	0.017	0.024	0.7%	12	-13.1%	22	-5.4%	19
March	0.040	0.035	0.032	0.025	0.028	0.9%	14	-20.5%	20	-12.8%	20
April	0.026	0.028	0.027	0.022	0.024	0.8%	17	-12.4%	25	-11.3%	22
May	0.035	0.031	0.034	0.028	0.030	0.9%	16	-2.8%	23	-11.0%	25
June	0.041	0.038	0.035	0.034	0.035	0.9%	16	-6.5%	23	1.7%	16
July	0.045	0.046	0.041	0.039	0.041	0.9%	16	-10.5%	24	0.4%	19
August	0.053	0.048	0.049	0.046	0.044	0.9%	15	-8.6%	22	-10.5%	22
September	0.045	0.039	0.041	0.036	0.037	0.9%	16	-5.9%	23	-11.1%	24
October	0.029	0.027	0.028	0.027	0.026	0.8%	17	-2.7%	23	-6.5%	22
November	0.024	0.024	0.023	0.021	0.023	1.0%	11	-5.7%	23	-2.5%	24
December	0.020	0.021	0.020	0.020	0.020	0.6%	19	-3.3%	19	-1.7%	18

Source: FSO/hotel statistics

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

Contact.

Urs Weber
Market Manager Austria & Hungary
Schweiz Tourismus
Schwindgasse 20
AT-1040 Wien
urs.weber@switzerland.com
+43 1 513 26 40 11

Further sources.

localized annual planning
market forecast
Tourism Monitor Switzerland 2017

Appendix: affinity, share off-season, length of stay, ****/***** ON share.

Total

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
total			47.2%	11	2.022	18	33.1%	25

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
large destinations (top 10)	0.955	21	49.9%	10	1.980	19	39.4%	27
mid-sized destinations (11-50)	0.840	16	44.0%	11	1.988	15	45.9%	19
small destinations (51-200)	1.095	2	45.9%	13	2.103	14	27.9%	26
very small destinations (201-smallest)	1.315	3	48.5%	10	2.044	15	10.0%	22

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
big cities	1.19	17	52.5%	6	1.869	14	41.8%	25
mountain	0.72	20	38.6%	12	2.262	14	30.6%	25
small cities	1.20	2	48.8%	16	1.992	15	30.2%	25
rural	1.28	3	50.3%	11	2.054	14	15.6%	26

Language zone

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
German speaking area	1.180	5	47.1%	10	2.039	17	33.4%	25
French speaking area	0.481	26	50.8%	9	1.942	19	36.4%	26
Italian speaking area	0.712	7	46.6%	17	2.028	8	29.9%	22
Rhaeto Romanic language zone	0.876	4	32.1%	5	1.645	25	5.6%	22

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank	2023	rank	2023	rank	2023	rank
	2023	2023	2023	2023	2023	2023	2023	2023
Zurich Region	1.679	5	50.9%	10	1.812	17	41.9%	24
Graubünden	0.992	8	34.6%	12	2.353	15	36.9%	24
Bern Region	0.771	22	45.9%	12	2.406	9	22.2%	27
Eastern Switzerland	1.786	1	49.6%	10	1.904	25	21.4%	23
Lucerne - Lake Lucerne Region	0.907	17	45.9%	14	2.125	7	32.3%	18
Valais	0.630	21	40.6%	9	2.074	16	23.7%	26
Basel Region	1.302	11	56.9%	3	1.907	19	37.9%	27
Aargau - Solothurn Region	1.886	2	51.2%	13	2.151	13	19.6%	22
Geneva	0.501	26	51.9%	13	1.915	20	44.8%	19
Ticino	0.691	7	47.5%	16	2.055	7	31.0%	22
Lake Geneva Region	0.435	25	51.4%	8	1.907	19	46.4%	22
Jura & Three-Lakes	0.781	9	51.5%	15	2.262	14	18.6%	27
Region of Fribourg	0.745	9	46.2%	13	1.764	17	11.6%	19

Source: FSO/hotel statistics

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

Top 50 destinations

	affinity		share off season		length of stay		****/***** ON share	
	2023	rank 2023	2023	rank 2023	2023	rank 2023	2023	rank 2023
Zürich	1.521	10	51.0%	9	1.805	18	39.1%	24
Basel	1.264	11	56.9%	3	1.874	19	40.1%	27
Bern	1.761	3	51.0%	10	2.591	4	23.8%	27
Opfikon	1.533	10	51.4%	10	1.446	22	64.2%	4
Luzern	0.797	18	49.0%	14	1.800	12	41.9%	19
St. Moritz	1.309	8	33.7%	13	2.703	12	55.4%	15
Genève	0.444	26	52.7%	10	1.941	25	42.3%	15
Zermatt	0.581	25	41.5%	10	2.189	18	48.9%	21
Kloten	1.578	8	51.7%	8	1.428	19	62.9%	25
St. Gallen	2.449	1	52.1%	16	1.806	22	40.5%	23
Davos	0.812	7	36.5%	6	2.793	17	58.7%	19
Meyrin	0.728	21	51.5%	13	1.981	5	51.3%	27
Lausanne	0.502	24	50.2%	13	1.897	20	48.5%	20
Lugano	0.775	17	52.4%	8	1.772	21	37.9%	23
Winterthur	2.123	1	37.7%	24	1.822	22	21.2%	18
Rümlang	1.347	4	59.4%	3	1.403	5	63.0%	3
Ascona	0.879	5	41.6%	13	3.038	6	48.2%	10
Chur	1.55	6	38.1%	25	1.538	4	24.0%	21
Brig-Glis	1.504	3	41.7%	16	2.676	4	6.6%	22
Grindelwald	0.384	26	42.8%	11	2.185	17	38.1%	21
Schlieren	6.438	1	55.3%	7	7.322	11	75.5%	12
Pontresina	0.903	6	27.7%	11	2.308	20	43.8%	21
Interlaken	0.366	23	38.7%	24	2.609	4	32.1%	24
Churwalden	5.158	1	33.6%	10	3.388	4	0.0%	0
Spreitenbach	2.516	3	56.2%	8	2.235	2	52.6%	24
Kandersteg	2.024	2	36.4%	12	2.137	9	0.4%	23
Täsch	2.792	7	26.5%	25	1.537	13	0.0%	0
Wallisellen	2.079	4	55.8%	8	1.790	20	59.9%	19
Samnaun	1.53	3	42.1%	6	2.604	18	42.8%	10
Sils im Engadin/Segl	1.035	4	43.8%	3	3.933	9	64.8%	5
Flims	1.138	6	37.5%	9	3.086	14	6.3%	27
Lauterbrunnen	0.44	26	31.8%	17	3.034	5	25.4%	14
Zug	1.886	5	51.3%	17	2.327	23	54.9%	23
Scuol	0.79	4	35.0%	5	1.518	24	13.9%	20
Andermatt	1.205	5	37.4%	5	3.447	2	81.6%	9
Adliswil	3.548	1	56.2%	5	1.937	8	0.0%	0
Regensdorf	2.273	4	53.3%	11	3.480	7	73.3%	27
Naters	3.085	1	29.3%	19	2.159	9	36.4%	10
Dübendorf	3.658	1	55.1%	9	2.345	8	0.0%	0
Lenk	1.418	2	94.7%	1	4.175	2	0.7%	25
Baden	1.282	9	48.5%	17	1.854	26	43.5%	7
Weggis	0.777	7	40.9%	19	2.439	13	47.1%	11
Frauenfeld	3.897	1	60.3%	9	2.335	15	0.0%	0
Laax	0.657	10	43.6%	7	3.783	18	86.9%	18
Klosters	1.153	6	26.2%	7	2.428	24	22.3%	27
Arosa	0.394	9	30.1%	5	2.866	21	55.4%	22
St. Margrethen	8.09	1	46.4%	10	2.153	4	0.0%	0
Sarnen	2.571	1	35.3%	17	2.613	3	90.7%	19
Zuchwil	4.475	1	54.5%	12	6.739	8	0.0%	0
Montreux	0.339	28	37.5%	25	1.765	20	67.5%	22

Source: FSO/hotel statistics

Example: In 2023, for tourists from Austria who visited Zürich, the following further characteristics were noted:
- 1.521 times higher share of overnight stays than they had in the whole of Switzerland (=rank 10 out of a total of 28 markets): ON-share Zürich (1.29%) vs. ON-share whole Switzerland (0.85%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 51.0% (=rank 9).
- the length of stay (overnight stays/arrivals in the hotel) was 1.81 nights (=rank 18).
- the share of 4- and 5-star hotels out of all hotel nights was 39.1% (=rank 24).

Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	1.045	11	1.956	16	30.6%	24
winter (Nov-April)	0.939	18	2.130	18	36.9%	26

Summer core, winter core, off-season

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
off-season I (March-May)	1.035	11	2.030	18	34.3%	24
off-season II (Sept-Nov)	1.047	9	1.978	17	32.0%	24
summer core months (Jun-Aug)	1.059	13	1.955	16	30.3%	24
winter core months (Dez-Feb)	0.835	20	2.210	16	38.2%	23

Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
January	0.896	14	2.237	18	41.1%	20
February	0.855	14	2.300	18	36.3%	24
March	1.014	12	2.167	16	36.6%	25
April	0.996	17	2.014	15	35.5%	23
May	1.091	10	1.930	15	31.1%	25
June	1.052	10	1.882	19	29.9%	24
July	1.011	12	1.968	16	30.3%	24
August	1.113	12	2.006	14	30.6%	22
September	1.058	7	1.953	16	29.0%	24
October	0.932	16	1.997	16	34.0%	22
November	1.194	8	1.998	16	34.6%	27
December	0.754	22	2.083	18	37.2%	25

Source: FSO/hotel statistics

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