

Research Report Canada.

Tourism goals: summary

Market size & growth: In 2023, the Canada market recorded 0.311 million overnights¹⁾ in Switzerland and 0.275 million overnights in 2019. With a market share of 0.75%, Canada was the 17th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 35.2% between 2013 and 2023. Between 2019 and 2023, the development was 13.1%. The corresponding growth ranking was 11 and 9 respectively.

Economic value: Canada ranks 8th with a daily expenditure value of CHF 290 (TMS 2017) and ranks 8th with a 50.3% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 47.2% figure for first-time visitors, Canada ranks 15th (TMS 2017). With a length of stay of 2.1 overnights it ranks 14th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 83.8% of overnights from Canada, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 11.7% (=rank 23) and 4.4% (=rank 17) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 21.7% (=rank 18) and 27.8% (=rank 5), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

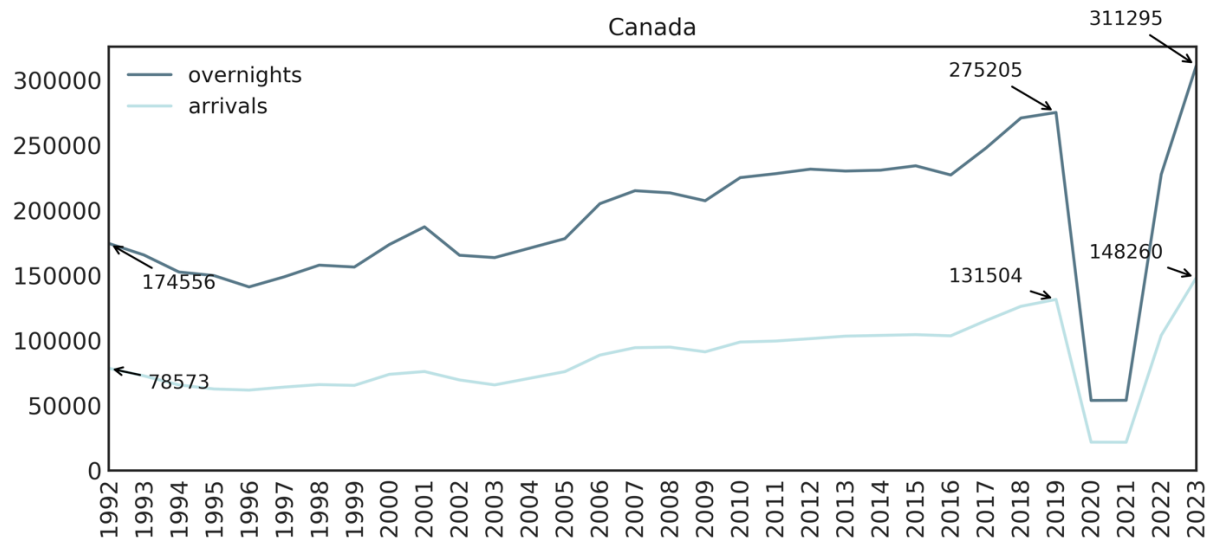
		value	rank
1. market size & growth	2019	0.275 M.	18
	2023	0.311 M.	17
	2013-23	35.2%	11
	2019-23	13.1%	9
2. economic value	daily expenditures 2017 (TMS)	290	8
	share ****/*****-nights 2023	50.3%	8
3. first time visitors	share 2017 (TMS)	47.2%	15
4. length of stay	2023	2.10	14
5. balance	share off-season "March-May" of total year 2023	21.7%	18
	share off-season "Sept-Nov" of total year 2023	27.8%	5
	share small destinations (51 st -200 th largest) 2023	11.7%	23
	share very small destinations (201 st +) 2023	4.4%	17

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from Canada typically preferred the regions of: Geneva, Zurich Region and Basel Region. Moreover, these guests were most overrepresented in the destinations of: Genève, Lauterbrunnen, Zurich, and Zug.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	0.6%	0.6%	0.7%	0.6%	0.7%	17
...markets abroad	1.1%	1.2%	1.3%	1.3%	1.5%	16
...overseas markets	4.3%	3.6%	2.9%	3.7%	3.5%	7

Source: FSO/hotel statistics

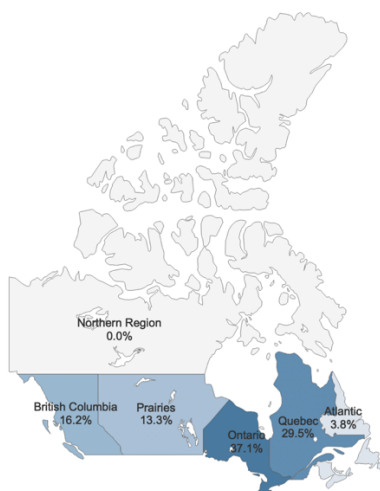
Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	rank	2019-23	rank
overnights in millions	0.225	0.230	0.275	0.228	0.311	17	35.2%	11	13.1%	9
length of stay (overnights/arrivals)	2.279	2.229	2.093	2.190	2.100	15	-10.5%	16	0.6%	12
density (overnights/1'000 inhabitants)	6.621	6.561	7.319	5.848	7.890	16	20.2%	12	7.8%	11
GDP per capita in USD	47'562	52'635	46'371	54'908	52'989	10	0.7%	24	14.3%	16
population in millions	34.005	35.083	37.601	38.930	39.456	17	12.5%	6	4.9%	4

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Ontario	37.1%	38.7%
Quebec	29.5%	22.9%
British Columbia	16.2%	13.1%
Prairies	13.3%	18.5%
Atlantic	3.8%	6.5%

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	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
total	0.225	0.230	0.275	0.228	0.311	0.7%	17	35.2%	11	13.1%	9

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
large destinations (top 10)	0.129	0.131	0.165	0.138	0.188	1.3%	15	44.1%	10	14.2%	7
mid-sized destinations (11-50)	0.055	0.057	0.062	0.057	0.073	0.6%	16	27.8%	14	16.5%	6
small destinations (51-200)	0.028	0.031	0.035	0.024	0.036	0.4%	18	19.5%	17	5.3%	16
very small destinations (201-smallest)	0.013	0.012	0.013	0.008	0.014	0.3%	18	14.2%	7	4.5%	9

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
big cities	0.129	0.126	0.149	0.127	0.170	1.3%	14	35.3%	12	14.5%	9
mountain	0.050	0.057	0.069	0.059	0.085	0.5%	19	50.8%	11	24.3%	10
small cities	0.038	0.040	0.051	0.036	0.048	0.6%	18	20.0%	11	-5.1%	20
rural	0.008	0.008	0.007	0.005	0.008	0.2%	19	-0.9%	15	5.5%	13

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
German speaking area	0.134	0.148	0.183	0.151	0.216	0.7%	17	45.6%	11	17.9%	7
French speaking area	0.082	0.073	0.084	0.069	0.086	1.0%	13	17.6%	11	3.3%	11
Italian speaking area	0.009	0.008	0.008	0.007	0.008	0.3%	18	6.6%	13	8.4%	11
Rhaeto Romanic language zone	0.001	0.000	0.001	0.000	0.000	0.1%	16	1.9%	13	-5.9%	17

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	rank	2019-23	rank
	2023	2023	2023	2023	2023	2023	2023	2013-23	2013-23	2019-23	2019-23
Zurich Region	0.058	0.060	0.074	0.058	0.082	1.2%	15	37.3%	12	11.1%	12
Geneva	0.051	0.047	0.053	0.047	0.056	1.6%	11	17.7%	13	5.4%	14
Bern Region	0.018	0.023	0.030	0.030	0.045	0.7%	18	98.8%	9	47.8%	5
Valais	0.016	0.020	0.026	0.021	0.032	0.7%	15	60.0%	14	22.5%	10
Lucerne - Lake Lucerne Region	0.019	0.019	0.025	0.018	0.025	0.6%	20	32.6%	10	3.3%	15
Lake Geneva Region	0.023	0.018	0.021	0.015	0.020	0.7%	14	8.3%	9	-5.3%	11
Basel Region	0.009	0.012	0.016	0.012	0.019	1.1%	12	55.2%	5	21.0%	5
Graubünden	0.010	0.012	0.012	0.011	0.013	0.2%	20	10.8%	19	6.3%	14
Ticino	0.009	0.008	0.008	0.007	0.008	0.3%	18	8.3%	11	9.5%	10
Eastern Switzerland	0.005	0.005	0.004	0.003	0.004	0.2%	18	-5.8%	15	2.9%	13
Aargau - Solothurn Region	0.002	0.002	0.002	0.002	0.002	0.2%	21	31.7%	11	24.1%	8
Jura & Three-Lakes	0.004	0.002	0.003	0.002	0.002	0.4%	15	-3.9%	10	-12.2%	13
Region of Fribourg	0.002	0.002	0.002	0.001	0.002	0.4%	15	-25.0%	18	-6.8%	7

Source: FSO/hotel statistics

Example: Tourists from Canada generate the most overnight stays in Zurich Region of any Swiss region, namely 0.082 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Zurich Region appears at the top of the list). From Zurich Region's perspective, 1.2% of their total tourism volume comes from Canada, making this source market the 15th most important market for this region (out of 28 ST markets overall). With a 37.3% development in overnight stays between 2013 and 2023, Canada ranks 12th. In other words, in reference to the development of overnight stays, 11 other source markets had a stronger performance and 16 had a weaker performance.

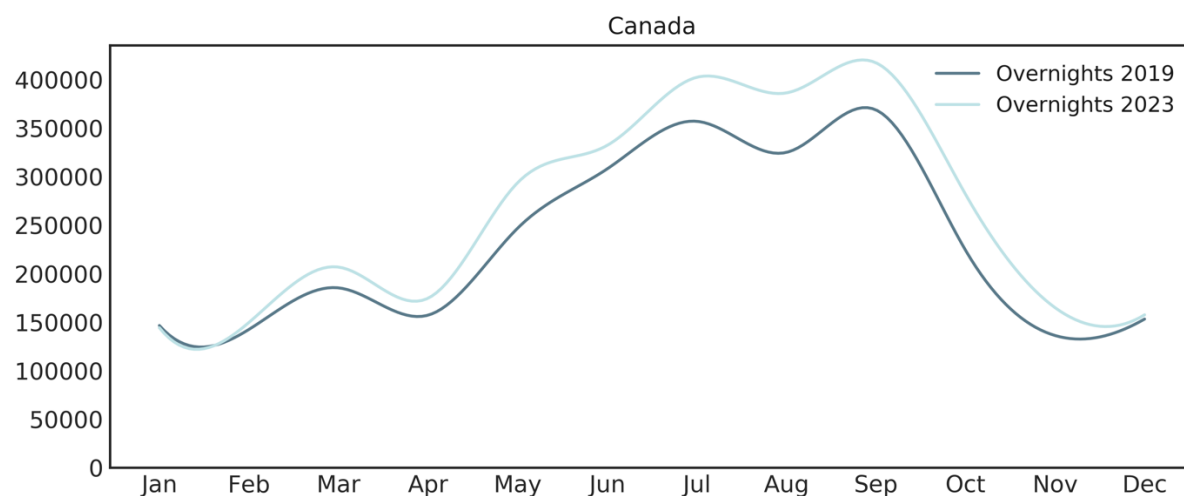
Top 50 destinations

destinations	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2013	2019	2022	2023	rank		rank		rank	
							2023	2023	2013-23	2013-23	2019-23	2019-23
Zürich	0.039	0.038	0.047	0.038	0.057	1.5%	13	51.4%	10	21.0%	7	
Genève	0.039	0.037	0.042	0.036	0.042	1.9%	10	13.5%	11	0.8%	13	
Zermatt	0.01	0.011	0.016	0.013	0.02	1.2%	14	87.2%	15	23.2%	11	
Basel	0.008	0.012	0.015	0.011	0.018	1.2%	11	55.7%	7	19.3%	6	
Luzern	0.009	0.01	0.017	0.012	0.016	1.2%	16	53.4%	4	-4.0%	17	
Bern	0.006	0.006	0.007	0.007	0.01	1.0%	17	87.3%	13	42.6%	9	
Lausanne	0.01	0.008	0.009	0.007	0.009	1.0%	13	9.7%	18	-4.6%	8	
Meyrin	0.006	0.006	0.005	0.005	0.008	1.2%	13	43.3%	18	68.9%	10	
Interlaken	0.002	0.003	0.005	0.006	0.008	1.0%	18	144.3%	7	68.4%	6	
Lauterbrunnen	0.003	0.004	0.006	0.006	0.008	1.5%	9	73.1%	11	37.6%	4	
Opfikon	0.006	0.006	0.008	0.005	0.008	1.0%	18	22.7%	16	0.2%	17	
Grindelwald	0.002	0.003	0.004	0.005	0.007	0.8%	18	122.2%	13	59.1%	13	
Kloten	0.005	0.005	0.004	0.005	0.006	1.4%	12	24.6%	23	63.9%	25	
Montreux	0.004	0.004	0.004	0.004	0.005	1.2%	11	25.9%	9	18.9%	7	
St. Moritz	0.003	0.003	0.004	0.004	0.005	0.7%	17	68.5%	17	33.5%	10	
Lugano	0.004	0.004	0.004	0.004	0.004	0.8%	14	22.2%	10	22.1%	4	
Rümlang	0.002	0.002	0.003	0.003	0.003	0.9%	14	9.8%	19	-8.6%	24	
Le Grand-Saconnex	0.003	0.002	0.003	0.004	0.002	1.2%	14	13.2%	20	-21.8%	15	
Unterseen	0.001	0.001	0.001	0.001	0.002	1.3%	17	144.8%	9	152.3%	4	
Saas-Fee	0.002	0.003	0.002	0.003	0.002	0.8%	11	-42.1%	18	-7.6%	9	
Val de Bagnes	0.001	0.001	0.002	0.002	0.002	1.1%	14	132.0%	10	-3.0%	21	
Davos	0.003	0.004	0.003	0.002	0.002	0.2%	16	-49.0%	24	-37.1%	20	
Regensdorf	0.001	0.004	0.006	0.001	0.002	2.1%	6	-54.6%	19	-73.1%	22	
Kriens	0.001	0.001	0.001	0.001	0.002	1.2%	20	151.7%	23	85.5%	16	
Zug	0.001	0.001	0.001	0.001	0.002	1.5%	14	109.0%	2	35.8%	4	
Neuchâtel	0.003	0.001	0.002	0.001	0.001	0.9%	11	10.7%	14	-22.4%	16	
Wilderswil	0	0.001	0.001	0.001	0.001	1.1%	13	86.7%	9	29.4%	13	
Vernier	0.001	0.001	0.001	0	0.001	0.7%	18	1.9%	25	-11.8%	24	
Saanen	0	0.001	0.001	0.001	0.001	0.3%	17	48.6%	8	-16.6%	14	
Chur	0.001	0.001	0.001	0.001	0.001	0.6%	18	-13.5%	27	23.0%	15	
Trient	0	0	0	0	0.001	5.3%	5	1041.2%	8	188.8%	13	
Orsières	0	0	0.001	0.001	0.001	1.7%	7	225.7%	12	8.1%	12	
Matten bei Interlaken	0	0.001	0.001	0	0.001	1.5%	15	4.5%	21	76.5%	7	
Vevey	0.001	0.001	0.001	0.001	0.001	0.9%	15	16.4%	8	10.0%	9	
St. Gallen	0.001	0.001	0.001	0.001	0.001	0.3%	19	-3.7%	22	39.9%	4	
Engelberg	0.002	0.001	0.001	0	0.001	0.3%	20	1.3%	15	69.2%	8	
Andermatt	0	0	0	0.001	0.001	0.6%	14	396.5%	14	132.5%	4	
Pratteln	0	0	0.001	0	0.001	0.9%	10	109.2%	2	41.8%	1	
Paradiso	0.001	0.001	0.001	0.001	0.001	0.4%	21	-33.8%	16	-22.0%	19	
Thun	0	0	0	0	0.001	0.5%	20	122.4%	14	105.0%	9	
Weggis	0	0.001	0.001	0.001	0.001	0.3%	18	12.3%	19	-5.5%	13	
Pontresina	0	0	0.001	0.001	0.001	0.2%	16	90.1%	9	-21.8%	21	
Beatenberg	0	0	0	0	0.001	0.5%	16	169.6%	10	40.6%	20	
Wallisellen	0	0	0	0.001	0.001	0.6%	17	1763.9%	7	62.5%	9	
Locarno	0.001	0.001	0.001	0.001	0.001	0.2%	14	-3.1%	15	-23.4%	20	
Täsch	0	0	0	0	0.001	0.7%	23	41.9%	15	165.5%	5	
Spreitenbach	0	0	0	0	0.001	0.6%	18	476.9%	11	88.1%	15	
Ascona	0.001	0.001	0.001	0.001	0.001	0.1%	15	-17.0%	20	-3.9%	16	
Anniviers	0	0	0.001	0	0.001	0.3%	9	109.5%	8	13.9%	9	
Winterthur	0.001	0.001	0.001	0	0.001	0.3%	19	-18.9%	23	-26.8%	19	

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	2023	rank	2013-23	2013-23	2019-23	rank
							2023				2019-23
summer (May-Oct)	0.142	0.146	0.183	0.165	0.211	0.9%	17	44.5%	7	15.5%	9
winter (Nov-April)	0.083	0.084	0.092	0.062	0.100	0.6%	20	19.1%	14	8.3%	10

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	rank
							2023				2019-23
off-season I (March-May)	0.053	0.055	0.059	0.043	0.068	0.7%	18	21.7%	12	14.5%	7
off-season II (Sept-Nov)	0.060	0.057	0.073	0.070	0.086	0.9%	15	50.4%	8	18.5%	9
summer core months (Jun-Aug)	0.074	0.078	0.099	0.089	0.112	0.8%	17	42.9%	7	13.2%	9
winter core months (Dez-Feb)	0.038	0.039	0.044	0.026	0.045	0.5%	21	16.6%	15	2.1%	15

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2013	2019	2022	2023	2023	rank	2013-23	2013-23	2019-23	rank
							2023				2019-23
January	0.013	0.013	0.015	0.006	0.014	0.5%	19	10.4%	16	-1.6%	21
February	0.013	0.013	0.014	0.006	0.015	0.5%	20	17.5%	15	5.0%	10
March	0.018	0.018	0.019	0.013	0.021	0.6%	16	14.8%	13	11.5%	8
April	0.014	0.016	0.016	0.010	0.017	0.6%	20	10.4%	17	11.1%	10
May	0.020	0.022	0.025	0.020	0.029	0.9%	17	35.8%	11	19.0%	10
June	0.027	0.025	0.031	0.026	0.033	0.8%	17	32.0%	10	7.9%	10
July	0.026	0.028	0.036	0.031	0.040	0.8%	17	42.7%	9	12.7%	13
August	0.021	0.025	0.033	0.032	0.039	0.8%	16	54.2%	7	18.9%	7
September	0.028	0.028	0.037	0.033	0.042	1.0%	13	49.1%	8	13.2%	12
October	0.020	0.018	0.022	0.023	0.028	0.8%	15	54.3%	8	25.7%	8
November	0.012	0.011	0.014	0.014	0.017	0.7%	16	47.2%	11	21.1%	6
December	0.012	0.013	0.015	0.014	0.016	0.5%	23	21.8%	15	2.9%	17

Source: FSO/hotel statistics

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

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Further sources.

localized annual planning
market forecast
Tourism Monitor Switzerland 2017

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

Total

	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			49.5%	8	2.100	14	50.3%	8

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)	1.693	9	50.2%	9	2.140	9	54.3%	7
mid-sized destinations (11-50)	0.812	18	47.7%	10	1.997	13	50.1%	13
small destinations (51-200)	0.518	23	49.5%	9	2.128	13	41.7%	6
very small destinations (201-smallest)	0.343	17	48.6%	9	2.051	13	18.4%	6

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	1.74	3	52.3%	7	1.990	9	56.2%	6
mountain	0.65	23	41.9%	9	2.288	13	39.7%	15
small cities	0.86	21	52.2%	8	2.164	6	51.1%	8
rural	0.29	19	53.5%	6	2.393	7	31.7%	14

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	0.973	21	48.7%	9	2.088	16	50.0%	9
French speaking area	1.329	7	51.4%	8	2.134	10	52.0%	9
Italian speaking area	0.435	19	50.9%	9	2.046	7	41.1%	14
Rhaeto Romanic language zone	0.098	15	30.5%	9	2.410	6	36.1%	2

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	1.589	8	52.2%	5	1.827	14	57.6%	5
Geneva	2.099	6	52.4%	11	2.100	10	55.7%	7
Bern Region	1.005	17	46.5%	11	2.182	15	36.8%	15
Valais	0.944	14	40.1%	11	2.298	12	40.2%	14
Lucerne - Lake Lucerne Region	0.867	19	50.8%	7	2.020	11	41.2%	11
Lake Geneva Region	0.908	9	54.5%	4	2.400	9	59.0%	16
Basel Region	1.481	6	53.3%	9	2.465	8	67.0%	4
Graubünden	0.327	17	33.6%	15	2.605	10	49.7%	13
Ticino	0.448	19	51.1%	9	2.039	8	41.6%	14
Eastern Switzerland	0.287	14	54.4%	5	2.402	8	36.0%	13
Aargau - Solothurn Region	0.288	23	50.4%	16	2.347	10	41.7%	4
Jura & Three-Lakes	0.515	15	53.0%	12	2.722	7	48.3%	9
Region of Fribourg	0.471	13	48.8%	7	1.993	8	10.4%	22

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	1.99	5	52.3%	4	1.928	11	56.2%	3
Genève	2.497	3	52.3%	14	2.212	11	54.0%	7
Zermatt	1.635	10	41.1%	12	2.480	13	52.6%	17
Basel	1.644	4	52.7%	11	2.445	8	67.2%	4
Luzern	1.616	12	50.3%	10	1.960	6	48.1%	13
Bern	1.325	7	50.9%	11	2.049	11	42.8%	13
Lausanne	1.3	7	51.1%	9	2.413	9	50.6%	19
Meyrin	1.632	7	51.9%	12	1.752	16	61.9%	15
Interlaken	1.304	14	51.8%	9	2.085	16	55.4%	10
Lauterbrunnen	2.038	4	37.6%	11	2.454	11	22.1%	18
Opfikon	1.368	13	52.2%	7	1.475	19	46.5%	18
Grindelwald	1.094	15	43.4%	10	2.225	15	43.0%	17
Kloten	1.856	5	50.7%	13	1.416	21	76.5%	14
Montreux	1.64	7	59.6%	2	2.323	4	81.8%	8
St. Moritz	0.879	18	34.2%	12	2.723	11	42.6%	26
Lugano	1.036	7	50.9%	13	2.104	8	47.3%	14
Rümlang	1.236	6	53.2%	10	1.196	20	46.0%	17
Le Grand-Saconnex	1.636	7	53.4%	8	1.869	3	76.5%	3
Unterseen	1.699	13	57.2%	6	2.304	12	0.0%	0
Saas-Fee	1.061	6	47.8%	4	8.959	1	33.9%	17
Val de Bagnes	1.499	7	39.5%	5	3.115	15	29.9%	20
Davos	0.315	15	24.2%	19	3.658	6	73.8%	9
Regensdorf	2.878	2	57.1%	4	1.202	27	98.7%	13
Kriens	1.569	15	49.2%	13	2.010	7	0.0%	0
Zug	1.988	3	47.8%	24	3.747	5	83.5%	4
Neuchâtel	1.252	5	55.5%	12	2.558	11	52.6%	6
Wilderswil	1.508	10	62.0%	7	1.996	16	0.0%	0
Vernier	0.9	16	56.1%	8	1.611	24	44.4%	10
Saanen	0.445	15	23.2%	17	3.111	15	90.9%	6
Chur	0.761	18	59.8%	3	1.322	16	31.8%	14
Trient	7.173	1	25.5%	11	1.046	22	0.0%	0
Orsières	2.3	3	21.6%	12	1.056	23	0.0%	0
Matten bei Interlaken	1.972	8	43.4%	17	2.134	11	0.0%	0
Vevey	1.164	7	54.2%	10	2.624	10	66.0%	15
St. Gallen	0.41	18	69.2%	1	2.237	8	52.0%	16
Engelberg	0.368	23	49.2%	6	2.342	13	39.4%	14
Andermatt	0.744	11	36.7%	7	2.795	7	70.9%	20
Pratteln	1.255	3	62.5%	4	3.156	1	99.4%	2
Paradiso	0.519	22	48.4%	19	1.943	3	63.2%	15
Thun	0.658	18	37.7%	21	2.650	6	39.8%	13
Weggis	0.456	17	57.1%	5	2.670	9	28.2%	26
Pontresina	0.275	15	26.2%	14	2.799	16	60.1%	7
Beatenberg	0.657	16	33.9%	18	2.193	17	61.8%	15
Wallisellen	0.789	18	53.7%	11	1.901	14	68.4%	12
Locarno	0.316	12	51.0%	7	2.100	10	23.7%	18
Täsch	0.944	19	47.2%	9	1.467	15	0.0%	0
Spreitenbach	0.771	15	49.7%	19	1.685	13	90.0%	9
Ascona	0.187	15	51.6%	7	2.417	14	36.6%	18
Anniviers	0.446	6	24.0%	19	1.875	18	13.5%	19
Winterthur	0.39	19	58.6%	3	2.424	9	33.7%	9

Source: FSO/hotel statistics

Example: In 2023, for tourists from Canada who visited Zürich, the following further characteristics were noted:
- 1.99 times higher share of overnight stays than they had in the whole of Switzerland (=rank 5 out of a total of 28 markets): ON-share Zürich (1.48%) vs. ON-share whole Switzerland (0.75%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 52.3% (=rank 4).
- the length of stay (overnight stays/arrivals in the hotel) was 1.93 nights (=rank 11).
- the share of 4- and 5-star hotels out of all hotel nights was 56.2% (=rank 3).

Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	1.183	7	2.010	12	47.5%	9
winter (Nov-April)	0.754	22	2.318	12	56.1%	6

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)	0.975	18	2.146	11	52.5%	7
off-season II (Sept-Nov)	1.201	5	2.044	10	49.3%	7
summer core months (Jun-Aug)	1.125	10	2.021	14	47.1%	10
winter core months (Dez-Feb)	0.642	24	2.378	13	56.9%	6

Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
January	0.645	20	2.413	14	58.9%	6
February	0.605	19	2.573	11	52.9%	9
March	0.866	16	2.463	9	56.8%	7
April	0.817	24	2.070	12	53.4%	6
May	1.224	7	2.008	10	48.9%	7
June	1.123	9	2.017	12	48.2%	9
July	1.136	10	2.087	11	47.1%	12
August	1.117	11	1.958	17	46.0%	11
September	1.374	1	1.956	15	46.8%	8
October	1.138	8	2.055	13	49.2%	7
November	0.982	15	2.281	5	55.8%	6
December	0.678	25	2.192	15	58.9%	4

Source: FSO/hotel statistics

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