

Research Report Korea.

Tourism goals: summary

Market size & growth: In 2023, the Korea market recorded 0.382 million overnights¹⁾ in Switzerland and 0.438 million overnights in 2019. With a market share of 0.91%, Korea was the 15th highest ranked source market (out of a total of 28 ST markets) in 2023. The growth rate for overnights was 103.0% between 2013 and 2023. Between 2019 and 2023, the development was -12.9%. The corresponding growth ranking was 3 and 25 respectively.

Economic value: Korea ranks 14th with a daily expenditure value of CHF 210 (TMS 2017) and ranks 16th with a 41.1% share of ****/***** nights in 2023.

First time visitors & length of stay: With a 73.9% figure for first-time visitors, Korea ranks 4th (TMS 2017). With a length of stay of 1.61 overnights it ranks 27th.

Balance: In 2023, the 50 largest Swiss destinations accounted for 84.4% of overnights from Korea, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 13.1% (=rank 20) and 2.5% (=rank 27) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.3% (=rank 15) and 27.9% (=rank 3), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

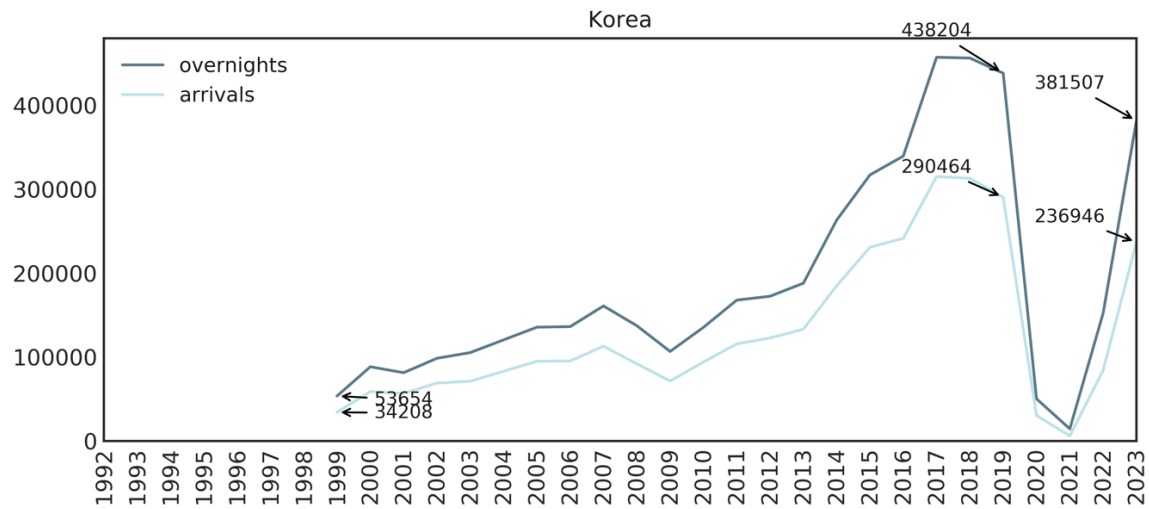
		value	rank
1. market size & growth	2019	0.438 M.	14
	2023	0.382 M.	15
	2013-23	103.0%	3
	2019-23	-12.9%	25
2. economic value	daily expenditures 2017 (TMS)	210	14
	share ****/*****-nights 2023	41.1%	16
3. first time visitors	share 2017 (TMS)	73.9%	4
4. length of stay	2023	1.61	27
5. balance	share off-season "March-May" of total year 2023	22.3%	15
	share off-season "Sept-Nov" of total year 2023	27.9%	3
	share small destinations (51 st -200 th largest) 2023	13.1%	20
	share very small destinations (201 st +) 2023	2.5%	27

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2023, guests from Korea typically preferred the regions of: Bern Region, Lucerne - Lake Lucerne Region and Valais. Moreover, these guests were most overrepresented in the destinations of: Grindelwald, Oftringen, Interlaken and Unterseen.

Source: FSO/hotel statistics

Overnight volume & development.



overnights share of...	2010	2013	2019	2022	2023	rank 2023
...all markets	0.4%	0.5%	1.1%	0.4%	0.9%	15
...markets abroad	0.7%	1.0%	2.0%	0.9%	1.8%	14
...overseas markets	2.6%	2.9%	4.7%	2.5%	4.3%	6

Source: FSO/hotel statistics

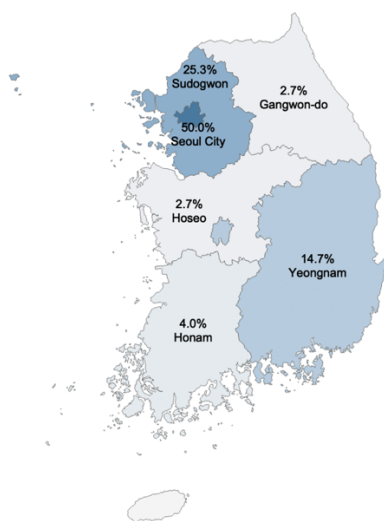
Other key metrics.

	2010	2013	2019	2022	2023	rank 2023	development		development	
							2013-23	rank 2013-23	2019-23	rank 2019-23
overnights in millions	0.135	0.188	0.438	0.152	0.382	15	103.0%	3	-12.9%	25
length of stay (overnights/arrivals)	1.438	1.411	1.509	1.808	1.610	28	48.3%	2	19.9%	2
density (overnights/1'000 inhabitants)	2.771	3.743	8.464	2.936	7.364	17	96.7%	3	-13.0%	24
GDP per capita in USD	23'407	27'294	31'898	32'277	32'794	17	20.1%	10	2.8%	26
population in millions	48.859	50.217	51.772	51.861	51.810	15	3.2%	23	0.1%	26

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

Guest origin.

(leisure tourists in Swiss hotels & supplementary accommodations)



	overnight-share	inhabitant-share
Seoul City	50.0%	16.7%
Sudogwon	25.3%	43.6%
Yeongnam	14.7%	17.8%
Honam	4.0%	8.8%
Gangwon-do	2.7%	2.6%
Hoseo	2.7%	9.5%
Jeju-do	0.7%	1.1%

source: TMS 2017 public source

Geographical distribution in Switzerland.

Total

	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
total	0.135	0.188	0.438	0.152	0.382	0.9%	15	103.0%	3	-12.9%	25

Large vs. small destinations

	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
large destinations (top 10)	0.085	0.118	0.288	0.107	0.265	1.8%	11	125.4%	2	-7.9%	22
mid-sized destinations (11-50)	0.022	0.026	0.071	0.022	0.057	0.5%	18	117.9%	5	-20.0%	26
small destinations (51-200)	0.023	0.032	0.067	0.020	0.050	0.5%	15	54.0%	8	-25.8%	25
very small destinations (201-smallest)	0.006	0.012	0.012	0.003	0.010	0.2%	20	-19.3%	19	-19.1%	23

Tourism zone

	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
mountain	0.076	0.114	0.280	0.087	0.235	1.3%	10	105.8%	7	-16.1%	24
big cities	0.037	0.049	0.087	0.043	0.088	0.7%	21	78.3%	5	0.4%	19
small cities	0.020	0.022	0.061	0.019	0.050	0.7%	16	121.6%	2	-18.4%	25
rural	0.002	0.002	0.010	0.002	0.010	0.3%	18	305.9%	2	-7.2%	18

Language zone

	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
German speaking area	0.119	0.165	0.396	0.131	0.348	1.2%	12	111.2%	3	-12.0%	25
French speaking area	0.015	0.021	0.040	0.021	0.032	0.4%	22	50.2%	4	-20.0%	25
Italian speaking area	0.001	0.002	0.003	0.001	0.002	0.1%	27	-21.4%	25	-47.2%	27
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	23	10.5%	10	-31.7%	24

Tourism region

	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
Bern Region	0.066	0.104	0.230	0.075	0.206	3.4%	6	97.8%	10	-10.5%	24
Zurich Region	0.020	0.025	0.049	0.020	0.046	0.7%	20	86.8%	4	-5.9%	23
Lucerne - Lake Lucerne Region	0.021	0.020	0.058	0.015	0.043	1.1%	12	114.3%	3	-26.1%	24
Valais	0.005	0.007	0.042	0.012	0.037	0.8%	13	438.8%	4	-12.1%	21
Geneva	0.010	0.013	0.018	0.013	0.015	0.4%	23	13.4%	16	-18.6%	26
Lake Geneva Region	0.005	0.006	0.014	0.006	0.009	0.3%	24	56.8%	3	-35.2%	23
Basel Region	0.004	0.005	0.007	0.005	0.009	0.5%	19	64.1%	3	21.4%	4
Aargau - Solothurn Region	0.001	0.001	0.004	0.002	0.009	0.8%	14	589.1%	1	135.9%	2
Graubünden	0.001	0.002	0.005	0.002	0.003	0.1%	27	53.4%	12	-40.9%	26
Eastern Switzerland	0.001	0.001	0.003	0.001	0.002	0.1%	24	117.8%	1	-30.1%	27
Ticino	0.001	0.002	0.003	0.001	0.001	0.1%	27	-22.6%	25	-46.7%	27
Region of Fribourg	0.000	0.001	0.003	0.000	0.001	0.1%	22	-48.5%	25	-77.3%	28
Jura & Three-Lakes	0.001	0.000	0.001	0.000	0.000	0.1%	26	4.7%	7	-65.8%	28

Source: FSO/hotel statistics

Example: Tourists from Korea generate the most overnight stays in Bern Region of any Swiss region, namely 0.206 million in 2023 (the table is sorted by the total number of 2023 overnight stays, thus Bern Region appears at the top of the list). From Bern Region's perspective, 3.4% of their total tourism volume comes from Korea, making this source market the 6th most important market for this region (out of 28 ST markets overall). With a 97.8% development in overnight stays between 2013 and 2023, Korea ranks 10th. In other words, in reference to the development of overnight stays, 9 other source markets had a stronger performance and 18 had a weaker performance.

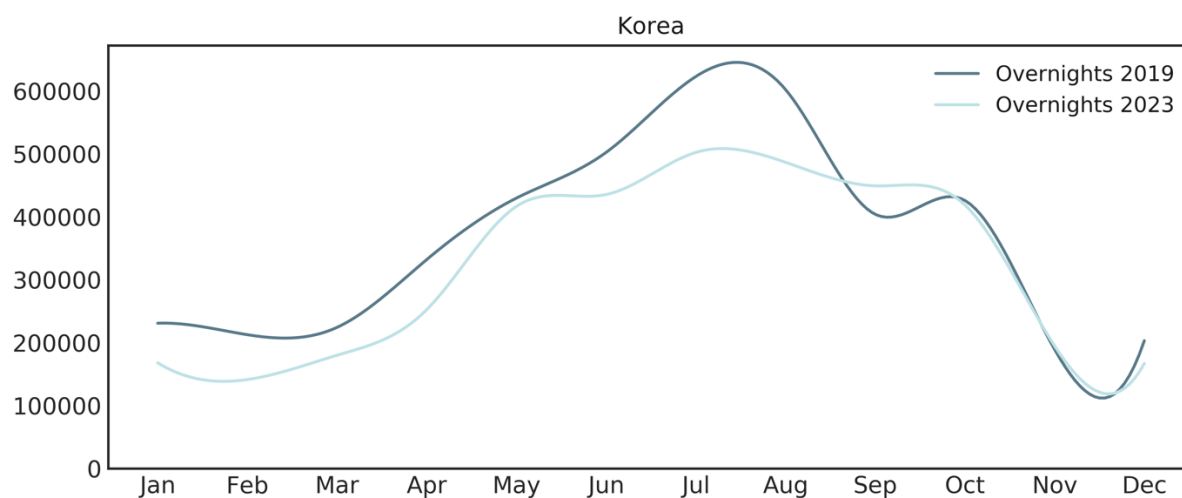
Top 50 destinations

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
Grindelwald	0.005	0.011	0.056	0.031	0.091	11.0%	2	742.1%	3	62.8%	12	
Interlaken	0.037	0.051	0.1	0.023	0.062	7.7%	3	20.8%	15	-38.1%	26	
Luzern	0.012	0.012	0.037	0.011	0.03	2.3%	8	154.9%	2	-17.0%	20	
Zermatt	0.002	0.005	0.026	0.01	0.025	1.6%	11	365.1%	3	-1.9%	20	
Zürich	0.011	0.014	0.029	0.011	0.021	0.6%	22	52.2%	9	-25.9%	24	
Opfikon	0.004	0.005	0.008	0.003	0.013	1.8%	12	160.0%	7	74.4%	4	
Unterseen	0.004	0.004	0.016	0.004	0.012	6.9%	5	184.5%	8	-25.5%	26	
Bern	0.005	0.005	0.014	0.004	0.012	1.1%	16	117.0%	9	-15.7%	26	
Genève	0.008	0.01	0.013	0.009	0.009	0.4%	24	-9.4%	19	-28.7%	26	
Basel	0.003	0.005	0.007	0.005	0.008	0.6%	19	73.3%	3	25.1%	4	
Wilderswil	0.009	0.011	0.014	0.001	0.006	4.6%	5	-43.6%	26	-56.1%	26	
Lausanne	0.002	0.003	0.006	0.003	0.005	0.5%	19	70.6%	4	-19.2%	14	
Kloten	0.001	0.001	0.002	0.002	0.004	0.9%	18	193.3%	3	155.6%	15	
Lauterbrunnen	0.002	0.003	0.008	0.001	0.004	0.8%	14	58.7%	12	-50.2%	25	
Adelboden	0	0	0.005	0.002	0.004	1.8%	4	2877.4%	4	-18.2%	17	
Rothrist	0	0	0	0	0.004	14.2%	3	10108.6%	3	9825.0%	3	
Oftringen	0	0	0	0.001	0.003	9.4%	3	inf	7.5	inf	8.5	
Meyrin	0.002	0.002	0.002	0.002	0.003	0.5%	21	67.4%	13	69.8%	9	
Matten bei Interlaken	0.001	0.002	0.008	0.001	0.003	4.8%	6	33.3%	14	-62.5%	27	
Ostermündigen	0	0	0	0	0.003	6.6%	4	inf	5.5	inf	14.5	
Kriens	0	0.001	0.002	0.001	0.003	2.0%	12	206.4%	18	35.5%	22	
Sion	0	0	0	0	0.002	2.1%	7	16526.7%	2	2394.0%	6	
Martigny	0	0	0.002	0.001	0.002	2.3%	5	681.3%	3	-1.3%	9	
Nottwil	0	0	0	0	0.002	4.5%	5	4354.5%	2	5197.3%	3	
Rümlang	0	0.001	0.002	0.001	0.002	0.6%	18	28.0%	17	12.3%	14	
Spiez	0	0	0.001	0	0.002	1.2%	9	1713.8%	5	76.3%	16	
Montreux	0.001	0.002	0.003	0.001	0.002	0.4%	21	-12.8%	17	-51.4%	26	
Leukerbad	0.001	0.001	0.004	0	0.002	0.8%	6	172.8%	5	-53.9%	20	
Brig-Glis	0	0	0.002	0.001	0.002	0.7%	12	1188.1%	3	-25.4%	24	
Le Grand-Saconnex	0	0	0.002	0.001	0.001	0.7%	19	305.2%	6	-29.0%	17	
Spreitenbach	0	0	0.001	0	0.001	1.2%	13	6883.3%	4	49.1%	20	
Engelberg	0.002	0.003	0.003	0	0.001	0.4%	18	-54.3%	25	-55.8%	25	
Täsch	0	0	0.006	0	0.001	1.4%	15	650.6%	4	-78.1%	28	
Beatenberg	0	0	0.001	0.006	0.001	0.8%	13	3242.9%	1	41.3%	18	
Ennetbürgen	0	0	0.002	0.001	0.001	3.8%	6	6288.9%	4	-33.8%	28	
Zug	0	0	0	0	0.001	1.0%	17	748.9%	1	246.3%	1	
Weggis	0	0	0.006	0.001	0.001	0.5%	13	2626.8%	1	-79.9%	22	
Wallisellen	0	0	0	0	0.001	1.0%	12	5390.0%	4	258.8%	2	
Brienz (BE)	0	0	0.001	0	0.001	0.9%	12	2691.9%	2	40.7%	23	
Ringgenberg (BE)	0	0.004	0.002	0	0.001	3.1%	9	-72.7%	28	-44.4%	25	
Feusisberg	0	0	0.003	0	0.001	1.9%	8	2408.3%	2	-68.0%	23	
Thun	0	0	0	0	0.001	0.6%	16	588.5%	6	182.8%	5	
St. Moritz	0.001	0	0.002	0.001	0.001	0.1%	28	83.3%	15	-63.0%	28	
Vernier	0	0	0.001	0	0.001	0.4%	22	121.0%	10	-14.6%	26	
Ittigen	0	0	0	0	0.001	2.6%	8	12550.0%	3	1751.2%	4	
Bussigny	0	0	0.001	0.001	0.001	0.8%	15	614.3%	3	-34.8%	21	
Stansstad	0	0	0.001	0	0.001	0.9%	14	4778.6%	7	-44.4%	21	
Iseltwald	0	0	0.001	0	0.001	2.3%	9	4050.0%	7	-28.9%	27	
St. Gallen	0	0	0.002	0	0.001	0.2%	23	245.5%	1	-64.0%	28	
Saint-Sulpice (VD)	0	0	0	0	0.001	1.5%	11	303.4%	1	292.8%	1	

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	2019-23
							2023				
summer (May-Oct)	0.089	0.117	0.299	0.117	0.271	1.1%	13	131.7%	2	-9.3%	25
winter (Nov-April)	0.046	0.071	0.139	0.036	0.110	0.6%	19	55.6%	11	-20.7%	25

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	2019-23
							2023				
off-season I (March-May)	0.031	0.043	0.099	0.019	0.085	0.9%	15	97.3%	5	-13.9%	24
off-season II (Sept-Nov)	0.034	0.050	0.102	0.052	0.106	1.1%	12	111.5%	4	4.3%	16
summer core months (Jun-Aug)	0.050	0.062	0.173	0.066	0.142	1.1%	15	130.4%	2	-17.6%	24
winter core months (Dez-Feb)	0.020	0.033	0.065	0.015	0.048	0.5%	20	45.5%	12	-26.3%	26

Months

	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				
January	0.008	0.013	0.023	0.002	0.017	0.6%	17	33.3%	11	-27.2%	25
February	0.006	0.008	0.021	0.002	0.014	0.4%	21	74.9%	6	-33.5%	26
March	0.008	0.011	0.022	0.003	0.018	0.6%	18	64.7%	7	-19.7%	24
April	0.010	0.015	0.033	0.005	0.025	0.9%	16	68.5%	6	-23.9%	23
May	0.014	0.017	0.043	0.011	0.042	1.3%	11	143.4%	2	-3.0%	21
June	0.014	0.017	0.050	0.023	0.044	1.1%	13	152.2%	2	-13.3%	23
July	0.019	0.024	0.062	0.021	0.050	1.1%	15	106.0%	3	-19.4%	25
August	0.018	0.020	0.060	0.021	0.049	1.0%	13	141.4%	1	-19.2%	24
September	0.013	0.018	0.040	0.019	0.045	1.1%	12	150.9%	2	11.2%	13
October	0.012	0.020	0.043	0.022	0.042	1.3%	10	108.5%	4	-1.7%	19
November	0.008	0.012	0.019	0.012	0.020	0.9%	14	58.9%	8	3.0%	15
December	0.006	0.012	0.020	0.012	0.017	0.5%	22	38.5%	13	-17.9%	23

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			50.2%	7	1.610	27	41.1%	16

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)	1.943	1	50.3%	7	1.700	26	43.7%	20
mid-sized destinations (11-50)	0.521	28	50.2%	5	1.557	25	38.6%	24
small destinations (51-200)	0.578	20	50.5%	6	1.352	28	37.1%	12
very small destinations (201-smallest)	0.194	27	42.7%	21	1.270	28	6.2%	27

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
mountain	1.46	2	51.2%	5	1.723	26	38.2%	18
big cities	0.73	26	48.0%	20	1.528	28	48.1%	13
small cities	0.72	24	50.1%	13	1.423	28	42.3%	14
rural	0.30	18	44.8%	21	1.129	28	44.2%	6

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	1.280	1	50.2%	7	1.601	26	40.8%	17
French speaking area	0.398	27	50.5%	10	1.718	27	45.1%	15
Italian speaking area	0.064	28	41.7%	23	1.550	22	44.2%	12
Rhaeto Romanic language zone	0.016	24	7.4%	26	1.900	19	6.3%	19

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
Bern Region	3.766	1	52.3%	7	1.771	26	40.1%	13
Zurich Region	0.720	25	47.8%	23	1.433	28	42.6%	22
Lucerne - Lake Lucerne Region	1.185	10	48.8%	9	1.366	27	45.1%	9
Valais	0.910	17	43.6%	8	1.386	28	36.7%	16
Geneva	0.457	27	51.1%	17	2.255	8	41.8%	26
Lake Geneva Region	0.353	28	51.9%	6	1.534	27	71.9%	7
Basel Region	0.553	22	45.2%	21	1.692	22	56.0%	10
Aargau - Solothurn Region	0.836	10	53.7%	7	1.066	28	5.1%	28
Graubünden	0.059	28	34.6%	13	1.863	21	49.9%	12
Eastern Switzerland	0.117	27	48.9%	13	2.068	19	43.6%	5
Ticino	0.067	28	41.5%	24	1.563	22	44.4%	12
Region of Fribourg	0.153	23	62.6%	3	1.289	28	54.8%	2
Jura & Three-Lakes	0.085	27	66.2%	4	2.919	5	21.9%	24

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
Grindelwald	12.016	1	52.5%	7	1.969	23	45.2%	16
Interlaken	8.399	1	52.7%	8	1.770	25	37.4%	23
Luzern	2.505	8	49.2%	13	1.407	27	45.7%	14
Zermatt	1.701	9	42.7%	9	1.463	27	42.0%	27
Zürich	0.611	26	46.6%	23	1.445	28	36.4%	26
Opfikon	1.971	8	48.2%	22	1.447	21	25.9%	28
Unterseen	7.581	1	58.5%	5	2.011	22	0.0%	0
Bern	1.248	9	49.7%	14	1.356	27	57.7%	4
Genève	0.453	25	51.8%	15	2.564	6	37.7%	24
Basel	0.628	22	45.3%	21	1.666	22	56.6%	10
Wilderswil	5.075	1	64.0%	5	1.141	28	0.0%	0
Lausanne	0.573	22	51.0%	10	1.464	28	74.4%	5
Kloten	1.007	17	40.1%	26	1.300	27	80.3%	7
Lauterbrunnen	0.879	13	47.1%	6	1.493	28	52.5%	1
Adelboden	1.967	2	56.4%	3	1.461	26	95.1%	2
Rothrist	15.515	1	44.6%	17	1.008	23	0.0%	0
Oftringen	10.316	2	65.2%	7	1.033	21	0.0%	0
Meyrin	0.512	27	52.0%	11	1.939	6	51.0%	28
Matten bei Interlaken	5.231	2	46.0%	14	1.674	26	0.0%	0
Ostermundigen	7.24	3	42.0%	19	1.234	25	100.0%	14.5
Kriens	2.232	8	46.7%	18	1.291	26	0.0%	0
Sion	2.274	2	52.7%	7	1.556	14	0.0%	25
Martigny	2.468	2	56.3%	3	1.076	28	6.5%	19
Nottwil	4.975	3	33.9%	21	1.016	25	100.0%	13.5
Rümlang	0.65	21	49.3%	21	1.186	21	46.3%	16
Spiez	1.289	4	39.6%	15	1.680	26	68.9%	2
Montreux	0.421	26	52.5%	7	1.463	25	74.5%	12
Leukerbad	0.876	2	51.6%	5	1.089	26	66.0%	7
Brig-Glis	0.78	8	43.9%	15	1.153	28	40.7%	4
Le Grand-Saconnex	0.751	21	40.5%	24	1.595	20	47.6%	26
Spreitenbach	1.317	10	49.4%	20	1.038	28	22.2%	28
Engelberg	0.416	20	49.8%	5	1.345	27	12.9%	26
Täsch	1.54	14	47.4%	8	1.187	28	0.0%	0
Beatenberg	0.906	9	31.7%	22	1.814	27	46.3%	21
Ennetbürgen	4.128	3	62.1%	4	1.544	26	100.0%	14.5
Zug	1.127	16	37.1%	27	1.564	28	95.9%	2
Weggis	0.577	12	55.1%	8	1.265	27	15.5%	28
Wallisellen	1.053	9	68.1%	2	1.284	28	100.0%	1
Brienz (BE)	1.003	7	42.0%	19	1.528	25	5.3%	25
Ringgenberg (BE)	3.407	6	53.1%	11	2.226	10	0.0%	0
Feusisberg	2.081	2	64.0%	5	1.052	27	98.8%	4
Thun	0.659	17	32.4%	23	1.735	24	39.5%	14
St. Moritz	0.114	28	22.2%	24	2.020	20	68.9%	9
Vernier	0.436	25	54.9%	9	2.137	7	42.5%	11
Ittigen	2.89	4	25.3%	23	1.080	23	0.0%	0
Bussigny	0.888	15	61.1%	8	1.092	27	91.6%	3
Stansstad	1.013	9	51.8%	5	1.574	26	99.3%	4
Iseltwald	2.562	4	44.6%	14	2.478	12	0.0%	0
St. Gallen	0.243	25	63.4%	4	1.755	25	54.1%	14
Saint-Sulpice (VD)	1.59	4	57.9%	8	10.362	1	29.5%	26

Source: FSO/hotel statistics

Example: In 2023, for tourists from Korea who visited Grindelwald, the following further characteristics were noted:
- 12.016 times higher share of overnight stays than they had in the whole of Switzerland (=rank 1 out of a total of 28 markets): ON-share Grindelwald (10.98%) vs. ON-share whole Switzerland (0.91%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 52.5% (=rank 7).
- the length of stay (overnight stays/arrivals in the hotel) was 1.97 nights (=rank 23).
- the share of 4- and 5-star hotels out of all hotel nights was 45.2% (=rank 16).

Summer, winter

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
summer (May-Oct)	1.237	5	1.595	27	42.2%	14
winter (Nov-April)	0.68	24	1.649	27	38.4%	21

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)	1.001	15	1.585	28	41.7%	17
off-season II (Sept-Nov)	1.205	3	1.588	26	42.6%	14
summer core months (Jun-Aug)	1.167	8	1.607	27	41.8%	14
winter core months (Dez-Feb)	0.553	25	1.722	26	35.0%	27

Months

	affinity		length of stay		****/***** ON share	
	rank		rank		rank	
	2023	2023	2023	2023	2023	2023
January	0.613	23	1.725	27	35.1%	27
February	0.466	25	1.705	25	36.2%	25
March	0.616	26	1.630	28	36.9%	23
April	0.964	19	1.566	27	42.6%	15
May	1.417	3	1.577	26	43.1%	13
June	1.201	7	1.600	27	44.7%	12
July	1.158	9	1.598	27	42.1%	14
August	1.148	9	1.624	27	38.8%	15
September	1.207	5	1.582	27	41.8%	12
October	1.380	5	1.583	26	43.3%	12
November	0.946	17	1.613	26	43.0%	18
December	0.586	28	1.733	26	33.8%	28

Source: FSO/hotel statistics

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