

Research Report India

Tourism goals: summary

Market size & growth: In 2024, the India market recorded 0.667 million overnights¹⁾ in Switzerland and 0.603 million overnights in 2023. With a market share of 1.56%, India was the 10th highest ranked source market (out of a total of 29 ST markets) in 2024. The growth rate for overnights was 37.4% between 2014 and 2024. Between 2023 and 2024, the development was 10.6%. The corresponding growth ranking was 13 and 6 respectively.

Economic value: India ranks 7th with a daily expenditure value of CHF 280 (TMS 2023) and ranks 11th with a 48.6% share of ****/***** nights in 2024.

First time visitors & length of stay: With a 79.2% figure for first-time visitors, India ranks 1st (TMS 2023). With a length of stay of 2.22 overnights it ranks 8th.

Balance: In 2024, the 50 largest Swiss destinations accounted for 79.5% of overnights from India, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 17.0% (=rank 16) and 3.6% (=rank 20) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 29.2% (=rank 3) and 22.7% (=rank 15), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

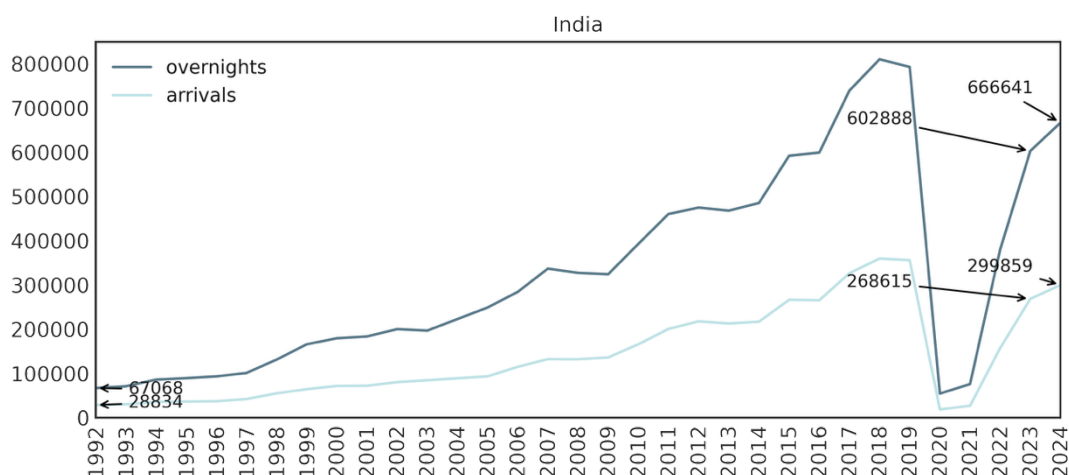
		value	rank
1. market size & growth	2023	0.603 M.	10
	2024	0.667 M.	10
	2014-24	37.4%	13
	2023-24	10.6%	6
2. economic value	daily expenditures 2023 (TMS)	280	7
	share ****/*****-nights 2023	48.6%	11
3. first time visitors	share 2023 (TMS)	79.2%	1
4. length of stay	2024	2.22	8
5. balance	share off-season "March-May" of total year 2024	29.2%	3
	share off-season "Sept-Nov" of total year 2024	22.7%	15
	share small destinations (51 st -200 th largest) 2024	17.0%	16
	share very small destinations (201 st +) 2024	3.6%	20

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2024, guests from India typically preferred the regions of: Lucerne - Lake Lucerne Region, Zurich Region and Bern Region. Moreover, these guests were most overrepresented in the destinations of: Engelberg, Mendrisio and Kriens.

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2014	2019	2023	2024	rank 2024
...all markets	1.1%	1.4%	2.0%	1.4%	1.6%	10
...markets abroad	1.9%	2.4%	3.7%	2.9%	3.0%	9
...overseas markets	7.5%	7.0%	8.4%	6.8%	6.8%	4

Source: FSO/hotel statistics

Other key metrics

	2010	2014	2019	2023	2024	rank 2024	development		development	
							2014-24	rank 2014-24	2023-24	rank 2023-24
overnights in millions	0.393	0.485	0.793	0.603	0.667	10	37.4%	13	10.6%	6
length of stay (overnights/arrivals)	2.367	2.235	2.226	2.244	2.223	9	-1.0%	6	-0.3%	11
density (overnights/1'000 inhabitants)	0.316	0.370	0.571	0.419	0.459	28	24.3%	13	-19.5%	26
GDP per capita in USD	1'279	1'525	2'021	2'428	2'612	29	71.3%	3	29.3%	6
population in millions	1243.482	1312.277	1389.030	1438.070	1450.936	1	10.6%	8	4.5%	10

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

Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight-share	inhabitant-share	affinity
Maharashtra	29.8%	9.0%	3.31
Karnataka	14.1%	4.7%	3.00
Delhi	11.4%	2.3%	4.96
Gujarat	6.1%	4.6%	1.33
Tamil Nadu	5.6%	5.6%	1.00
Haryana	5.3%	1.8%	2.94
West Bengal	5.1%	6.7%	0.76
Uttar Pradesh	4.5%	15.5%	0.29
Kerala	4.4%	2.3%	1.91
Telangana	2.9%	2.4%	1.21
Punjab	2.3%	2.3%	1.00
Rajasthan	1.8%	5.3%	0.34
Andhra Pradesh	1.4%	5.0%	0.28
Madhya Pradesh	1.0%	6.0%	0.17
Uttarakhand	1.0%	0.8%	1.25
Jharkhand	0.8%	2.7%	0.30
Assam	0.5%	2.6%	0.19
Orissa	0.5%	3.3%	0.15
Chandigarh	0.4%	0.1%	4.00
Goa	0.3%	0.1%	3.00
Jammu and Kashmir	0.3%	1.0%	0.30
Bihar	0.2%	7.6%	0.03
Chhattisgarh	0.2%	2.3%	0.09

source: TMS 2023 public source

Geographical distribution in Switzerland

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	rank		rank		rank	
						2024	2024	2014-24	2014-24	2023-24	2023-24
total	0.393	0.485	0.793	0.603	0.667	1.6%	10	37.4%	13	10.6%	6

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	rank		rank		rank	
						2024	2024	2014-24	2014-24	2023-24	2023-24
large destinations (top 10)	0.188	0.211	0.340	0.276	0.321	2.1%	8	52.3%	9	16.4%	5
mid-sized destinations (11-50)	0.135	0.170	0.239	0.203	0.209	1.7%	9	22.9%	16	2.6%	16
small destinations (51-200)	0.052	0.070	0.139	0.103	0.113	1.2%	10	61.7%	9	9.7%	6
very small destinations (201-smallest)	0.017	0.035	0.074	0.021	0.024	0.4%	15	-31.5%	28	14.3%	7

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	rank		rank		rank	
						2024	2024	2014-24	2014-24	2023-24	2023-24
big cities	0.127	0.179	0.287	0.268	0.284	2.0%	10	58.5%	5	6.1%	10
mountain	0.177	0.183	0.269	0.192	0.218	1.2%	12	19.4%	16	13.9%	7
small cities	0.075	0.090	0.189	0.125	0.137	1.8%	8	52.0%	4	9.0%	7
rural	0.013	0.033	0.048	0.018	0.028	0.8%	11	-16.9%	22	52.4%	2

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	rank		rank		rank	
						2024	2024	2014-24	2014-24	2023-24	2023-24
German speaking area	0.315	0.399	0.682	0.510	0.563	1.8%	7	40.9%	13	10.4%	6
French speaking area	0.073	0.076	0.099	0.081	0.092	1.0%	13	20.8%	13	13.2%	5
Italian speaking area	0.004	0.010	0.012	0.012	0.012	0.5%	14	23.1%	13	1.0%	16
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	23	22.2%	10	218.4%	1

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	rank		rank		rank	
						2024	2024	2014-24	2014-24	2023-24	2023-24
Zürich Region	0.088	0.144	0.270	0.200	0.205	2.8%	5	42.5%	10	2.5%	12
Bern Region	0.069	0.071	0.123	0.119	0.140	2.3%	8	96.6%	11	18.0%	7
Lucerne - Lake Lucerne Region	0.129	0.131	0.184	0.116	0.125	3.1%	5	-4.1%	18	8.0%	7
Geneva	0.033	0.031	0.045	0.045	0.052	1.4%	14	68.7%	4	15.9%	3
Lake Geneva Region	0.035	0.040	0.047	0.027	0.034	1.1%	11	-16.1%	23	24.3%	3
Valais	0.010	0.011	0.022	0.026	0.027	0.6%	19	147.5%	9	0.5%	16
Aargau - Solothurn Region	0.004	0.017	0.035	0.020	0.026	2.1%	6	50.9%	13	32.6%	9
Basel	0.011	0.014	0.026	0.019	0.023	1.3%	11	66.1%	5	23.8%	4
Graubünden	0.004	0.006	0.017	0.012	0.013	0.2%	21	142.2%	3	15.9%	8
Ticino	0.004	0.010	0.012	0.012	0.012	0.5%	14	22.1%	13	1.9%	13
Eastern Switzerland	0.004	0.008	0.006	0.005	0.006	0.3%	16	-24.2%	25	15.0%	7
Jura & Three-Lakes	0.001	0.002	0.003	0.001	0.002	0.3%	18	4.7%	12	30.7%	5
Region of Fribourg	0.001	0.001	0.002	0.001	0.001	0.2%	21	-0.8%	11	-5.9%	20

Source: FSO/hotel statistics

Example: Tourists from India generate the most overnight stays in Zürich Region of any Swiss region, namely 0.205 million in 2024 (the table is sorted by the total number of 2024 overnight stays, thus Zürich Region appears at the top of the list). From Zürich Region's perspective, 2.8% of their total tourism volume comes from India, making this source market the 5th most important market for this region (out of 29 ST markets overall). With a 42.5% development in overnight stays between 2014 and 2024, India ranks 10th. In other words, in reference to the development of overnight stays, 9 other source markets had a stronger performance and 19 had a weaker performance.

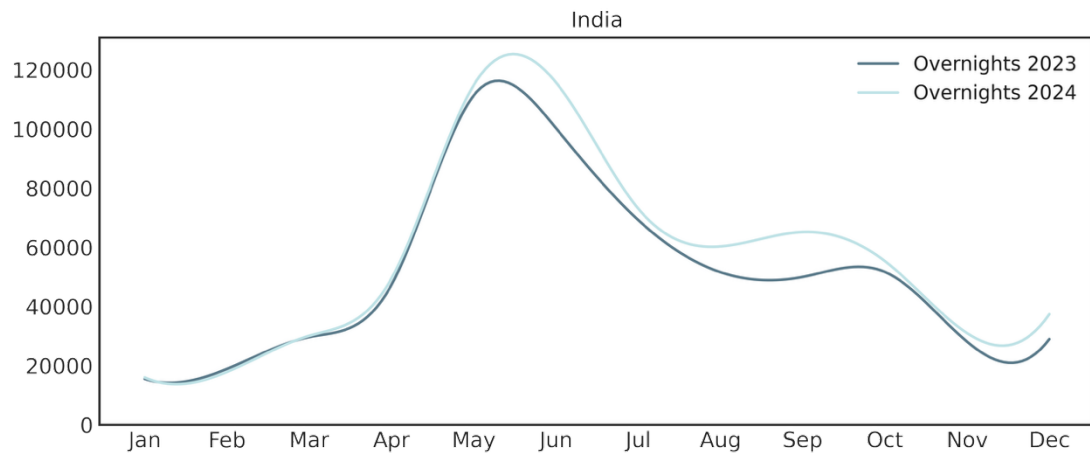
Top 50 destinations

destinations	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2014	2019	2023	2024	rank		rank		rank	
							2024	2024	2014-24	2014-24	2023-24	2023-24
Zürich	0.045	0.071	0.125	0.09	0.105	2.6%	7	46.6%	11	16.6%	5	
Interlaken	0.046	0.042	0.061	0.046	0.056	6.4%	5	33.9%	13	21.2%	7	
Luzern	0.044	0.041	0.06	0.049	0.053	3.8%	5	29.6%	9	9.5%	9	
Opfikon	0.019	0.032	0.053	0.063	0.05	6.3%	4	54.7%	11	-20.3%	23	
Engelberg	0.073	0.07	0.083	0.042	0.045	13.8%	2	-35.7%	25	8.0%	14	
Genève	0.025	0.022	0.031	0.028	0.032	1.4%	14	44.0%	5	16.6%	5	
Zermatt	0.006	0.007	0.015	0.017	0.02	1.2%	13	194.0%	7	16.2%	8	
Basel	0.01	0.012	0.022	0.017	0.02	1.3%	11	62.2%	6	16.8%	8	
Unterseen	0.007	0.007	0.014	0.014	0.016	8.4%	3	131.6%	16	13.9%	9	
Bern	0.003	0.004	0.007	0.012	0.015	1.4%	12	268.5%	3	21.2%	6	
Montreux	0.003	0.008	0.012	0.011	0.015	3.3%	8	90.1%	2	39.4%	2	
Kloten	0.004	0.005	0.004	0.013	0.013	2.7%	5	157.8%	4	-0.7%	15	
Kriens	0.001	0.001	0.013	0.012	0.013	9.4%	3	1062.3%	2	4.3%	6	
Grindelwald	0.001	0.004	0.007	0.01	0.012	1.5%	13	232.0%	10	23.5%	6	
Rümlang	0.005	0.011	0.007	0.008	0.011	4.2%	4	0.5%	9	38.5%	1	
Meyrin	0.006	0.005	0.007	0.009	0.01	1.4%	13	113.4%	11	12.9%	14	
St. Moritz	0.002	0.003	0.012	0.008	0.008	1.1%	13	222.9%	5	7.5%	13	
Döttingen	0	0	0	0	0.008	18.5%	2	inf	14	inf	3	
Lausanne	0.006	0.006	0.011	0.006	0.007	0.7%	17	7.9%	23	6.6%	19	
Lauterbrunnen	0.001	0.002	0.007	0.006	0.007	1.3%	10	273.7%	3	8.2%	8	
Saanen	0.001	0.002	0.007	0.005	0.006	1.6%	8	137.9%	4	4.0%	10	
Le Grand-Sacornex	0.001	0.001	0.002	0.005	0.005	2.8%	6	425.5%	3	6.7%	3	
Oftringen	0	0	0	0.008	0.005	15.3%	2	inf	9	-32.3%	17	
Meiringen	0.001	0	0.001	0.001	0.005	5.6%	5	1179.5%	5	458.8%	3	
Spreitenbach	0	0	0.001	0.002	0.005	3.4%	4	1718.6%	9	163.2%	6	
Regensdorf	0.003	0.001	0.008	0.001	0.004	5.4%	3	364.3%	1	194.6%	2	
Wallisellen	0	0	0.005	0.007	0.004	3.2%	3	1146.5%	7	-40.5%	26	
Lugano	0.002	0.002	0.003	0.004	0.004	0.7%	16	55.2%	6	4.9%	12	
Chavannes-de-Bogis	0.003	0.005	0.002	0.003	0.004	6.5%	3	-28.9%	17	23.1%	9	
Mendrisio	0	0	0	0.005	0.003	6.9%	4	1708.4%	2	-28.2%	21	
Beatenberg	0	0.001	0.002	0.003	0.003	2.4%	7	323.8%	8	4.0%	16	
Affoltern am Albis	0	0.001	0.009	0	0.003	16.8%	2	323.3%	6	inf	4	
Matten bei Interlaken	0.003	0.004	0.003	0.005	0.003	5.2%	4	-14.8%	25	-40.3%	29	
Vernier	0.001	0.002	0.002	0.002	0.003	1.0%	13	70.4%	20	52.3%	8	
Wilderswil	0	0.001	0.002	0.004	0.003	2.3%	9	99.9%	8	-23.1%	22	
Uzwil	0.001	0.003	0.002	0.002	0.003	6.5%	3	-1.5%	13	8.8%	9	
Brienz (BE)	0	0	0.001	0.001	0.002	2.1%	9	2250.5%	4	93.0%	1	
Baden	0.002	0.001	0.012	0.003	0.002	1.9%	6	73.3%	5	-20.1%	22	
Sion	0	0	0	0.003	0.002	2.1%	7	19700.0%	2	-18.6%	22	
Neuenkirch	0	0	0.005	0.002	0.002	5.0%	4	inf	4.5	8.3%	5	
Winterthur	0.002	0.002	0.006	0.003	0.002	1.0%	12	-1.1%	15	-15.3%	26	
Ollon	0.005	0.004	0.003	0	0.002	1.9%	7	-46.8%	21	356.4%	3	
Rothrist	0	0.001	0.011	0.004	0.002	8.0%	4	143.4%	8	-47.9%	20	
Thun	0	0	0.001	0.001	0.002	1.0%	13	416.7%	7	62.8%	4	
Horw	0	0	0.001	0.001	0.002	3.5%	6	527.8%	4	43.0%	10	
Egerkingen	0	0.01	0.01	0	0.002	2.1%	6	-84.1%	25	2452.4%	4	
Ringgenberg (BE)	0	0.001	0.001	0.002	0.002	4.1%	6	178.7%	14	-3.2%	20	
Paradiso	0.001	0.001	0.002	0.001	0.002	0.8%	14	24.5%	5	57.3%	3	
Weggis	0	0	0.001	0.002	0.001	0.7%	13	290.7%	2	-17.1%	26	
Lancy	0.001	0.001	0.002	0.001	0.001	1.3%	10	28.0%	3	33.7%	9	

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	2014	2019	2023	2024	2024	rank	2014-24	rank	2023-24	rank
summer (May-Oct)	0.310	0.374	0.606	0.434	0.485	2.0%	8	29.7%	13	11.6%	6
winter (Nov-April)	0.083	0.111	0.186	0.169	0.182	1.0%	13	63.2%	8	7.9%	10

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	2024	rank	2014-24	rank	2023-24	rank
off-season I (March-May)	0.122	0.164	0.265	0.188	0.194	2.0%	8	18.4%	14	3.2%	15
off-season II (Sept-Nov)	0.080	0.089	0.146	0.130	0.152	1.6%	9	70.7%	4	16.7%	1
summer core months (Jun-Aug)	0.162	0.197	0.318	0.221	0.249	1.8%	9	26.7%	13	12.7%	6
winter core months (Dez-Feb)	0.029	0.035	0.064	0.063	0.071	0.7%	15	101.5%	7	12.4%	10

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	2024	rank	2014-24	rank	2023-24	rank
January	0.008	0.010	0.016	0.016	0.016	0.5%	18	60.8%	8	3.2%	13
February	0.008	0.011	0.022	0.019	0.018	0.5%	17	65.8%	9	-5.5%	27
March	0.014	0.018	0.031	0.030	0.030	0.9%	12	70.6%	3	1.5%	20
April	0.026	0.041	0.063	0.047	0.049	1.8%	8	21.0%	15	4.6%	10
May	0.082	0.106	0.171	0.111	0.115	3.4%	6	8.6%	21	3.1%	20
June	0.073	0.089	0.151	0.100	0.116	2.8%	6	30.2%	13	15.4%	5
July	0.048	0.062	0.098	0.069	0.073	1.5%	11	18.4%	17	5.6%	7
August	0.041	0.046	0.070	0.052	0.060	1.3%	12	31.1%	9	16.9%	6
September	0.034	0.034	0.065	0.050	0.065	1.6%	9	92.8%	4	30.4%	2
October	0.031	0.037	0.052	0.052	0.055	1.7%	8	47.7%	10	7.1%	11
November	0.015	0.018	0.028	0.028	0.031	1.3%	10	77.1%	3	10.3%	7
December	0.012	0.015	0.026	0.029	0.037	1.1%	13	155.5%	4	29.1%	2

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 2023](#)

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

Total

	affinity		share off season		length of stay		****/***** ON share	
	2024	rank	2024	rank	2024	rank	2024	rank
	2024	2024	2024	2024	2024	2024	2024	2024
total			51.9%	4	2.223	8	48.6%	11

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
	2024	rank	2024	rank	2024	rank	2024	rank
	2024	2024	2024	2024	2024	2024	2024	2024
large destinations (top 10)	1.325	17	52.0%	5	2.317	3	56.9%	6
mid-sized destinations (11-50)	1.095	4	51.1%	4	2.104	9	42.0%	21
small destinations (51-200)	0.756	16	53.2%	4	2.210	6	44.3%	8
very small destinations (201-smallest)	0.282	20	52.4%	5	2.171	6	14.1%	18

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2024	rank	2024	rank	2024	rank	2024	rank
	2024	2024	2024	2024	2024	2024	2024	2024
big cities	1.32	14	51.8%	8	2.237	3	54.0%	7
mountain	0.79	16	50.2%	6	2.194	16	39.9%	14
small cities	1.13	4	53.3%	6	2.298	3	48.4%	12
rural	0.51	16	59.7%	2	1.982	19	62.5%	4

Language zone

	affinity		share off season		length of stay		****/***** ON share	
	2024	rank	2024	rank	2024	rank	2024	rank
	2024	2024	2024	2024	2024	2024	2024	2024
German speaking area	1.181	4	52.0%	4	2.221	9	46.4%	12
French speaking area	0.658	25	51.4%	6	2.369	5	60.5%	4
Italian speaking area	0.299	24	53.1%	5	1.553	24	63.0%	5
Rhaeto Romanic language zone	0.012	26	4.1%	29	2.017	15	8.3%	15

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2024	rank	2024	rank	2024	rank	2024	rank
	2024	2024	2024	2024	2024	2024	2024	2024
Zürich Region	1.802	3	51.6%	7	2.076	5	54.6%	9
Bern Region	1.467	9	51.8%	5	2.397	8	39.5%	10
Lucerne - Lake Lucerne Region	1.980	1	52.0%	5	2.198	3	35.6%	18
Geneva	0.886	24	51.3%	15	2.531	4	56.7%	6
Lake Geneva Region	0.736	16	51.6%	6	2.143	16	71.7%	5
Valais	0.386	28	49.4%	5	1.877	21	49.9%	6
Aargau - Solothurn Region	1.372	5	61.4%	2	2.307	13	57.1%	2
Basel	0.804	20	53.5%	9	3.199	2	41.6%	22
Graubünden	0.156	28	39.3%	8	2.003	21	72.6%	2
Ticino	0.314	24	52.9%	8	1.554	23	63.7%	5
Eastern Switzerland	0.199	24	58.8%	3	4.218	2	30.5%	17
Jura & Three-Lakes	0.190	23	55.1%	8	4.072	1	48.0%	12
Region of Fribourg	0.137	25	46.5%	17	3.450	1	34.1%	9

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		****/***** share	
	2024	rank 2024	2024	rank 2024	2024	rank 2024	2024	rank 2024
Zürich	1.66	9	50.6%	12	2.134	4	61.9%	4
Interlaken	4.142	5	54.6%	3	2.419	6	55.8%	7
Luzern	2.416	7	54.3%	5	2.212	2	56.7%	7
Opfikon	4.027	2	57.4%	3	2.042	1	27.7%	23
Engelberg	8.855	1	50.0%	4	2.104	21	22.0%	25
Genève	0.882	24	53.9%	6	2.783	4	58.8%	5
Zermatt	0.788	19	49.5%	5	1.855	23	57.9%	11
Basel	0.824	19	54.1%	9	3.071	2	44.4%	22
Unterseen	5.403	3	63.8%	3	2.535	5	0.0%	0
Bern	0.879	24	45.5%	18	2.833	1	42.2%	13
Montreux	2.112	2	54.8%	3	2.356	3	77.9%	9
Kloten	1.749	6	48.4%	17	1.712	3	80.5%	4
Kriens	6.051	1	54.7%	6	2.273	3	0.0%	0
Grindelwald	0.95	16	51.9%	7	2.302	15	48.9%	9
Rümlang	2.674	1	44.7%	26	1.655	1	76.4%	2
Meyrin	0.883	20	50.1%	15	2.115	2	39.3%	25
St. Moritz	0.7	23	40.2%	7	2.048	20	84.3%	2
Döttingen	11.902	1	61.4%	2	2.213	20	100.0%	15
Lausanne	0.454	29	49.0%	20	2.713	3	58.5%	14
Lauterbrunnen	0.836	15	42.2%	9	2.284	17	22.4%	11
Saanen	1.053	7	27.3%	4	2.364	21	90.8%	4
Le Grand-Saconnex	1.793	5	36.1%	28	2.189	1	90.3%	1
Oftringen	9.816	1	64.0%	4	1.999	6	0.0%	0
Meiringen	3.57	3	46.8%	9	1.681	10	3.0%	29
Spreitenbach	2.197	5	62.8%	4	2.243	3	93.5%	11
Regensdorf	3.443	2	18.1%	27	2.176	10	99.7%	10
Wallisellen	2.07	3	58.7%	5	2.366	3	89.6%	4
Lugano	0.437	25	48.5%	17	2.205	5	63.6%	7
Chavannes-de-Bogis	4.194	2	54.0%	12	1.169	29	100.0%	14.5
Mendrisio	4.422	3	56.2%	13	1.017	29	97.2%	1
Beatenberg	1.549	5	43.6%	8	2.591	12	74.1%	8
Affoltern am Albis	10.764	1	39.6%	21	1.396	23	0.0%	0
Matten bei Interlaken	3.341	5	43.2%	21	1.891	15	0.0%	0
Vernier	0.64	22	55.0%	7	2.717	7	53.0%	12
Wilderswil	1.476	8	57.0%	6	2.338	7	0.0%	0
Uzwil	4.172	2	57.8%	10	18.014	2	6.7%	26
Brienz (BE)	1.361	6	56.8%	3	2.380	3	6.5%	23
Baden	1.229	8	58.1%	7	9.613	2	14.5%	29
Sion	1.327	7	56.4%	6	1.890	4	0.0%	0
Neuenkirch	3.202	1	54.8%	7	2.240	3	0.0%	14
Winterthur	0.653	12	48.5%	14	3.269	1	30.2%	9
Ollon	1.231	6	29.9%	3	2.221	23	95.3%	2
Rothrist	5.114	3	62.9%	5	2.146	2	0.0%	0
Thun	0.65	22	56.0%	7	3.158	3	34.2%	22
Horw	2.278	3	49.1%	12	2.230	5	21.1%	18
Egerkingen	1.361	8	65.0%	5	2.062	9	98.8%	6
Ringgenberg (BE)	2.656	9	55.6%	7	2.378	12	0.0%	0
Paradiso	0.503	26	47.9%	16	1.984	4	68.9%	9
Weggis	0.456	18	46.8%	13	2.920	5	50.2%	13
Lancy	0.815	13	48.4%	18	1.953	13	0.0%	15

Source: FSO/hotel statistic

Example: In 2024, for tourists from India who visited Zürich, the following further characteristics were noted:
- 1.66 times higher share of overnight stays than they had in the whole of Switzerland (=rank 9 out of a total of 29 markets): ON-share Zürich (2.58%) vs. ON-share whole Switzerland (1.56%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 50.6% (=rank 12).
- the length of stay (overnight stays/arrivals in the hotel) was 2.13 nights (=rank 4).
- the share of 4- and 5-star hotels out of all hotel nights was 61.9% (=rank 4).

Summer, winter

	affinity		length of stay		****/***** share	
	rank		rank		rank	
	2024	2024	2024	2024	2024	2024
summer (May-Oct)	1.274	2	2.185	5	47.7%	8
winter (Nov-April)	0.636	28	2.332	11	51.0%	11

Summer core, winter core, off-season

	affinity		length of stay		****/***** share	
	rank		rank		rank	
	2024	2024	2024	2024	2024	2024
off-season I (March-May)	1.313	3	2.190	9	43.9%	16
off-season II (Sept-Nov)	0.998	15	2.238	3	47.2%	11
summer core months (Jun-Aug)	1.171	8	2.189	4	50.7%	7
winter core months (Dez-Feb)	0.464	29	2.419	11	56.9%	7

Months

	affinity		length of stay		****/***** share	
	rank		rank		rank	
	2024	2024	2024	2024	2024	2024
January	0.335	29	2.546	10	58.8%	6
February	0.333	29	2.531	12	56.4%	6
March	0.580	27	2.376	11	50.5%	12
April	1.144	9	2.178	7	42.2%	18
May	2.168	1	2.151	4	42.9%	14
June	1.824	1	2.240	4	50.5%	6
July	0.983	13	2.179	7	52.7%	7
August	0.804	21	2.110	10	48.8%	8
September	1.039	9	2.202	4	47.8%	6
October	1.066	12	2.218	4	43.9%	12
November	0.833	21	2.358	3	51.7%	10
December	0.720	25	2.321	9	56.3%	6

Source: FSO/hotel statistics

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