

Research Report Japan

Tourism goals: summary

Market size & growth: In 2024, the Japan market recorded 0.241 million overnights¹⁾ in Switzerland and 0.192 million overnights in 2023. With a market share of 0.56%, Japan was the 19th highest ranked source market (out of a total of 29 ST markets) in 2024. The growth rate for overnights was -45.2% between 2014 and 2024. Between 2023 and 2024, the development was 25.3%. The corresponding growth ranking was 29 and 2 respectively.

Economic value: Japan ranks 4th with a daily expenditure value of CHF 290 (TMS 2023) and ranks 10th with a 49.4% share of ****/***** nights in 2024.

First time visitors & length of stay: With a 48.3% figure for first-time visitors, Japan ranks 15th (TMS 2023). With a length of stay of 1.84 overnights it ranks 23rd.

Balance: In 2024, the 50 largest Swiss destinations accounted for 87.5% of overnights from Japan, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 9.2% (=rank 28) and 3.3% (=rank 23) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 16.5% (=rank 28) and 23.7% (=rank 9), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

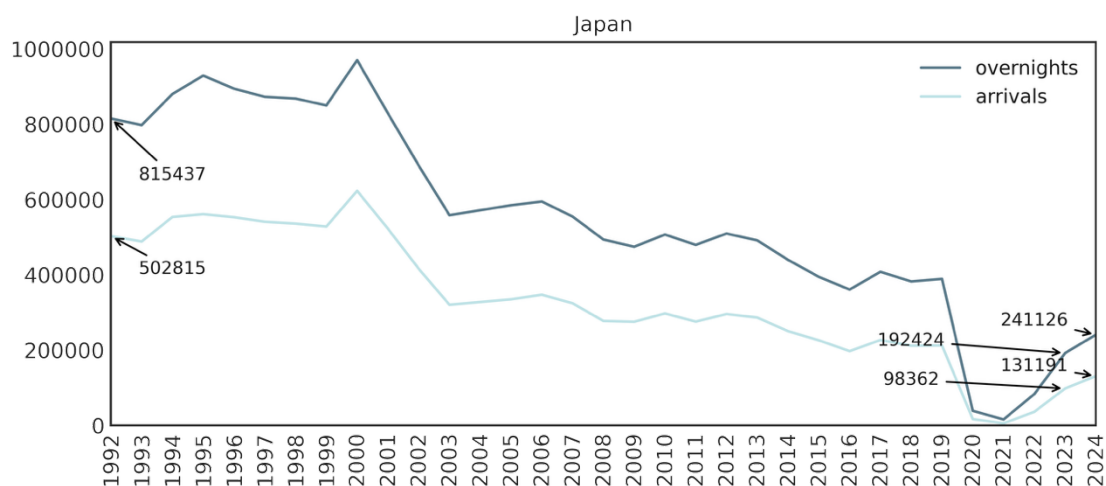
		value	rank
1. market size & growth	2023	0.192 M.	22
	2024	0.241 M.	19
	2014-24	-45.2%	29
	2023-24	25.3%	2
2. economic value	daily expenditures 2023 (TMS)	290	4
	share ****/*****-nights 2023	49.4%	10
3. first time visitors	share 2023 (TMS)	48.3%	15
4. length of stay	2024	1.84	23
5. balance	share off-season "March-May" of total year 2024	16.5%	28
	share off-season "Sept-Nov" of total year 2024	23.7%	9
	share small destinations (51 st -200 th largest) 2024	9.2%	28
	share very small destinations (201 st +) 2024	3.3%	23

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2024, guests from Japan typically preferred the regions of: Geneva, Valais and Bern Region. Moreover, these guests were most overrepresented in the destinations of: Grindelwald, Zermatt, Täsch and Alpnach.

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2014	2019	2023	2024	rank 2024
...all markets	1.4%	1.2%	1.0%	0.5%	0.6%	19
...markets abroad	2.5%	2.2%	1.8%	0.9%	1.1%	18
...overseas markets	9.7%	6.4%	4.1%	2.2%	2.5%	9

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	0.507	0.440	0.389	0.192	0.241	19	-45.2%	29	25.3%	2
length of stay (overnights/arrivals)	1.704	1.756	1.832	1.956	1.838	24	10.8%	5	0.8%	9
density (overnights/1'000 inhabitants)	3.956	3.451	3.074	1.547	1.948	25	-43.5%	29	-36.6%	28
GDP per capita in USD	44'305	38'493	40'385	33'904	32'588	19	-15.3%	28	-19.3%	29
population in millions	128.185	127.487	126.699	124.371	123.753	6	-2.9%	27	-2.3%	28

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

Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight- share	inhabitant- share	affinity
Tokyo	39.6%	11.3%	3.50
Kanagawa	12.2%	7.4%	1.65
Hokkaido	8.3%	4.1%	2.02
Osaka	7.4%	7.1%	1.04
Mie	6.9%	1.4%	4.93
Kyoto	4.4%	2.1%	2.10
Tiba (Chiba)	3.9%	5.0%	0.78
Aiti (Aichi)	2.6%	6.0%	0.43
Nara	2.6%	1.1%	2.36
Totigi (Tochigi)	2.5%	1.5%	1.67
Hukuoka (Fukuoka)	2.1%	4.1%	0.51
Okayama	1.5%	1.5%	1.00
Isikawa (Ishikawa)	1.3%	0.9%	1.44
Nagasaki	1.2%	1.0%	1.20
Saitama	1.2%	5.9%	0.20
Kagawa	1.0%	0.8%	1.25
Hyogo	0.6%	4.3%	0.14
Ibaraki	0.3%	2.3%	0.13
Siga (Shiga)	0.3%	1.1%	0.27

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	0.507	0.440	0.389	0.192	0.241	0.6%	19	-45.2%	29	25.3%	2

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)	0.344	0.293	0.258	0.124	0.161	1.0%	17	-45.1%	29	29.9%	2
mid-sized destinations (11-50)	0.116	0.102	0.089	0.044	0.050	0.4%	21	-51.1%	29	12.6%	8
small destinations (51-200)	0.038	0.033	0.033	0.017	0.022	0.2%	25	-33.7%	28	27.7%	2
very small destinations (201-smallest)	0.010	0.011	0.009	0.007	0.008	0.1%	23	-28.0%	26	18.4%	4

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
mountain	0.310	0.244	0.207	0.079	0.114	0.6%	15	-53.4%	29	43.5%	1
big cities	0.144	0.149	0.143	0.090	0.099	0.7%	19	-33.8%	29	9.8%	6
small cities	0.043	0.039	0.034	0.019	0.024	0.3%	23	-38.3%	29	27.7%	2
rural	0.010	0.008	0.006	0.004	0.004	0.1%	25	-41.5%	29	4.1%	15

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	0.425	0.358	0.313	0.148	0.192	0.6%	20	-46.4%	29	29.8%	2
French speaking area	0.075	0.076	0.071	0.042	0.046	0.5%	18	-39.6%	29	9.0%	8
Italian speaking area	0.006	0.005	0.005	0.002	0.003	0.1%	24	-42.7%	29	32.1%	2
Rhaeto Romanic language zone	0.001	0.000	0.000	0.000	0.000	0.0%	20	-49.5%	25	46.7%	2

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
Bern Region	0.168	0.136	0.085	0.039	0.058	0.9%	15	-57.3%	29	50.5%	2
Valais	0.101	0.080	0.090	0.032	0.048	1.1%	11	-39.7%	29	51.8%	1
Zürich Region	0.066	0.065	0.062	0.042	0.047	0.6%	20	-27.6%	29	11.4%	6
Geneva	0.048	0.048	0.043	0.029	0.030	0.8%	18	-36.9%	29	3.6%	22
Graubünden	0.051	0.040	0.036	0.015	0.017	0.3%	17	-58.8%	29	7.9%	13
Lake Geneva Region	0.022	0.022	0.023	0.010	0.011	0.4%	20	-51.4%	29	6.5%	15
Lucerne - Lake Lucerne Region	0.021	0.017	0.019	0.007	0.010	0.3%	25	-38.8%	28	48.3%	1
Basel	0.012	0.012	0.016	0.008	0.009	0.5%	21	-23.9%	26	7.7%	14
Eastern Switzerland	0.005	0.006	0.004	0.003	0.003	0.2%	20	-45.6%	28	2.1%	16
Ticino	0.006	0.005	0.005	0.002	0.003	0.1%	24	-43.0%	29	32.1%	2
Aargau - Solothurn Region	0.005	0.004	0.003	0.003	0.003	0.2%	22	-34.3%	28	-2.7%	27
Jura & Three-Lakes	0.003	0.004	0.003	0.001	0.002	0.3%	17	-51.2%	29	37.9%	4
Region of Fribourg	0.001	0.001	0.001	0.001	0.000	0.1%	23	-56.9%	28	-24.6%	25

Source: FSO/hotel statistics

Example: Tourists from Japan generate the most overnight stays in Bern Region of any Swiss region, namely 0.058 million in 2024 (the table is sorted by the total number of 2024 overnight stays, thus Bern Region appears at the top of the list). From Bern Region's perspective, 0.9% of their total tourism volume comes from Japan, making this source market the 15th most important market for this region (out of 29 ST markets overall). With a -57.3% development in overnight stays between 2014 and 2024, Japan ranks 29th. In other words, in reference to the development of overnight stays, 28 other source markets had a stronger performance and 0 had a weaker performance.

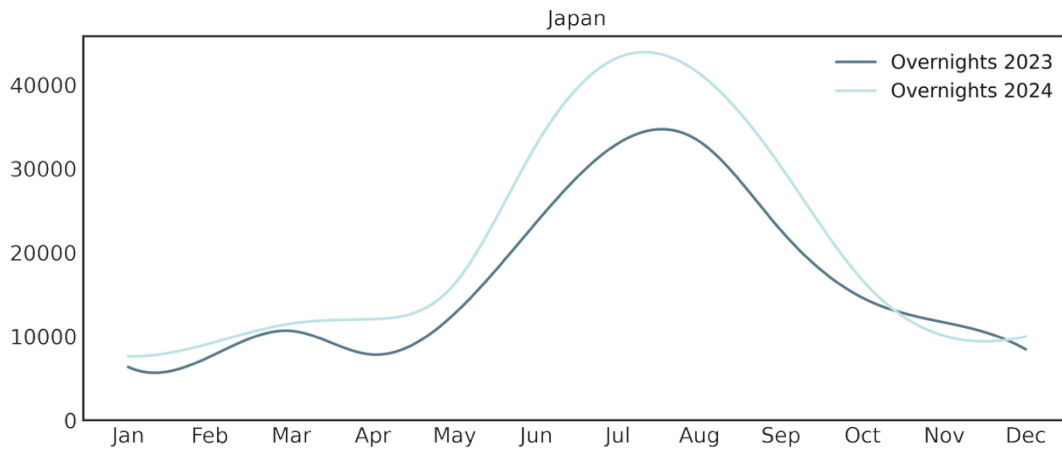
Top 50 destinations

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
Zermatt	0.092	0.07	0.079	0.028	0.043	2.6%	6	-39.5%	29	51.1%	1	
Zürich	0.039	0.038	0.04	0.025	0.029	0.7%	18	-23.3%	28	13.8%	8	
Grindelwald	0.07	0.061	0.034	0.017	0.025	3.0%	8	-59.7%	29	46.1%	1	
Genève	0.038	0.037	0.034	0.021	0.021	0.9%	18	-43.0%	29	-1.0%	24	
Interlaken	0.049	0.033	0.015	0.005	0.011	1.2%	13	-67.1%	29	110.6%	1	
Bern	0.014	0.018	0.013	0.008	0.01	0.9%	18	-42.0%	29	34.0%	3	
St. Moritz	0.041	0.027	0.023	0.01	0.009	1.2%	12	-65.8%	29	-2.3%	18	
Basel	0.011	0.011	0.014	0.008	0.008	0.5%	21	-22.4%	27	7.2%	12	
Kloten	0.004	0.007	0.003	0.007	0.007	1.4%	11	0.1%	28	3.6%	9	
Luzern	0.018	0.013	0.011	0.004	0.007	0.5%	23	-47.7%	29	51.2%	1	
Lausanne	0.01	0.011	0.014	0.006	0.006	0.6%	18	-43.2%	29	4.5%	20	
Meyrin	0.006	0.006	0.004	0.004	0.006	0.9%	18	-6.5%	27	51.1%	1	
Opfikon	0.013	0.013	0.012	0.005	0.005	0.6%	23	-65.2%	29	-0.4%	15	
Lauterbrunnen	0.015	0.013	0.014	0.004	0.004	0.8%	14	-69.0%	29	11.9%	7	
Davos	0.003	0.002	0.004	0.001	0.002	0.2%	17	-29.2%	23	22.5%	10	
Saillon	0	0	0	0	0.002	2.2%	4	7666.7%	8	inf	1.5	
Montreux	0.003	0.004	0.004	0.001	0.002	0.4%	23	-60.7%	29	14.7%	4	
Chur	0.002	0.002	0.001	0.001	0.002	0.7%	15	0.1%	23	7.0%	14	
Vernier	0.002	0.002	0.002	0.002	0.001	0.4%	18	-28.2%	29	-22.5%	28	
Unterseen	0.007	0.007	0.003	0.001	0.001	0.7%	22	-79.8%	29	40.1%	3	
Lugano	0.003	0.003	0.003	0.001	0.001	0.2%	22	-48.7%	29	22.2%	3	
St. Gallen	0.001	0.002	0.001	0.001	0.001	0.4%	15	-44.7%	28	19.9%	7	
Affoltern am Albis	0	0	0.001	0	0.001	5.8%	5.5	10672.7%	2	791.0%	10	
Matten bei Interlaken	0.005	0.001	0.001	0	0.001	1.9%	11	-3.8%	23	225.8%	1	
Le Grand-Saconnex	0.001	0.001	0.002	0.001	0.001	0.6%	21	-17.8%	24	-7.6%	15	
Rümlang	0.002	0.002	0.002	0.001	0.001	0.4%	19	-48.9%	26	-3.4%	6	
Baden	0.001	0.001	0.001	0.001	0.001	0.8%	13	21.7%	12	22.3%	4	
Adelboden	0	0	0	0	0.001	0.4%	15	1806.5%	4	596.0%	1	
Paradiso	0.001	0.001	0	0	0.001	0.5%	19	-5.7%	13	317.3%	1	
Ostermundigen	0	0	0	0.001	0.001	1.6%	12	42450.0%	15	70.2%	8	
Silvaplana	0	0.005	0.003	0	0.001	1.0%	7	-83.2%	29	2882.1%	1	
Täsch	0.001	0.003	0.004	0.001	0.001	0.9%	22	-74.4%	29	-41.7%	29	
Neuchâtel	0.001	0.001	0.001	0.001	0.001	0.5%	16	-37.5%	26	27.5%	6	
Horw	0	0	0	0	0.001	1.5%	12	1278.8%	1	249.8%	2	
Thun	0	0	0	0.001	0.001	0.4%	21	53.3%	23	-9.1%	27	
Saanen	0	0	0.001	0	0.001	0.2%	21	31.7%	12	66.7%	3	
Winterthur	0.001	0.001	0.001	0.001	0.001	0.3%	20	-34.3%	26	-1.6%	21	
Pontresina	0.001	0.001	0.001	0	0.001	0.2%	21	-43.2%	28	21.6%	11	
Engelberg	0.002	0.001	0.001	0	0.001	0.2%	28	-51.3%	28	135.1%	1	
Wilderswil	0	0	0.001	0	0.001	0.4%	23	24.4%	18	60.1%	3	
Ollon	0	0	0.001	0.001	0.001	0.5%	16	26.9%	14	-13.6%	23	
Lenzburg	0	0	0.001	0	0.001	1.7%	11	205.4%	5	95.4%	6	
Visp	0	0	0	0	0.001	1.1%	11	304.8%	11	264.0%	1	
Villigen	0.001	0.001	0.001	0.001	0.001	2.8%	9	-66.1%	22	-51.7%	22	
Maienfeld	0.001	0	0.001	0	0	1.3%	4	12.5%	21	61.5%	10	
Biel/Bienne	0.001	0.001	0.001	0	0	0.4%	19	-42.5%	24	50.8%	11	
Brienz (BE)	0	0	0	0	0	0.4%	21	-7.0%	28	53.6%	5	
Bad Ragaz	0.001	0.001	0	0	0	0.3%	16	-29.4%	21	31.4%	8	
Alpnach	0	0	0	0	0	1.8%	8	555.0%	7	28.0%	13	
Saas-Fee	0.004	0.002	0.002	0	0	0.2%	21	-83.0%	29	25.9%	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
							2024				
summer (May-Oct)	0.412	0.350	0.299	0.140	0.181	0.7%	18	-48.3%	29	29.2%	2
winter (Nov-April)	0.095	0.090	0.091	0.053	0.060	0.3%	25	-33.0%	29	15.0%	3

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
							2024				
off-season I (March-May)	0.068	0.064	0.064	0.031	0.040	0.4%	23	-37.3%	28	27.7%	2
off-season II (Sept-Nov)	0.096	0.089	0.078	0.049	0.057	0.6%	19	-35.9%	29	16.5%	2
summer core months (Jun-Aug)	0.301	0.248	0.205	0.090	0.117	0.9%	16	-52.6%	29	30.7%	2
winter core months (Dez-Feb)	0.042	0.040	0.042	0.022	0.027	0.3%	27	-32.3%	29	19.5%	3

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2014	2019	2023	2024	2024	rank	2014-24	rank	2023-24	rank
							2024				
January	0.014	0.014	0.015	0.006	0.008	0.2%	26	-45.1%	29	19.8%	4
February	0.014	0.013	0.015	0.008	0.009	0.3%	25	-32.0%	28	20.9%	5
March	0.021	0.023	0.020	0.011	0.012	0.3%	23	-48.9%	29	8.2%	14
April	0.016	0.014	0.016	0.008	0.012	0.4%	25	-16.4%	26	53.9%	2
May	0.031	0.027	0.029	0.013	0.016	0.5%	22	-38.8%	29	27.9%	2
June	0.085	0.063	0.055	0.024	0.033	0.8%	18	-47.5%	29	39.3%	2
July	0.127	0.111	0.083	0.033	0.043	0.9%	16	-61.1%	29	31.1%	2
August	0.089	0.074	0.067	0.033	0.041	0.9%	16	-44.1%	27	24.3%	4
September	0.054	0.045	0.040	0.023	0.030	0.8%	18	-33.4%	29	33.6%	1
October	0.026	0.030	0.025	0.015	0.017	0.5%	21	-44.2%	29	14.3%	6
November	0.016	0.014	0.014	0.012	0.010	0.4%	23	-26.3%	28	-13.7%	26
December	0.013	0.012	0.012	0.008	0.010	0.3%	27	-17.9%	26	18.0%	8

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			40.2%	25	1.838	23	49.4%	10

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)	1.836	2	39.1%	28	1.862	23	50.3%	13
mid-sized destinations (11-50)	0.726	25	40.5%	20	1.729	24	51.5%	8
small destinations (51-200)	0.409	28	44.4%	17	1.842	23	45.6%	5
very small destinations (201-smallest)	0.265	23	48.3%	13	2.114	8	28.6%	1

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
mountain	1.14	6	30.4%	25	1.794	25	50.7%	5
big cities	1.27	16	49.4%	17	1.887	15	48.7%	14
small cities	0.54	29	47.3%	21	1.764	23	47.5%	13
rural	0.22	25	50.1%	13	2.556	5	41.6%	10

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	1.114	12	37.5%	25	1.744	25	49.8%	8
French speaking area	0.910	15	50.8%	8	2.392	4	48.6%	15
Italian speaking area	0.210	26	51.6%	8	1.634	22	42.3%	16
Rhaeto Romanic language zone	0.053	19	27.9%	14	2.451	6	7.0%	17

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
Bern Region	1.677	7	34.8%	25	1.757	27	48.8%	4
Valais	1.928	2	29.4%	25	1.825	24	48.9%	7
Zürich Region	1.138	18	47.5%	22	1.661	24	46.8%	17
Geneva	1.428	11	53.4%	6	2.512	5	41.8%	24
Graubünden	0.534	13	27.5%	23	1.666	25	61.9%	8
Lake Geneva Region	0.654	20	46.6%	18	2.171	13	64.9%	8
Lucerne - Lake Lucerne Region	0.450	29	38.0%	25	1.425	27	50.0%	7
Basel	0.856	17	54.5%	6	2.285	8	56.0%	9
Eastern Switzerland	0.277	17	44.2%	22	1.640	29	57.3%	4
Ticino	0.212	26	53.0%	7	1.632	21	44.3%	14
Aargau - Solothurn Region	0.376	22	55.2%	5	3.086	4	38.5%	12
Jura & Three-Lakes	0.541	16	60.0%	4	2.973	3	45.0%	14
Region of Fribourg	0.169	22	40.3%	26	2.567	2	39.0%	4

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
Zermatt	4.604	1	28.7%	27	1.837	24	49.8%	22
Zürich	1.268	17	47.0%	23	1.671	25	46.1%	19
Grindelwald	5.272	2	27.9%	25	1.962	25	45.9%	11
Genève	1.615	12	52.6%	12	2.696	5	41.6%	17
Interlaken	2.22	12	38.1%	24	1.575	28	69.4%	2
Bern	1.652	4	47.5%	14	1.527	27	47.2%	8
St. Moritz	2.145	4	25.7%	23	1.610	24	66.4%	9
Basel	0.961	17	54.8%	6	2.303	7	56.6%	10
Kloten	2.462	1	45.3%	22	1.539	11	74.5%	9
Luzern	0.832	17	36.0%	29	1.372	28	55.9%	8
Lausanne	1.098	12	45.4%	27	2.300	10	67.7%	4
Meyrin	1.51	11	57.5%	2	2.075	3	36.2%	26
Opfikon	1.029	19	46.7%	19	1.346	26	25.3%	26
Lauterbrunnen	1.396	8	21.2%	29	2.057	22	41.1%	2
Davos	0.362	13	30.3%	13	1.701	27	89.7%	3
Saillon	3.926	1	40.6%	15	2.026	10	100.0%	9
Montreux	0.635	20	44.8%	18	1.711	23	66.8%	18
Chur	1.167	10	43.2%	24	1.197	28	43.8%	8
Vernier	0.763	19	61.6%	5	3.297	3	41.3%	20
Unterseen	1.221	17	47.8%	20	1.793	28	0.0%	0
Lugano	0.419	26	51.6%	11	1.995	10	37.6%	28
St. Gallen	0.754	9	44.1%	24	1.491	28	80.3%	3
Affoltern am Albis	10.375	2	56.3%	10	1.435	20	0.0%	0
Matten bei Interlaken	3.394	4	50.7%	8	1.441	29	0.0%	0
Le Grand-Saconnex	1.059	16	42.8%	22	1.660	12	74.9%	14
Rümlang	0.734	14	47.8%	20	1.335	14	43.0%	23
Baden	1.362	5	60.7%	4	5.895	5	37.3%	22
Adelboden	0.766	9	60.5%	3	1.797	24	84.6%	5
Paradiso	0.8	19	53.6%	7	1.117	29	82.8%	5
Ostermundigen	2.857	5	26.3%	29	1.472	23	100.0%	15
Silvaplana	1.818	3	20.0%	14	1.933	26	97.8%	4
Täsch	1.548	13	38.6%	17	1.406	21	0.0%	0
Neuchâtel	0.853	11	68.2%	3	2.898	7	26.4%	18
Horw	2.664	2	55.8%	6	1.027	29	3.8%	29
Thun	0.716	19	27.9%	29	2.077	14	53.4%	15
Saanen	0.32	21	13.4%	25	2.470	20	80.5%	17
Winterthur	0.482	16	59.5%	3	2.691	3	32.2%	8
Pontresina	0.27	17	15.2%	26	2.601	15	38.8%	22
Engelberg	0.304	29	36.1%	15	2.322	15	37.5%	14
Wilderswil	0.748	19	70.5%	2	1.610	26	0.0%	0
Ollon	0.886	9	20.1%	12	2.955	9	50.5%	27
Lenzburg	3.032	1	47.8%	17	4.146	4	82.5%	5
Visp	1.95	2	60.9%	2	1.827	14	0.0%	0
Villigen	4.951	1	66.1%	5	8.417	8	0.0%	0
Maienfeld	2.23	1	38.3%	16	1.406	19	0.0%	0
Biel/Bienne	0.684	11	56.7%	7	2.123	11	88.4%	6
Brienz (BE)	0.651	23	31.6%	27	1.343	28	22.0%	8
Bad Ragaz	0.504	10	33.3%	21	1.061	29	96.2%	5
Alpnach	3.246	1	28.0%	24	1.008	26	97.7%	1
Saas-Fee	0.293	18	24.7%	21	2.720	22	39.3%	17

Source: FSO/hotel statistic

Example: In 2024, for tourists from Japan who visited Zermatt, the following further characteristics were noted:
- 4.604 times higher share of overnight stays than they had in the whole of Switzerland (=rank 1 out of a total of 29 markets): ON-share Zermatt (2.59%) vs. ON-share whole Switzerland (0.56%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 28.7% (=rank 27).
- the length of stay (overnight stays/arrivals in the hotel) was 1.84 nights (=rank 24).
- the share of 4- and 5-star hotels out of all hotel nights was 49.8% (=rank 22).

Summer, winter

	affinity		length of stay		****/***** share	
	rank		rank		rank	
	2024	2024	2024	2024	2024	2024
summer (May-Oct)	1.312	1	1.784	24	50.4%	6
winter (Nov-April)	0.585	29	2.019	20	46.5%	16

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)	0.744	28	1.904	21	47.0%	12
off-season II (Sept-Nov)	1.038	9	1.856	20	45.6%	12
summer core months (Jun-Aug)	1.525	1	1.772	25	52.7%	6
winter core months (Dez-Feb)	0.482	28	2.024	22	46.6%	16

Months

	affinity		length of stay		****/***** share	
	rank		rank		rank	
	2024	2024	2024	2024	2024	2024
January	0.440	28	2.258	18	47.5%	17
February	0.471	26	2.019	24	43.7%	17
March	0.614	24	1.980	21	45.5%	17
April	0.772	29	2.030	17	46.8%	12
May	0.849	25	1.774	21	48.2%	9
June	1.430	2	1.823	22	50.3%	7
July	1.607	1	1.793	22	55.3%	6
August	1.524	2	1.711	27	51.8%	5
September	1.333	3	1.782	24	46.5%	8
October	0.889	21	1.898	20	43.2%	15
November	0.749	25	2.039	12	46.8%	14
December	0.532	28	1.879	23	48.7%	15

Source: FSO/hotel statistics

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