

Research Report Japan

Tourism goals: summary

Market size & growth: In 2025, the Japan market recorded 0.289 million overnights¹⁾ in Switzerland and 0.241 million overnights in 2024. With a market share of 0.66%, Japan was the 19th highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was -26.8% between 2015 and 2025. Between 2024 and 2025, the development was 19.9%. The corresponding growth ranking was 28 and 1 respectively.

Economic value: Japan ranks 4th with a daily expenditure value of CHF 290 (TMS 2023) and ranks 12th with a 46.8% share of ****/***** nights in 2025.

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 1.79 overnights it ranks 24th.

Balance: In 2025, the 50 largest Swiss destinations accounted for 87.3% of overnights from Japan, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 9.7% (=rank 28) and 3.1% (=rank 22) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 15.9% (=rank 29) and 23.3% (=rank 11), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

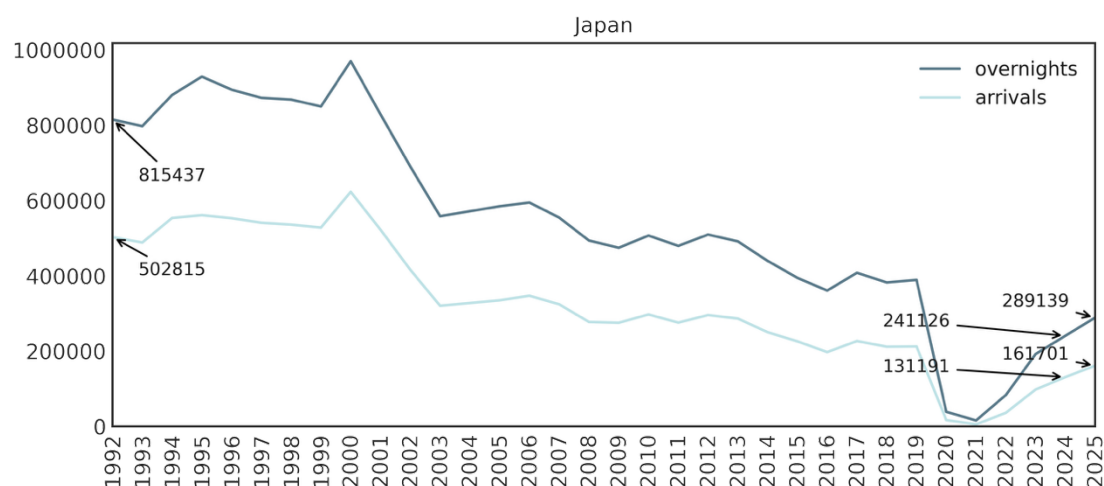
		value	rank
1. market size & growth	2024	0.241 M.	19
	2025	0.289 M.	19
	2015-25	-26.8%	28
	2024-25	19.9%	1
2. economic value	daily expenditures 2023 (TMS)	290	4
	share ****/*****-nights 2025	46.8%	12
3. first time visitors	share 2023 (TMS)	48.3%	15
4. length of stay	2025	1.79	24
5. balance	share off-season "March-May" of total year 2025	15.9%	29
	share off-season "Sept-Nov" of total year 2025	23.3%	11
	share small destinations (51 st -200 th largest) 2025	9.7%	28
	share very small destinations (201 st +) 2025	3.1%	22

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2025, guests from Japan typically preferred the regions of: Valais, Bern Region, Geneva and Zurich Region. Moreover, these guests were most overrepresented in the destinations of: Grindelwald, Villigen, Zermatt, Bachenbülach and Bönigen.

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank
...all markets	1.4%	1.1%	1.0%	0.6%	0.7%	19
...markets abroad	2.5%	2.0%	1.8%	1.1%	1.3%	18
...overseas markets	9.7%	5.1%	4.1%	2.5%	2.9%	9

Source: FSO/hotel statistics

Other key metrics

	2010	2015	2019	2024	2025	rank	development		development	
							2015-25	rank	2024-25	rank
overnights in millions	0.507	0.395	0.389	0.241	0.289	19	-26.8%	28	19.9%	1
length of stay (overnights/arrivals)	1.704	1.745	1.832	1.838	1.788	25	5.7%	5	-5.2%	20
density (overnights/1'000 inhabitants)	3.956	3.102	3.074	1.948	2.349	23	-24.3%	27	-23.6%	27
GDP per capita in USD	44'304	34'909	40'387	32'478	34'356	20	-1.6%	29	-14.9%	29
population in millions	128.185	127.276	126.699	123.753	123.104	6	-3.3%	28	-2.8%	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	2015	2019	2024	2025	rank		rank		rank	
						2025	2025	2015-25	2015-25	2024-25	2024-25
total	0.507	0.395	0.389	0.241	0.289	0.7%	19	-26.8%	28	19.9%	1

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	rank		rank		rank	
						2025	2025	2015-25	2015-25	2024-25	2024-25
large destinations (top 10)	0.287	0.222	0.236	0.141	0.166	1.0%	17	-25.2%	29	17.6%	1
mid-sized destinations (11-50)	0.173	0.125	0.112	0.070	0.087	0.7%	18	-30.7%	29	23.8%	1
small destinations (51-200)	0.038	0.038	0.034	0.024	0.028	0.3%	22	-26.0%	28	17.5%	3
very small destinations (201-smallest)	0.010	0.011	0.009	0.006	0.009	0.2%	22	-15.9%	22	37.9%	1

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	rank		rank		rank	
						2025	2025	2015-25	2015-25	2024-25	2024-25
mountain	0.309	0.206	0.206	0.113	0.142	0.8%	15	-31.0%	28	25.2%	1
big cities	0.141	0.142	0.139	0.097	0.112	0.8%	17	-21.4%	29	15.6%	1
small cities	0.037	0.031	0.031	0.020	0.023	0.4%	22	-24.8%	26	16.4%	2
rural	0.020	0.016	0.013	0.011	0.012	0.2%	23	-24.0%	27	9.2%	11

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	rank		rank		rank	
						2025	2025	2015-25	2015-25	2024-25	2024-25
German speaking area	0.425	0.318	0.313	0.192	0.232	0.7%	19	-26.9%	28	20.9%	1
French speaking area	0.075	0.071	0.071	0.046	0.053	0.6%	18	-26.0%	29	14.9%	1
Italian speaking area	0.006	0.006	0.005	0.003	0.004	0.1%	23	-28.0%	28	31.7%	3
Rhaeto Romanic language zone	0.001	0.000	0.000	0.000	0.000	0.0%	20	1.7%	22	50.2%	5

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	rank		rank		rank	
						2025	2025	2015-25	2015-25	2024-25	2024-25
Bern Region	0.168	0.112	0.085	0.058	0.069	1.1%	12	-37.9%	29	19.6%	1
Valais	0.101	0.068	0.090	0.048	0.061	1.3%	9	-11.1%	27	26.4%	1
Zurich Region	0.066	0.067	0.062	0.047	0.056	0.7%	18	-17.1%	27	18.8%	1
Geneva	0.048	0.045	0.043	0.030	0.036	0.9%	18	-21.0%	29	16.6%	3
Graubünden	0.051	0.035	0.036	0.017	0.021	0.4%	17	-39.4%	29	29.3%	4
Lucerne - Lake Lucerne Region	0.021	0.015	0.019	0.010	0.013	0.3%	23	-16.5%	25	24.5%	4
Lake Geneva Region	0.022	0.021	0.023	0.011	0.012	0.4%	20	-43.0%	28	11.2%	5
Basel Region	0.012	0.012	0.016	0.009	0.009	0.5%	20	-23.4%	29	5.0%	16
Ticino	0.006	0.005	0.005	0.003	0.004	0.1%	22	-31.4%	29	28.1%	2
Eastern Switzerland	0.005	0.005	0.004	0.003	0.004	0.2%	20	-22.2%	26	14.3%	8
Aargau - Solothurn Region	0.005	0.004	0.003	0.003	0.003	0.2%	23	-25.2%	28	8.5%	10
Jura & Three-Lakes	0.003	0.003	0.003	0.002	0.001	0.2%	20	-48.2%	26	-22.2%	26
Region of Fribourg	0.001	0.002	0.001	0.000	0.000	0.1%	24	-73.0%	28	0.4%	15

Source: FSO/hotel statistics

Example: Tourists from Japan generate the most overnight stays in Bern Region of any Swiss region, namely 0.069 million in 2025 (the table is sorted by the total number of 2025 overnight stays, thus Bern Region appears at the top of the list). From Bern Region's perspective, 1.1% of their total tourism volume comes from Japan, making this source market the 12th most important market for this region (out of 29 ST markets overall). With a -37.9% development in overnight stays between 2015 and 2025, 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.

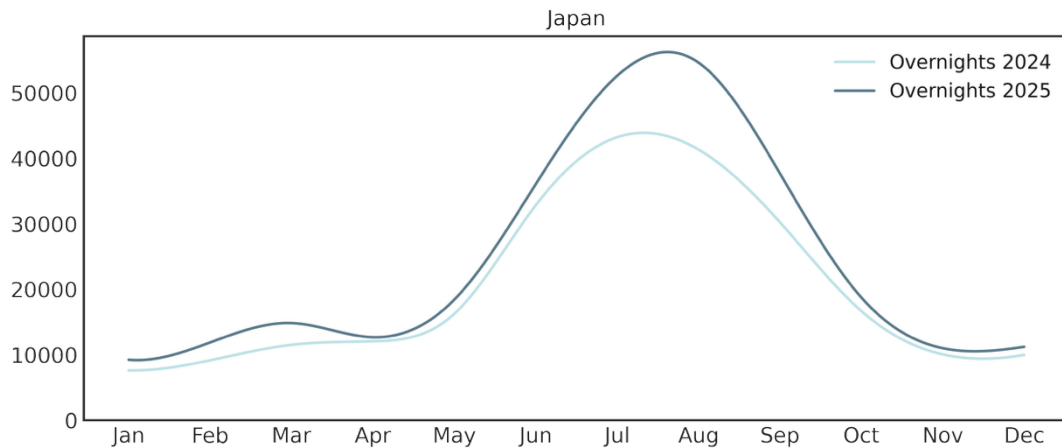
Top 50 destinations

overnights	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
						2025	2025				
Zermatt	0.092	0.058	0.079	0.043	0.052	3.1%	6	-10.1%	27	22.8%	2
Zürich	0.039	0.038	0.04	0.029	0.036	0.9%	18	-4.1%	23	26.0%	1
Grindelwald	0.07	0.047	0.034	0.025	0.031	4.0%	8	-34.3%	29	25.8%	1
Genève	0.038	0.034	0.034	0.021	0.024	1.0%	17	-28.7%	29	13.8%	2
St. Moritz	0.041	0.021	0.023	0.009	0.014	1.7%	12	-35.4%	29	46.5%	2
Interlaken	0.049	0.024	0.015	0.011	0.013	1.5%	13	-45.8%	28	19.0%	7
Bern	0.014	0.016	0.013	0.01	0.011	1.0%	15	-30.4%	29	9.2%	2
Basel	0.011	0.011	0.014	0.008	0.008	0.5%	20	-25.9%	29	1.2%	18
Luzern	0.018	0.01	0.011	0.007	0.008	0.6%	21	-16.1%	25	25.8%	3
Kloten	0.004	0.006	0.003	0.007	0.007	1.5%	10	33.7%	25	10.2%	7
Meyrin	0.006	0.006	0.004	0.006	0.007	1.0%	16	16.3%	24	23.5%	4
Lausanne	0.01	0.01	0.014	0.006	0.006	0.6%	18	-37.5%	29	1.1%	20
Opfikon	0.013	0.016	0.012	0.005	0.005	0.6%	21	-67.3%	28	12.6%	3
Lauterbrunnen	0.015	0.014	0.014	0.004	0.004	0.8%	13	-69.0%	29	8.3%	14
Täsch	0.001	0.005	0.004	0.001	0.003	2.4%	8	-47.1%	28	237.7%	1
Lugano	0.003	0.003	0.003	0.001	0.002	0.4%	20	-24.5%	25	59.5%	1
Saillon	0	0	0	0.002	0.002	2.7%	4	28000.0%	6	20.6%	7
Vernier	0.002	0.002	0.002	0.001	0.002	0.5%	20	-19.3%	28	36.4%	19
Chur	0.002	0.001	0.001	0.002	0.002	0.7%	15	45.9%	21	19.7%	5
Montreux	0.003	0.004	0.004	0.002	0.002	0.4%	21	-57.7%	27	12.2%	14
Untersseen	0.007	0.004	0.003	0.001	0.002	0.9%	18	-55.5%	28	35.6%	2
St. Gallen	0.001	0.002	0.001	0.001	0.002	0.5%	13	-1.7%	26	18.5%	6
Rümlang	0.002	0.003	0.002	0.001	0.001	0.5%	18	-50.5%	24	17.3%	15
Le Grand-Saconnex	0.001	0.001	0.002	0.001	0.001	0.8%	18	30.2%	13	6.3%	3
Adelboden	0	0	0	0.001	0.001	0.5%	12	1014.3%	5	24.5%	9
Pontresina	0.001	0.001	0.001	0.001	0.001	0.3%	19	-14.6%	28	86.0%	5
Horw	0	0	0	0.001	0.001	2.1%	11	3246.7%	1	40.0%	2
Baden	0.001	0.001	0.001	0.001	0.001	0.8%	13	24.4%	10	2.5%	16
Ostermundigen	0	0	0	0.001	0.001	1.9%	9	inf	7.5	13.9%	6
Davos	0.003	0.005	0.004	0.002	0.001	0.1%	21	-81.6%	29	-47.6%	29
Bönigen	0	0	0	0	0.001	2.9%	9	42550.0%	5	556.2%	1
Thun	0	0	0	0.001	0.001	0.5%	18	87.9%	18	21.2%	1
Winterthur	0.001	0.001	0.001	0.001	0.001	0.4%	21	-19.1%	28	32.5%	7
Matten bei Interlaken	0.005	0.001	0.001	0.001	0.001	1.2%	15	10.9%	19	-38.4%	27
Silvaplana	0	0.004	0.003	0.001	0.001	0.9%	9	-83.1%	28	-17.4%	21
Engelberg	0.002	0	0.001	0.001	0.001	0.2%	26	70.5%	13	18.3%	6
Neuchâtel	0.001	0.001	0.001	0.001	0.001	0.4%	20	-32.0%	26	-10.5%	20
Ollon	0	0.001	0.001	0.001	0.001	0.6%	15	-28.3%	19	27.0%	11
Bachenbülach	0	0	0	0	0.001	3.0%	8	inf	15	3160.0%	2
Villigen	0.001	0.002	0.001	0.001	0.001	3.3%	10	-63.6%	21	19.0%	9
Nendaz	0	0	0	0	0.001	1.4%	8	5390.0%	4	510.0%	2
Celerina/Schlarigna	0	0	0	0	0.001	0.4%	13	773.3%	4	297.0%	1
Alpnach	0	0	0	0	0.001	2.5%	6	321.1%	5	31.8%	8
Wilderswil	0	0.001	0.001	0.001	0	0.4%	24	-36.2%	25	-9.3%	19
Brienz (BE)	0	0	0	0	0	0.4%	18	85.8%	23	10.5%	3
Valaisellen	0	0	0	0	0	0.4%	17	1375.0%	9	80.2%	2
Nyon	0	0	0	0	0	0.6%	20	34.6%	22	65.8%	1
Saas-Fee	0.004	0.001	0.002	0	0	0.2%	20	-66.1%	29	19.8%	15
Spiez	0	0	0	0	0	0.3%	20	308.8%	12	75.7%	1
Visp	0	0	0	0.001	0	1.0%	11	430.6%	11	-10.9%	22

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	2015	2019	2024	2025	2025	rank	2015-25	2015-25	2024-25	rank
							2025				2024-25
summer (May-Oct)	0.412	0.313	0.299	0.181	0.218	0.9%	17	-30.3%	29	20.8%	1
winter (Nov-April)	0.095	0.082	0.091	0.060	0.071	0.4%	22	-13.2%	25	17.3%	1

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	2015-25	2024-25	rank
							2025				2024-25
off-season I (March-May)	0.068	0.060	0.064	0.040	0.046	0.5%	23	-23.1%	28	15.3%	1
off-season II (Sept-Nov)	0.096	0.081	0.078	0.057	0.067	0.7%	19	-16.5%	28	18.3%	1
summer core months (Jun-Aug)	0.301	0.217	0.205	0.117	0.143	1.0%	15	-34.1%	28	22.0%	1
winter core months (Dez-Feb)	0.042	0.037	0.042	0.027	0.032	0.3%	25	-12.0%	26	20.9%	1

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	2015-25	2024-25	rank
							2025				2024-25
January	0.014	0.012	0.015	0.008	0.009	0.3%	26	-23.7%	28	21.4%	5
February	0.014	0.014	0.015	0.009	0.012	0.4%	23	-17.9%	24	29.7%	2
March	0.021	0.019	0.020	0.012	0.015	0.4%	21	-20.6%	25	28.8%	3
April	0.016	0.013	0.016	0.012	0.013	0.4%	23	-4.5%	25	5.2%	16
May	0.031	0.028	0.029	0.016	0.018	0.5%	22	-33.8%	29	13.3%	2
June	0.085	0.054	0.055	0.033	0.036	0.9%	17	-33.3%	29	9.8%	5
July	0.127	0.098	0.083	0.043	0.053	1.1%	15	-46.2%	28	21.6%	3
August	0.089	0.066	0.067	0.041	0.055	1.1%	12	-16.6%	26	32.1%	1
September	0.054	0.045	0.040	0.030	0.038	0.9%	14	-15.5%	27	24.6%	1
October	0.026	0.023	0.025	0.017	0.019	0.5%	20	-19.0%	28	12.4%	2
November	0.016	0.013	0.014	0.010	0.011	0.5%	22	-15.2%	27	9.3%	3
December	0.013	0.010	0.012	0.010	0.011	0.3%	27	10.3%	24	12.4%	5

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	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
total			39.2%	25	1.788	24	46.8%	12

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
large destinations (top 10)	1.571	9	40.9%	28	1.783	25	47.0%	15
mid-sized destinations (11-50)	1.046	8	34.6%	25	1.771	26	48.5%	11
small destinations (51-200)	0.428	28	43.2%	18	1.803	23	46.1%	6
very small destinations (201-smallest)	0.248	22	42.2%	22	2.031	13	29.2%	5

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
mountain	1.20	4	30.8%	25	1.760	25	46.9%	6
big cities	1.26	16	47.4%	20	1.810	19	45.8%	16
small cities	0.54	29	46.9%	17	1.764	24	53.6%	10
rural	0.32	27	48.5%	15	1.992	13	42.3%	13

Language zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
German speaking area	1.125	9	37.0%	25	1.706	26	46.1%	9
French speaking area	0.871	17	48.2%	12	2.235	6	50.5%	13
Italian speaking area	0.227	26	49.9%	7	1.993	15	40.7%	17
Rhaeto Romanic language zone	0.066	18	67.5%	1	3.728	2	3.6%	23

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
Bern Region	1.731	6	34.2%	26	1.772	27	40.3%	8
Valais	2.040	2	30.5%	25	1.741	24	48.7%	7
Zurich Region	1.118	16	46.4%	25	1.582	26	45.2%	18
Geneva	1.400	12	51.2%	8	2.352	6	44.2%	18
Graubünden	0.575	13	27.7%	22	1.662	27	58.9%	9
Lucerne - Lake Lucerne Region	0.464	28	37.7%	23	1.495	27	54.5%	4
Lake Geneva Region	0.588	23	42.0%	26	2.105	16	62.2%	9
Basel Region	0.715	21	53.9%	6	2.195	11	50.0%	12
Ticino	0.224	26	50.3%	7	1.964	15	41.5%	17
Eastern Switzerland	0.271	19	54.5%	2	1.623	29	57.1%	5
Aargau - Solothurn Region	0.342	23	50.7%	11	3.149	2	26.7%	18
Jura & Three-Lakes	0.357	17	54.3%	4	2.646	10	42.3%	14
Region of Fribourg	0.137	24	51.7%	2	1.805	14	23.1%	16

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	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
Zermatt	4.666	1	29.5%	26	1.775	25	50.4%	23
Zürich	1.323	17	45.3%	26	1.593	28	42.1%	26
Grindelwald	6.146	2	29.0%	24	1.972	25	37.5%	15
Genève	1.551	12	54.0%	5	2.731	6	40.9%	18
St. Moritz	2.582	3	23.9%	25	1.580	27	65.5%	10
Interlaken	2.22	12	38.5%	27	1.550	29	57.2%	5
Bern	1.571	4	43.2%	18	1.514	28	40.0%	14
Basel	0.769	21	55.2%	5	2.309	8	52.4%	12
Luzern	0.852	16	39.3%	29	1.508	27	49.0%	10
Kloten	2.244	2	46.2%	22	1.445	17	67.8%	11
Meyrin	1.592	8	42.7%	24	1.685	7	49.9%	17
Lausanne	0.911	15	40.6%	28	2.182	16	66.5%	5
Opfikon	0.936	16	46.8%	12	1.354	27	25.0%	20
Lauterbrunnen	1.155	11	26.5%	23	1.905	26	27.9%	9
Täsch	3.688	5	41.8%	12	1.273	27	0.0%	0
Lugano	0.555	24	53.6%	5	2.047	12	47.4%	24
Saillon	4.078	1	47.2%	13	1.993	7	100.0%	8.5
Vernier	0.778	20	53.8%	5	2.213	6	51.0%	14
Chur	1.084	12	51.4%	8	1.261	23	40.8%	10
Montreux	0.548	23	44.5%	14	1.557	26	62.7%	19
Unterseen	1.435	15	42.5%	23	1.850	27	1.2%	23
St. Gallen	0.748	10	57.7%	3	1.336	29	85.6%	1
Rümlang	0.79	16	53.4%	10	1.198	26	47.9%	17
Le Grand-Saconnex	1.142	14	43.8%	15	1.656	6	53.9%	22
Adelboden	0.788	8	24.7%	21	2.104	23	91.9%	6
Pontresina	0.406	14	34.2%	9	2.498	17	53.3%	13
Horw	3.149	2	49.3%	8	1.200	28	96.2%	1
Baden	1.204	8	56.2%	7	4.553	6	47.7%	23
Ostermundigen	2.823	5	21.1%	27	1.479	25	100.0%	15
Davos	0.164	23	18.1%	21	2.432	21	83.5%	8
Bönigen	4.422	1	11.6%	29	1.887	17	0.0%	14
Thun	0.763	13	44.1%	20	1.930	19	65.0%	8
Winterthur	0.539	14	67.2%	1	2.484	8	49.3%	5
Matten bei Interlaken	1.808	13	76.3%	1	2.057	9	0.0%	0
Silvaplana	1.349	3	20.9%	10	1.971	28	99.0%	3
Engelberg	0.308	26	12.5%	29	2.027	20	68.6%	1
Neuchâtel	0.593	13	64.3%	2	2.625	10	22.0%	22
Ollon	0.843	9	32.1%	7	2.135	21	78.0%	9
Bachenbülach	4.575	7	35.7%	24	1.244	26	100.0%	15
Villigen	4.965	1	39.3%	18	9.246	10	0.0%	0
Nendaz	2.052	2	35.7%	14	1.161	23	99.3%	3
Celerina/Schlarigna	0.668	9	22.3%	28	1.819	17	17.0%	24
Alpnach	3.836	1	24.5%	24	1.008	26	99.0%	3
Wilderswil	0.588	25	37.0%	22	1.619	28	0.0%	0
Brienz (BE)	0.627	22	33.3%	26	1.401	29	7.2%	26
Valaisellen	0.541	17	44.5%	20	1.795	18	54.9%	10
Nyon	0.88	14	47.6%	25	4.243	4	34.4%	7
Saas-Fee	0.261	21	19.7%	24	2.757	19	31.8%	18
Spiez	0.484	24	53.7%	4	2.026	19	22.3%	25
Visp	1.505	4	27.3%	23	1.702	15	0.0%	0

Source: FSO/hotel statistic

Example: In 2025, for tourists from Japan who visited Zermatt, the following further characteristics were noted:
- 4.666 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 (3.07%) vs. ON-share whole Switzerland (0.66%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 29.5% (=rank 26).
- the length of stay (overnight stays/arrivals in the hotel) was 1.78 nights (=rank 25).
- the share of 4- and 5-star hotels out of all hotel nights was 50.4% (=rank 23).

Summer, winter

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
summer (May-Oct)	1.317	1	1.742	25	48.0%	8
winter (Nov-April)	0.575	29	1.945	22	43.3%	16

Summer core, winter core, off-season

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
off-season I (March-May)	0.717	29	1.819	23	42.3%	15
off-season II (Sept-Nov)	1.027	11	1.791	22	43.4%	13
summer core months (Jun-Aug)	1.545	1	1.744	26	50.6%	6
winter core months (Dez-Feb)	0.486	29	1.955	22	43.6%	16

Months

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
January	0.440	28	2.244	16	46.7%	14
February	0.538	25	1.913	24	38.7%	22
March	0.672	23	1.879	23	39.4%	20
April	0.663	29	1.909	19	45.2%	11
May	0.805	28	1.718	25	42.7%	11
June	1.315	5	1.752	25	48.3%	6
July	1.619	2	1.791	24	53.1%	6
August	1.665	1	1.695	27	49.6%	8
September	1.389	2	1.701	24	43.1%	12
October	0.819	22	1.849	22	42.9%	12
November	0.705	26	2.055	12	45.4%	14
December	0.479	29	1.806	25	46.2%	18

Source: FSO/hotel statistics

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