

Research Report Malaysia

Tourism goals: summary

Market size & growth: In 2025, the Malaysia market recorded 0.134 million overnights¹⁾ in Switzerland and 0.134 million overnights in 2024. With a market share of 0.31%, Malaysia was the 24th highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was 99.5% between 2015 and 2025. Between 2024 and 2025, the development was 0.4%. The corresponding growth ranking was 3 and 22 respectively.

Economic value: Malaysia ranks 4th with a daily expenditure value of CHF 290 (TMS 2023) and ranks 16th with a 41.5% share of ****/***** nights in 2025.

First time visitors & length of stay: With a 68.0% figure for first-time visitors, Malaysia ranks 6th (TMS 2023). With a length of stay of 1.78 overnights it ranks 25th.

Balance: In 2025, the 50 largest Swiss destinations accounted for 77.4% of overnights from Malaysia, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 17.7% (=rank 17) and 4.9% (=rank 16) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 23.3% (=rank 8) and 28.8% (=rank 2), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

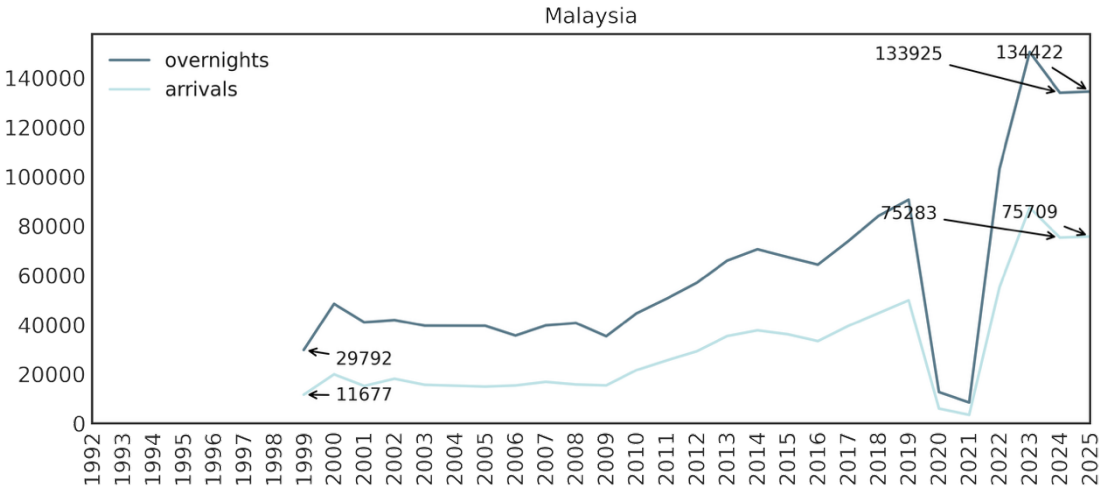
		value	rank
1. market size & growth	2024	0.134 M.	24
	2025	0.134 M.	24
	2015-25	99.5%	3
	2024-25	0.4%	22
2. economic value	daily expenditures 2023 (TMS)	290	4
	share ****/*****-nights 2025	41.5%	16
3. first time visitors	share 2023 (TMS)	68.0%	6
4. length of stay	2025	1.78	25
5. balance	share off-season "March-May" of total year 2025	23.3%	8
	share off-season "Sept-Nov" of total year 2025	28.8%	2
	share small destinations (51 st -200 th largest) 2025	17.7%	17
	share very small destinations (201 st +) 2025	4.9%	16

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2025, guests from Malaysia typically preferred the regions of: Bern Region, Aargau – Solothurn Region, Zurich Region and Lucerne – Lake Lucerne Region. Moreover, these guests were most overrepresented in the destinations of: Bachenbülach, Ittigen, Egerkingen, Buchs (SG) and Sursee

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank 2025
...all markets	0.1%	0.2%	0.2%	0.3%	0.3%	24
...markets abroad	0.2%	0.3%	0.4%	0.6%	0.6%	23
...overseas markets	0.9%	0.9%	1.0%	1.4%	1.3%	12

Source: FSO/hotel statistics

Other key metrics

	2010	2015	2019	2024	2025	rank 2025	development		development	
							2015-25	rank 2015-25	2024-25	rank 2024-25
overnights in millions	0.045	0.067	0.091	0.134	0.134	24	99.5%	3	0.4%	22
length of stay (overnights/arrivals)	2.063	1.864	1.817	1.779	1.776	26	-10.3%	16	-5.1%	19
density (overnights/1'000 inhabitants)	1.556	2.158	2.712	3.766	3.736	21	73.2%	3	37.8%	6
GDP per capita in USD	9'026	9'649	10'920	11'874	13'160	24	36.4%	19	20.5%	22
population in millions	28.656	31.233	33.441	35.558	35.978	19	15.2%	6	7.6%	6

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

Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight-share	inhabitant-share	affinity
Selangor	46.5%	21.6%	2.15
Kuala Lumpur	27.1%	5.9%	4.59
Pinang	5.3%	5.3%	1.00
Johor	4.5%	12.3%	0.37
Sarawak	4.2%	7.4%	0.57
Negeri Sembilan	3.6%	3.6%	1.00
Sabah	2.8%	11.0%	0.25
Kedah	1.9%	6.6%	0.29
Pahang	1.4%	4.9%	0.29
Terengganu	1.4%	3.6%	0.39
Melaka	0.6%	3.1%	0.19
Perak	0.4%	7.5%	0.05
Kelantan	0.2%	5.5%	0.04
Labuan	0.2%	0.3%	0.67

source: TMS 2023 public source

Geographical distribution in Switzerland

Total

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
total	0.045	0.067	0.091	0.134	0.134	0.3%	24	99.5%	3	0.4%	22

Large vs. small destinations

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
large destinations (top 10)	0.033	0.045	0.058	0.076	0.076	0.5%	24	69.4%	5	-0.9%	20
mid-sized destinations (11-50)	0.006	0.012	0.018	0.028	0.028	0.2%	27	132.4%	4	2.0%	18
small destinations (51-200)	0.004	0.007	0.011	0.023	0.024	0.2%	23	219.1%	2	1.6%	24
very small destinations (201-smallest)	0.002	0.003	0.003	0.006	0.007	0.1%	24	116.9%	1	4.5%	11

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
mountain	0.005	0.013	0.027	0.052	0.051	0.3%	25	293.7%	2	-1.0%	23
big cities	0.018	0.033	0.039	0.052	0.049	0.4%	25	48.0%	7	-6.2%	25
small cities	0.019	0.014	0.018	0.016	0.018	0.3%	25	27.9%	11	8.9%	7
rural	0.002	0.008	0.007	0.014	0.017	0.3%	21	118.5%	2	19.7%	5

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
German speaking area	0.034	0.052	0.073	0.109	0.111	0.4%	23	111.8%	3	2.0%	14
French speaking area	0.010	0.014	0.016	0.024	0.022	0.2%	26	62.2%	2	-7.9%	27
Italian speaking area	0.001	0.001	0.002	0.001	0.001	0.0%	29	-1.4%	22	17.3%	5
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	28	57.1%	9	-8.3%	23

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
Bern Region	0.004	0.009	0.017	0.035	0.034	0.6%	21	259.2%	2	-2.7%	15
Zurich Region	0.010	0.022	0.023	0.030	0.031	0.4%	25	40.0%	8	3.8%	11
Valais	0.001	0.002	0.007	0.017	0.017	0.4%	22	594.5%	1	1.3%	18
Lucerne - Lake Lucerne Region	0.015	0.012	0.017	0.013	0.017	0.4%	22	43.2%	10	25.7%	3
Geneva	0.007	0.010	0.010	0.016	0.013	0.3%	25	31.9%	13	-14.6%	29
Aargau - Solothurn Region	0.001	0.001	0.002	0.006	0.007	0.5%	16	899.9%	1	6.9%	11
Lake Geneva Region	0.002	0.003	0.005	0.006	0.006	0.2%	27	104.5%	1	-2.5%	24
Graubünden	0.001	0.002	0.002	0.003	0.002	0.0%	28	28.7%	16	-12.2%	25
Basel Region	0.002	0.002	0.004	0.003	0.002	0.1%	28	-2.5%	24	-22.5%	27
Eastern Switzerland	0.001	0.002	0.002	0.002	0.002	0.1%	25	24.9%	9	-2.4%	22
Ticino	0.001	0.001	0.001	0.001	0.001	0.1%	29	-3.5%	22	15.4%	5
Jura & Three-Lakes	0.000	0.000	0.001	0.001	0.001	0.1%	24	96.1%	1	-41.5%	28
Region of Fribourg	0.000	0.000	0.000	0.000	0.000	0.0%	28	6.8%	10	63.5%	2

Source: FSO/hotel statistics

Example: Tourists from Malaysia generate the most overnight stays in Bern Region of any Swiss region, namely 0.034 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, 0.6% of their total tourism volume comes from Malaysia, making this source market the 2^{1st} most important market for this region (out of 29 ST markets overall). With a 259.2% development in overnight stays between 2015 and 2025, Malaysia ranks 2nd. In other words, in reference to the development of overnight stays, 1 other source markets had a stronger performance and 27 had a weaker performance.

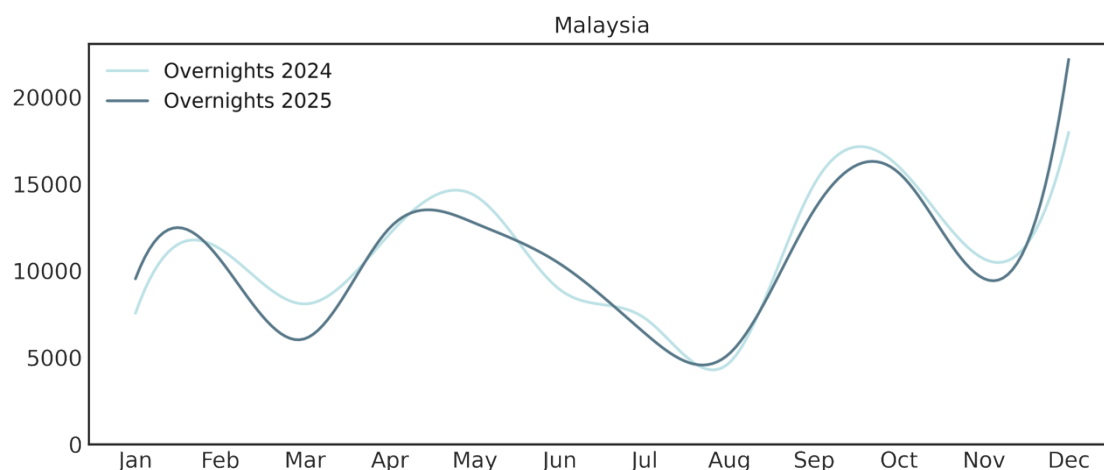
Top 50 destinations

overnights in millions						ON share		ON development		ON development	
overnights	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
Zürich	0.006	0.014	0.016	0.018	0.019	0.4%	26	36.8%	9	4.4%	12
Zermatt	0.001	0.002	0.005	0.011	0.011	0.7%	21	533.5%	1	0.1%	20
Interlaken	0.001	0.003	0.005	0.011	0.011	1.2%	16	233.7%	7	5.0%	14
Luzern	0.015	0.009	0.012	0.009	0.011	0.7%	19	17.3%	14	23.1%	4
Genève	0.006	0.008	0.007	0.011	0.009	0.4%	26	15.9%	14	-19.6%	28
Grindelwald	0	0.001	0.003	0.008	0.008	1.0%	15	698.8%	2	-4.8%	18
Opfikon	0.001	0.003	0.004	0.007	0.006	0.7%	17	89.7%	3	-12.6%	14
Bern	0.001	0.002	0.003	0.004	0.004	0.4%	24	81.9%	10	-5.0%	14
Egerkingen	0	0	0.001	0.003	0.003	3.5%	7	1645.7%	1	9.8%	19
Spreitenbach	0	0	0	0.001	0.002	1.8%	9	16226.7%	2	69.4%	2
Unterseen	0.001	0	0.001	0.003	0.002	1.3%	14	385.6%	4	-10.9%	15
Meyrin	0.001	0.001	0.001	0.002	0.002	0.3%	26	102.2%	8	-9.8%	23
Basel	0.002	0.002	0.004	0.003	0.002	0.1%	28	10.8%	21	-25.1%	27
Montreux	0.001	0.001	0.001	0.002	0.002	0.4%	20	152.8%	3	18.5%	8
Lausanne	0.001	0.001	0.001	0.002	0.002	0.2%	27	80.3%	5	3.2%	15
Lauterbrunnen	0	0.001	0.002	0.001	0.002	0.3%	23	204.3%	3	43.9%	3
Täsch	0	0	0	0.002	0.002	1.5%	13	3750.0%	1	-31.8%	28
Kloten	0.001	0.001	0	0.002	0.002	0.3%	25	155.0%	5	3.0%	11
Bachenbülach	0	0	0	0	0.002	7.0%	5	inf	15	664.3%	4
Kriens	0	0	0.001	0.002	0.001	1.1%	18	319.7%	12	-14.0%	24
Sion	0	0	0	0.001	0.001	1.3%	9	28640.0%	3	119.7%	2
Buchs (SG)	0	0.001	0.001	0.001	0.001	3.1%	5	37.9%	24	36.5%	17
Rümlang	0	0.003	0.001	0.001	0.001	0.5%	21	-57.3%	25	-13.2%	22
Sursee	0	0.001	0	0	0.001	2.5%	7	106.3%	22	423.7%	4
Ittigen	0	0	0	0.001	0.001	3.5%	5	51550.0%	4	52.4%	8
Vernier	0	0.001	0	0.001	0.001	0.3%	26	79.9%	26	30.1%	20
St. Moritz	0	0.001	0.001	0.001	0.001	0.1%	28	15.0%	20	-16.8%	26
Engelberg	0	0	0.001	0.001	0.001	0.3%	20	104.5%	10	35.2%	3
Brig-Glis	0	0	0	0.001	0.001	0.4%	14	469.4%	5	-0.1%	20
Leukerbad	0	0	0	0.001	0.001	0.4%	12	5907.7%	2	54.3%	7
Lugano	0	0.001	0.001	0.001	0.001	0.1%	28	21.4%	14	41.2%	2
Wilderswil	0	0.001	0.001	0.002	0.001	0.6%	18	17.0%	17	-55.2%	28
Beatenberg	0	0	0	0	0.001	0.5%	15	368.8%	5	88.1%	1
Oftringen	0	0	0	0.001	0.001	1.8%	8	inf	7.5	-31.7%	19
Le Grand-Saconnex	0	0	0.001	0.001	0.001	0.4%	24	132.3%	8	-11.1%	11
Matten bei Interlaken	0	0	0	0.001	0.001	1.0%	20	77.1%	14	7.2%	9
Chur	0	0	0	0.001	0	0.2%	25	127.5%	13	-38.3%	28
Spiez	0	0	0	0.001	0	0.3%	21	1426.7%	2	-23.3%	24
Ostermundigen	0	0	0	0	0	0.8%	18	inf	7.5	38.1%	3
Thun	0	0	0	0	0	0.3%	24	630.5%	3	-6.5%	12
Brienz (BE)	0	0	0	0.001	0	0.4%	21	986.8%	5	-19.0%	23
Rothrist	0	0	0	0.001	0	1.5%	10	38800.0%	1	-60.2%	24
Vevey	0	0	0	0.001	0	0.4%	22	73.4%	3	-49.5%	29
Blonay - Saint-Légier	0	0	0	0	0	0.9%	13	inf	8.5	91.7%	4
Baden	0.001	0	0	0	0	0.3%	20	-19.1%	18	7.8%	15
Chavannes-de-Bogis	0	0	0	0.001	0	0.6%	18	208.6%	2	-47.4%	25
Ringgenberg (BE)	0	0	0	0.001	0	0.9%	20	134.8%	18	-49.0%	29
Adelboden	0	0	0	0	0	0.2%	24	16050.0%	1	199.1%	1
Kandersteg	0	0	0	0	0	0.3%	23	inf	1.5	-23.7%	24
Saillon	0	0	0	0	0	0.4%	13	inf	3	59.5%	4

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	rank	2024-25	rank
summer (May-Oct)	0.024	0.034	0.045	0.066	0.064	0.3%	26	87.8%	4	-3.4%	23
winter (Nov-April)	0.021	0.033	0.046	0.068	0.070	0.4%	24	111.5%	2	4.1%	14

Summer core, winter core, off-season

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
off-season I (March-May)	0.011	0.017	0.023	0.035	0.031	0.3%	24	87.4%	3	-9.4%	25
off-season II (Sept-Nov)	0.014	0.020	0.024	0.042	0.039	0.4%	23	91.5%	3	-7.1%	26
summer core months (Jun-Aug)	0.010	0.015	0.019	0.021	0.022	0.2%	27	45.2%	9	5.5%	9
winter core months (Dez-Feb)	0.010	0.015	0.024	0.037	0.042	0.4%	22	177.2%	2	15.1%	2

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
January	0.002	0.003	0.004	0.008	0.010	0.3%	24	249.4%	2	26.2%	4
February	0.002	0.003	0.005	0.011	0.011	0.3%	24	217.2%	2	-5.5%	20
March	0.003	0.005	0.006	0.008	0.006	0.2%	28	34.5%	12	-24.7%	28
April	0.003	0.006	0.008	0.012	0.012	0.4%	24	110.6%	2	2.8%	21
May	0.004	0.006	0.008	0.014	0.013	0.4%	24	103.8%	3	-11.1%	25
June	0.005	0.007	0.008	0.009	0.010	0.3%	25	45.3%	7	16.6%	1
July	0.003	0.005	0.005	0.007	0.006	0.1%	27	35.0%	11	-11.8%	25
August	0.002	0.003	0.006	0.005	0.005	0.1%	27	59.9%	8	11.1%	8
September	0.004	0.007	0.008	0.015	0.014	0.3%	23	105.6%	3	-9.9%	24
October	0.005	0.006	0.009	0.016	0.016	0.4%	23	158.8%	2	-2.2%	20
November	0.005	0.008	0.007	0.011	0.010	0.4%	23	25.8%	15	-10.6%	25
December	0.005	0.009	0.016	0.018	0.022	0.6%	19	141.1%	6	23.4%	1

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	rank	2025	rank	2025	rank
total			52.1%	4	1.776	25	41.5%	16

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
large destinations (top 10)	1.541	11	52.6%	4	1.825	23	43.5%	20
mid-sized destinations (11-50)	0.738	26	49.7%	5	1.682	28	39.3%	25
small destinations (51-200)	0.784	17	52.7%	4	1.735	24	39.2%	12
very small destinations (201-smallest)	0.399	16	54.6%	5	1.799	24	37.0%	9

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
mountain	0.93	13	52.7%	3	1.740	26	34.1%	23
big cities	1.17	18	50.4%	9	1.823	17	45.1%	18
small cities	0.89	19	52.1%	4	1.797	21	43.6%	18
rural	0.94	10	55.1%	4	1.730	23	51.8%	6

Language zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
German speaking area	1.155	7	52.5%	4	1.757	25	39.3%	17
French speaking area	0.790	21	49.7%	6	1.895	24	51.9%	9
Italian speaking area	0.159	28	59.6%	2	1.531	25	54.0%	9
Rhaeto Romanic language zone	0.010	29	22.7%	16	1.294	27	0.0%	27.5

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
Bern Region	1.824	4	56.0%	3	1.968	22	37.0%	13
Zurich Region	1.339	12	49.0%	14	1.669	23	42.2%	23
Valais	1.251	3	50.1%	3	1.486	28	29.1%	24
Lucerne - Lake Lucerne Region	1.298	6	53.6%	4	1.712	22	39.4%	15
Geneva	1.125	18	49.2%	16	2.030	11	52.2%	11
Aargau - Solothurn Region	1.793	4	51.7%	9	1.570	22	53.9%	5
Lake Geneva Region	0.658	18	52.9%	3	1.925	23	61.4%	10
Graubünden	0.142	27	47.2%	1	1.546	28	46.3%	19
Basel Region	0.390	28	57.1%	3	2.371	5	54.7%	7
Eastern Switzerland	0.337	16	62.4%	1	3.372	3	21.3%	27
Ticino	0.163	28	59.9%	2	1.507	25	55.1%	8
Jura & Three-Lakes	0.375	16	21.8%	29	4.315	2	69.2%	4
Region of Fribourg	0.120	25	41.5%	24	1.635	21	23.4%	15

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	rank	2025	rank	2025	rank
Zürich	1.446	11	46.6%	23	1.754	23	43.0%	24
Zermatt	2.184	3	51.4%	2	1.641	27	35.4%	29
Interlaken	4.084	6	59.8%	2	1.991	20	52.4%	8
Luzern	2.409	7	53.8%	4	1.713	20	40.5%	19
Genève	1.247	17	49.1%	19	2.346	9	52.4%	11
Grindelwald	3.341	4	50.6%	7	1.929	27	36.6%	16
Opfikon	2.42	5	57.1%	1	1.519	16	27.7%	17
Bern	1.228	9	56.0%	2	1.930	17	38.0%	15
Egerkingen	11.44	1	43.8%	15	1.514	21	100.0%	2.5
Spreitenbach	5.95	2	58.8%	4	1.621	20	33.0%	29
Unterseen	4.148	4	52.8%	7	2.409	14	12.0%	3
Meyrin	1.047	16	48.5%	11	1.507	16	53.0%	13
Basel	0.428	27	57.1%	3	2.359	6	52.8%	11
Montreux	1.437	5	39.5%	25	1.504	27	53.1%	26
Lausanne	0.641	25	56.9%	3	2.118	18	66.1%	6
Lauterbrunnen	1.144	12	59.1%	2	1.944	25	21.2%	20
Täsch	4.871	3	47.6%	6	1.343	23	0.0%	0
Kloten	1.053	16	47.3%	19	1.451	16	46.3%	27
Bachenbülach	22.95	1	46.6%	20	1.369	23	100.0%	15
Kriens	3.465	3	53.2%	4	1.666	17	0.0%	0
Sion	4.394	3	47.7%	10	1.083	29	0.0%	13
Buchs (SG)	10.08	1	64.8%	6	7.528	1	0.3%	28
Rümlang	1.494	3	45.6%	23	1.318	11	28.0%	28
Sursee	8.274	1	58.0%	9	1.908	13	95.2%	4
Ittigen	11.54	1	74.5%	6	1.445	14	0.0%	0
Vernier	0.897	18	43.7%	21	1.770	19	49.6%	15
St. Moritz	0.404	28	47.1%	1	1.474	29	45.1%	23
Engelberg	0.854	13	48.8%	4	1.541	27	23.8%	27
Brig-Glis	1.314	5	40.4%	20	1.201	29	8.7%	6
Leukerbad	1.2	4	63.0%	5	1.060	24	40.2%	4
Lugano	0.43	28	64.9%	1	1.521	26	60.1%	10
Wilderswil	1.846	7	52.1%	10	2.125	16	0.0%	0
Beatenberg	1.712	5	53.9%	4	2.223	18	44.7%	26
Oftringen	6.005	1	48.4%	15	1.446	13	0.0%	0
Le Grand-Saconnex	1.232	13	54.7%	5	1.483	17	68.4%	8
Matten bei Interlaken	3.205	5	41.2%	19	1.681	21	0.0%	0
Chur	0.633	19	51.8%	6	1.240	27	28.2%	15
Spiez	1.031	7	44.5%	13	1.803	26	31.9%	20
Ostermundigen	2.751	7	59.0%	3	2.051	10	100.0%	15
Thun	0.831	10	67.3%	1	1.890	20	47.3%	16
Brienz (BE)	1.18	5	35.1%	23	1.819	21	6.3%	27
Rothrist	5.014	1	80.2%	7	1.081	22	0.0%	0
Vevey	1.147	11	55.0%	3	3.673	1	61.7%	23
Blonay - Saint-Légier	2.88	3	80.8%	2	1.917	7	100.0%	6
Baden	0.95	12	49.0%	20	11.581	1	21.2%	29
Chavannes-de-Bogis	2.071	3	82.7%	2	1.874	25	100.0%	14.5
Ringgenberg (BE)	2.788	7	64.5%	4	1.884	23	0.0%	0
Adelboden	0.502	13	18.9%	26	2.884	10	100.0%	1
Kandersteg	0.832	14	75.4%	1	2.377	4	0.0%	0
Saillon	1.315	8	63.7%	5	1.676	13	100.0%	8.5

Source: FSO/hotel statistic

Example: In 2025, for tourists from Malaysia who visited Zürich, the following further characteristics were noted:

- 1.446 times higher share of overnight stays than they had in the whole of Switzerland (=rank 11 out of a total of 29 markets): ON-share Zürich (0.44%) vs. ON-share whole Switzerland (0.31%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 46.6% (=rank 23).
- the length of stay (overnight stays/arrivals in the hotel) was 1.75 nights (=rank 23).
- the share of 4- and 5-star hotels out of all hotel nights was 43.0% (=rank 24).

Summer, winter

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
summer (May-Oct)	0.83	25	1.755	24	39.7%	16
winter (Nov-April)	1.228	5	1.794	26	43.2%	17

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)	1.051	8	1.733	25	41.3%	17
off-season II (Sept-Nov)	1.267	2	1.732	25	41.0%	16
summer core months (Jun-Aug)	0.512	29	1.861	23	40.6%	15
winter core months (Dez-Feb)	1.368	4	1.806	26	42.6%	18

Months

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
January	0.975	12	1.798	26	38.8%	22
February	1.035	12	1.785	25	37.2%	25
March	0.593	26	1.739	25	43.0%	18
April	1.404	4	1.770	25	43.6%	14
May	1.198	5	1.695	26	38.2%	18
June	0.817	22	1.818	22	41.9%	14
July	0.425	29	1.925	21	40.6%	14
August	0.343	28	1.874	21	38.2%	16
September	1.070	7	1.698	25	37.5%	18
October	1.468	3	1.716	25	41.6%	15
November	1.314	4	1.813	22	45.0%	16
December	2.034	3	1.819	24	46.9%	16

Source: FSO/hotel statistics

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