

Research Report Thailand

Tourism goals: summary

Market size & growth: In 2025, the Thailand market recorded 0.15 million overnights¹⁾ in Switzerland and 0.179 million overnights in 2024. With a market share of 0.34%, Thailand was the 23rd highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was -5.9% between 2015 and 2025. Between 2024 and 2025, the development was -15.9%. The corresponding growth ranking was 25 and 28 respectively.

Economic value: Thailand ranks 7th with a daily expenditure value of CHF 280 (TMS 2023) and ranks 10th with a 47.8% share of ****/***** nights in 2025.

First time visitors & length of stay: With a 52.8% figure for first-time visitors, Thailand ranks 14th (TMS 2023). With a length of stay of 1.71 overnights it ranks 27th.

Balance: In 2025, the 50 largest Swiss destinations accounted for 82.5% of overnights from Thailand, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 13.9% (=rank 22) and 3.6% (=rank 20) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 37.8% (=rank 1) and 22.3% (=rank 12), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

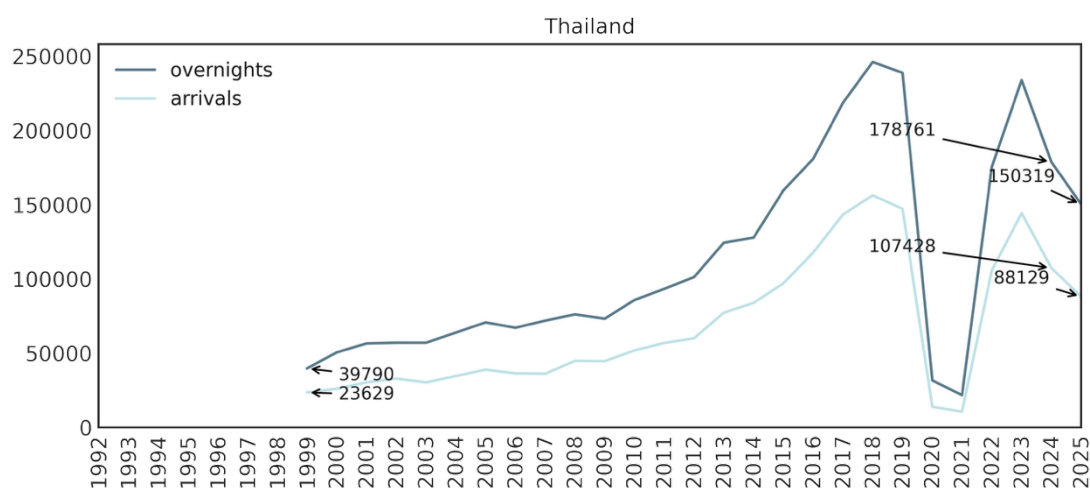
		value	rank
1. market size & growth	2024	0.179 M.	23
	2025	0.15 M.	23
	2015-25	-5.9%	25
	2024-25	-15.9%	28
2. economic value	daily expenditures 2023 (TMS)	280	7
	share ****/*****-nights 2025	47.8%	10
3. first time visitors	share 2023 (TMS)	52.8%	14
4. length of stay	2025	1.71	27
5. balance	share off-season "March-May" of total year 2025	37.8%	1
	share off-season "Sept-Nov" of total year 2025	22.3%	12
	share small destinations (51 st -200 th largest) 2025	13.9%	22
	share very small destinations (201 st +) 2025	3.6%	20

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2025, guests from Thailand typically preferred the regions of: Bern Region, Zurich Region, Lucerne – Lake Lucerne Region, and Valais. Moreover, these guests were most overrepresented in the destinations of: Bachenbülach, Beromünster, Interlaken, Täsch and Unterseen.

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank 2025
...all markets	0.2%	0.4%	0.6%	0.4%	0.3%	23
...markets abroad	0.4%	0.8%	1.1%	0.8%	0.7%	22
...overseas markets	1.6%	2.1%	2.5%	1.8%	1.5%	11

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	0.086	0.160	0.239	0.179	0.150	23	-5.9%	25	-15.9%	28
length of stay (overnights/arrivals)	1.654	1.644	1.622	1.664	1.706	28	9.6%	4	13.4%	2
density (overnights/1'000 inhabitants)	1.252	2.264	3.340	2.494	2.099	25	-7.3%	24	-37.2%	29
GDP per capita in USD	4'976	5'693	7'612	7'354	7'970	26	40.0%	17	4.7%	28
population in millions	68.579	70.541	71.522	71.668	71.620	9	1.5%	24	0.1%	24

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

Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight-share	inhabitant-share	affinity
Bangkok	62.2%	31.5%	1.97
Nonthaburi	8.6%	2.8%	3.07
Chon Buri	7.0%	4.1%	1.71
Chiang Mai	6.8%	3.4%	2.00
Samut Prakan	4.7%	3.9%	1.21
Pathum Thani	2.4%	2.7%	0.89
Pattani	1.2%	0.1%	n.a
Prachuap Khiri Khan	1.2%	1.2%	1.00
Phayao	1.0%	1.1%	0.91
Chanthaburi	0.9%	1.1%	0.82
Nan	0.9%	0.2%	4.50
Pattaya	0.9%	0.9%	1.00
Mukdahan	0.8%	1.0%	0.80
Lampang	0.6%	1.3%	0.46
Phuket	0.4%	1.3%	0.31
Khon Kaen	0.2%	1.0%	0.20
Nakhon Pathom	0.2%	0.9%	0.22

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	0.086	0.160	0.239	0.179	0.150	0.3%	23	-5.9%	25	-15.9%	28

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)	0.065	0.108	0.149	0.112	0.091	0.6%	22	-14.9%	26	-18.3%	28
mid-sized destinations (11-50)	0.012	0.037	0.058	0.038	0.033	0.3%	25	-10.9%	25	-14.9%	28
small destinations (51-200)	0.005	0.011	0.025	0.022	0.021	0.2%	26	86.0%	8	-5.5%	28
very small destinations (201-smallest)	0.004	0.004	0.007	0.006	0.005	0.1%	27	23.7%	8	-15.8%	28

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	0.027	0.058	0.112	0.078	0.062	0.3%	22	5.6%	19	-20.6%	29
big cities	0.032	0.051	0.070	0.067	0.059	0.4%	24	16.2%	19	-11.5%	27
small cities	0.023	0.044	0.044	0.026	0.020	0.3%	23	-54.9%	29	-21.9%	29
rural	0.004	0.006	0.013	0.008	0.009	0.2%	26	59.9%	6	11.0%	10

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	0.070	0.127	0.200	0.151	0.124	0.4%	22	-2.6%	24	-17.9%	28
French speaking area	0.014	0.028	0.034	0.025	0.023	0.3%	25	-18.2%	28	-5.5%	25
Italian speaking area	0.002	0.004	0.004	0.003	0.003	0.1%	24	-22.7%	27	-4.6%	25
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	25	90.0%	6	39.7%	7

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	0.018	0.038	0.060	0.052	0.040	0.7%	20	5.2%	23	-23.7%	29
Zurich Region	0.021	0.034	0.044	0.042	0.038	0.5%	22	13.1%	13	-9.4%	27
Valais	0.007	0.013	0.027	0.021	0.018	0.4%	21	38.2%	17	-14.4%	28
Lucerne - Lake Lucerne Region	0.019	0.033	0.056	0.023	0.018	0.4%	21	-45.4%	28	-19.4%	29
Geneva	0.008	0.012	0.015	0.014	0.014	0.4%	24	20.4%	17	-3.4%	22
Lake Geneva Region	0.005	0.015	0.017	0.008	0.007	0.2%	26	-53.7%	29	-12.9%	28
Graubünden	0.002	0.005	0.006	0.006	0.005	0.1%	25	-14.6%	27	-23.6%	29
Ticino	0.002	0.004	0.004	0.003	0.003	0.1%	24	-23.9%	27	-5.1%	25
Basel Region	0.001	0.002	0.003	0.004	0.003	0.1%	27	35.9%	12	-29.4%	29
Aargau - Solothurn Region	0.001	0.001	0.002	0.003	0.002	0.2%	24	187.8%	5	-5.4%	20
Eastern Switzerland	0.001	0.002	0.002	0.002	0.002	0.1%	27	-14.8%	23	-16.2%	28
Jura & Three-Lakes	0.001	0.000	0.001	0.000	0.000	0.1%	27	18.6%	9	14.2%	6
Region of Fribourg	0.000	0.000	0.001	0.000	0.000	0.0%	27	-56.0%	26	-29.8%	27

Source: FSO/hotel statistics

Example: Tourists from Thailand generate the most overnight stays in Bern Region of any Swiss region, namely 0.04 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, 0.7% of their total tourism volume comes from Thailand, making this source market the 20th most important market for this region (out of 29 ST markets overall). With a 5.2% development in overnight stays between 2015 and 2025, Thailand ranks 23rd. In other words, in reference to the development of overnight stays, 22 other source markets had a stronger performance and 6 had a weaker performance.

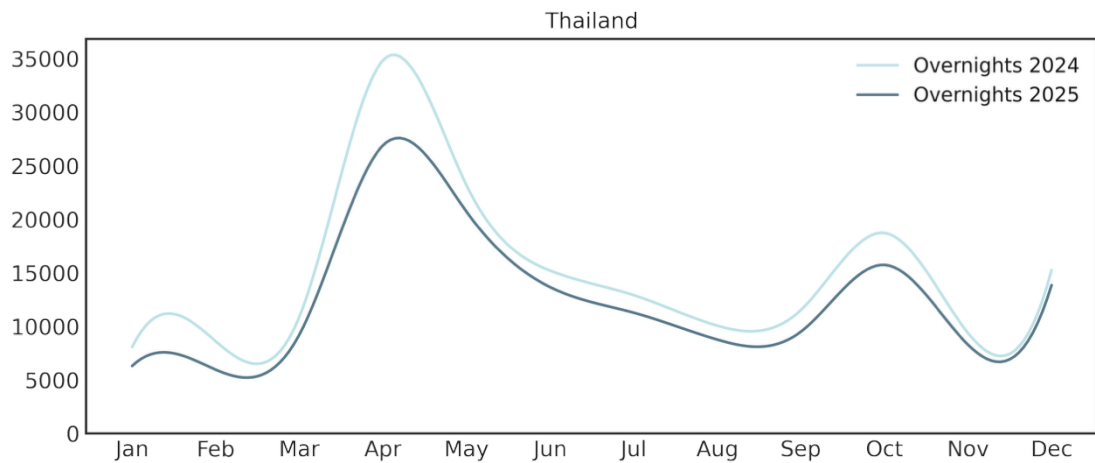
Top 50 destinations

	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2015	2019	2024	2025	rank		rank		rank	
							2025	2025	2015-25	2015-25	2024-25	2024-25
Zürich	0.014	0.019	0.027	0.023	0.02	0.5%	23	7.7%	16	-12.1%	28	
Interlaken	0.012	0.023	0.035	0.023	0.018	2.0%	12	-22.1%	26	-23.5%	29	
Zermatt	0.005	0.011	0.02	0.015	0.012	0.7%	20	13.0%	21	-19.4%	28	
Luzern	0.017	0.026	0.028	0.015	0.011	0.7%	18	-57.6%	29	-26.8%	29	
Opfikon	0.004	0.009	0.01	0.012	0.01	1.2%	11	7.3%	12	-13.3%	15	
Genève	0.007	0.01	0.012	0.011	0.01	0.4%	24	0.8%	21	-10.6%	26	
Bern	0.001	0.005	0.007	0.006	0.005	0.5%	22	1.9%	26	-10.5%	20	
Grindelwald	0.002	0.003	0.005	0.006	0.005	0.6%	19	76.8%	15	-19.8%	27	
Kloten	0.001	0.002	0.001	0.005	0.004	0.8%	19	119.2%	8	-13.2%	26	
Unterseen	0.001	0.002	0.004	0.006	0.003	1.8%	11	64.2%	20	-37.6%	28	
Montreux	0.001	0.01	0.006	0.003	0.003	0.6%	19	-71.4%	29	-7.5%	25	
Basel	0.001	0.002	0.003	0.004	0.003	0.2%	27	35.0%	13	-28.7%	28	
Lausanne	0.003	0.003	0.006	0.003	0.002	0.2%	26	-6.0%	27	-25.0%	28	
Täsch	0	0.001	0.004	0.002	0.002	1.9%	11	159.0%	16	-4.2%	24	
Meyrin	0.001	0.001	0.001	0.002	0.002	0.3%	27	124.5%	6	32.2%	2	
Kriens	0	0	0.001	0.002	0.002	1.4%	16	447.0%	8	4.1%	11	
St. Moritz	0.001	0.002	0.004	0.002	0.002	0.2%	24	-9.9%	25	-25.2%	28	
Lauterbrunnen	0	0.001	0.002	0.001	0.002	0.3%	24	66.1%	12	20.7%	7	
Spreitenbach	0	0	0	0.001	0.001	0.9%	15	3633.3%	6	18.1%	8	
Leukerbad	0	0	0	0.001	0.001	0.6%	10	7746.7%	1	-13.7%	23	
Lugano	0.001	0.002	0.002	0.001	0.001	0.2%	25	-58.9%	29	-13.1%	28	
Sion	0	0	0	0	0.001	0.9%	12.5	6621.4%	4	187.8%	1	
Vernier	0	0	0	0.001	0.001	0.3%	27	147.8%	18	44.9%	13	
Rümlang	0	0.001	0.001	0.001	0.001	0.3%	25	-14.6%	20	20.0%	14	
Thun	0	0	0.001	0.001	0.001	0.5%	19	456.3%	4	-21.8%	20	
Stansstad	0	0	0.001	0.001	0.001	0.8%	14	10087.5%	3	53.5%	7	
Engelberg	0.001	0.005	0.022	0.001	0.001	0.2%	22	-84.6%	27	-43.7%	27	
Spiez	0	0	0.001	0.001	0.001	0.5%	17	525.4%	7	10.1%	10	
Bachenbülach	0	0	0	0	0.001	3.6%	6	inf	15	19475.0%	1	
Ostermundigen	0	0	0	0.001	0.001	1.5%	11	inf	7.5	3.3%	10	
Le Grand-Saconnex	0	0	0.001	0.001	0.001	0.5%	22	415.1%	1	-6.0%	5	
Chur	0	0	0.001	0.001	0.001	0.3%	24	129.6%	12	-37.9%	27	
Davos	0	0.001	0.001	0.001	0.001	0.1%	23	-32.6%	23	-25.6%	26	
Paradiso	0	0.001	0	0.001	0.001	0.3%	22	-37.9%	20	-15.9%	23	
Matten bei Interlaken	0	0.001	0.001	0.001	0.001	0.9%	21	-6.0%	22	-34.2%	23	
Ennetbürgen	0	0	0.001	0.001	0.001	1.6%	11	1102.1%	12	-19.9%	23	
Saanen	0	0.001	0.001	0	0.001	0.2%	21	-19.0%	23	36.4%	3	
Wilderswil	0	0.001	0.001	0.001	0.001	0.5%	22	-7.5%	21	-29.6%	26	
Neuenkirch	0	0	0	0	0.001	1.0%	11	17333.3%	3	1911.5%	1	
Brig-Glis	0.001	0	0.001	0	0	0.2%	20	97.6%	13	45.7%	6	
St. Gallen	0	0.001	0.001	0.001	0	0.2%	26	-4.8%	27	-35.2%	29	
Schlieren	0	0	0	0	0	1.2%	15	inf	1.5	32.4%	10	
Ringgenberg (BE)	0	0	0	0.001	0	1.2%	17	122.9%	20	-24.1%	25	
Winterthur	0	0	0.001	0	0	0.2%	25	19.2%	12	-5.4%	24	
Beromünster	0	0	0	0	0	3.0%	5	inf	6.5	3540.0%	4	
Bönigen	0	0	0.001	0.001	0	1.2%	13	107.5%	18	-72.4%	28	
Lenzburg	0	0	0	0	0	1.1%	13	1250.0%	2	298.9%	3	
Kandersteg	0	0	0	0	0	0.3%	18	2120.0%	6	18.1%	7	
Val de Bagnes	0	0.001	0.001	0	0	0.2%	25	-40.7%	25	-21.4%	27	
Bellinzona	0	0	0	0	0	0.4%	19	1741.2%	1	72.9%	3	

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				
summer (May-Oct)	0.045	0.076	0.121	0.092	0.080	0.3%	23	4.6%	21	-13.0%	28
winter (Nov-April)	0.040	0.083	0.118	0.087	0.071	0.4%	23	-15.4%	26	-18.9%	29

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				
off-season I (March-May)	0.034	0.072	0.091	0.069	0.057	0.6%	20	-20.8%	27	-17.5%	28
off-season II (Sept-Nov)	0.022	0.037	0.059	0.040	0.034	0.3%	24	-9.0%	24	-15.4%	28
summer core months (Jun-Aug)	0.018	0.028	0.048	0.038	0.034	0.2%	25	19.2%	18	-11.7%	27
winter core months (Dez-Feb)	0.012	0.023	0.041	0.032	0.026	0.3%	28	15.1%	17	-18.2%	29

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				
January	0.003	0.006	0.010	0.008	0.006	0.2%	28	0.6%	20	-21.8%	29
February	0.002	0.005	0.010	0.009	0.006	0.2%	27	22.7%	15	-30.7%	29
March	0.007	0.021	0.018	0.011	0.009	0.3%	25	-55.7%	29	-15.2%	25
April	0.016	0.033	0.042	0.035	0.027	0.9%	17	-17.9%	27	-22.8%	28
May	0.010	0.018	0.030	0.023	0.021	0.6%	20	14.0%	20	-10.7%	23
June	0.007	0.012	0.020	0.015	0.014	0.3%	23	9.5%	19	-10.1%	25
July	0.007	0.009	0.017	0.013	0.011	0.2%	25	24.2%	15	-12.6%	26
August	0.004	0.007	0.011	0.010	0.009	0.2%	26	30.4%	14	-12.9%	25
September	0.006	0.011	0.012	0.012	0.009	0.2%	26	-13.1%	26	-17.5%	28
October	0.012	0.019	0.031	0.019	0.016	0.5%	22	-16.4%	27	-16.0%	28
November	0.005	0.007	0.016	0.009	0.008	0.4%	24	17.0%	17	-11.6%	26
December	0.006	0.012	0.021	0.015	0.014	0.4%	24	19.8%	20	-9.2%	27

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
	2025	2025	2025	2025	2025	2025	2025	2025
total			60.2%	1	1.706	27	47.8%	10

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
	2025	2025	2025	2025	2025	2025	2025	2025
large destinations (top 10)	1.666	5	60.4%	1	1.732	26	48.8%	12
mid-sized destinations (11-50)	0.759	25	59.0%	1	1.714	27	54.4%	7
small destinations (51-200)	0.616	22	61.0%	1	1.560	26	38.6%	13
very small destinations (201-smallest)	0.291	20	59.6%	2	1.839	22	27.6%	6

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
	2025	2025	2025	2025	2025	2025	2025	2025
mountain	1.00	9	62.6%	1	1.680	27	42.5%	10
big cities	1.28	15	56.8%	1	1.761	24	50.4%	10
small cities	0.90	16	62.1%	1	1.616	27	56.3%	6
rural	0.47	21	61.5%	2	1.742	21	48.3%	8

Language zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
	2025	2025	2025	2025	2025	2025	2025	2025
German speaking area	1.156	6	60.3%	1	1.652	27	45.6%	12
French speaking area	0.735	24	59.2%	1	2.128	8	58.9%	6
Italian speaking area	0.336	22	63.3%	1	1.436	27	52.8%	11
Rhaeto Romanic language zone	0.040	21	30.5%	10	1.462	25	13.7%	6

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank	2025	rank	2025	rank	2025	rank
	2025	2025	2025	2025	2025	2025	2025	2025
Bern Region	1.906	3	65.6%	1	1.861	24	43.2%	6
Zurich Region	1.471	9	55.1%	1	1.559	28	46.7%	14
Valais	1.176	5	63.4%	1	1.490	27	40.5%	16
Lucerne - Lake Lucerne Region	1.268	9	63.4%	1	1.568	26	45.9%	9
Geneva	1.057	20	57.8%	1	2.562	3	59.0%	6
Lake Geneva Region	0.654	19	61.6%	1	1.716	28	69.2%	4
Graubünden	0.236	24	38.8%	6	1.767	26	54.0%	12
Ticino	0.353	22	63.5%	1	1.437	26	53.3%	10
Basel Region	0.415	26	54.8%	5	1.950	21	52.6%	9
Aargau - Solothurn Region	0.573	18	61.9%	2	1.508	24	69.3%	2
Eastern Switzerland	0.234	22	52.2%	6	1.871	23	37.8%	15
Jura & Three-Lakes	0.231	21	49.2%	18	2.197	18	57.6%	7
Region of Fribourg	0.117	26	48.8%	8	1.250	29	15.1%	23

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	1.405	13	55.3%	1	1.757	22	53.7%	9
Interlaken	5.92	2	69.0%	1	1.868	22	51.3%	12
Zermatt	2.057	6	63.4%	1	1.572	28	51.5%	22
Luzern	2.155	9	65.5%	1	1.589	23	51.5%	8
Opfikon	3.439	1	52.7%	5	1.176	29	16.4%	28
Genève	1.219	18	55.9%	2	2.813	4	58.9%	6
Bern	1.362	7	62.6%	1	2.008	9	43.4%	9
Grindelwald	1.799	11	65.6%	1	1.798	29	57.6%	3
Kloten	2.291	1	58.8%	1	1.741	4	79.5%	4
Unterseen	5.38	2	66.5%	1	2.266	19	4.3%	12
Montreux	1.706	3	60.4%	1	1.463	28	81.4%	4
Basel	0.456	25	55.7%	4	1.944	21	51.6%	13
Lausanne	0.68	21	63.0%	1	2.010	22	65.0%	7
Täsch	5.453	2	66.5%	2	1.282	26	0.0%	0
Meyrin	0.872	22	60.6%	1	2.060	1	65.9%	5
Kriens	4.155	2	73.4%	1	1.364	26	0.0%	0
St. Moritz	0.68	24	39.8%	6	1.722	26	70.6%	6
Lauterbrunnen	0.92	16	63.0%	1	1.579	28	23.1%	17
Spreitenbach	2.677	5	70.2%	2	1.387	25	96.6%	4
Leukerbad	1.617	3	84.5%	2	1.050	26	39.6%	5
Lugano	0.502	25	63.2%	2	1.383	28	59.3%	12
Sion	2.573	4	77.4%	1	1.430	23	0.0%	0
Vernier	0.734	22	59.8%	2	2.338	4	58.8%	6
Rümlang	0.998	11	61.2%	2	1.341	9	41.8%	23
Thun	1.449	4	62.0%	2	1.842	21	71.3%	5
Stansstad	2.446	2	36.6%	23	1.611	27	87.5%	9
Engelberg	0.716	16	45.6%	6	1.415	28	49.9%	5
Spiez	1.587	2	73.6%	1	2.338	14	18.1%	27
Bachenbülach	10.57	3	68.5%	4	1.148	28	100.0%	15
Ostermundigen	4.332	3	64.2%	2	1.161	26	100.0%	15
Le Grand-Saconnex	1.356	11	66.9%	1	1.880	3	52.1%	23
Chur	0.778	16	56.0%	2	1.476	9	52.9%	1
Davos	0.244	19	21.7%	17	2.669	18	41.7%	29
Paradiso	0.888	13	66.5%	1	1.668	17	70.4%	13
Matten bei Interlaken	2.775	7	44.1%	16	1.516	27	0.0%	0
Ennetbürgen	4.685	2	66.0%	1	1.358	28	100.0%	15
Saanen	0.469	15	24.9%	10	1.848	28	94.1%	2
Wilderswil	1.318	9	68.3%	1	2.478	6	0.0%	0
Neuenkirch	2.801	2	63.5%	6	1.276	25	0.0%	14
Brig-Glis	0.708	11	48.0%	11	1.544	19	12.8%	3
St. Gallen	0.448	18	50.6%	18	1.625	26	68.7%	12
Schlieren	3.364	4	47.4%	18	16.643	4	0.0%	13.5
Ringgenberg (BE)	3.516	3	71.3%	3	2.296	8	0.0%	0
Winterthur	0.527	16	49.5%	14	1.933	22	32.4%	16
Beromünster	8.832	1	60.4%	1	60.667	1	0.0%	0
Bönigen	3.599	4	75.9%	2	1.405	28	0.0%	14
Lenzburg	3.179	2	63.0%	4	1.236	29	89.2%	6
Kandersteg	0.801	15	42.6%	7	1.521	25	2.1%	17
Val de Bagnes	0.569	20	16.8%	25	3.716	3	33.3%	26
Bellinzona	1.051	9	59.7%	3	1.213	25	0.0%	27

Source: FSO/hotel statistic

- Example: In 2025, for tourists from Thailand who visited Zürich, the following further characteristics were noted:
- 1.405 times higher share of overnight stays than they had in the whole of Switzerland (=rank 13 out of a total of 29 markets); ON-share Zürich (0.48%) vs. ON-share whole Switzerland (0.34%), see tables above.
 - the share of low season months (March-May, Sept-Nov) was 55.3% (=rank 1).
 - the length of stay (overnight stays/arrivals in the hotel) was 1.76 nights (=rank 22).
 - the share of 4- and 5-star hotels out of all hotel nights was 53.7% (=rank 9).

Summer, winter

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
summer (May-Oct)	0.926	21	1.717	26	45.6%	10
winter (Nov-April)	1.1	9	1.693	27	50.3%	10

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)	1.706	1	1.705	27	47.0%	9
off-season II (Sept-Nov)	0.983	12	1.625	27	47.0%	9
summer core months (Jun-Aug)	0.7	25	1.782	25	45.1%	12
winter core months (Dez-Feb)	0.756	23	1.723	27	54.0%	9

Months

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
January	0.578	27	1.667	27	55.2%	8
February	0.521	26	1.765	27	51.7%	11
March	0.803	20	1.704	26	53.5%	8
April	2.704	1	1.685	27	46.3%	10
May	1.743	2	1.731	24	45.0%	8
June	0.959	13	1.750	26	37.7%	16
July	0.668	24	1.774	25	50.9%	8
August	0.515	25	1.843	24	49.3%	9
September	0.673	28	1.691	26	48.7%	7
October	1.322	5	1.592	27	45.6%	9
November	1.023	13	1.615	28	47.9%	11
December	1.136	13	1.732	27	54.5%	8

Source: FSO/hotel statistics

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