

Research Report Singapore

Tourism goals: summary

Market size & growth: In 2025, the Singapore market recorded 0.22 million overnights¹⁾ in Switzerland and 0.228 million overnights in 2024. With a market share of 0.50%, Singapore was the 21st highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was 60.2% between 2015 and 2025. Between 2024 and 2025, the development was -3.5%. The corresponding growth ranking was 7 and 25 respectively.

Economic value: Singapore ranks 3rd with a daily expenditure value of CHF 330 (TMS 2023) and ranks 5th with a 54.8% share of ****/***** nights in 2025.

First time visitors & length of stay: With a 70.8% figure for first-time visitors, Singapore ranks 3rd (TMS 2023). With a length of stay of 2.1 overnights it ranks 15th.

Balance: In 2025, the 50 largest Swiss destinations accounted for 86.8% of overnights from Singapore, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 10.3% (=rank 26) and 2.9% (=rank 23) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 24.3% (=rank 5) and 24.3% (=rank 6), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

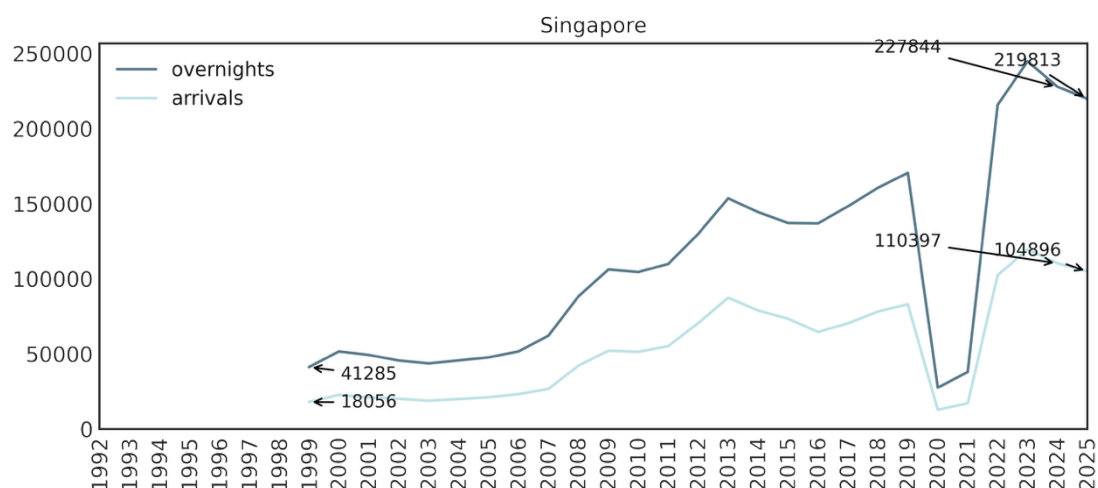
		value	rank
1. market size & growth	2024	0.228 M.	20
	2025	0.22 M.	21
	2015-25	60.2%	7
	2024-25	-3.5%	25
2. economic value	daily expenditures 2023 (TMS)	330	3
	share ****/*****-nights 2025	54.8%	5
3. first time visitors	share 2023 (TMS)	70.8%	3
4. length of stay	2025	2.10	15
5. balance	share off-season "March-May" of total year 2025	24.3%	5
	share off-season "Sept-Nov" of total year 2025	24.3%	6
	share small destinations (51 st -200 th largest) 2025	10.3%	26
	share very small destinations (201 st +) 2025	2.9%	23

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2025, guests from Singapore 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: Mörel-Filet, Interlaken, Ringgenberg (BE), Täsch and Kriens.

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank 2025
...all markets	0.3%	0.4%	0.4%	0.5%	0.5%	21
...markets abroad	0.5%	0.7%	0.8%	1.0%	1.0%	20
...overseas markets	2.0%	1.8%	1.8%	2.3%	2.2%	10

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	0.105	0.137	0.171	0.228	0.220	21	60.2%	7	-3.5%	25
length of stay (overnights/arrivals)	2.033	1.868	2.053	2.064	2.096	16	26.3%	3	4.0%	6
density (overnights/1'000 inhabitants)	20.538	24.747	29.944	37.746	36.166	8	46.1%	8	20.8%	8
GDP per capita in USD	47'102	55'551	66'038	90'683	96'965	4	74.6%	5	46.8%	4
population in millions	5.091	5.544	5.696	6.036	6.078	27	9.6%	9	6.7%	7

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

Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight- share	inhabitant- share	affinity
Central Singapore	37.6%	22.8%	1.65
North East	27.4%	23.0%	1.19
North West	13.5%	14.4%	0.94
South West	12.3%	22.8%	0.54
South East	9.2%	17.0%	0.54

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	0.105	0.137	0.171	0.228	0.220	0.5%	21	60.2%	7	-3.5%	25

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)	0.078	0.095	0.118	0.148	0.141	0.9%	18	48.5%	9	-4.4%	26
mid-sized destinations (11-50)	0.014	0.023	0.033	0.053	0.050	0.4%	21	113.0%	5	-6.8%	24
small destinations (51-200)	0.007	0.012	0.014	0.021	0.023	0.2%	25	90.6%	7	8.7%	10
very small destinations (201-smallest)	0.004	0.007	0.006	0.006	0.006	0.1%	26	-9.0%	19	5.3%	9

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
big cities	0.048	0.071	0.084	0.093	0.092	0.7%	20	31.0%	13	-1.0%	20
mountain	0.026	0.038	0.051	0.092	0.086	0.5%	20	127.5%	8	-6.6%	25
small cities	0.026	0.023	0.028	0.035	0.033	0.5%	20	41.1%	7	-7.5%	26
rural	0.005	0.006	0.007	0.007	0.009	0.1%	27	51.8%	8	24.4%	4

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	0.082	0.113	0.141	0.193	0.182	0.6%	21	61.4%	8	-5.6%	26
French speaking area	0.020	0.022	0.027	0.032	0.035	0.4%	23	58.4%	3	7.4%	6
Italian speaking area	0.002	0.002	0.002	0.002	0.003	0.1%	25	10.1%	18	8.7%	14
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	19	300.0%	1	28.6%	13

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
Zurich Region	0.030	0.051	0.060	0.062	0.062	0.8%	17	21.5%	10	0.4%	17
Bern Region	0.019	0.022	0.029	0.056	0.052	0.8%	17	134.5%	8	-7.7%	23
Lucerne - Lake Lucerne Region	0.022	0.021	0.026	0.032	0.028	0.7%	19	38.3%	12	-10.4%	27
Valais	0.004	0.007	0.014	0.028	0.027	0.6%	19	260.4%	3	-4.6%	23
Geneva	0.013	0.015	0.017	0.020	0.022	0.6%	19	49.4%	7	6.0%	7
Lake Geneva Region	0.006	0.006	0.008	0.009	0.010	0.3%	21	78.6%	2	6.8%	9
Graubünden	0.003	0.005	0.006	0.009	0.008	0.1%	23	65.1%	13	-8.3%	24
Basel Region	0.003	0.005	0.006	0.006	0.004	0.2%	25	-17.9%	27	-28.7%	28
Ticino	0.002	0.002	0.002	0.002	0.003	0.1%	25	9.7%	18	9.8%	13
Eastern Switzerland	0.001	0.002	0.002	0.002	0.003	0.1%	24	36.4%	4	20.5%	6
Aargau - Solothurn Region	0.001	0.001	0.001	0.001	0.001	0.1%	28	55.2%	11	27.1%	4
Jura & Three-Lakes	0.001	0.001	0.001	0.000	0.001	0.1%	26	-27.5%	23	27.4%	5
Region of Fribourg	0.000	0.000	0.000	0.000	0.000	0.1%	26	34.4%	4	54.4%	4

Source: FSO/hotel statistics

Example: Tourists from Singapore generate the most overnight stays in Zurich Region of any Swiss region, namely 0.062 million in 2025 (the table is sorted by the total number of 2025 overnight stays, thus Zurich Region appears at the top of the list). From Zurich Region's perspective, 0.8% of their total tourism volume comes from Singapore, making this source market the 17th most important market for this region (out of 29 ST markets overall). With a 21.5% development in overnight stays between 2015 and 2025, Singapore 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.

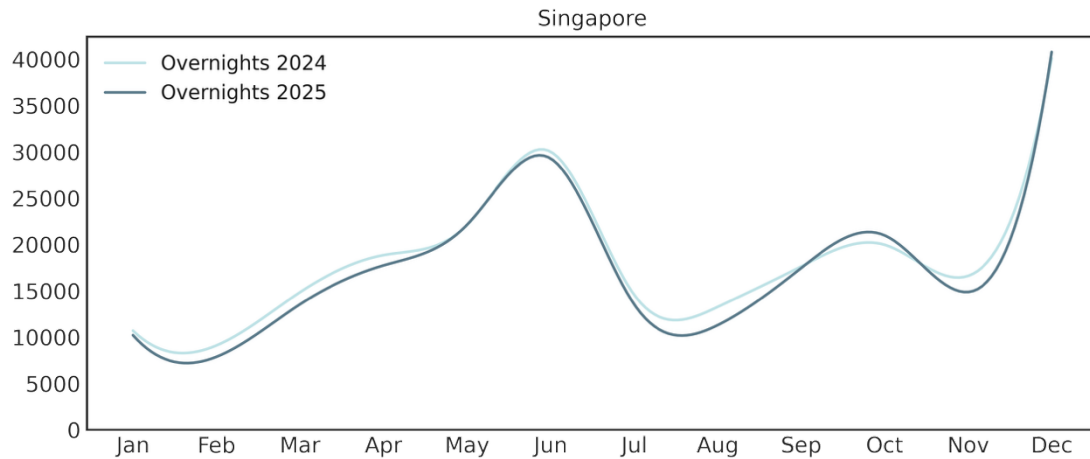
Top 50 destinations

	overnights in millions					ON share	rank	ON development		ON development	
	2010	2015	2019	2024	2025			2025	rank	2015-25	2024-25
Zürich	0.024	0.041	0.029	0.04	0.041	1.0%	17	-0.2%	21	3.1%	15
Luzern	0.019	0.014	0.019	0.024	0.021	1.4%	13	49.9%	8	-13.4%	27
Interlaken	0.013	0.01	0.01	0.02	0.02	2.2%	11	94.0%	11	-3.7%	23
Zermatt	0.003	0.006	0.01	0.019	0.019	1.1%	15	238.6%	6	-2.8%	22
Genève	0.01	0.011	0.013	0.015	0.016	0.7%	19	43.5%	6	3.4%	10
Grindelwald	0.001	0.003	0.007	0.015	0.012	1.6%	12	244.1%	7	-17.8%	25
Opfikon	0.001	0.003	0.024	0.014	0.011	1.3%	10	239.7%	1	-16.9%	17
Bern	0.001	0.002	0.004	0.005	0.005	0.5%	20	118.4%	5	-0.3%	8
Kloten	0.001	0.002	0.001	0.004	0.005	1.0%	16	130.3%	6	8.8%	8
Lausanne	0.004	0.002	0.004	0.004	0.004	0.4%	21	74.8%	6	3.5%	11
Lauterbrunnen	0.001	0.002	0.003	0.004	0.004	0.7%	15	109.5%	8	-4.5%	27
Basel	0.003	0.005	0.005	0.005	0.004	0.2%	25	-16.6%	28	-29.9%	29
Montreux	0.001	0.001	0.002	0.003	0.004	0.7%	15	218.6%	1	6.2%	17
Meyrin	0.001	0.001	0.001	0.003	0.003	0.4%	22	198.5%	2	0.6%	13
Unterseen	0.001	0.001	0.002	0.004	0.003	1.6%	13	104.2%	15	-26.1%	23
St. Moritz	0.001	0.001	0.002	0.004	0.003	0.4%	21	119.0%	12	-22.0%	27
Kriens	0	0	0.001	0.002	0.002	1.6%	13	645.2%	2	-7.0%	19
Täsch	0	0	0.001	0.003	0.002	1.8%	12	566.4%	5	-22.8%	25
Vernier	0	0	0	0.001	0.001	0.4%	24	242.4%	8	45.0%	12
Chur	0	0	0.001	0.001	0.001	0.5%	18	293.6%	4	-9.2%	23
Rümlang	0.001	0.001	0.001	0.001	0.001	0.5%	20	26.5%	12	76.6%	1
Lugano	0.002	0.001	0.001	0.001	0.001	0.2%	23	-15.1%	23	6.2%	15
Saas-Fee	0	0	0	0.001	0.001	0.4%	14	1420.3%	2	38.2%	7
Saanen	0	0	0.001	0.001	0.001	0.3%	17	139.1%	3	79.4%	1
Lancy	0.001	0.001	0	0	0.001	0.8%	15	71.5%	3	184.0%	1
Zug	0.001	0.001	0.001	0.001	0.001	0.7%	19	-24.8%	19	1.6%	22
Spiez	0	0	0	0.001	0.001	0.6%	16	1181.2%	4	15.7%	8
St. Gallen	0	0	0.001	0.001	0.001	0.3%	21	129.9%	5	-4.7%	18
Laax	0	0.001	0.001	0	0.001	0.3%	16	-18.4%	24	96.3%	5
Saillon	0	0	0	0	0.001	1.1%	9	5778.6%	7	563.7%	1
Engelberg	0	0.001	0.001	0.001	0.001	0.2%	23	41.2%	16	25.1%	5
Stanstad	0	0	0	0	0.001	0.8%	16	5080.0%	4	186.7%	1
Ringgenberg (BE)	0	0	0	0.001	0.001	2.0%	13	543.2%	7	5.4%	13
Andermatt	0	0	0	0.001	0.001	0.4%	18	101.9%	16	1.8%	12
Davos	0	0.001	0.001	0.001	0.001	0.1%	25	-4.1%	14	7.5%	11
Leukerbad	0	0	0	0.001	0.001	0.3%	13	898.4%	5	-55.2%	28
Thun	0	0	0	0.001	0.001	0.4%	21	150.4%	14	-20.7%	19
Paradiso	0	0	0	0	0.001	0.3%	23	123.6%	3	72.0%	1
Wilderswil	0	0	0.001	0.001	0.001	0.5%	19	32.2%	11	0.9%	16
Val de Bagnes	0	0	0.001	0.001	0.001	0.3%	19	50.5%	10	13.3%	8
Mörel-Filet	0	0	0	0	0.001	4.7%	5	inf	2	407.9%	3
Weggis	0	0	0.003	0.001	0.001	0.3%	20	224.4%	6	-4.5%	22
Beatenberg	0	0	0	0.001	0	0.4%	20	20.7%	21	-27.3%	21
Blonay - Saint-Légier	0	0	0	0	0	1.1%	11	inf	8.5	82.3%	6
Winterthur	0	0	0.001	0	0	0.2%	24	14.0%	14	1.6%	20
Bönigen	0	0	0	0.001	0	1.5%	11	1496.3%	6	-45.6%	27
Matten bei Interlaken	0	0	0	0.001	0	0.7%	22	18.5%	17	-37.9%	26
Pontresina	0	0	0	0	0	0.1%	24	108.4%	15	25.2%	19
Brienz (BE)	0	0	0	0	0	0.3%	22	1093.5%	4	10.1%	5
Le Grand-Saconnex	0.001	0.001	0.001	0.001	0	0.2%	27	-73.5%	29	-43.6%	28

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	rank		rank		rank	
						2025	2025	2015-25	2015-25	2024-25	2024-25
summer (May-Oct)	0.052	0.070	0.087	0.118	0.115	0.5%	21	63.5%	7	-2.4%	21
winter (Nov-April)	0.052	0.067	0.083	0.110	0.105	0.6%	21	56.8%	10	-4.7%	26

Summer core, winter core, off-season

	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
off-season I (March-May)	0.023	0.029	0.039	0.056	0.053	0.5%	21	86.8%	4	-4.3%	24
off-season II (Sept-Nov)	0.026	0.035	0.040	0.054	0.053	0.5%	20	54.3%	8	-1.7%	21
summer core months (Jun-Aug)	0.026	0.036	0.045	0.058	0.054	0.4%	21	51.5%	6	-6.4%	24
winter core months (Dez-Feb)	0.030	0.038	0.047	0.060	0.059	0.6%	17	53.8%	12	-1.7%	24

Months

	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
January	0.006	0.008	0.010	0.011	0.010	0.3%	22	22.1%	15	-4.5%	26
February	0.005	0.008	0.009	0.009	0.008	0.2%	26	1.7%	17	-13.5%	25
March	0.009	0.010	0.012	0.015	0.014	0.4%	22	40.4%	10	-8.8%	23
April	0.005	0.009	0.012	0.019	0.018	0.6%	20	105.1%	3	-5.9%	26
May	0.009	0.010	0.015	0.022	0.022	0.6%	18	114.9%	2	0.1%	17
June	0.013	0.016	0.021	0.030	0.029	0.7%	19	84.1%	4	-2.4%	19
July	0.009	0.011	0.012	0.015	0.014	0.3%	23	24.3%	14	-7.0%	23
August	0.005	0.009	0.011	0.013	0.011	0.2%	25	26.8%	17	-14.8%	28
September	0.008	0.013	0.014	0.018	0.017	0.4%	21	30.3%	12	-1.0%	17
October	0.009	0.011	0.014	0.020	0.021	0.6%	19	95.1%	4	5.1%	8
November	0.009	0.010	0.012	0.017	0.015	0.6%	19	42.8%	10	-10.4%	24
December	0.019	0.022	0.029	0.040	0.041	1.1%	12	84.0%	11	1.7%	24

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			48.6%	7	2.096	15	54.8%	5

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)	1.757	2	49.4%	8	2.119	9	58.2%	4
mid-sized destinations (11-50)	0.791	23	48.2%	6	2.028	18	55.6%	6
small destinations (51-200)	0.457	26	44.7%	12	2.108	13	42.1%	9
very small destinations (201-smallest)	0.237	23	47.2%	14	2.076	11	19.7%	12

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
big cities	1.37	13	48.6%	15	2.136	5	63.7%	3
mountain	0.95	12	47.7%	7	2.131	19	45.4%	7
small cities	1.00	8	51.5%	7	1.959	17	54.8%	8
rural	0.30	29	46.0%	20	1.901	18	54.1%	5

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	1.161	5	48.3%	8	2.063	17	53.4%	5
French speaking area	0.751	23	50.2%	5	2.311	5	62.8%	3
Italian speaking area	0.200	27	52.3%	5	1.769	19	52.1%	12
Rhaeto Romanic language zone	0.095	15	20.4%	19	3.417	3	31.7%	1

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
Zurich Region	1.646	4	47.7%	20	2.013	6	64.9%	2
Bern Region	1.696	7	49.9%	7	2.241	14	45.1%	5
Lucerne - Lake Lucerne Region	1.353	5	50.1%	7	1.941	17	49.5%	5
Valais	1.169	7	47.4%	4	1.971	20	44.2%	11
Geneva	1.126	17	50.4%	14	2.463	4	60.3%	4
Lake Geneva Region	0.633	21	50.2%	6	2.074	20	69.3%	3
Graubünden	0.277	22	39.7%	4	1.995	22	57.2%	10
Basel Region	0.426	25	48.0%	17	2.348	6	67.2%	3
Ticino	0.211	27	52.5%	5	1.772	19	52.8%	12
Eastern Switzerland	0.251	21	43.4%	20	2.272	7	61.0%	3
Aargau - Solothurn Region	0.199	26	43.0%	24	2.374	9	29.5%	14
Jura & Three-Lakes	0.174	24	44.6%	25	2.673	8	59.6%	6
Region of Fribourg	0.109	28	50.5%	5	1.899	9	35.6%	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	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
Zürich	1.961	4	48.1%	17	2.114	5	60.0%	4
Luzern	2.843	4	52.2%	6	1.920	9	52.1%	6
Interlaken	4.47	5	51.2%	8	2.177	15	55.8%	6
Zermatt	2.189	2	45.7%	6	2.103	21	47.0%	26
Genève	1.32	14	54.5%	4	2.558	7	59.1%	5
Grindelwald	3.13	5	53.6%	5	2.400	17	48.8%	7
Opfikon	2.657	4	46.1%	18	1.863	3	78.0%	1
Bern	0.966	18	47.8%	10	1.947	15	52.4%	5
Kloten	1.916	4	52.5%	5	1.627	7	80.8%	3
Lausanne	0.783	18	51.2%	8	2.628	4	69.3%	3
Lauterbrunnen	1.383	7	43.4%	10	2.463	10	20.5%	22
Basel	0.449	26	46.6%	17	2.431	4	68.9%	3
Montreux	1.43	6	50.1%	4	1.567	25	69.4%	10
Meyrin	0.881	21	46.5%	15	1.950	2	76.7%	3
Unterseen	3.181	10	50.1%	11	2.695	3	5.4%	8
St. Moritz	0.74	21	39.2%	7	1.838	24	52.6%	17
Kriens	3.184	4	47.5%	10	2.076	6	0.0%	0
Täsch	3.562	6	45.8%	9	1.494	19	0.0%	0
Vernier	0.756	21	39.5%	25	2.435	3	77.7%	2
Chur	1.01	14	46.2%	16	1.256	24	45.4%	3
Rümlang	1.007	10	40.4%	28	1.247	22	64.0%	4
Lugano	0.447	27	54.2%	3	1.848	23	57.3%	13
Saas-Fee	0.829	10	58.6%	1	2.189	26	90.8%	1
Saanen	0.637	13	42.3%	1	2.642	18	91.0%	6
Lancy	1.622	4	12.0%	29	4.974	1	0.0%	14
Zug	1.3	12	64.3%	2	3.906	2	53.4%	23
Spiez	1.217	5	43.8%	15	2.469	8	33.4%	18
St. Gallen	0.54	15	50.8%	16	2.490	3	81.6%	4
Laax	0.607	10	55.1%	8	6.926	3	98.7%	4
Saillon	2.244	4	74.4%	4	1.541	16	100.0%	8.5
Engelberg	0.489	21	35.9%	15	1.874	24	53.4%	3
Stansstad	1.595	8	40.8%	16	2.117	13	93.3%	5
Ringgenberg (BE)	3.993	2	58.8%	6	2.252	9	0.0%	0
Andermatt	0.879	12	23.7%	24	3.401	1	93.2%	2
Davos	0.156	25	44.4%	3	2.082	28	84.2%	6
Leukerbad	0.591	6	67.2%	4	1.054	25	3.3%	28
Thun	0.715	16	47.2%	14	2.157	13	57.9%	12
Paradiso	0.581	22	52.1%	6	1.571	18	75.7%	6
Wilderswil	0.953	13	53.2%	9	2.329	8	0.0%	0
Val de Bagnes	0.691	18	16.9%	24	3.677	5	72.6%	4
Mörel-Filet	9.34	1	58.9%	5	1.698	13	0.0%	14
Weggis	0.509	18	53.2%	6	2.663	9	47.6%	18
Beatenberg	0.756	14	37.3%	15	2.192	20	70.4%	7
Blonay - Saint-Légier	2.109	4	47.0%	16	1.943	6	100.0%	6
Winterthur	0.393	25	37.0%	27	2.739	5	33.1%	14
Bönigen	2.939	6	38.1%	18	1.803	20	0.0%	14
Matten bei Interlaken	1.39	15	48.8%	6	2.358	4	0.0%	0
Pontresina	0.185	22	31.9%	12	2.049	25	51.2%	15
Brienz (BE)	0.646	20	43.5%	12	1.958	16	14.6%	19
Le Grand-Saconnex	0.451	27	48.6%	11	1.500	16	60.9%	12

Source: FSO/hotel statistic

Example: In 2025, for tourists from Singapore who visited Zürich, the following further characteristics were noted:
- 1.961 times higher share of overnight stays than they had in the whole of Switzerland (=rank 4 out of a total of 29 markets): ON-share Zürich (0.98%) vs. ON-share whole Switzerland (0.50%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 48.1% (=rank 17).
- the length of stay (overnight stays/arrivals in the hotel) was 2.11 nights (=rank 5).
- the share of 4- and 5-star hotels out of all hotel nights was 60.0% (=rank 4).

Summer, winter

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
summer (May-Oct)	0.911	22	2.058	8	52.5%	5
winter (Nov-April)	1.119	8	2.139	17	57.4%	3

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)	1.096	5	2.075	17	56.0%	3
off-season II (Sept-Nov)	1.068	6	2.038	10	54.0%	4
summer core months (Jun-Aug)	0.768	23	2.082	7	52.0%	5
winter core months (Dez-Feb)	1.163	8	2.183	17	57.2%	4

Months

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
January	0.639	26	2.216	17	61.7%	3
February	0.469	28	2.274	16	58.5%	3
March	0.806	19	2.161	18	62.2%	3
April	1.220	7	2.045	14	55.5%	3
May	1.272	3	2.050	10	52.7%	5
June	1.406	2	2.030	10	47.2%	9
July	0.549	28	2.161	7	58.8%	4
August	0.453	27	2.132	7	56.0%	4
September	0.846	21	2.039	10	54.2%	4
October	1.206	6	2.019	13	52.2%	5
November	1.252	6	2.065	9	56.2%	4
December	2.287	1	2.158	17	55.8%	6

Source: FSO/hotel statistics

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