Research Report Greater China

Tourism goals: summary

Market size & growth: In 2025, the Greater China market recorded 1.177 million overnights[1)] in Switzerland and 1.119 million overnights in 2024. With a market share of 2.68%, Greater China was the 6th highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was -28.6% between 2015 and 2025. Between 2024 and 2025, the development was 5.2%. The corresponding growth ranking was 29 and 10 respectively.

Economic value: Greater Greater China ranks 2nd with a daily expenditure value of CHF 350 (TMS 2023) and ranks 3rd with a 56.9% share of ****/***** nights in 2025.

First time visitors & length of stay: With a 70.2% figure for first-time visitors, Greater China ranks 5th (TMS 2023). With a length of stay of 1.53 overnights it ranks 29th.

Balance: In 2025, the 50 largest Swiss destinations accounted for 74.6% of overnights from Greater China, while the percentage split amongst the small[2)] and very small[3)] destinations was 21.1% (=rank 9) and 4.3% (=rank 18) respectively. Finally, the percentage split of the low season months “March-May” and "September-November” was 20.6% (=rank 23) and 25.9% (=rank 5), 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	1.119 M.	6
	2025	1.177 M.	6
	2015-25	-28.6%	29
	2024-25	5.2%	10
2. economic value	daily expenditures 2023 (TMS)	350	2
	share ****/*****-nights 2025	56.9%	3
3. first time visitors	share 2023 (TMS)	70.2%	5
4. length of stay	2025	1.53	29
5. balance	share off-season "March-May" of total year 2025	20.6%	23
	share off-season "Sept-Nov" of total year 2025	25.9%	5
	share small destinations (51st -200th largest) 2025	21.1%	9
	share very small destinations (201st+) 2025	4.3%	18

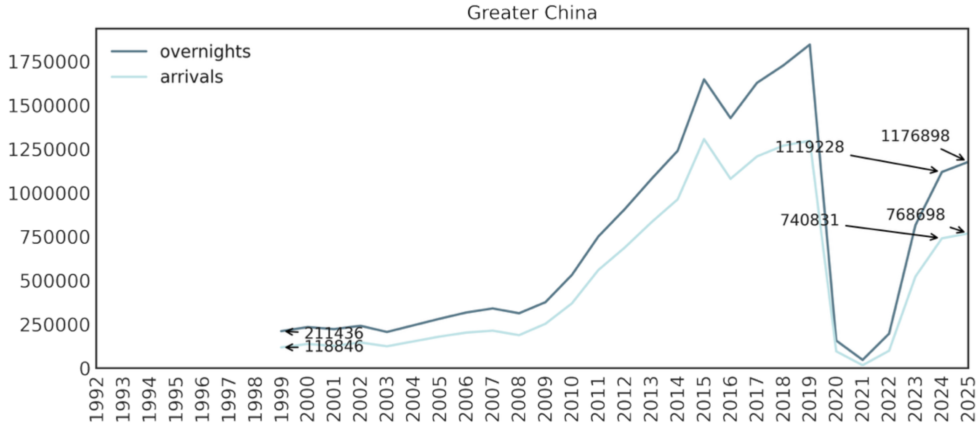
Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2025, guests from Greater China typically preferred the regions of: Bern Region, Lucerne - Lake Lucerne Region, Geneva and Aargau – Solothurn Region. Moreover, these guests were most overrepresented in the destinations of: Affoltern am Albis, Nottwil, Ostermundigen, Sins and Mendrisio.

Source: FSO/hotel statistics

Schweiz Tourismus – Suisse Tourisme – Svizzera Turismo – Switzerland Tourism
Morgartenstrasse 5a, CH-8004 Zürich, Telefon +41 (0)44 288 11 11, switzerland.com

Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank 2025
...all markets	1.5%	4.6%	4.7%	2.6%	2.7%	6
...markets abroad	2.6%	8.4%	8.5%	5.1%	5.2%	5
...overseas markets	10.2%	21.2%	19.6%	11.5%	11.7%	2

Source: FSO/hotel statistics

Other key metrics

	2010	2015	2019	2024	2025	rank 2025	development 2015-25	development rank 2015-25	development 2024-25	development rank 2024-25
overnights in millions	0.532	1.647	1.846	1.119	1.177	6	-28.6%	29	5.2%	10
length of stay (overnights/arrivals)	1.439	1.261	1.423	1.511	1.531	30	103.5%	1	25.6%	1
density (overnights/1'000 inhabitants)	0.128	0.385	0.423	0.257	0.271	30	-29.5%	28	-35.9%	28
GDP per capita in USD	4'969	8'427	10'683	13'761	14'341	23	70.2%	6	34.2%	9
population in millions	1381.888	1427.030	1454.680	1449.950	1446.605	2	1.4%	25	-0.6%	26

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

Guest origin China Mainland

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight-share	inhabitant-share	affinity
Shanghai	24.2%	1.8%	13.44
Beijing	15.5%	1.6%	9.69
Jiangsu	11.1%	6.0%	1.85
Guangdong	7.8%	8.9%	0.88
Zhejiang	6.5%	4.6%	1.41
Shandong	5.2%	7.2%	0.72
Sichuan	3.6%	5.9%	0.61
Fujian	3.3%	2.9%	1.14
Hunan	3.1%	4.7%	0.66
Liaoning	2.5%	3.0%	0.83
Chongqing	2.4%	2.3%	1.04
Hubei	2.1%	4.1%	0.51
Anhui	2.0%	4.3%	0.47
Jilin	1.5%	1.7%	0.88
Heilongjiang	1.4%	2.3%	0.61
Jiangxi	1.2%	3.2%	0.38
Shaanxi	1.2%	2.8%	0.43
Tianjin	1.0%	1.0%	1.00
Xianggang	0.8%	0.5%	1.60
Henan	0.7%	7.0%	0.10
Gansu	0.5%	1.8%	0.28
Guizhou	0.4%	2.7%	0.15
Hebei	0.4%	5.3%	0.08
Inner Mongolia	0.4%	1.7%	0.24
Yunnan	0.4%	3.3%	0.12
Shanxi	0.3%	2.5%	0.12
source:	TMS 2023	public source	

Geographical distribution in Switzerland

Total

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
total	0.532	1.647	1.846	1.119	1.177	2.7%	6	-28.6%	29	5.2%	10

Large vs. small destinations

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
large destinations (top 10)	0.296	0.722	0.898	0.575	0.587	3.7%	6	-18.7%	27	2.1%	15
mid-sized destinations (11-50)	0.100	0.398	0.435	0.280	0.292	2.3%	6	-26.8%	28	4.0%	13
small destinations (51-200)	0.094	0.344	0.374	0.211	0.248	2.5%	6	-27.9%	29	17.8%	2
very small destinations (201-smallest)	0.041	0.183	0.138	0.053	0.050	0.9%	9	-72.7%	29	-5.7%	27

Tourism zone

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
mountain	0.168	0.744	0.856	0.460	0.465	2.6%	5	-37.5%	29	1.2%	19
big cities	0.176	0.412	0.503	0.359	0.372	2.8%	7	-9.7%	27	3.8%	11
small cities	0.142	0.307	0.319	0.193	0.200	3.1%	6	-34.8%	27	3.7%	14
rural	0.045	0.184	0.167	0.108	0.139	2.4%	5	-24.4%	28	29.0%	3

Language zone

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
German speaking area	0.419	1.397	1.568	0.911	0.945	3.0%	5	-32.3%	29	3.8%	12
French speaking area	0.103	0.218	0.246	0.177	0.195	2.1%	9	-10.2%	25	10.5%	4
Italian speaking area	0.009	0.033	0.031	0.031	0.036	1.3%	8	9.1%	19	13.5%	10
Rhaeto Romanic language zone	0.000	0.001	0.000	0.000	0.001	0.1%	17	12.7%	16	82.0%	3

Tourism region

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
Bern Region	0.079	0.438	0.493	0.317	0.335	5.5%	4	-23.6%	27	5.7%	7
Zurich Region	0.100	0.282	0.331	0.186	0.202	2.7%	5	-28.5%	28	8.8%	5
Lucerne - Lake Lucerne Region	0.175	0.495	0.440	0.192	0.192	4.6%	4	-61.3%	29	0.0%	23
Geneva	0.059	0.112	0.119	0.105	0.127	3.3%	6	12.9%	20	20.6%	1
Valais	0.023	0.064	0.148	0.120	0.118	2.6%	7	85.0%	14	-2.4%	22
Lake Geneva Region	0.036	0.081	0.105	0.056	0.054	1.7%	9	-32.6%	27	-2.8%	25
Graubünden	0.010	0.028	0.059	0.040	0.039	0.7%	11	40.2%	15	-2.9%	22
Aargau - Solothurn Region	0.008	0.047	0.041	0.028	0.036	2.9%	4	-22.4%	27	31.4%	3
Ticino	0.009	0.033	0.031	0.031	0.035	1.4%	8	8.2%	19	13.4%	9
Basel Region	0.015	0.026	0.045	0.024	0.021	1.0%	14	-19.4%	28	-12.1%	24
Eastern Switzerland	0.009	0.016	0.017	0.012	0.011	0.6%	11	-31.0%	27	-7.5%	26
Jura & Three-Lakes	0.008	0.011	0.009	0.005	0.005	0.9%	7	-51.3%	27	6.2%	7
Region of Fribourg	0.002	0.016	0.009	0.004	0.002	0.4%	14	-87.1%	29	-51.6%	28

Source: FSO/hotel statistics

Example: Tourists from Greater China generate the most overnight stays in Bern Region of any Swiss region, namely 0.335 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, 5.5% of their total tourism volume comes from Greater China, making this source market the 4th most important market for this region (out of 29 ST markets overall). With a -23.6% development in overnight stays between 2015 and 2025, Greater China ranks 27th. In other words, in reference to the development of overnight stays, 26 other source markets had a stronger performance and 2 had a weaker performance.

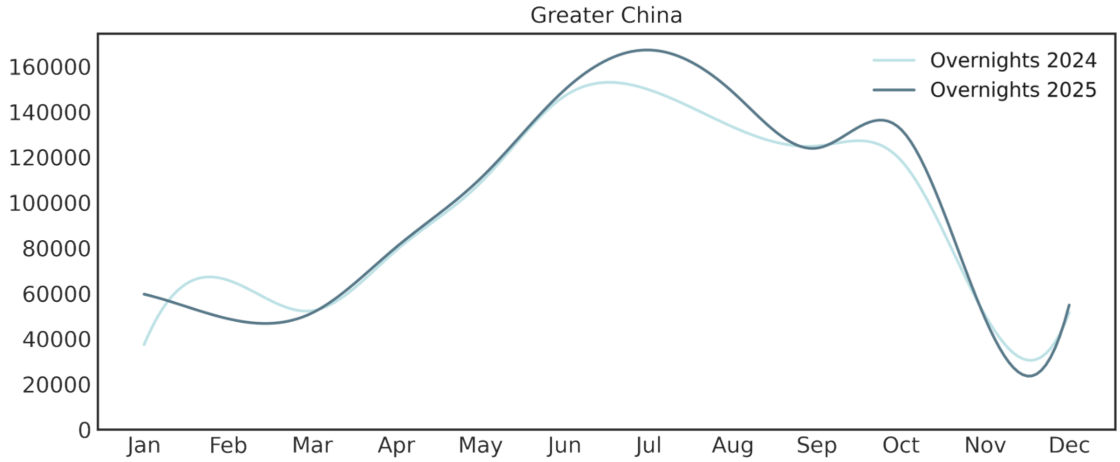
Top 50 destinations

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
overnights	**2010**	**2015**	**2019**	**2024**	**2025**	**2025**	**2025**	**2015-25**	**2015-25**	**2024-25**	**2024-25**
Zürich	0.052	0.141	0.205	0.12	0.116	2.8%	5	-17.9%	28	-3.3%	23
Luzern	0.096	0.185	0.189	0.105	0.11	7.4%	3	-40.4%	28	5.2%	17
Zermatt	0.013	0.04	0.105	0.092	0.089	5.2%	5	120.6%	12	-3.0%	23
Interlaken	0.033	0.127	0.125	0.078	0.089	10.0%	3	-30.4%	27	13.4%	9
Grindelwald	0.009	0.069	0.108	0.084	0.081	10.6%	3	16.4%	23	-4.5%	17
Genève	0.04	0.077	0.087	0.068	0.076	3.2%	6	-0.8%	23	12.9%	3
Bern	0.015	0.048	0.041	0.038	0.042	3.9%	4	-13.9%	28	8.4%	3
Meyrin	0.011	0.023	0.017	0.022	0.029	4.1%	5	24.0%	23	27.4%	3
Affoltern am Albis	0	0.007	0.014	0.005	0.023	57.9%	1	226.3%	3	409.6%	5
Lausanne	0.014	0.026	0.038	0.019	0.02	2.0%	9	-23.6%	28	3.4%	13
Opfikon	0.019	0.05	0.052	0.026	0.019	2.2%	7	-62.4%	26	-26.2%	22
Basel	0.013	0.019	0.038	0.022	0.019	1.1%	12	-3.0%	25	-12.6%	24
St. Moritz	0.004	0.012	0.025	0.02	0.018	2.2%	10	52.2%	15	-10.3%	24
Montreux	0.008	0.027	0.03	0.016	0.015	3.1%	7	-43.7%	26	-2.0%	24
Lauterbrunnen	0.004	0.031	0.043	0.014	0.015	2.6%	6	-53.6%	27	3.3%	19
Ostermundigen	0	0	0	0.012	0.014	27.6%	1	359275.0%	15	21.2%	4
Spiez	0	0.006	0.013	0.014	0.014	9.8%	2	122.5%	23	-0.4%	12
Lugano	0.004	0.012	0.018	0.013	0.014	2.4%	7	10.5%	18	5.8%	16
Nottwil	0	0	0	0.013	0.013	30.1%	2	4624.3%	4	-0.8%	14
Kloten	0.004	0.01	0.005	0.012	0.012	2.4%	6	19.5%	27	5.8%	9
Egerkingen	0.001	0.012	0.009	0.004	0.012	14.9%	2	-0.8%	20	177.7%	9
Meiringen	0	0.024	0.032	0.009	0.012	13.8%	2	-50.5%	29	26.7%	7
Adelboden	0	0.001	0.013	0.008	0.011	5.2%	3	1114.5%	4	38.7%	5
Vernier	0.001	0.003	0.003	0.007	0.01	2.9%	8	219.5%	9	56.9%	8
Thun	0.002	0.007	0.01	0.011	0.01	5.9%	3	47.2%	25	-8.2%	13
Unterseen	0.005	0.03	0.021	0.013	0.01	5.2%	6	-67.0%	29	-23.2%	22
Le Grand-Saconnex	0.002	0.003	0.007	0.005	0.008	5.1%	5	221.7%	2	55.5%	1
Mendrisio	0	0.001	0.001	0.007	0.008	15.6%	3	1377.4%	2	14.1%	12
Davos	0.002	0.007	0.018	0.008	0.008	1.0%	6	8.3%	10	-5.2%	18
Weggis	0	0.052	0.046	0.007	0.008	3.8%	4	-85.6%	29	6.4%	9
Paradiso	0.002	0.012	0.005	0.005	0.007	3.2%	6	-43.6%	23	27.5%	3
Beatenberg	0.003	0.017	0.016	0.003	0.006	5.0%	4	-62.6%	26	81.1%	2
Kriens	0.003	0.006	0.008	0.008	0.006	4.1%	5	-6.8%	27	-25.9%	27
Stansstad	0	0.001	0.014	0.004	0.005	5.6%	5	636.4%	14	37.7%	15
Engelberg	0.015	0.047	0.025	0.007	0.005	1.6%	9	-88.5%	28	-27.7%	25
Sursee	0	0.001	0.003	0.007	0.005	11.6%	2	375.5%	14	-19.6%	23
Horw	0	0.004	0.007	0.004	0.005	10.9%	3	45.6%	19	24.1%	4
Spreitenbach	0.001	0.001	0.003	0.004	0.005	3.9%	5	918.0%	14	26.4%	5
Täsch	0	0.002	0.005	0.005	0.005	4.5%	5	110.3%	18	6.4%	20
Rümlang	0.009	0.019	0.004	0.005	0.005	1.9%	6	-74.3%	28	3.1%	20
Brienz (BE)	0	0.008	0.004	0.005	0.005	4.0%	5	-45.0%	29	-9.9%	14
Sarnen	0.002	0.009	0.009	0.003	0.004	7.0%	3	-50.7%	27	33.7%	16
St. Gallen	0.003	0.005	0.006	0.005	0.004	1.4%	8	-17.0%	28	-9.7%	23
Sins	0	0.019	0.017	0.007	0.004	20.1%	2	-78.6%	22	-37.3%	19
Saas-Fee	0	0.001	0.003	0.003	0.004	1.4%	8	342.9%	3	13.8%	17
Wilderswil	0	0.009	0.012	0.004	0.004	3.0%	7	-58.2%	26	-6.9%	18
Oftringen	0	0	0	0.003	0.004	10.9%	2	inf	7.5	8.7%	13
Chur	0.001	0.003	0.005	0.004	0.004	1.4%	9	41.9%	22	-18.4%	25
Blonay - Saint-Légier	0	0	0.01	0.006	0.004	8.7%	2	365200.0%	17	-39.1%	27
Cham	0	0.014	0.007	0	0.003	8.2%	3	-75.8%	24	3051.4%	1

Source: FSO/hotel statistics

How to read this table: see reading example on page 3.

Seasonal distribution



Summer, winter

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
summer (May-Oct)	0.345	1.166	1.283	0.782	0.833	3.3%	5	-28.6%	28	6.4%	7
winter (Nov-April)	0.188	0.481	0.562	0.337	0.344	1.8%	7	-28.5%	29	2.2%	19

Summer core, winter core, off-season

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
off-season I (March-May)	0.113	0.345	0.423	0.240	0.243	2.5%	6	-29.8%	29	1.0%	18
off-season II (Sept-Nov)	0.154	0.415	0.461	0.294	0.305	3.1%	6	-26.5%	29	3.8%	7
summer core months (Jun-Aug)	0.185	0.679	0.700	0.430	0.466	3.3%	6	-31.5%	26	8.3%	7
winter core months (Dez-Feb)	0.081	0.208	0.262	0.155	0.163	1.6%	8	-21.3%	28	5.5%	18

Months

	overnights in millons					ON share		ON development		ON development	
							rank		rank		rank
	2010	2015	2019	2024	2025	2025	2025	2015-25	2015-25	2024-25	2024-25
January	0.021	0.049	0.070	0.037	0.060	1.9%	8	21.1%	16	59.3%	1
February	0.031	0.093	0.101	0.066	0.049	1.5%	9	-47.6%	29	-25.8%	28
March	0.035	0.085	0.092	0.052	0.051	1.5%	8	-39.6%	28	-1.8%	15
April	0.034	0.112	0.123	0.079	0.080	2.8%	6	-27.9%	28	1.8%	22
May	0.043	0.149	0.208	0.109	0.111	3.2%	7	-25.5%	28	1.8%	15
June	0.055	0.183	0.223	0.147	0.150	3.6%	5	-18.0%	28	1.8%	12
July	0.063	0.249	0.249	0.150	0.167	3.4%	5	-32.9%	27	11.7%	7
August	0.067	0.248	0.228	0.133	0.149	3.0%	7	-39.9%	28	11.5%	7
September	0.060	0.173	0.188	0.125	0.124	3.0%	5	-28.3%	28	-0.8%	16
October	0.056	0.165	0.188	0.119	0.132	3.8%	4	-19.9%	29	11.5%	3
November	0.037	0.077	0.086	0.050	0.049	2.1%	7	-36.3%	29	-3.0%	18
December	0.029	0.065	0.090	0.052	0.055	1.5%	11	-15.6%	29	6.5%	17

Source: FSO/hotel statistics

How to read these tables: see reading example on page 3.

Contact

Daniela Chiani
Country Manager Greater China
Switzerland Tourism
609, Tower 1, Prosper Center
No 5 Guanghua Road, Chaoyang District
CN – 100020 Beijing
Tel: +86 131 26 83 5502
E-Mail: daniela.chiani@switzerland.com

Further sources

localized annual planning
market forecast
Tourism Monitor Switzerland 2023

Appendix: affinity, share off-season, length of stay, ****/***** ON share

Total

			share off season		length of stay		****/***** ON share	
				rank		rank		rank
	2025	2025	2025	2025	2025	2025	2025	2025
total			46.6%	11	1.531	29	56.9%	3

Large vs. small destinations

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2025	2025	2025	2025	2025	2025	2025	2025
large destinations (top 10)	1.366	16	44.8%	22	1.590	28	60.4%	3
mid-sized destinations (11-50)	0.866	17	46.3%	9	1.576	29	58.6%	3
small destinations (51-200)	0.936	9	50.1%	6	1.383	28	54.0%	2
very small destinations (201-smallest)	0.345	18	51.4%	7	1.435	29	21.4%	10

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2025	2025	2025	2025	2025	2025	2025	2025
mountain	0.96	11	45.3%	8	1.573	29	53.6%	2
big cities	1.03	22	45.2%	25	1.643	27	58.3%	4
small cities	1.15	3	46.9%	18	1.357	29	68.7%	3
rural	0.89	12	53.7%	6	1.410	28	47.5%	9

Language zone

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2025	2025	2025	2025	2025	2025	2025	2025
German speaking area	1.126	8	46.7%	10	1.507	29	55.6%	4
French speaking area	0.792	20	45.9%	16	1.764	27	59.5%	5
Italian speaking area	0.495	18	47.0%	13	1.165	29	78.7%	2
Rhaeto Romanic language zone	0.032	22	47.2%	2	2.361	8	13.3%	7

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
		rank		rank		rank		rank
	2025	2025	2025	2025	2025	2025	2025	2025
Bern Region	2.050	2	46.6%	10	1.597	29	57.1%	1
Zurich Region	0.997	21	48.6%	16	1.576	27	47.2%	13
Lucerne - Lake Lucerne Region	1.702	2	46.8%	12	1.257	29	60.1%	3
Geneva	1.229	14	46.3%	23	1.841	23	59.3%	5
Valais	0.968	17	42.4%	8	1.602	25	53.7%	5
Lake Geneva Region	0.652	20	45.7%	17	1.642	29	66.7%	7
Graubünden	0.256	23	38.4%	8	1.490	29	72.1%	3
Aargau - Solothurn Region	1.093	11	52.2%	7	1.334	28	52.1%	6
Ticino	0.523	14	47.1%	13	1.163	29	79.0%	2
Basel Region	0.391	27	49.7%	16	2.067	16	53.7%	8
Eastern Switzerland	0.209	25	51.9%	7	1.881	21	50.0%	8
Jura & Three-Lakes	0.328	18	53.3%	6	2.419	13	34.8%	17
Region of Fribourg	0.148	23	46.1%	17	1.624	23	20.0%	19

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	
		rank		rank		rank		rank
	2025	2025	2025	2025	2025	2025	2025	2025
Zürich	1.034	21	44.3%	28	1.602	27	53.2%	10
Luzern	2.766	5	45.6%	16	1.299	29	68.0%	3
Zermatt	1.951	7	43.4%	9	1.687	26	60.6%	9
Interlaken	3.75	8	45.6%	15	1.636	27	65.1%	3
Grindelwald	3.941	3	50.3%	8	1.807	28	54.7%	4
Genève	1.2	19	46.6%	25	2.071	21	56.9%	8
Bern	1.438	5	43.2%	19	1.434	29	62.4%	2
Meyrin	1.518	9	45.2%	21	1.495	19	59.9%	9
Affoltern am Albis	21.6	1	69.0%	10	1.488	22	0.0%	0
Lausanne	0.739	19	42.7%	26	1.828	27	61.8%	9
Opfikon	0.829	20	42.5%	25	1.497	22	37.6%	7
Basel	0.421	28	50.2%	15	2.065	16	53.4%	8
St. Moritz	0.827	16	41.5%	5	1.515	28	79.6%	3
Montreux	1.147	12	44.7%	13	1.377	29	73.4%	7
Lauterbrunnen	0.968	15	42.7%	11	1.839	27	37.8%	2
Ostermundigen	10.29	1	42.7%	19	1.107	28	100.0%	15
Spiez	3.652	1	51.3%	5	1.792	27	40.6%	8
Lugano	0.899	13	44.9%	22	1.189	29	72.7%	3
Nottwil	11.22	1	38.3%	26	1.129	24	100.0%	15
Kloten	0.913	19	47.7%	17	1.437	18	71.1%	8
Egerkingen	5.565	2	42.5%	17	1.329	24	99.9%	6
Meiringen	5.134	3	53.0%	7	1.206	28	90.2%	3
Adelboden	1.951	2	48.6%	4	1.505	27	75.8%	11
Vernier	1.074	14	44.2%	20	1.624	25	56.7%	9
Thun	2.205	1	50.0%	9	1.533	29	77.7%	2
Unterseen	1.957	11	48.3%	14	2.011	25	5.2%	9
Le Grand-Saconnex	1.901	4	50.2%	9	1.771	4	81.5%	1
Mendrisio	5.825	2	39.6%	23	1.024	29	97.5%	1
Davos	0.363	14	34.6%	7	1.169	29	95.8%	2
Weggis	1.418	3	55.9%	5	1.141	29	17.3%	28
Paradiso	1.182	7	57.6%	3	1.107	29	93.5%	1
Beatenberg	1.87	2	40.0%	11	1.546	29	88.7%	1
Kriens	1.523	13	42.1%	17	1.466	22	0.0%	0
Stansstad	2.101	3	40.8%	15	1.448	28	78.8%	15
Engelberg	0.615	18	23.4%	24	1.247	29	43.7%	11
Sursee	4.34	2	47.5%	18	1.050	28	95.3%	3
Horw	4.058	1	61.4%	1	1.124	29	94.5%	2
Spreitenbach	1.446	8	37.2%	27	1.169	28	89.7%	10
Täsch	1.69	11	46.0%	8	1.302	24	0.0%	0
Rümlang	0.717	21	42.8%	26	1.252	21	50.4%	15
Brienz (BE)	1.493	3	51.2%	4	1.485	28	22.1%	10
Sarnen	2.627	1	59.3%	9	1.161	26	99.0%	7
St. Gallen	0.517	16	49.9%	19	1.611	27	72.3%	8
Sins	7.517	1	62.1%	13	1.036	24	0.0%	0
Saas-Fee	0.54	14	27.8%	15	1.888	28	87.3%	2
Wilderswil	1.134	11	49.6%	13	1.804	25	0.0%	0
Oftringen	4.052	2	80.6%	3	1.063	24	0.0%	0
Chur	0.535	21	44.0%	21	1.316	22	42.8%	7
Blonay - Saint-Légier	3.248	2	79.3%	3	1.697	15	99.4%	14
Cham	3.057	1	72.3%	2	1.203	27	0.0%	0

Source: FSO/hotel statistic

Example: In 2025, for tourists from Greater China who visited Zürich, the following further characteristics were noted:
- 1.034 times higher share of overnight stays than they had in the whole of Switzerland (=rank 21 out of a total of 29 markets): ON-share Zürich (2.77%) vs. ON-share whole Switzerland (2.68%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 44.3% (=rank 28).
- the length of stay (overnight stays/arrivals in the hotel) was 1.6 nights (=rank 27).
- the share of 4- and 5-star hotels out of all hotel nights was 53.2% (=rank 10).

Summer, winter

	affinity		length of stay		****/***** share	
		rank		rank		rank
	2025	2025	2025	2025	2025	2025
summer (May-Oct)	1.235	2	1.507	29	58.0%	3
winter (Nov-April)	0.685	28	1.593	29	54.4%	7

Summer core, winter core, off-season

	affinity		length of stay		****/***** share	
		rank		rank		rank
	2025	2025	2025	2025	2025	2025
off-season I (March-May)	0.929	23	1.500	29	53.2%	5
off-season II (Sept-Nov)	1.142	5	1.540	29	57.4%	3
summer core months (Jun-Aug)	1.234	5	1.509	29	58.8%	3
winter core months (Dez-Feb)	0.603	27	1.631	28	56.5%	6

Months

	affinity		length of stay		****/***** share	
		rank		rank		rank
	2025	2025	2025	2025	2025	2025
January	0.697	22	1.582	28	56.7%	6
February	0.543	24	1.652	28	56.2%	5
March	0.572	27	1.517	29	52.3%	9
April	1.033	13	1.567	28	50.5%	8
May	1.188	6	1.447	29	55.6%	4
June	1.341	4	1.490	29	58.7%	3
July	1.265	7	1.533	29	58.6%	5
August	1.113	14	1.501	29	59.0%	3
September	1.122	5	1.519	29	59.0%	2
October	1.419	4	1.540	29	56.4%	3
November	0.769	24	1.596	29	55.9%	5
December	0.575	27	1.669	28	56.6%	5

Source: FSO/hotel statistics

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