

Research Report Philippines

Tourism goals: summary

Market size & growth: In 2025, the Philippines market recorded 0.08 million overnights¹⁾ in Switzerland and 0.083 million overnights in 2024. With a market share of 0.18%, Philippines was the 29th highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was 165.7% between 2015 and 2025. Between 2024 and 2025, the development was -3.5%. The corresponding growth ranking was 1 and 24 respectively.

Economic value: Philippines ranks 4th with a daily expenditure value of CHF 290 (TMS 2023) and ranks 13th with a 46.1% share of ****/***** nights in 2025.

First time visitors & length of stay: With a 67.2% figure for first-time visitors, Philippines ranks 7th (TMS 2023). With a length of stay of 2.23 overnights it ranks 6th.

Balance: In 2025, the 50 largest Swiss destinations accounted for 85.0% of overnights from Philippines, while the percentage split amongst the small²⁾ and very small³⁾ destinations was 12.2% (=rank 23) and 2.9% (=rank 24) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 23.9% (=rank 6) and 29.3% (=rank 1), respectively.

¹⁾ nights in hotels, unless otherwise stated

²⁾ 51st -200th largest destinations

³⁾ 201st largest destination and smaller

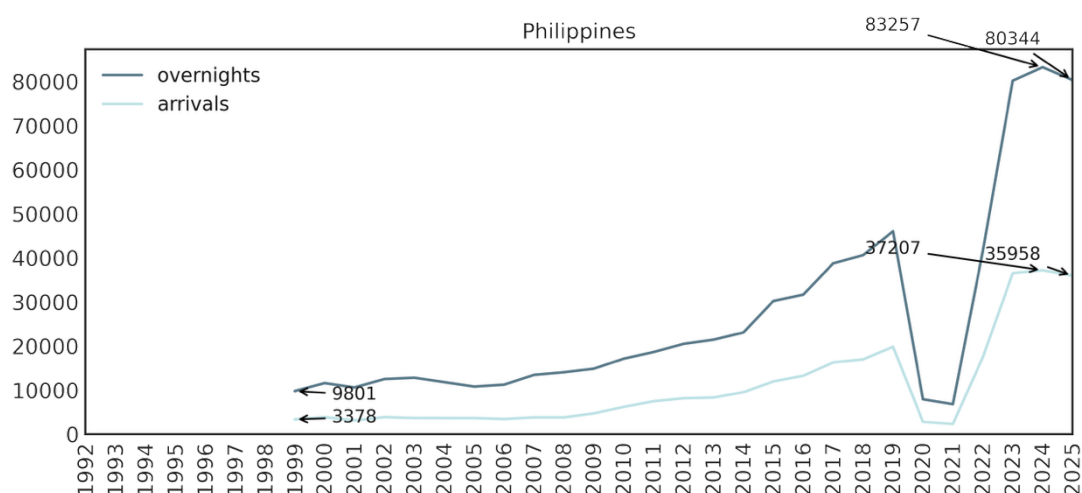
		value	rank
1. market size & growth	2024	0.083 M.	29
	2025	0.08 M.	29
	2015-25	165.7%	1
	2024-25	-3.5%	24
2. economic value	daily expenditures 2023 (TMS)	290	4
	share ****/*****-nights 2025	46.1%	13
3. first time visitors	share 2023 (TMS)	67.2%	7
4. length of stay	2025	2.23	6
5. balance	share off-season "March-May" of total year 2025	23.9%	6
	share off-season "Sept-Nov" of total year 2025	29.3%	1
	share small destinations (51 st -200 th largest) 2025	12.2%	23
	share very small destinations (201 st +) 2025	2.9%	24

Source: FSO/hotel statistics, unless otherwise stated

Regions and destinations with a high market affinity: In 2025, guests from Philippines typically preferred the regions of: Zurich Region, Geneva, Bern Region and Lucerne – Lake Lucerne Region. Moreover, these guests were most overrepresented in the destinations of: Bachenbülach, Feusisberg, Matten bei Interlaken, Affoltern am Albis, Iseltwald.

Source: FSO/hotel statistics

Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank 2025
...all markets	0.0%	0.1%	0.1%	0.2%	0.2%	29
...markets abroad	0.1%	0.2%	0.2%	0.4%	0.4%	28
...overseas markets	0.3%	0.4%	0.5%	0.9%	0.8%	14

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		0.017	0.030	0.046	0.083	0.080	29	165.7%	1	-3.5%	24
length of stay (overnights/arrivals)		2.758	2.525	2.321	2.238	2.234	6	-19.1%	28	-6.5%	22
density (overnights/1'000 inhabitants)		0.178	0.287	0.416	0.719	0.688	27	139.6%	1	65.6%	1
GDP per capita in USD		2'163	2'910	3'401	3'985	4'177	28	43.5%	14	22.8%	18
population in millions		96.337	105.313	110.805	115.844	116.787	7	10.9%	7	5.4%	9

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

Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight-share	inhabitant-share	affinity
National Capital Region	45.2%	12.4%	3.65
Calabarzon	16.5%	14.9%	1.11
Central Luzon	9.2%	11.4%	0.81
Central Visayas	8.6%	7.4%	1.16
Cagayan Valley	4.7%	3.4%	1.38
Western Visayas	3.4%	7.3%	0.47
Davao	2.7%	4.8%	0.56
Cordillera Administrative Region	2.6%	1.6%	1.63
Eastern Visayas	2.4%	4.2%	0.57
Zamboanga Peninsula	1.5%	3.6%	0.42
Mimaropa	1.3%	3.0%	0.43
Northern Mindanao	1.1%	4.6%	0.24
Ilocos	0.5%	4.9%	0.10
Caraga	0.3%	2.6%	0.12
Bicol	0.1%	5.6%	0.02

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
						2025	2025	2015-25	2015-25	2024-25	2024-25
total	0.017	0.030	0.046	0.083	0.080	0.2%	29	165.7%	1	-3.5%	24

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
						2025	2025	2015-25	2015-25	2024-25	2024-25
large destinations (top 10)	0.012	0.021	0.032	0.057	0.055	0.3%	26	161.8%	1	-4.2%	25
mid-sized destinations (11-50)	0.002	0.004	0.008	0.014	0.013	0.1%	29	197.4%	1	-6.9%	25
small destinations (51-200)	0.002	0.003	0.005	0.009	0.010	0.1%	29	239.6%	1	4.2%	18
very small destinations (201-smallest)	0.001	0.002	0.001	0.002	0.002	0.0%	28	22.1%	10	4.9%	10

Tourism zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
						2025	2025	2015-25	2015-25	2024-25	2024-25
big cities	0.010	0.017	0.026	0.043	0.042	0.3%	26	145.0%	1	-3.5%	24
mountain	0.001	0.003	0.010	0.021	0.021	0.1%	29	546.0%	1	-2.5%	24
small cities	0.005	0.008	0.009	0.013	0.012	0.2%	28	45.7%	5	-9.7%	28
rural	0.001	0.002	0.002	0.005	0.006	0.1%	29	235.8%	1	7.9%	13

Language zone

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
						2025	2025	2015-25	2015-25	2024-25	2024-25
German speaking area	0.010	0.019	0.032	0.066	0.064	0.2%	29	230.1%	1	-4.0%	24
French speaking area	0.007	0.010	0.013	0.015	0.015	0.2%	29	44.5%	5	-0.8%	21
Italian speaking area	0.001	0.000	0.001	0.002	0.002	0.1%	28	231.2%	1	-10.1%	28
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	29	180.0%	3	180.0%	2

Tourism region

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
						2025	2025	2015-25	2015-25	2024-25	2024-25
Zurich Region	0.004	0.008	0.013	0.027	0.027	0.4%	26	243.2%	1	-0.3%	20
Bern Region	0.001	0.003	0.007	0.016	0.017	0.3%	26	532.6%	1	4.9%	8
Geneva	0.005	0.008	0.010	0.013	0.012	0.3%	26	57.6%	5	-5.4%	26
Lucerne - Lake Lucerne Region	0.003	0.006	0.007	0.012	0.010	0.2%	27	77.1%	4	-17.1%	28
Valais	0.000	0.001	0.002	0.004	0.004	0.1%	29	331.2%	2	-8.1%	26
Basel Region	0.001	0.001	0.001	0.003	0.003	0.1%	26	211.1%	1	8.6%	11
Lake Geneva Region	0.002	0.003	0.003	0.002	0.003	0.1%	29	11.1%	14	29.6%	1
Ticino	0.001	0.000	0.001	0.002	0.002	0.1%	28	233.1%	1	-9.6%	28
Graubünden	0.000	0.000	0.001	0.002	0.001	0.0%	29	201.1%	2	-19.2%	28
Aargau - Solothurn Region	0.000	0.000	0.000	0.002	0.001	0.1%	29	185.9%	6	-50.8%	29
Eastern Switzerland	0.000	0.001	0.000	0.001	0.001	0.0%	29	-7.7%	19	8.7%	13
Jura & Three-Lakes	0.000	0.000	0.000	0.000	0.000	0.0%	28	29.8%	4	37.0%	3
Region of Fribourg	0.000	0.000	0.000	0.000	0.000	0.0%	29	-1.4%	17	44.9%	6

Source: FSO/hotel statistics

Example: Tourists from Philippines generate the most overnight stays in Zurich Region of any Swiss region, namely 0.027 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, 0.4% of their total tourism volume comes from Philippines, making this source market the 26th most important market for this region (out of 29 ST markets overall). With a 243.2% development in overnight stays between 2014 and 2024, Philippines ranks 1st. In other words, in reference to the development of overnight stays, 0 other source markets had a stronger performance and 28 had a weaker performance.

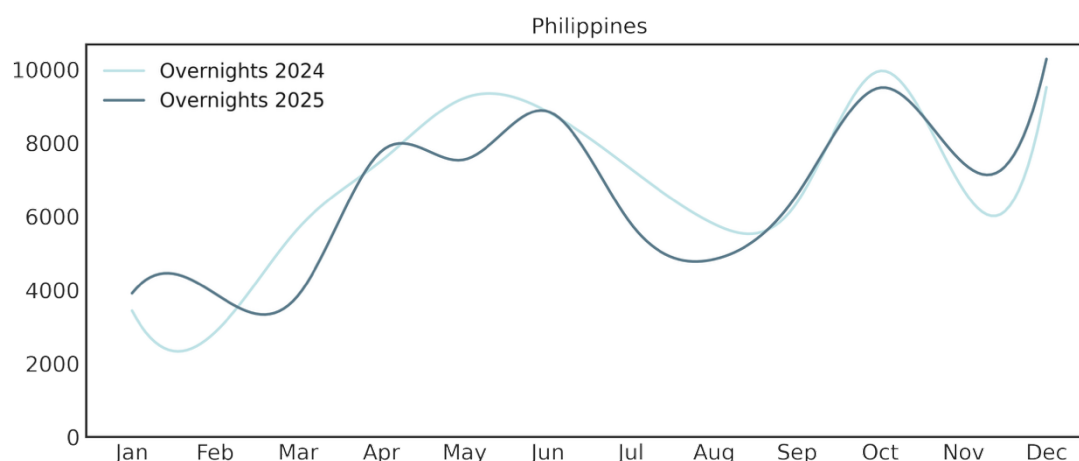
Top 50 destinations

overnights in millions						ON share		ON development		ON development	
overnights	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
Zürich	0.003	0.005	0.01	0.021	0.019	0.5%	24	279.7%	1	-8.2%	26
Genève	0.004	0.005	0.008	0.009	0.009	0.4%	25	69.3%	2	1.5%	12
Luzern	0.003	0.005	0.006	0.009	0.008	0.5%	22	52.6%	7	-14.1%	28
Interlaken	0	0	0.001	0.006	0.006	0.7%	20	2555.2%	1	3.7%	16
Zermatt	0	0.001	0.001	0.003	0.003	0.2%	29	430.8%	2	-5.9%	25
Basel	0.001	0.001	0.001	0.002	0.003	0.2%	26	245.3%	1	18.9%	6
Bern	0	0.001	0.002	0.002	0.003	0.3%	27	126.1%	4	13.9%	1
Grindelwald	0	0	0.001	0.002	0.002	0.3%	27	1225.8%	1	-6.8%	19
Opfikon	0	0.001	0.001	0.003	0.002	0.2%	27	57.7%	5	-26.7%	23
Feusisberg	0	0	0	0	0.002	2.6%	7	inf	1	3291.1%	1
Lausanne	0.001	0.001	0.001	0.001	0.001	0.1%	29	30.7%	15	41.3%	1
Meyrin	0.001	0.001	0	0.002	0.001	0.2%	28	79.3%	14	-20.6%	27
Unterseen	0	0	0	0.001	0.001	0.7%	20	3969.7%	1	0.4%	5
Kloten	0	0	0	0.001	0.001	0.2%	26	618.9%	1	27.2%	3
Lauterbrunnen	0	0	0	0.001	0.001	0.2%	26	508.7%	1	15.9%	9
St. Moritz	0	0	0	0.001	0.001	0.1%	29	397.1%	1	-27.3%	29
Vernier	0	0.001	0	0.001	0.001	0.2%	28	-22.6%	29	-6.5%	28
Matten bei Interlaken	0	0	0	0.001	0.001	1.3%	14	1959.5%	3	30.3%	5
Lugano	0	0	0.001	0.001	0.001	0.1%	27	265.5%	1	36.9%	3
Kriens	0	0	0	0.001	0.001	0.5%	23	947.0%	1	-5.7%	17
Bachenbülach	0	0	0	0	0.001	3.0%	7	inf	15	86.1%	15
Spreitenbach	0	0	0	0.001	0.001	0.5%	20	1540.0%	11	-45.8%	29
Montreux	0	0	0.001	0	0.001	0.1%	29	180.8%	2	46.9%	2
Wilderswil	0	0	0.001	0	0.001	0.5%	20	31.7%	12	19.4%	7
Thun	0	0	0	0	0.001	0.3%	22	1637.9%	1	15.1%	4
Le Grand-Saconnex	0	0	0	0.001	0	0.2%	26	172.1%	5	-40.3%	26
Rümlang	0	0	0	0	0	0.1%	28	182.7%	2	3.8%	19
Affoltern am Albis	0	0	0	0	0	0.8%	11	inf	1	-8.2%	13
Valaisellen	0	0	0	0	0	0.3%	23	inf	1	11.3%	8
Vevey	0	0	0	0	0	0.3%	23	-21.0%	22	153.2%	1
Täsch	0	0	0	0	0	0.3%	27	1240.9%	2	-35.0%	29
Paradiso	0	0	0	0.001	0	0.1%	27	143.2%	1	-60.7%	29
Regensdorf	0	0	0	0	0	0.2%	20	5025.0%	1	454.1%	1
Chur	0	0	0	0	0	0.1%	29	247.4%	5	2.6%	19
Zug	0	0	0	0	0	0.1%	26	-17.8%	17	64.4%	4
Winterthur	0	0	0	0	0	0.1%	28	-17.0%	26	287.8%	1
St. Gallen	0	0	0	0	0	0.1%	29	4.2%	25	13.6%	9
Ringgenberg (BE)	0	0	0	0	0	0.4%	23	339.5%	10	-10.2%	20
Iseltwald	0	0	0	0	0	0.8%	17	inf	1	-13.3%	14
Brienz (BE)	0	0	0	0	0	0.1%	28	7900.0%	1	-24.9%	27
Bad Ragaz	0	0	0	0	0	0.1%	25	-44.9%	27	0.0%	22
Beatenberg	0	0	0	0	0	0.1%	29	97.2%	10	2.2%	8
Engelberg	0	0	0	0.001	0	0.0%	29	88.9%	11	-76.5%	29
Meiringen	0	0	0	0	0	0.2%	25	inf	1.5	135.7%	2
Spiez	0	0	0	0	0	0.1%	27	inf	1	-16.1%	21
Vitznau	0	0	0	0	0	0.1%	24	inf	1	404.0%	1
Brig-Glis	0	0	0	0	0	0.1%	29	1266.7%	3	108.5%	3
Saanen	0	0	0	0	0	0.0%	28	7.9%	14	-42.8%	28
Nottwil	0	0	0	0	0	0.3%	14	inf	2	293.5%	1
La Tour-de-Peilz	0	0.001	0	0	0	0.5%	19	-79.7%	28	-4.0%	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)	0.010	0.018	0.027	0.048	0.043	0.2%	28	138.6%	1	-9.2%	26
winter (Nov-April)	0.007	0.012	0.019	0.036	0.037	0.2%	29	206.2%	1	4.1%	15

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)	0.006	0.010	0.012	0.022	0.019	0.2%	29	100.4%	2	-14.4%	26
off-season II (Sept-Nov)	0.005	0.008	0.011	0.023	0.024	0.2%	26	183.8%	1	2.1%	12
summer core months (Jun-Aug)	0.004	0.008	0.013	0.022	0.020	0.1%	28	152.2%	1	-11.1%	26
winter core months (Dez-Feb)	0.002	0.005	0.010	0.016	0.018	0.2%	29	291.2%	1	14.5%	3

Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
January	0.001	0.001	0.002	0.003	0.004	0.1%	29	284.2%	1	13.7%	10
February	0.001	0.001	0.001	0.003	0.004	0.1%	29	267.6%	1	36.7%	1
March	0.001	0.002	0.002	0.006	0.004	0.1%	29	99.3%	2	-32.1%	29
April	0.003	0.003	0.005	0.008	0.008	0.3%	27	151.4%	1	3.5%	19
May	0.002	0.005	0.005	0.009	0.008	0.2%	27	66.2%	6	-18.2%	27
June	0.002	0.003	0.006	0.009	0.009	0.2%	27	202.3%	1	0.1%	15
July	0.001	0.003	0.004	0.007	0.006	0.1%	28	121.6%	1	-20.4%	28
August	0.001	0.002	0.003	0.006	0.005	0.1%	28	121.6%	3	-16.6%	29
September	0.002	0.003	0.004	0.006	0.007	0.2%	28	128.1%	1	3.3%	11
October	0.002	0.003	0.005	0.010	0.010	0.3%	25	225.8%	1	-4.6%	26
November	0.001	0.002	0.003	0.007	0.007	0.3%	26	199.2%	1	10.8%	2
December	0.001	0.003	0.006	0.010	0.010	0.3%	28	303.8%	1	8.1%	13

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			53.2%	3	2.234	6	46.1%	13

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)	1.873	1	52.6%	3	2.355	2	46.4%	16
mid-sized destinations (11-50)	0.580	29	51.7%	3	2.141	9	43.3%	20
small destinations (51-200)	0.539	23	55.3%	3	1.877	21	50.1%	4
very small destinations (201-smallest)	0.232	24	66.3%	1	1.923	18	38.8%	1

Tourism zone

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
big cities	1.69	4	50.6%	8	2.418	2	45.3%	17
mountain	0.63	26	54.7%	2	2.140	18	37.8%	18
small cities	1.01	7	55.2%	2	2.155	3	52.5%	11
rural	0.54	19	62.9%	1	1.697	24	68.8%	2

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	1.110	11	54.3%	2	2.156	11	45.2%	13
French speaking area	0.900	15	49.6%	7	2.672	3	48.7%	14
Italian speaking area	0.310	23	44.9%	17	2.044	10	56.4%	7
Rhaeto Romanic language zone	0.011	28	0.0%	29	1.167	29	0.0%	0

Tourism region

	affinity		share off season		length of stay		****/***** ON share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025	2025	rank 2025
Zurich Region	1.931	1	52.8%	3	2.185	2	47.7%	12
Bern Region	1.549	9	56.3%	2	2.249	13	37.4%	11
Geneva	1.700	9	51.3%	7	2.685	2	44.9%	15
Lucerne - Lake Lucerne Region	1.289	7	58.1%	2	2.029	15	47.4%	7
Valais	0.482	27	46.6%	5	1.805	23	44.2%	12
Basel Region	0.808	19	51.6%	12	3.164	1	47.2%	16
Lake Geneva Region	0.497	27	46.1%	15	2.662	3	64.0%	8
Ticino	0.329	24	45.1%	20	2.056	10	56.7%	6
Graubünden	0.136	28	34.1%	14	1.816	25	61.5%	7
Aargau - Solothurn Region	0.447	21	74.7%	1	1.408	26	62.5%	3
Eastern Switzerland	0.164	27	45.6%	16	2.850	4	60.0%	4
Jura & Three-Lakes	0.131	27	80.4%	1	4.625	1	56.1%	8
Region of Fribourg	0.076	29	40.8%	25	1.449	28	29.6%	7

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	2.503	1	51.8%	7	2.371	2	45.4%	19
Genève	2.122	7	49.7%	17	2.999	1	43.4%	14
Luzern	2.965	2	58.8%	2	2.047	4	51.8%	7
Interlaken	3.963	7	58.8%	3	2.434	7	47.1%	15
Zermatt	1.021	16	48.3%	5	1.835	24	48.0%	25
Basel	0.929	17	52.5%	10	3.174	1	46.5%	18
Bern	1.398	6	45.0%	14	1.988	11	50.3%	6
Grindelwald	1.473	13	62.4%	3	2.248	19	50.8%	6
Opfikon	1.249	10	48.9%	11	1.767	6	20.9%	25
Feusisberg	14.46	1	74.0%	4	1.428	24	100.0%	2.5
Lausanne	0.737	20	51.7%	5	2.782	3	68.4%	4
Meyrin	1.051	15	59.2%	2	1.894	3	47.1%	22
Unterseen	3.886	6	61.9%	3	2.821	1	8.3%	4
Kloten	1.32	11	43.8%	25	2.197	2	39.8%	29
Lauterbrunnen	1.165	10	57.0%	3	2.251	18	14.5%	28
St. Moritz	0.591	27	31.7%	16	2.079	20	71.1%	5
Vernier	1.258	10	61.4%	1	2.557	2	43.2%	20
Matten bei Interlaken	6.868	1	58.9%	2	1.748	17	0.0%	0
Lugano	0.729	20	44.0%	23	2.437	1	61.0%	9
Kriens	2.766	5	52.0%	5	1.904	10	0.0%	0
Bachenbülach	16.59	2	80.1%	2	1.363	24	100.0%	15
Spreitenbach	2.866	6	76.7%	1	1.257	27	80.5%	16
Montreux	0.662	21	37.3%	28	2.463	2	65.2%	15
Wilderswil	2.493	2	59.4%	3	2.377	7	0.0%	0
Thun	1.627	2	52.6%	6	2.423	6	27.4%	25
Le Grand-Saconnex	1.285	12	48.6%	12	1.471	18	76.1%	6
Rümlang	0.781	17	48.5%	17	1.291	14	29.5%	26
Affoltern am Albis	4.563	3	45.8%	17	28.000	1	0.0%	0
Valaisellen	1.382	4	52.2%	8	2.134	7	80.3%	3
Vevey	1.649	4	35.4%	26	3.222	6	86.8%	5
Täsch	1.419	14	66.1%	3	1.372	22	0.0%	0
Paradiso	0.719	17	62.6%	2	1.444	25	74.8%	8
Regensdorf	1.135	5	63.9%	3	2.253	10	98.5%	15
Chur	0.423	24	53.5%	5	1.186	29	42.9%	6
Zug	0.758	19	45.9%	26	3.731	5	67.5%	10
Winterthur	0.463	19	45.8%	19	2.714	6	31.1%	20
St. Gallen	0.308	25	54.9%	6	2.397	4	71.4%	10
Ringgenberg (BE)	2.404	9	73.1%	2	2.088	20	0.0%	0
Iseltwald	4.131	1	66.9%	4	1.918	16	0.0%	0
Brienz (BE)	0.765	14	58.1%	2	2.388	4	22.5%	9
Bad Ragaz	0.546	9	30.9%	27	8.941	1	100.0%	1
Beatenberg	0.62	19	64.3%	1	1.628	28	80.7%	2
Engelberg	0.227	28	51.5%	2	1.789	25	27.2%	26
Meiringen	0.836	11	74.2%	4	1.467	20	93.9%	2
Spiez	0.49	23	33.1%	23	3.514	1	35.4%	12
Vitznau	0.793	14	73.0%	2	7.875	2	39.7%	16
Brig-Glis	0.33	21	17.9%	28	2.158	7	12.2%	4
Saanen	0.194	26	20.3%	17	2.929	12	74.0%	26
Nottwil	1.516	2	50.8%	19	1.000	27	100.0%	15
La Tour-de-Peilz	2.671	4	71.1%	2	5.762	3	0.0%	0

Source: FSO/hotel statistic

Example: In 2025, for tourists from Philippines who visited Zürich, the following further characteristics were noted:
- 2.503 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 Zürich (0.46%) vs. ON-share whole Switzerland (0.18%), see tables above.
- the share of low season months (March-May, Sept-Nov) was 51.8% (=rank 7).
- the length of stay (overnight stays/arrivals in the hotel) was 2.37 nights (=rank 2).
- the share of 4- and 5-star hotels out of all hotel nights was 45.4% (=rank 19).

Summer, winter

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
summer (May-Oct)	0.938	20	2.242	3	43.6%	13
winter (Nov-April)	1.084	10	2.225	15	49.0%	13

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)	1.077	6	2.122	11	43.4%	13
off-season II (Sept-Nov)	1.29	1	2.150	4	46.0%	10
summer core months (Jun-Aug)	0.757	24	2.405	3	45.8%	11
winter core months (Dez-Feb)	0.978	18	2.306	13	49.5%	13

Months

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
January	0.669	23	2.324	14	44.6%	16
February	0.635	21	2.406	13	52.8%	9
March	0.628	25	2.209	16	45.2%	14
April	1.463	3	2.127	8	46.8%	9
May	1.187	7	2.074	7	38.9%	16
June	1.164	7	2.444	2	42.3%	13
July	0.644	26	2.438	3	50.6%	9
August	0.530	24	2.300	3	46.2%	11
September	0.874	18	2.190	3	40.8%	14
October	1.494	2	2.120	6	45.0%	10
November	1.715	1	2.153	4	51.8%	8
December	1.578	5	2.264	11	50.2%	10

Source: FSO/hotel statistics

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