

# Research Report Korea

## Tourism goals: summary

**Market size & growth:** In 2025, the Korea market recorded 0.355 million overnights<sup>1)</sup> in Switzerland and 0.399 million overnights in 2024. With a market share of 0.81%, Korea was the 18<sup>th</sup> highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was 11.9% between 2015 and 2025. Between 2024 and 2025, the development was -11.0%. The corresponding growth ranking was 19 and 27 respectively.

**Economic value:** Korea ranks 12<sup>th</sup> with a daily expenditure value of CHF 240 (TMS 2023) and ranks 22<sup>nd</sup> with a 36.5% share of \*\*\*\*/\*\*\*\*\* nights in 2025.

**First time visitors & length of stay:** With a 71.3% figure for first-time visitors, Korea ranks 2<sup>nd</sup> (TMS 2023). With a length of stay of 1.57 overnights it ranks 28<sup>th</sup>.

**Balance:** In 2025, the 50 largest Swiss destinations accounted for 82.6% of overnights from Korea, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 15.0% (=rank 18) and 2.4% (=rank 28) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 22.7% (=rank 11) and 28.5% (=rank 3), respectively.

<sup>1)</sup> nights in hotels, unless otherwise stated

<sup>2)</sup> 51<sup>st</sup> -200<sup>th</sup> largest destinations

<sup>3)</sup> 201<sup>st</sup> largest destination and smaller

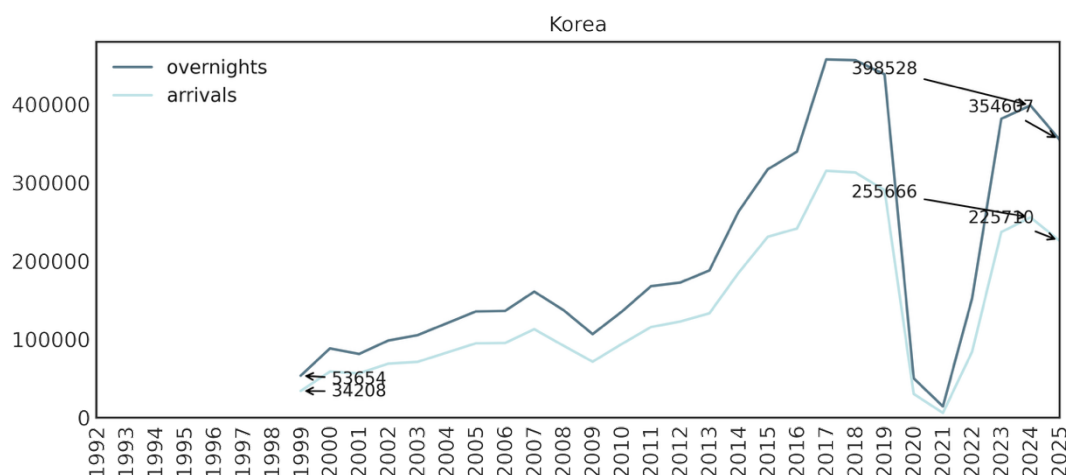
|                         |                                                                             | value    | rank |
|-------------------------|-----------------------------------------------------------------------------|----------|------|
| 1. market size & growth | 2024                                                                        | 0.399 M. | 15   |
|                         | 2025                                                                        | 0.355 M. | 18   |
|                         | 2015-25                                                                     | 11.9%    | 19   |
|                         | 2024-25                                                                     | -11.0%   | 27   |
| 2. economic value       | daily expenditures 2023 (TMS)                                               | 240      | 12   |
|                         | share ****/*****-nights 2025                                                | 36.5%    | 22   |
| 3. first time visitors  | share 2023 (TMS)                                                            | 71.3%    | 2    |
| 4. length of stay       | 2025                                                                        | 1.57     | 28   |
| 5. balance              | share off-season "March-May" of total year 2025                             | 22.7%    | 11   |
|                         | share off-season "Sept-Nov" of total year 2025                              | 28.5%    | 3    |
|                         | share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2025 | 15.0%    | 18   |
|                         | share very small destinations (201 <sup>st</sup> +) 2025                    | 2.4%     | 28   |

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2025, guests from Korea typically preferred the regions of: Bern Region and Lucerne – Lake Lucerne Region. Moreover, these guests were most overrepresented in the destinations of: Interlaken, Grindelwald, Unterseen, Meiringen and Wilderswil.

Source: FSO/hotel statistics

## Overnight volume & development



| overnights share of... | 2010 | 2015 | 2019 | 2024 | 2025 | rank | rank |
|------------------------|------|------|------|------|------|------|------|
| ...all markets         | 0.4% | 0.9% | 1.1% | 0.9% | 0.8% | 18   | 2025 |
| ...markets abroad      | 0.7% | 1.6% | 2.0% | 1.8% | 1.6% | 17   | 2025 |
| ...overseas markets    | 2.6% | 4.1% | 4.7% | 4.1% | 3.5% | 8    | 2025 |

Source: FSO/hotel statistics

## Other key metrics

|                                       | 2010   | 2015   | 2019   | 2024   | 2025   | rank | development |      | development |      |
|---------------------------------------|--------|--------|--------|--------|--------|------|-------------|------|-------------|------|
|                                       |        |        |        |        |        |      | 2015-25     | rank | 2024-25     | rank |
| overnights in millions                | 0.135  | 0.317  | 0.438  | 0.399  | 0.355  | 18   | 11.9%       | 19   | -11.0%      | 27   |
| length of stay (overnights/arrivals)  | 1.438  | 1.373  | 1.509  | 1.559  | 1.571  | 29   | 53.1%       | 2    | 12.3%       | 3    |
| density (overnights/'000 inhabitants) | 2.776  | 6.218  | 8.465  | 7.706  | 6.863  | 18   | 10.4%       | 16   | -18.9%      | 24   |
| GDP per capita in USD                 | 24'459 | 30'190 | 33'825 | 36'262 | 36'400 | 18   | 20.6%       | 27   | 7.6%        | 27   |
| population in millions                | 48.769 | 50.984 | 51.768 | 51.718 | 51.667 | 15   | 1.3%        | 26   | -0.2%       | 25   |

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

## Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

|                            | overnight-share | inhabitant-share | affinity |
|----------------------------|-----------------|------------------|----------|
| Seoul Special City         | 39.9%           | 18.7%            | 2.13     |
| Gyeonggi Province          | 30.8%           | 26.1%            | 1.18     |
| Busan Metropolitan City    | 4.4%            | 6.9%             | 0.64     |
| South Gyeongsang Province  | 3.4%            | 6.5%             | 0.52     |
| Gangwon Province           | 3.0%            | 3.0%             | 1.00     |
| Ulsan Metropolitan City    | 2.6%            | 2.2%             | 1.18     |
| Incheon Metropolitan City  | 2.4%            | 5.7%             | 0.42     |
| North Gyeongsang Province  | 2.3%            | 5.1%             | 0.45     |
| Daegu Metropolitan City    | 2.2%            | 4.8%             | 0.46     |
| South Jeolla Province      | 2.1%            | 3.5%             | 0.60     |
| Daejeon Metropolitan City  | 2.0%            | 2.8%             | 0.71     |
| North Jeolla Province      | 2.0%            | 3.6%             | 0.56     |
| Gwangju Metropolitan City  | 1.6%            | 2.9%             | 0.55     |
| Sejong                     | 0.6%            | 0.7%             | 0.86     |
| South Chungcheong Province | 0.4%            | 4.2%             | 0.10     |
| Jeju Province              | 0.4%            | 1.3%             | 0.31     |

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 | 0.135                  | 0.317 | 0.438 | 0.399 | 0.355 | 0.8%     | 18   | 11.9%          | 19      | -11.0%         | 27      |

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)            | 0.084                  | 0.182 | 0.240 | 0.199 | 0.183 | 1.1%     | 16   | 0.4%           | 22      | -8.2%          | 27      |
| mid-sized destinations (11-50)         | 0.022                  | 0.064 | 0.120 | 0.134 | 0.110 | 0.9%     | 14   | 71.1%          | 11      | -17.6%         | 29      |
| small destinations (51-200)            | 0.022                  | 0.057 | 0.068 | 0.055 | 0.053 | 0.5%     | 15   | -6.1%          | 26      | -3.0%          | 27      |
| very small destinations (201-smallest) | 0.006                  | 0.014 | 0.010 | 0.011 | 0.008 | 0.2%     | 23   | -39.3%         | 28      | -23.0%         | 29      |

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     | 0.076                  | 0.193 | 0.282 | 0.245 | 0.225 | 1.2%     | 12   | 16.5%          | 15      | -8.0%          | 27      |
| big cities   | 0.037                  | 0.068 | 0.084 | 0.088 | 0.072 | 0.5%     | 22   | 5.9%           | 23      | -17.5%         | 28      |
| small cities | 0.018                  | 0.046 | 0.054 | 0.042 | 0.039 | 0.6%     | 18   | -15.5%         | 24      | -8.6%          | 27      |
| rural        | 0.005                  | 0.010 | 0.019 | 0.024 | 0.019 | 0.3%     | 20   | 87.2%          | 3       | -22.1%         | 29      |

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         | 0.119                  | 0.286 | 0.396 | 0.357 | 0.317 | 1.0%     | 13   | 10.8%          | 18      | -11.2%         | 27      |
| French speaking area         | 0.015                  | 0.028 | 0.040 | 0.039 | 0.035 | 0.4%     | 21   | 25.4%          | 13      | -9.3%          | 28      |
| Italian speaking area        | 0.001                  | 0.003 | 0.003 | 0.003 | 0.002 | 0.1%     | 26   | -17.5%         | 26      | -17.8%         | 29      |
| Rhaeto Romanic language zone | 0.000                  | 0.000 | 0.000 | 0.000 | 0.000 | 0.0%     | 26   | 4.0%           | 20      | -10.3%         | 24      |

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                   | 0.066                  | 0.173 | 0.230 | 0.213 | 0.192 | 3.2%     | 6    | 11.3%          | 21      | -9.8%          | 26      |
| Lucerne - Lake Lucerne Region | 0.021                  | 0.046 | 0.058 | 0.041 | 0.039 | 0.9%     | 13   | -16.3%         | 24      | -4.5%          | 24      |
| Zurich Region                 | 0.020                  | 0.038 | 0.049 | 0.049 | 0.039 | 0.5%     | 21   | 2.3%           | 19      | -22.1%         | 28      |
| Valais                        | 0.005                  | 0.017 | 0.042 | 0.042 | 0.036 | 0.8%     | 15   | 106.9%         | 12      | -15.1%         | 29      |
| Geneva                        | 0.010                  | 0.016 | 0.018 | 0.018 | 0.018 | 0.5%     | 22   | 14.3%          | 19      | 5.1%           | 9       |
| Lake Geneva Region            | 0.005                  | 0.008 | 0.014 | 0.008 | 0.007 | 0.2%     | 25   | -8.6%          | 21      | -9.7%          | 26      |
| Aargau - Solothurn Region     | 0.001                  | 0.002 | 0.004 | 0.009 | 0.007 | 0.6%     | 15   | 192.3%         | 4       | -19.0%         | 28      |
| Basel Region                  | 0.004                  | 0.006 | 0.007 | 0.008 | 0.007 | 0.3%     | 22   | 9.6%           | 20      | -14.9%         | 25      |
| Graubünden                    | 0.001                  | 0.002 | 0.005 | 0.003 | 0.003 | 0.1%     | 26   | 42.3%          | 14      | 30.6%          | 3       |
| Ticino                        | 0.001                  | 0.003 | 0.003 | 0.003 | 0.002 | 0.1%     | 26   | -23.8%         | 26      | -23.7%         | 29      |
| Eastern Switzerland           | 0.001                  | 0.002 | 0.003 | 0.002 | 0.002 | 0.1%     | 26   | 13.5%          | 12      | 17.5%          | 7       |
| Region of Fribourg            | 0.000                  | 0.002 | 0.003 | 0.002 | 0.001 | 0.1%     | 22   | -59.9%         | 27      | -63.2%         | 29      |
| Jura & Three-Lakes            | 0.001                  | 0.001 | 0.001 | 0.001 | 0.001 | 0.1%     | 25   | -20.3%         | 21      | -34.5%         | 27      |

Source: FSO/hotel statistics

Example: Tourists from Korea generate the most overnight stays in Bern Region of any Swiss region, namely 0.192 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, 3.2% of their total tourism volume comes from Korea, making this source market the 6<sup>th</sup> most important market for this region (out of 29 ST markets overall). With a 11.3% development in overnight stays between 2014 and 2024, Korea ranks 21<sup>st</sup>. In other words, in reference to the development of overnight stays, 20 other source markets had a stronger performance and 8 had a weaker performance.

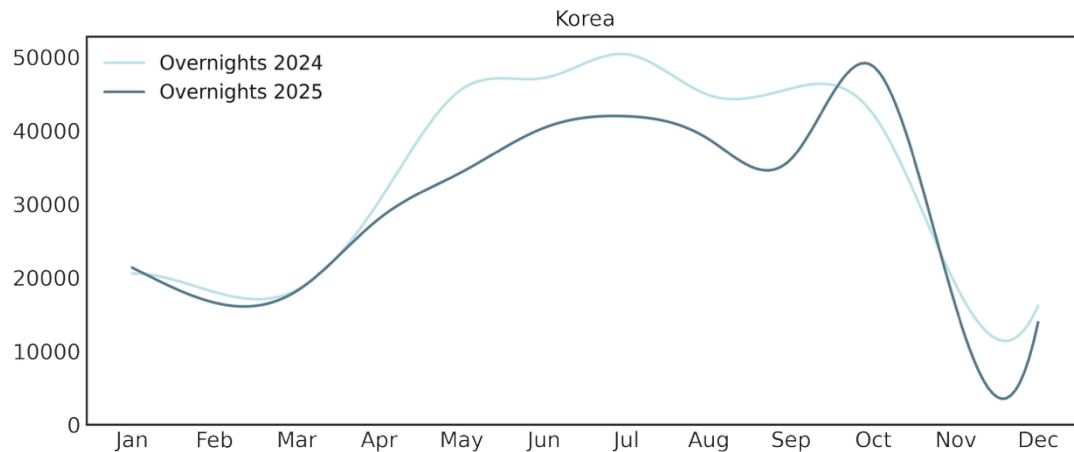
Top 50 destinations

|                       | 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 |
| Interlaken            | 0.037                  | 0.074 | 0.1   | 0.073 | 0.072 | 8.2%     | 4    | -2.1%          | 22      | -0.5%          | 21      |         |
| Grindelwald           | 0.005                  | 0.027 | 0.056 | 0.079 | 0.061 | 8.0%     | 4    | 129.7%         | 13      | -23.0%         | 28      |         |
| Luzern                | 0.012                  | 0.033 | 0.037 | 0.03  | 0.03  | 2.0%     | 8    | -9.2%          | 23      | 1.6%           | 20      |         |
| Zermatt               | 0.002                  | 0.013 | 0.026 | 0.023 | 0.021 | 1.2%     | 14   | 57.4%          | 18      | -10.9%         | 27      |         |
| Zürich                | 0.011                  | 0.022 | 0.029 | 0.023 | 0.02  | 0.5%     | 22   | -6.5%          | 25      | -11.6%         | 27      |         |
| Unterseen             | 0.004                  | 0.008 | 0.016 | 0.015 | 0.015 | 8.0%     | 3    | 88.9%          | 17      | -0.7%          | 6       |         |
| Genève                | 0.008                  | 0.012 | 0.013 | 0.011 | 0.011 | 0.5%     | 21   | -5.6%          | 25      | 2.8%           | 11      |         |
| Bern                  | 0.005                  | 0.011 | 0.014 | 0.013 | 0.009 | 0.9%     | 18   | -13.7%         | 27      | -27.6%         | 28      |         |
| Opfikon               | 0.004                  | 0.008 | 0.008 | 0.015 | 0.009 | 1.0%     | 14   | 13.9%          | 10      | -40.5%         | 28      |         |
| Wilderswil            | 0.009                  | 0.022 | 0.014 | 0.005 | 0.008 | 6.5%     | 5    | -63.3%         | 27      | 60.1%          | 2       |         |
| Basel                 | 0.003                  | 0.006 | 0.007 | 0.007 | 0.006 | 0.4%     | 22   | 7.7%           | 23      | -13.5%         | 25      |         |
| Meiringen             | 0.001                  | 0.002 | 0.001 | 0.002 | 0.006 | 7.2%     | 5    | 152.5%         | 13      | 203.5%         | 1       |         |
| Leukerbad             | 0.001                  | 0.001 | 0.004 | 0.005 | 0.004 | 2.0%     | 4    | 190.2%         | 6       | -22.5%         | 26      |         |
| Sion                  | 0                      | 0     | 0     | 0.003 | 0.004 | 4.0%     | 4    | 60371.4%       | 2       | 23.7%          | 8       |         |
| Lauterbrunnen         | 0.002                  | 0.005 | 0.008 | 0.004 | 0.004 | 0.7%     | 16   | -20.8%         | 23      | -0.2%          | 23      |         |
| Meyrin                | 0.002                  | 0.002 | 0.002 | 0.004 | 0.004 | 0.5%     | 21   | 82.8%          | 11      | 3.3%           | 9       |         |
| Kloten                | 0.001                  | 0.003 | 0.002 | 0.004 | 0.004 | 0.7%     | 20   | 39.6%          | 23      | -13.7%         | 27      |         |
| Lausanne              | 0.002                  | 0.003 | 0.006 | 0.004 | 0.003 | 0.3%     | 24   | 0.0%           | 25      | -25.0%         | 27      |         |
| Egerkingen            | 0                      | 0.001 | 0.001 | 0.001 | 0.003 | 3.5%     | 6    | 109.1%         | 7       | 172.8%         | 10      |         |
| Adelboden             | 0                      | 0.002 | 0.005 | 0.003 | 0.003 | 1.2%     | 9    | 58.4%          | 16      | -18.2%         | 23      |         |
| Kriens                | 0                      | 0.004 | 0.002 | 0.002 | 0.002 | 1.6%     | 14   | -43.6%         | 28      | -7.2%          | 20      |         |
| Feusisberg            | 0                      | 0     | 0.003 | 0.002 | 0.002 | 3.3%     | 4    | 6531.0%        | 2       | -3.0%          | 19      |         |
| Matten bei Interlaken | 0.001                  | 0.006 | 0.008 | 0.002 | 0.002 | 3.0%     | 9    | -71.0%         | 28      | -13.2%         | 15      |         |
| Vernier               | 0                      | 0.001 | 0.001 | 0.001 | 0.002 | 0.5%     | 21   | 84.8%          | 25      | 96.7%          | 2       |         |
| Spiez                 | 0                      | 0     | 0.001 | 0.002 | 0.002 | 1.1%     | 9    | 1221.4%        | 3       | -23.1%         | 23      |         |
| Weggis                | 0                      | 0     | 0.006 | 0.002 | 0.002 | 0.8%     | 12   | 652.0%         | 2       | 1.5%           | 17      |         |
| Ostermundigen         | 0                      | 0     | 0     | 0.003 | 0.002 | 2.9%     | 5    | inf            | 7.5     | -45.8%         | 27      |         |
| Spreitenbach          | 0                      | 0     | 0.001 | 0.002 | 0.001 | 1.0%     | 14   | 15533.3%       | 3       | -27.5%         | 25      |         |
| Täsch                 | 0                      | 0.001 | 0.006 | 0.002 | 0.001 | 1.2%     | 19   | 64.8%          | 21      | -27.8%         | 27      |         |
| Martigny              | 0                      | 0.001 | 0.002 | 0.003 | 0.001 | 1.3%     | 8    | 82.4%          | 16      | -53.8%         | 29      |         |
| Ittigen               | 0                      | 0     | 0     | 0.002 | 0.001 | 4.3%     | 4    | 1582.7%        | 6       | -36.6%         | 26      |         |
| St. Moritz            | 0.001                  | 0.001 | 0.002 | 0.001 | 0.001 | 0.1%     | 27   | 15.8%          | 19      | 59.2%          | 1       |         |
| Montreux              | 0.001                  | 0.003 | 0.003 | 0.002 | 0.001 | 0.2%     | 25   | -61.0%         | 28      | -28.3%         | 29      |         |
| Le Grand-Saconnex     | 0                      | 0     | 0.002 | 0.001 | 0.001 | 0.7%     | 19   | 208.2%         | 3       | -9.7%          | 10      |         |
| Ringgenberg (BE)      | 0                      | 0.003 | 0.002 | 0.001 | 0.001 | 2.8%     | 11   | -66.1%         | 29      | -11.3%         | 23      |         |
| Rümlang               | 0                      | 0.003 | 0.002 | 0.002 | 0.001 | 0.4%     | 22   | -61.2%         | 26      | -51.1%         | 29      |         |
| Thun                  | 0                      | 0.001 | 0     | 0.003 | 0.001 | 0.6%     | 16   | 65.8%          | 22      | -62.2%         | 29      |         |
| Lenk                  | 0                      | 0     | 0.001 | 0     | 0.001 | 0.8%     | 8    | 3230.0%        | 3       | 119.6%         | 4       |         |
| Saillon               | 0                      | 0     | 0     | 0.001 | 0.001 | 1.3%     | 6    | inf            | 3       | -25.8%         | 18      |         |
| Bönigen               | 0                      | 0     | 0     | 0.001 | 0.001 | 3.2%     | 8    | 1148.0%        | 7       | 1.4%           | 17      |         |
| Döttingen             | 0                      | 0     | 0     | 0.001 | 0.001 | 1.5%     | 7    | inf            | 15      | -7.7%          | 17      |         |
| Oftringen             | 0                      | 0     | 0     | 0.002 | 0.001 | 2.5%     | 6    | inf            | 7.5     | -59.1%         | 24      |         |
| Lugano                | 0.001                  | 0.002 | 0.001 | 0.001 | 0.001 | 0.1%     | 26   | -47.3%         | 28      | -15.0%         | 29      |         |
| Winterthur            | 0.001                  | 0.001 | 0.001 | 0.001 | 0.001 | 0.4%     | 18   | -10.2%         | 24      | 55.7%          | 4       |         |
| Brienz (BE)           | 0                      | 0     | 0.001 | 0.001 | 0.001 | 0.7%     | 16   | 359.6%         | 10      | 10.2%          | 4       |         |
| Ennetbürgen           | 0                      | 0     | 0.002 | 0.001 | 0.001 | 2.1%     | 7    | 965.7%         | 14      | -40.4%         | 27      |         |
| Saas-Fee              | 0                      | 0     | 0     | 0     | 0.001 | 0.3%     | 19   | 1609.5%        | 1       | 60.6%          | 5       |         |
| Rothrist              | 0                      | 0     | 0     | 0.002 | 0.001 | 2.3%     | 6    | 1660.6%        | 2       | -70.0%         | 26      |         |
| St. Gallen            | 0                      | 0.001 | 0.002 | 0     | 0.001 | 0.2%     | 25   | 14.0%          | 23      | 17.0%          | 7       |         |
| Val de Bagnes         | 0                      | 0     | 0     | 0     | 0.001 | 0.3%     | 21   | 1061.2%        | 1       | 28.7%          | 7       |         |

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    |
|                    | 2025                   | 2025  | 2025  | 2025  | 2025  | 2025     | 2025 | 2015-25        | 2015-25 | 2024-25        | 2024-25 |
| summer (May-Oct)   | 0.089                  | 0.205 | 0.299 | 0.276 | 0.240 | 1.0%     | 16   | 17.4%          | 18      | -12.9%         | 27      |
| winter (Nov-April) | 0.046                  | 0.112 | 0.139 | 0.123 | 0.114 | 0.6%     | 18   | 1.7%           | 21      | -6.8%          | 27      |

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    |
|                              | 2010                   | 2015  | 2019  | 2024  | 2025  | 2025     | 2025 | 2015-25        | 2015-25 | 2024-25        | 2024-25 |
| off-season I (March-May)     | 0.031                  | 0.070 | 0.099 | 0.094 | 0.081 | 0.8%     | 18   | 15.1%          | 18      | -14.6%         | 27      |
| off-season II (Sept-Nov)     | 0.034                  | 0.079 | 0.102 | 0.107 | 0.101 | 1.0%     | 13   | 27.2%          | 16      | -5.7%          | 24      |
| summer core months (Jun-Aug) | 0.050                  | 0.114 | 0.173 | 0.142 | 0.121 | 0.9%     | 18   | 5.9%           | 21      | -14.9%         | 28      |
| winter core months (Dez-Feb) | 0.020                  | 0.053 | 0.065 | 0.055 | 0.052 | 0.5%     | 21   | -2.4%          | 23      | -5.2%          | 26      |

Months

|           | overnights in millions |       |       |       |       | ON share |      | ON development |         | ON development |         |
|-----------|------------------------|-------|-------|-------|-------|----------|------|----------------|---------|----------------|---------|
|           | 2010                   | 2015  | 2019  | 2024  | 2025  | 2025     | rank | 2015-25        | rank    | 2024-25        | rank    |
|           | 2010                   | 2015  | 2019  | 2024  | 2025  | 2025     | 2025 | 2015-25        | 2015-25 | 2024-25        | 2024-25 |
| January   | 0.008                  | 0.023 | 0.023 | 0.021 | 0.021 | 0.7%     | 16   | -7.6%          | 24      | 4.1%           | 19      |
| February  | 0.006                  | 0.017 | 0.021 | 0.018 | 0.017 | 0.5%     | 20   | 0.0%           | 20      | -8.0%          | 22      |
| March     | 0.008                  | 0.019 | 0.022 | 0.018 | 0.018 | 0.5%     | 20   | -4.1%          | 16      | -0.8%          | 14      |
| April     | 0.010                  | 0.022 | 0.033 | 0.030 | 0.028 | 1.0%     | 14   | 25.4%          | 17      | -7.8%          | 27      |
| May       | 0.014                  | 0.029 | 0.043 | 0.046 | 0.034 | 1.0%     | 13   | 19.8%          | 18      | -24.7%         | 28      |
| June      | 0.014                  | 0.030 | 0.050 | 0.047 | 0.040 | 1.0%     | 13   | 34.7%          | 11      | -14.4%         | 27      |
| July      | 0.019                  | 0.043 | 0.062 | 0.050 | 0.042 | 0.8%     | 17   | -2.6%          | 23      | -16.8%         | 27      |
| August    | 0.018                  | 0.041 | 0.060 | 0.045 | 0.039 | 0.8%     | 18   | -6.2%          | 24      | -13.4%         | 26      |
| September | 0.013                  | 0.029 | 0.040 | 0.046 | 0.036 | 0.9%     | 16   | 24.3%          | 17      | -21.0%         | 29      |
| October   | 0.012                  | 0.032 | 0.043 | 0.042 | 0.049 | 1.4%     | 10   | 50.1%          | 9       | 15.5%          | 1       |
| November  | 0.008                  | 0.018 | 0.019 | 0.019 | 0.016 | 0.7%     | 18   | -9.8%          | 24      | -15.7%         | 28      |
| December  | 0.006                  | 0.013 | 0.020 | 0.016 | 0.014 | 0.4%     | 23   | 3.4%           | 26      | -13.9%         | 28      |

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 |          |           | 51.2%            | 5         | 1.571          | 28        | 36.5%               | 22        |

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)            | 1.412    | 14        | 50.1%            | 7         | 1.546          | 29        | 40.6%               | 25        |
| mid-sized destinations (11-50)         | 1.085    | 5         | 53.7%            | 2         | 1.793          | 25        | 32.2%               | 28        |
| small destinations (51-200)            | 0.666    | 18        | 49.8%            | 7         | 1.315          | 29        | 35.0%               | 18        |
| very small destinations (201-smallest) | 0.192    | 28        | 49.5%            | 8         | 1.509          | 28        | 14.6%               | 19        |

Tourism zone

|              | affinity |           | share off season |           | length of stay |           | ****/***** ON share |           |
|--------------|----------|-----------|------------------|-----------|----------------|-----------|---------------------|-----------|
|              | 2025     | rank 2025 | 2025             | rank 2025 | 2025           | rank 2025 | 2025                | rank 2025 |
| mountain     | 1.54     | 1         | 51.7%            | 5         | 1.602          | 28        | 31.7%               | 25        |
| big cities   | 0.66     | 29        | 48.8%            | 13        | 1.641          | 28        | 40.3%               | 22        |
| small cities | 0.73     | 26        | 51.1%            | 9         | 1.417          | 28        | 48.4%               | 14        |
| rural        | 0.40     | 24        | 54.4%            | 5         | 1.341          | 29        | 54.7%               | 4         |

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         | 1.254    | 1         | 51.5%            | 5         | 1.552          | 28        | 35.9%               | 22        |
| French speaking area         | 0.470    | 28        | 48.9%            | 10        | 1.773          | 26        | 41.0%               | 19        |
| Italian speaking area        | 0.110    | 29        | 49.1%            | 8         | 1.530          | 26        | 56.4%               | 6         |
| Rhaeto Romanic language zone | 0.014    | 27        | 15.4%            | 26        | 1.773          | 21        | 15.4%               | 5         |

Tourism region

|                               | affinity |           | share off season |           | length of stay |           | ****/***** ON share |           |
|-------------------------------|----------|-----------|------------------|-----------|----------------|-----------|---------------------|-----------|
|                               | 2025     | rank 2025 | 2025             | rank 2025 | 2025           | rank 2025 | 2025                | rank 2025 |
| Bern Region                   | 3.914    | 1         | 53.5%            | 4         | 1.665          | 28        | 32.6%               | 18        |
| Lucerne - Lake Lucerne Region | 1.146    | 10        | 51.2%            | 5         | 1.336          | 28        | 43.3%               | 10        |
| Zurich Region                 | 0.632    | 27        | 49.8%            | 11        | 1.411          | 29        | 39.9%               | 25        |
| Valais                        | 0.979    | 16        | 42.2%            | 9         | 1.324          | 29        | 30.8%               | 22        |
| Geneva                        | 0.592    | 26        | 49.1%            | 17        | 2.315          | 7         | 43.0%               | 19        |
| Lake Geneva Region            | 0.298    | 29        | 54.6%            | 2         | 1.733          | 26        | 56.0%               | 15        |
| Aargau - Solothurn Region     | 0.713    | 15        | 61.2%            | 3         | 1.202          | 29        | 58.8%               | 4         |
| Basel Region                  | 0.432    | 24        | 45.5%            | 20        | 1.895          | 23        | 39.6%               | 22        |
| Graubünden                    | 0.076    | 29        | 35.1%            | 11        | 2.225          | 17        | 46.3%               | 18        |
| Ticino                        | 0.109    | 29        | 45.2%            | 19        | 1.435          | 27        | 53.1%               | 11        |
| Eastern Switzerland           | 0.111    | 29        | 53.2%            | 4         | 1.832          | 26        | 51.7%               | 7         |
| Region of Fribourg            | 0.177    | 20        | 22.5%            | 29        | 2.005          | 5         | 26.4%               | 10        |
| Jura & Three-Lakes            | 0.124    | 28        | 45.3%            | 23        | 2.112          | 19        | 67.3%               | 5         |

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 |
| Interlaken            | 10.17    | 1         | 52.4%            | 7         | 1.550          | 28        | 41.3%            | 19        |
| Grindelwald           | 9.923    | 1         | 57.7%            | 4         | 1.974          | 24        | 30.7%            | 25        |
| Luzern                | 2.523    | 6         | 51.7%            | 9         | 1.346          | 28        | 45.9%            | 13        |
| Zermatt               | 1.494    | 11        | 42.6%            | 10        | 1.493          | 29        | 40.1%            | 28        |
| Zürich                | 0.598    | 27        | 49.8%            | 10        | 1.469          | 29        | 37.5%            | 28        |
| Unterseen             | 9.861    | 1         | 57.5%            | 4         | 2.224          | 20        | 2.1%             | 18        |
| Genève                | 0.6      | 26        | 53.4%            | 6         | 2.911          | 3         | 42.9%            | 15        |
| Bern                  | 1.07     | 15        | 43.2%            | 20        | 1.542          | 27        | 40.4%            | 13        |
| Opfikon               | 1.272    | 8         | 52.5%            | 6         | 1.359          | 26        | 16.1%            | 29        |
| Wilderswil            | 8.104    | 1         | 48.7%            | 15        | 1.080          | 29        | 0.0%             | 0         |
| Basel                 | 0.476    | 24        | 46.5%            | 19        | 1.934          | 22        | 40.3%            | 22        |
| Meiringen             | 8.92     | 1         | 54.8%            | 6         | 1.471          | 19        | 14.7%            | 28        |
| Leukerbad             | 2.477    | 1         | 42.4%            | 10        | 1.009          | 27        | 9.4%             | 25        |
| Sion                  | 4.906    | 2         | 49.0%            | 9         | 1.111          | 28        | 0.0%             | 13        |
| Lauterbrunnen         | 0.856    | 17        | 55.9%            | 4         | 1.324          | 29        | 59.6%            | 1         |
| Meyrin                | 0.671    | 25        | 45.9%            | 17        | 1.567          | 11        | 40.4%            | 27        |
| Kloten                | 0.898    | 20        | 50.5%            | 14        | 1.165          | 29        | 64.2%            | 15        |
| Lausanne              | 0.389    | 29        | 47.9%            | 18        | 1.876          | 26        | 51.2%            | 16        |
| Egerkingen            | 4.378    | 5         | 67.1%            | 6         | 1.218          | 25        | 99.8%            | 7         |
| Adelboden             | 1.486    | 3         | 57.4%            | 2         | 1.519          | 26        | 97.5%            | 3         |
| Kriens                | 1.956    | 7         | 48.0%            | 9         | 1.211          | 29        | 0.0%             | 0         |
| Feusisberg            | 4.129    | 3         | 37.8%            | 22        | 1.086          | 29        | 99.8%            | 5         |
| Matten bei Interlaken | 3.692    | 4         | 27.9%            | 29        | 1.712          | 20        | 0.0%             | 0         |
| Vernier               | 0.607    | 26        | 38.6%            | 27        | 2.332          | 5         | 52.3%            | 13        |
| Spiez                 | 1.421    | 4         | 51.2%            | 6         | 1.943          | 20        | 34.2%            | 15        |
| Weggis                | 0.957    | 6         | 37.0%            | 23        | 1.214          | 28        | 9.3%             | 29        |
| Ostermundigen         | 3.628    | 4         | 52.1%            | 12        | 1.115          | 27        | 100.0%           | 15        |
| Spreitenbach          | 1.296    | 10        | 48.4%            | 15        | 1.130          | 29        | 90.2%            | 9         |
| Täsch                 | 1.458    | 13        | 39.6%            | 15        | 1.162          | 29        | 0.0%             | 0         |
| Martigny              | 1.58     | 4         | 58.3%            | 2         | 1.044          | 29        | 11.3%            | 27        |
| Ittigen               | 5.343    | 2         | 42.2%            | 16        | 1.114          | 25        | 0.0%             | 0         |
| St. Moritz            | 0.183    | 29        | 32.2%            | 13        | 2.670          | 8         | 44.2%            | 24        |
| Montreux              | 0.292    | 29        | 49.1%            | 5         | 1.577          | 24        | 55.2%            | 25        |
| Le Grand-Saconnex     | 0.895    | 20        | 34.7%            | 27        | 1.598          | 8         | 38.8%            | 28        |
| Ringgenberg (BE)      | 3.421    | 5         | 48.0%            | 11        | 2.111          | 18        | 0.0%             | 0         |
| Rümlang               | 0.515    | 24        | 48.5%            | 18        | 1.137          | 28        | 41.6%            | 24        |
| Thun                  | 0.737    | 15        | 48.7%            | 11        | 1.556          | 28        | 66.3%            | 7         |
| Lenk                  | 1.048    | 3         | 26.6%            | 14        | 1.734          | 22        | 99.5%            | 3         |
| Saillon               | 1.629    | 5         | 49.9%            | 10        | 1.049          | 28        | 100.0%           | 8.5       |
| Bönigen               | 3.956    | 3         | 56.5%            | 5         | 1.542          | 27        | 0.0%             | 14        |
| Döttingen             | 1.851    | 3         | 48.5%            | 9         | 1.110          | 28        | 0.0%             | 15        |
| Oftringen             | 3.124    | 4         | 65.3%            | 8         | 1.058          | 25        | 0.0%             | 0         |
| Lugano                | 0.185    | 29        | 43.0%            | 26        | 1.867          | 19        | 68.2%            | 5         |
| Winterthur            | 0.452    | 21        | 43.5%            | 23        | 2.915          | 2         | 58.4%            | 1         |
| Brienz (BE)           | 0.886    | 10        | 52.4%            | 3         | 2.000          | 13        | 4.4%             | 29        |
| Ennetbürgen           | 2.622    | 4         | 60.2%            | 3         | 1.371          | 26        | 100.0%           | 15        |
| Saas-Fee              | 0.328    | 18        | 25.1%            | 21        | 2.258          | 25        | 65.0%            | 7         |
| Rothrist              | 2.839    | 5         | 75.7%            | 8         | 1.054          | 23        | 0.0%             | 0         |
| St. Gallen            | 0.227    | 28        | 50.9%            | 15        | 1.383          | 28        | 84.6%            | 2         |
| Val de Bagnes         | 0.419    | 21        | 0.9%             | 29        | 3.251          | 16        | 57.1%            | 11        |

Source: FSO/hotel statistic

Example: In 2025, for tourists from Korea who visited Interlaken, the following further characteristics were noted:  
- 10.172 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 Interlaken (8.21%) vs. ON-share whole Switzerland (0.81%), see tables above.  
- the share of low season months (March-May, Sept-Nov) was 52.4% (=rank 7).  
- the length of stay (overnight stays/arrivals in the hotel) was 1.55 nights (=rank 28).  
- the share of 4- and 5-star hotels out of all hotel nights was 41.3% (=rank 19).

Summer, winter

|                    | affinity |           | length of stay |           | ****/***** share |           |
|--------------------|----------|-----------|----------------|-----------|------------------|-----------|
|                    | 2025     | rank 2025 | 2025           | rank 2025 | 2025             | rank 2025 |
| summer (May-Oct)   | 1.183    | 4         | 1.560          | 28        | 37.0%            | 17        |
| winter (Nov-April) | 0.754    | 26        | 1.595          | 28        | 35.3%            | 28        |

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)     | 1.025    | 11        | 1.566          | 28        | 37.0%            | 21        |
| off-season II (Sept-Nov)     | 1.253    | 3         | 1.578          | 28        | 37.7%            | 19        |
| summer core months (Jun-Aug) | 1.066    | 11        | 1.560          | 28        | 36.7%            | 18        |
| winter core months (Dez-Feb) | 0.636    | 26        | 1.592          | 29        | 32.8%            | 28        |

Months

|           | affinity |           | length of stay |           | ****/***** share |           |
|-----------|----------|-----------|----------------|-----------|------------------|-----------|
|           | 2025     | rank 2025 | 2025           | rank 2025 | 2025             | rank 2025 |
| January   | 0.829    | 19        | 1.546          | 29        | 30.8%            | 29        |
| February  | 0.613    | 22        | 1.594          | 29        | 31.7%            | 28        |
| March     | 0.671    | 24        | 1.627          | 28        | 35.4%            | 28        |
| April     | 1.195    | 8         | 1.560          | 29        | 38.4%            | 19        |
| May       | 1.224    | 4         | 1.541          | 28        | 36.7%            | 20        |
| June      | 1.201    | 6         | 1.559          | 28        | 36.0%            | 19        |
| July      | 1.053    | 10        | 1.545          | 28        | 36.9%            | 18        |
| August    | 0.965    | 17        | 1.577          | 28        | 37.4%            | 18        |
| September | 1.085    | 6         | 1.539          | 28        | 37.6%            | 16        |
| October   | 1.736    | 1         | 1.589          | 28        | 37.7%            | 19        |
| November  | 0.837    | 19        | 1.635          | 26        | 38.0%            | 22        |
| December  | 0.484    | 28        | 1.665          | 29        | 37.3%            | 27        |

Source: FSO/hotel statistics

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