

# Research Report India

## Tourism goals: summary

**Market size & growth:** In 2025, the India market recorded 0.678 million overnights<sup>1)</sup> in Switzerland and 0.667 million overnights in 2024. With a market share of 1.54%, India was the 10<sup>th</sup> highest ranked source market (out of a total of 29 ST markets) in 2025. The growth rate for overnights was 14.6% between 2015 and 2025. Between 2024 and 2025, the development was 1.8%. The corresponding growth ranking was 17 and 19 respectively.

**Economic value:** India ranks 7<sup>th</sup> with a daily expenditure value of CHF 280 (TMS 2023) and ranks 9<sup>th</sup> with a 47.9% share of \*\*\*\*/\*\*\*\*\* nights in 2025.

**First time visitors & length of stay:** With a 79.2% figure for first-time visitors, India ranks 1<sup>st</sup> (TMS 2023). With a length of stay of 2.22 overnights it ranks 7<sup>th</sup>.

**Balance:** In 2025, the 50 largest Swiss destinations accounted for 76.6% of overnights from India, while the percentage split amongst the small<sup>2)</sup> and very small<sup>3)</sup> destinations was 20.1% (=rank 11) and 3.3% (=rank 21) respectively. Finally, the percentage split of the low season months "March-May" and "September-November" was 32.6% (=rank 2) and 20.7% (=rank 21), 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

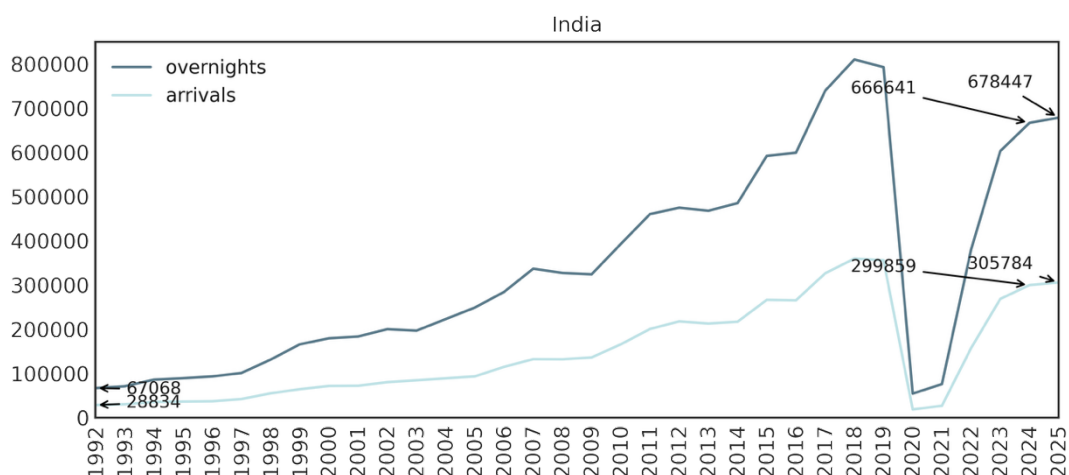
		value	rank
1. market size & growth	2024	0.667 M.	10
	2025	0.678 M.	10
	2015-25	14.6%	17
	2024-25	1.8%	19
2. economic value	daily expenditures 2023 (TMS)	280	7
	share ****/*****-nights 2025	47.9%	9
3. first time visitors	share 2023 (TMS)	79.2%	1
4. length of stay	2025	2.22	7
5. balance	share off-season "March-May" of total year 2025	32.6%	2
	share off-season "Sept-Nov" of total year 2025	20.7%	21
	share small destinations (51 <sup>st</sup> -200 <sup>th</sup> largest) 2025	20.1%	11
	share very small destinations (201 <sup>st</sup> +) 2025	3.3%	21

Source: FSO/hotel statistics, unless otherwise stated

**Regions and destinations with a high market affinity:** In 2025, guests from India typically preferred the regions of: Aargau – Solothurn Region, Lucerne – Lake Lucerne Region, Zurich Region and Bern Region. Moreover, these guests were most overrepresented in the destinations of: Döttingen, Bachenbülach, Engelberg, Neuenkrich and Kriens.

Source: FSO/hotel statistics

## Overnight volume & development



overnights share of...	2010	2015	2019	2024	2025	rank
...all markets	1.1%	1.7%	2.0%	1.6%	1.5%	10
...markets abroad	1.9%	3.0%	3.7%	3.0%	3.0%	9
...overseas markets	7.5%	7.6%	8.4%	6.8%	6.7%	4

Source: FSO/hotel statistics

## Other key metrics

	2010	2015	2019	2024	2025	rank	development		development	
							2015-25	rank	2024-25	rank
overnights in millions	0.393	0.592	0.793	0.667	0.678	10	14.6%	17	1.8%	19
length of stay (overnights/arrivals)	2.367	2.222	2.226	2.223	2.219	7	-0.2%	6	-0.6%	10
density (overnights/1'000 inhabitants)	0.316	0.446	0.571	0.459	0.463	28	4.0%	17	-18.8%	23
GDP per capita in USD	1'280	1'572	2'020	2'653	2'761	29	75.6%	4	36.7%	7
population in millions	1243.482	1328.024	1389.030	1450.936	1463.866	1	10.2%	8	5.4%	10

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

## Guest origin

(leisure tourists in Swiss hotels & supplementary accommodations)

	overnight-share	inhabitant-share	affinity
Maharashtra	29.8%	9.0%	3.31
Karnataka	14.1%	4.7%	3.00
Delhi	11.4%	2.3%	4.96
Gujarat	6.1%	4.6%	1.33
Tamil Nadu	5.6%	5.6%	1.00
Haryana	5.3%	1.8%	2.94
West Bengal	5.1%	6.7%	0.76
Uttar Pradesh	4.5%	15.5%	0.29
Kerala	4.4%	2.3%	1.91
Telangana	2.9%	2.4%	1.21
Punjab	2.3%	2.3%	1.00
Rajasthan	1.8%	5.3%	0.34
Andhra Pradesh	1.4%	5.0%	0.28
Madhya Pradesh	1.0%	6.0%	0.17
Uttarakhand	1.0%	0.8%	1.25
Jharkhand	0.8%	2.7%	0.30
Assam	0.5%	2.6%	0.19
Orissa	0.5%	3.3%	0.15
Chandigarh	0.4%	0.1%	4.00
Goa	0.3%	0.1%	3.00
Jammu and Kashmir	0.3%	1.0%	0.30
Bihar	0.2%	7.6%	0.03
Chhattisgarh	0.2%	2.3%	0.09

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	0.393	0.592	0.793	0.667	0.678	1.5%	10	14.6%	17	1.8%	19

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)	0.206	0.304	0.386	0.359	0.348	2.2%	8	14.4%	16	-3.2%	22
mid-sized destinations (11-50)	0.118	0.162	0.193	0.171	0.172	1.4%	11	5.8%	20	0.6%	22
small destinations (51-200)	0.052	0.095	0.162	0.117	0.136	1.4%	9	43.7%	14	17.0%	4
very small destinations (201-smallest)	0.017	0.031	0.051	0.020	0.023	0.4%	15	-26.5%	26	11.4%	3

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	0.121	0.205	0.273	0.268	0.249	1.8%	10	21.5%	16	-6.8%	26
mountain	0.177	0.222	0.282	0.231	0.238	1.3%	11	7.4%	18	3.3%	16
rural	0.028	0.076	0.122	0.072	0.096	1.7%	8	26.8%	10	34.3%	2
small cities	0.066	0.089	0.116	0.097	0.095	1.5%	8	6.3%	17	-2.2%	24

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	0.315	0.504	0.682	0.563	0.579	1.8%	7	14.9%	16	2.9%	13
French speaking area	0.073	0.080	0.099	0.092	0.088	1.0%	16	9.9%	19	-4.1%	24
Italian speaking area	0.004	0.008	0.012	0.012	0.011	0.4%	17	45.2%	12	-7.3%	27
Rhaeto Romanic language zone	0.000	0.000	0.000	0.000	0.000	0.0%	21	233.3%	2	32.2%	10

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	0.088	0.189	0.270	0.205	0.199	2.6%	6	5.1%	15	-2.8%	23
Bern Region	0.069	0.090	0.123	0.140	0.146	2.4%	8	62.8%	13	4.0%	10
Lucerne - Lake Lucerne Region	0.129	0.162	0.184	0.125	0.118	2.8%	6	-26.8%	27	-5.6%	26
Geneva	0.033	0.035	0.045	0.052	0.048	1.3%	14	38.4%	11	-7.7%	27
Aargau - Solothurn Region	0.004	0.020	0.035	0.026	0.044	3.5%	3	117.2%	9	67.7%	2
Lake Geneva Region	0.035	0.040	0.047	0.034	0.034	1.1%	11	-14.8%	23	0.5%	21
Valais	0.010	0.014	0.022	0.027	0.029	0.6%	18	107.3%	11	8.3%	11
Basel Region	0.011	0.019	0.026	0.023	0.023	1.2%	10	23.1%	15	-1.0%	19
Graubünden	0.004	0.006	0.017	0.013	0.018	0.3%	20	205.5%	1	30.9%	2
Ticino	0.004	0.008	0.012	0.012	0.011	0.4%	17	42.7%	12	-7.9%	27
Eastern Switzerland	0.004	0.008	0.006	0.006	0.007	0.3%	16	-15.3%	24	5.8%	18
Jura & Three-Lakes	0.001	0.002	0.003	0.002	0.002	0.3%	17	4.0%	13	-0.2%	14
Region of Fribourg	0.001	0.001	0.002	0.001	0.001	0.2%	20	-22.1%	19	-14.4%	22

Source: FSO/hotel statistics

Example: Tourists from India generate the most overnight stays in Zurich Region of any Swiss region, namely 0.199 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, 2.6% of their total tourism volume comes from India, making this source market the 6<sup>th</sup> most important market for this region (out of 29 ST markets overall). With a 5.1% development in overnight stays between 2015 and 2025, India ranks 15<sup>th</sup>. In other words, in reference to the development of overnight stays, 14 other source markets had a stronger performance and 14 had a weaker performance.

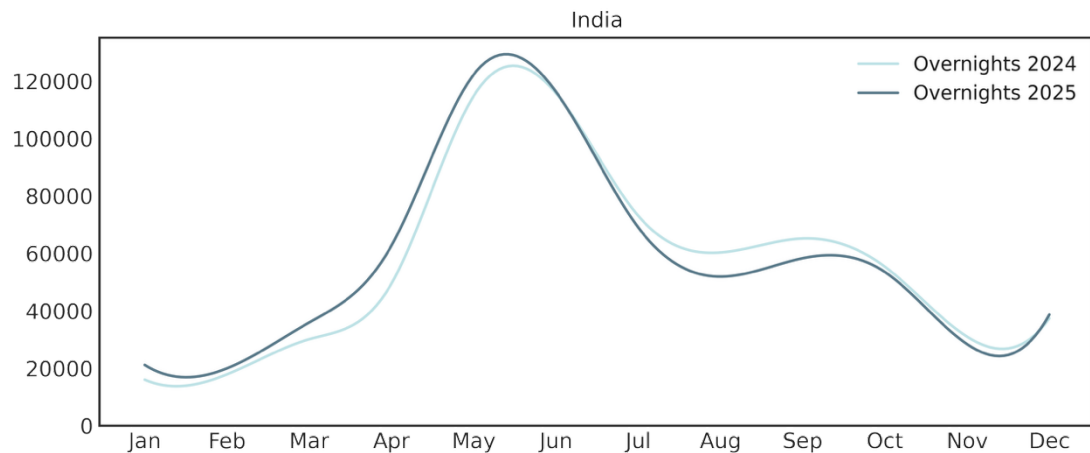
Top 50 destinations

	overnights in millions					ON share		ON development		ON development		
	overnights	2010	2015	2019	2024	2025	rank		rank		rank	
							2025	2025	2015-25	2015-25	2024-25	2024-25
Zürich	0.045	0.085	0.125	0.105	0.102	2.4%	7	20.0%	12	-2.6%	22	
Interlaken	0.046	0.053	0.061	0.056	0.061	6.9%	5	14.9%	19	9.3%	12	
Luzern	0.044	0.055	0.06	0.053	0.05	3.4%	5	-9.0%	22	-6.0%	25	
Opfikon	0.019	0.051	0.053	0.05	0.039	4.6%	4	-23.0%	18	-21.5%	19	
Engelberg	0.073	0.086	0.083	0.045	0.039	12.0%	2	-54.2%	25	-13.3%	21	
Genève	0.025	0.025	0.031	0.032	0.03	1.2%	14	20.2%	11	-7.8%	25	
Döttingen	0	0	0	0.008	0.023	39.2%	1	inf	15	171.2%	6	
Zermatt	0.006	0.009	0.015	0.02	0.022	1.3%	13	135.0%	10	8.8%	10	
Basel	0.01	0.016	0.022	0.02	0.02	1.2%	10	28.6%	16	1.4%	17	
Rümlang	0.005	0.01	0.007	0.011	0.016	6.4%	4	61.2%	6	42.7%	10	
Bern	0.003	0.004	0.007	0.015	0.014	1.3%	11	282.0%	1	-5.0%	13	
Montreux	0.003	0.007	0.012	0.015	0.013	2.7%	8	97.8%	7	-9.1%	26	
Unterseen	0.007	0.008	0.014	0.016	0.013	6.7%	5	66.5%	19	-21.1%	20	
Kloten	0.004	0.008	0.004	0.013	0.013	2.5%	5	54.6%	19	-4.8%	20	
Grindelwald	0.001	0.005	0.007	0.012	0.012	1.6%	11	141.9%	12	1.6%	12	
Kriens	0.001	0.002	0.013	0.013	0.011	8.3%	3	631.7%	3	-11.8%	22	
Lauterbrunnen	0.001	0.003	0.007	0.007	0.011	1.9%	10	290.8%	2	66.9%	1	
Meyrin	0.006	0.006	0.007	0.01	0.011	1.5%	11	77.8%	15	9.6%	7	
St. Moritz	0.002	0.003	0.012	0.008	0.01	1.3%	13	257.5%	3	24.7%	5	
Lausanne	0.006	0.005	0.011	0.007	0.008	0.7%	17	43.1%	12	9.9%	6	
Spreitenbach	0	0	0.001	0.005	0.007	4.9%	4	1249.6%	13	42.0%	4	
Egerkingen	0	0.01	0.01	0.002	0.006	7.3%	4	-41.5%	26	264.3%	7	
Saanen	0.001	0.005	0.007	0.006	0.005	1.6%	7	20.9%	10	-1.6%	17	
Neuenkirch	0	0.001	0.005	0.002	0.005	9.8%	2	912.5%	15	130.2%	4	
Wilderswil	0	0.003	0.002	0.003	0.004	3.6%	6	64.7%	6	54.6%	3	
Valaisellen	0	0	0.005	0.004	0.004	3.2%	3	2366.1%	7	0.7%	12	
Matten bei Interlaken	0.003	0.004	0.003	0.003	0.004	7.0%	4	12.0%	18	33.3%	4	
Regensdorf	0.003	0.001	0.008	0.004	0.004	4.2%	3	340.1%	2	-3.7%	17	
Lugano	0.002	0.002	0.003	0.004	0.004	0.7%	16	69.1%	10	7.8%	13	
Vernier	0.001	0.001	0.002	0.003	0.004	1.0%	16	181.8%	14	19.4%	22	
Meiringen	0.001	0	0.001	0.005	0.004	4.2%	6	3715.8%	3	-22.6%	22	
Baden	0.002	0.002	0.012	0.002	0.004	2.9%	4	116.5%	3	49.7%	3	
Chavannes-de-Bogis	0.003	0.006	0.002	0.004	0.003	5.9%	4	-40.1%	21	-7.0%	14	
Winterthur	0.002	0.002	0.006	0.002	0.003	1.5%	8	45.9%	5	48.2%	5	
Bachenbülach	0	0	0	0	0.003	14.9%	2	inf	15	557.6%	6	
Beatenberg	0	0.002	0.002	0.003	0.003	2.5%	8	37.2%	17	-9.3%	10	
Ollon	0.005	0.006	0.003	0.002	0.003	2.2%	6	-51.8%	24	32.2%	8	
Mendrisio	0	0	0	0.003	0.003	5.0%	5	1382.5%	1	-26.2%	22	
Le Grand-Saconnex	0.001	0.001	0.002	0.005	0.002	1.5%	11	144.7%	7	-53.7%	29	
Davos	0.001	0.001	0.001	0.001	0.002	0.3%	17	49.0%	4	49.6%	1	
Weggis	0	0	0.001	0.001	0.002	1.0%	10	349.6%	4	42.9%	3	
Uzwil	0.001	0.003	0.002	0.003	0.002	4.6%	3	-36.2%	22	-21.6%	23	
Brienz (BE)	0	0	0.001	0.002	0.002	1.7%	9	1907.3%	2	-21.9%	25	
Oftringen	0	0	0	0.005	0.002	5.3%	4	inf	7.5	-66.2%	26	
Zug	0.002	0.004	0.003	0.001	0.002	1.2%	13	-60.3%	27	51.1%	5	
Cham	0	0.003	0.015	0	0.002	3.8%	4	-46.1%	20	264.4%	5	
Ringgenberg (BE)	0	0.001	0.001	0.002	0.002	4.2%	7	76.2%	22	2.2%	15	
Stansstad	0	0	0.001	0.001	0.002	1.6%	8	961.0%	12	16.6%	20	
Lenzburg	0	0	0	0	0.002	4.8%	3	853.4%	3	336.1%	2	
Chur	0	0	0.001	0.001	0.001	0.6%	17	240.1%	6	12.1%	10	

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)	0.310	0.472	0.606	0.485	0.472	1.9%	8	-0.1%	24	-2.7%	22
winter (Nov-April)	0.083	0.120	0.186	0.182	0.207	1.1%	13	72.9%	8	13.7%	3

### 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)	0.122	0.199	0.265	0.194	0.221	2.3%	7	11.0%	19	13.6%	2
off-season II (Sept-Nov)	0.080	0.098	0.146	0.152	0.140	1.4%	9	43.5%	10	-7.5%	27
summer core months (Jun-Aug)	0.162	0.254	0.318	0.249	0.237	1.7%	10	-6.4%	25	-4.8%	23
winter core months (Dez-Feb)	0.029	0.041	0.064	0.071	0.080	0.8%	15	93.0%	8	11.9%	7

### Months

	overnights in millions					ON share		ON development		ON development	
	2010	2015	2019	2024	2025	2025	rank	2015-25	rank	2024-25	rank
January	0.008	0.012	0.016	0.016	0.021	0.7%	17	72.4%	7	31.9%	2
February	0.008	0.013	0.022	0.018	0.020	0.6%	16	57.4%	8	11.7%	10
March	0.014	0.021	0.031	0.030	0.036	1.1%	11	70.7%	4	19.3%	5
April	0.026	0.039	0.063	0.049	0.063	2.2%	8	62.5%	8	26.8%	1
May	0.082	0.139	0.171	0.115	0.122	3.5%	4	-12.3%	26	6.5%	8
June	0.073	0.125	0.151	0.116	0.116	2.8%	6	-7.1%	27	0.5%	14
July	0.048	0.073	0.098	0.073	0.069	1.4%	12	-4.8%	24	-5.5%	21
August	0.041	0.056	0.070	0.060	0.052	1.0%	13	-6.9%	25	-13.9%	27
September	0.034	0.042	0.065	0.065	0.058	1.4%	11	38.3%	9	-10.6%	26
October	0.031	0.037	0.052	0.055	0.054	1.5%	9	44.9%	11	-3.3%	21
November	0.015	0.019	0.028	0.031	0.028	1.2%	10	52.3%	7	-8.4%	22
December	0.012	0.016	0.026	0.037	0.039	1.1%	15	135.8%	7	3.4%	23

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

	<b>affinity</b>		<b>share off season</b>		<b>length of stay</b>		<b>****/***** ON share</b>	
	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>
total			53.2%	2	2.219	7	47.9%	9

Large vs. small destinations

	<b>affinity</b>		<b>share off season</b>		<b>length of stay</b>		<b>****/***** ON share</b>	
	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>
large destinations (top 10)	1.404	15	52.7%	2	2.275	3	53.5%	9
mid-sized destinations (11-50)	0.884	15	51.4%	4	2.046	17	48.6%	10
small destinations (51-200)	0.892	11	56.4%	2	2.293	2	36.4%	17
very small destinations (201-smallest)	0.270	21	56.8%	3	2.377	4	25.5%	7

Tourism zone

	<b>affinity</b>		<b>share off season</b>		<b>length of stay</b>		<b>****/***** ON share</b>	
	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>
big cities	1.19	17	53.0%	3	2.224	3	52.8%	9
mountain	0.85	16	51.9%	4	2.243	16	39.4%	14
rural	1.07	7	58.6%	3	2.089	7	46.7%	10
small cities	0.94	14	51.8%	5	2.287	2	57.6%	5

Language zone

	<b>affinity</b>		<b>share off season</b>		<b>length of stay</b>		<b>****/***** ON share</b>	
	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>
German speaking area	1.196	2	53.4%	3	2.221	8	45.7%	10
French speaking area	0.619	26	52.3%	2	2.312	4	60.5%	4
Italian speaking area	0.268	25	53.2%	4	1.616	23	62.4%	4
Rhaeto Romanic language zone	0.015	26	10.6%	28	2.254	10	11.3%	11

Tourism region

	<b>affinity</b>		<b>share off season</b>		<b>length of stay</b>		<b>****/***** ON share</b>	
	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>	<b>2025</b>	<b>rank</b>
	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>	<b>2025</b>
Zurich Region	1.705	2	54.0%	2	2.044	5	55.6%	6
Bern Region	1.552	8	52.5%	5	2.442	6	39.5%	9
Lucerne - Lake Lucerne Region	1.823	1	54.6%	3	2.179	4	36.5%	17
Geneva	0.811	24	54.3%	2	2.393	5	57.5%	7
Aargau - Solothurn Region	2.272	2	58.4%	5	2.431	6	31.5%	12
Lake Geneva Region	0.705	16	52.2%	4	2.143	14	68.2%	5
Valais	0.412	29	45.9%	6	1.909	22	53.0%	6
Basel Region	0.746	20	53.1%	8	2.854	2	46.1%	17
Graubünden	0.200	26	39.1%	5	2.205	18	72.2%	2
Ticino	0.281	25	53.5%	4	1.606	23	63.0%	4
Eastern Switzerland	0.212	24	53.5%	3	3.738	1	33.3%	17
Jura & Three-Lakes	0.189	23	52.7%	8	3.314	3	45.0%	11
Region of Fribourg	0.112	27	54.3%	1	3.024	1	46.5%	2

Source: FSO/hotel statistics

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

Top 50 destinations

	affinity		share off season		length of stay		****/***** share	
	2025	rank	2025	rank	2025	rank	2025	rank
Zürich	1.577	9	52.1%	5	2.133	4	61.9%	3
Interlaken	4.483	4	55.2%	4	2.510	4	54.0%	7
Luzern	2.178	8	52.8%	5	2.163	2	59.6%	4
Opfikon	3.01	2	57.0%	2	1.933	1	20.1%	26
Engelberg	7.745	1	53.3%	1	2.079	19	19.2%	29
Genève	0.809	24	53.4%	7	2.782	5	59.7%	4
Döttingen	25.37	1	57.7%	7	2.477	5	0.0%	15
Zermatt	0.834	19	48.9%	4	1.844	23	60.6%	8
Basel	0.778	19	52.8%	9	3.049	2	47.6%	17
Rümlang	4.121	1	52.7%	13	1.337	10	85.7%	1
Bern	0.858	25	44.3%	15	2.813	1	41.7%	11
Montreux	1.739	2	47.3%	9	2.222	3	69.7%	9
Unterseen	4.353	3	63.3%	2	2.631	5	7.2%	5
Kloten	1.622	6	51.2%	12	1.699	6	70.2%	9
Grindelwald	1.055	16	52.0%	6	2.440	12	45.2%	9
Kriens	5.401	1	60.1%	2	2.324	1	0.0%	0
Lauterbrunnen	1.256	9	48.9%	6	2.396	14	26.1%	11
Meyrin	0.972	18	54.9%	3	1.859	4	47.3%	21
St. Moritz	0.845	14	43.8%	2	2.065	21	84.7%	2
Lausanne	0.482	27	51.7%	6	2.798	2	59.4%	11
Spreitenbach	3.144	4	63.9%	3	2.242	3	94.8%	6
Egerkingen	4.697	4	62.1%	7	2.530	5	99.9%	5
Saanen	1.019	6	29.1%	6	2.458	23	91.5%	5
Neuenkirch	6.356	1	76.5%	1	2.503	2	0.0%	14
Wilderswil	2.332	3	58.2%	5	2.227	10	0.0%	0
Valaisellen	2.097	1	59.0%	5	2.675	1	86.0%	1
Matten bei Interlaken	4.541	2	46.9%	8	1.638	24	0.0%	0
Regensdorf	2.699	1	56.4%	4	2.457	7	99.5%	13
Lugano	0.462	26	50.0%	13	2.183	4	72.1%	4
Vernier	0.673	24	54.4%	4	2.125	8	65.3%	5
Meiringen	2.719	4	46.6%	13	1.810	8	3.2%	29
Baden	1.871	4	71.9%	1	7.301	2	32.7%	27
Chavannes-de-Bogis	3.851	1	68.9%	4	1.177	28	100.0%	14.5
Winterthur	0.963	9	45.5%	20	3.324	1	26.8%	24
Bachenbülach	9.655	5	64.4%	5	2.292	1	100.0%	15
Beatenberg	1.633	6	57.5%	3	2.678	9	68.1%	10
Ollon	1.437	4	57.3%	2	1.829	26	98.8%	1
Mendrisio	3.241	3	50.8%	13	1.069	26	93.7%	3
Le Grand-Sacconnex	0.993	19	65.8%	2	1.961	1	81.4%	2
Davos	0.164	24	8.4%	28	4.600	1	72.7%	17
Weggis	0.663	13	66.5%	3	3.126	2	59.6%	11
Uzwil	2.995	2	55.0%	7	16.081	1	5.1%	28
Brienz (BE)	1.09	6	50.2%	5	2.347	5	9.4%	23
Oftringen	3.408	3	76.6%	6	1.749	7	0.0%	0
Zug	0.783	18	51.2%	14	3.809	4	56.7%	19
Cham	2.453	2	72.1%	3	2.204	7	0.0%	0
Ringgenberg (BE)	2.709	8	60.1%	5	2.241	10	0.0%	0
Stansstad	1.03	11	43.6%	10	2.229	8	93.4%	4
Lenzburg	3.08	3	46.8%	17	2.380	8	96.3%	5
Chur	0.375	27	47.9%	13	1.408	14	26.0%	22

Source: FSO/hotel statistic

Example: In 2025, for tourists from India who visited Zürich, the following further characteristics were noted:  
- 1.577 times higher share of overnight stays than they had in the whole of Switzerland (=rank 9 out of a total of 29 markets): ON-share Zürich (2.44%) vs. ON-share whole Switzerland (1.54%), see tables above.  
- the share of low season months (March-May, Sept-Nov) was 52.1% (=rank 5).  
- the length of stay (overnight stays/arrivals in the hotel) was 2.13 nights (=rank 4).  
- the share of 4- and 5-star hotels out of all hotel nights was 61.9% (=rank 3).

Summer, winter

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
summer (May-Oct)	1.213	3	2.179	4	47.0%	9
winter (Nov-April)	0.714	27	2.314	10	49.9%	12

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)	1.468	2	2.215	8	45.4%	10
off-season II (Sept-Nov)	0.91	21	2.237	2	44.3%	12
summer core months (Jun-Aug)	1.091	10	2.171	5	49.8%	7
winter core months (Dez-Feb)	0.511	28	2.350	11	55.3%	7

Months

	affinity		length of stay		****/***** share	
	2025	rank 2025	2025	rank 2025	2025	rank 2025
January	0.428	29	2.425	9	59.6%	4
February	0.386	29	2.452	9	55.9%	6
March	0.693	22	2.300	12	51.9%	10
April	1.396	5	2.231	5	42.9%	15
May	2.278	1	2.183	3	44.9%	9
June	1.809	1	2.218	5	48.4%	5
July	0.906	18	2.171	6	52.0%	7
August	0.675	22	2.073	10	50.2%	7
September	0.915	14	2.168	4	44.3%	10
October	0.996	11	2.221	3	42.4%	14
November	0.774	23	2.426	2	47.8%	12
December	0.703	25	2.263	12	52.6%	9

Source: FSO/hotel statistics

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