# Market analysis based on Swiss accommodation statistics*: Poland.

Overnights in Swiss hotels and health establishments, unless otherwise noted.

summary.

## Market size, market growth (overnights).

| | 1992 | 1997 | 2002 | 2003 | 2005 | 2006 | 2007 |
|---|---|---|---|---|---|---|---|
| **Market size** | - | 61 468 | 70 053 | 66 115 | 77 484 | 100 351 | 120 286 |
| **share of foreign markets** | - | 0.3% | 0.4% | 0.4% | 0.4% | 0.5% | 0.6% |
| **share of all markets** | - | 0.2% | 0.2% | 0.2% | 0.2% | 0.3% | 0.3% |

| | 1992-2007 | 1997-2007 | 2002-2007 | 2002-2003 | 2003-2005 | 2005-2006 | 2006-2007 |
|---|---|---|---|---|---|---|---|
| **Market growth** | - | 95.7% | 71.7% | -5.6% | 17.2% | 29.5% | 19.9% |
| | - | 58 818 | 50 233 | - 3 938 | 11 369 | 22 867 | 19 935 |
| **p.a.** | - | 6.9% | 11.4% | | | | |
| **p.a.** | - | 5 882 | 10 047 | | | | |
| **Contributed growth ** of...** | - | 0.2% | 0.2% | 0.0% | 0.0% | 0.1% | 0.1% |
| **...in growth of all markets:** | - | 13.7% | 10.2% | -2.7% | 2.7% | 5.8% | 4.4% |

**The growth-contribution of a certain market, indicates how much of the total growth percentage (all markets) leads back to the market looked at.

| | 1992 | 1997 | 2002 | 2003 | 2005 | 2006 | 2007 |
|---|---|---|---|---|---|---|---|
| **Position (of 27 ST markets ) market size** | - | - | 21 | 22 | 21 | 21 | 21 |
| **market growth** | - | - | 18 | 20 | 8 | 1 | 3 |

## supplementary accommodation, length of stay, seasonality.

| | 2003 | |
|---|---|---|
| **overnights in supplementary acc. & share of all ON** | 40 458 | 38.0% |
| **overnights in hotels & supplementary accomodations** | 106 573 | |

| **average length of stay** | 1997 | 2007 |
|---|---|---|
| **total** | 2.5 | 2.6 |
| **summer** | 2.2 | 2.4 |
| **winter** | 2.7 | 3.0 |

| | 1997 | 2007 |
|---|---|---|
| **overnights in summer** | 34 575 | 58 300 |
| **share of the whole year** | 56.2% | 48.5% |

| **Top months (overnights)** | 2007 | |
|---|---|---|
| **march** | 13 790 | 11.5% |
| **february** | 12 696 | 10.6% |
| **july** | 11 420 | 9.5% |

## High / low.

| **All-time high** | 2007 | |
|---|---|---|
| **Overnights & deviation from all-time high** | 120 286 | - |

| **All-time low (since 1994)** | 1994 | 1994-2007 |
|---|---|---|
| **Overnights & deviation from all-time low** | 44 685 | 169.2% |

## Top affinities*** of tourism regions.

| 2007 | Affinity*** |
|---|---|
| **Zurich Region** | 1.8 |
| **Schweizer Mittelland** | 1.8 |
| **Basel Region** | 1.6 |
| **Lake Geneva Region (Vaud)** | 1.4 |
| **Geneva** | 1.4 |
| **Fribourg Region** | 1.3 |
| **Central Switzerland** | 1.0 |

## Top affinities*** of tourism destinations with > 50'000 ON.

| 2007 | Affinity*** |
|---|---|
| **Täsch** | 8.4 |
| **Baden** | 6.8 |
| **Einsiedeln** | 6.3 |
| **Bussigny-près-Lausanne** | 4.0 |
| **Winterthur** | 3.4 |
| **Kerns** | 2.5 |
| **Le Grand-Saconnex** | 2.5 |
| **Vevey** | 2.4 |
| **Nyon** | 2.2 |
| **Fribourg** | 2.1 |
| **Samnaun** | 2.0 |
| **Schaffhausen** | 2.0 |

***The affinity of a certain market to a certain tourism region /destination, indicates by which factor this market is overrepresented in the region/destination (based on its market share in Switzerland)

*Data source: Federal Office of Statistics/FOS, accommodation statistics.

## Tourism regions, destinations.

| Top tourism regions | 2007 |
|---|---|
| **Zurich Region** | 27 858 |
| **Geneva** | 13 088 |
| **Lake Geneva Region (Vaud)** | 11 753 |
| **Central Switzerland** | 11 656 |
| **Valais** | 10 772 |
| **Other regions** | 45 159 |

| Top tourism regions | Wi 2006/07 |
|---|---|
| **Zurich Region** | 12 907 |
| **Graubünden** | 7 906 |
| **Valais** | 7 323 |
| **Geneva** | 5 570 |
| **Lake Geneva Region (Vaud)** | 5 343 |
| **Other regions** | 20 818 |

| Top tourism regions | Su 2007 |
|---|---|
| **Zurich Region** | 14 641 |
| **Geneva** | 7 168 |
| **Central Switzerland** | 6 904 |
| **Lake Geneva Region (Vaud)** | 6 763 |
| **Schweizer Mittelland** | 5 451 |
| **Other regions** | 17 502 |

| Top destinations | 2007 |
|---|---|
| **Zürich** | 16 250 |
| **Genève** | 8 619 |
| **Lausanne** | 4 506 |
| **Zermatt** | 4 169 |
| **Basel** | 3 989 |
| **Emmen** | 2 927 |
| **St. Moritz** | 2 760 |
| **Davos** | 2 746 |
| **Bern** | 2 681 |
| **Opfikon** | 2 571 |
| **Other destinations** | 69 068 |

| Top destinations | Wi 2006/07 |
|---|---|
| **Zürich** | 7 734 |
| **Genève** | 3 784 |
| **Zermatt** | 3 123 |
| **Davos** | 2 495 |
| **Täsch** | 2 177 |
| **Lausanne** | 1 970 |
| **Basel** | 1 900 |
| **Interlaken** | 1 739 |
| **St. Moritz** | 1 567 |
| **Emmen** | 1 466 |
| **Other destinations** | 31 550 |

| Top destinations | Su 2007 |
|---|---|
| **Zürich** | 8 596 |
| **Genève** | 4 602 |
| **Lausanne** | 2 570 |
| **Basel** | 2 023 |
| **Einsiedeln** | 1 467 |
| **Emmen** | 1 460 |
| **Bern** | 1 407 |
| **Opfikon** | 1 358 |
| **Meyrin** | 1 335 |
| **St. Moritz** | 1 206 |
| **Other destinations** | 32 405 |

| Top winners tourism destinations | 2006-2007 |
|---|---|
| **Zürich** | 2 118 |
| **Interlaken** | 1 611 |
| **Zermatt** | 1 366 |
| **Bettlach** | 1 204 |
| **Genève** | 1 188 |
| **Davos** | 1 172 |
| **St. Moritz** | 1 037 |
| **Täsch** | 914 |
| **Rheinfelden** | 679 |
| **Luzern** | 651 |

| Top winners tourism destinations | Wi 2005/06-Wi 2006/07 |
|---|---|
| **Interlaken** | 1 448 |
| **Davos** | 1 272 |
| **Zürich** | 1 211 |
| **Täsch** | 928 |
| **Samnaun** | 918 |
| **Luzern** | 849 |
| **Zermatt** | 810 |
| **Märstetten** | 580 |
| **Vevey** | 447 |
| **Bettlach** | 410 |

| Top winners tourism destinations | Su 2006-Su 2007 |
|---|---|
| **Zürich** | 1 638 |
| **Genève** | 874 |
| **St. Moritz** | 810 |
| **Lausanne** | 639 |
| **Bettlach** | 596 |
| **Vallorbe** | 578 |
| **Einsiedeln** | 512 |
| **Bellevue** | 390 |
| **Visp** | 374 |
| **Luzern** | 354 |

Table 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2007.

| | arrivals | overnights | deviation in % | length of stay |
|---|---|---|---|---|
| **1994** | 18 075 | 44 685 | | 2.5 |
| **1995** | 20 587 | 50 023 | 11.9% | 2.4 |
| **1996** | 20 641 | 48 778 | -2.5% | 2.4 |
| **1997** | 24 444 | 61 468 | 26.0% | 2.5 |
| **1998** | 27 547 | 69 140 | 12.5% | 2.5 |
| **1999** | 29 059 | 68 320 | -1.2% | 2.4 |
| **2000** | 27 767 | 72 775 | 6.5% | 2.6 |
| **2001** | 30 528 | 76 057 | 4.5% | 2.5 |
| **2002** | 27 374 | 70 053 | -7.9% | 2.6 |
| **2003** | 26 456 | 66 115 | -5.6% | 2.5 |
| **2005** | 31 012 | 77 484 | 17.2% | 2.5 |
| **2006** | 38 351 | 100 351 | 29.5% | 2.6 |
| **2007** | 45 775 | 120 286 | 19.9% | 2.6 |

Graph 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2007.

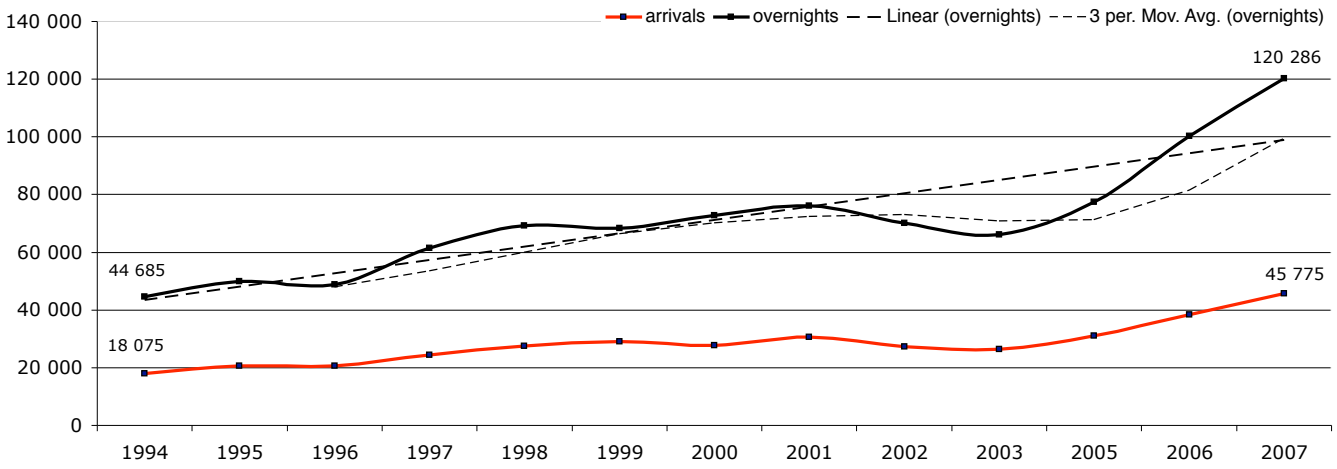


Table 2A: Development of overnights during the consecutive months: in absolute terms.

| | January | February | March | April | May | June | July | August | September | October | November | December | Jan-Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **1994** | 2 211 | 3 024 | 3 595 | 4 132 | 3 166 | 3 679 | 4 724 | 5 463 | 4 534 | 3 219 | 3 537 | 3 401 | 44 685 |
| **1995** | 3 819 | 3 969 | 4 886 | 3 247 | 3 659 | 4 217 | 4 555 | 5 563 | 5 037 | 4 248 | 3 461 | 3 362 | 50 023 |
| **1996** | 3 693 | 4 174 | 3 851 | 3 639 | 3 615 | 4 194 | 3 954 | 4 904 | 5 355 | 4 256 | 3 161 | 3 982 | 48 778 |
| **1997** | 3 747 | 4 038 | 4 400 | 4 585 | 5 761 | 5 042 | 4 513 | 7 334 | 6 884 | 5 041 | 5 228 | 4 895 | 61 468 |
| **1998** | 5 578 | 5 073 | 6 522 | 5 295 | 4 760 | 5 562 | 6 948 | 7 294 | 6 989 | 5 509 | 4 378 | 5 232 | 69 140 |
| **1999** | 4 463 | 5 114 | 5 738 | 4 715 | 4 874 | 5 936 | 6 937 | 8 122 | 6 470 | 6 992 | 4 449 | 4 510 | 68 320 |
| **2000** | 5 097 | 6 375 | 7 199 | 5 872 | 5 999 | 5 613 | 6 789 | 7 525 | 5 814 | 6 198 | 5 219 | 5 075 | 72 775 |
| **2001** | 5 672 | 6 697 | 6 942 | 6 751 | 6 253 | 6 080 | 8 357 | 8 600 | 6 053 | 5 692 | 4 357 | 4 603 | 76 057 |
| **2002** | 6 185 | 5 613 | 7 089 | 5 872 | 5 401 | 5 895 | 5 901 | 6 330 | 6 012 | 5 772 | 5 138 | 4 845 | 70 053 |
| **2003** | 6 123 | 6 058 | 6 039 | 4 689 | 5 481 | 4 927 | 5 729 | 6 540 | 6 227 | 5 356 | 4 704 | 4 242 | 66 115 |
| **2005** | 5 841 | 8 399 | 6 621 | 6 718 | 6 271 | 6 753 | 7 051 | 6 439 | 6 515 | 5 819 | 5 590 | 5 467 | 77 484 |
| **2006** | 7 510 | 10 939 | 9 856 | 7 596 | 7 988 | 6 902 | 8 359 | 9 838 | 9 579 | 7 316 | 6 704 | 7 764 | 100 351 |
| **2007** | 9 997 | 12 696 | 13 790 | 8 916 | 10 056 | 9 056 | 11 420 | 9 627 | 9 785 | 8 485 | 8 237 | 8 221 | 120 286 |

Table 2B: Development of overnights during the consecutive months: in percentage.

| | January | February | March | April | May | June | July | August | September | October | November | December | Jan-Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **1994** | 4.9% | 6.8% | 8.0% | 9.2% | 7.1% | 8.2% | 10.6% | 12.2% | 10.1% | 7.2% | 7.9% | 7.6% | 100.0% |
| **1995** | 7.6% | 7.9% | 9.8% | 6.5% | 7.3% | 8.4% | 9.1% | 11.1% | 10.1% | 8.5% | 6.9% | 6.7% | 100.0% |
| **1996** | 7.6% | 8.6% | 7.9% | 7.5% | 7.4% | 8.6% | 8.1% | 10.1% | 11.0% | 8.7% | 6.5% | 8.2% | 100.0% |
| **1997** | 6.1% | 6.6% | 7.2% | 7.5% | 9.4% | 8.2% | 7.3% | 11.9% | 11.2% | 8.2% | 8.5% | 8.0% | 100.0% |
| **1998** | 8.1% | 7.3% | 9.4% | 7.7% | 6.9% | 8.0% | 10.0% | 10.5% | 10.1% | 8.0% | 6.3% | 7.6% | 100.0% |
| **1999** | 6.5% | 7.5% | 8.4% | 6.9% | 7.1% | 8.7% | 10.2% | 11.9% | 9.5% | 10.2% | 6.5% | 6.6% | 100.0% |
| **2000** | 7.0% | 8.8% | 9.9% | 8.1% | 8.2% | 7.7% | 9.3% | 10.3% | 8.0% | 8.5% | 7.2% | 7.0% | 100.0% |
| **2001** | 7.5% | 8.8% | 9.1% | 8.9% | 8.2% | 8.0% | 11.0% | 11.3% | 8.0% | 7.5% | 5.7% | 6.1% | 100.0% |
| **2002** | 8.8% | 8.0% | 10.1% | 8.4% | 7.7% | 8.4% | 8.4% | 9.0% | 8.6% | 8.2% | 7.3% | 6.9% | 100.0% |
| **2003** | 9.3% | 9.2% | 9.1% | 7.1% | 8.3% | 7.5% | 8.7% | 9.9% | 9.4% | 8.1% | 7.1% | 6.4% | 100.0% |
| **2005** | 7.5% | 10.8% | 8.5% | 8.7% | 8.1% | 8.7% | 9.1% | 8.3% | 8.4% | 7.5% | 7.2% | 7.1% | 100.0% |
| **2006** | 7.5% | 10.9% | 9.8% | 7.6% | 8.0% | 6.9% | 8.3% | 9.8% | 9.5% | 7.3% | 6.7% | 7.7% | 100.0% |
| **2007** | 8.3% | 10.6% | 11.5% | 7.4% | 8.4% | 7.5% | 9.5% | 8.0% | 8.1% | 7.1% | 6.8% | 6.8% | 100.0% |
| **average 1992-2007** | 6.4% | 7.4% | 7.9% | 6.8% | 6.8% | 7.0% | 8.0% | 9.0% | 8.1% | 7.0% | 6.1% | 6.2% | 86.7% |

Graph 2: Overnights during the consecutive months: in percentage.

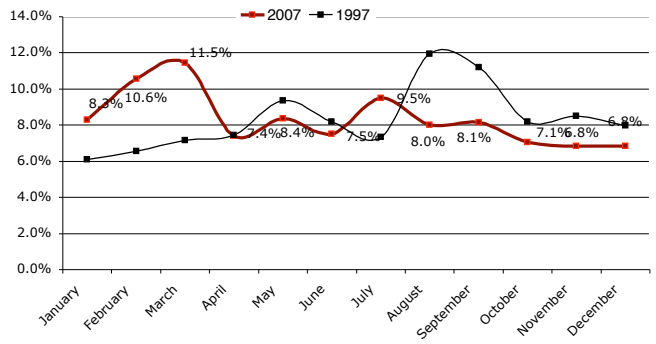


Table 3: Arrivals, overnights and average length of stay in the accommodation: 1994-2007 according to season.

**Winter**

| | arrivals | overnights | deviation in % | length of stay |
|---|---|---|---|---|
| | | | | |
| **1994/ 1995** | 7 474 | 22 859 | | 3.1 |
| **1995/ 1996** | 8 826 | 22 180 | -3.0% | 2.5 |
| **1996/ 1997** | 8 926 | 23 913 | 7.8% | 2.7 |
| **1997/ 1998** | 11 031 | 32 591 | 36.3% | 3.0 |
| **1998/ 1999** | 10 504 | 29 640 | -9.1% | 2.8 |
| **1999/ 2000** | 11 575 | 33 502 | 13.0% | 2.9 |
| **2000/ 2001** | 12 256 | 36 356 | 8.5% | 3.0 |
| **2001/ 2002** | 11 993 | 33 719 | -7.3% | 2.8 |
| **2002/ 2003** | 11 960 | 32 892 | -2.5% | 2.8 |
| | | | | |
| **2005/ 2006** | 16 419 | 46 958 | 42.8% | 2.9 |
| **2006/ 2007** | 19 847 | 59 505 | 26.7% | 3.0 |

**Summer**

| | arrivals | overnights | deviation in % | length of stay |
|---|---|---|---|---|
| **1994** | 11 151 | 24 785 | | 2.2 |
| **1995** | 12 552 | 27 279 | 10.1% | 2.2 |
| **1996** | 12 000 | 26 278 | -3.7% | 2.2 |
| **1997** | 15 000 | 34 575 | 31.6% | 2.3 |
| **1998** | 16 604 | 37 062 | 7.2% | 2.2 |
| **1999** | 18 428 | 39 331 | 6.1% | 2.1 |
| **2000** | 16 009 | 37 938 | -3.5% | 2.4 |
| **2001** | 18 295 | 41 035 | 8.2% | 2.2 |
| **2002** | 15 015 | 35 311 | -13.9% | 2.4 |
| **2003** | 14 907 | 34 260 | -3.0% | 2.3 |
| **2005** | 16 706 | 38 848 | 13.4% | 2.3 |
| **2006** | 20 892 | 49 982 | 28.7% | 2.4 |
| **2007** | 24 795 | 58 300 | 16.6% | 2.4 |

Table 4: Overnights according to season: share summer.

| | Summer |
|---|---|
| **1994** | 55.5% |
| **1995** | 54.5% |
| **1996** | 53.9% |
| **1997** | 56.2% |
| **1998** | 53.6% |
| **1999** | 57.6% |
| **2000** | 52.1% |
| **2001** | 54.0% |
| **2002** | 50.4% |
| **2003** | 51.8% |
| **2005** | 50.1% |
| **2006** | 49.8% |
| **2007** | 48.6% |

Graph 4: Overnights according to season: share summer.

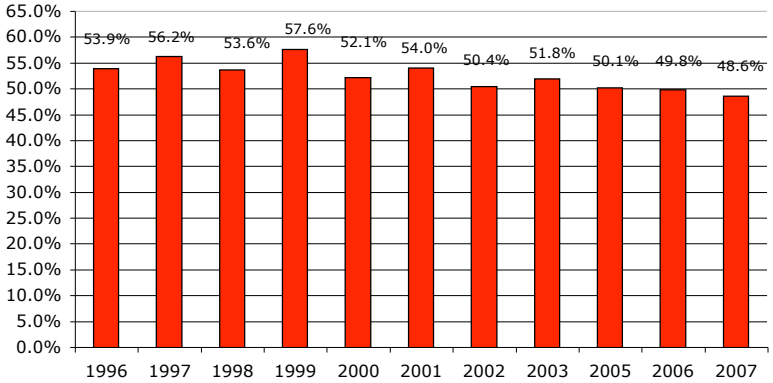


Table 5: Top 50 destinations in 2007 (overnights) incl. market share in 2007.

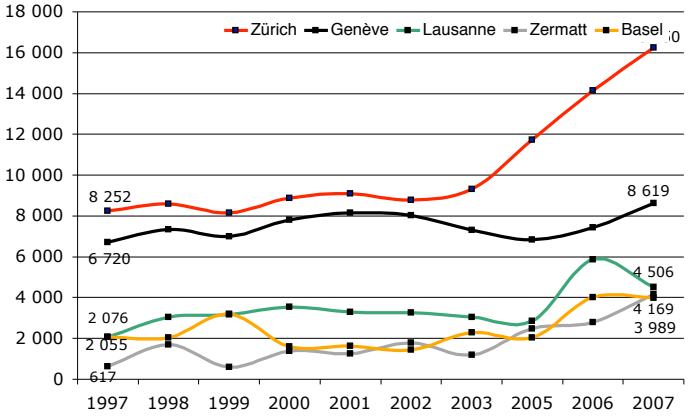
| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2005 | 2006 | 2007 | Dev. 1997-07 | Dev. 2002-07 | Dev. 2006-07 | market share in 2007 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Zürich** | 6 461 | 6 646 | 8 252 | 8 582 | 8 159 | 8 862 | 9 089 | 8 779 | 9 311 | 11 726 | 14 132 | 16 250 | 96.9% | 85.1% | 15.0% | 13.5% |
| **Genève** | 4 749 | 5 200 | 6 720 | 7 344 | 7 007 | 7 816 | 8 157 | 8 017 | 7 298 | 6 841 | 7 431 | 8 619 | 28.3% | 7.5% | 16.0% | 7.2% |
| **Lausanne** | 2 845 | 1 677 | 2 076 | 3 039 | 3 181 | 3 532 | 3 285 | 3 259 | 3 051 | 2 846 | 5 857 | 4 506 | 117.1% | 38.3% | -23.1% | 3.7% |
| **Zermatt** | 208 | 566 | 617 | 1 703 | 607 | 1 382 | 1 251 | 1 775 | 1 203 | 2 469 | 2 803 | 4 169 | 575.7% | 134.9% | 48.7% | 3.5% |
| **Basel** | 1 743 | 1 825 | 2 055 | 2 049 | 3 209 | 1 613 | 1 634 | 1 432 | 2 276 | 2 052 | 4 005 | 3 989 | 94.1% | 178.6% | -0.4% | 3.3% |
| **Emmen** | 7 | 21 | 204 | 504 | 180 | 24 | 375 | 2 | 139 | 4 531 | 3 500 | 2 927 | 1334.8% | 146250.0% | -16.4% | 2.4% |
| **St. Moritz** | 314 | 299 | 630 | 937 | 1 070 | 972 | 1 186 | 1 162 | 1 551 | 1 494 | 1 723 | 2 760 | 338.1% | 137.5% | 60.2% | 2.3% |
| **Davos** | 764 | 896 | 1 314 | 1 024 | 1 340 | 2 209 | 1 966 | 1 356 | 793 | 1 169 | 1 574 | 2 746 | 109.0% | 102.5% | 74.5% | 2.3% |
| **Bern** | 809 | 1 171 | 2 804 | 1 932 | 1 915 | 1 580 | 1 777 | 1 487 | 1 561 | 2 085 | 2 467 | 2 681 | -4.4% | 80.3% | 8.7% | 2.2% |
| **Opfikon** | 1 089 | 1 143 | 705 | 1 179 | 971 | 959 | 947 | 1 501 | 1 205 | 1 333 | 1 988 | 2 571 | 264.7% | 71.3% | 29.3% | 2.1% |
| **Täsch** | 32 | 112 | 29 | 467 | 688 | 890 | 1 220 | 825 | 478 | 845 | 1 460 | 2 374 | 8086.2% | 187.8% | 62.6% | 2.0% |
| **Meyrin** | 689 | 865 | 1 411 | 1 044 | 813 | 1 219 | 1 215 | 1 383 | 1 449 | 1 733 | 2 786 | 2 343 | 66.1% | 69.4% | -15.9% | 1.9% |
| **Luzern** | 1 444 | 912 | 1 334 | 1 181 | 2 224 | 1 805 | 2 133 | 1 345 | 1 069 | 1 123 | 1 670 | 2 321 | 74.0% | 72.6% | 39.0% | 1.9% |
| **Interlaken** | 658 | 402 | 317 | 306 | 247 | 311 | 333 | 224 | 330 | 279 | 555 | 2 166 | 583.3% | 867.0% | 290.3% | 1.8% |
| **Winterthur** | 515 | 689 | 492 | 684 | 525 | 620 | 570 | 641 | 497 | 718 | 1 157 | 1 616 | 228.5% | 152.1% | 39.7% | 1.3% |
| **Einsiedeln** | 229 | 345 | 338 | 247 | 312 | 389 | 1 011 | 534 | 315 | 644 | 1 049 | 1 601 | 373.7% | 199.8% | 52.6% | 1.3% |
| **Baden** | 717 | 680 | 1 475 | 675 | 1 038 | 966 | 908 | 714 | 477 | 695 | 1 064 | 1 591 | 7.9% | 122.8% | 49.5% | 1.3% |
| **Samnaun** | 22 | 81 | 28 | 39 | 45 | 169 | 102 | 160 | 261 | 151 | 753 | 1 268 | 4428.6% | 692.5% | 68.4% | 1.1% |
| **Bettlach** | | | 38 | 25 | 22 | 57 | 81 | 31 | 31 | 41 | 58 | 1 262 | 3221.1% | 3971.0% | 2075.9% | 1.0% |
| **Le Grand-Saconnex** | 372 | 230 | 400 | 275 | 236 | 421 | 318 | 324 | 319 | 489 | 1 082 | 1 194 | 198.5% | 268.5% | 10.4% | 1.0% |
| **Vevey** | 402 | 308 | 383 | 116 | 265 | 350 | 396 | 447 | 458 | 439 | 1 122 | 995 | 159.8% | 122.6% | -11.3% | 0.8% |
| **Bussigny-près-Lausanne** | 1 322 | 672 | 708 | 1 293 | 1 016 | 1 423 | 2 159 | 1 335 | 1 086 | 1 175 | 1 456 | 961 | 35.7% | -28.0% | -34.0% | 0.8% |
| **Montreux** | 1 093 | 1 176 | 1 917 | 1 445 | 690 | 799 | 970 | 1 042 | 836 | 723 | 1 081 | 938 | -51.1% | -10.0% | -13.2% | 0.8% |
| **Lungern** | 22 | 13 | 10 | | 2 | | | 62 | 933 | 252 | 636 | 881 | 8710.0% | 1321.0% | 38.5% | 0.7% |
| **Lugano** | 696 | 758 | 946 | 1 112 | 761 | 766 | 664 | 898 | 802 | 630 | 614 | 867 | -8.4% | -3.5% | 41.2% | 0.7% |
| **Klosters-Serneus** | 85 | 229 | 159 | 279 | 419 | 911 | 754 | 566 | 697 | 898 | 579 | 758 | 376.7% | 33.9% | 30.9% | 0.6% |
| **Rheinfelden** | 8 | 22 | 12 | 60 | 151 | 43 | 27 | 29 | 68 | 25 | 61 | 740 | 6066.7% | 2451.7% | 1113.1% | 0.6% |
| **Grindelwald** | 177 | 204 | 113 | 421 | 317 | 772 | 406 | 354 | 352 | 146 | 554 | 700 | 519.5% | 97.7% | 26.4% | 0.6% |
| **Villigen** | | | | | | | | | | 376 | 705 | 681 | | | -3.4% | 0.6% |
| **Engelberg** | 309 | 332 | 200 | 484 | 392 | 407 | 437 | 225 | 437 | 306 | 287 | 645 | 222.5% | 186.7% | 124.7% | 0.5% |
| **Fribourg** | 258 | 150 | 192 | 277 | 255 | 404 | 1 070 | 866 | 705 | 395 | 264 | 614 | 219.8% | -29.1% | 132.6% | 0.5% |
| **Märstetten** | | | 7 | 2 | 14 | 18 | | | | 737 | 7 | 580 | 8185.7% | | 8185.7% | 0.5% |
| **Vallorbe** | 2 | 2 | 1 | | 2 | | | 2 | | 129 | 596 | 578 | 57700.0% | 28800.0% | -3.0% | 0.5% |
| **Kerns** | 690 | 280 | 502 | 14 | 8 | 26 | | 44 | 408 | 38 | 378 | 566 | 12.7% | 1186.4% | 49.7% | 0.5% |
| **St. Gallen** | 231 | 324 | 392 | 343 | 756 | 506 | 354 | 601 | 395 | 630 | 424 | 566 | 44.4% | -5.8% | 33.5% | 0.5% |
| **Biel/Bienne** | 126 | 131 | 132 | 143 | 189 | 255 | 303 | 374 | 176 | 208 | 484 | 558 | 322.7% | 49.2% | 15.3% | 0.5% |
| **Zug** | 631 | 414 | 589 | 804 | 662 | 929 | 1 005 | 711 | 736 | 396 | 512 | 543 | -7.8% | -23.6% | 6.1% | 0.5% |
| **Rapperswil-Jona** | | | | | | | | | | | 324 | 528 | | | 63.0% | 0.4% |
| **Kloten** | 202 | 208 | 183 | 188 | 280 | 1 084 | 447 | 621 | 411 | 428 | 523 | 505 | 176.0% | -18.7% | -3.4% | 0.4% |
| **Beatenberg** | 8 | 18 | 9 | 4 | 99 | 64 | 96 | 30 | 82 | 4 | 304 | 494 | 5388.9% | 1546.7% | 62.5% | 0.4% |
| **Bellevue** | 82 | 3 | 22 | 23 | 41 | 102 | | | 4 | 70 | 102 | 494 | 2145.5% | | 384.3% | 0.4% |
| **Paradiso** | 267 | 323 | 232 | 225 | 401 | 544 | 626 | 345 | 447 | 326 | 537 | 478 | 106.0% | 38.6% | -11.0% | 0.4% |
| **Lauterbrunnen** | 134 | 77 | 65 | 146 | 262 | 224 | 225 | 205 | 135 | 86 | 301 | 451 | 593.8% | 120.0% | 49.8% | 0.4% |
| **Schaffhausen** | 210 | 182 | 360 | 293 | 337 | 233 | 229 | 259 | 218 | 346 | 577 | 442 | 22.8% | 70.7% | -23.4% | 0.4% |
| **Chur** | 82 | 105 | 224 | 239 | 508 | 191 | 185 | 231 | 249 | 394 | 702 | 432 | 92.9% | 87.0% | -38.5% | 0.4% |
| **Neuchâtel** | 114 | 192 | 460 | 509 | 307 | 290 | 410 | 444 | 229 | 269 | 438 | 431 | -6.3% | -2.9% | -1.6% | 0.4% |
| **Arosa** | 65 | 125 | 81 | 81 | 72 | 132 | 192 | 201 | 213 | 243 | 214 | 425 | 424.7% | 111.4% | 98.6% | 0.4% |
| **Wohlenschwil** | 50 | 44 | 95 | 67 | 108 | 105 | 175 | 138 | 117 | 167 | 259 | 419 | 341.1% | 203.6% | 61.8% | 0.3% |
| **Sion** | 131 | 111 | 187 | 1 169 | 1 504 | 424 | 805 | 492 | 484 | 627 | 355 | 418 | 123.5% | -15.0% | 17.7% | 0.3% |
| **Aarau** | 25 | 46 | 21 | 89 | 79 | 63 | 104 | 64 | 33 | 40 | 98 | 412 | 1861.9% | 543.8% | 320.4% | 0.3% |

Table 6: Top 50 destinations according to season (overnights), incl. market share in 2007.

| | Wi 05/2006 | Wi 06/2007 | Dev. Wi 05/06-Wi 06/07 | market share Wi 06/2007 |
|---|---|---|---|---|
| **Zürich** | 6 523 | 7 734 | 18.6% | 13.0% |
| **Genève** | 3 604 | 3 784 | 5.0% | 6.4% |
| **Zermatt** | 2 313 | 3 123 | 35.0% | 5.2% |
| **Davos** | 1 223 | 2 495 | 104.0% | 4.2% |
| **Täsch** | 1 249 | 2 177 | 74.3% | 3.7% |
| **Lausanne** | 3 838 | 1 970 | -48.7% | 3.3% |
| **Basel** | 1 539 | 1 900 | 23.5% | 3.2% |
| **Interlaken** | 291 | 1 739 | 497.6% | 2.9% |
| **St. Moritz** | 1 226 | 1 567 | 27.8% | 2.6% |
| **Emmen** | 1 997 | 1 466 | -26.6% | 2.5% |
| **Luzern** | 530 | 1 379 | 160.2% | 2.3% |
| **Samnaun** | 297 | 1 215 | 309.1% | 2.0% |
| **Opfikon** | 836 | 1 143 | 36.7% | 1.9% |
| **Bern** | 854 | 979 | 14.6% | 1.6% |
| **Meyrin** | 1 106 | 955 | -13.7% | 1.6% |
| **Baden** | 494 | 802 | 62.3% | 1.3% |
| **Vevey** | 317 | 764 | 141.0% | 1.3% |
| **Winterthur** | 322 | 675 | 109.6% | 1.1% |
| **Le Grand-Saconnex** | 499 | 636 | 27.5% | 1.1% |
| **Engelberg** | 251 | 627 | 149.8% | 1.1% |
| **Montreux** | 516 | 583 | 13.0% | 1.0% |
| **Märstetten** | 0 | 580 | | 1.0% |
| **Klosters-Serneus** | 591 | 575 | -2.7% | 1.0% |
| **Laax** | 481 | 491 | 2.1% | 0.8% |
| **Bussigny-près-Lausanne** | 383 | 465 | 21.4% | 0.8% |
| **Saas-Fee** | 386 | 464 | 20.2% | 0.8% |
| **Grindelwald** | 190 | 462 | 143.2% | 0.8% |
| **Bettlach** | 27 | 437 | 1518.5% | 0.7% |
| **Rheinfelden** | 63 | 421 | 568.3% | 0.7% |
| **Beatenberg** | 258 | 407 | 57.8% | 0.7% |
| **Flawil** | 0 | 345 | | 0.6% |
| **Lauterbrunnen** | 117 | 345 | 194.9% | 0.6% |
| **Saas-Grund** | 2 | 337 | 16750.0% | 0.6% |
| **Aarau** | 26 | 333 | 1180.8% | 0.6% |
| **Zug** | 152 | 311 | 104.6% | 0.5% |
| **Arosa** | 159 | 300 | 88.7% | 0.5% |
| **St. Gallen** | 246 | 288 | 17.1% | 0.5% |
| **Kloten** | 253 | 277 | 9.5% | 0.5% |
| **Schlieren** | 191 | 274 | 43.5% | 0.5% |
| **Montricher** | 116 | 273 | 135.3% | 0.5% |
| **Nyon** | 109 | 256 | 134.9% | 0.4% |
| **Lugano** | 233 | 240 | 3.0% | 0.4% |
| **Tarasp** | 49 | 237 | 383.7% | 0.4% |
| **Schüpfen** | 67 | 232 | 246.3% | 0.4% |
| **Rapperswil-Jona** | 71 | 231 | 225.4% | 0.4% |
| **Balerna** | 94 | 223 | 137.2% | 0.4% |
| **Zofingen** | 243 | 216 | -11.1% | 0.4% |
| **Wohlenschwil** | 135 | 210 | 55.6% | 0.4% |
| **Pontresina** | 968 | 206 | -78.7% | 0.3% |
| **Chur** | 237 | 205 | -13.5% | 0.3% |

| | Su 2006 | Su 2007 | Dev. Su 06-Su 07 | market share Su 2007 |
|---|---|---|---|---|
| **Zürich** | 6 958 | 8 596 | 23.5% | 14.7% |
| **Genève** | 3 728 | 4 602 | 23.4% | 7.9% |
| **Lausanne** | 1 931 | 2 570 | 33.1% | 4.4% |
| **Basel** | 2 146 | 2 023 | -5.7% | 3.5% |
| **Einsiedeln** | 955 | 1 467 | 53.6% | 2.5% |
| **Emmen** | 1 835 | 1 460 | -20.4% | 2.5% |
| **Bern** | 1 525 | 1 407 | -7.7% | 2.4% |
| **Opfikon** | 1 016 | 1 358 | 33.7% | 2.3% |
| **Meyrin** | 1 736 | 1 335 | -23.1% | 2.3% |
| **St. Moritz** | 396 | 1 206 | 204.5% | 2.1% |
| **Luzern** | 761 | 1 115 | 46.5% | 1.9% |
| **Winterthur** | 810 | 810 | 0.0% | 1.4% |
| **Baden** | 494 | 702 | 42.1% | 1.2% |
| **Lungern** | 601 | 699 | 16.3% | 1.2% |
| **Zermatt** | 442 | 677 | 53.2% | 1.2% |
| **Bettlach** | 19 | 615 | 3136.8% | 1.1% |
| **Vevey** | 369 | 582 | 57.7% | 1.0% |
| **Vallorbe** | 0 | 578 | | 1.0% |
| **Lugano** | 425 | 571 | 34.4% | 1.0% |
| **Villigen** | 617 | 529 | -14.3% | 0.9% |
| **Le Grand-Saconnex** | 505 | 528 | 4.6% | 0.9% |
| **Bussigny-près-Lausanne** | 949 | 510 | -46.3% | 0.9% |
| **Fribourg** | 190 | 490 | 157.9% | 0.8% |
| **Bellevue** | 59 | 449 | 661.0% | 0.8% |
| **Montreux** | 571 | 414 | -27.5% | 0.7% |
| **Kerns** | 378 | 399 | 5.6% | 0.7% |
| **Interlaken** | 185 | 392 | 111.9% | 0.7% |
| **Biel/Bienne** | 311 | 378 | 21.5% | 0.6% |
| **Visp** | 1 | 375 | 37400.0% | 0.6% |
| **Rapperswil-Jona** | 144 | 360 | 150.0% | 0.6% |
| **Paradiso** | 329 | 330 | 0.3% | 0.6% |
| **Rheinfelden** | 13 | 285 | 2092.3% | 0.5% |
| **Sion** | 204 | 282 | 38.2% | 0.5% |
| **Chur** | 448 | 271 | -39.5% | 0.5% |
| **St. Gallen** | 165 | 261 | 58.2% | 0.4% |
| **Zug** | 319 | 258 | -19.1% | 0.4% |
| **Laufenburg** | 0 | 249 | | 0.4% |
| **Champéry** | 0 | 238 | | 0.4% |
| **Kloten** | 248 | 231 | -6.9% | 0.4% |
| **Davos** | 203 | 228 | 12.3% | 0.4% |
| **Wohlenschwil** | 117 | 224 | 91.5% | 0.4% |
| **Neuchâtel** | 183 | 222 | 21.3% | 0.4% |
| **Dietikon** | 88 | 217 | 146.6% | 0.4% |
| **Locarno** | 187 | 216 | 15.5% | 0.4% |
| **Schaffhausen** | 333 | 214 | -35.7% | 0.4% |
| **Grindelwald** | 326 | 212 | -35.0% | 0.4% |
| **Morges** | 168 | 208 | 23.8% | 0.4% |
| **Montagny (FR)** | 62 | 201 | 224.2% | 0.3% |
| **Crissier** | 90 | 200 | 122.2% | 0.3% |
| **Martigny** | 183 | 199 | 8.7% | 0.3% |

Graph 5: Top 5 destinations in 2007 (overnights).




Graph 6: Market share of 5 top destinations in 2007 (overnights).

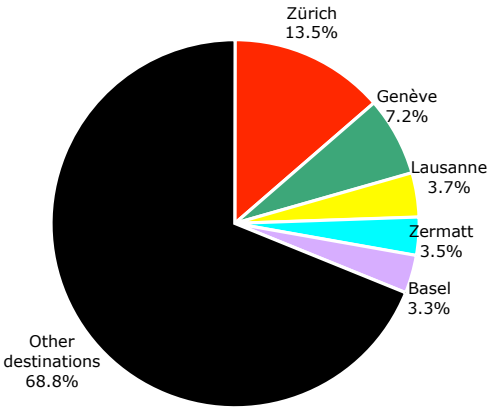


Table 7: Development of tourism regions (overnights), incl. market share in 2007.

| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2005 | 2006 | 2007 | Dev. 1997-07 | Dev. 2002-07 | Dev. 2006-07 | market share in 2007 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Zurich Region** | 11 540 | 13 098 | 15 481 | 14 511 | 14 697 | 16 749 | 15 196 | 15 036 | 14 255 | 17 925 | 22 672 | 27 858 | 79.9% | 85.3% | 22.9% | 23.2% |
| **Geneva** | 5 970 | 6 447 | 8 666 | 9 568 | 8 271 | 9 829 | 9 894 | 10 036 | 9 477 | 9 548 | 11 804 | 13 088 | 51.0% | 30.4% | 10.9% | 10.9% |
| **Lake Geneva Region (Vaud)** | 7 705 | 6 372 | 8 712 | 9 511 | 8 411 | 9 228 | 9 740 | 8 894 | 7 909 | 7 846 | 14 004 | 11 753 | 34.9% | 32.1% | -16.1% | 9.8% |
| **Central Switzerland** | 6 350 | 4 275 | 5 812 | 5 413 | 6 195 | 5 997 | 7 445 | 4 930 | 5 904 | 10 481 | 11 117 | 11 656 | 100.6% | 136.4% | 4.8% | 9.7% |
| **Valais** | 1 852 | 1 956 | 1 915 | 5 070 | 4 941 | 4 543 | 6 096 | 5 348 | 4 204 | 6 262 | 6 716 | 10 772 | 462.5% | 101.4% | 60.4% | 9.0% |
| **Schweizer Mittelland** | 3 435 | 3 778 | 6 419 | 8 674 | 7 326 | 6 661 | 7 710 | 7 123 | 6 582 | 6 492 | 7 427 | 10 653 | 66.0% | 49.6% | 43.4% | 8.9% |
| **Graubünden** | 2 601 | 3 126 | 3 433 | 4 446 | 4 491 | 5 643 | 5 631 | 4 491 | 5 374 | 6 099 | 8 207 | 10 415 | 203.4% | 131.9% | 26.9% | 8.7% |
| **Basel Region** | 2 114 | 2 130 | 2 429 | 2 633 | 4 307 | 2 246 | 2 424 | 3 704 | 3 641 | 2 921 | 5 059 | 6 580 | 170.9% | 77.6% | 30.1% | 5.5% |
| **Bernese Oberland** | 2 246 | 1 824 | 1 724 | 1 878 | 1 946 | 2 469 | 2 346 | 1 531 | 1 326 | 1 280 | 2 850 | 5 311 | 208.1% | 246.9% | 86.4% | 4.4% |
| **Eastern Switzerland** | 2 571 | 2 218 | 2 753 | 2 911 | 4 203 | 3 706 | 3 800 | 3 816 | 2 367 | 4 472 | 5 007 | 5 256 | 90.9% | 37.7% | 5.0% | 4.4% |
| **Ticino** | 2 480 | 2 554 | 2 864 | 2 692 | 2 292 | 4 215 | 3 641 | 3 370 | 3 376 | 2 838 | 3 738 | 4 319 | 50.8% | 28.2% | 15.5% | 3.6% |
| **Fribourg Region** | 714 | 402 | 641 | 632 | 543 | 750 | 1 404 | 1 172 | 947 | 865 | 846 | 1 661 | 159.1% | 41.7% | 96.3% | 1.4% |
| **Neuchâtel / Jura / Jura Berno** | 445 | 598 | 619 | 1 201 | 697 | 739 | 730 | 602 | 753 | 455 | 904 | 964 | 55.7% | 60.1% | 6.6% | 0.8% |
| | | | | | | | | | | | | | | | | |
| **TOTAL** | 50 023 | 48 778 | 61 468 | 69 140 | 68 320 | 72 775 | 76 057 | 70 053 | 66 115 | 77 484 | 100 351 | 120 286 | | | | |

Graph 7: Market share of tourism regions in 2007.

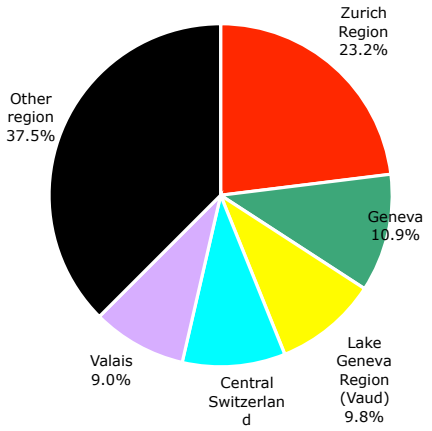



Table 8: Tourism regions, incl. market share in 2007 according to season.

| | Wi 2005/06 | Wi 2006/07 | Dev. Wi05/06-Wi 06/07 | market share Wi 2006/07 |
|---|---|---|---|---|
| **Zurich Region** | 10 070 | 12 907 | 28.2% | 21.6% |
| **Graubünden** | 5 749 | 7 906 | 37.5% | 13.2% |
| **Valais** | 4 739 | 7 323 | 54.5% | 12.2% |
| **Geneva** | 5 429 | 5 570 | 2.6% | 9.3% |
| **Lake Geneva Region (Vaud)** | 6 896 | 5 343 | -22.5% | 8.9% |
| **Central Switzerland** | 3 673 | 4 993 | 35.9% | 8.3% |
| **Schweizer Mittelland** | 3 448 | 4 141 | 20.1% | 6.9% |
| **Bernese Oberland** | 1 247 | 3 453 | 176.9% | 5.8% |
| **Basel Region** | 1 962 | 3 096 | 57.8% | 5.2% |
| **Eastern Switzerland** | 1 524 | 2 839 | 86.3% | 4.7% |
| **Ticino** | 1 591 | 1 408 | -11.5% | 2.4% |
| **Fribourg Region** | 260 | 558 | 114.6% | 0.9% |
| **Neuchâtel / Jura / Jura Berno** | 370 | 330 | -10.8% | 0.6% |

| | Su 2006 | Su 2007 | Dev. Su 06-Su 07 | market share Su 2007 |
|---|---|---|---|---|
| **Zurich Region** | 11 593 | 14 641 | 26.3% | 25.1% |
| **Geneva** | 6 263 | 7 168 | 14.4% | 12.3% |
| **Central Switzerland** | 7 291 | 6 904 | -5.3% | 11.8% |
| **Lake Geneva Region (Vaud)** | 6 455 | 6 763 | 4.8% | 11.6% |
| **Schweizer Mittelland** | 4 096 | 5 451 | 33.1% | 9.3% |
| **Basel Region** | 2 785 | 3 352 | 20.4% | 5.7% |
| **Valais** | 1 687 | 2 971 | 76.1% | 5.1% |
| **Ticino** | 2 274 | 2 809 | 23.5% | 4.8% |
| **Graubünden** | 1 717 | 2 600 | 51.4% | 4.4% |
| **Eastern Switzerland** | 3 255 | 2 443 | -24.9% | 4.2% |
| **Bernese Oberland** | 1 419 | 1 751 | 23.4% | 3.0% |
| **Fribourg Region** | 570 | 1 027 | 80.2% | 1.8% |
| **Neuchâtel / Jura / Jura Berno** | 577 | 549 | -4.9% | 0.9% |

Table 9: Overnights in 2007 according to star categories (only hotels and health establishments).

| | in absolute terms | %-share incl. cat. "no details" | %- share excl. cat. "no details " |
|---|---|---|---|
| **1-Star** | 9 277 | 7.7% | 10.6% |
| **2-Star** | 7 587 | 6.3% | 8.6% |
| **3-Star** | 27 903 | 23.2% | 31.8% |
| **4-Star** | 28 583 | 23.8% | 32.6% |
| **5-Star** | 9 574 | 8.0% | 10.9% |
| **No details** | 32 547 | 27.1% | - |
| **No category** | 4 815 | 4.0% | 5.5% |
| | | | |
| **TOTAL** | 120 286 | 100.0% | 100.0% |

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