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	1998	2003	2005	2006	2007	2008
Market size	-	69 140	66 115	77 484	100 351	120 286	134 238
share of foreign markets	-	0,4%	0,4%	0,4%	0,5%	0,6%	0,6%
share of all markets	-	0,2%	0,2%	0,2%	0,3%	0,3%	0,4%

	1992-2008	1998-2008	2003-2008	2003-2005	2005-2006	2006-2007	2007-2008
Market growth	-	94,2%	103,0%	17,2%	29,5%	19,9%	11,6%
	-	65 098	68 123	11 369	22 867	19 935	13 952
p.a.	-	6,9%	15,2%				
p.a.	-	6 510	13 625				
Contributed growth ** of...	-	0,2%	0,0%	0,0%	0,1%	0,1%	0,0%
...in growth of all markets:	-	13,3%	-2,7%	2,7%	5,8%	4,4%	2,7%

**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	1998	2003	2005	2006	2007	2008
Position (of 28 ST markets)	market size	-	-	22	21	21	21	20
	market growth	-	-	21	9	2	4	7

supplementary accommodation, length of stay, seasonali

	2003	
overnights in supplementary acc. & share of all ON	40 458	38,0%
overnights in hotels & supplementary accomodations	106 573	

average length of stay	1998	2008
total	2,5	2,7
summer	2,2	2,4
winter	3,0	2,9

	1998	2008
overnights in summer	37 062	64 522
share of the whole year	53,6%	48,1%

Top months (overnights)	2008	
february	14 504	10,8%
march	13 756	10,2%
july	13 361	10,0%

High / low.

All-time high	2008	
Overnights & deviation from all-time high	134 238	-

All-time low (since 1994)	1994	1994-2008
Overnights & deviation from all-time low	44 685	200,4%

Top affinities*** of tourism regions.

2008	Affinity***
Zurich Region	1,9
Schweizer Mittelland	1,8
Basel Region	1,4
Lake Geneva Region (Vaud)	1,3
Fribourg Region	1,3
Geneva	1,2
Central Switzerland	0,8

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

2008	Affinity***
Täsch	9,2
Baden	6,1
Rümlang	4,9
Bussigny-près-Lausanne	4,8
Winterthur	4,3
Einsiedeln	3,9
Schaffhausen	3,0
Kriens	2,6
Savognin	2,6
Samnaun	2,4
Egerkingen	2,4
Lauterbrunnen	2,1

***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	2008
Zurich Region	31 905
Graubünden	14 720
Geneva	12 618
Lake Geneva Region (Vaud	12 030
Valais	11 984
Other regions	50 981

Top tourism regions	Wi 2007/08
Zurich Region	14 894
Graubünden	10 227
Valais	8 848
Geneva	6 196
Schweizer Mittelland	5 577
Other regions	22 127

Top tourism regions	Su 2008
Zurich Region	17 206
Lake Geneva Region (Vaud	6 998
Central Switzerland	6 751
Schweizer Mittelland	6 539
Geneva	6 405
Other regions	20 623

Top destinations	2008
Zürich	17 971
Genève	9 178
Basel	5 276
Lausanne	4 663
Zermatt	3 939
Lauterbrunnen	3 898
Davos	3 387
St. Moritz	3 148
Täsch	2 887
Opfikon	2 676
Other destinations	77 215

Top destinations	Wi 2007/08
Zürich	9 025
Genève	4 352
Zermatt	3 665
Lauterbrunnen	3 621
Basel	2 548
Täsch	2 462
Davos	2 290
Lausanne	2 112
St. Moritz	1 998
Samnaun	1 712
Other destinations	34 084

Top destinations	Su 2008
Zürich	9 933
Genève	4 670
Basel	2 841
Lausanne	2 506
Luzern	1 588
Bettlach	1 434
Bern	1 335
Winterthur	1 335
Opfikon	1 319
St. Moritz	1 021
Other destinations	36 540

Top winners tourism destinations	2007-2008
Lauterbrunnen	3 447
Zürich	1 721
Basel	1 287
Rümlang	1 071
Bettlach	941
Savognin	874
Davos	641
Leytron	636
Winterthur	598
Genève	559

Top winners tourism destinations	Wi 2006/07-Wi 2007/08
Lauterbrunnen	3 276
Zürich	1 291
Savognin	671
Basel	648
Genève	568
Zermatt	542
Samnaun	497
St. Moritz	431
Bern	389
Leytron	347

Top winners tourism destinations	Su 2007-Su 2008
Zürich	1 337
Bettlach	819
Basel	818
Winterthur	525
Luzern	473
Ballens	454
St. Gallen	347
Interlaken	334
Birr	334
Täsch	298

Table 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2008.

	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
2008	50 325	134 238	11,6%	2,7

Graph 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2008.

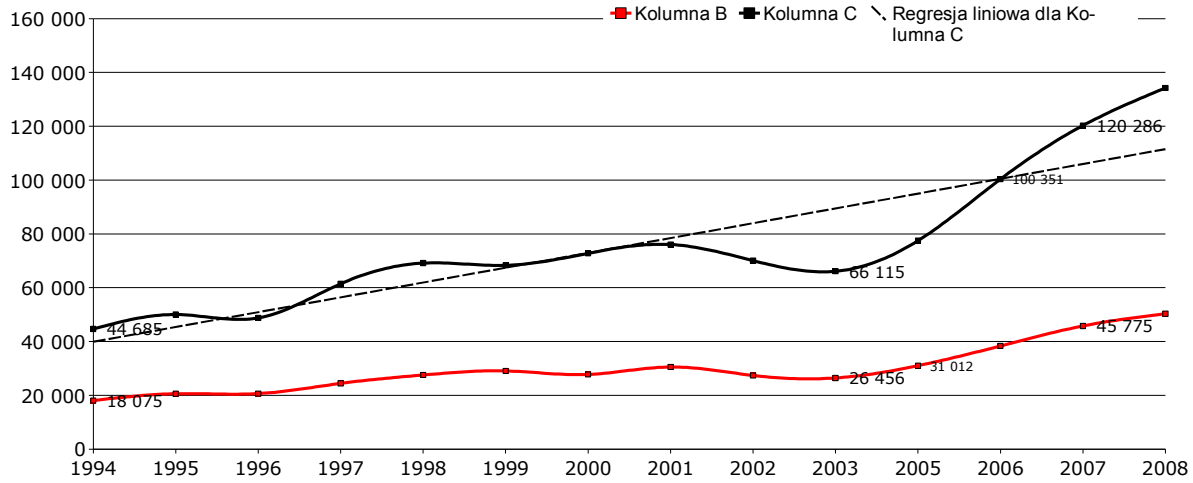


Table 2A: Development of overnights during the consecutive months: in absolute terms.

	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
2008	12 301	14 504	13 756	10 850	10 824	9 597	13 361	11 551	10 872	8 317	8 043	10 262	134 238

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%
2008	9,2%	10,8%	10,2%	8,1%	8,1%	7,1%	10,0%	8,6%	8,1%	6,2%	6,0%	7,6%	100,0%
average 1992-2008	7,6%	8,7%	9,2%	7,8%	7,9%	8,0%	9,3%	10,2%	9,3%	7,9%	6,9%	7,2%	100,0%

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

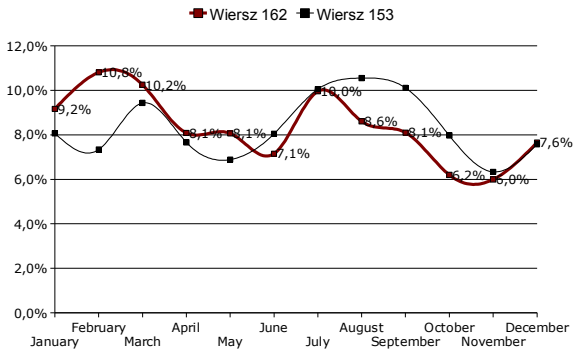


Table 3: Arrivals, overnights and average length of stay in the accommodation: 1994-2008 according to season.

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	19 910	59 867	27,5%	3,0
2007/ 2008	23 052	67 869	13,4%	2,9

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	24 948	58 429	16,9%	2,3
2008	27 340	64 522	10,4%	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%
2008	48,1%

Graph 4: Overnights according to season: share summer.

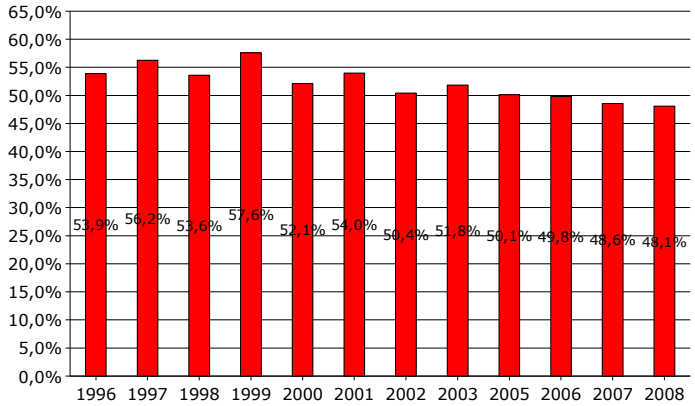


Table 5: Top 50 destinations in 2008 (overnights) incl. market share in 2008.

	1996	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	Dev. 1998-08	Dev. 2003-08	Dev. 2007-08	market share in 2008
Zürich	6 646	8 252	8 582	8 159	8 862	9 089	8 779	9 311	11 726	14 132	16 250	17 971	109,4%	93,0%	10,6%	13,4%
Genève	5 200	6 720	7 344	7 007	7 816	8 157	8 017	7 298	6 841	7 431	8 619	9 178	25,0%	25,8%	6,5%	6,8%
Basel	1 825	2 055	2 049	3 209	1 613	1 634	1 432	2 276	2 052	4 005	3 989	5 276	157,5%	131,8%	32,3%	3,9%
Lausanne	1 677	2 076	3 039	3 181	3 532	3 285	3 259	3 051	2 846	5 857	4 506	4 663	53,4%	52,8%	3,5%	3,5%
Zermatt	566	617	1 703	607	1 382	1 251	1 775	1 203	2 469	2 803	4 169	3 939	131,3%	227,4%	-5,5%	2,9%
Lauterbrunnen	77	65	146	262	224	225	205	135	86	301	451	3 898	2569,9%	2787,4%	764,3%	2,9%
Davos	896	1 314	1 024	1 340	2 209	1 966	1 356	793	1 169	1 574	2 746	3 387	230,8%	327,1%	23,3%	2,5%
St. Moritz	299	630	937	1 070	972	1 186	1 162	1 551	1 494	1 723	2 760	3 148	236,0%	103,0%	14,1%	2,3%
Täsch	112	29	467	688	890	1 220	825	478	845	1 460	2 374	2 887	518,2%	504,0%	21,6%	2,2%
Opfikon	1 143	705	1 179	971	959	947	1 501	1 205	1 333	1 988	2 571	2 676	127,0%	122,1%	4,1%	2,0%
Bern	1 171	2 804	1 932	1 915	1 580	1 777	1 487	1 561	2 085	2 467	2 681	2 424	25,5%	55,3%	-9,6%	1,8%
Luzern	912	1 334	1 181	2 224	1 805	2 133	1 345	1 069	1 123	1 670	2 321	2 352	99,2%	120,0%	1,3%	1,8%
Winterthur	689	492	684	525	620	570	641	497	718	1 157	1 616	2 214	223,7%	345,5%	37,0%	1,6%
Bettlach		38	25	22	57	81	31	31	41	58	1 262	2 203	8712,0%	7006,5%	74,6%	1,6%
Meyrin	865	1 411	1 044	813	1 219	1 215	1 383	1 449	1 733	2 786	2 343	1 845	76,7%	27,3%	-21,3%	1,4%
Samnaun	81	28	39	45	169	102	160	261	151	753	1 268	1 823	4574,4%	598,5%	43,8%	1,4%
Baden	680	1 475	675	1 038	966	908	714	477	695	1 064	1 591	1 698	151,6%	256,0%	6,7%	1,3%
Emmen	21	204	504	180	24	375	2	139	4 531	3 500	2 927	1 565	210,5%	1025,9%	-46,5%	1,2%
Bussigny-près-Lausanne	672	708	1 293	1 016	1 423	2 159	1 335	1 086	1 175	1 456	961	1 414	9,4%	30,2%	47,1%	1,1%
Rümlang				10	73	83	86	19	107	155	291	1 362	#DZIEL/0!	7068,4%	368,0%	1,0%
Einsiedeln	345	338	247	312	389	1 011	534	315	644	1 049	1 601	1 143	362,8%	262,9%	-28,6%	0,9%
Klosters-Serneus	229	159	279	419	911	754	566	697	898	579	758	1 104	295,7%	58,4%	45,6%	0,8%
St. Gallen	324	392	343	756	506	354	601	395	630	424	566	1 091	218,1%	176,2%	92,8%	0,8%
Interlaken	402	317	306	247	311	333	224	330	279	555	2 166	1 065	248,0%	222,7%	-50,8%	0,8%
Lugano	758	946	1 112	761	766	664	898	802	630	614	867	1 031	-7,3%	28,6%	18,9%	0,8%
Le Grand-Saconnex	230	400	275	236	421	318	324	319	489	1 082	1 194	1 014	268,7%	217,9%	-15,1%	0,8%
Grindelwald	204	113	421	317	772	406	354	352	146	554	700	926	120,0%	163,1%	32,3%	0,7%
Savognin	1		73	51	26	28	58	13	13	28	34	908	1143,8%	6884,6%	2570,6%	0,7%
Leytron	2					402	349	203	153	198	252	888	#DZIEL/0!	337,4%	252,4%	0,7%
Montreux	1 176	1 917	1 445	690	799	970	1 042	836	723	1 081	938	876	-39,4%	4,8%	-6,6%	0,7%
Laax		87	57	39	42	76	109	356	299	615	369	862	1412,3%	142,1%	133,6%	0,6%
Saas-Fee	100	115	130	274	257	248	299	320	588	572	383	819	530,0%	155,9%	113,8%	0,6%
Kloten	208	183	188	280	1 084	447	621	411	428	523	505	817	334,6%	98,8%	61,8%	0,6%
Schaffhausen	182	360	293	337	233	229	259	218	346	577	442	765	161,1%	250,9%	73,1%	0,6%
Lungern	13	10		2			62	933	252	636	881	745	#DZIEL/0!	-20,2%	-15,4%	0,6%
Vevey	308	383	116	265	350	396	447	458	439	1 122	995	673	480,2%	46,9%	-32,4%	0,5%
Paradiso	323	232	225	401	544	626	345	447	326	537	478	655	191,1%	46,5%	37,0%	0,5%
Zug	414	589	804	662	929	1 005	711	736	396	512	543	639	-20,5%	-13,2%	17,7%	0,5%
Ballens											201	574	#DZIEL/0!	#DZIEL/0!	185,6%	0,4%
Fribourg	150	192	277	255	404	1 070	866	705	395	264	614	566	104,3%	-19,7%	-7,8%	0,4%
Biel/Bienne	131	132	143	189	255	303	374	176	208	484	558	562	293,0%	219,3%	0,7%	0,4%
Egerkingen	74	118	619	167	92	187	192	748	159	208	338	532	-14,1%	-28,9%	57,4%	0,4%
Chur	105	224	239	508	191	185	231	249	394	702	432	507	112,1%	103,6%	17,4%	0,4%
Birr	910	912	490	259	242	267	214	196	260	98	170	501	2,2%	155,6%	194,7%	0,4%
Kriens	5	6	8	49	14	22	8	29	14		136	493	6062,5%	1600,0%	262,5%	0,4%
Flawil		6	10	3	6	25	79	13	499	336	239	487	4770,0%	3646,2%	103,8%	0,4%
Engelberg	332	200	484	392	407	437	225	437	306	287	645	452	-6,6%	3,4%	-29,9%	0,3%
Sion	111	187	1 169	1 504	424	805	492	484	627	355	418	443	-62,1%	-8,5%	6,0%	0,3%
Neuchâtel	192	460	509	307	290	410	444	229	269	438	431	432	-15,1%	88,6%	0,2%	0,3%
Arbedo-Castione				16	142	14		101			5	414	#DZIEL/0!	309,9%	8180,0%	0,3%

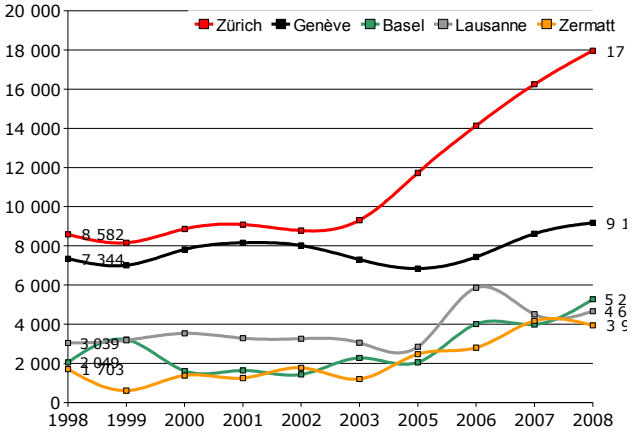
Market of origin: Poland / hotels and health establishments / Data source: Swiss Federal Statistical Office (FSO)ST Market Research_hu_nm_25.03.2009

Table 6: Top 50 destinations according to season (overnights), incl. market share in 2008.

	Wi 06/2007	Wi 07/2008	Dev. Wi 06/07-Wi 07/08	market share Wi 07/2008
Zürich	7 734	9 025	16,7%	13,3%
Genève	3 784	4 352	15,0%	6,4%
Zermatt	3 123	3 665	17,4%	5,4%
Lauterbrunnen	345	3 621	949,6%	5,3%
Basel	1 900	2 548	34,1%	3,8%
Täsch	2 177	2 462	13,1%	3,6%
Davos	2 495	2 290	-8,2%	3,4%
Lausanne	1 970	2 112	7,2%	3,1%
St. Moritz	1 567	1 998	27,5%	2,9%
Samnaun	1 215	1 712	40,9%	2,5%
Bern	979	1 368	39,7%	2,0%
Opfikon	1 143	1 203	5,2%	1,8%
Meyrin	955	1 046	9,5%	1,5%
Emmen	1 466	918	-37,4%	1,4%
Klosters-Serneus	575	915	59,1%	1,3%
Baden	802	913	13,8%	1,3%
Winterthur	675	882	30,7%	1,3%
Luzern	1 379	843	-38,9%	1,2%
Bettlach	437	700	60,2%	1,0%
Savognin	16	687	4193,8%	1,0%
Bussigny-près-Lausanne	465	684	47,1%	1,0%
Grindelwald	462	554	19,9%	0,8%
Saas-Fee	464	551	18,8%	0,8%
Laax	491	475	-3,3%	0,7%
Le Grand-Saconnex	636	451	-29,1%	0,7%
Vevey	764	447	-41,5%	0,7%
Interlaken	1 739	441	-74,6%	0,6%
Rümlang	134	397	196,3%	0,6%
Schaffhausen	196	389	98,5%	0,6%
Leytron	32	379	1084,4%	0,6%
Engelberg	627	374	-40,4%	0,6%
Lugano	240	348	45,0%	0,5%
Aarau	333	346	3,9%	0,5%
Saanen	67	303	352,2%	0,4%
Biel/Bienne	148	292	97,3%	0,4%
Montreux	583	274	-53,0%	0,4%
Kloten	277	273	-1,4%	0,4%
Zofingen	216	262	21,3%	0,4%
Zug	311	256	-17,7%	0,4%
Zernez	37	251	578,4%	0,4%
Bowil	0	244	#DZIEL/0!	0,4%
St. Gallen	288	244	-15,3%	0,4%
Arosa	300	210	-30,0%	0,3%
Flims	50	204	308,0%	0,3%
Martigny	59	202	242,4%	0,3%
Horgen	142	200	40,8%	0,3%
Lancy	151	197	30,5%	0,3%
Rheinfelden	421	197	-53,2%	0,3%
Schnottwil	0	195	#DZIEL/0!	0,3%
Saas-Grund	337	194	-42,4%	0,3%

	Su 2007	Su 2008	Dev. Su 07-Su 08	market share Su 2008
Zürich	8 596	9 933	15,6%	15,4%
Genève	4 602	4 670	1,5%	7,2%
Basel	2 023	2 841	40,4%	4,4%
Lausanne	2 570	2 506	-2,5%	3,9%
Luzern	1 115	1 588	42,4%	2,5%
Bettlach	615	1 434	133,2%	2,2%
Bern	1 407	1 335	-5,1%	2,1%
Winterthur	810	1 335	64,8%	2,1%
Opfikon	1 358	1 319	-2,9%	2,0%
St. Moritz	1 206	1 021	-15,3%	1,6%
Einsiedeln	1 467	1 014	-30,9%	1,6%
Meyrin	1 335	852	-36,2%	1,3%
Baden	702	851	21,2%	1,3%
Bussigny-près-Lausanne	510	784	53,7%	1,2%
Interlaken	392	726	85,2%	1,1%
Emmen	1 460	684	-53,2%	1,1%
Lugano	571	638	11,7%	1,0%
St. Gallen	261	608	133,0%	0,9%
Lungern	699	596	-14,7%	0,9%
Montreux	414	567	37,0%	0,9%
Le Grand-Saconnex	528	560	6,1%	0,9%
Zermatt	677	546	-19,4%	0,8%
Paradiso	330	530	60,6%	0,8%
Ballens	39	493	1164,1%	0,8%
Kloten	231	475	105,6%	0,7%
Täsch	136	434	219,1%	0,7%
Fribourg	490	412	-15,9%	0,6%
Leytron	146	395	170,5%	0,6%
Innertkirchen	188	386	105,3%	0,6%
Kriens	122	386	216,4%	0,6%
Birr	43	377	776,7%	0,6%
Grindelwald	212	334	57,5%	0,5%
Zug	258	334	29,5%	0,5%
Sion	282	329	16,7%	0,5%
Vevey	582	323	-44,5%	0,5%
Flawil	47	322	585,1%	0,5%
Orselina	19	310	1531,6%	0,5%
Chur	271	301	11,1%	0,5%
Egerkingen	178	300	68,5%	0,5%
Schaffhausen	214	297	38,8%	0,5%
Arbedo-Castione		294	#DZIEL/0!	0,5%
Montagny-près-Yverdon	19	265	1294,7%	0,4%
Lauterbrunnen	101	256	153,5%	0,4%
Illnau-Effretikon	3	253	8333,3%	0,4%
Davos	228	252	10,5%	0,4%
Neuchâtel	222	249	12,2%	0,4%
Ascona	131	234	78,6%	0,4%
Olten	76	234	207,9%	0,4%
Villigen	529	226	-57,3%	0,4%
Dietikon	217	223	2,8%	0,3%

Graph 5: Top 5 destinations in 2008 (overnights).



Graph 6: Market share of 5 top destinations in 2008 (overnights).

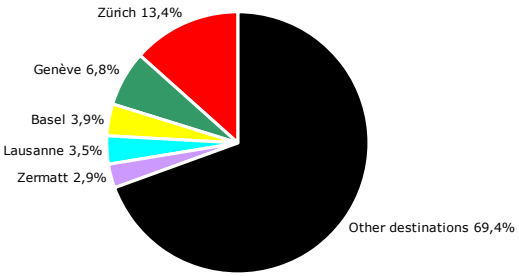


Table 7: Development of tourism regions (overnights), incl. market share in 2008.

	1996	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	Dev. 1998-08	Dev. 2003-08	Dev. 2007-08	market share in 2008
Zurich Region	13 098	15 481	14 511	14 697	16 749	15 196	15 036	14 255	17 925	22 672	27 858	31 905	119,9%	123,8%	14,5%	23,8%
Graubünden	3 126	3 433	4 446	4 491	5 643	5 631	4 491	5 374	6 099	8 207	10 415	14 720	231,1%	173,9%	41,3%	11,0%
Geneva	6 447	8 666	9 568	8 271	9 829	9 894	10 036	9 477	9 548	11 804	13 088	12 618	31,9%	33,1%	-3,6%	9,4%
Lake Geneva Region (Vaud	6 372	8 712	9 511	8 411	9 228	9 740	8 894	7 909	7 846	14 004	11 753	12 030	26,5%	52,1%	2,4%	9,0%
Valais	1 956	1 915	5 070	4 941	4 543	6 096	5 348	4 204	6 262	6 716	10 772	11 984	136,4%	185,1%	11,3%	8,9%
Schweizer Mittelland	3 778	6 419	8 674	7 326	6 665	7 710	7 123	6 582	6 492	7 427	10 653	11 966	38,0%	81,8%	12,3%	8,9%
Central Switzerland	4 275	5 812	5 413	6 195	5 997	7 445	4 930	5 904	10 481	11 117	11 656	10 374	91,6%	75,7%	-11,0%	7,7%
Bernese Oberland	1 824	1 724	1 878	1 946	2 469	2 346	1 531	1 326	1 280	2 850	5 311	7 940	322,8%	498,8%	49,5%	5,9%
Basel Region	2 130	2 429	2 633	4 307	2 246	2 424	3 704	3 641	2 921	5 059	6 580	6 922	162,9%	90,1%	5,2%	5,2%
Eastern Switzerland	2 218	2 753	2 911	4 203	3 706	3 800	3 816	2 367	4 472	5 007	5 256	5 579	91,7%	135,7%	6,1%	4,2%
Ticino	2 554	2 864	2 692	2 292	4 215	3 641	3 370	3 376	2 838	3 738	4 319	5 508	104,6%	63,2%	27,5%	4,1%
Fribourg Region	402	641	632	543	746	1 404	1 172	947	865	846	1 661	1 815	187,2%	91,7%	9,3%	1,4%
Neuchâtel / Jura / Jura Berr	598	619	1 201	697	739	730	602	753	455	904	964	877	-27,0%	16,5%	-9,0%	0,7%
TOTAL	48 778	61 468	69 140	68 320	72 775	76 057	70 053	66 115	77 484	100 351	120 286	134 238				

Graph 7: Market share of tourism regions in 2008.

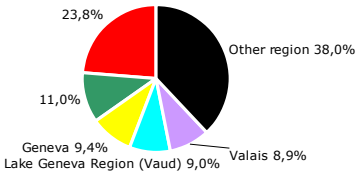


Table 8: Tourism regions, incl. market share in 2008 according to season.

	Wi 2006/07	Wi 2007/08	Dev. Wi06/07-Wi 07/08	market share Wi 2007/08
Zurich Region	12 907	14 894	15,4%	21,9%
Graubünden	7 906	10 227	29,4%	15,1%
Valais	7 323	8 848	20,8%	13,0%
Geneva	5 570	6 196	11,2%	9,1%
Schweizer Mittelland	4 141	5 577	34,7%	8,2%
Bernese Oberland	3 453	5 369	55,5%	7,9%
Lake Geneva Region (Vaud	5 343	4 913	-8,0%	7,2%
Central Switzerland	4 993	3 498	-29,9%	5,2%
Basel Region	3 096	3 285	6,1%	4,8%
Eastern Switzerland	2 839	2 353	-17,1%	3,5%
Ticino	1 408	1 716	21,9%	2,5%
Fribourg Region	558	570	2,2%	0,8%
Neuchâtel / Jura / Jura Berr	330	423	28,2%	0,6%

	Su 2007	Su 2008	Dev. Su 07-Su 08	market share Su 2008
Zurich Region	14 641	17 206	17,5%	26,7%
Lake Geneva Region (Vaud	6 763	6 998	3,5%	10,8%
Central Switzerland	6 904	6 751	-2,2%	10,5%
Schweizer Mittelland	5 451	6 539	20,0%	10,1%
Geneva	7 168	6 405	-10,6%	9,9%
Ticino	2 809	3 777	34,5%	5,9%
Basel Region	3 352	3 712	10,7%	5,8%
Valais	2 971	3 126	5,2%	4,8%
Eastern Switzerland	2 443	2 946	20,6%	4,6%
Graubünden	2 600	2 821	8,5%	4,4%
Bernese Oberland	1 751	2 618	49,5%	4,1%
Fribourg Region	1 027	1 151	12,1%	1,8%
Neuchâtel / Jura / Jura Berr	549	472	-14,0%	0,7%

Table 9: Overnights in 2008 according to star categories (only hotels and health establishments).

	in absolute terms	%-share incl. cat. "no details"	%- share excl. cat. "no details "
1-Star	2 913	2,2%	3,1%
2-Star	11 408	8,5%	12,2%
3-Star	28 099	20,9%	30,1%
4-Star	34 567	25,8%	37,0%
5-Star	8 621	6,4%	9,2%
No details	40 881	30,5%	-
No category	7 749	5,8%	8,3%
TOTAL	134 238	100,0%	100,0%

Market of origin: Poland / hotels and health establishments / Data source: Swiss Federal Statistical Office (FSO)ST Market Research_hu_nm_25.03.2009