

Market analysis based on Swiss accommodation statistics*: all markets.

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

summary.

Market size, market growth (overnights).

	1992	1999	2005	2006	2007	2008	2009
Market size	35 891 693	33 197 324	32 943 736	34 848 426	36 364 800	37 333 769	35 588 893
share foreign markets	20 588 492	18 778 139	18 321 316	19 644 449	20 917 735	21 508 296	20 164 425
share domestic market	15 303 201	14 419 171	14 622 420	15 203 977	15 447 065	15 825 473	15 424 468
share foreign markets in %	57.4%	56.6%	55.6%	56.4%	57.5%	57.6%	56.7%
share domestic market in %	42.6%	43.4%	44.4%	43.6%	42.5%	42.4%	43.3%

	1992-2009	1999-2009	2005-2009	2005-2006	2006-2007	2007-2008	2008-2009
Market growth	0.9%	-6.7%	-7.4%	5.8%	4.4%	2.7%	-4.7%
p.a.	-302 800	2 391 569	2 645 157	1 904 690	1 516 374	590 561	-1 343 871
p.a.	-0.1%	0.7%	0.8%				
p.a.	-30 280	239 157	264 516				

High / low.

All-time high (since 1960)	1990	1990-2009
Overnights & deviation from all-time high	37 548 000	-5.2%

All-time low (since 1960)	1960	1960-2009
Overnights & deviation from all-time low	28 195 000	26.2%

Tourism regions, destinations.

Top tourism regions	2009
Grisons	5 885 436
Zurich Region	4 716 798
Valais	4 392 327
Bernese Oberland	3 718 523
Central Switzerland	3 271 381
Other regions	13 604 428

Top destinations	2009
Zürich	2 469 351
Genève	1 891 226
Zermatt	1 295 658
Luzern	1 015 983
Basel	1 015 613
Davos	915 375
St. Moritz	791 355
Lausanne	706 215
Bern	681 993
Interlaken	614 304
Other destinations	24 191 820

Top winners tourism destinations	2008-2009
Anniviers	171 921
Kloten	69 560
Obergoms	66 470
Val Müstair	58 207
Bad Ragaz	32 693
Locarno	23 059
La Tène	21 560
Basel	20 072
Mörel-Filet	19 764
Bern	14 458

Top tourism regions	Wi 2008/09
Grisons	3 219 164
Valais	2 406 697
Zurich Region	2 053 352
Bernese Oberland	1 582 122
Central Switzerland	1 244 479
Other regions	5 338 569

Top destinations	Wi 2007/08
Zürich	1 064 790
Genève	829 684
Zermatt	760 255
Davos	493 489
Basel	452 598
St. Moritz	451 407
Luzern	362 415
Arosa	351 008
Bern	290 936
Lausanne	281 271
Other destinations	10 506 530

Top winners tourism destinations	Wi 2007/08- Wi 2008/09
Anniviers	87 948
Obergoms	28 268
Kloten	26 623
Val Müstair	11 455
Adelboden	8 264
Kerns	7 614
Mundaun	7 512
Muralto	7 472
Duggingen	5 707
Mörel-Filet	5 691

Top tourism regions	Su 2009
Grisons	2 677 195
Zurich Region	2 632 934
Bernese Oberland	2 150 539
Central Switzerland	2 036 759
Valais	2 005 675
Other regions	8 258 422

Top destinations	Su 2009
Zürich	1 383 102
Genève	1 056 800
Luzern	652 065
Basel	546 594
Zermatt	536 774
Davos	426 858
Lausanne	418 281
Interlaken	409 060
Lugano	397 982
Bern	386 785
Other destinations	13 547 223

Top winners tourism destinations	Su 2008- Su 2009
Anniviers	61 961
Val Müstair	43 863
Kloten	36 873
Bad Ragaz	33 305
Obergoms	32 137
Basel	24 451
Locarno	19 403
La Tène	13 450
Ascona	11 902
Mörel-Filet	11 338

supplementary accommodation, length of stay, seasonality.

	2003	
overnights in supplementary acc. & share of all ON	32 875 197	50.6%
overnights in hotels & supplementary accommodations	64 961 471	

average length of stay	1999	2009
total	2.6	2.3
summer	2.4	2.1
winter	2.9	2.5

	1999	2009
overnights in summer	18 916 388	19 761 524
share of the whole year	57.0%	55.5%

Top months (overnights)	2009	
august	4 156 948	11.7%
july	4 070 370	11.4%
september	3 415 644	9.6%

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

Table 1: Arrivals, overnights and average length of stay in the accommodation: 1992-2009.

	arrivals	overnights	deviation in %	length of stay
1992	12 544 975	35 891 693	-	2.9
1993	12 145 437	34 760 280	-3.2%	2.9
1994	12 417 958	34 528 706	-0.7%	2.8
1995	11 962 527	32 617 405	-5.5%	2.7
1996	11 712 225	30 998 696	-5.0%	2.6
1997	12 304 451	31 979 871	3.2%	2.6
1998	12 653 420	32 946 129	3.0%	2.6
1999	12 907 031	33 197 324	0.8%	2.6
2000	13 893 711	35 019 596	5.5%	2.5
2001	13 693 664	34 677 891	-1.0%	2.5
2002	13 138 936	32 993 369	-4.9%	2.5
2003	12 798 902	32 086 284	-2.7%	2.5
2005	13 802 796	32 943 736	2.7%	2.4
2006	14 811 349	34 848 426	5.8%	2.4
2007	15 632 542	36 364 800	4.4%	2.3
2008	15 997 377	37 333 769	2.7%	2.3
2009	15 564 494	35 588 893	-4.7%	2.3

Graph 1: Arrivals, overnights and average length of stay in the accommodation: 1992-2009.

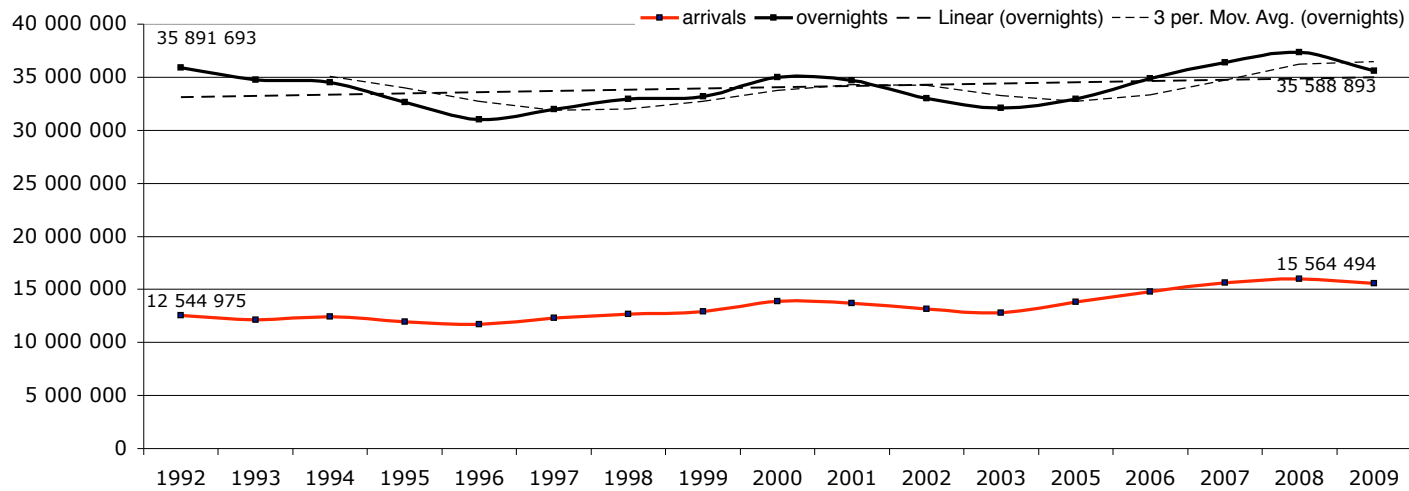


Table 2A: Development of overnights during the consecutive months: in absolute terms.

	January	February	March	April	May	June	July	August	September	October	November	December	Jan-Dec
1992	2 730 416	3 210 740	3 457 982	2 581 370	2 475 762	3 077 689	4 123 976	4 488 688	3 724 500	2 544 200	1 391 234	2 085 136	35 891 693
1993	2 789 361	3 173 574	3 249 248	2 526 667	2 383 627	3 030 323	3 997 652	4 371 562	3 516 187	2 359 938	1 390 985	1 971 156	34 760 280
1994	2 842 507	3 184 971	3 353 346	2 367 335	2 330 155	2 983 262	3 990 696	4 291 572	3 437 178	2 504 649	1 387 905	1 855 130	34 528 706
1995	2 651 416	2 968 647	3 032 357	2 335 277	2 286 429	2 906 525	3 675 264	3 895 155	3 171 400	2 529 921	1 364 853	1 800 161	32 617 405
1996	2 366 972	2 875 206	2 958 838	2 158 362	2 124 424	2 757 933	3 550 781	3 693 897	3 002 334	2 357 929	1 316 720	1 835 300	30 998 696
1997	2 391 046	2 864 631	3 082 642	2 088 369	2 266 132	2 752 927	3 653 348	3 860 491	3 276 481	2 423 332	1 348 806	1 971 666	31 979 871
1998	2 568 500	2 996 935	2 937 030	2 305 089	2 316 561	2 890 619	3 779 845	4 048 192	3 294 060	2 411 754	1 358 437	2 039 107	32 946 129
1999	2 629 450	2 946 399	2 946 353	2 298 495	2 318 889	2 952 663	3 815 725	3 982 690	3 292 516	2 553 905	1 457 018	2 003 221	33 197 324
2000	2 732 901	3 014 621	3 428 003	2 382 158	2 356 839	3 207 894	4 067 935	4 128 180	3 530 161	2 458 480	1 528 271	2 184 153	35 019 596
2001	2 867 771	3 219 323	3 337 046	2 449 079	2 328 943	3 140 319	3 934 833	4 147 960	3 232 128	2 450 911	1 474 319	2 095 259	34 677 891
2002	2 648 688	3 059 332	3 225 950	2 169 124	2 265 337	2 928 936	3 698 000	3 901 552	3 109 142	2 421 919	1 481 160	2 084 229	32 993 369
2003	2 633 022	2 920 971	3 067 349	2 215 092	2 144 172	2 778 191	3 537 745	3 850 518	3 066 863	2 336 224	1 458 553	2 077 584	32 086 284
2005	2 680 116	3 017 746	3 238 735	2 067 465	2 185 950	2 889 836	3 775 995	3 868 916	3 108 116	2 437 899	1 557 016	2 115 946	32 943 736
2006	2 758 499	3 121 764	3 178 498	2 452 012	2 384 279	3 076 550	3 959 870	3 970 611	3 372 030	2 627 298	1 652 802	2 294 713	34 848 426
2007	2 805 431	3 199 941	3 299 070	2 567 355	2 444 132	3 259 599	4 141 663	4 130 987	3 437 870	2 764 949	1 823 134	2 490 669	36 364 800
2008	3 022 923	3 529 312	3 588 125	2 389 570	2 720 033	3 177 138	4 280 339	4 293 523	3 414 007	2 698 200	1 701 598	2 519 001	37 333 769
2009	2 892 780	3 193 670	3 092 601	2 444 733	2 438 983	3 033 834	4 070 370	4 156 948	3 415 644	2 645 745	1 696 201	2 507 384	35 588 893

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
1992	7.6%	8.9%	9.6%	7.2%	6.9%	8.6%	11.5%	12.5%	10.4%	7.1%	3.9%	5.8%	100.0%
1993	8.0%	9.1%	9.3%	7.3%	6.9%	8.7%	11.5%	12.6%	10.1%	6.8%	4.0%	5.7%	100.0%
1994	8.2%	9.2%	9.7%	6.9%	6.7%	8.6%	11.6%	12.4%	10.0%	7.3%	4.0%	5.4%	100.0%
1995	8.1%	9.1%	9.3%	7.2%	7.0%	8.9%	11.3%	11.9%	9.7%	7.8%	4.2%	5.5%	100.0%
1996	7.6%	9.3%	9.5%	7.0%	6.9%	8.9%	11.5%	11.9%	9.7%	7.6%	4.2%	5.9%	100.0%
1997	7.5%	9.0%	9.6%	6.5%	7.1%	8.6%	11.4%	12.1%	10.2%	7.6%	4.2%	6.2%	100.0%
1998	7.8%	9.1%	8.9%	7.0%	7.0%	8.8%	11.5%	12.3%	10.0%	7.3%	4.1%	6.2%	100.0%
1999	7.9%	8.9%	8.9%	6.9%	7.0%	8.9%	11.5%	12.0%	9.9%	7.7%	4.4%	6.0%	100.0%
2000	7.8%	8.6%	9.8%	6.8%	6.7%	9.2%	11.6%	11.8%	10.1%	7.0%	4.4%	6.2%	100.0%
2001	8.3%	9.3%	9.6%	7.1%	6.7%	9.1%	11.3%	12.0%	9.3%	7.1%	4.3%	6.0%	100.0%
2002	8.0%	9.3%	9.8%	6.6%	6.9%	8.9%	11.2%	11.8%	9.4%	7.3%	4.5%	6.3%	100.0%
2003	8.2%	9.1%	9.6%	6.9%	6.7%	8.7%	11.0%	12.0%	9.6%	7.3%	4.5%	6.5%	100.0%
2005	8.1%	9.2%	9.8%	6.3%	6.6%	8.8%	11.5%	11.7%	9.4%	7.4%	4.7%	6.4%	100.0%
2006	7.9%	9.0%	9.1%	7.0%	6.8%	8.8%	11.4%	11.4%	9.7%	7.5%	4.7%	6.6%	100.0%
2007	7.7%	8.8%	9.1%	7.1%	6.7%	9.0%	11.4%	11.4%	9.5%	7.6%	5.0%	6.8%	100.0%
2008	8.1%	9.5%	9.6%	6.4%	7.3%	8.5%	11.5%	11.5%	9.1%	7.2%	4.6%	6.7%	100.0%
2009	8.1%	9.0%	8.7%	6.9%	6.9%	8.5%	11.4%	11.7%	9.6%	7.4%	4.8%	7.0%	100.0%
average 1992-2009	7.9%	9.1%	9.4%	6.9%	6.9%	8.8%	11.4%	11.9%	9.7%	7.4%	4.4%	6.2%	100.0%

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

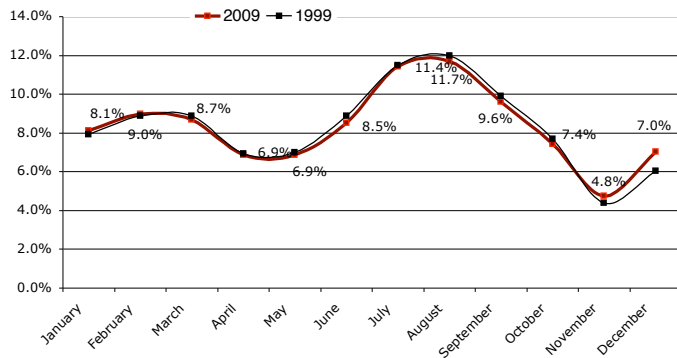


Table 3: Arrivals, overnights and average length of stay in the accommodation: 1992-2009 according to season.

Winter				
	arrivals	overnights	deviation in %	length of stay
1992/ 1993	4 697 456	15 215 220		3.2
1993/ 1994	4 741 840	15 110 300	-0.7%	3.2
1994/ 1995	4 659 080	14 230 732	-5.8%	3.1
1995/ 1996	4 521 374	13 524 392	-5.0%	3.0
1996/ 1997	4 624 192	13 578 708	0.4%	2.9
1997/ 1998	4 800 679	14 128 026	4.0%	2.9
1998/ 1999	4 880 542	14 218 241	0.6%	2.9
1999/ 2000	5 274 114	15 017 922	5.6%	2.8
2000/ 2001	5 502 849	15 585 643	3.8%	2.8
2001/ 2002	5 231 672	14 672 672	-5.9%	2.8
2002/ 2003	5 206 455	14 401 823	-1.8%	2.8
2005/ 2006	5 873 746	15 183 735	5.4%	2.6
2006/ 2007	6 215 546	15 819 312	4.2%	2.5
2007/ 2008	6 643 636	16 843 733	6.5%	2.5
2008/ 2009	6 283 030	15 844 383	-5.9%	2.5

Summer				
	arrivals	overnights	deviation in %	length of stay
1992	7 770 526	20 434 815		2.6
1993	7 464 168	19 659 289	-3.8%	2.6
1994	7 655 681	19 537 512	-0.6%	2.6
1995	7 324 619	18 464 694	-5.5%	2.5
1996	7 175 228	17 487 298	-5.3%	2.4
1997	7 626 331	18 232 711	4.3%	2.4
1998	7 815 197	18 741 031	2.8%	2.4
1999	7 958 016	18 916 388	0.9%	2.4
2000	8 509 359	19 749 489	4.4%	2.3
2001	8 252 714	19 235 094	-2.6%	2.3
2002	7 884 984	18 324 886	-4.7%	2.3
2003	7 577 372	17 713 713	-3.3%	2.3
2005	8 210 620	18 266 712	3.1%	2.2
2006	8 798 845	19 390 138	6.2%	2.2
2007	9 253 451	20 179 200	4.1%	2.2
2008	9 416 102	20 583 240	2.0%	2.2
2009	9 248 392	19 761 524	-4.0%	2.1

Table 4: Overnights according to season: share summer.

	Summer
1992	56.9%
1993	56.6%
1994	56.6%
1995	56.6%
1996	56.4%
1997	57.0%
1998	56.9%
1999	57.0%
2000	56.4%
2001	55.5%
2002	55.5%
2003	55.2%
2005	55.4%
2006	55.6%
2007	55.5%
2008	55.1%
2009	55.5%

Graph 4: Overnights according to season: share summer.

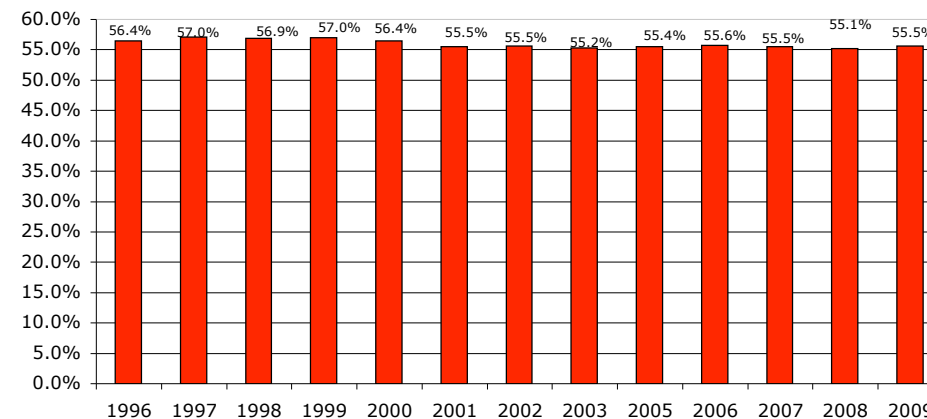


Table 5: Top 50 destinations in 2009 (overnights) incl. market share in 2009.

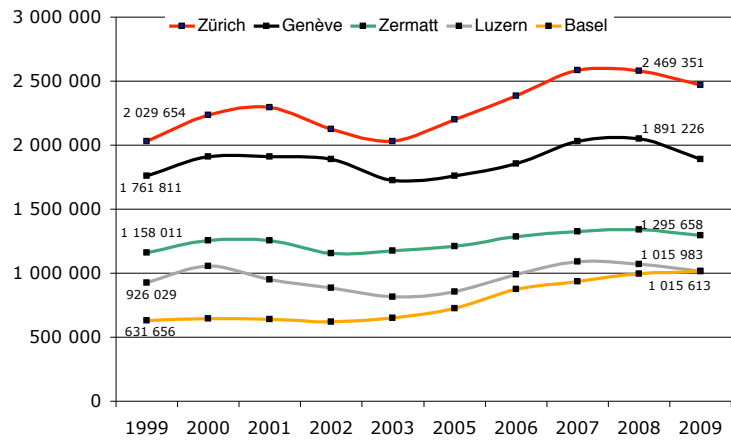
	1996	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	2009	market share			
														Dev. 1999-09	Dev. 2005-09	Dev. 2008-09	in 2009
Zürich	1 821 473	1 899 643	2 014 812	2 029 654	2 232 763	2 292 590	2 126 426	2 030 731	2 202 253	2 386 037	2 582 876	2 582 160	2 469 351	21.7%	12.1%	-4.4%	6.9%
Genève	1 587 440	1 636 977	1 685 028	1 761 811	1 910 780	1 909 966	1 889 093	1 724 536	1 760 735	1 856 534	2 029 032	2 049 440	1 891 226	7.3%	7.4%	-7.7%	5.3%
Zermatt	997 136	1 057 961	1 167 455	1 158 011	1 257 468	1 253 148	1 156 910	1 173 246	1 208 768	1 282 888	1 323 892	1 338 394	1 295 658	11.9%	7.2%	-3.2%	3.6%
Luzern	893 584	926 542	902 296	926 029	1 054 426	951 060	884 363	813 811	856 264	991 630	1 087 935	1 070 636	1 015 983	9.7%	18.7%	-5.1%	2.9%
Basel	599 833	614 661	604 919	631 656	644 688	637 581	619 093	651 718	723 555	874 746	933 517	995 541	1 015 613	60.8%	40.4%	2.0%	2.9%
Davos	1 187 946	1 107 408	1 137 265	1 128 628	1 162 623	1 125 043	1 052 003	1 019 621	824 921	849 938	901 895	941 884	915 375	-18.9%	11.0%	-2.8%	2.6%
St. Moritz	769 329	782 338	837 361	848 916	902 857	913 843	809 435	825 924	871 410	822 897	825 801	864 310	791 355	-6.8%	-9.2%	-8.4%	2.2%
Lausanne	594 093	629 475	657 183	664 810	650 866	652 225	672 598	647 913	648 606	696 755	699 610	714 911	706 215	6.2%	8.9%	-1.2%	2.0%
Bern	446 291	469 033	467 333	494 261	534 082	515 425	475 276	469 792	601 419	648 708	665 854	667 535	681 993	38.0%	13.4%	2.2%	1.9%
Interlaken	448 100	471 699	490 195	492 312	527 894	483 166	497 487	537 021	566 785	615 709	642 568	649 392	614 304	24.8%	8.4%	-5.4%	1.7%
Lugano	527 780	580 944	598 266	618 645	631 103	593 078	529 367	495 712	513 606	553 095	593 754	576 123	567 876	-8.2%	10.6%	-1.4%	1.6%
Grindelwald	421 912	449 535	482 249	496 569	555 781	508 417	475 873	450 853	467 917	524 851	524 119	519 916	504 396	1.6%	7.8%	-3.0%	1.4%
Arosa	517 712	486 393	518 150	520 480	516 527	534 558	486 559	487 097	472 858	481 865	497 980	522 780	477 314	-8.3%	0.9%	-8.7%	1.3%
Opfikon	430 723	450 916	437 627	442 913	441 254	403 211	376 862	391 890	462 093	476 687	494 145	486 723	469 855	6.1%	1.7%	-3.5%	1.3%
Lauterbrunnen	409 927	445 080	453 133	425 519	488 245	497 536	461 607	434 446	518 931	525 222	474 556	516 393	462 697	8.7%	-10.8%	-10.4%	1.3%
Ascona	402 609	446 182	443 874	447 518	454 005	425 066	391 950	374 240	432 465	457 355	466 520	442 030	446 843	-0.2%	3.3%	1.1%	1.3%
Meyrin	257 285	248 867	250 850	249 450	267 116	260 923	285 244	324 662	357 088	428 349	441 921	432 642	412 396	65.3%	15.5%	-4.7%	1.2%
Saas-Fee	323 891	352 252	373 270	346 287	366 300	401 861	382 820	397 618	389 910	409 233	405 021	426 748	396 230	14.4%	1.6%	-7.2%	1.1%
Pontresina	278 835	324 123	352 174	325 180	382 308	398 130	318 116	369 892	321 571	317 613	325 569	363 560	358 738	10.3%	11.6%	-1.3%	1.0%
Montreux	348 350	354 614	371 645	363 283	367 400	353 674	330 111	309 550	355 401	402 366	398 775	420 249	358 193	-1.4%	0.8%	-14.8%	1.0%
Engelberg	243 089	255 175	263 337	286 250	320 854	291 131	280 914	265 309	289 089	343 273	340 000	357 249	320 135	11.8%	10.7%	-10.4%	0.9%
Leukerbad	313 676	320 126	322 868	282 761	287 544	298 474	298 508	302 575	324 254	323 116	333 480	312 819	319 467	13.0%	-1.5%	2.1%	0.9%
Saanen	282 240	276 918	288 678	305 475	317 822	316 971	291 149	285 263	279 227	310 679	311 935	343 286	318 966	4.4%	14.2%	-7.1%	0.9%
Locarno	267 203	277 710	272 593	272 118	269 070	266 746	239 816	237 604	226 601	227 060	241 493	233 765	256 824	-5.6%	13.3%	9.9%	0.7%
Sils im Engadin/Segl	246 781	260 008	259 261	257 786	263 610	278 277	256 252	261 585	247 383	238 016	239 556	254 341	249 817	-3.1%	1.0%	-1.8%	0.7%
Flims	201 334	213 118	221 362	225 598	235 309	232 879	214 287	217 525	216 273	224 361	226 860	261 320	239 834	6.3%	10.9%	-8.2%	0.7%
Vaz/Obervaz	289 811	285 342	291 312	272 915	267 073	283 480	269 418	264 091	216 446	214 165	222 534	221 661	228 291	-16.4%	5.5%	3.0%	0.6%
Ollon	185 972	181 796	199 691	176 755	191 956	224 024	214 033	216 135	213 599	183 357	226 373	252 297	224 076	26.8%	4.9%	-11.2%	0.6%
Morschach	109 984	155 983	148 504	154 126	147 493	128 169	116 764	130 380	157 770	169 917	192 572	229 260	218 264	41.6%	38.3%	-4.8%	0.6%
Kloten	63 222	65 542	64 735	63 873	110 713	107 521	103 634	97 434	108 409	116 631	115 238	140 278	209 838	150.2%	93.6%	49.6%	0.6%
Klosters-Serneus	204 008	201 835	199 825	210 148	214 094	219 017	186 728	189 244	195 283	204 007	218 426	224 839	204 823	-2.5%	4.9%	-8.9%	0.6%
Adelboden	176 021	183 082	176 519	171 164	188 580	190 514	184 124	196 768	203 451	206 794	192 210	202 766	194 451	13.6%	-4.4%	-4.1%	0.5%
Scuol	156 513	155 813	158 238	161 875	192 333	198 969	180 855	182 904	161 085	188 250	173 410	195 901	192 336	18.8%	19.4%	-1.8%	0.5%
Bad Ragaz	172 047	190 995	194 370	189 299	210 740	212 276	201 043	195 685	199 623	206 312	208 195	157 845	190 538	0.7%	-4.6%	20.7%	0.5%
Samnaun	154 879	163 703	172 699	169 920	187 580	189 672	182 763	188 353	186 654	187 034	189 370	206 951	189 427	11.5%	1.5%	-8.5%	0.5%
Weggis	171 490	182 865	189 035	192 588	211 850	203 394	188 255	177 104	176 212	193 078	209 934	213 546	185 482	-3.7%	5.3%	-13.1%	0.5%
Lenk	95 526	89 528	97 231	103 804	113 926	103 402	91 751	113 304	170 629	186 830	180 446	174 258	180 801	74.2%	6.0%	3.8%	0.5%
Paradiso	227 807	272 180	270 171	265 916	277 539	271 370	244 743	221 425	226 595	222 120	202 680	199 866	180 001	-32.3%	-20.6%	-9.9%	0.5%
Chur	123 849	130 124	131 905	137 454	145 765	137 797	136 337	138 824	142 873	158 837	166 964	173 817	174 063	26.6%	21.8%	0.1%	0.5%
Anniviers													171 921	-	-	-	0.5%
St. Gallen	144 766	144 037	149 161	150 161	155 646	149 288	145 899	141 014	167 272	169 376	181 136	188 565	160 361	6.8%	-4.1%	-15.0%	0.5%
Celerina/Schlarigna	93 439	111 251	118 414	122 682	135 425	133 028	141 056	127 128	128 482	150 757	154 190	156 532	156 532	27.6%	39.8%	1.5%	0.4%
Brig-Glis	56 764	60 065	81 626	86 409	92 203	88 779	101 542	110 337	119 838	118 368	134 529	154 862	152 785	76.8%	27.5%	-1.3%	0.4%
Montana	22 843	17 768	24 609	23 572	31 753	30 805	31 677	25 877	175 051	167 886	175 483	199 912	152 703	547.8%	-12.8%	-23.6%	0.4%
Sigriswil	115 011	116 785	114 616	126 755	137 315	142 524	142 291	138 243	159 994	169 353	157 008	147 691	151 555	19.6%	-5.3%	2.6%	0.4%
Leyzin	254 263	224 785	218 492	231 318	236 258	202 689	172 020	175 020	140 821	134 655	140 428	153 183	151 245	-34.6%	7.4%	-1.3%	0.4%
Muralto	171 782	182 737	181 232	177 854	179 970	170 345	151 550	149 892	135 581	137 792	138 894	135 529	143 730	-19.2%	6.0%	6.1%	0.4%
Winterthur	69 865	78 900	84 363	88 945	91 999	91 420	90 758	87 892	115 056	132 841	142 722	142 135	143 709	61.6%	24.9%	1.1%	0.4%
Laax	118 515	111 074	108 280	110 207	123 470	119 906	118 017	136 989	131 035	137 192	122 047	132 888	142 380	29.2%	8.7%	7.1%	0.4%
Bagnes	118 462	130 688	154 659	151 153	174 964	166 142	149 707	144 634	167 314	150 288	152 595	154 879	141 670	-6.3%	-15.3%	-8.5%	0.4%

Table 6: Top 50 destinations according to season (overnights), incl. market share in 2009.

	Wi 07/2008	Wi 08/2009	Dev. Wi 07/08- Wi 08/09	market share Wi 08/2009
Zürich	1 189 840	1 064 790	-10.5%	6.7%
Genève	944 761	829 684	-12.2%	5.2%
Zermatt	791 342	760 255	-3.9%	4.8%
Davos	506 520	493 489	-2.6%	3.1%
Basel	473 474	452 598	-4.4%	2.9%
St. Moritz	493 949	451 407	-8.6%	2.8%
Luzern	392 868	362 415	-7.8%	2.3%
Arosa	375 582	351 008	-6.5%	2.2%
Bern	293 683	290 936	-0.9%	1.8%
Lausanne	309 260	281 271	-9.1%	1.8%
Lauterbrunnen	287 849	262 236	-8.9%	1.7%
Saas-Fee	265 789	244 672	-7.9%	1.5%
Grindelwald	242 641	234 004	-3.6%	1.5%
Interlaken	233 962	201 749	-13.8%	1.3%
Opfikon	219 254	200 578	-8.5%	1.3%
Meyrin	207 604	183 880	-11.4%	1.2%
Pontresina	180 838	177 917	-1.6%	1.1%
Saanen	187 299	173 837	-7.2%	1.1%
Lugano	183 315	166 933	-8.9%	1.1%
Leukerbad	162 735	162 196	-0.3%	1.0%
Engelberg	165 794	156 095	-5.9%	1.0%
Flims	151 944	145 843	-4.0%	0.9%
Montreux	151 725	140 066	-7.7%	0.9%
Samnau	147 918	136 966	-7.4%	0.9%
Sils im Engadin/Segl	130 091	129 777	-0.2%	0.8%
Olion	137 358	128 745	-6.3%	0.8%
Vaz/Obervaz	129 236	128 538	-0.5%	0.8%
Klosters-Serneus	129 660	116 563	-10.1%	0.7%
Adelboden	108 096	116 360	7.6%	0.7%
Bagnes	122 022	113 659	-6.9%	0.7%
Morschach	114 576	107 667	-6.0%	0.7%
Lenk	99 414	102 181	2.8%	0.6%
Ascona	102 821	94 566	-8.0%	0.6%
Laax	97 338	94 215	-3.2%	0.6%
Celerina/Schlarigna	94 592	92 858	-1.8%	0.6%
Montana	100 287	90 152	-10.1%	0.6%
Anniviers	0	87 948	-	0.6%
Scuol	86 949	87 655	0.8%	0.6%
Kloten	57 705	84 328	46.1%	0.5%
Leysin	76 151	79 727	4.7%	0.5%
St. Gallen	87 639	73 263	-16.4%	0.5%
Chur	71 084	70 373	-1.0%	0.4%
Bad Ragaz	84 832	69 080	-18.6%	0.4%
Leytron	67 393	66 425	-1.4%	0.4%
Locarno	63 477	61 258	-3.5%	0.4%
Winterthur	66 173	60 985	-7.8%	0.4%
Sigriswil	60 647	60 041	-1.0%	0.4%
Weggis	60 672	58 591	-3.4%	0.4%
Hasliberg	59 539	56 598	-4.9%	0.4%
Paradiso	65 283	55 550	-14.9%	0.4%

	Su 2008	Su 2009	Dev. Su 08- Su 09	market share Su 2009
Zürich	1 429 078	1 383 102	-3.2%	6.7%
Genève	1 137 851	1 056 800	-7.1%	5.1%
Luzern	687 813	652 065	-5.2%	3.2%
Basel	522 143	546 594	4.7%	2.7%
Zermatt	549 560	536 774	-2.3%	2.6%
Davos	429 894	426 858	-0.7%	2.1%
Lausanne	411 968	418 281	1.5%	2.0%
Interlaken	425 586	409 060	-3.9%	2.0%
Lugano	398 490	397 982	-0.1%	1.9%
Bern	376 474	386 785	2.7%	1.9%
Ascona	344 389	356 291	3.5%	1.7%
St. Moritz	366 141	346 993	-5.2%	1.7%
Grindelwald	277 376	269 416	-2.9%	1.3%
Opfikon	276 719	263 750	-4.7%	1.3%
Montreux	263 799	224 975	-14.7%	1.1%
Meyrin	232 358	221 039	-4.9%	1.1%
Lauterbrunnen	226 690	201 847	-11.0%	1.0%
Locarno	173 139	192 542	11.2%	0.9%
Pontresina	180 455	182 859	1.3%	0.9%
Engelberg	188 000	168 140	-10.6%	0.8%
Saas-Fee	155 920	157 050	0.7%	0.8%
Leukerbad	152 638	156 656	2.6%	0.8%
Saanen	153 986	146 362	-5.0%	0.7%
Weggis	152 642	130 499	-14.5%	0.6%
Arosa	145 011	126 245	-11.6%	0.6%
Paradiso	139 088	125 024	-10.1%	0.6%
Sils im Engadin/Segl	121 239	120 553	-0.6%	0.6%
Bad Ragaz	80 407	113 712	41.4%	0.6%
Kloten	76 608	113 481	48.1%	0.6%
Morschach	115 363	108 199	-6.2%	0.5%
Scuol	103 116	104 993	1.8%	0.5%
Muralto	102 414	103 825	1.4%	0.5%
Chur	101 277	103 192	1.9%	0.5%
Brig-Glis	100 749	102 145	1.4%	0.5%
Olion	111 492	100 192	-10.1%	0.5%
Vaz/Obervaz	91 188	96 297	5.6%	0.5%
Flims	106 674	94 973	-11.0%	0.5%
Sigriswil	87 599	90 734	3.6%	0.4%
Klosters-Serneus	95 243	90 458	-5.0%	0.4%
St. Gallen	104 979	89 738	-14.5%	0.4%
Adelboden	92 032	81 024	-12.0%	0.4%
Winterthur	78 240	79 913	2.1%	0.4%
Unterseen	83 029	79 757	-3.9%	0.4%
Lenk	78 255	78 228	0.0%	0.4%
Leysin	74 174	71 634	-3.4%	0.3%
Beatenberg	73 932	70 712	-4.4%	0.3%
Montana	92 224	70 612	-23.4%	0.3%
Wilderswil	74 797	69 260	-7.4%	0.3%
Ingenbohl	72 064	69 225	-3.9%	0.3%
Kandersteg	70 913	68 093	-4.0%	0.3%

Graph 5: Top 5 destinations in 2009 (overnights).



Graph 6: Market share of 5 top destinations in 2009 (overnights).

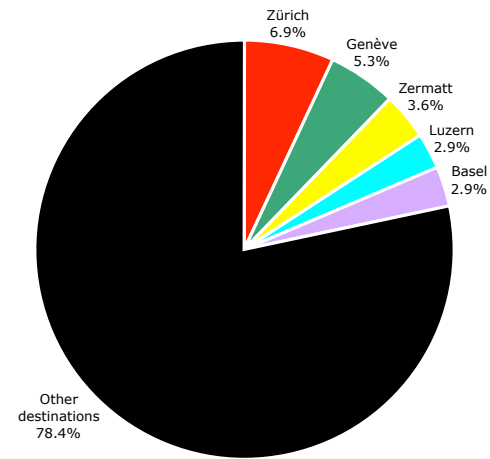


Table 7: Development of tourism regions (overnights), incl. market share in 2009.

	1996	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	2009	Dev. 1999-09	Dev. 2005-09	market share Dev. 2008-09	in 2009
Grisons	5 814 891	5 869 134	6 051 169	6 009 022	6 259 401	6 300 668	5 732 095	5 834 659	5 569 534	5 706 535	5 867 775	6 239 848	5 885 436	-2.1%	5.7%	-5.7%	16.5%
Zurich Region	3 621 185	3 737 883	3 923 288	4 055 224	4 361 105	4 400 336	4 110 690	3 891 780	4 207 552	4 529 960	4 879 077	4 924 305	4 716 798	16.3%	12.1%	-4.2%	13.3%
Valais	3 772 130	3 858 257	4 091 284	3 966 743	4 229 365	4 284 926	4 157 319	4 167 524	4 201 759	4 250 646	4 424 729	4 590 028	4 392 327	10.7%	4.5%	-4.3%	12.3%
Bernese Oberland	3 239 974	3 340 436	3 460 961	3 444 327	3 714 048	3 576 199	3 408 394	3 404 318	3 566 062	3 769 017	3 776 343	3 904 926	3 718 523	8.0%	4.3%	-4.8%	10.4%
Central Switzerland	2 894 167	3 049 647	3 076 940	3 162 659	3 411 393	3 169 053	2 913 387	2 788 132	2 961 024	3 244 606	3 447 702	3 505 487	3 271 381	3.4%	10.5%	-6.7%	9.2%
Geneva	2 012 072	2 048 046	2 108 311	2 184 958	2 345 721	2 312 678	2 310 297	2 223 056	2 379 795	2 653 167	2 877 612	2 884 110	2 660 591	21.8%	11.8%	-7.8%	7.5%
Ticino	2 658 473	2 917 681	2 936 536	3 001 520	3 063 682	2 962 961	2 623 018	2 518 308	2 538 996	2 706 649	2 755 651	2 667 093	2 607 592	-13.1%	2.7%	-2.2%	7.3%
Lake Geneva Region (Vaud)	2 294 976	2 357 296	2 437 407	2 429 627	2 483 614	2 502 749	2 535 191	2 385 568	2 340 096	2 452 920	2 535 006	2 636 535	2 489 649	2.5%	6.4%	-5.6%	7.0%
Eastern Switzerland	1 798 625	1 808 510	1 845 270	1 839 363	1 942 349	1 944 500	1 855 947	1 803 293	1 874 901	1 923 726	1 989 105	2 035 033	1 973 014	7.3%	5.2%	-3.0%	5.5%
Schweizer Mittelland	1 349 251	1 389 015	1 398 167	1 442 864	1 520 133	1 530 275	1 541 471	1 400 009	1 585 397	1 694 884	1 795 441	1 818 271	1 740 950	20.7%	9.8%	-4.3%	4.9%
Basel Region	901 562	919 300	916 689	951 704	974 304	965 945	943 210	974 646	1 043 316	1 216 808	1 274 821	1 362 955	1 381 797	45.2%	32.4%	1.4%	3.9%
Fribourg Region	288 048	300 338	296 318	312 581	318 040	313 603	351 711	282 512	349 496	359 949	386 110	403 761	392 897	25.7%	12.4%	-2.7%	1.1%
Neuchâtel / Jura / Jura Berno	353 067	384 293	403 218	396 718	399 102	414 052	510 674	412 479	325 808	339 559	355 428	361 417	357 938	-9.8%	9.9%	-1.0%	1.0%
TOTAL	30 998 421	31 979 836	32 945 558	33 197 310	35 022 257	34 677 945	32 993 404	32 086 284	32 943 736	34 848 426	36 364 800	37 333 769	35 588 893				

Graph 7: Market share of tourism regions in 2009.

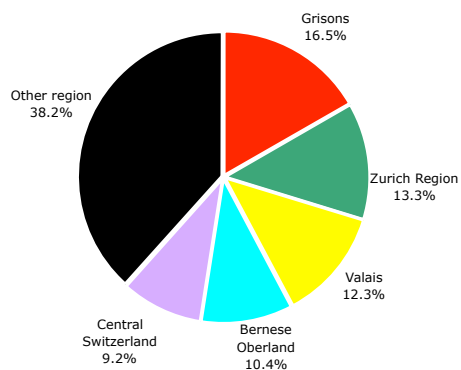


Table 8: Tourism regions, incl. market share in 2009 according to season.

	Wi 2007/08	Wi 2008/09	Dev. Wi 07/08- Wi 08/09	market share Wi 2008/09
Grisons	3 413 247	3 219 164	-5.7%	20.3%
Valais	2 490 110	2 406 697	-3.3%	15.2%
Zurich Region	2 229 368	2 053 352	-7.9%	13.0%
Bernese Oberland	1 656 180	1 582 122	-4.5%	10.0%
Central Switzerland	1 307 281	1 244 479	-4.8%	7.9%
Geneva	1 339 890	1 177 590	-12.1%	7.4%
Lake Geneva Region (Vaud)	1 130 107	1 060 078	-6.2%	6.7%
Eastern Switzerland	843 898	801 767	-5.0%	5.1%
Schweizer Mittelland	778 406	747 047	-4.0%	4.7%
Ticino	734 479	652 236	-11.2%	4.1%
Basel Region	636 594	622 088	-2.3%	3.9%
Fribourg Region	152 757	145 357	-4.8%	0.9%
Neuchâtel / Jura / Jura Berno	131 416	132 406	0.8%	0.8%

	Su 2008	Su 2009	Dev. Su 08- Su 09	market share Su 2009
Grisons	2 797 347	2 677 195	-4.3%	13.5%
Zurich Region	2 744 954	2 632 934	-4.1%	13.3%
Bernese Oberland	2 253 306	2 150 539	-4.6%	10.9%
Central Switzerland	2 209 098	2 036 759	-7.8%	10.3%
Valais	2 068 189	2 005 675	-3.0%	10.1%
Ticino	1 964 325	1 955 244	-0.5%	9.9%
Geneva	1 591 988	1 473 905	-7.4%	7.5%
Lake Geneva Region (Vaud)	1 503 709	1 432 473	-4.7%	7.2%
Eastern Switzerland	1 194 460	1 179 179	-1.3%	6.0%
Schweizer Mittelland	1 048 764	999 592	-4.7%	5.1%
Basel Region	722 287	743 392	2.9%	3.8%
Fribourg Region	254 369	247 459	-2.7%	1.3%
Neuchâtel / Jura / Jura Berno	230 444	227 178	-1.4%	1.1%

Table 9: Overnights in 2009 according to star categories (only hotels and health establishments).

	in absolute terms	%-share incl. cat. "no details"	%- share excl. cat. "no details "
1-Star	480 102	1.3%	1.8%
2-Star	2 019 025	5.7%	7.4%
3-Star	9 900 737	27.8%	36.3%
4-Star	9 723 004	27.3%	35.7%
5-Star	2 878 649	8.1%	10.6%
No details	8 332 070	23.4%	-
No category	2 255 306	6.3%	8.3%
TOTAL	35 588 893	100.0%	100.0%