

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	1999	2005	2006	2007	2008	2009
Market size	-	68 320	77 484	100 351	120 286	134 238	134 546
share of foreign markets	-	0.4%	0.4%	0.5%	0.6%	0.6%	0.7%
share of all markets	-	0.2%	0.2%	0.3%	0.3%	0.4%	0.4%

	1992-2008	1999-2009	2005-2009	2005-2006	2006-2007	2007-2008	2008-2009
Market growth	-	96.9%	73.6%	29.5%	19.9%	11.6%	0.2%
p.a.	-	66 226	57 062	22 867	19 935	13 952	308
p.a.	-	7.0%	11.7%				
p.a.	-	6 623	14 266				
Contributed growth ** of...	-	0.2%	0.2%	0.1%	0.1%	0.0%	0.0%
...in growth of all markets:	-	7.2%	8.0%	5.8%	4.4%	2.7%	-4.7%

**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	1999	2005	2006	2007	2008	2009
Position (of 29 ST markets)							
market size	-	-	23	23	23	22	21
market growth	-	-	9	2	5	7	6

High / low.

All-time high	2009	
Overnights & deviation from all-time high	134 546	-

All-time low (since 1994)	1994	1994-2009
Overnights & deviation from all-time low	44 685	201.1%

Top affinities*** of tourism regions.

2009	Affinity***
Schweizer Mittelland	1.0
Zürich Region	1.4
Basel Region	1.2
Lake Geneva Region (Vaud)	2.6
Fribourg Region	1.5
Geneva	3.1
Central Switzerland	0.8

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

2009	Affinity***
Täsch	12.5
Laax	10.9
Baden	7.2
Vevey	5.5
Einsiedeln	3.9
Bussigny-près-Lausanne	3.2
Egerkingen	2.9
Rümlang	2.4
Nyon	2.4
Winterthur	2.3
Kloten	2.3
Le Grand-Saconnex	2.2

***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.

supplementary accommodation, length of stay, seasonality.

	2003	
overnights in supplementary acc. & share of all ON	40 458	38.0%
overnights in hotels & supplementary accommodations	106 573	

average length of stay	1999	2009
total	2.4	2.9
summer	2.1	2.4
winter	2.8	3.2

	1999	2009
overnights in summer	39 331	60 686
share of the whole year	57.6%	45.1%

Top months (overnights)	2009	
december	15 622	11.6%
march	15 586	11.6%
january	13 223	9.8%

Tourism regions, destinations.

Top tourism regions	2009
Zürich Region	28 677
Grisons	18 392
Central Switzerland	12 848
Valais	12 538
Schweizer Mittelland	12 201
Other regions	49 890

Top destinations	2009
Zürich	14 275
Genève	8 128
Laax	5 882
Basel	5 121
Lausanne	4 088
Zermatt	3 992
Täsch	3 824
Bettlach	3 771
Lauterbrunnen	3 554
St. Moritz	3 499
Other destinations	78 412

Top winners tourism destinations	2008-2009
Laax	5 020
Schwarzenberg	3 330
Vevey	1 692
Bettlach	1 568
Malters	1 072
Kloten	976
Täsch	937
Brugg	806
Montagny (FR)	647
Montana	441

Top tourism regions	Wi 2008/09
Zürich Region	13 628
Grisons	12 161
Valais	9 776
Schweizer Mittelland	5 871
Geneva	5 802
Other regions	20 441

Top destinations	Wi 2008/09
Zürich	5 814
Genève	4 307
Täsch	3 695
Lauterbrunnen	3 391
Davos	3 123
Zermatt	2 994
St. Moritz	2 931
Basel	2 124
Lausanne	1 946
Opfikon	1 830
Other destinations	35 524

Top winners tourism destinations	Wi 2007/08- Wi 2008/09
Täsch	1 233
St. Moritz	933
Rümlang	846
Davos	833
Bettlach	721
Opfikon	627
Brugg	595
Pontresina	439
Leytron	430
Montagny (FR)	356

Top tourism regions	Su 2009
Zürich Region	14 962
Central Switzerland	8 403
Lake Geneva Region (Vaud)	7 568
Schweizer Mittelland	6 231
Geneva	5 348
Other regions	18 174

Top destinations	Su 2009
Zürich	7 708
Genève	3 878
Basel	2 970
Lausanne	2 113
Schwarzenberg	2 010
Bettlach	1 937
Vevey	1 910
Luzern	1 664
Opfikon	1 420
Kloten	1 095
Other destinations	33 981

Top winners tourism destinations	Su 2008- Su 2009
Schwarzenberg	2 010
Vevey	1 587
Kloten	620
Bettlach	503
Malters	490
Lugano	349
Langenbruck	337
Montagny (FR)	300
Kerns	282
Brugg	235

Table 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2009.

	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
2009	46 920	134 546	0.2%	2.9

Graph 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2009.

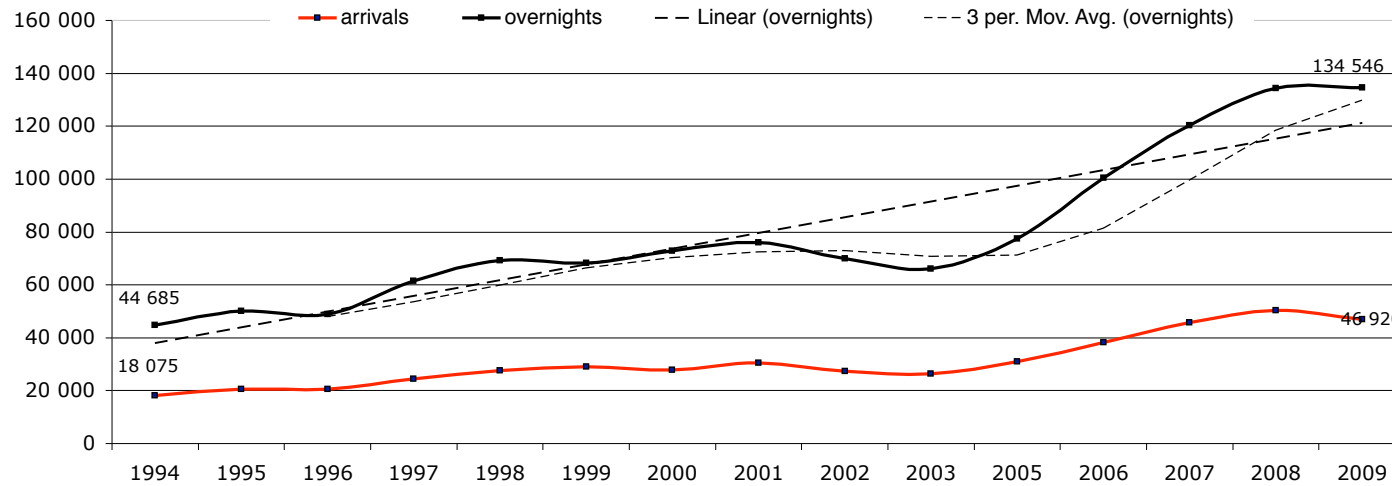


Table 2A: Development of overnights during the consecutive months: in absolute terms.

	January	February	March	April	May	June	July	August	September	October	November	December	Jan-Dec
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
2009	13 223	13 129	15 586	7 436	8 019	10 156	11 021	11 352	11 323	8 815	8 864	15 622	134 546

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%	9.0%	8.4%	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%
2009	9.8%	9.8%	11.6%	5.5%	6.0%	7.5%	8.2%	8.4%	8.4%	6.6%	6.6%	11.6%	100.0%
average 1992-2009	7.7%	8.8%	9.4%	7.7%	7.7%	8.0%	9.2%	10.1%	9.2%	7.9%	6.9%	7.5%	100.0%

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

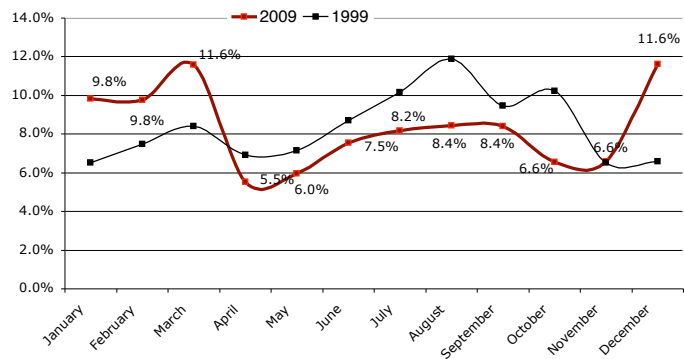


Table 3: Arrivals, overnights and average length of stay in the accommodation: 1994-2009 according to season.

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
2008/ 2009	21 189	67 679	-0.3%	3.2

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
2009	24 790	60 686	-5.9%	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%
2009	45.1%

Graph 4: Overnights according to season: share summer.

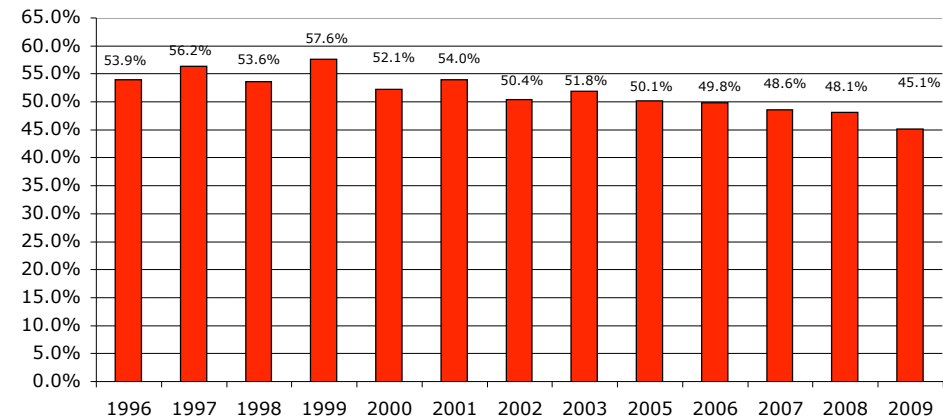


Table 5: Top 50 destinations in 2009 (overnights) incl. market share in 2009.

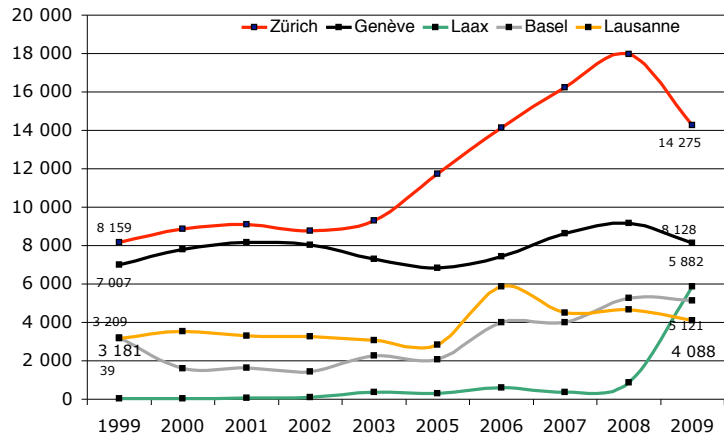
	1996	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	2009	market share			
														Dev. 1999-09	Dev. 2005-09	Dev. 2008-09	in 2009
Zürich	6 646	8 252	8 582	8 159	8 862	9 089	8 779	9 311	11 726	14 132	16 250	17 971	14 275	75.0%	21.7%	-20.6%	10.6%
Genève	5 200	6 720	7 344	7 007	7 816	8 157	8 017	7 298	6 841	7 431	8 619	9 178	8 128	16.0%	18.8%	-11.4%	6.0%
Laax		87	57	39	42	76	109	356	299	615	369	862	5 882	14982.1%	1867.2%	582.4%	4.4%
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	5 121	59.6%	149.6%	-2.9%	3.8%
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	4 088	28.5%	43.6%	-12.3%	3.0%
Zermatt	566	617	1 703	607	1 382	1 251	1 775	1 203	2 469	2 803	4 169	3 939	3 992	557.7%	61.7%	1.3%	3.0%
Täsch	112	29	467	688	890	1 220	825	478	845	1 460	2 374	2 887	3 824	455.8%	352.5%	32.5%	2.8%
Bettlach		38	25	22	57	81	31	31	41	58	1 262	2 203	3 771	17040.9%	9097.6%	71.2%	2.8%
Lauterbrunnen	77	65	146	262	224	225	205	135	86	301	451	3 898	3 554	1256.5%	4032.6%	-8.8%	2.6%
St. Moritz	299	630	937	1 070	972	1 186	1 162	1 551	1 494	1 723	2 760	3 148	3 499	227.0%	134.2%	11.1%	2.6%
Schwarzenberg													3 330	-	-	-	2.5%
Opfikon	1 143	705	1 179	971	959	947	1 501	1 205	1 333	1 988	2 571	2 676	3 113	220.6%	133.5%	16.3%	2.3%
Davos	896	1 314	1 024	1 340	2 209	1 966	1 356	793	1 169	1 574	2 746	3 387	2 723	103.2%	132.9%	-19.6%	2.0%
Vevey	308	383	116	265	350	396	447	458	439	1 122	995	673	2 365	792.5%	438.7%	251.4%	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	2 323	4.5%	106.9%	-1.2%	1.7%
Baden	680	1 475	675	1 038	966	908	714	477	695	1 064	1 591	1 698	1 953	88.2%	181.0%	15.0%	1.5%
Kloten	208	183	188	280	1 084	447	621	411	428	523	505	817	1 793	540.4%	318.9%	119.5%	1.3%
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	1 709	-10.8%	-18.0%	-29.5%	1.3%
Meyrin	865	1 411	1 044	813	1 219	1 215	1 383	1 449	1 733	2 786	2 343	1 845	1 653	103.3%	-4.6%	-10.4%	1.2%
Samnaun	81	28	39	45	169	102	160	261	151	753	1 268	1 823	1 451	3124.4%	860.9%	-20.4%	1.1%
Emmen	21	204	504	180	24	375	2	139	4 531	3 500	2 927	1 565	1 291	617.2%	-71.5%	-17.5%	1.0%
Montreux	1 176	1 917	1 445	690	799	970	1 042	836	723	1 081	938	876	1 277	85.1%	76.6%	45.8%	0.9%
Winterthur	689	492	684	525	620	570	641	497	718	1 157	1 616	2 214	1 262	140.4%	75.8%	-43.0%	0.9%
Lugano	758	946	1 112	761	766	664	898	802	630	614	867	1 031	1 252	64.5%	98.7%	21.4%	0.9%
Brugg	90	132	200	218	107	290	141	85	110	83	278	397	1 203	451.8%	993.6%	203.0%	0.9%
Malters			102	84	5	25	3	4	105	48	4	33	1 105	1215.5%	952.4%	3248.5%	0.8%
Klosters-Serneus	229	159	279	419	911	754	566	697	898	579	758	1 104	1 068	154.9%	18.9%	-3.3%	0.8%
Bussigny-près-Lausanne	672	708	1 293	1 016	1 423	2 159	1 335	1 086	1 175	1 456	961	1 414	1 067	5.0%	-9.2%	-24.5%	0.8%
Saas-Fee	100	115	130	274	257	248	299	320	588	572	383	819	1 049	282.8%	78.4%	28.1%	0.8%
Einsiedeln	345	338	247	312	389	1 011	534	315	644	1 049	1 601	1 143	1 029	229.8%	59.8%	-10.0%	0.8%
Le Grand-Saconnex	230	400	275	236	421	318	324	319	489	1 082	1 194	1 014	899	280.9%	83.8%	-11.3%	0.7%
Leytron	2					402	349	203	153	198	252	888	894	-	484.3%	0.7%	0.7%
Grindelwald	204	113	421	317	772	406	354	352	146	554	700	926	814	156.8%	457.5%	-12.1%	0.6%
Montagny (FR)	14	2	10	23	37	13		3	95	122	317	156	803	3391.3%	745.3%	414.7%	0.6%
Interlaken	402	317	306	247	311	333	224	330	279	555	2 166	1 065	766	210.1%	174.6%	-28.1%	0.6%
Lungern	13	10		2			62	933	252	636	881	745	763	38050.0%	202.8%	2.4%	0.6%
Spreitenbach	4	11	36	164	50	77	136	57	23	20	136	316	712	334.1%	2995.7%	125.3%	0.5%
Montana	4	16	86	232	116	100	51	98	106	62	270	207	648	179.3%	511.3%	213.0%	0.5%
Zug	414	589	804	662	929	1005	711	736	396	512	543	639	647	-2.3%	63.4%	1.3%	0.5%
Pontresina	41	29	123	45	190	129	23	126	60	1 019	200	330	645	1333.3%	975.0%	95.5%	0.5%
Egerkingen	74	118	619	167	92	187	192	748	159	208	338	532	608	264.1%	282.4%	14.3%	0.5%
St. Gallen	324	392	343	756	506	354	601	395	630	424	566	1 091	595	-21.3%	-5.6%	-45.5%	0.4%
Illnau-Effretikon	38	4	4	16	8	9	1	18	4	6	3	318	569	3456.3%	14125.0%	78.9%	0.4%
Rümlang			10	73		83	86	19	107	155	291	1 362	562	5520.0%	425.2%	-58.7%	0.4%
Neuchâtel	192	460	509	307	290	410	444	229	269	438	431	432	529	72.3%	96.7%	22.5%	0.4%
Biel/Bienne	131	132	143	189	255	303	374	176	208	484	558	562	493	160.8%	137.0%	-12.3%	0.4%
Paradiso	323	232	225	401	544	626	345	447	326	537	478	655	485	20.9%	48.8%	-26.0%	0.4%
Savognin	1		73	51	26	28	58	13	13	28	34	908	477	835.3%	3569.2%	-47.5%	0.4%
Nyon	306	169	211	172	398	466	637	245	214	328	411	367	466	170.9%	117.8%	27.0%	0.3%
Kerns	280	502	14	8	26		44	408	38	378	566	178	457	5612.5%	1102.6%	156.7%	0.3%

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	9 025	5 814	-35.6%	8.6%
Genève	4 352	4 307	-1.0%	6.4%
Täsch	2 462	3 695	50.1%	5.5%
Lauterbrunnen	3 621	3 391	-6.4%	5.0%
Davos	2 290	3 123	36.4%	4.6%
Zermatt	3 665	2 994	-18.3%	4.4%
St. Moritz	1 998	2 931	46.7%	4.3%
Basel	2 548	2 124	-16.6%	3.1%
Lausanne	2 112	1 946	-7.9%	2.9%
Opfikon	1 203	1 830	52.1%	2.7%
Bettlach	700	1 421	103.0%	2.1%
Samnaun	1 712	1 342	-21.6%	2.0%
Rümlang	397	1 243	213.1%	1.8%
Klosters-Serneus	915	1 069	16.8%	1.6%
Emmen	918	933	1.6%	1.4%
Baden	913	862	-5.6%	1.3%
Meyrin	1 046	832	-20.5%	1.2%
Winterthur	882	826	-6.3%	1.2%
Leytron	379	809	113.5%	1.2%
Laax	475	761	60.2%	1.1%
Bern	1 368	759	-44.5%	1.1%
Brugg	154	749	386.4%	1.1%
Luzern	843	702	-16.7%	1.0%
Savognin	687	669	-2.6%	1.0%
Saas-Fee	551	664	20.5%	1.0%
Pontresina	189	628	232.3%	0.9%
Grindelwald	554	580	4.7%	0.9%
Kloten	273	528	93.4%	0.8%
Interlaken	441	477	8.2%	0.7%
Bussigny-près-Lausanne	684	475	-30.6%	0.7%
Le Grand-Saconnex	451	456	1.1%	0.7%
St. Gallen	244	455	86.5%	0.7%
Montagny (FR)	82	438	434.1%	0.6%
Egerkingen	172	417	142.4%	0.6%
Montreux	274	415	51.5%	0.6%
Biel/Bienne	292	399	36.6%	0.6%
Montana	168	359	113.7%	0.5%
Duggingen	0	349	-	0.5%
Flims	204	330	61.8%	0.5%
Engelberg	374	328	-12.3%	0.5%
Spreitenbach	48	314	554.2%	0.5%
Lugano	348	298	-14.4%	0.4%
Zug	256	297	16.0%	0.4%
Schaffhausen	389	272	-30.1%	0.4%
Vevey	447	258	-42.3%	0.4%
Silvaplana	187	246	31.6%	0.4%
Meiringen	102	238	133.3%	0.4%
Neuchâtel	183	224	22.4%	0.3%
Fribourg	124	221	78.2%	0.3%
Arosa	210	193	-8.1%	0.3%

	Su 2008	Su 2009	Dev. Su 08- Su 09	market share Su 2009
Zürich	9 933	7 708	-22.4%	12.7%
Genève	4 670	3 878	-17.0%	6.4%
Basel	2 841	2 970	4.5%	4.9%
Lausanne	2 506	2 113	-15.7%	3.5%
Schwarzenberg	-	2 010	-	3.3%
Bettlach	1 434	1 937	35.1%	3.2%
Vevey	323	1 910	491.3%	3.1%
Luzern	1 588	1 664	4.8%	2.7%
Opfikon	1 319	1 420	7.7%	2.3%
Kloten	475	1 095	130.5%	1.8%
Baden	851	1 043	22.6%	1.7%
Lugano	638	987	54.7%	1.6%
Bern	1 335	980	-26.6%	1.6%
Einsiedeln	1 014	937	-7.6%	1.5%
Meyrin	852	769	-9.7%	1.3%
Lungern	596	733	23.0%	1.2%
Bussigny-près-Lausanne	784	666	-15.1%	1.1%
Zermatt	546	662	21.2%	1.1%
Montreux	567	639	12.7%	1.1%
Emmen	684	625	-8.6%	1.0%
St. Moritz	1 021	563	-44.9%	0.9%
Winterthur	1 335	540	-59.6%	0.9%
Malters	22	512	2227.3%	0.8%
Le Grand-Saconnex	560	494	-11.8%	0.8%
Kerns	167	449	168.9%	0.7%
Brugg	209	444	112.4%	0.7%
Illnau-Effretikon	253	412	62.8%	0.7%
Spreitenbach	183	403	120.2%	0.7%
St. Gallen	608	381	-37.3%	0.6%
Montagny (FR)	78	378	384.6%	0.6%
Paradiso	530	370	-30.2%	0.6%
Zug	334	351	5.1%	0.6%
Villigen	226	349	54.4%	0.6%
Langenbruck	5	342	6740.0%	0.6%
Ascona	234	327	39.7%	0.5%
Ringgenberg (BE)	138	319	131.2%	0.5%
Montagny-près-Yverdon	265	314	18.5%	0.5%
Interlaken	726	310	-57.3%	0.5%
Locarno	216	280	29.6%	0.5%
Nyon	209	273	30.6%	0.4%
Neuchâtel	249	272	9.2%	0.4%
Rapperswil-Jona	199	271	36.2%	0.4%
Täsch	434	270	-37.8%	0.4%
Grindelwald	334	254	-24.0%	0.4%
Schaffhausen	297	253	-14.8%	0.4%
Innertkirchen	386	246	-36.3%	0.4%
Leytron	395	243	-38.5%	0.4%
Fribourg	412	242	-41.3%	0.4%
Olten	234	241	3.0%	0.4%
Rothrist	72	238	230.6%	0.4%

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



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

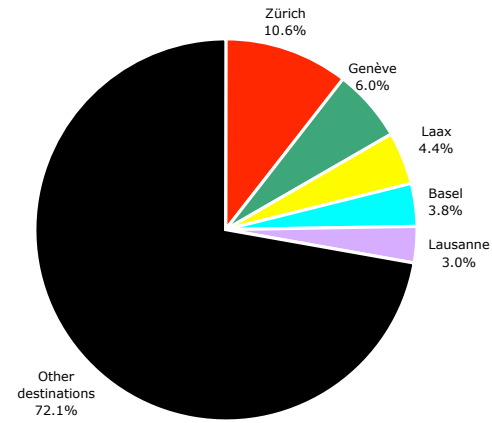


Table 7: Development of tourism regions (overnights), incl. market share in 2009.

	1996	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	2009	market share			
														Dev. 1999-09	Dev. 2005-09	Dev. 2008-09 in 2009	
Zurich Region	14 109	16 743	15 703	15 644	17 991	16 738	16 201	15 317	18 756	23 712	28 984	33 122	28 677	83.3%	52.9%	-13.4%	21.3%
Grisons	3 126	3 433	4 446	4 491	5 643	5 631	4 491	5 374	6 099	8 207	10 415	14 720	18 392	309.5%	201.6%	24.9%	13.7%
Central Switzerland	3 264	4 550	4 221	5 248	4 755	5 903	3 765	4 842	9 650	10 077	10 530	9 157	12 848	144.8%	33.1%	40.3%	9.5%
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	12 538	153.8%	100.2%	4.6%	9.3%
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	12 201	66.5%	87.9%	2.0%	9.1%
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	12 126	44.2%	54.6%	0.8%	9.0%
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	11 112	34.3%	16.4%	-11.9%	8.3%
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	7 503	74.2%	156.9%	8.4%	5.6%
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	7 267	273.4%	467.7%	-8.5%	5.4%
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	4 622	101.7%	62.9%	-16.1%	3.4%
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	4 226	0.5%	-5.5%	-24.3%	3.1%
Fribourg Region	402	641	632	543	746	1 404	1 172	947	865	846	1 661	1 815	1 912	252.1%	121.0%	5.3%	1.4%
Neuchâtel / Jura / Jura Berno	598	619	1 201	697	739	730	602	753	455	904	964	877	1 122	61.0%	146.6%	27.9%	0.8%
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	134 546				

Graph 7: Market share of tourism regions in 2009.

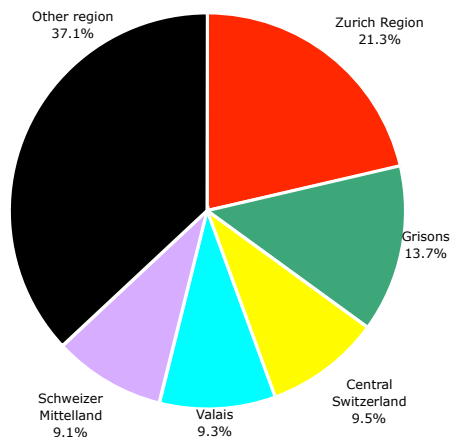


Table 8: Tourism regions, incl. market share in 2009 according to season.

	Wi 2007/08	Wi 2008/09	Dev. Wi 07/08-	market share
			Wi 08/09	Wi 2008/09
Zurich Region	15 352	13 628	-11.2%	20.1%
Grisons	10 227	12 161	18.9%	18.0%
Valais	8 848	9 776	10.5%	14.4%
Schweizer Mittelland	5 577	5 871	5.3%	8.7%
Geneva	6 196	5 802	-6.4%	8.6%
Bernese Oberland	5 369	5 334	-0.7%	7.9%
Lake Geneva Region (Vaud)	4 913	4 377	-10.9%	6.5%
Basel Region	3 285	3 311	0.8%	4.9%
Central Switzerland	3 040	2 889	-5.0%	4.3%
Eastern Switzerland	2 353	1 900	-19.3%	2.8%
Ticino	1 716	1 298	-24.4%	1.9%
Fribourg Region	570	919	61.2%	1.4%
Neuchâtel / Jura / Jura Berno	423	413	-2.4%	0.6%

	Su 2008	Su 2009	Dev. Su 08-	market share
			Su 09	Su 2009
Zurich Region	17 908	14 962	-16.5%	24.7%
Central Switzerland	6 049	8 403	38.9%	13.8%
Lake Geneva Region (Vaud)	6 998	7 568	8.1%	12.5%
Schweizer Mittelland	6 539	6 231	-4.7%	10.3%
Geneva	6 405	5 348	-16.5%	8.8%
Basel Region	3 712	4 213	13.5%	6.9%
Ticino	3 777	3 383	-10.4%	5.6%
Eastern Switzerland	2 946	2 549	-13.5%	4.2%
Valais	3 126	2 393	-23.4%	3.9%
Bernese Oberland	2 618	2 049	-21.7%	3.4%
Grisons	2 821	1 884	-33.2%	3.1%
Fribourg Region	1 151	1 057	-8.2%	1.7%
Neuchâtel / Jura / Jura Berno	472	646	36.9%	1.1%

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

	in absolute terms	% -share incl.	
		cat. "no details"	cat. "no details"
1-Star	3 295	2.4%	3.4%
2-Star	11 615	8.6%	11.9%
3-Star	26 605	19.8%	27.3%
4-Star	32 591	24.2%	33.5%
5-Star	8 511	6.3%	8.7%
No details	37 159	27.6%	-
No category	14 770	11.0%	15.2%
TOTAL	134 546	100.0%	100.0%