

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	2000	2005	2007	2008	2009	2010
Market size	-	72 775	77 484	120 286	134 238	134 546	143 288
share of foreign markets	-	0.4%	0.4%	0.6%	0.6%	0.7%	0.7%
share of all markets	-	0.2%	0.2%	0.3%	0.4%	0.4%	0.4%

	1992-2010	2000-2010	2005-2010	2007-2008	2008-2009	2009-2010	
Market growth	-	96.9%	84.9%		11.6%	0.2%	6.5%
	-	70 513	65 804		13 952	308	8 742
p.a.	-	7.0%	13.1%				
p.a.	-	7 051	13 161				
Contributed growth ** of...	-	0.2%	0.2%		0.0%	0.0%	0.0%
...in growth of all markets:	-	3.4%	9.9%		-0.4%	-3.0%	1.7%

**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	2000	2005	2007	2008	2009	2010
Position (of 31 ST markets)							
market size	-	24	24	24	23	22	21
market growth	-	24	9	5	7	6	13

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	2000	2010
total	2.6	2.8
summer	2.4	2.3
winter	2.9	3.4

	2000	2010
overnights in summer	37 938	63 212
share of the whole year	52.1%	44.1%

Top months (overnights)	2010	
march	18 360	12.8%
february	15 121	10.6%
january	14 700	10.3%

High / low.

All-time high	2010	
Overnights & deviation from all-time high	143 288	-

All-time low (since 1994)	1994	1994-2010
Overnights & deviation from all-time low	44 685	220.7%

Top affinities*** of tourism regions.

2010	Affinity***
Basel Region	1.5
Zurich Region	1.5
Schweizer Mittelland	1.3
Lake Geneva Region (Vaud)	1.3
Geneva	1.2
Grisons	1.0
Fribourg Region	1.0

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

2010	Affinity***
Laax	16.2
Täsch	9.1
Einsiedeln	8.1
Baden	6.0
Nyon	3.8
Zug	3.3
Saas-Grund	2.8
Schaffhausen	2.5
Winterthur	2.4
Le Grand-Saconnex	2.2
Lauterbrunnen	2.2
Kloten	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	2010
Zurich Region	30 477
Grisons	23 480
Geneva	13 320
Lake Geneva Region (Vaud)	13 138
Lucerne / Vierwaldstättersee	13 121
Other regions	49 752

Top destinations	2010
Zürich	13 918
Laax	11 984
Genève	9 109
Basel	6 311
Lausanne	5 037
Zermatt	3 783
Lauterbrunnen	3 781
Opfikon	3 151
St. Moritz	3 091
Davos	3 066
Other destinations	80 057

Top winners tourism destinations	2009-2010
Laax	6 102
Emmen	1 586
Einsiedeln	1 495
Basel	1 190
Genève	981
Lausanne	949
Zug	853
Montreux	737
Rheinfelden	570
Saas-Grund	537

Top tourism regions	Wi 2009/10
Grisons	20 729
Zurich Region	13 857
Valais	9 925
Lucerne / Vierwaldstättersee	6 581
Geneva	6 540
Other regions	24 765

Top destinations	Wi 2009/10
Laax	11 446
Zürich	6 398
Genève	4 519
Zermatt	3 538
Lauterbrunnen	3 386
Davos	2 901
Basel	2 747
Täsch	2 541
St. Moritz	2 330
Lausanne	2 272
Other destinations	40 319

Top winners tourism destinations	Wi 2008/09- Wi 2009/10
Laax	10 685
Schwarzenberg	1 680
Malters	1 205
Montreux	956
Basel	623
Zürich	584
Zermatt	544
Saas-Grund	484
Zug	388
Montana	385

Top tourism regions	Su 2010
Zurich Region	16 262
Lucerne / Vierwaldstättersee	8 066
Lake Geneva Region (Vaud)	7 115
Geneva	6 619
Basel Region	4 713
Other regions	20 437

Top destinations	Su 2010
Zürich	7 596
Genève	4 576
Basel	3 283
Lausanne	2 811
Einsiedeln	2 074
Luzern	1 827
Opfikon	1 275
Emmen	1 268
Bettlach	1 225
Winterthur	1 225
Other destinations	36 052

Top winners tourism destinations	Su 2009- Su 2010
Einsiedeln	1 137
Genève	698
Lausanne	698
Winterthur	685
Emmen	643
Rümlang	534
Zug	374
Rheinfelden	368
St. Moritz	332
Basel	313

Table 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2010.

	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
2010	51 020	143 288	6.5%	2.8

Graph 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2010.

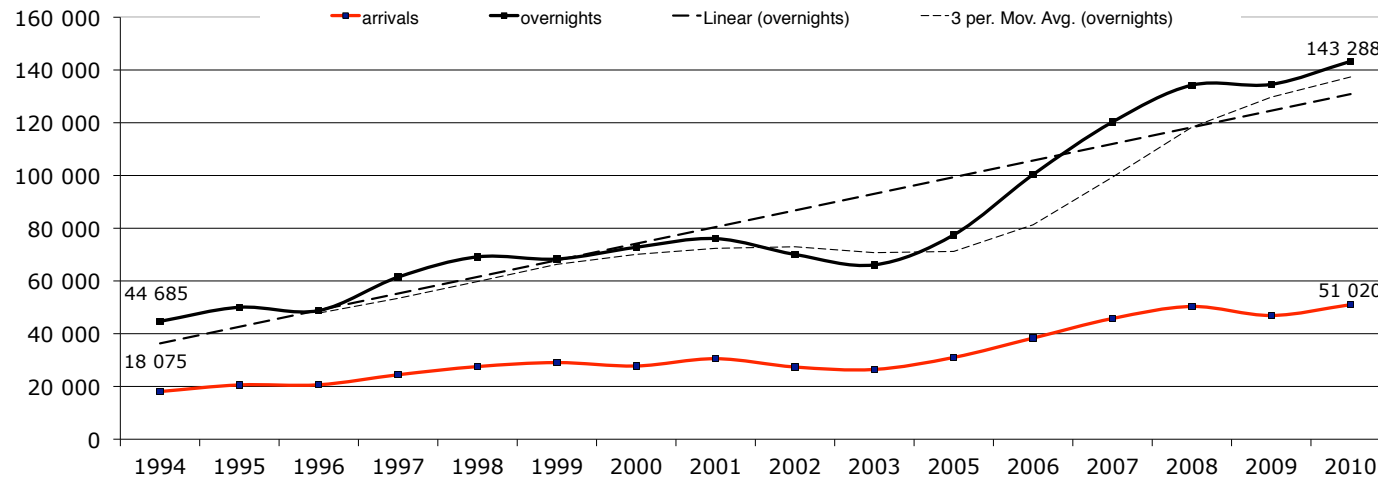


Table 2A: Development of overnights during the consecutive months: in absolute terms.

	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
2010	14 700	15 121	18 360	9 730	9 159	11 398	12 309	11 028	11 111	8 207	8 770	13 395	143 288

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%
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%
2010	10.3%	10.6%	12.8%	6.8%	6.4%	8.0%	8.6%	7.7%	7.8%	5.7%	6.1%	9.3%	100.0%
average 1992-2010	7.9%	8.9%	9.6%	7.6%	7.7%	8.0%	9.1%	10.0%	9.1%	7.7%	6.8%	7.6%	100.0%

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

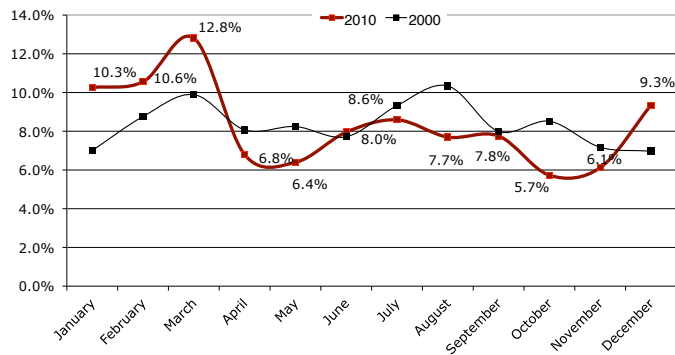


Table 3: Arrivals, overnights and average length of stay in the accommodation: 1994-2010 according to season.

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
2009/ 2010	24 571	82 397	21.7%	3.4

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
2010	27 141	63 212	4.2%	2.3

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%
2010	44.1%

Graph 4: Overnights according to season: share summer.

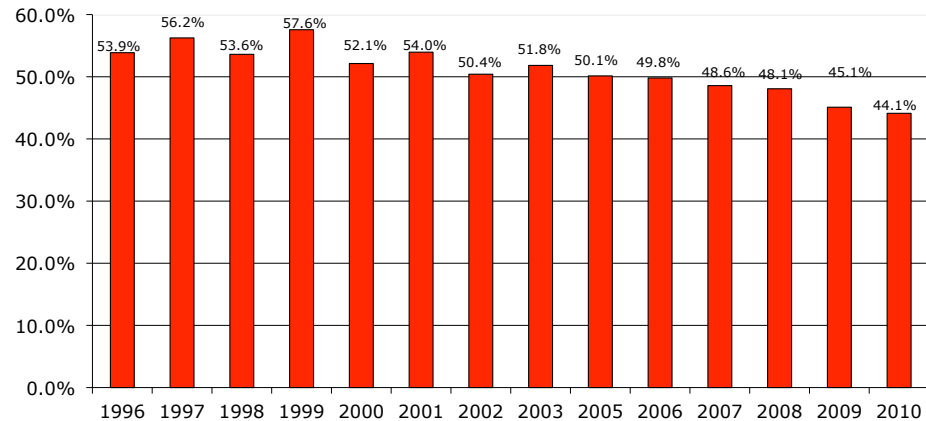


Table 5: Top 50 destinations in 2010 (overnights) incl. market share in 2010.

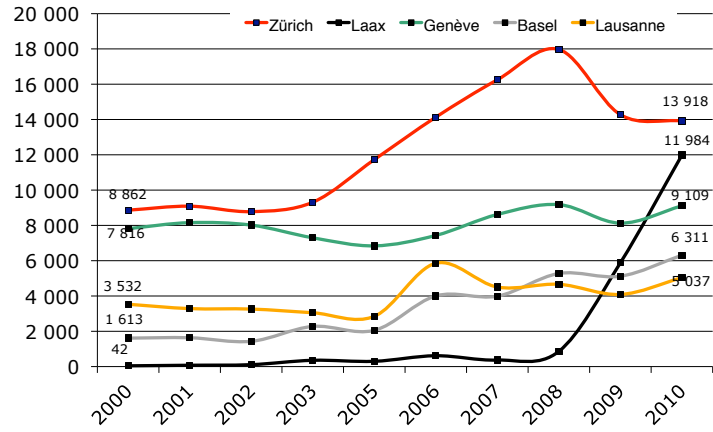
	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	2009	2010	Dev. 2000-10	Dev. 2005-10	Dev.09-10	market share in 2010
Zürich	8 582	8 159	8 862	9 089	8 779	9 311	11 726	14 132	16 250	17 971	14 275	13 918	57.1%	18.7%	-2.5%	9.7%
Laax	57	39	42	76	109	356	299	615	369	862	5 882	11 984	28433.3%	3908.0%	103.7%	8.4%
Genève	7 344	7 007	7 816	8 157	8 017	7 298	6 841	7 431	8 619	9 178	8 128	9 109	16.5%	33.2%	12.1%	6.4%
Basel	2 049	3 209	1 613	1 634	1 432	2 276	2 052	4 005	3 989	5 278	5 121	6 311	291.3%	207.6%	23.2%	4.4%
Lausanne	3 039	3 181	3 532	3 285	3 259	3 051	2 846	5 857	4 506	4 663	4 088	5 037	42.6%	77.0%	23.2%	3.5%
Zermatt	1 703	607	1 382	1 251	1 775	1 203	2 469	2 803	4 169	3 939	3 992	3 783	173.7%	53.2%	-5.2%	2.6%
Lauterbrunnen	146	262	224	225	205	135	86	301	451	3 898	3 554	3 781	1587.9%	4296.5%	6.4%	2.6%
Opfikon	1 179	971	959	947	1 501	1 205	1 333	1 988	2 571	2 676	3 113	3 151	228.6%	136.4%	1.2%	2.2%
St. Moritz	937	1 070	972	1 186	1 162	1 551	1 494	1 723	2 760	3 148	3 499	3 091	218.0%	106.9%	-11.7%	2.2%
Davos	1 024	1 340	2 209	1 966	1 356	793	1 169	1 574	2 746	3 387	2 723	3 066	38.8%	162.3%	12.6%	2.1%
Emmen	504	180	24	375	2	139	4 531	3 500	2 927	1 565	1 291	2 877	11887.5%	-36.5%	122.8%	2.0%
Täsch	467	688	890	1 220	825	478	845	1 460	2 374	2 887	3 824	2 831	218.1%	235.0%	-26.0%	2.0%
Luzern	1 181	2 224	1 805	2 133	1 345	1 069	1 123	1 670	2 321	2 352	2 323	2 599	44.0%	131.4%	11.9%	1.8%
Einsiedeln	247	312	389	1 011	534	315	644	1 049	1 601	1 143	1 029	2 524	548.8%	291.9%	145.3%	1.8%
Bettlach	25	22	57	81	31	31	41	58	1 262	2 203	3 771	2 500	4286.0%	5997.6%	-33.7%	1.7%
Montreux	1 445	690	799	970	1 042	836	723	1 081	938	876	1 277	2 014	152.1%	178.6%	57.7%	1.4%
Bern	1 932	1 915	1 580	1 777	1 487	1 561	2 085	2 467	2 681	2 424	1 709	1 889	19.6%	-9.4%	10.5%	1.3%
Meyrin	1 044	813	1 219	1 215	1 383	1 449	1 733	2 786	2 343	1 845	1 653	1 875	53.8%	8.2%	13.4%	1.3%
Kloten	188	280	1 084	447	621	411	428	523	505	817	1 793	1 828	68.6%	327.1%	2.0%	1.3%
Winterthur	684	525	620	570	641	497	718	1 157	1 616	2 214	1 262	1 712	176.1%	138.4%	35.7%	1.2%
Baden	675	1 038	966	908	714	477	695	1 064	1 591	1 698	1 953	1 624	68.1%	133.7%	-16.8%	1.1%
Zug	804	662	929	1 005	711	736	396	512	543	639	647	1 500	61.5%	278.8%	131.8%	1.0%
Lugano	1 112	761	766	664	898	630	614	867	1 031	1 252	1 235	1 235	61.2%	96.0%	-1.4%	0.9%
Le Grand-Saconnex	275	236	421	318	324	319	489	1 082	1 194	1 014	899	1 106	162.7%	126.2%	23.0%	0.8%
Rümlang		10	73	83	86	19	107	155	291	1 362	562	930	1174.0%	769.2%	65.5%	0.6%
Klosters-Serneus	279	419	911	754	566	697	898	579	758	1 104	1 068	880	-3.4%	-2.0%	-17.6%	0.6%
Vevey	116	265	350	396	447	458	439	1 122	995	673	2 365	823	135.1%	87.5%	-65.2%	0.6%
Rheinfelden	60	151	43	27	29	68	25	61	740	222	245	815	1795.3%	3160.0%	232.7%	0.6%
Samnaun	39	45	169	102	160	261	151	753	1 268	1 823	1 451	808	378.1%	435.1%	-44.3%	0.6%
Interlaken	306	247	311	333	224	330	279	555	2 166	1 065	766	802	157.9%	187.5%	4.7%	0.6%
Nyon	211	172	398	466	637	245	214	328	411	367	466	773	94.2%	261.2%	65.9%	0.5%
Leytron			402	349	349	203	153	198	252	888	894	759	-	396.1%	-15.1%	0.5%
Pontresina	123	45	190	129	23	126	60	1 019	200	330	645	756	297.9%	1160.0%	17.2%	0.5%
Grindelwald	421	317	772	406	354	352	146	554	700	926	814	743	-3.8%	408.9%	-8.7%	0.5%
Saas-Grund	56		30	49	40	39	51	8	399	230	200	737	2356.7%	1345.1%	268.5%	0.5%
Neuchâtel	509	307	290	410	444	229	269	438	431	432	529	722	149.0%	168.4%	36.5%	0.5%
Montana	86	232	116	100	51	98	106	62	270	207	648	707	509.5%	567.0%	9.1%	0.5%
Lungern		2			62	933	252	636	881	745	763	699	-	177.4%	-8.4%	0.5%
Chur	239	508	191	185	231	249	394	702	432	507	289	674	252.9%	71.1%	133.2%	0.5%
Saas-Fee	130	274	257	248	299	320	588	572	383	819	1 049	672	161.5%	14.3%	-35.9%	0.5%
Fribourg	277	255	404	1 070	866	705	395	264	614	566	437	659	63.1%	66.8%	50.8%	0.5%
St. Gallen	343	756	506	354	601	395	630	424	566	1 091	595	653	29.1%	3.7%	9.7%	0.5%
Malters	102	84	5	25	3	4	105	48	4	33	1 105	632	12540.0%	501.9%	-42.8%	0.4%
Schaffhausen	293	337	233	229	259	218	346	577	442	765	435	626	168.7%	80.9%	43.9%	0.4%
Lancy	19	9	47	34	83	295	326	365	297	329	354	601	1178.7%	84.4%	69.8%	0.4%
Engelberg	484	392	407	437	225	437	306	287	645	452	381	562	38.1%	83.7%	47.5%	0.4%
Arosa	81	72	132	192	201	213	243	214	425	357	327	546	313.6%	124.7%	67.0%	0.4%
Ormont-Dessus	64	70	85	77	65	91	5	206	29	48	50	528	521.2%	10460.0%	956.0%	0.4%
Vouvry	36			11		31	2	6	28	8	1	502	-	25000.0%	50100.0%	0.4%
Innertkirchen	3	9			4	4	6	55	192	390	250	468	-	7700.0%	87.2%	0.3%

Table 6: Top 50 destinations according to season (overnights), incl. market share in 2010.

	Wi 2008/09	Wi 2009/10	Dev. Wi 08/09- Wi 09/10	market share Wi 2009/10
Laax	761	11 446	1404.1%	13.9%
Zürich	5 814	6 398	10.0%	7.8%
Genève	4 307	4 519	4.9%	5.5%
Zermatt	2 994	3 538	18.2%	4.3%
Lauterbrunnen	3 391	3 386	-0.1%	4.1%
Davos	3 123	2 901	-7.1%	3.5%
Basel	2 124	2 747	29.3%	3.3%
Täsch	3 695	2 541	-31.2%	3.1%
St. Moritz	2 931	2 330	-20.5%	2.8%
Lausanne	1 946	2 272	16.8%	2.8%
Opfikon	1 830	2 045	11.7%	2.5%
Bettlach	1 421	1 758	23.7%	2.1%
Schwarzenberg	0	1 680	-	2.0%
Montreux	415	1 371	230.4%	1.7%
Malters	0	1 205	-	1.5%
Meyrin	832	1 161	39.5%	1.4%
Emmen	933	1 102	18.1%	1.3%
Baden	862	922	7.0%	1.1%
Bern	759	879	15.8%	1.1%
Klosters-Serneus	1 069	866	-19.0%	1.1%
Samnaun	1 342	816	-39.2%	1.0%
Luzern	702	787	12.1%	1.0%
Saas-Fee	664	772	16.3%	0.9%
Kloten	528	756	43.2%	0.9%
Montana	359	744	107.2%	0.9%
Pontresina	628	731	16.4%	0.9%
Zug	297	685	130.6%	0.8%
Saas-Grund	189	673	256.1%	0.8%
Engelberg	328	576	75.6%	0.7%
Grindelwald	580	569	-1.9%	0.7%
Vevey	258	569	120.5%	0.7%
Winterthur	826	508	-38.5%	0.6%
Le Grand-Saconnex	456	502	10.1%	0.6%
Arosa	193	491	154.4%	0.6%
Neuchâtel	224	458	104.5%	0.6%
Interlaken	477	456	-4.4%	0.6%
Einsiedeln	87	454	421.8%	0.6%
Lugano	298	392	31.5%	0.5%
Nyon	178	331	86.0%	0.4%
Ormont-Dessus	20	328	1540.0%	0.4%
Leytron	809	318	-60.7%	0.4%
Schaffhausen	272	290	6.6%	0.4%
Egerkingen	417	283	-32.1%	0.3%
Spreitenbach	314	278	-11.5%	0.3%
Rümlang	1 243	234	-81.2%	0.3%
St. Gallen	455	234	-48.6%	0.3%
Chur	140	233	66.4%	0.3%
Flims	330	229	-30.6%	0.3%
Biel/Bienne	399	222	-44.4%	0.3%
Brugg	749	220	-70.6%	0.3%

	Su 2009	Su 2010	Dev. Su 09- Su 10	market share Su 2010
Zürich	7 708	7 596	-1.5%	12.0%
Genève	3 878	4 576	18.0%	7.2%
Basel	2 970	3 283	10.5%	5.2%
Lausanne	2 113	2 811	33.0%	4.4%
Einsiedeln	937	2 074	121.3%	3.3%
Luzern	1 664	1 827	9.8%	2.9%
Opfikon	1 420	1 275	-10.2%	2.0%
Emmen	625	1 268	102.9%	2.0%
Bettlach	1 937	1 225	-36.8%	1.9%
Winterthur	540	1 225	126.9%	1.9%
Bern	980	1 052	7.3%	1.7%
Montreux	639	897	40.4%	1.4%
St. Moritz	563	895	59.0%	1.4%
Kloten	1 095	879	-19.7%	1.4%
Lugano	987	813	-17.6%	1.3%
Meyrin	769	763	-0.8%	1.2%
Baden	1 043	757	-27.4%	1.2%
Zermatt	662	730	10.3%	1.2%
Zug	351	725	106.6%	1.1%
Rümlang	96	630	556.3%	1.0%
Lungern	733	574	-21.7%	0.9%
Le Grand-Saconnex	494	549	11.1%	0.9%
Rheinfelden	77	445	477.9%	0.7%
Vevey	1 910	442	-76.9%	0.7%
St. Gallen	381	431	13.1%	0.7%
Chur	175	426	143.4%	0.7%
Montagny-près-Yverdon	314	416	32.5%	0.7%
Leytron	243	415	70.8%	0.7%
Fribourg	242	407	68.2%	0.6%
Lauterbrunnen	221	377	70.6%	0.6%
Innertkirchen	246	376	52.8%	0.6%
Nyon	273	374	37.0%	0.6%
Paradiso	370	360	-2.7%	0.6%
Locarno	280	337	20.4%	0.5%
Lancy	184	336	82.6%	0.5%
Davos	179	326	82.1%	0.5%
Täsch	270	320	18.5%	0.5%
Neuchâtel	272	318	16.9%	0.5%
Schaffhausen	253	293	15.8%	0.5%
Sursee	18	291	1516.7%	0.5%
Vernier		285	-	0.5%
Rüti (ZH)		279	-	0.4%
Pratteln	169	273	61.5%	0.4%
Interlaken	310	270	-12.9%	0.4%
Ballens	186	265	42.5%	0.4%
Vouvry	1	253	25200.0%	0.4%
Grindelwald	254	248	-2.4%	0.4%
Ringenberg (BE)	319	244	-23.5%	0.4%
Ascona	327	235	-28.1%	0.4%
Montana	11	235	2036.4%	0.4%

Graph 5: Top 5 destinations in 2010 (overnights).



Graph 6: Market share of 5 top destinations in 2010 (overnights).

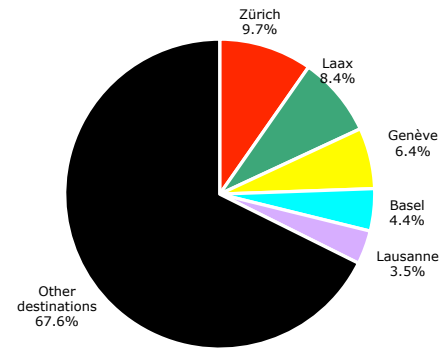


Table 7: Development of tourism regions (overnights), incl. market share in 2010.

	1998	1999	2000	2001	2002	2003	2005	2006	2007	2008	2009	2010	Dev. 2000-10	Dev. 2005-10	Dev. 09-10	market share in 2010
Zurich Region	15 703	15 644	17 991	16 738	16 201	15 317	18 756	23 712	28 984	33 122	28 677	30 477	69.4%	62.5%	6.3%	21.3%
Grisons	4 446	4 491	5 643	5 631	4 491	5 374	6 099	8 207	10 415	14 720	18 392	23 480	316.1%	285.0%	27.7%	16.4%
Geneva	9 568	8 271	9 829	9 894	10 036	9 477	9 548	11 804	13 088	12 618	11 112	13 320	35.5%	39.5%	19.9%	9.3%
Lake Geneva Region (Vaud)	9 511	8 411	9 228	9 740	8 894	7 909	7 846	14 004	11 753	12 030	12 126	13 138	42.4%	67.4%	8.3%	9.2%
Lucerne / Vierwaldstättersee	4 221	5 248	4 755	5 903	3 765	4 842	9 650	10 077	10 530	9 157	12 848	13 121	175.9%	36.0%	2.1%	9.2%
Valais	5 070	4 941	4 543	6 096	5 348	4 204	6 716	10 772	11 984	12 538	12 183	12 183	168.2%	94.6%	-2.8%	8.5%
Basel Region	2 633	4 307	2 246	2 424	3 704	3 641	2 921	5 059	6 580	6 922	7 503	8 774	290.7%	200.4%	16.9%	6.1%
Bernese Oberland	1 878	1 946	2 469	2 346	1 531	1 326	1 280	2 850	5 311	7 940	7 267	7 871	218.8%	514.9%	8.3%	5.5%
Bern Region	8 179	6 783	5 390	6 677	6 185	5 324	5 450	6 052	7 795	8 416	7 450	5 824	8.1%	6.9%	-21.8%	4.1%
Eastern Switzerland	2 911	4 203	3 706	3 800	3 816	2 367	4 472	5 007	5 256	5 579	4 226	4 724	27.5%	5.6%	11.8%	3.3%
Jura & Drei-Seen-Land	1 696	1 240	2 014	1 763	1 540	2 011	1 497	2 279	3 822	4 427	5 873	4 528	124.8%	202.5%	-22.9%	3.2%
Ticino	2 692	2 292	4 215	3 641	3 370	3 376	2 838	3 738	4 319	5 508	4 622	4 232	0.4%	49.1%	-8.4%	3.0%
Fribourg Region	632	543	746	1 404	1 172	947	865	846	1 661	1 815	1 912	1 616	116.6%	86.8%	-15.5%	1.1%
TOTAL	69 140	68 320	72 775	76 057	70 053	66 115	77 484	100 351	120 286	134 238	134 546	143 288				

Graph 7: Market share of tourism regions in 2010.

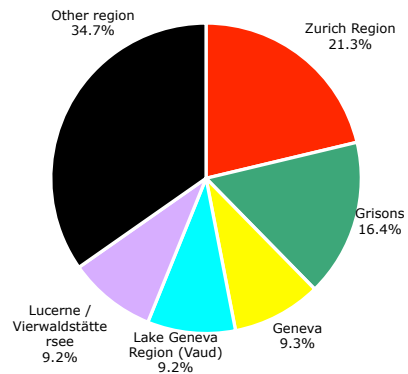


Table 8: Tourism regions, incl. market share in 2010 according to season.

	Wi 2008/09	Wi 2009/10	Dev. Wi 08/09- Wi 09/10	market share Wi 2009/10
Grisons	12 161	20 729	70.5%	25.2%
Zurich Region	13 628	13 857	1.7%	16.8%
Valais	9 776	9 925	1.5%	12.0%
Lucerne / Vierwaldstättersee	2 889	6 581	127.8%	8.0%
Geneva	5 802	6 540	12.7%	7.9%
Lake Geneva Region (Vaud)	4 377	6 270	43.2%	7.6%
Bernese Oberland	5 334	5 319	-0.3%	6.5%
Basel Region	3 311	3 512	6.1%	4.3%
Jura & Drei-Seen-Land	2 532	2 952	16.6%	3.6%
Bern Region	3 752	2 797	-25.5%	3.4%
Eastern Switzerland	1 900	2 052	8.0%	2.5%
Ticino	1 298	1 318	1.5%	1.6%
Fribourg Region	919	545	-40.7%	0.7%

	Su 2009	Su 2010	Dev. Su 09- Su 10	market share Su 2010
Zurich Region	14 962	16 262	8.7%	25.7%
Lucerne / Vierwaldstättersee	8 403	8 066	-4.0%	12.8%
Lake Geneva Region (Vaud)	7 568	7 115	-6.0%	11.3%
Geneva	5 348	6 619	23.8%	10.5%
Basel Region	4 213	4 713	11.9%	7.5%
Valais	2 393	3 192	33.4%	5.0%
Grisons	1 884	2 977	58.0%	4.7%
Bern Region	3 880	2 915	-24.9%	4.6%
Ticino	3 383	2 877	-15.0%	4.6%
Eastern Switzerland	2 549	2 759	8.2%	4.4%
Bernese Oberland	2 049	2 545	24.2%	4.0%
Jura & Drei-Seen-Land	2 997	2 257	-24.7%	3.6%
Fribourg Region	1 057	915	-13.4%	1.4%

Table 9: Overnights in 2010 according to star categories (only hotels and health establishments).

	in absolute terms	%-share incl. cat. "no details"	%- share excl. cat. "no details "
1-Star	2 666	1.9%	2.5%
2-Star	13 490	9.4%	12.5%
3-Star	32 506	22.7%	30.1%
4-Star	33 037	23.1%	30.6%
5-Star	9 623	6.7%	8.9%
No details	35 395	24.7%	-
No category	16 571	11.6%	15.4%
TOTAL	143 288	100.0%	100.0%