

Market analysis based on Swiss accommodation statistics*: Poland.

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

summary.

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

Market size, market growth (overnights).

	1992	2000	2005	2010	2011	2012	2013	2014
Market size	-	72 775	77 484	143 288	150 097	140 502	166 400	174 652
share of foreign markets	-	0.4%	0.4%	0.7%	0.8%	0.7%	0.8%	0.9%
share of all markets	-	0.2%	0.2%	0.4%	0.4%	0.4%	0.5%	0.5%

	1992-2014	2000-2014	2005-2014	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Market growth	-	140.0%	125.4%	6.5%	4.8%	-6.4%	18.4%	5.0%
	-	101 877	97 168	8 742	6 809	-9 595	25 898	8 252
p.a.	-	6.5%	9.5%					
p.a.	-	7 277	10 796					
Contributed growth ** of...	-	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
...in growth of all markets:	-	1.3%	7.7%	-0.3%	-2.0%	-2.0%	2.5%	0.9%

**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	2010	2011	2012	2013	2014
Position (of 31 ST markets)								
market size	-	24	24	21	22	22	21	21
market growth in %	-	24	9	13	11	23	5	7

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	

	2000	2014
average length of stay		
total	2.6	3.0
summer	2.4	2.7
winter	2.9	3.4

	2000	2014
overnights in summer	37 938	86 783
share of the whole year	52.1%	49.7%

	2014	
Top months (overnights)		
march	19 791	11.3%
august	17 310	9.9%
january	15 889	9.1%

High / low.

	2014	2014-2014
All-time high (since 1999)		
Overnights & deviation from all-time high	174 652	0.0%

	2002	2002-2014
All-time low (since 1999)		
Overnights & deviation from all-time low	70 053	149.3%

Top affinities*** of tourism regions.

2014	Affinity***
Basel Region	2.2
Zurich Region	1.6
Fribourg Region	1.5
Jura & Drei-Seen-Land	1.4
Bern Region	1.4
Eastern Switzerland	1.2
Lake Geneva Region (Vaud)	1.1

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

2014	Affinity***
Laax	14.6
Baden	5.1
Täsch	3.1
Bussigny	3.0
Martigny	2.8
Pratteln	2.8
Olten	2.3
Zürich	1.7
Schaffhausen	1.7
Winterthur	1.7

***The affinity of a certain market to a certain tourism region / destination indicates the factor by which the market share is over- or underrepresented in this region / destination (based on its market share in Switzerland).

e.g. affinity of 1.4 = 40% overrepresentation

e.g. affinity of 1.0 = market share in region / destination equals market share in total CH

e.g. affinity of 0.8 = 20% underrepresentation

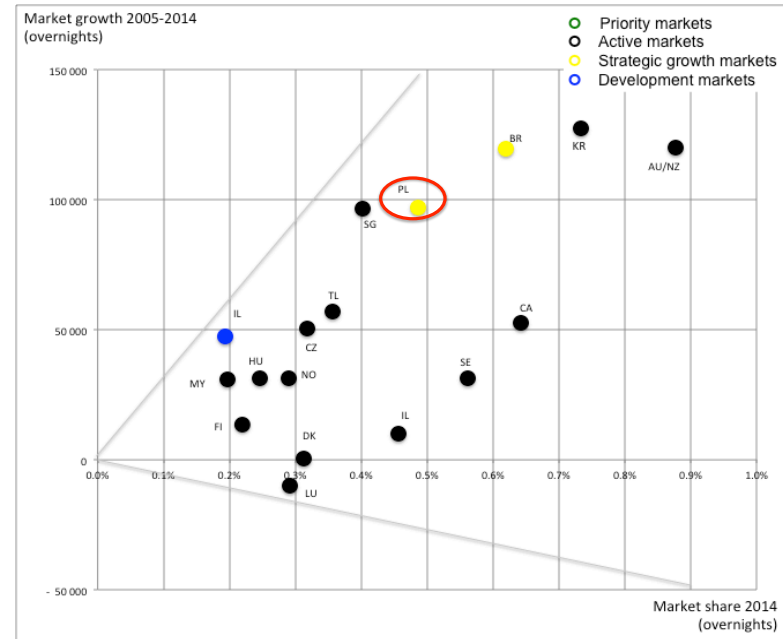
Tourism regions, destinations.

Top tourism regions	2014
Zurich Region	44 733
Grisons	24 817
Basel Region	16 803
Lake Geneva Region (Vaud)	14 410
Geneva	12 693
Other regions	61 196

Top destinations	2014
Zürich	24 417
Laax	12 660
Basel	8 896
Genève	8 547
Lausanne	5 332
St. Moritz	3 592
Luzern	3 425
Davos	3 286
Opfikon	3 220
Bern	3 044
Other destinations	98 233

Top winners tourism destinations	2013-2014
Zürich	4 857
Diopoldsau	1 594
St. Moritz	1 558
Dällikon	1 331
Duggingen	1 270
Basel	1 024
Bussigny	942
Savognin	818
Augst	711
Lauterbrunnen	694

Market share and market growth: markets < 1% market share.



*Data source: Swiss Federal Statistical Office (SFSO), visitor statistics

Table 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2014.

	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
2011	49 148	150 097	4.8%	3.1
2012	48 060	140 502	-6.4%	2.9
2013	54 222	166 400	18.4%	3.1
2014	58 789	174 652	5.0%	3.0

Graph 1: Arrivals, overnights and average length of stay in the accommodation: 1994-2014.

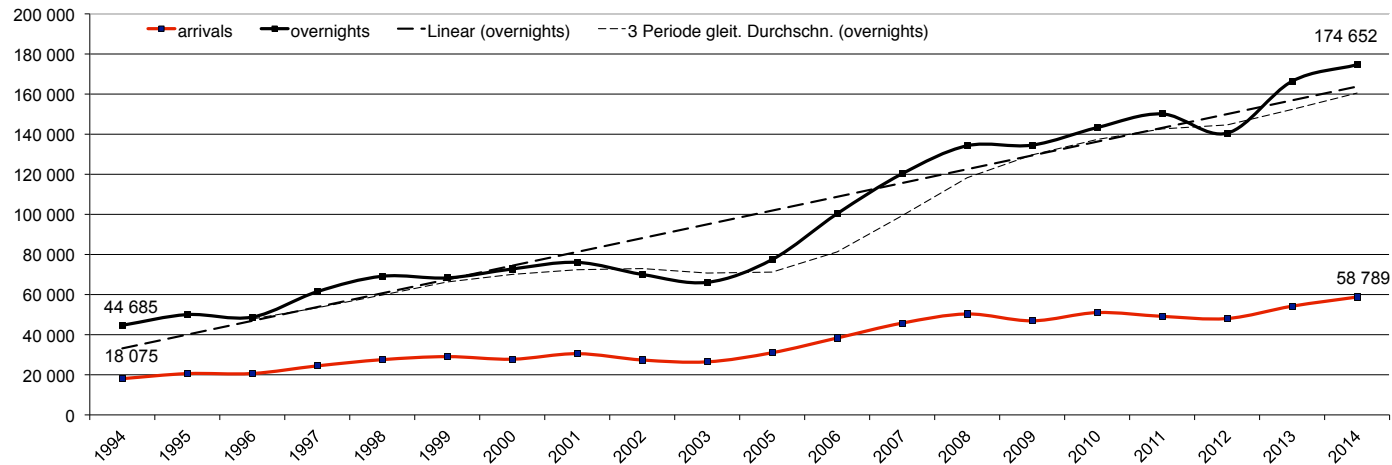


Table 2A: Development of overnights during the consecutive months: in absolute terms.

	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	5 663	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
2011	13 154	16 487	16 980	11 758	10 916	12 374	13 629	11 785	11 502	11 370	9 025	11 117	150 097
2012	10 557	12 236	16 032	10 741	10 666	10 405	12 312	12 388	11 987	11 141	9 605	12 432	140 502
2013	13 704	13 543	18 139	15 997	12 657	14 701	13 292	13 058	13 073	11 745	10 320	16 171	166 400
2014	15 889	13 535	19 791	14 645	12 419	14 299	15 834	17 310	14 086	12 835	11 077	12 932	174 652

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%
2011	8.8%	11.0%	11.3%	7.8%	7.3%	8.2%	9.1%	7.9%	7.7%	7.6%	6.0%	7.4%	100.0%
2012	7.5%	8.7%	11.4%	7.6%	7.6%	7.4%	8.8%	8.8%	8.5%	7.9%	6.8%	8.8%	100.0%
2013	8.2%	8.1%	10.9%	9.6%	7.6%	8.8%	8.0%	7.8%	7.9%	7.1%	6.2%	9.7%	100.0%
2014	9.1%	7.7%	11.3%	8.4%	7.1%	8.2%	9.1%	9.9%	8.1%	7.3%	6.3%	7.4%	100.0%
average 1994-2014	8.0%	8.9%	9.9%	7.8%	7.6%	8.0%	9.1%	9.7%	8.9%	7.7%	6.7%	7.7%	100.0%

share% off season

29.2%

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

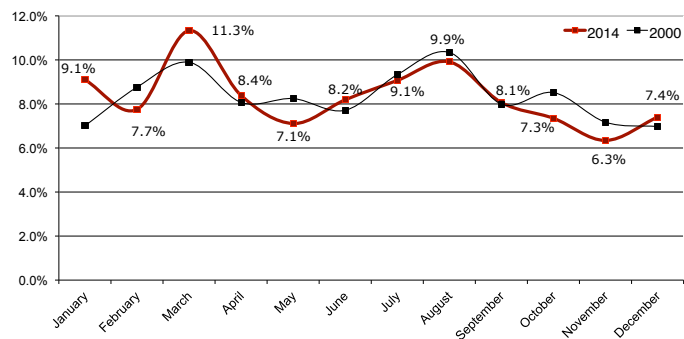


Table 3: Arrivals, overnights and average length of stay in the accommodation: 1994-2014 according to season.

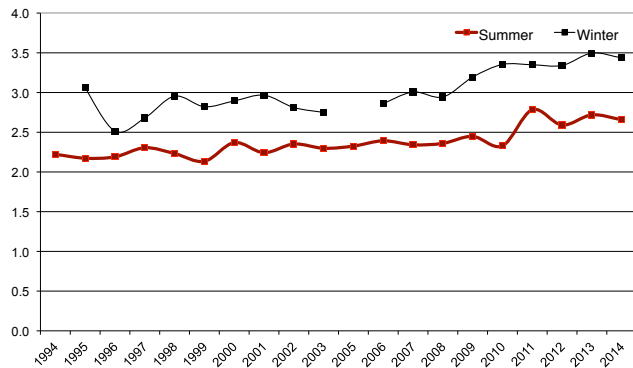
Winter				
	arrivals	overnights	deviation in %	length of stay
1994/ 1995	7 474	22 859	-	3.1
1995/ 1996	8 826	22 180	-3.0%	2.5
1996/ 1997	8 926	23 913	7.8%	2.7
1997/ 1998	11 031	32 591	36.3%	3.0
1998/ 1999	10 504	29 640	-9.1%	2.8
1999/ 2000	11 575	33 502	13.0%	2.9
2000/ 2001	12 256	36 356	8.5%	3.0
2001/ 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
2010/ 2011	24 046	80 544	-2.2%	3.3
2011/ 2012	20 866	69 708	-13.5%	3.3
2012/ 2013	23 861	83 420	19.7%	3.5
2013/ 2014	26 295	90 351	8.3%	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
2011	25 717	71 576	13.2%	2.8
2012	26 595	68 899	-3.7%	2.6
2013	28 887	78 526	14.0%	2.7
2014	32 651	86 783	10.5%	2.7

Table 4: Overnights according to season: share summer.

Summer	
Year	Share
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%
2011	47.7%
2012	49.0%
2013	47.2%
2014	49.7%

Graph 3: Length of stay according to season.



Graph 4: Overnight share summer.

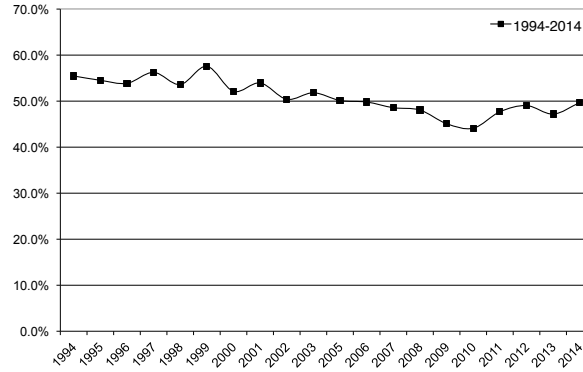
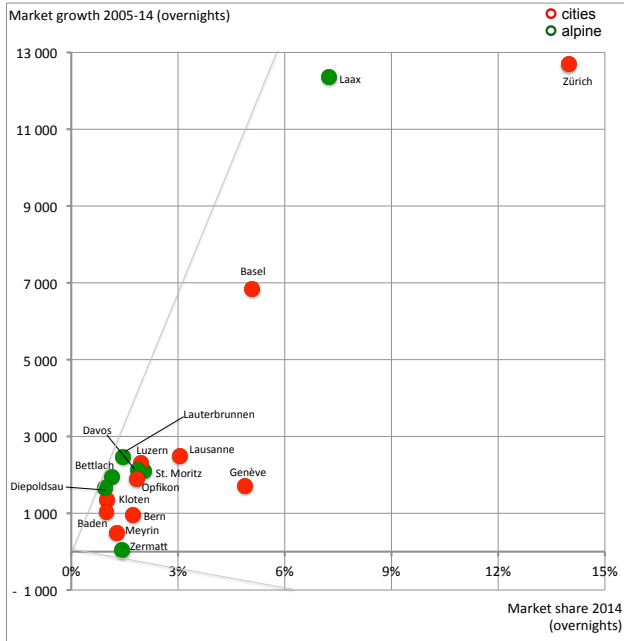


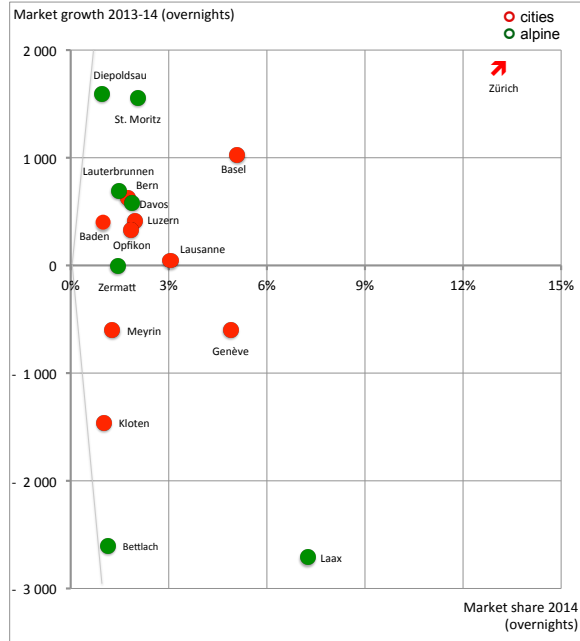
Table 5A: Top 50 destinations (overnights): sorted by market share.

	2000	2003	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Dev. 2000-14	Dev. 2005-14	Dev.13-14	market share in 2014	affinity in 2014
Zürich	8 862	9 311	11 726	14 132	16 250	17 971	14 275	13 918	15 385	16 613	19 560	24 417	175.5%	108.2%	-24.8%	14.0%	1.7
Laax	42	356	299	615	369	862	5 882	11 984	11 918	11 104	15 371	12 660	30042.9%	4134.1%	-17.6%	7.2%	14.6
Basel	1 613	2 276	2 052	4 005	3 989	5 276	5 121	6 311	7 035	6 859	7 872	8 896	451.5%	333.5%	13.0%	5.1%	1.6
Genève	7 816	7 298	6 841	7 431	8 619	9 178	8 128	9 109	8 509	8 173	9 143	8 547	9.4%	24.9%	-6.5%	4.9%	0.9
Lausanne	3 532	3 051	2 846	5 857	4 506	4 663	4 088	5 037	5 389	4 946	5 286	5 332	51.0%	87.4%	0.9%	3.1%	1.5
St. Moritz	972	1 551	1 494	1 723	2 760	3 148	3 499	3 091	3 085	2 197	2 034	3 592	269.5%	140.4%	76.6%	2.1%	1.1
Luzern	1 805	1 069	1 123	1 670	2 321	2 352	2 323	2 599	2 451	2 313	3 011	3 425	89.8%	205.0%	13.7%	2.0%	0.6
Davos	2 209	793	1 169	1 574	2 746	3 387	2 723	3 066	2 623	1 925	2 705	3 286	48.8%	181.1%	21.5%	1.9%	0.8
Opfikon	959	1 205	1 333	1 988	2 571	2 676	3 113	3 151	3 231	2 616	2 891	3 220	235.8%	141.6%	11.4%	1.8%	1.2
Bern	1 580	1 561	2 085	2 467	2 681	2 424	1 709	1 889	2 237	1 932	2 414	3 044	92.7%	46.0%	26.1%	1.7%	0.9
Lauterbrunnen	224	135	86	301	451	3 898	3 554	3 781	2 742	1 740	1 868	2 562	1043.8%	2879.1%	37.2%	1.5%	1.2
Zermatt	1 382	1 203	2 469	2 803	4 169	3 939	3 992	3 783	3 698	2 702	2 509	2 502	81.0%	1.3%	-0.3%	1.4%	0.4
Meyrin	1 219	1 449	1 733	2 786	2 343	1 845	1 653	1 875	2 064	2 331	2 224	2 224	82.4%	28.3%	-21.2%	1.3%	1.0
Bettlach	57	31	41	58	1 262	2 203	3 771	2 500	3 202	3 940	4 595	1 991	3393.0%	4756.1%	-56.7%	1.1%	14.3
Kloten	1 084	411	428	523	505	817	1 793	1 828	1 937	1 468	3 236	1 777	63.9%	315.2%	-45.1%	1.0%	1.5
Baden	966	477	695	1 064	1 591	1 698	1 953	1 624	1 467	1 150	1 328	1 730	79.1%	148.9%	30.3%	1.0%	5.1
Diepoldsau	1	8	5	92	39	84	72	34	1 212	14	80	1 674	167300.0%	33380.0%	1992.5%	1.0%	32.1
Dällikon	45	48	131	178	157	204	78	439	860	120	223	1 554	3353.3%	1086.3%	596.9%	0.9%	25.7
Bussigny	1 423	1 086	1 175	1 456	961	1 414	1 067	244	458	804	575	1 517	6.6%	29.1%	163.8%	0.9%	3.0
Lugano	766	802	630	614	867	1 031	1 252	1 235	1 107	1 214	1 455	1 483	93.6%	135.4%	1.9%	0.8%	0.6
Winterthur	620	497	718	1 157	1 616	2 214	1 262	1 712	1 412	1 598	1 316	1 464	136.1%	103.9%	11.2%	0.8%	1.7
Duggingen						176	371	262	212	62	161	1 431	-	-	788.8%	0.8%	15.1
Pratteln	14	71	265	216	313	281	356	444	504	589	1 009	1 246	8800.0%	370.2%	23.5%	0.7%	2.8
L'Isle										30	877	1 083	-	-	23.5%	0.6%	67.4
Martigny	64	67	42	205	279	274	241	177	145	243	723	1 079	1585.9%	2469.0%	49.2%	0.6%	2.8
Grindelwald	772	352	146	554	700	926	814	743	511	458	788	1 062	37.6%	627.4%	34.8%	0.6%	0.4
Rümlang	73	19	107	155	291	1 362	562	930	680	545	823	1 046	1332.9%	877.6%	27.1%	0.6%	1.2
Täsch	890	478	845	1 460	2 374	2 887	3 824	2 831	3 452	1 928	1 324	1 007	13.1%	19.2%	-23.9%	0.6%	3.1
St. Gallen	506	395	630	424	566	1 091	595	653	484	521	453	979	93.5%	55.4%	116.1%	0.6%	1.0
Lungern		933	252	636	881	745	763	699	592	838	871	920	-	265.1%	5.6%	0.5%	6.4
Augst											169	880	-	-	420.7%	0.5%	54.1
Emmen	24	139	4 531	3 500	2 927	1 565	1 291	2 877	3 388	3 920	2 039	873	3537.5%	-80.7%	-57.2%	0.5%	5.0
Zug	929	736	396	512	543	639	647	1 500	1 054	1 087	934	865	-6.9%	118.4%	-7.4%	0.5%	1.4
Samnaun	169	261	151	753	1 268	1 823	1 451	808	844	728	818	859	408.3%	468.9%	5.0%	0.5%	1.1
Rheinfelden	43	68	25	61	740	222	245	815	1 259	371	290	847	1869.8%	3288.0%	192.1%	0.5%	5.2
Savognin	26	13	13	28	34	908	477	43	26	6	20	838	3123.1%	6346.2%	4090.0%	0.5%	3.9
Fribourg	404	705	395	264	614	566	437	659	511	515	455	778	92.6%	97.0%	71.0%	0.4%	1.3
Montreux	799	836	723	1 081	938	876	1 277	2 014	1 333	825	674	777	-2.8%	7.5%	15.3%	0.4%	0.3
Lancy	47	295	326	365	297	329	354	601	1 080	1 241	1 158	763	1523.4%	134.0%	-34.1%	0.4%	1.1
Chur	191	249	394	702	432	507	289	674	769	479	458	757	296.3%	92.1%	65.3%	0.4%	0.9
Klosters-Serneus	911	697	898	579	758	1 104	1 068	880	972	705	648	745	-18.2%	-17.0%	15.0%	0.4%	1.1
Interlaken	311	330	279	555	2 166	1 065	766	802	747	446	875	734	136.0%	163.1%	-16.1%	0.4%	0.2
Granges-Paccot	5	4	40	99	66	193	129	107	61	48	95	721	14320.0%	1702.5%	658.9%	0.4%	4.3
Hägendorf	14	41	46	49	51	38	37	8	8	224	594	700	4900.0%	1421.7%	17.8%	0.4%	125.6
Metzerlen-Mariastein	3	2	35	4	34	29	7	20	43	33	691	22933.3%	1874.3%	1993.9%	0.4%	15.4	
Paradiso	544	447	326	537	478	655	485	457	653	578	573	682	25.4%	109.2%	19.0%	0.4%	0.6
Schaffhausen	233	218	346	577	442	765	435	626	1 520	669	456	675	189.7%	95.1%	48.0%	0.4%	1.7
Grandvillard						96	3				60	670	-	-	1016.7%	0.4%	48.2
Otten	124	922	92	53	106	348	373	248	422	184	142	663	434.7%	620.7%	366.9%	0.4%	2.3
Neuchâtel	290	229	269	438	431	432	529	722	499	671	1 001	643	121.7%	139.0%	-35.8%	0.4%	1.1

Graph 5: Market share 2014 and market growth 2005-14.
(Destinations with a market share ≥ 1%)



Graph 6: Market share 2014 and market growth 2013-14.
(Destinations with a market share ≥ 1%)



Graph 7: Market share and affinity 2014.
(Destinations with a market share ≥ 1%)

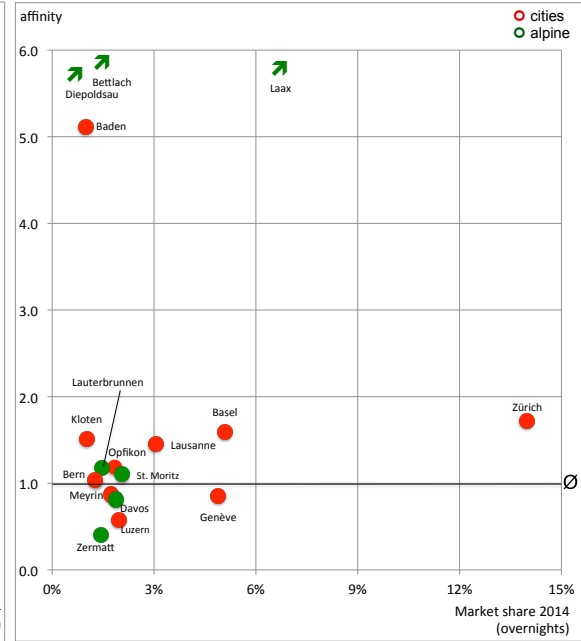


Table 5B: Top 50 destinations (ON's):
sorted by affinity.

	market share in 2014	affinity in 2014
Hägendorf	0.4%	125.6
L'Isle	0.6%	67.4
Augst	0.5%	54.1
Grandvillard	0.4%	48.2
Diepoldsau	1.0%	32.1
Dällikon	0.9%	25.7
Metzerlen-Mariastein	0.4%	15.4
Duggingen	0.8%	15.1
Laax	7.2%	14.6
Bettlach	1.1%	14.3
Lungern	0.5%	6.4
Rheinfelden	0.5%	5.2
Baden	1.0%	5.1
Emmen	0.5%	5.0
Granges-Paccot	0.4%	4.3
Savognin	0.5%	3.9
Täsch	0.6%	3.1
Bussigny	0.9%	3.0
Martigny	0.6%	2.8
Pratteln	0.7%	2.8
Olten	0.4%	2.3
Zürich	14.0%	1.7
Schaffhausen	0.4%	1.7
Winterthur	0.8%	1.7
Basel	5.1%	1.6
Kloten	1.0%	1.5
Lausanne	3.1%	1.5
Zug	0.5%	1.4
Fribourg	0.4%	1.3
Rümlang	0.6%	1.2
Opfikon	1.8%	1.2
Lauterbrunnen	1.5%	1.2
Neuchâtel	0.4%	1.1
Lancy	0.4%	1.1
St. Moritz	2.1%	1.1
Samnaun	0.5%	1.1
Klosters-Serneus	0.4%	1.1
Meyrin	1.3%	1.0
St. Gallen	0.6%	1.0
Chur	0.4%	0.9
Bern	1.7%	0.9
Genève	4.9%	0.9
Davos	1.9%	0.8
Paradiso	0.4%	0.6
Lugano	0.8%	0.6
Luzern	2.0%	0.6
Grindelwald	0.6%	0.4
Zermatt	1.4%	0.4
Montreux	0.4%	0.3
Interlaken	0.4%	0.2

Table 6: Top 50 destinations according to season (overnights), incl. market share in 2014.

	Wi 2012/13	Wi 2013/14	Dev. Wi 12/13- Wi 13/14	market share Wi 13/2014
Laax	13 686	16 275	18.9%	18.0%
Zürich	8 271	9 683	17.1%	10.7%
Genève	4 054	4 131	1.9%	4.6%
Basel	3 883	3 835	-1.2%	4.2%
Davos	1 331	2 885	116.8%	3.2%
St. Moritz	1 993	2 548	27.8%	2.8%
Lausanne	2 793	2 370	-15.1%	2.6%
Lauterbrunnen	1 418	2 344	65.3%	2.6%
Opfikon	1 256	1 993	58.7%	2.2%
Zermatt	2 149	1 926	-10.4%	2.1%
Martigny	21	1 246	5833.3%	1.4%
Meyrin	1 321	1 240	-6.1%	1.4%
Luzern	1 206	1 229	1.9%	1.4%
Bettlach	3 111	1 160	-62.7%	1.3%
Bern	820	1 054	28.5%	1.2%
Kloten	1 264	1 044	-17.4%	1.2%
Baden	513	928	80.9%	1.0%
Savognin	6	754	12466.7%	0.8%
Rümlang	274	722	163.5%	0.8%
Samnaun	742	659	-11.2%	0.7%
Engelberg	339	605	78.5%	0.7%
Grandvillard	0	600	-	0.7%
Lugano	448	580	29.5%	0.6%
Pratteln	670	566	-15.5%	0.6%
Winterthur	490	549	12.0%	0.6%
Täsch	882	541	-38.7%	0.6%
L'Isle	267	540	102.2%	0.6%
Bussigny	275	522	89.8%	0.6%
Saas-Almagell	541	506	-6.5%	0.6%
Grindelwald	392	481	22.7%	0.5%
Augst	8	460	5650.0%	0.5%
Henggart	114	447	292.1%	0.5%
Lancy	603	443	-26.5%	0.5%
Interlaken	453	432	-4.6%	0.5%
St. Gallen	238	423	77.7%	0.5%
Seuzach	168	390	132.1%	0.4%
Pontresina	611	387	-36.7%	0.4%
Delémont	8	384	4700.0%	0.4%
Zug	506	369	-27.1%	0.4%
Neuchâtel	548	356	-35.0%	0.4%
Klosters-Serneus	439	347	-21.0%	0.4%
Le Grand-Saconnex	396	339	-14.4%	0.4%
Hägendorf	332	335	0.9%	0.4%
Langenbruck	90	314	248.9%	0.3%
Müllheim	180	311	72.8%	0.3%
Schaffhausen	159	310	95.0%	0.3%
Wetzikon (ZH)	217	307	41.5%	0.3%
Willisau	263	296	12.5%	0.3%
Sant'Antonino	9	290	3122.2%	0.3%
Saas-Fee	117	283	141.9%	0.3%

	Su 2013	Su 2014	Dev. Su 13- Su 14	market share Su 2014
Zürich	10 537	14 005	32.9%	16.1%
Basel	3 849	4 774	24.0%	5.5%
Genève	4 867	4 522	-7.1%	5.2%
Lausanne	2 678	2 833	5.8%	3.3%
Luzern	1 777	2 152	21.1%	2.5%
Bern	1 402	1 875	33.7%	2.2%
Diepoldsau	76	1 620	2031.6%	1.9%
Opfikon	1 323	1 391	5.1%	1.6%
Dällikon	170	1 278	651.8%	1.5%
Duggingen	93	1 235	1228.0%	1.4%
Bettlach	2 003	1 220	-39.1%	1.4%
Kloten	1 760	981	-44.3%	1.1%
Meyrin	1 431	971	-32.1%	1.1%
Lugano	924	937	1.4%	1.1%
Bussigny	326	936	187.1%	1.1%
Winterthur	812	858	5.7%	1.0%
Lungern	786	833	6.0%	1.0%
Baden	690	773	12.0%	0.9%
Davos	748	736	-1.6%	0.8%
Granges-Paccot	63	683	984.1%	0.8%
St. Moritz	403	636	57.8%	0.7%
Zermatt	435	606	39.3%	0.7%
Embrach	1 083	577	-46.7%	0.7%
Rheinfelden	43	571	1227.9%	0.7%
Chur	326	568	74.2%	0.7%
Fribourg	285	546	91.6%	0.6%
L'Isle	430	543	26.3%	0.6%
Pratteln	281	541	92.5%	0.6%
Grindelwald	354	496	40.1%	0.6%
Augst	0	490	-	0.6%
St. Gallen	220	487	121.4%	0.6%
Waldkirch	0	474	-	0.5%
Montreux	346	470	35.8%	0.5%
Metzerlen-Mariastein	25	466	1764.0%	0.5%
Emmen	1 220	458	-62.5%	0.5%
Zug	399	455	14.0%	0.5%
Flüelen	93	453	387.1%	0.5%
Täsch	481	435	-9.6%	0.5%
Paradiso	358	426	19.0%	0.5%
Rümlang	304	409	34.5%	0.5%
Leyrin	149	391	162.4%	0.5%
Locarno	233	382	63.9%	0.4%
Werthenstein	35	365	942.9%	0.4%
Einsiedeln	1 026	360	-64.9%	0.4%
Spreitenbach	317	354	11.7%	0.4%
Olten	53	353	566.0%	0.4%
Flums	6	353	5783.3%	0.4%
Lancy	664	348	-47.6%	0.4%
Neuchâtel	515	344	-33.2%	0.4%
Schaffhausen	304	343	12.8%	0.4%

Table 7: Development of tourism regions and tourism zones (overnights), incl. market share in 2014.

tourism region	2000	2003	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Dev. 2000-14	Dev. 2005-14	Dev.13-14	market share in 2014	affinity in 2014	
Zurich Region	17 991	15 317	18 756	23 712	28 984	33 122	28 677	30 477	35 015	33 654	42 407	44 733	148.6%	138.5%	5.5%	25.6%	1.6	
Grisons	5 643	5 374	6 099	8 207	10 415	14 720	18 392	23 480	22 635	19 312	25 024	24 817	339.8%	306.9%	-0.8%	14.2%	1.0	
Basel Region	2 246	3 641	2 921	5 059	6 580	6 922	7 503	8 774	10 201	9 328	12 189	16 803	648.1%	475.2%	37.9%	9.6%	2.2	
Lake Geneva Region (Vaud)	9 228	7 909	7 846	14 004	11 753	12 030	12 126	13 138	12 169	11 508	13 384	14 410	56.2%	83.7%	7.7%	8.3%	1.1	
Geneva	9 829	9 477	9 548	11 804	13 088	12 618	11 112	13 320	13 825	12 968	14 602	12 693	29.1%	32.9%	-13.1%	7.3%	0.9	
Lucerne-Lake-Lucerne Region	4 755	4 842	9 650	10 077	10 530	9 157	12 848	13 121	12 958	13 998	15 604	12 086	154.2%	25.2%	-22.5%	6.9%	0.7	
Eastern Switzerland	3 706	2 367	4 472	5 007	5 256	5 679	4 226	4 724	7 474	6 533	7 350	11 060	198.4%	147.3%	50.5%	6.3%	1.2	
Bern Region	5 390	5 324	5 450	6 052	7 795	8 416	7 450	5 824	7 755	7 842	8 509	10 288	90.9%	88.8%	20.9%	5.9%	1.4	
Valais	4 543	4 204	6 262	6 716	10 772	11 984	12 538	12 183	10 467	8 182	7 445	7 379	62.4%	17.8%	-0.9%	4.2%	0.4	
Bernese Oberland	2 469	1 326	1 280	2 850	5 311	7 940	7 267	7 871	6 768	4 138	5 385	6 804	175.6%	431.6%	26.4%	3.9%	0.4	
Jura & Drei-Seen-Land	2 014	2 011	1 497	2 279	3 822	4 427	5 873	4 528	5 346	7 037	8 663	5 386	167.4%	259.8%	-37.8%	3.1%	1.4	
Ticino	4 215	3 376	2 838	3 738	4 319	5 508	4 622	4 232	4 356	4 543	4 204	4 791	13.7%	68.8%	14.0%	2.7%	0.4	
Fribourg Region	746	947	865	846	1 661	1 815	1 912	1 616	1 128	1 459	1 634	3 402	356.0%	293.3%	108.2%	1.9%	1.5	
tourism zone																		
big city	30 539	29 433	33 194	44 075	46 955	51 225	44 436	48 611	52 735	51 256	60 567	66 233	116.9%	99.5%	9.4%	37.9%	1.35	
alpine	15 494	14 963	17 261	22 649	30 799	39 207	45 494	47 782	44 452	36 931	45 247	45 849	195.9%	165.6%	1.3%	26.3%	0.60	
rural	11 191	7 776	8 866	11 891	16 311	16 875	17 591	17 926	23 347	23 880	31 044	32 204	187.8%	263.2%	3.7%	18.4%	1.90	
small city	15 551	13 943	18 163	21 736	26 221	26 931	27 025	28 969	29 563	28 435	29 542	30 366	95.3%	67.2%	2.8%	17.4%	0.96	
TOTAL	72 775	66 115	77 484	100 351	120 286	134 238	134 546	143 288	150 097	140 502	166 400	174 652						

Graph 8: Market share of tourism regions in 2014.

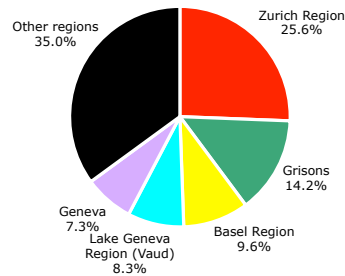


Table 8: Tourism regions, incl. market share in 2014 according to season.

	Wi 2012/13		Dev. Wi 12/13-14		market share Wi 2013/14
	Wi 2012/13	Wi 2013/14	Dev. Wi 12/13-14	market share Wi 2013/14	
Grisons	20 081	24 900	24.0%	27.6%	
Zurich Region	18 386	19 493	6.0%	21.6%	
Geneva	6 620	6 418	-3.1%	7.1%	
Basel Region	5 662	6 286	11.0%	7.0%	
Lake Geneva Region (Vaud)	5 824	5 926	1.8%	6.6%	
Valais	4 716	5 839	23.8%	6.5%	
Bernese Oberland	2 675	4 164	55.7%	4.6%	
Lucerne-Lake-Lucerne Region	5 413	4 154	-23.3%	4.6%	
Bern Region	3 722	3 630	-2.5%	4.0%	
Eastern Switzerland	3 304	3 484	5.4%	3.9%	
Jura & Drei-Seen-Land	5 151	3 036	-41.1%	3.4%	
Ticino	1 341	1 663	24.0%	1.8%	
Fribourg Region	525	1 358	158.7%	1.5%	

	Su 2013		Dev. Su 13-14		market share Su 2014
	Su 2013	Su 2014	Dev. Su 13-14	market share Su 2014	
Zurich Region	22 612	24 749	9.5%	28.5%	
Basel Region	6 104	9 751	59.7%	11.2%	
Lake Geneva Region (Vaud)	7 575	8 235	8.7%	9.5%	
Lucerne-Lake-Lucerne Region	9 992	7 842	-21.5%	9.0%	
Eastern Switzerland	4 015	7 285	81.4%	8.4%	
Geneva	7 792	6 425	-17.5%	7.4%	
Bern Region	4 718	5 759	22.1%	6.6%	
Grisons	3 144	3 480	10.7%	4.0%	
Ticino	2 799	3 090	10.4%	3.6%	
Jura & Drei-Seen-Land	3 994	3 024	-24.3%	3.5%	
Valais	2 255	2 629	16.6%	3.0%	
Bernese Oberland	2 647	2 474	-6.5%	2.9%	
Fribourg Region	879	2 040	132.1%	2.4%	

Graph 9: Market share of 5 top destinations in 2014 (overnights).

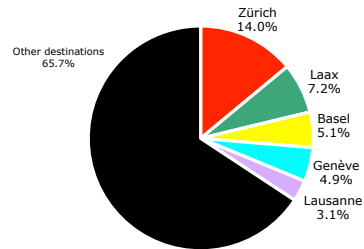
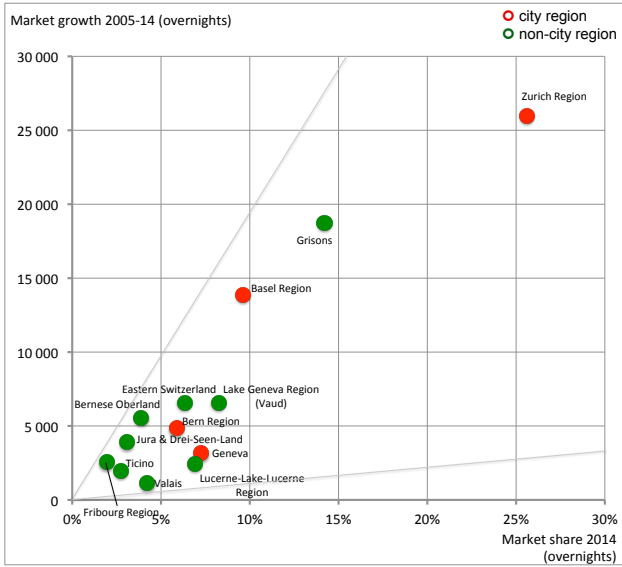


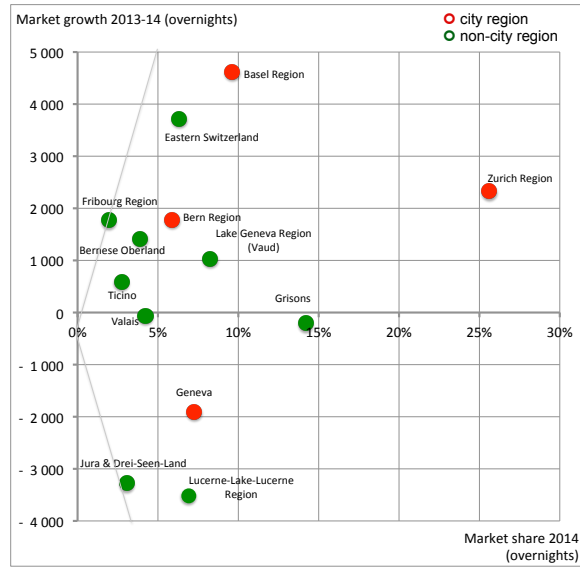
Table 9: Overnights in 2014 according to star categories (only hotels and health establishments).

	in absolute terms	%-share incl. cat. "no details"	%-share excl. cat. "no details"
1-Star	4 472	2.6%	4.0%
2-Star	12 495	7.2%	11.3%
3-Star	38 244	21.9%	34.5%
4-Star	44 579	25.5%	40.2%
5-Star	7 153	4.1%	6.4%
No details	63 720	36.5%	-
No category	3 989	2.3%	3.6%
TOTAL	174 652	100.0%	100.0%

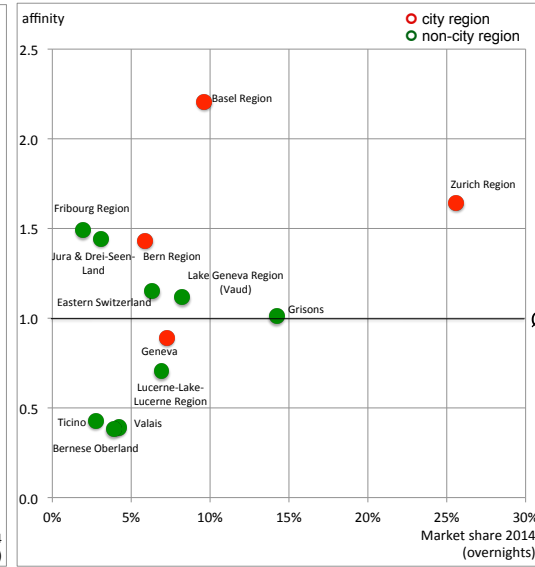
Graph 10: Market share 2014 and market growth 2005-14.
(Swiss tourism region)



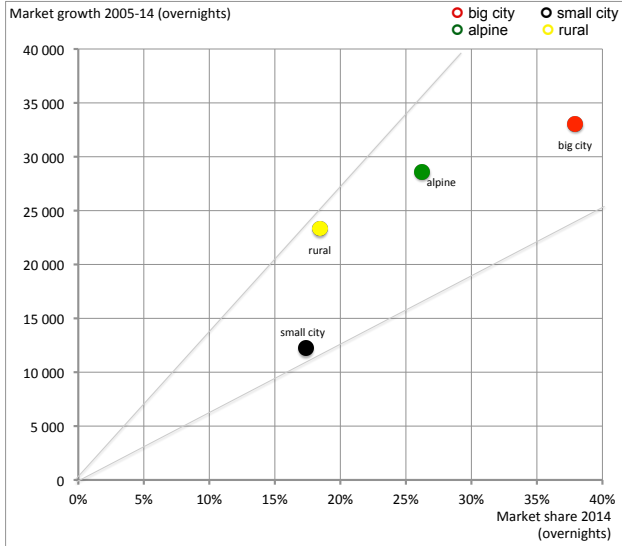
Graph 11: Market share 2014 and market growth 2013-14.
(Swiss tourism region)



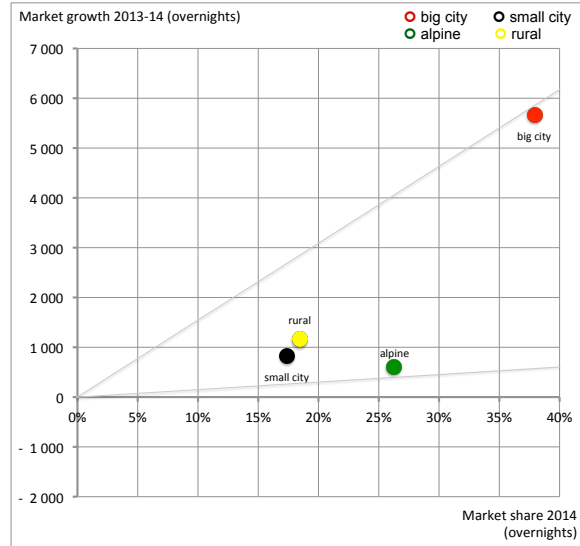
Graph 12: Market share and affinity 2014.
(Swiss tourism region)



Graph 13: Market share 2014 and market growth 2005-14.
(Swiss tourism zone)



Graph 14: Market share 2014 and market growth 2013-14.
(Swiss tourism zone)



Graph 15: Market share and affinity 2014.
(Swiss tourism zone)

