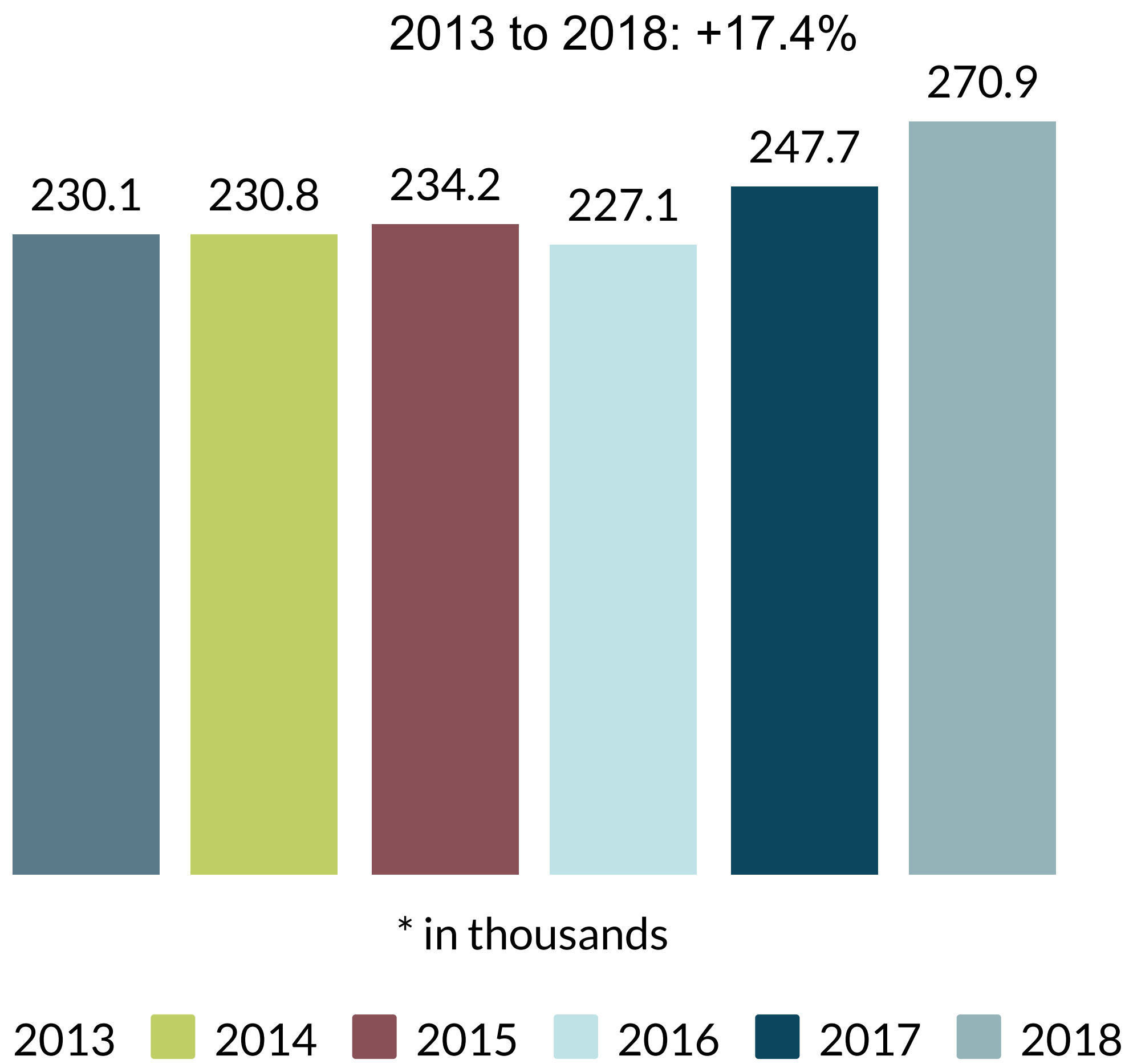


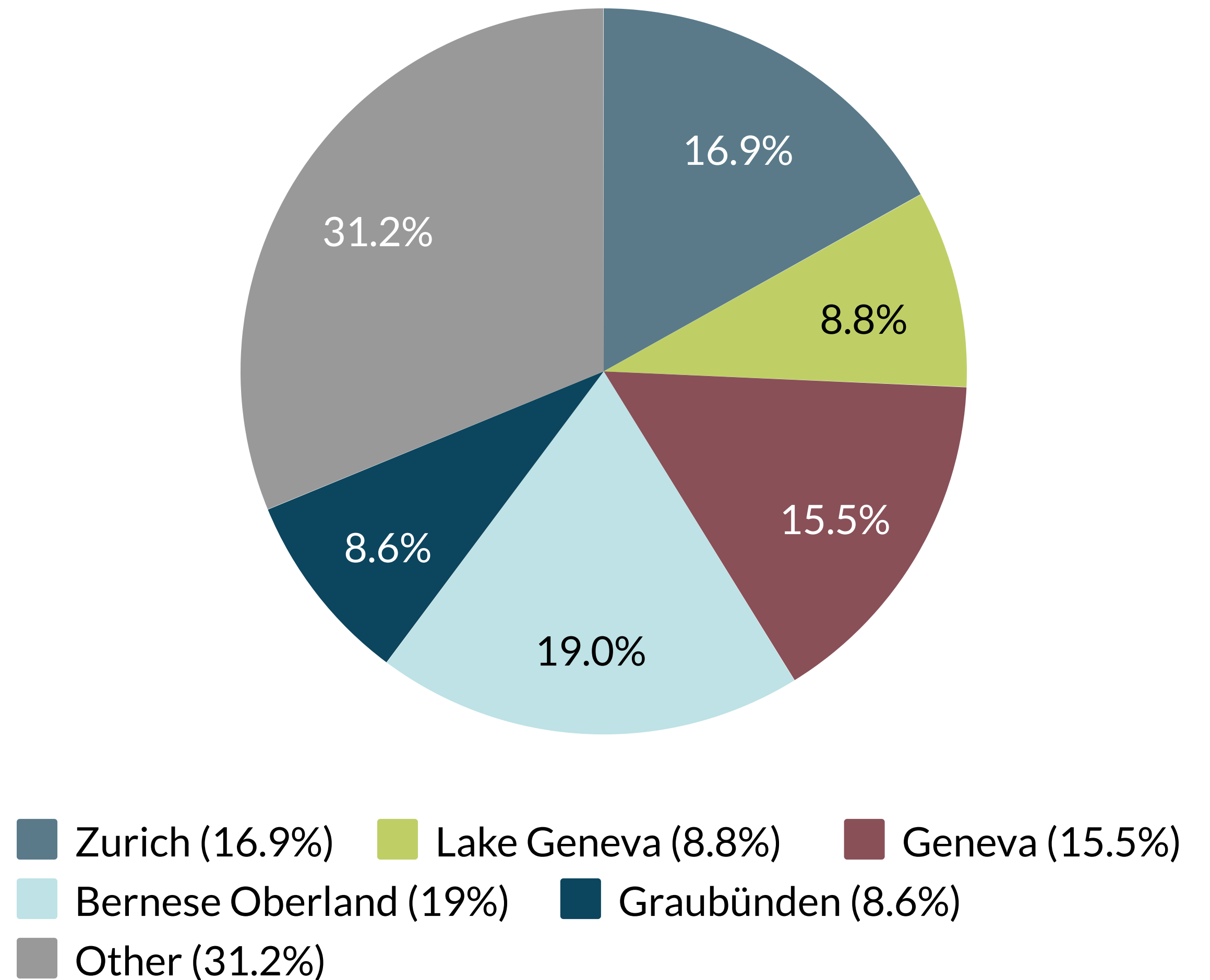


Canadian Tourists in Switzerland

Evolution of hotel overnights 2013-2018



Distribution of hotel overnights by region (2018)



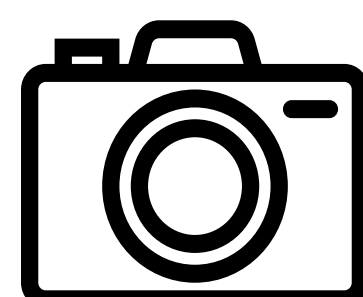
Key facts*

- 28.5% of Canadian tourists travelling to Switzerland are over 55 years old
- 60.4% prefer the train as a transportation means within Switzerland
- CHF 290 average expenses per day/per person in Switzerland
- 17.9% travel to Switzerland with children
- 65.5% visit several destinations during a single stay
- 65.5% of overnights are generated by residents of the states Ontario (36.5%) and Quebec (29%)
- 2.1 days average length of stay in Switzerland
- 47.2% are visiting Switzerland for the first time
- +7.2% estimated evolution of overnights from 2019 to 2022
- 66.5% of overnights are recorded in summer
- 52.2% prefer hiking as an activity

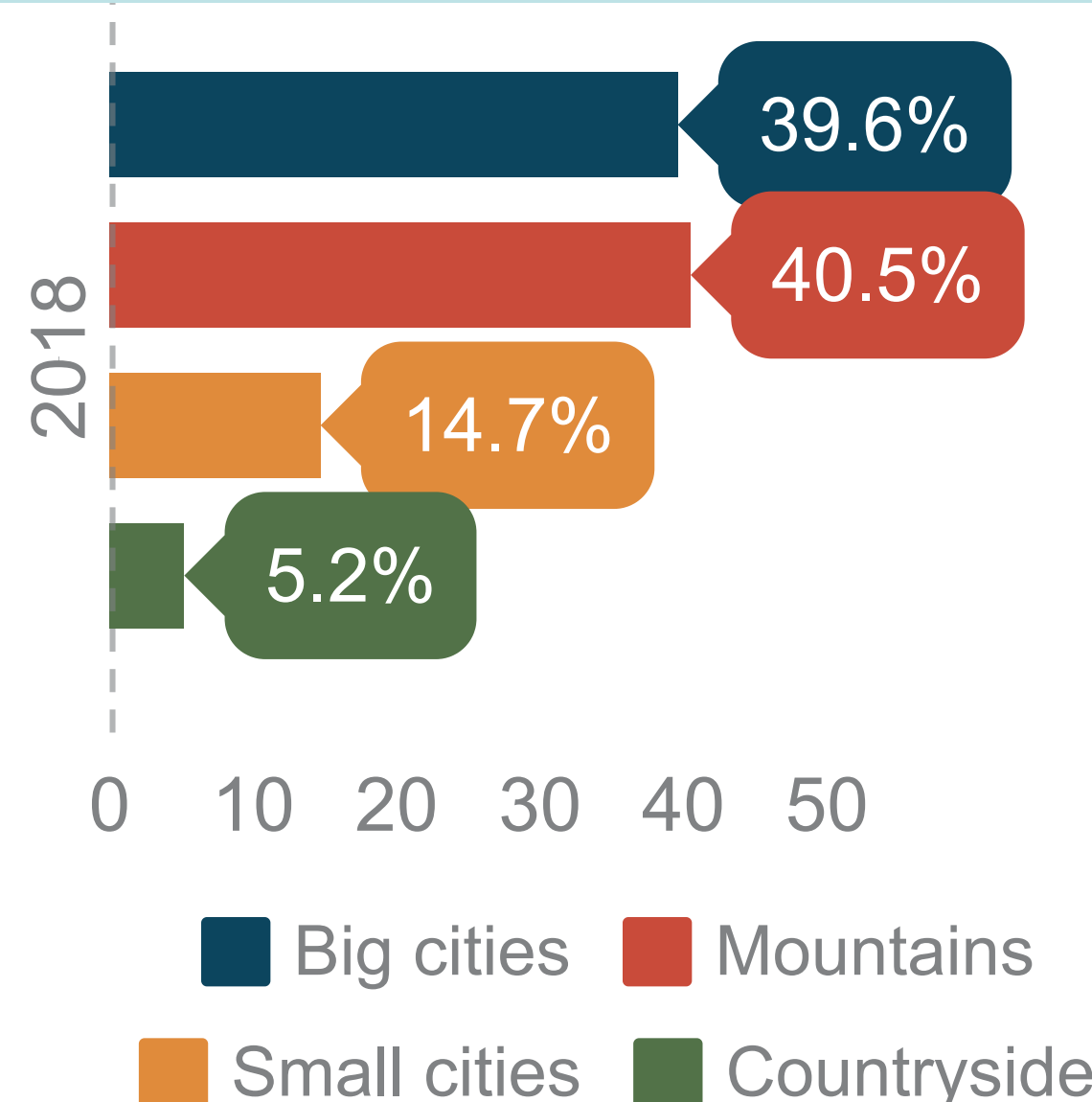
* Sources: Tourism Monitor Switzerland (TMS) 2017. Survey carried out by Switzerland Tourism among more than 21,500 tourists from 130 countries in 180 Swiss destinations / SFSO.

Main travel reasons

- Mountains
- Family-friendly
- Historical experience
- City experience
- Nature
- Emotional ties
- Warm-hearted
- Panorama
- Panorama trains
- Adventures



Distribution of overnights by geographic area (2018)



Top destinations*

- Zurich
- Geneva
- Zermatt
- Basel
- Lucerne
- Lausanne
- Montreux
- Opfikon
- Bern
- Lauterbrunnen

* According to the volume of hotel overnights in 2018.