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Switzerland is popular with the Swiss, too.

While overnights rates fell by 2.8 percent in 2003, day tourism generated rising revenues. Alpine holidays climbed in both winter and summer.

The Swiss accounted for almost 15 million overnights at domestic hotel and spa establishments. Although this figure is roughly the same as last year, their market share increased as foreign visitors largely stayed at home, at least in the first half of the year, due to the difficult underlying conditions.

Overall, overnights rates dropped. But 2003 also saw some winners. The biggest beneficiaries were the mountain regions, who profited from the magnificent weather. Valais and in particular Graubünden registered a significant increase in overnights, both in winter and summer. The Bernese Oberland welcomed more visitors, at least in winter, and Eastern Switzerland and the two Basle semi-cantons performed excellently in summer. Alpine holidays, the core product of Swiss tourism, are in the ascendancy.

Day tourism also did tremendously well. A number of indicators show that spending by day tourists accounts for more than a quarter of Swiss tourism revenues. This factor was last calculated in 1998, when it was put at 8 billion Swiss francs. The favourable weather conditions lead one to assume that day tourism will have generated revenues far above this figure in 2003. One indication of this is provided by comparable figures from mountain tourism. Lift system operators recorded a hefty 19 percent increase in turnover, while mountain restaurant revenues climbed 7 percent.



The Street Parade is a permanent fixture of Zurich's summer calendar.

Overnights in hotels and spa resorts.

Switzerland: Overnights sorted by selected countries of origin (partially accumulated).

	Overnights		Change	
	2002	2003	absolute	in %
Switzerland	15 014 766	14 923 993	-90 773	-0.6%
Germany	5 724 749	5 460 034	-264 715	-4.6%
UK & Ireland	1 915 761	1 872 468	-43 293	-2.3%
Benelux	1 665 589	1 611 105	-54 484	-3.3%
USA & Canada	1 753 000	1 561 833	-191 167	-10.9%
France	1 168 916	1 151 003	-17 913	-1.5%
Italy	935 914	961 399	25 485	2.7%
Japan	690 528	558 502	-132 026	-19.1%
Spain & Portugal	373 870	356 515	-17 355	-4.6%
Austria	327 683	327 667	-16	0.0%
Scandinavia*	360 877	371 300	10 423	2.9%
Gulf States	289 227	248 674	-40 553	-14.0%
Russian Federation	232 183	239 982	7 799	3.4%
India	200 202	196 885	-3 317	-1.7%
Israel	175 977	163 761	-12 216	-6.9%
Australia, Oceania	178 274	162 687	-15 587	-8.7%
People's Republic of China	119 266	106 049	-13 217	-11.1%
Republic of Korea	98 553	105 339	6 786	6.9%
Brazil	105 577	93 851	-11 726	-11.1%
Poland	70 047	66 103	-3 944	-5.6%
Republic of South Africa	56 846	58 389	1 543	2.7%
Thailand	57 105	57 089	-16	0.0%
Czech Republic	53 110	53 455	345	0.6%
Taiwan	63 336	51 536	-11 800	-18.6%
Hong Kong	59 219	49 065	-10 154	-17.1%
Singapore	45 650	43 724	-1 926	-4.2%
Malaysia	41 876	39 628	-2 248	-5.4%

* = Denmark, Finland, Norway and Sweden
Source: FSO 2004 (January-December 2003)