

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Switzerland



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Visitation Trends (Arrivals)

[Thousands of Switzerland Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	230	243	257	271	296	342	356	391	161
Percentage Change (%)	-9	6	6	5	10	15	4	10	70

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^r	Change 2010/2003
Total Travel & Tourism Exports (1)	\$809	\$910	\$933	\$1,001	\$1,095	\$1,364	\$1,362	\$1,363	\$554
Travel Receipts	\$624	\$670	\$686	\$771	\$893	\$1,083	\$1,042	\$1,043	\$419
Passenger Fare Receipts	\$185	\$240	\$247	\$230	\$202	\$281	\$320	\$320	\$554
Change (%) in Total Exports	-9	12	3	7	9	25	0	0	68

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	47	54	7.0
Airlines Directly	26	28	1.7
Travel Agency	31	27	-4.3
Friends/Relatives	13	17	4.6

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	49	59	10.0
Visit Friends/Relatives	18	20	1.9
Business/Professional	19	14	-5.1
Convention/Conference	6	4	-1.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	64	72	8.3
Visit Friends/Relatives	38	37	-0.4
Business/Professional	24	15	-9.0
Study/Teaching	7	7	0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	81	87	6.4
Business & Convention	29	19	-10.8

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	48	37	-11.2
Rented Auto	38	30	-7.8
City Subway/Tram/Bus	35	30	-5.2
Railroad between Cities	20	23	2.9
Airlines in U.S.	32	22	-9.8

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	91	91	-0.1
Shopping	87	88	0.9
Visit Historical Places	45	46	0.6
Sightseeing in Cities	47	40	-6.2
Cultural Heritage Sites	29	34	4.6
Art Gallery/Museum	34	32	-1.4
Visit Small Towns	28	31	2.9
Visit National Parks	23	31	7.3
Amusement/Theme Parks	26	30	3.3
Water Sports/Sunbathing	29	29	-0.5

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	113	106	-7.6 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	9%	10%	1.2 pts.
First International Trip to the U.S.	24%	25%	1.4 pts.
Length of Stay in U.S. (mean nights)	22.6	16.0	-6.6 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	55%	60%	4.7 pts.
Average Number of States Visited	1.8	1.7	-0.1 states
Hotel/Motel (% 1+ nights)	74%	78%	3.3 pts.
Average # of Nights in Hotel/Motel	9.0	8.9	-0.1 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	61%	50%	-11.6 pts.
Household Income (mean average)	\$127,700	\$123,300	-\$4,400
Household Income (median average)	\$121,600	\$119,700	-\$1,900
Average Age: Female	37	36	-0.7 years
Average Age: Male	39	43	4.0 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
No destinations meet the minimum sample requirement.				

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (-) Estimate not available.
- (n/a) Estimate not yet available.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Swiss traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>