

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Switzerland



2013 Market Profile: Switzerland

Visitation Trends (Arrivals)

[Thousands of Switzerland Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	271	296	342	356	391	477	477	473	202
Percentage Change (%)	5	10	15	4	10	22	0	-1	75

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$1,106	\$1,154	\$1,601	\$1,895	\$1,713	\$2,246	\$2,576	\$2,463	\$1,357
Travel (all purposes including education)	\$876	\$952	\$1,320	\$1,575	\$1,348	\$1,734	\$2,058	\$1,948	\$1,072
Of which: Education Related	\$33	\$34	\$38	\$43	\$43	\$45	\$48	\$52	\$19
Of which: Other Business/ Personal Travel	\$829	\$903	\$1,267	\$1,391	\$1,280	\$1,662	\$1,982	\$1,868	\$1,039
Passenger Air Transportation	\$230	\$202	\$281	\$320	\$365	\$512	\$518	\$515	\$285
Change (%) in Total Exports	7	4	39	18	-10	31	15	-4	123

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	43	46	3.2
Online Travel Agency	37	40	3.2
Personal Recommendation	25	25	-0.5
Travel Agency Office	25	23	-2.3
Travel Guides	13	19	6.1
Corporate Travel Dept.	11	14	2.6

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	66	64	-2.0
Visit Friends/Relatives	11	15	4.3
Business	10	10	0.0
Convention/Conference/Trade Show	6	7	0.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	76	76	0.7
Visit Friends/Relatives	28	30	1.6
Business	13	14	0.7
Convention/Conference/Trade Show	6	8	1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	83	85	2.4
Business & Convention	18	19	0.7

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Rented Auto	48	45	-2.8
City Subway/Tram/Bus	34	42	7.3
Taxicab/Limousine	41	42	0.7
Air Travel between U.S. Cities	28	33	4.4
Auto, Private or Company	29	28	-1.4
Ferry/River Taxi/Srt Scenic Cruise	13	12	-1.3

2013 Market Profile: Switzerland

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	89	90	1.3
Sightseeing	77	78	0.4
Experience Fine Dining	55	51	-4.1
National Parks/Monuments	45	44	-1.4
Small Towns/Countryside	42	38	-4.2
Historical Locations	34	33	-1.2
Art Gallery/Museum	32	31	-1.1
Amusement/Theme Parks	28	26	-1.5
Guided Tours	21	21	0.5
Concert/Play/Musical	18	19	1.2

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	127	115	-11.8
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	13	9	-4.1
First International Trip to the U.S.	19	16	-3.0
Length of Stay in U.S. (mean nights)	19.1	14.9	-4.2
Length of Stay in U.S. (median nights)	11	10	-1.0
Number of States Visited (% 1 state)	60	61	1.1
Average Number of States Visited	1.7	1.6	-0.1
Hotel/Motel (% 1+ nights)	81	81	-0.2
Average # of Nights in Hotel/Motel	11.0	9.7	-1.3
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	53	50	-2.8
Household Income (mean average)	\$168,498	\$154,627	-\$13,871
Household Income (median average)	\$140,000	\$131,918	-\$8,082
Average Age: Female (among adults)	40	40	-0.2
Average Age: Male (among adults)	41	41	-0.2

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (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 incident 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.
- (n/a) Not available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

Publication Date: June 2014

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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about Switzerland travelers who visit the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>