

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Switzerland



2014 Market Profile: Switzerland

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	296	342	356	391	477	477	473	487	190
Percentage Change (%)	10	15	4	10	22	0	-1	3	64

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$1,154	\$1,601	\$1,895	\$1,713	\$2,246	\$2,576	\$2,463	-	-
Travel (all purposes including education)	\$952	\$1,320	\$1,575	\$1,348	\$1,734	\$2,058	\$1,948	-	-
Of which: Education Related	\$34	\$38	\$43	\$43	\$45	\$48	\$52	-	-
Of which: Other Business/ Personal Travel	\$903	\$1,267	\$1,391	\$1,280	\$1,662	\$1,982	\$1,868	-	-
Passenger Air Transportation	\$202	\$281	\$320	\$365	\$512	\$518	\$515	-	-
Change (%) in Total Exports	4	39	18	-10	31	15	-4	-	-

⁽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>

^(p) Preliminary estimates will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	46	50	4.3
Online Travel Agency	40	45	5.4
Personal Recommendation	25	27	2.7
Travel Agency Office	23	22	-1.1
Travel Guides	19	19	-0.7
Corporate Travel Dept.	14	15	1.3
National/State/City Travel Office	7	6	-0.5
Tour Operator/Travel Club	4	5	0.9
Other	5	5	-0.2

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	64	61	-3.0
Visit Friends/Relatives	15	17	2.0
Business	10	8	-2.4
Convention/Conference/Trade Show	7	7	0.9
Education	3	6	2.9
Health Treatment	0	0	0.3
Religion/Pilgrimages	0	0	0.1
Other	1	1	-0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	76	75	-1.2
Visit Friends/Relatives	30	34	4.4
Business	14	11	-2.4
Convention/Conference/Trade Show	8	10	2.5
Education	5	7	2.0
Religion/Pilgrimages	0	0.5	0.3
Health Treatment	0	0	0.2
Other	2	2	-0.2
NET PURPOSES OF TRIP:			
Leisure & VFR	85	88	3.5
Business & Convention	19	18	-0.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	90	85	-5.1
Sightseeing	78	71	-6.8
Experience Fine Dining	51	43	-8.3
National Parks/Monuments	44	38	-6.1
Small Towns/Countryside	38	35	-3.1
Historical Locations	33	28	-4.9
Amusement/Theme Parks	26	26	-0.3
Art Gallery/Museum	31	25	-5.9
Concert/Play/Musical	19	22	2.8
Sporting Event	14	20	6.4
Nightclubbing/Dancing	17	19	2.6
Guided Tours	21	18	-3.5
Casinos/Gamble	13	15	2.2
Cultural / Ethnic Heritage Sites	18	14	-4.0
Water Sports	14	12	-1.9
Camping/Hiking	10	6	-3.9
American Indian Communities	4	5	0.1
Environ./Eco. Excursions	4	4	0.0
Golfing/Tennis	4	4	-0.3
Hunting/Fishing	2	3	0.3
Snow Sports	1	1	-0.3
Other	3	3	-0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	45	42	-3.4
City Subway/Tram/Bus	42	39	-2.4
Taxicab/Limousine	42	39	-2.6
Air Travel between U.S. Cities	33	27	-6.2
Auto, Private or Company	28	26	-1.7
Bus between Cities	10	15	4.9
Ferry/River Taxi/Srt Scenic Cruise	12	13	1.4
Railroad between Cities	8	6	-1.6
Rented Bicycle/Motorcycle/Moped	6	6	-0.2
Cruise Ship/River Boat 1+ Nights	3	4	1.2
Motor Home/Camper	2	3	0.6

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	115	108	-7.5
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	9	9	0.2
First International Trip to the U.S.	16	15	-0.6
Length of Stay in U.S. (mean nights)	14.9	14.8	-0.1
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	61	68	6.6
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	81	77	-4.0
Average # of Nights in Hotel/Motel	9.7	9.0	-0.7
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	50	60	9.8
Household Income (mean average)	\$154,627	\$154,519	-\$108
Household Income (median average)	\$131,918	\$134,845	\$2,927
Average Age: Female (among adults)	40	38	-1.9
Average Age: Male (among adults)	41	42	1.4

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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? The NTTTO 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

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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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international 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?

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

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