

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Switzerland



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Visitation Trends (Arrivals)

[Thousands of Switzerland Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	254	230	243	257	271	296	342	356	102
Percentage Change (%)	-18	-9	6	6	5	10	15	4	40

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^p	Change 2009/2002
Total Travel & Tourism Exports (1)	\$891	\$809	\$910	\$933	\$1,001	\$1,095	\$1,364	n/a	n/a
Travel Receipts	\$696	\$624	\$670	\$686	\$771	\$893	\$1,083	n/a	n/a
Passenger Fare Receipts	\$195	\$185	\$240	\$247	\$230	\$202	\$281	n/a	n/a
Change (%) in Total Exports	-19	-9	12	3	7	9	25	n/a	n/a

(p) Preliminary and subject to future revisions.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	43	47	4.7
Travel Agency	30	31	1.1
Airlines Directly	27	26	-1.3
Friends/Relatives	8	13	4.4

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	43	49	5.2
Business/Professional	27	19	-8.0
Visit Friends/Relatives	22	18	-3.8
Study/Teaching	2	7	5.6

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	58	64	6.3
Visit Friends/Relatives	41	38	-3.2
Business/Professional	30	24	-6.3
Convention/Conference	9	9	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	72	81	8.5
Business & Convention	36	29	-6.6

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	50	48	-2.2
Rented Auto	33	38	5.1
City Subway/Tram/Bus	25	35	9.6
Airlines in U.S.	25	32	7.1
Railroad between Cities	23	20	-2.1

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	89	91	2.8
Shopping	83	87	4.0
Sightseeing in Cities	38	47	8.5
Visit Historical Places	40	45	5.1
Art Gallery/Museum	30	34	4.1
Water Sports/Sunbathing	24	29	5.1
Cultural Heritage Sites	32	29	-2.6
Visit Small Towns	29	28	-1.3
Touring Countryside	21	27	6.6
Amusement/Theme Parks	30	26	-3.6
Nightclubs/Dancing	13	26	12.5

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	93	113	20.8 days
Advance Trip Decision Time (median days)	60	90	30.0 days
Prepaid Package	4%	9%	5.4 pts.
First International Trip to the U.S.	20%	24%	4.1 pts.
Length of Stay in U.S. (mean nights)	13.8	22.6	8.8 nights
Length of Stay in U.S. (median nights)	9	10	1 nights
Number of States Visited (% 1 state)	60%	55%	-5.4 pts.
Average Number of States Visited	1.7	1.8	0.1 states
Hotel/Motel (% 1+ nights)	79%	74%	-5.0 pts.
Average # of Nights in Hotel/Motel	7.5	9.0	1.5 nights
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	55%	61%	6.0 pts.
Household Income (mean average)	-	\$127,700	-
Household Income (median average)	-	\$121,600	-
Average Age: Female	40	37	-3.1 years
Average Age: Male	43	39	-4.0 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (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

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