

	A	B	C	D	E	F	G	H	I	J	K
1	<b>SWITZERLAND Profile</b>										
2	<b>Arrivals to the U.S.</b>										
3											
4	<b>TRENDS IN ARRIVALS (in thousands)</b>										
5	Year		2009	2010	2011	2012	2013	2014	2015 <sup>1</sup>	2016	Change 2016 / 2009
6	Arrivals		356	391	477	477	473	500	537	469	114
7		% Change	4	10	22	0	-1	6	7	-13	32
8											
9	<b>TRENDS IN RECEIPTS (in millions)</b>										
10	Year		2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>r</sup>	2016 <sup>r</sup>	Change 2016 / 2009
11	<b>Total Travel &amp; Tourism Exports<sup>2</sup></b>		<b>\$1,895</b>	<b>\$1,713</b>	<b>\$2,246</b>	<b>\$2,576</b>	<b>\$2,580</b>	<b>\$2,712</b>	<b>\$2,805</b>	<b>\$2,614</b>	<b>\$719</b>
12	Travel Receipts (at U.S. destinations)		\$1,575	\$1,348	\$1,734	\$2,058	\$1,864	\$1,919	\$2,029	\$1,859	\$284
13	Education Receipts		\$43	\$43	\$45	\$48	\$52	\$54	\$57	\$60	\$17
14	Other Business/Personal Receipts		\$1,391	\$1,280	\$1,662	\$1,982	\$1,770	\$1,836	\$1,942	\$1,769	\$378
15	Health/Border/Seasonal		\$141	\$25	\$27	\$28	\$42	\$29	\$30	\$30	-\$111
16	Passenger Fare Receipts (on U.S. carriers)		\$320	\$365	\$512	\$518	\$716	\$793	\$776	\$755	\$435
17	<b>% Change in Total Receipts</b>		<b>18</b>	<b>-10</b>	<b>31</b>	<b>15</b>	<b>0</b>	<b>5</b>	<b>3</b>	<b>-7</b>	<b>38</b>
18											
19	<b>SELECTED TRAVELER CHARACTERISTICS (by percentage point change)</b>										
20	<b>Information Sources Used to Plan Trip (multiple response)</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change<sup>3</sup> (Points)</b>						
21		Airlines	48	49	0.5						
22		Online Travel Agency	42	36	-6.1						
23		Personal Recommendation	27	23	-3.9						
24		Travel Agency Office	17	18	0.7						
25		Corporate Travel Dept.	11	15	4.5						
26		Travel Guides	16	13	-2.2						
27		National/State/City Travel Office	5	4	-0.2						
28		Tour Operator/Travel Club	3	3	0.2						
29		Other	3	5	1.5						
30											
31	<b>Main Purpose of Trip</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change<sup>3</sup> (Points)</b>						
32		Vacation/Holiday	63	57	-5.8						
33		Business	10	13	2.7						
34		Visit Friends/Relatives	18	12	-5.9						
35		Convention/Conference/Trade Show	5	11	6.0						
36		Education	4	7	3.1						
37		Health Treatment	0.3	0.0	-0.3						
38		Religion/Pilgrimages	0.1	0.0	-0.1						
39		Other	0.4	0.4	0.0						
40											
41	<b>Purpose of Trip (multiple response)</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change<sup>3</sup> (Points)</b>						
42		Vacation/Holiday	74	71	-3.5						
43		Visit Friends/Relatives	34	26	-8.2						
44		Business	12	15	3.3						
45		Convention/Conference/Trade Show	7	13	6.5						
46		Education	5	9	3.8						
47		Health Treatment	0.3	0.3	0.0						
48		Religion/Pilgrimages	0.3	0.3	0.0						
49		Other	0.4	1	0.1						
50											
51	<b>Net Purposes of Trip:</b>										
52		Leisure & VFR	87	79	-8.2						
53		Business & Convention	17	26	9.4						
54											

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1	<b>SWITZERLAND Profile</b>										
2	<b>Arrivals to the U.S.</b>										
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55	<b>Transportation Types Used in U.S.:</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (Points)						
56		Taxicab/Limousine	39	44	4.5						
57		Rented Auto	48	43	-4.3						
58		City Subway/Tram/Bus	37	36	-1.0						
59		Auto, Private or Company	27	29	2.6						
60		Air Travel between U.S. Cities	26	28	2.1						
61		Ride-Sharing Service	-	17	-						
62		Bus between Cities	13	15	1.7						
63		Railroad between Cities	9	11	1.9						
64		Ferry/River Taxi/Short Scenic Cruise	12	11	-1.3						
65		Cruise Ship/River Boat 1+ Nights	4	6	2.6						
66		Rented Bicycle/Motorcycle/Moped	4	5	0.3						
67		Motor Home/Camper	4	2	-2.1						
68	<b>Activity Participation While Within U.S.</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (Points)						
69		Shopping	89	84	-4.2						
70		Sightseeing	79	75	-4.4						
71		Experience Fine Dining	53	53	-0.3						
72		Small Towns/Countryside	40	39	-1.0						
73		National Parks/Monuments	44	38	-6.2						
74		Historical Locations	30	27	-3.2						
75		Guided Tours	24	23	-0.6						
76		Art Gallery/Museum	33	23	-10.2						
77		Amusement/Theme Parks	29	20	-9.2						
78		Water Sports	14	19	5.2						
79		Concert/Play/Musical	20	18	-2.0						
80		Nightclubbing/Dancing	20	16	-3.9						
81		Cultural / Ethnic Heritage Sites	21	16	-4.7						
82		Casinos/Gamble	13	14	1.6						
83		Sporting Event	16	11	-4.2						
84		Camping/Hiking	8	8	0.1						
85		Environ./Eco. Excursions	5	4	-1.6						
86		Golfing/Tennis	3	3	0.5						
87		American Indian Communities	9	3	-5.4						
88		Hunting/Fishing	1	2	0.3						
89		Snow Sports	1	0.4	-0.5						
90		Other	1	1	0.2						
91											
92	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>Change</b>						
93		Advance Trip Decision Time (mean days)	108	109	0.4						
94		Advance Trip Decision Time (median days)	90	90	0.0						
95		Prepaid Package	7	10	2.9						
96		First International Trip to the U.S.	16	14	-2.3						
97		Length of Stay in U.S. (mean nights)	15.5	18.2	2.7						
98		Length of Stay in U.S. (median nights)	10	10	0.0						
99		Number of States Visited (% 1 state)	62	70	7.3						
100		Average Number of States Visited	1.7	1.6	-0.1						
101		Hotel/Motel (% 1+ nights)	78	84	6.0						
102		Average # of Nights in Hotel/Motel	9.8	11.4	1.6						
103		Travel Party Size (mean # of persons)	1.6	1.5	-0.1						
104		Gender: % Male (among adults)	52	54	2.1						
105		Household Income (mean average)	\$ 141,739	\$ 147,463	\$5,724						
106		Household Income (median average)	\$ 120,000	\$ 130,000	\$10,000						
107		Average Age: Female (among adults)	37	38	0.4						
108		Average Age: Male (among adults)	40	43	2.8						
109											

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3											
110	<b>VISITATION TO U.S. DESTINATIONS<sup>4</sup></b> (multiple response)		<b>Market Share 2015 (Percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (Percent)</b>	<b>Volume 2016<sup>1</sup> (000s)</b>					
111											
112											
113	<b>Notes:</b>										
114	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
115	(2)	<p><i>Total Travel &amp; Tourism Exports</i> = 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).</p> <p>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: <a href="http://travel.trade.gov/pdf/restructuring-travel.pdf">http://travel.trade.gov/pdf/restructuring-travel.pdf</a></p>									
116											
117											
118	(3)	Percentage-point and percentage changes are based on non-rounded data.									
119											
120	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
121											
122	(-)	No estimate available.									
123											
124	(n/a)	Estimate not yet available.									
125											
126	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
127											
128	(r)	Estimate was revised.									
129											
130	(p)	Estimate is preliminary and subject to revision.									
131											
132	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: <a href="http://travel.trade.gov/research/index.html">http://travel.trade.gov/research/index.html</a>									
133											
134		For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>									
135											
136		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
137		<a href="http://travel.trade.gov/research/reports/ifs/customized.asp">http://travel.trade.gov/research/reports/ifs/customized.asp</a>									
138											
139	Source:	U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
140											
141	Publication Date:	November 2017									