

# Flows in Switzerland

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## Abstracts

Due to the strong currency of the Swiss franc, inbound arrivals to Switzerland decreased by 1% in 2016. After several years of strong growth, visitors from the Asian continent registered a slowdown in the number of trips in 2016 compared with 2015. The new requirement for biometric fingerprint data for visas since November 2015 was one of the key factors which led to the decrease of inbound Chinese tourists.

Euromonitor International's Flows in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

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Short-term Rentals Continues To See Decisive Growth

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SWOT

Summary 1 Destination Switzerland: SWOT

Market Data

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