

**FACTS AND FIGURES
 ON LUCERNE'S CHRISTKINDLIMARKT
 IN THE RAILCITY OF LUCERNE**

Lucerne and its region

Population

Lucerne canton: 368,700 inhabitants

City of Lucerne:

75,000 inhabitants

Lucerne is central Switzerland's largest city and is the centre of attraction for the entire region.

Each morning, some 31,000 commuters travel to Lucerne, the city of lights. And at the same time, some 10,300 commuters travel in the opposite direction. Most of them by train.

The strong buying power of tourists

The city of Lucerne is a shopping paradise for tourists from all over the world. Foreign tourists spend CHF 290.00 a day, while Swiss tourists spend CHF 170.00 and a day-trip visitor will spend CHF 80.00.

Lucerne – a city for tourists

The «City of Lights» has almost 200 hotels with guest-nights per year totalling some 1.1 million. The average stay is slightly over 1.6 nights. The proportion of foreign guests has fallen somewhat during the financial crisis in the canton of Lucerne is one of the most frequented tourist destinations.

RailCity Lucerne

Location

RailCity Lucerne is superbly located in the centre of the city, directly on the banks of Lake Lucerne.

Frequency in the RailCity of Lucerne

On average, some 62,000 travellers visited the RailCity of Lucerne every day. On peak days, samples carried out revealed frequencies of around 100,000 people.

Number of visitors

aged 15 and above (in per cent)

60 % employee

11 % managers

10 % skilled workers

9 % self-employed

8 % apprentices

2 % freelancers / unskilled workers

Age structure

12 % up to 19 years

37 % 20 to 39 years

27 % 40 to 59 years

24 % 60 years and over

Contact opportunities in RailCities

Contact opportunities

Day

RailCity Lucerne 62 000

ShopVille-RailCity Zurich 300 000

RailCity Berne 150 000

RailCity Basle 120 000

RailCity Winterthur 122 000

RailCity Geneva 85 000

RailCity Lausanne 65 000

RailCity Zug 50 000

RailCity St.Gallen 45 000

More than half the total population comes to a Swiss railway station at least once within a period of 14 days. Among 15–19 year olds, this figure is actually over 80 %.

RailCity Lucerne shopping centre

There are currently 44 retail respectively food outlets and service companies on a rentable area of 6,784 m². There is also around 6,000 m² of office space.

The shops are open 365 days a year, Monday to Friday from 9.00 a.m. to 9.00 p.m. and Saturday and Sunday from 10.00 a.m. to 8.00 p.m. The eating places are usually open from 5.30 a.m. to 12.30 a.m. Groceries can be purchased from 6.00 a.m. to midnight.

With sales of around CHF 115 million a year, RailCity Lucerne is one of the top shopping centres in central Switzerland.

Connections

Over 800 trains per day.

Trains run from 5 a.m. until 1 a.m.

Lucerne's Christkindlimarkt

Accompanying measures

Christkindlimarkt Magazine with a run of around 160,000 copies.

Extensive PR and advertising measures, such as large posters and radio commercials. Uniform appearance with end-to-end key visual, from websites to craftsman IDs.

Status: January 2010