

**FACTS AND FIGURES  
 ON ZÜRICH'S CHRISTKINDLIMARKT  
 IN THE SHOPVILLE-RAILCITY OF ZÜRICH**

**Zurich and its region**

**Population**

Canton of Zurich: approx. 1,362,000 inhabitants

**City of Zurich**

380,500 inhabitants

Zurich is Switzerland's most densely-populated canton.  
 One in six of Switzerland's inhabitants lives here.

The Zurich conurbation, with 1,160,000 inhabitants, is by far Switzerland's largest.

**Strong buying power in the Zurich region**

The average monthly salary of Zurich inhabitants is almost CHF 6,000.00.

On average, an employee in Zurich only has to work for 15 minutes to be able to afford a hamburger/Big Mac. The international average is 35 minutes.

**Zurich – a city for tourists**

In 2009, Zurich's hoteliers registered just under 3,83 million overnight stays, with three-quarters of all guests coming from abroad. In the Zurich region as a whole, the number of guest-nights is around 4,81 million. The average stay is 1,87 nights. Three quarters of all visitors come from abroad. A visitor spends on average CHF 472.00 per day including hotel costs.

**ShopVille-RailCity Zurich**

**Frequency in the ShopVille-RailCity of Zurich**

On average, more than 300,000 travellers visited the ShopVille-RailCity Zurich daily. Zurich main railway station is the largest in Switzerland.

**Number of visitors**

aged 15 and above (in per cent)

- 61 % employed
- 20 % school pupils/students
- 12 % pensioners
- 5 % housewives
- 2 % other

**Age structure**

- 25 % 15 to 24 years (approx. 71,000)
- 42 % 25 to 49 years (approx. 120,000)
- 33 % 50 and over (approx. 94,000)

**Contact opportunities in RailCities**

<i>Contact opportunities</i>	<i>Day</i>
ShopVille-RailCity Zurich	300 000
RailCity Bern	145 000
RailCity Basle	120 000
RailCity Winterthur	122 000
RailCity Geneva	85 000
RailCity Lausanne	65 000
RailCity Lucerne	62 000
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 %.

**ShopVille-RailCity Zurich shopping centre**

Over 130 stores, restaurants and service-providing companies. Rental space: 17,218 m<sup>2</sup>.

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 9.00 a.m. to 8.00 p.m. The ShopVille-RailCity Zurich shopping centre is the fourth largest shopping centre in Switzerland (in terms of sales).

**Connections**

Over 1,800 trains per day. The railway operates 24 hours a day on Friday and Saturday. The station remains open throughout the night on Friday and Saturday nights. Trains run from 5 a.m. until 1 a.m. during the week.

**Zurich'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.

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