2021

10
Tourism
Neuchâtel 2023

Swiss tourism statistics 2021

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Swiss tourism statistics 2021

Contents Yves Strauss, FSO; Isabelle Portenier, FSO; Christof Seewer, FSO; Benjamin Mayor, FSO; Jasna Popovic, FSO; Jerry Suk, FSO; Hüseyin Dagdas, FSO

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Tourism

10 Tourism

2021

45.9 m

overnight stays in tourist accommodation

1	Switzerland	34.3 m
2	Europe	9.7 m
3	America	0.9 m
4	Asia	0.9 m
5	Africa and Oceania	0.1 m

Overnight stays by major regions in tourist accommodation

Lake Geneva Region	11.8 m
Eastern Switzerland	11.3 m
Espace Mittelland	8.3 m
Ticino	5.5 m
Central Switzerland	4.4 m
Zurich	3.1 m
Northwestern Switzerland	1.6 m

Trips by the Swiss resident population

Number of trips per person and year

10.5 without overnight stay

2.0 with overnight stays

Daily expenditure per person on private trips with overnight stays

CHF 137 Domestic trips

CHF 180 Trips abroad

Share of trips abroad in total trips with overnight stays

44%

650 650

Total beds surveyed in tourist accommodation

Distribution of beds by sector

Hotel sector	280 471
Holiday homes	143 196
Collective accommodation	113 155
Campsites (Pitches for passing guests x4)	113 828

CHF 16.8 bn

Gross value added by tourism

158 092

Number of jobs in tourism (FTE)

+2.3%

Growth in consumer prices in tourist accommodation (2020/2021)

Contact: info-tour@bfs.admin.ch | Due to rounding up or down, totals may differ from the absolute figures indicated.

Sources: FSO – Tourist Accommodation Statistics, Supplementary accommodation statistics, Travel Behaviour, Annual Indicators of the Tourism Satellite Accounts, Consumer price index

Table of contents

Data tables for the publication:
https://www.bfs.admin.ch/bfsstatic/dam/assets/orderNr:1074-2100/appendix

1 Introduction

1.1 Objectives

The main objective of the Swiss tourism statistics is to offer a collated overview of the tourism sector. It aims to bring together the results of various statistics conducted by the Federal Statistical Office (FSO) specific to the field of tourism and to offer a detailed insight into these.

1.2 Organisation

This publication describes the results of the Swiss tourism statistics drawn up by the FSO for 2021. The first part is devoted to tourist accommodation, consisting of hotel sector statistics on the one hand and supplementary accommodation statistics on the other. The second section of this publication concerns the survey on the travel behaviour of the Swiss population in 2021. The tourism satellite account, in the third section, gives information on the values measuring the economic influence of tourism in Switzerland. The fourth section of the publication presents a series of economic indicators making it possible to place the findings from the tourism statistics in a wider context.

Until 2015, only hotels, health establishments, youth hostels and campsites were surveyed in the tourist accommodation statistics. Since 2017, the information on holiday homes and collective accommodation has also been included in the statistics of the supplementary accomodation.

1.3 Main statistics and tourism indicators

1.3.1 Tourist accommodation statistics

The tourist accommodation statistics consider the state and development of supply and demand in the Swiss hotel sector on a monthly basis. The main supply variables are the number of establishments, rooms and beds, while in terms of demand, the main variables are arrivals and overnight stays by visitors' country of origin. These results are published every month nationally, at major region, tourist region, cantonal and commune level.

1.3.2 Supplementary accommodation statistics

The supplementary accommodation statistics aim to present the state and development of supply (annually) and demand (monthly) of commercially-run holiday homes, collective accommodation and campsites in Switzerland. Its main supply variables are the number of accommodation units and beds while in terms of demand, the main variables are arrivals and overnight stays by visitors' country of origin. In addition to publication at national level, the final results are also published at major region level and by tourist region (for campsites only).

1.3.3 Survey on the travel behaviour of the Swiss resident population

The survey on travel behaviour analyses the mobility of the Swiss resident population without its everyday trips. These data are collected annually from a sample of the population. The survey provides information on the number of journeys made, their characteristics and the profile of passengers. It also offers details of the duration, destination and the purpose of travel, the means of transport used and possible types of accommodation. It also covers passengers by sex, language, age and several other variables.

1.3.4 Annual indicators of the tourism satellite accounts

The annual indicators of the tourism satellite accounts provide initial estimates of the main aggregates of the most important tourist products in simplified form. The production of these annual indicators focuses on the direct estimation of the three key values of the tourism satellite account: tourism gross value added, tourism demand and tourism-related employment in full-time equivalents. These reference values enable the economic influence of tourism in Switzerland to be measured.

2 Tourist accommodation statistics

2.1 Tourist accommodation in Switzerland

2020 and 2021 were marked both nationally and internationally by the health and economic crisis linked to the COVID–19 pandemic. The various measures taken by Switzerland and foreign states have had a direct influence on the tourism sector as a whole and more particularly on the tourist accommodation sector. The statistical results for 2021 reflect the negative effects of this exceptional situation on this sector often with very "extreme" values that have never been seen in the past. It is not possible to list measures taken at international level. However, a chronology of the measures taken in Switzerland provides a relevant context for the interpretation of the results.

Timeline:
2020

End of February: The Federal Council declares Switzerland as being in a "special situation". Events, conferences and seminars are cancelled for the first time.

March: The Federal Council declares an "extraordinary situation". The partial lockdown starts. Restaurants, shops, markets, leisure facilities and businesses where distance rules cannot be respected must close. However hotels remain open. Border checks are enforced with all neighbouring countries.

May: Easing of some health measures. Shops, compulsory schools, museums, libraries, restaurants and sports halls can gradually reopen but with strict health protection measures.

June: The Federal Council puts an end to the extraordinary situation. Leisure facilities and other tourist attractions can reopen. Spontaneous gatherings of up to 30 people are allowed again and demonstrations of up to 300 people can be organised. Restrictions on entry into Switzerland are lifted for all Schengen states.

October – November: Start of the second "wave" of COVID-19. Progressive reintroduction of cantonal and federal health measures.

December: The epidemiological situation worsens. The Federal Council reinforces health measures. "Non-essential" shops, restaurants, leisure and sports facilities and cultural centres are closed. The ski resorts remain open, however, as do hotels and their facilities (restaurants, gyms, spas, etc.) available to their guests.

2021

February: The Federal Council opts for a phased exit from lockdown.

March: Reopening of all shops, museums, libraries, outdoor recreation areas.

April: Reopening of terraces, cinemas, theatres and football stadiums under strict conditions.

End of May: Restaurants and spas can reopen and public events can accommodate up to 300 people.

June: The conditions for entry into Switzerland are relaxed from 28 June. The entry ban is lifted for travellers from non-Schengen countries if they are vaccinated.

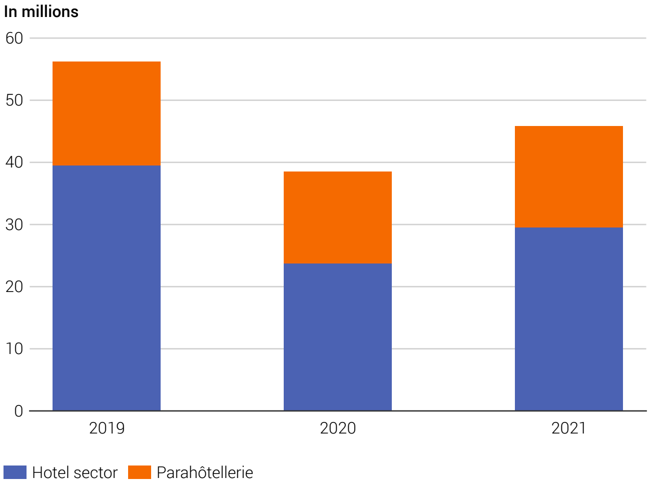
September: Fourth wave of COVID-19, gradual reintroduction of cantonal and federal health measures.

December: Enhanced enforcement of the indoor vaccination certificate and mandatory teleworking.

2.1.1 Demand in tourist accommodation

In 2021, tourist accommodation in Switzerland, which includes the hotel and supplementary accommodation sectors, recorded a total of 45.9 million overnight stays (G 2.1.1), 19.1% more than in 2020. Compared with 2019, however, overnight stays were still 18.4% lower. In 2021, the hotel sector represented the largest share of demand with 64.4% of overnight stays recorded.

Overnight stays in tourist accommodation G2.1.1



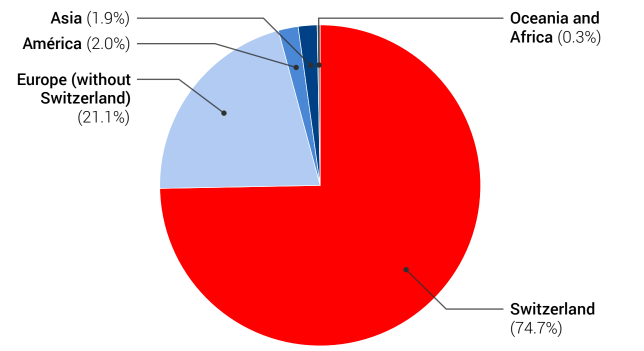
Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2023

2.1.2 Swiss and foreign demand

In 2021, Swiss clientele accounted for 74.7% of the overnight stays recorded in Swiss tourist accommodation (G 2.1.2a). In 2020, Swiss demand fell only slightly (–3.7%). In 2021, overnight stays by this clientele increased sharply (+21.3%) and well exceeded the 2019 values (+16.8%). After a historic fall of 61.9% in 2020, foreign guests saw an increase again (+13.1%) in 2021. However, this remains well below the 2019 level (–56.9%). Within foreign clientele, European guests generated the most overnight stays in 2021 accounting for 21.1% of the total demand. The majority of demand in supplementary accomodation came from Swiss guests (81.7%) (G 2.1.2c). This share is also in the majority in the hotel sector, although slightly lower (70.9%) (G 2.1.2b).

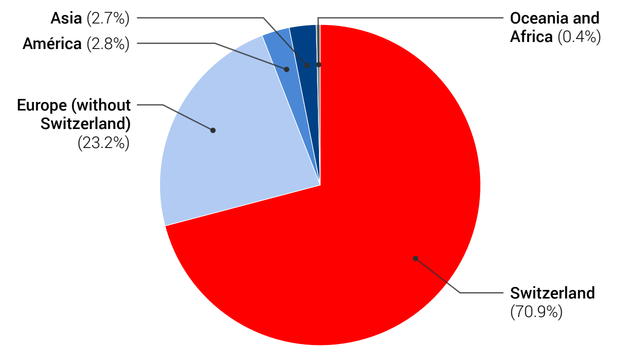
Did you know?
The share of non-European overnight stays only represented 4.2% of the total demand in 2021 in tourist accommodation in Switzerland.

Overnight stays in tourist accommodation, by visitors' country of residence, 2021 G2.1.2a



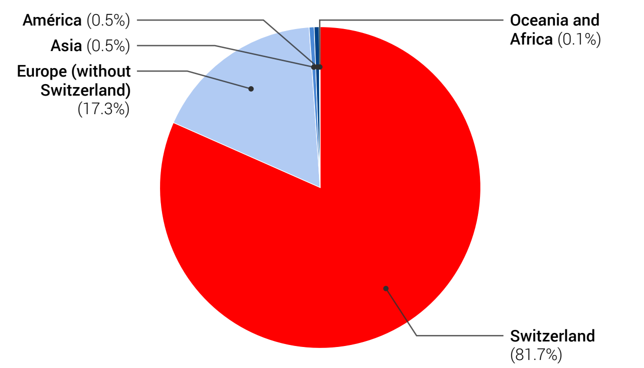
Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2023

Overnight stays in the hotel sector, by visitors' country of residence, 2021 G2.1.2b



Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2023

Overnight stays in supplementary accommodation, by visitors' country of residence, 2021 G2.1.2c



Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2023

2.1.3 Breakdown for monthly demand

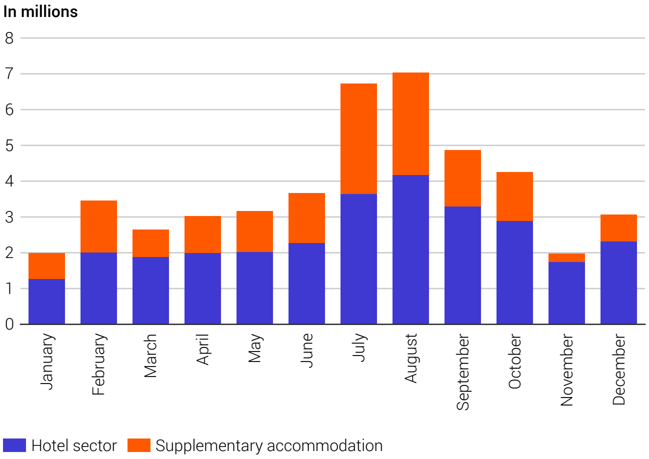
In 2021, the greatest number of overnight stays in tourist accommodation in Switzerland was recorded in the months from July to October (G 2.1.3). 22.9 million overnight stays were counted in these four months alone, i.e. almost 50% of the annual demand.

2.1.4 Change in demand in the countries neighbouring Switzerland

In comparison with the European results (EU), Swiss tourist accommodation in 2021 showed an analogue but nonetheless less marked development in overnight stays (G 2.1.4) with an increase of 19.1% (versus +28.7% for the EU) compared with 2020. With the exception of Austria (–15.7%), all other neighbouring countries (Germany, France and Italy) also saw increases.

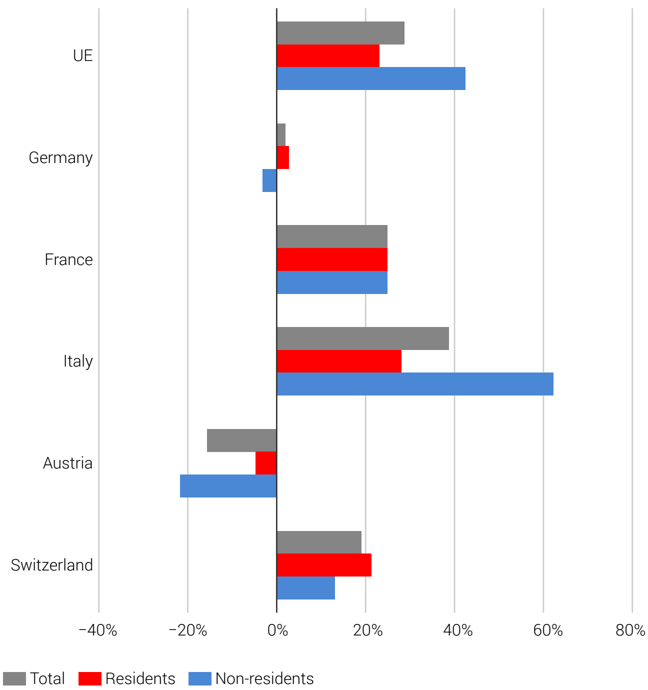
In 2021 at European level, the number of overnight stays generated by both non-residents and residents grew (+42.4% and +23.1% respectively, compared with 2020). For Switzerland, in contrast with the EU, non-residents' overnight stays showed a lower increase (+13.1%) than those of residents (+21.3%). France and Italy saw very strong increases for residents (+24.9%, respectively 28.0%) and non-residents (+24.9%, respectively +62.2%). In Germany, demand from non-residents fell (–3.2%), while demand from residents rose slightly (+2.8%). Finally, Austria saw a decrease for residents (–4.7%) as well as for non-residents (–21.7%).

Monthly breakdown of overnight stays in tourist accommodation, 2021 G2.1.3



Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2023

Change in overnight stays in tourist accommodation by country, 2020–2021 G2.1.4



Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA), Eurostat © FSO 2023

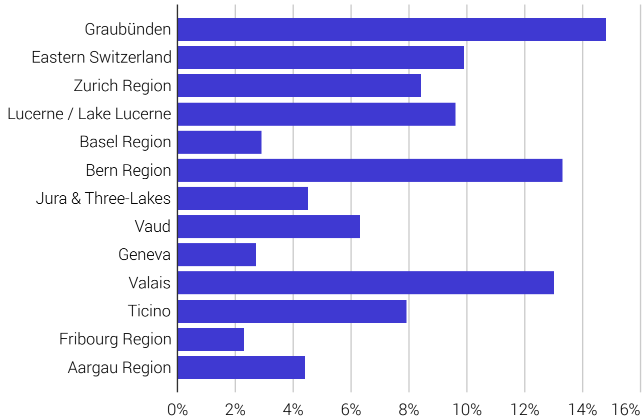
2.2 Hotel sector results

2.2.1 Supply in 2021

In 2021, there were, on annual average, 3919 open hotels and health establishments in Switzerland, corresponding to 124 590 rooms and 244 026 beds available (G 2.2.1a). The number of open establishments in 2021 was slightly higher than in 2020 (3801) but still well below the number seen in 2019 (4234). Due to the COVID-19 crisis, a large number of establishments closed temporarily in 2020 and 2021. The distribution of establishments differed between tourist regions. In 2021, Graubünden had the largest proportion (14.8%), followed by the Bern Region (13.3%). The national average capacity of a hotel establishment was 62.3 available beds (G 2.2.1b).

Did you know?
In Geneva, an establishment had an average of 140.5 beds available in 2021, while in the Jura and Three Lakes region the average was only 30.3.

Establishments open in the hotel sector and distribution by tourist region, 2021 G 2.2.1a

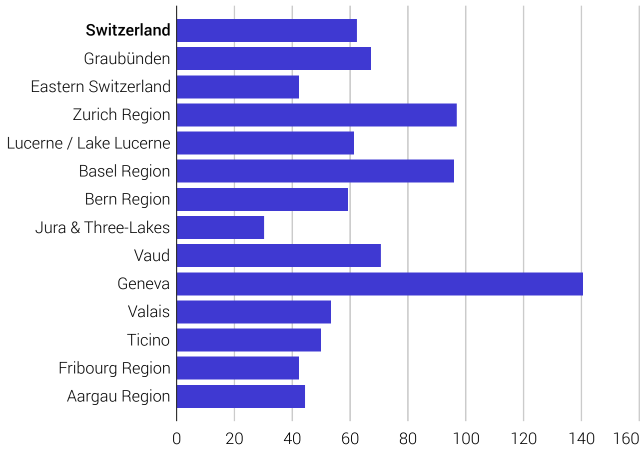


Total number of establishments open: 3801

Source: FSO – Tourist accommodation statistics (HESTA)

Average number of available beds per establishment in the hotel sector, per tourist region, 2021 G 2.2.1b

Beds available



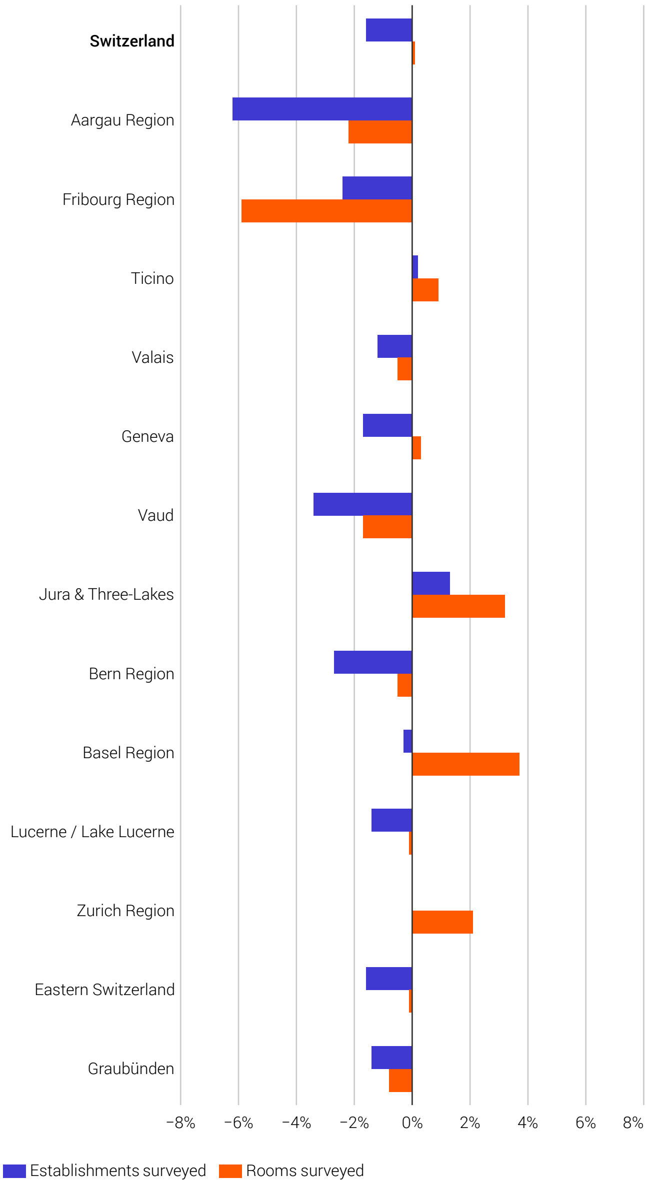
Source: FSO – Tourist accommodation statistics (HESTA)

2.2.2 General change in supply

In 2021, a total of 4574 establishments and 142 743 rooms were surveyed in the hotel sector in Switzerland. The number of establishments decreased slightly in comparison with 2020 (–72 establishments / –1.6%) (G 2.2.2a), whereas the number of rooms remained virtually stable (+86 rooms / +0.1%). At the level of the tourist regions, the supply, in terms of establishments, was down in ten out of thirteen regions between 2020 and 2021. In terms of rooms, eight out of thirteen regions recorded a lower number of rooms than in the previous year.

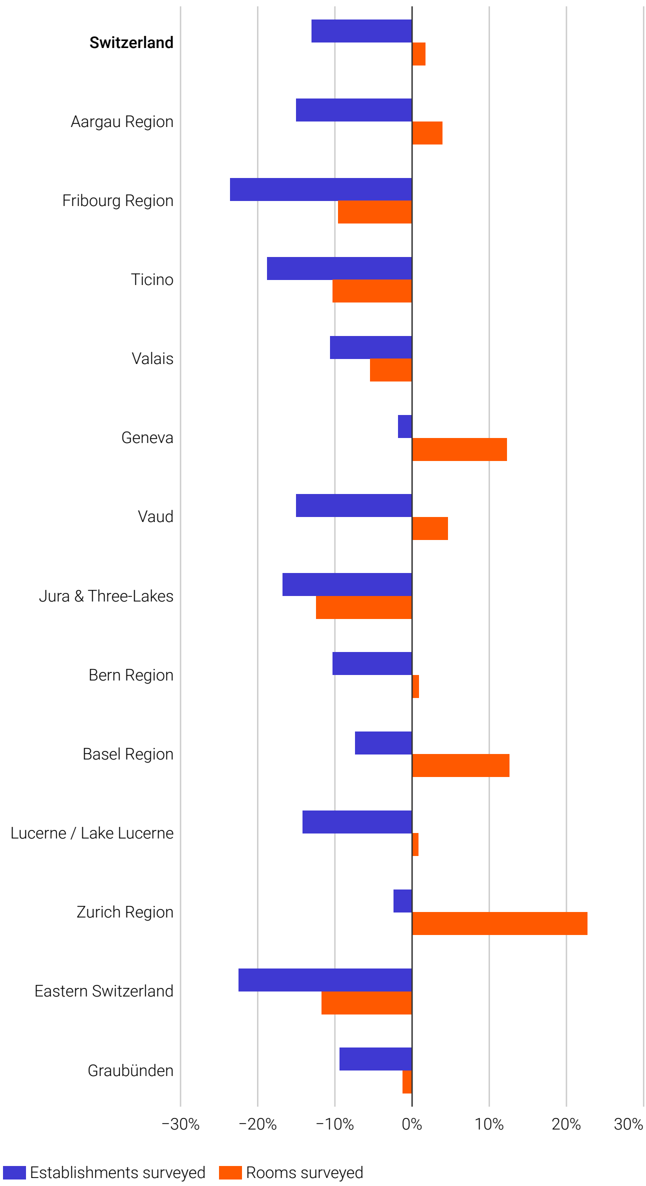
Over a comparative period of 10 years (G 2.2.2b), the number of surveyed establishments diminished greatly. In 2012, the number of surveyed establishments totalled 5257 in Switzerland, corresponding to a decline over this period of 684 units (–13.0%). In terms of the number of rooms, an increase (+2370 rooms / +1.7%) can be observed for 2021. Over the same period, all tourist regions saw their supply in terms of establishments decrease. Eastern Switzerland registered the greatest decline with 133 fewer establishments (–11.7%). As far as rooms are concerned, only seven tourist regions showed an increase. The Zurich region showed the greatest growth (+3707 rooms / +22.7%). In contrast, the decline was most marked in Eastern Switzerland (–1215 rooms / –11.7%).

Supply by tourist region in the hotel sector: change in supply, 2020–2021 **G 2.2.2a**



Source: FSO – Tourist accommodation statistics (HESTA)

Supply by tourist region in the hotel sector: change in supply, 2012–2021 **G 2.2.2b**



Source: FSO – Tourist accommodation statistics (HESTA)

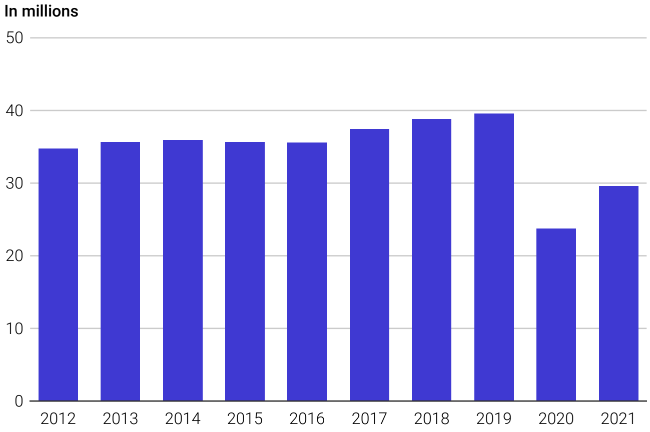
2.2.3 General trend in demand

To better appreciate the results of the demand in the hotel sector in Switzerland, these should be correlated with the striking economic events which have occurred over the past ten years.

The effects of the global economic crisis in 2009 had an impact on demand in the years that followed. At national level, 2011 was characterised by a strong rise in the Swiss franc's value against the Euro and other currencies. On 6th September 2011, the introduction of the minimum exchange rate by the Swiss National Bank (SNB) stabilised exchange rates, which nonetheless remained far lower than in previous years. On 15th January 2015, the SNB announced the end of the minimum exchange rate, resulting in renewed strength of the Euro compared with the Swiss franc. In the following two years, although the Euro regained some ground against the Swiss franc it never reached its pre-2015 level. From the end of February 2020, the pandemic completely changed society and the economy. Both the national and international tourism sectors were very negatively affected by this exceptional situation. Even if the measures against the pandemic in Switzerland and in many countries were somewhat reduced in 2021, the negative effects on the tourism sector were still very strong.

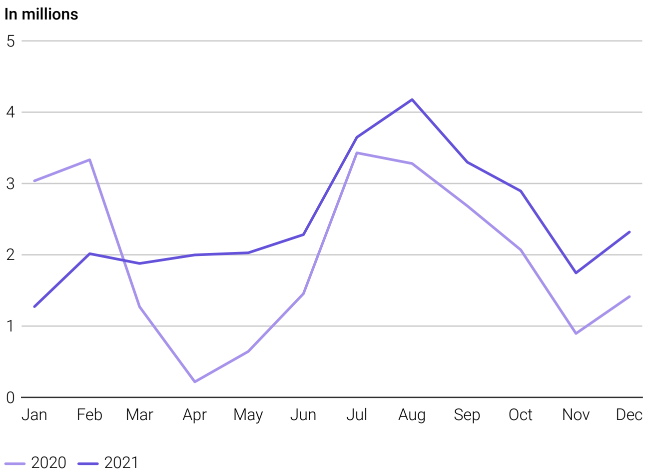
Over the past ten years, the evolution in the total number of overnight stays in hotels and health establishments in Switzerland has been diverse (G 2.2.3a). After a decline in 2011, the number of overnight stays decreased again in 2012 (–2.0%). The trend was reversed for the years 2013 (+2.5%) and 2014 (+0.9%), however renewed decreases were observed for the years 2015 (–0.8%) and 2016 (–0.3%). A strong improvement in demand was seen in 2017 (+5.2%) which continued in 2018 (+3.8%) and in 2019 (+1.9%) with a total of 39.6 million overnight stays recorded, i.e. a level never seen before until now. In 2020, demand fell by a historic 40.0% to 23.7 million overnight stays. For the same year, with the exception of January (+7.1%) and February (+7.0%), very sharp monthly falls could be observed, ranging from –91.8% in April to –24.9% in July. Although the COVID-19 situation persists in 2021, the health measures are less severe than in 2020. 2021 therefore saw a recovery in demand and totalled 29.6 million overnight stays, an increase of 24.6%. While for the first two months of the year significant decreases in overnight stays were observed compared with the same period in 2020, demand increased strongly between March and June. The peak was reached in April with an increase of over 800%. These sharp increases can be explained by the particularly low demand the year before, period in which health restrictions were introduced and were at their strictest. In July, growth in demand slowed down (+6.4%) and then increased again very markedly between August and December to reach the levels seen in 2019.

Overnight stays in the hotel sector, 2012–2021 **G 2.2.3a**



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Monthly change in overnight stays in the hotel sector, 2020–2021 **G 2.2.3b**



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

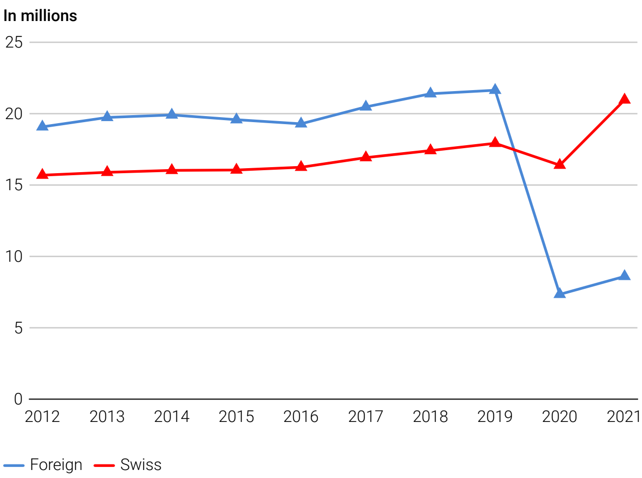
2.2.4 Change in domestic and foreign demand

Looking back on the past 10 years, foreign and domestic demand in the hotel sector has not always followed similar trends (G 2.2.4). In 2012, some discrepancies were observed. On the one hand, domestic demand was quite stable (–0.4%) while foreign demand showed a decrease (–3.3%). In 2013, however, a positive trend was observed for both types of demand. It continued in 2014. Whereas the increase in overnight stays for Swiss clientele continued in 2015 and 2016, demand from foreign clientele saw a decline once again. In 2017 and 2018 both foreign and domestic demand increased. This situation continued in 2019. Indeed, a rise of 1.1% was registered for foreign visitors and of 2.9% for Swiss visitors. The total overnight stays by foreign guests (21.6 million) as well as those by domestic guests (17.9 million) reached record levels in 2019. In 2020, foreign demand fell drastically to 7.3 million overnight stays (–66.1%), while domestic demand totalled 16.4 million overnight stays, which is a significant (–8.6%/–1.5 million) but less drastic decline. However, demand picked up again in 2021, especially for domestic customers (+27.9%), who far surpassed the record level of 2019 with a total of 21.0 million overnight stays. Foreign demand also increased (+17.1%) but still remained far lower than that of 2019 with a total of 8.6 million overnight stays.

Following the year 2020 that was marked by a drastic fall in demand, the recovery observed in 2021 was characterised by monthly developments that were sometimes extreme (G 2.2.4b). The months of January and February saw a decline in Swiss overnight stays (–36.9% and –2.9% respectively) compared with 2020. In March, domestic demand increased strongly (+106.1%); It exploded in April (+937.4%) and remained very strong in May (+198.7%) and in June (+49.9%). After a decline in July (–3.1%) that should be compared with the strong increase from the same month in 2020 (+35.0% compared with 2019), Swiss demand rose again until December. Peak growth was recorded in April (+937.4%). For foreign guests, the months of January and February 2021 were strongly negative (–79.8% and –79.4%). While it still decreased in March (–27.2%), foreign demand exploded in April and May (+466.9% and +324.6% respectively). Between June and September, it continued to increase but less substantially than in previous months. The last three months of the year once again showed more pronounced increases (+169.1% in October; +276.6% in November and +167.8% in December).

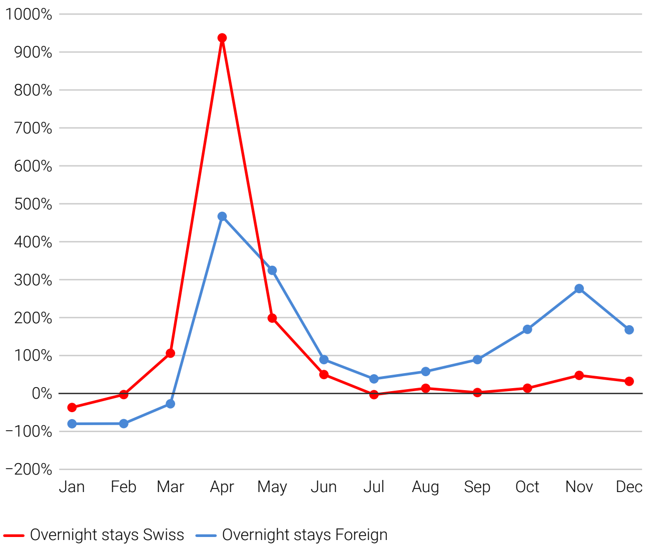
Did you know?
In 2021, Swiss demand reached an all-time high with an increase of 17.0% compared with the previous record in 2019.

Change in overnight stays by foreign and Swiss visitors in the hotel sector, 2012–2021 **G 2.2.4a**



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Change in overnight stays by foreign and Swiss visitors in the hotel sector, 2020–2021 **G 2.2.4b**



Source: OFS – Statistique de l'hébergement touristique (HESTA) © FSO 2023

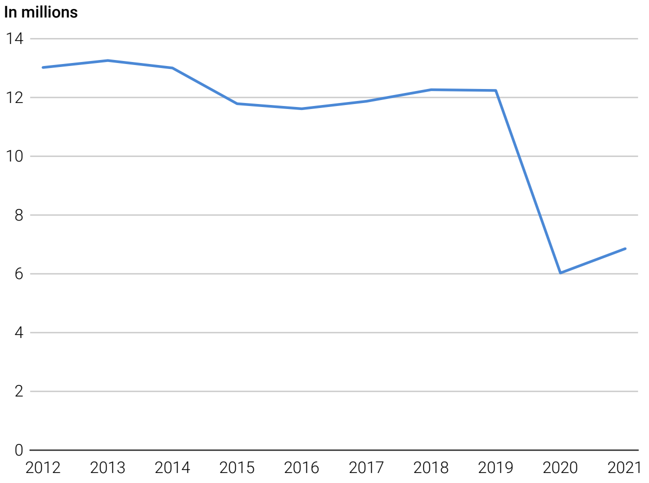
2.2.5 Change in demand by continent of origin of guests

In 2021, demand from Europe (excluding Switzerland) registered 6.9 million overnight stays, representing an increase of 13.7% (+828 000 overnight stays) compared with 2020 (G 2.2.5a). This increase is linked to the shorter and less severe health measures than in 2020: The level of overnight stays in 2021 for this clientele was still much lower than in 2019 (–44.0%). The biggest contributor to this growth in 2021 was Germany (+369 000 nights/+16.5%). It should also be noted that overnight stays by guests from the United Kingdom continued to fall, with a drop of 190 000 nights (–36.2%). Following the global economic crisis in 2009 and the strong appreciation of the Swiss franc against the euro in 2011, demand from the European continent fell steadily until 2016. It then stagnated until 2019 and never recovered to its pre-2009 level.

In 2021, demand from Asian visitors for hotels also recovered (G 2.2.5c). A total of 794 000 overnight stays were observed for this clientele, i.e. an increase of 35.3% (+207 000 nights) compared with 2020. This growth was mainly attributable to the Gulf countries which showed an increase of 312 000 overnight stays (+273.9%). Despite this recovery, the level of overnight stays by Asian visitors was still much lower than in 2019 (–85.4%). The arrival of COVID-19 in 2020 ended a decade marked – in general – by strong annual growth for visitors from this continent.

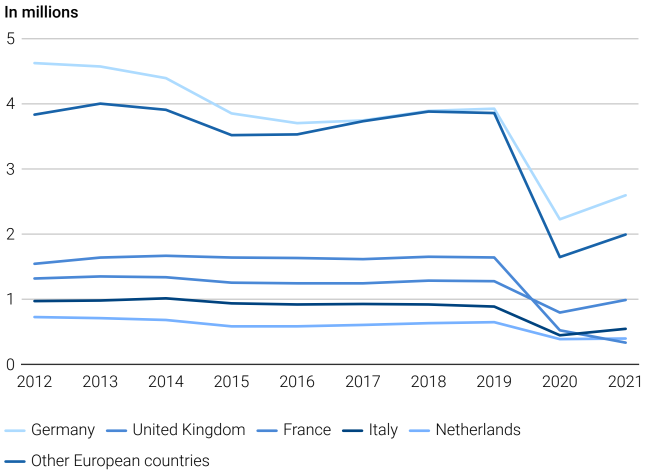
Finally, there was also an increase in demand from guests from the American continent (+256 000 nights/+44.2%) and from the African continent (+12 400/+15.5%). Only clientele from Oceania showed a decline compared with 2020 (–46 000/–69.3%). Here too, the demand for these continents in 2021 remained significantly lower than in 2019.

Change in overnight stays by European guests in the hotel sector, 2012–2021 G 2.2.5a



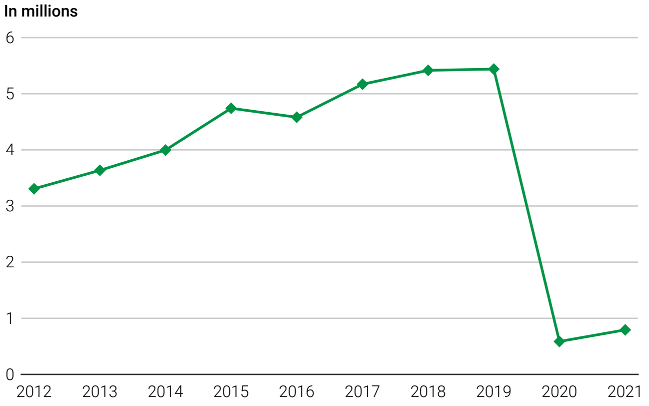
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Change in overnight stays for main European countries in the hotel sector, 2012–2021 G 2.2.5b



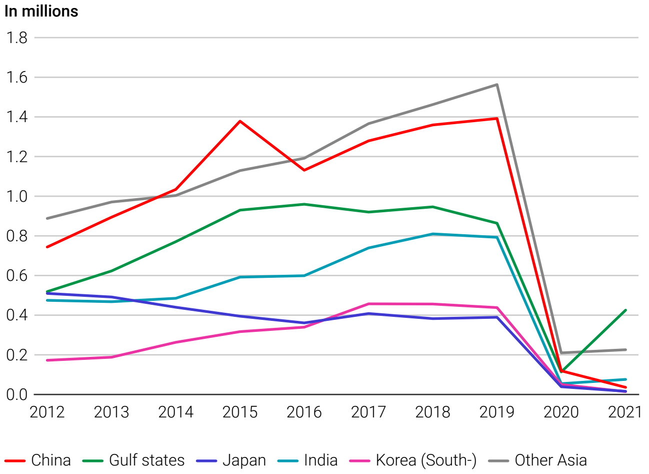
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Change in overnight stays for Asian guests in the hotel sector, 2012–2021 G 2.2.5c



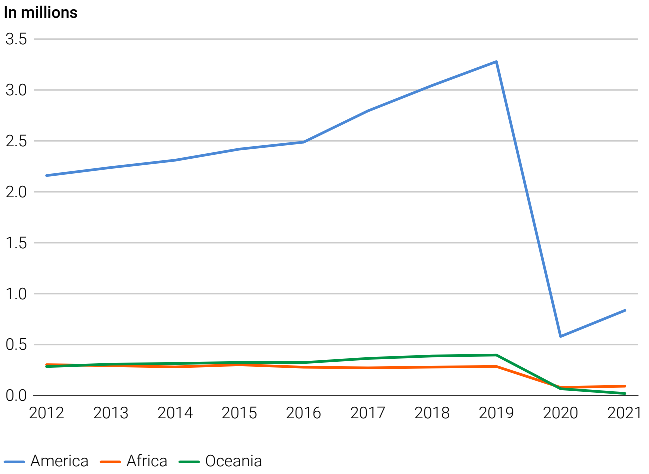
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Change in overnight stays for main Asian countries in the hotel sector, 2012–2021 G 2.2.5d



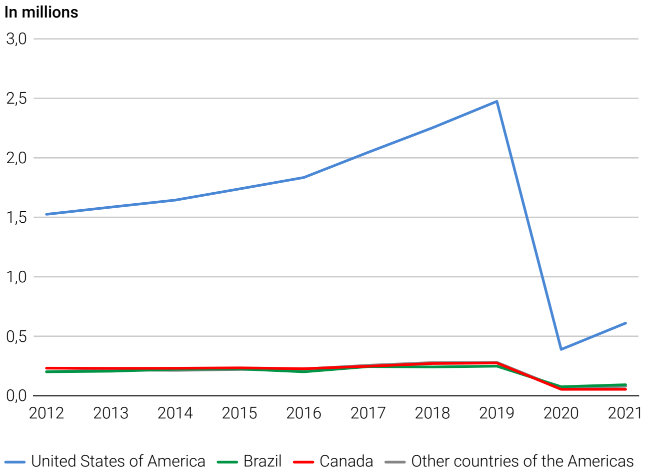
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Change in overnight stays for guests from America, Africa and Oceania in the hotel sector, 2012–2021 G 2.2.5e



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Change in overnight stays for main American countries in the hotel sector, 2012–2021 G 2.2.5f



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Did you know?
Between 2019 and 2021, overnight stays by guests from China fell by 97.4% from 1.4 million units to 36 000.

2.2.6 Change in demand by tourist region

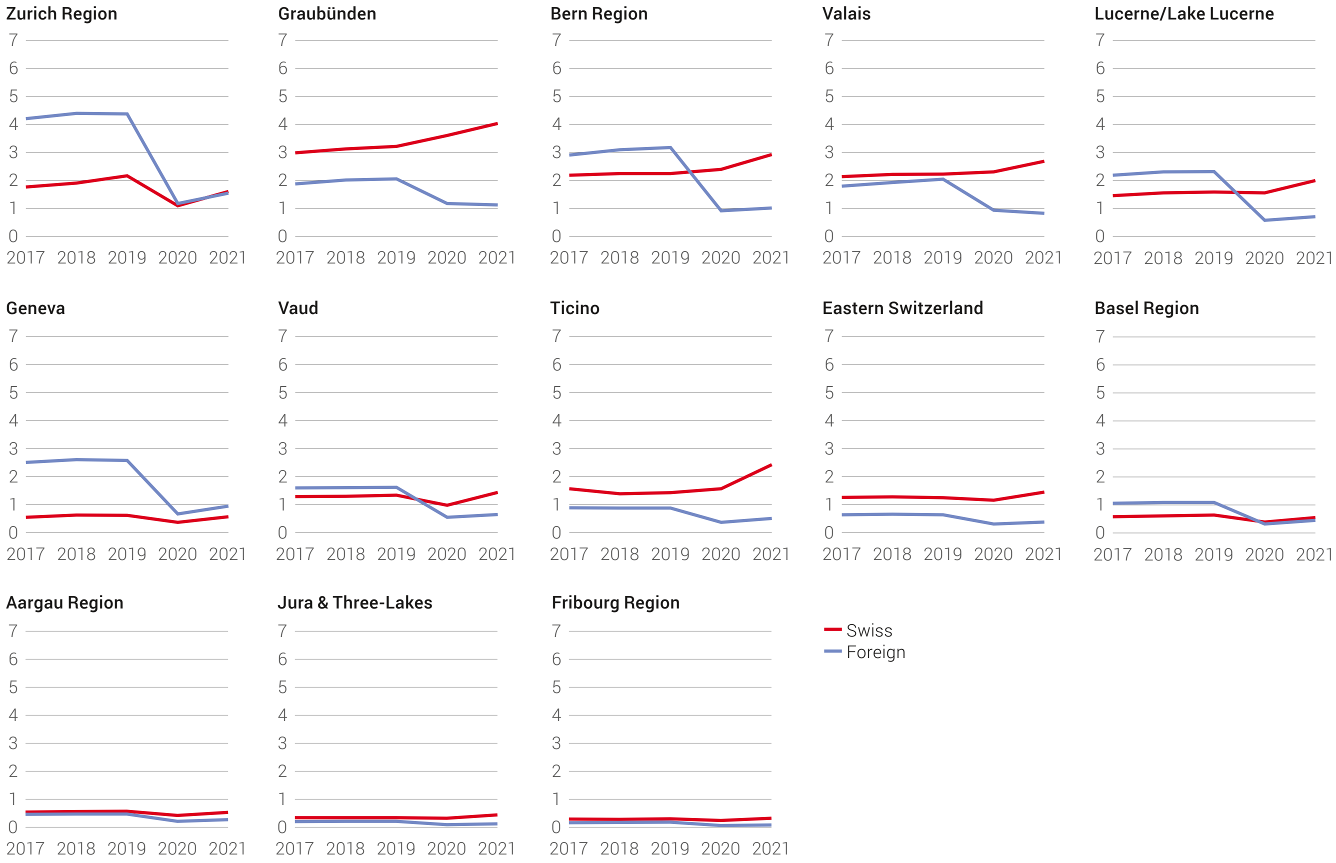
In 2021, Switzerland's thirteen tourist regions observed increases in overnight stays compared with 2020 (G 2.2.6). The greatest increase was seen in Ticino (+51.8%). The city regions follow closely with Geneva (+46.3%), the Basel Region (+39.3%) and Zurich region (+39.1%). The smallest increases were seen in Valais (+8.6%) and Graubünden (+8.0%). Compared with 2019, only Ticino (+27.1%) and Jura and Three Lakes (+1.3%) registered more overnight stays in 2021.

In terms of domestic demand, all tourist regions showed an increase in results ranging from +12.1% for Graubünden to +54.9% for Ticino. Compared with 2019, only four regions saw their overnight stays decrease in 2021. The largest decreases were observed in the city regions. In terms of foreign demand, eleven out of thirteen tourist regions recorded an increase ranging from +10.3% (Bern region) to +41.8% (Geneva). Only Graubünden (–4.5%) and Valais (–11.8%) saw their overnight stays decrease. Compared with 2019, all tourist regions saw a strong decrease in foreign demand in 2021.

Did you know?
Ticino recorded its highest number of overnight stays in 2021 for 20 years.

Overnight stays in the hotel sector by tourist region, 2017–2021 G2.2.6

In millions



Source: FSO – Tourist accommodation statistics (HESTA)

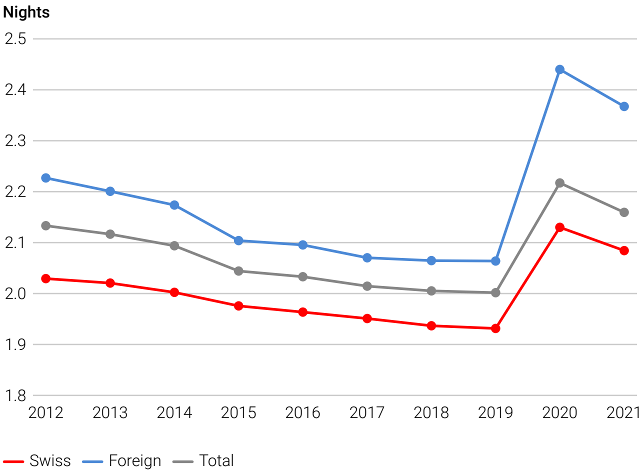
2.2.7 Duration of stay

In 2021, visitors stayed an average of 2.16 nights in hotels and health establishments in Switzerland. This duration was, however, longer for foreign visitors (2.37 nights) than for Swiss visitors (2.08 nights).

Although the results for 2021 were slightly lower than for 2020, they are still higher than those observed over the previous ten years (G 2.2.7a). This is mainly due to the fact that in 2021 the native population still favoured holidays in Switzerland in view of the health situation.

Among the tourist regions, Graubünden recorded the longest stay in 2021 with 2.76 nights (G 2.2.7b). In contrast, the shortest length of stay was observed in the region of Fribourg (1.67 nights). As at national level, the length of stay was longer for foreign clientele than it was for domestic visitors in all tourist regions excluding Ticino. The greatest difference was observed in Graubünden where foreign visitors stayed for an average of 3.37 nights whereas Swiss visitors stayed for 2.63 nights.

Change in duration of stay in the hotel sector, 2012–2021 **G 2.2.7a**

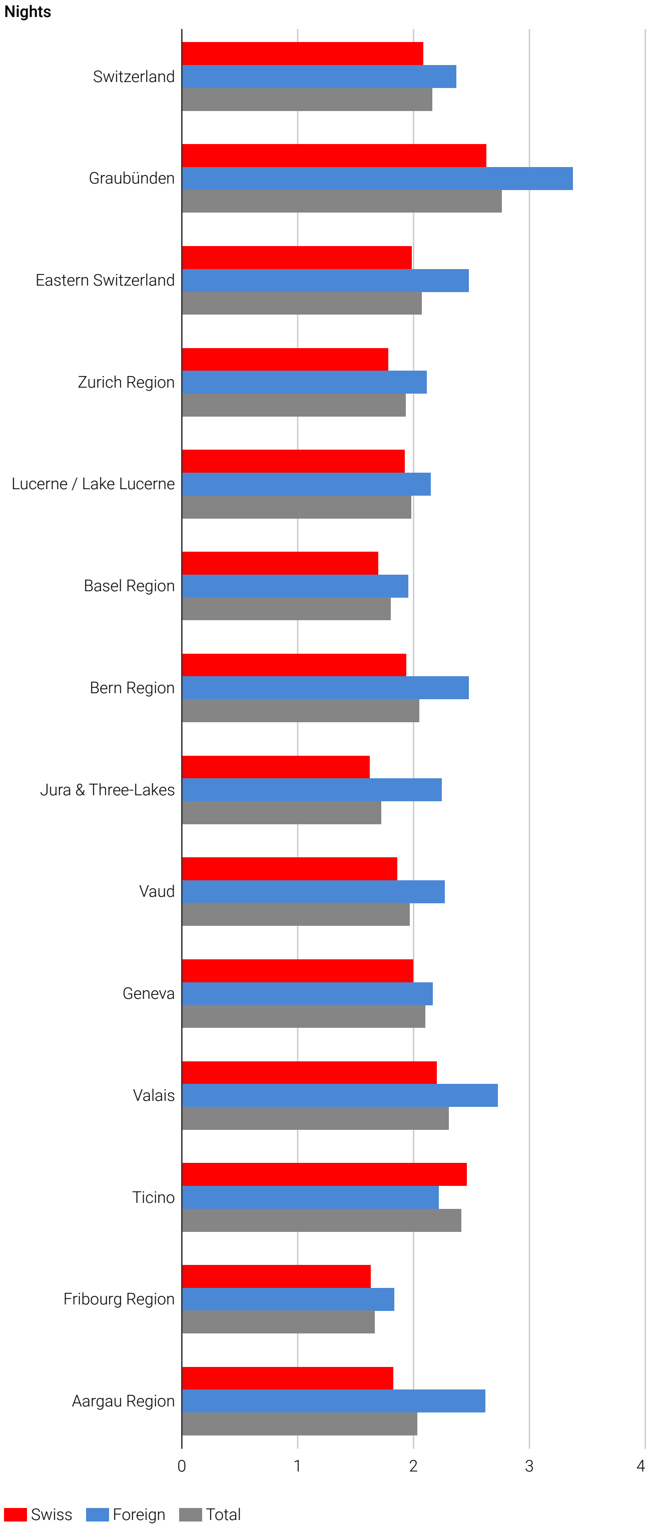


Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

2.2.8 Occupancy rate of rooms

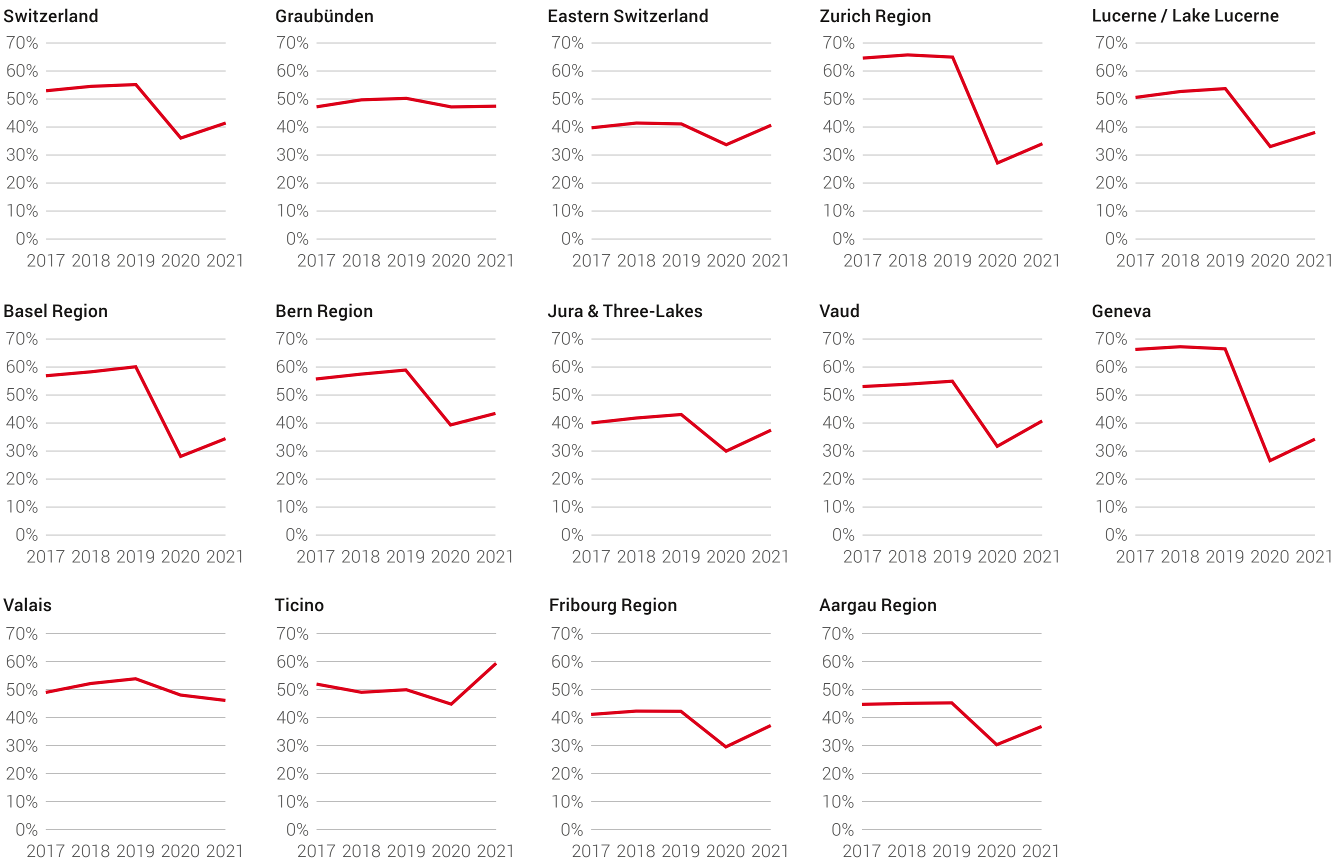
In 2021, the net room occupancy rate was 41.4% (G 2.2.8), an increase of 5.4 percentage points compared with 2020. However, this remained well below the 2019 level (55.2%). Of the thirteen tourist regions, only Valais (46.2% / –1.9 points) saw a decrease in occupancy. Ticino recorded the highest rate (59.4% / +14.6 points). It is also the only region to have a higher occupancy rate than in 2019. Despite rising rates, the city regions of Zurich (34.0% / +6.9 points), Geneva (34.2% / +7.7), and Basel (34.4% / +6.4) had the lowest values. The rates for these regions were far off the high levels of 2019 (66.5% for Geneva); 65.0% for the Zurich region and 60.1% for the Basel region).

Duration of stay in the hotel sector, 2021 **G 2.2.7b**



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Net room occupancy rate in the hotel sector, 2017–2021 **G2.2.8**



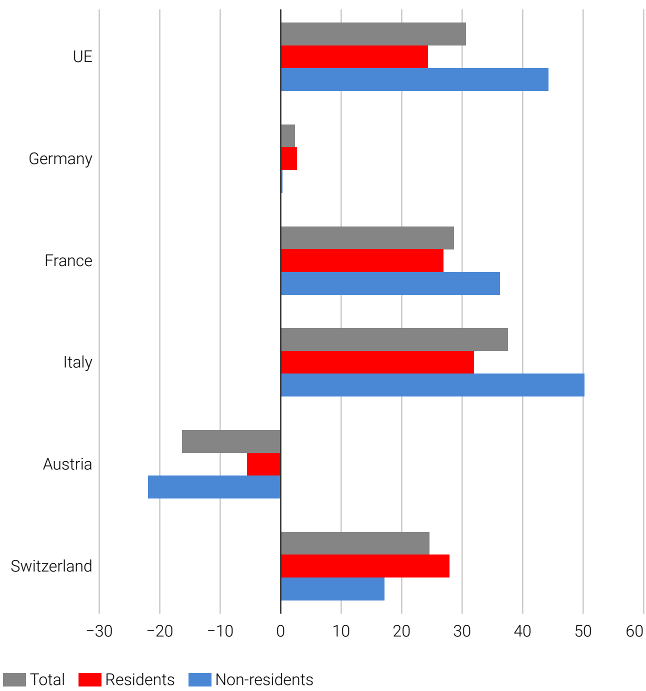
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

2.2.9 Change in demand in the countries neighbouring Switzerland

In the EU in 2021, overnight stays in the hotel sector increased by 30.6% (G2.2.9). An increase could also be observed in Switzerland (+24.6%) as well as in the countries neighbouring Switzerland, except for Austria which experienced a decrease of 16.3%.

In Switzerland, a substantial increase in overnight stays was seen by both residents (+27.9%) and non-residents (+17.1%) Demand from residents (+24.3%) and non-residents (+44.3%) increased strongly in the EU, as in France and Italy. Germany showed only a small increase for non-residents (+0.3%) and residents (+2.7%), while Austria showed a decrease for non-residents and residents (–22.0%, respectively –5.6%).

Change in overnight stays in hotels and similar establishments, by country, 2020–2021 **G2.2.9**



Source: FSO – Tourist accommodation statistics (HESTA); Eurostat © FSO 2023

2.3 Supplementary accommodation results

In the supplementary accommodation sector, the statistic covers three main types of accommodation: commercially-run holiday homes, collective accommodation and campsites. In order to present information from the supplementary accommodation sector as comprehensively as possible, the results are broken down by each type of accommodation.

2.3.1 Supply in supplementary accommodation

A) Holiday homes

In 2021, a total of 29 438 commercially run holiday homes were counted in Switzerland (G 2.3.1a). This represents a capacity of 143 196 beds. If we consider the distribution of holiday homes by Switzerland's seven major regions, the Lake Geneva Region has the largest share with 46.0% of the total. This was followed by Eastern Switzerland with a share of 27.5%.

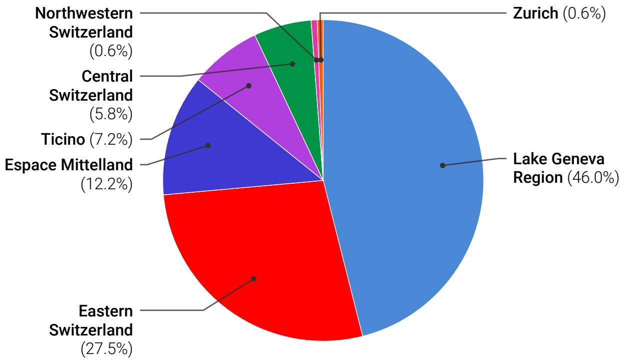
B) Collective accommodation

At national level, there were 2346 collective accommodation units, i.e. a total of 113 155 beds were surveyed for the year 2021 (G 2.3.1b). At major region level, Espace Mittelland had the greatest share of establishments (26.5%) closely followed by Eastern Switzerland (26.0%) and the Lake Geneva region (24.0%).

C) Campsites

The total number of campsites surveyed in Switzerland in 2021 was 397, i.e. 28 457 rental pitches for passing guests (G 2.3.1c). In terms of distribution at major region level, Espace Mittelland (28.2%) and the Lake Geneva region (24.7%) recorded the largest number of establishments.

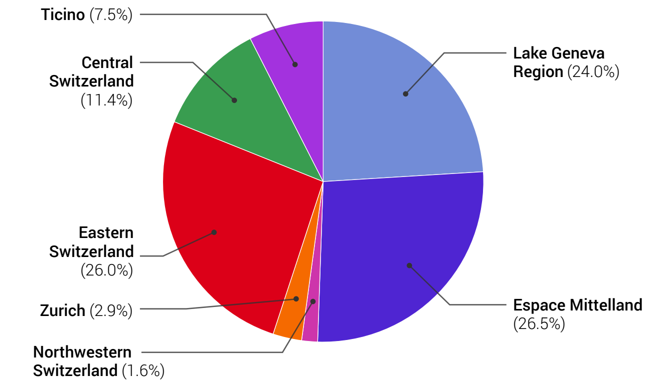
Distribution of holiday homes surveyed by major region, 2021 **G 2.3.1a**



Total number of holiday homes surveyed: 29 438

Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2023

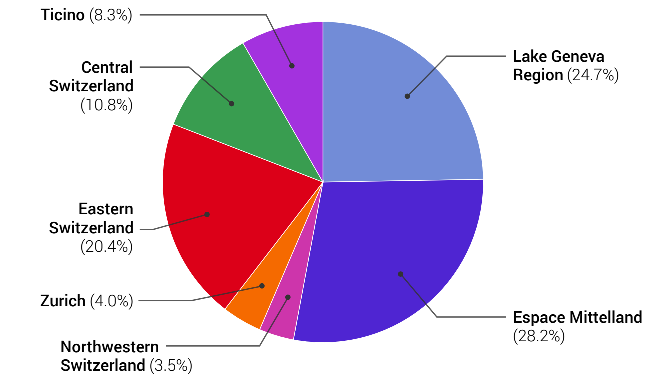
Distribution of collective accommodation surveyed by major region, 2021 **G 2.3.1b**



Total number of holiday homes surveyed: 2346

Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2023

Distribution of campsites surveyed by major region, 2021 **G 2.3.1c**



Total number of campsites surveyed : 397

Source: FSO – Tourist accomodation statistics (HESTA) © FSO 2023

2.3.2 Demand in supplementary accommodation

A) Holiday homes

Commercially-run holiday homes accounted for the majority of overnight stays in supplementary accommodation in 2021 with 46.3%. At 7.6 million overnight stays (G 2.3.2.1a), demand has increased by 5.5% compared with 2020, exceeding that of 2019 (7.3 million). Domestic demand generated 5.9 million overnight stays (+8.5% compared with the previous year), foreign demand 1.6 million (–4.1%). Guests from Europe accounted for over 90% of overnight stays (–8.5%). Among the seven major regions, the Lake Geneva region and Eastern Switzerland saw the strongest demand with a total of 2.6 million overnight stays each (G 2.3.2.2a).

B) Collective accommodation

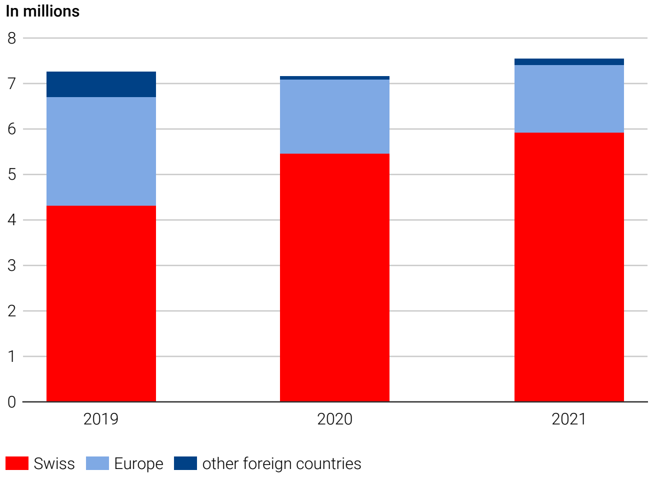
The 2.6% drop to 3.4 million overnight stays in collective accommodation in 2021 (G 2.3.2.1b) is the consequence of the 81.5% drop in the first quarter compared with the same quarter of 2020, which was still relatively unaffected by the pandemic. Over the whole year, the number of overnight stays decreased by 40.6% compared with 2019. Domestic guests generated 3.0 million overnight stays, an increase of 0.7%. Foreign clientele (92.7% from Europe) generated 338 000 of these stays (–24.9%). At the level of the major regions (G 2.3.2.2b), Espace Mittelland had the highest number of overnight stays (830 000).

C) Campsites

In 2021, with 5.4 million overnight stays (+29.7% compared with 2020), a new record was reached for campsites (G 2.3.2.1c). The number of overnight stays increased by 44.1% compared with 2019. Both domestic and foreign demand showed strong increases (+28.6% and +34.3% respectively). Compared with 2019, the decline in foreign visitors (–15.1%) was more than offset by the increase in domestic demand (+72.2%). Ticino was the major region (G 2.3.2.2c) where campsites recorded the most overnight stays (1.5 million), followed by the Lake Geneva Region (1.2 million).

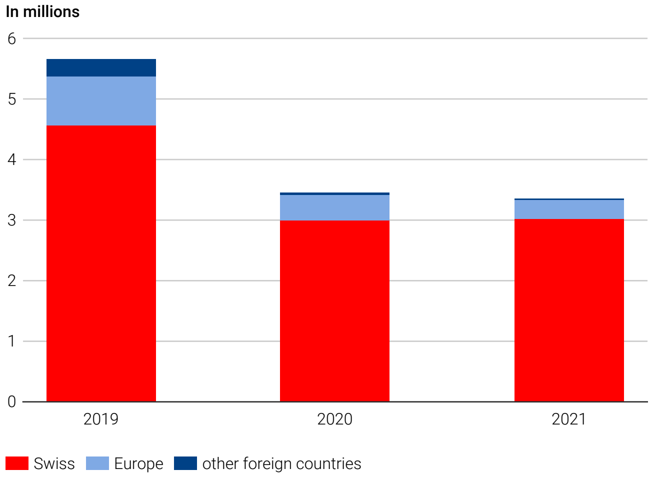
Did you know?
In 2021, European visitors accounted for 99.0% of foreign demand at campsites.

Holiday homes: overnight stays by visitors' residence, 2019–2021 **G 2.3.2.1a**



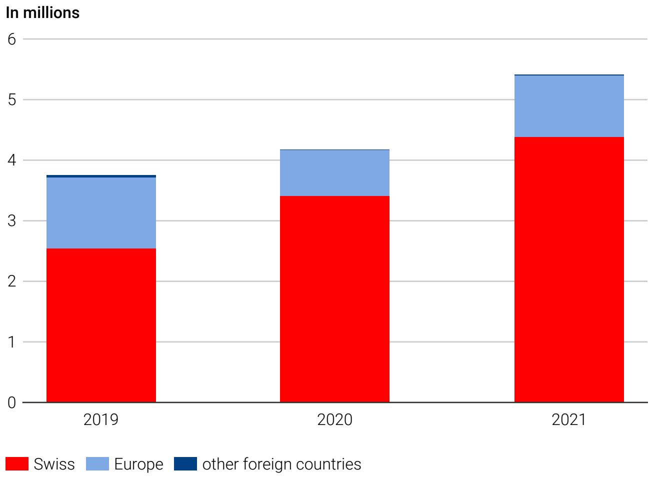
Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2023

Collective accommodation: overnight stays by visitors' residence, 2019–2021 **G 2.3.2.1b**



Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2023

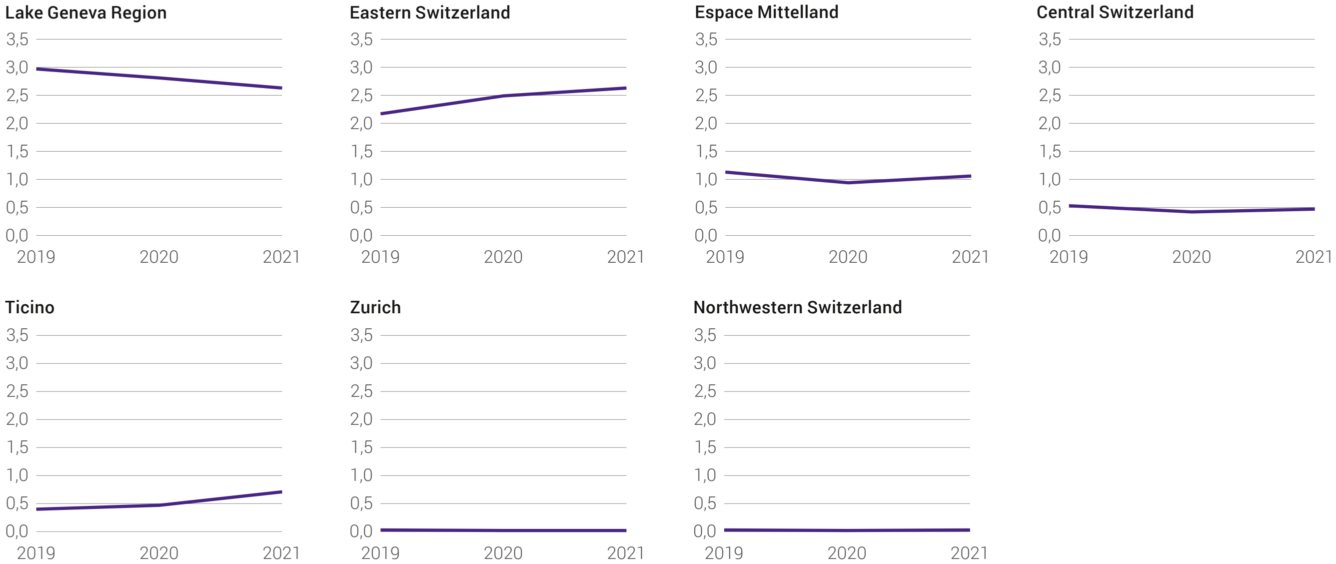
Overnight stays in campsites by visitors' residence 2019–2021 **G 2.3.2.1c**



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

Holiday homes: overnight stays by major region, 2019–2021 G2.3.2.2a

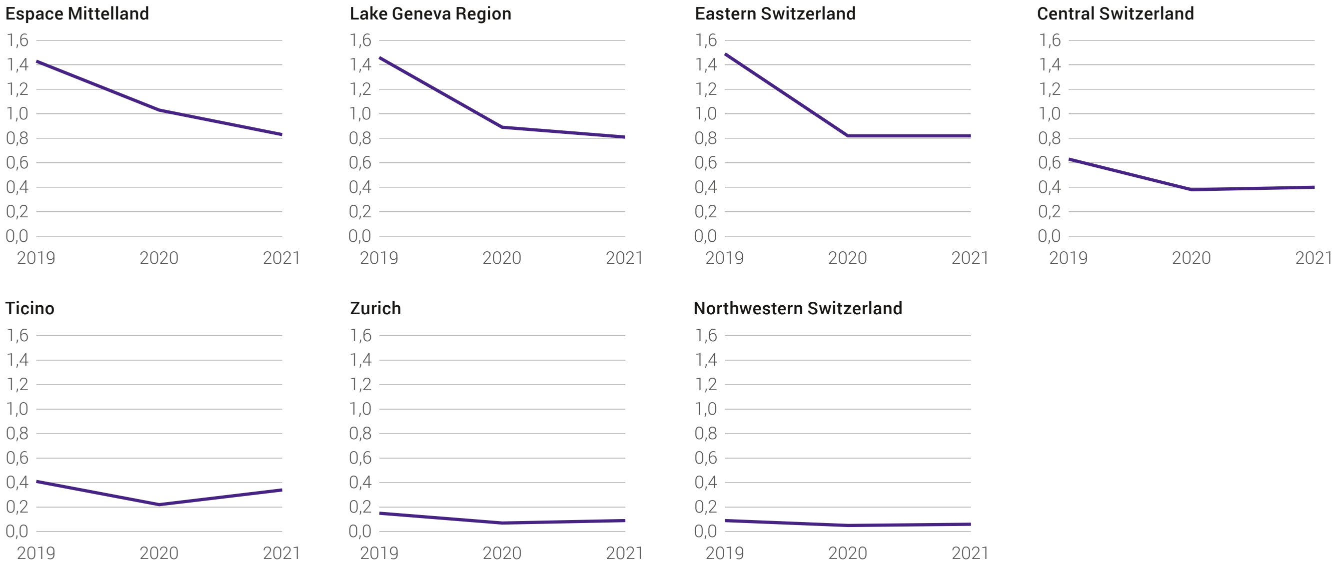
In millions



Source: FSO – Supplementary accommodation statistics (PASTA)

Collective accommodation: overnight stays by major region, 2019–2021 G2.3.2.2b

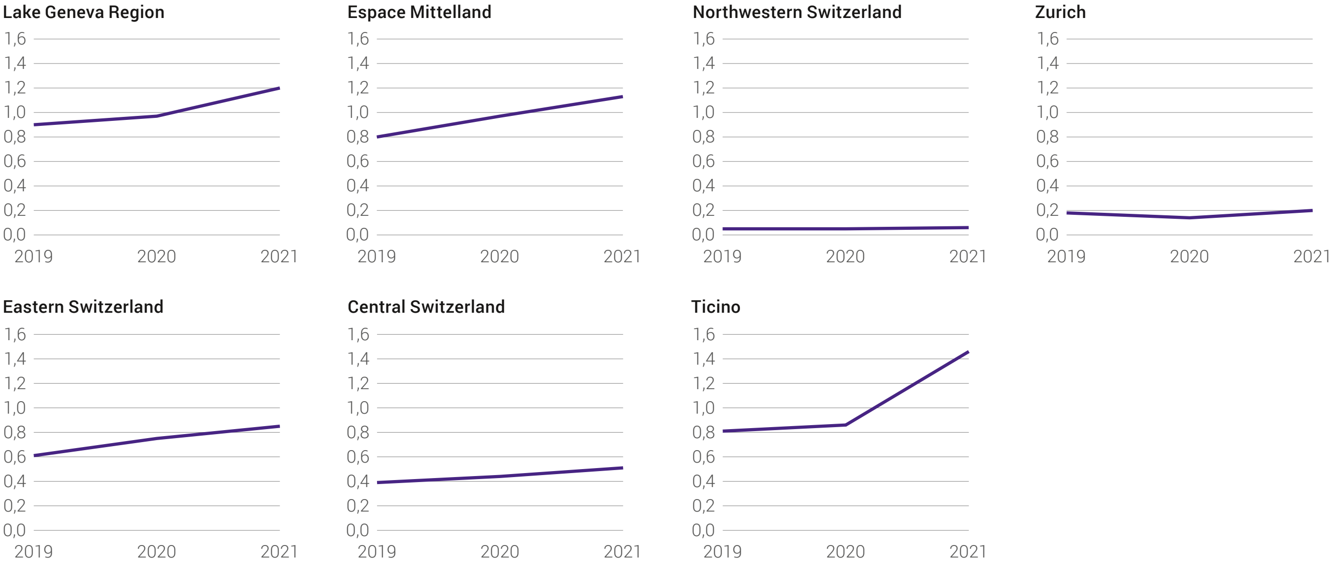
In millions



Source: FSO – Supplementary accommodation statistics (PASTA)

Campsites: overnight stays by major region, 2019–2021 **G2.3.2.2c**

In millions



Source: FSO – Tourist accommodation statistics (HESTA)

2.3.3 Breakdown for monthly demand

A) Holiday homes

Visits in terms of overnight stays in holiday homes (G 2.3.3a) were concentrated mainly in February (17.1% of annual demand) and in July and August (28.4%). November represented only 1.4% of the total demand.

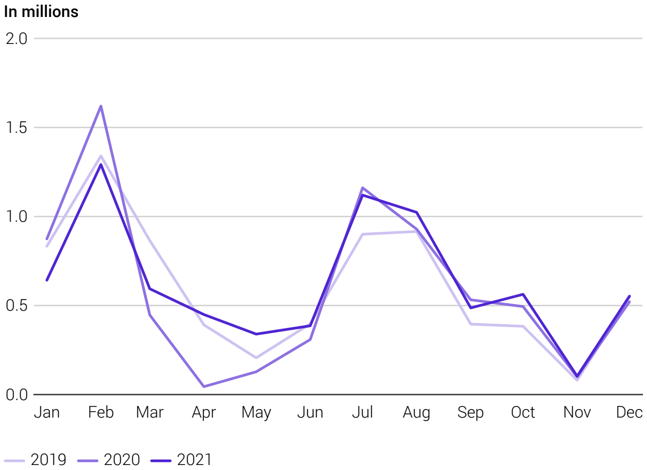
Did you know?
In holiday homes, February alone accounted for 17.1% of the annual number of overnight stays in 2021.

B) Collective accommodation

The monthly breakdown of demand in collective accommodation in 2021 highlighted the fact that overnight stays were mainly generated in the summer, more precisely between July and October (G 2.3.3b) and at the begining of autumn. These four months accounted for 68.1% of annual overnight stays. The period from January to March represented only 7.1% of the total overnight stays.

Did you know?
In collective accommodation, July alone accounted for 22.1% of the annual number of overnight stays in 2021.

Holiday homes: distribution by month of overnight stays, 2019–2021 **G 2.3.3a**

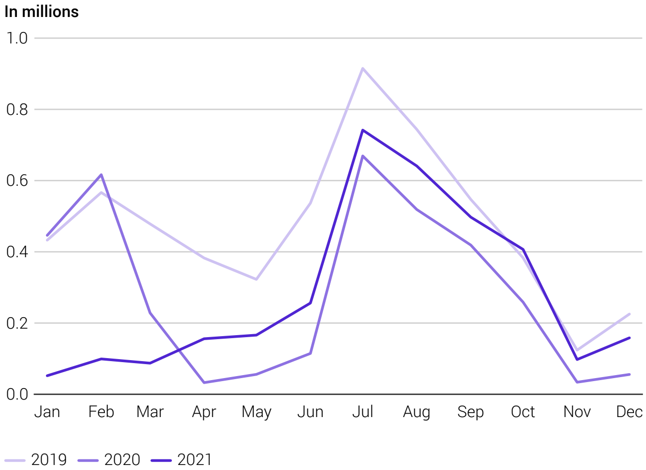


Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2023

C) Campsites

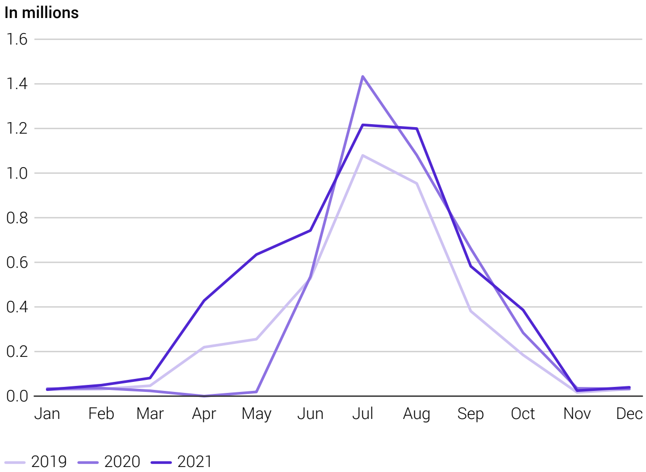
Showing strong seasonal variation, demand in campsites was unsurprisingly almost entirely concentrated over the summer period (G 2.3.3c). Almost 80% of overnight stays (80.8%) were recorded between May and September.

Collective accommodation: distribution by month of overnight stays, 2019–2021 **G 2.3.3b**



Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2023

Campsites: distribution by month of overnight stays, 2019–2021 **G 2.3.3c**



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2023

2.3.4 Duration of stay in supplementary accommodation

A) Holiday homes

The average length of stay in holiday homes in Switzerland reached 6.52 nights in 2021 (6.60 in 2020) (G 2.3.4a). However, this value varied by major region. Indeed, in Ticino it was 6.74 nights (6.37) and in Eastern Switzerland it was 6.73 nights (7.00), i.e. the longest durations at this regional level. In contrast, the Northwest Switzerland region registered the shortest value of 4.52 nights (5.05).

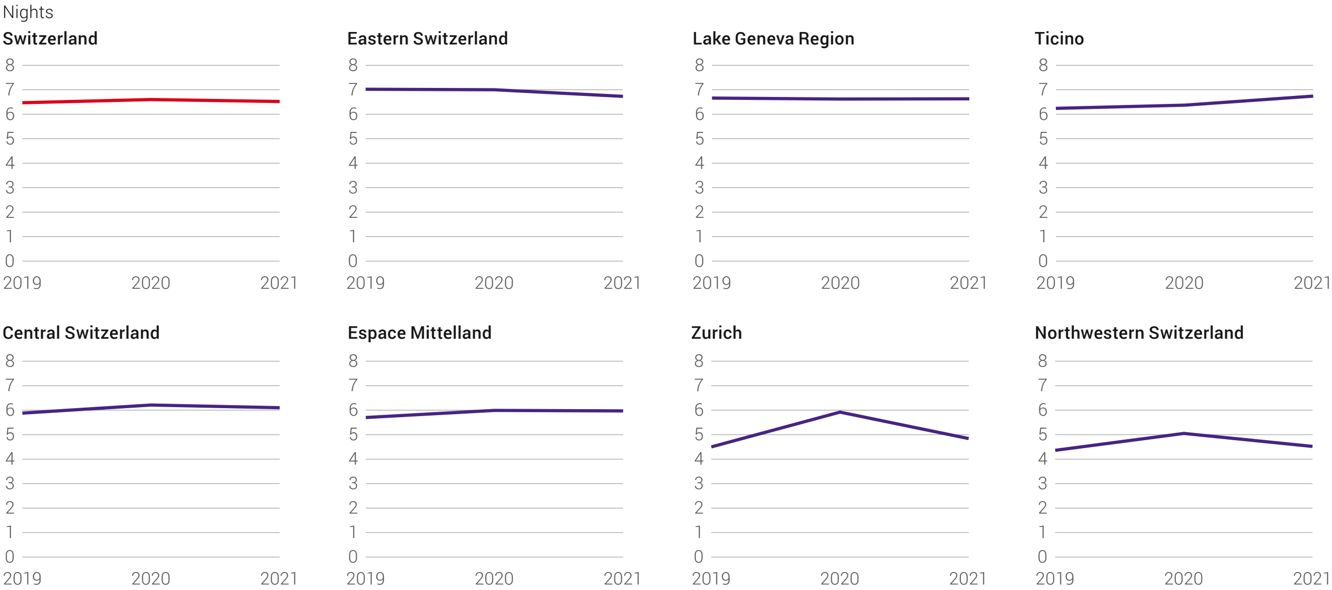
B) Collective accommodation

In 2021, the average length of stay in collective accommodation nationally was 2.35 nights (2.48 in 2020) (G 2.3.4b). Among the major regions, Zurich registered the longest stay with 2.78 nights (3.00). Conversely, the shortest length of stay was seen in Lake Geneva with 2.15 overnight stays (2.27).

C) Campsites

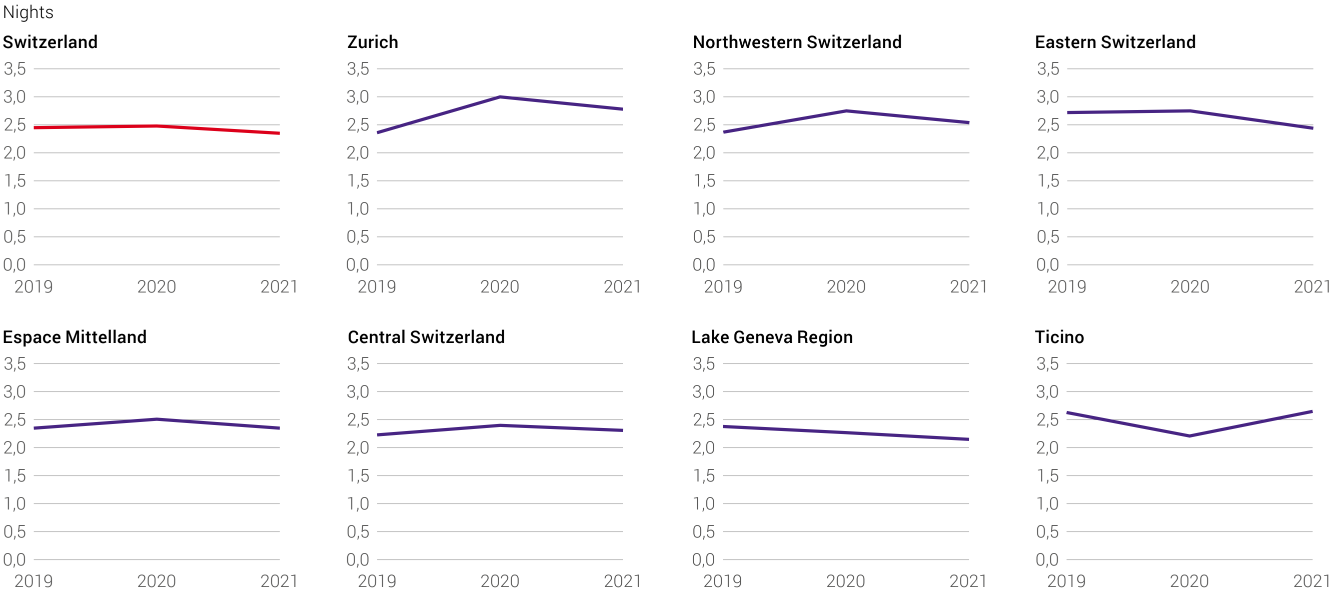
For campsites, the average length of stay in 2021 was 3.21 nights (3.16 in 2020) for Swiss territory (G 2.3.4c). This duration reached 3.99 nights (3.88) in Ticino, i.e. the highest among all the major regions. The shortest length of stay was in Zurich with 1.94 nights (2.00).

Holiday homes: duration of stay by major region, 2019–2021 **G2.3.4a**



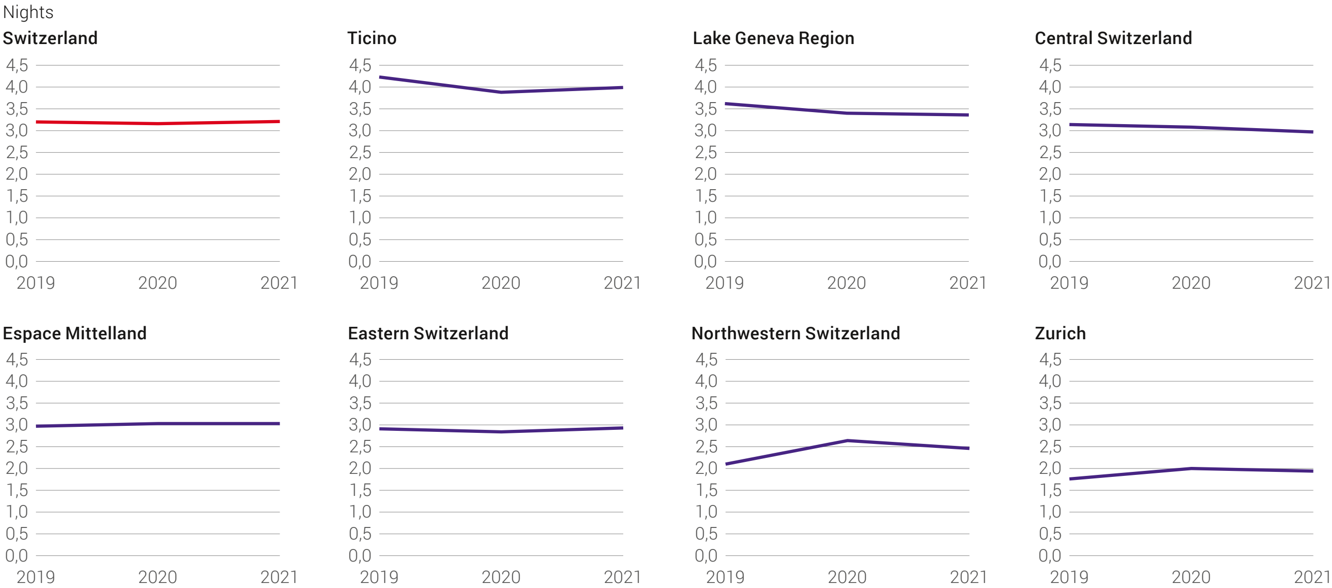
Source: FSO – Supplementary accommodation statistics (PASTA)

Collective accommodation: duration of stay by major region , 2019–2021 G2.3.4b



Source: FSO – Supplementary accommodation statistics (PASTA)

Campsites: duration of stay by major region, 2019–2021 G2.3.4c



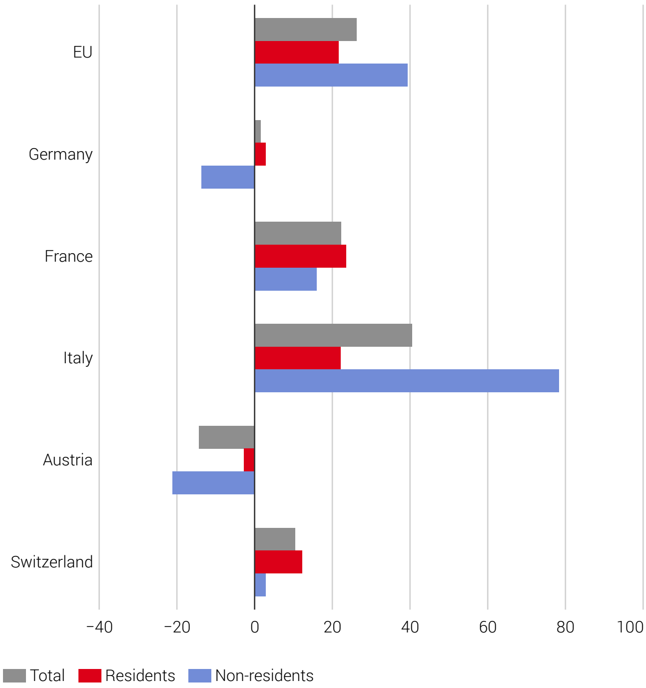
Source: FSO – Tourist accommodation statistics (HESTA)

2.3.5 Change in demand in the countries neighbouring Switzerland

The trend in overnight stays in the EU in the supplementary accommodation sector increased by 26.2% (G 2.3.5). Switzerland recorded an increase in demand of 10.4%, less than Italy (+40.5%) and France (+22.3%), but more than Germany (+1.6%). Austria (–14.3%) was the only country neighbouring Switzerland to experience a drop in overnight stays compared with 2020.

Overnight stays by residents in the EU increased by 21.6% and those of non-residents by 39.4%. For Switzerland, demand from residents (+12.3%) showed a more marked increase than that from non-residents (+2.8%). As for the other countries bordering Switzerland, the increases were significant for France (+23.6% for residents and +16.0% for non-residents) and Italy (+22.1%, respectively, +78.3%). For Germany, residents showed a slight increase (+2.9%), while non-residents showed a decrease of 13.7%. Austria, on the other hand, saw a decline for residents and non-residents (–2.7% and –21.1% respectively).

Change in overnight stays in supplementary accomodation, by country, 2020–2021 **G. 2.3.5**



Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA); Eurostat

3 Travel behaviour of the Swiss population in 2021

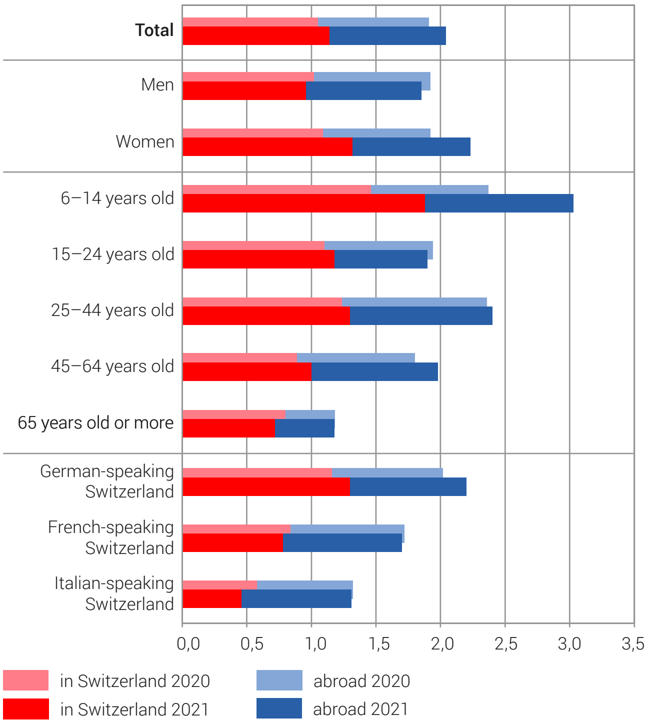
In 2021 each person resident in Switzerland undertook on average 2.0 trips with overnight stays and 10.5 day trips[1]. 56% of trips with overnight stays and 95% of day trips had a Swiss destination. An impact of the COVID-19 pandemic on travel behaviour cannot be excluded.

3.1 Journeys with overnight stays

83.7% of the Swiss resident population[2] undertook at least one trip with one or more overnight stays away from home in 2021. The total number of these trips was 16.3 million, which was 7.5% more than in 2020.

For trips with overnight stays in 2021, the socio-demographic categories are largely the same (G.3.1). Among women, however, the number of trips per person rose to 2.2, an increase of 17% compared with 2020. With regard to differences between the language regions, persons living in German-speaking Switzerland made an average of 2.2 trips, while fewer trips with overnight stays were made in 2021 by persons from French-speaking Switzerland (1.7) and Italian-speaking Switzerland (1.3).

Trips with overnight stays per person **G 3.1**



Source: FSO – Travel behaviour © FSO 2023

[1] Travel of at least three hours that is not part of daily mobility

[2] Permanent resident population aged 6 and over: 7 964 330 persons

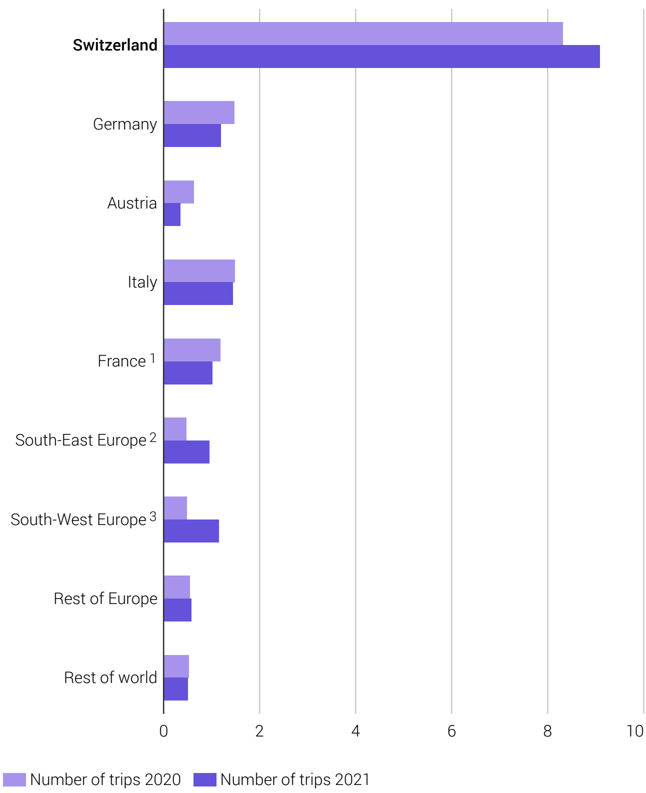
3.1.1 Destination

As it was the case in 2020, most trips with overnight stays in 2021 (56%) took place within Switzerland (G 3.1.1). This was followed by Italy with 9%, and Germany and South West Europe, each with 7% of trips with overnight stays. Trips to neighbouring Austria (2%) fell by 44% in 2021 and trips outside of Europe accounted for 3%, as in the previous year.

Did you know?
The number of trips with overnight stays to destinations in South West Europe (+135%) and South East Europe (+100%) double compared with 2020.

Trips with overnight stays by destination — G 3.1.1

Resident population aged 6 and over
In millions



[1] Including overseas departments and Monaco
[2] Greece, Turkey, Croatia, Bosnia-Herzegovina, Serbia, Albania, Slovenia, Montenegro, Kosovo, Romania, Bulgaria, Macedonia
[3] Spain, Portugal, Andorra, Gibraltar

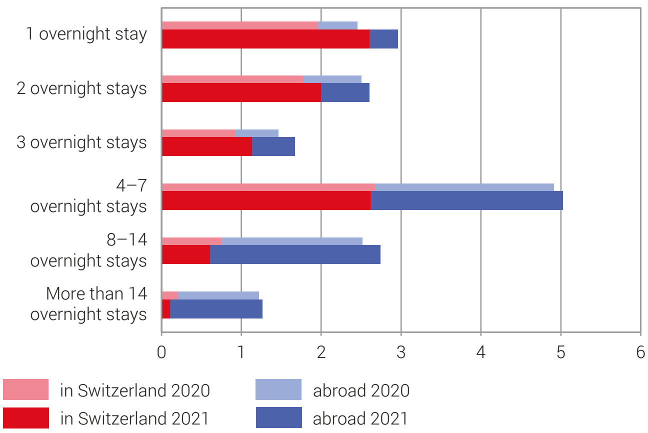
Source: FSO – Travel behaviour

3.1.2 Duration of trips

Four or more nights (79%) was the preferred length for most trips abroad (G 3.1.2). The majority of trips with overnight stays in Switzerland, however, were stays of one to three nights (63%). Trips with a stay of just one night in Switzerland rose sharply compared with 2020 (+33%). Trips abroad with eight to fourteen nights also increased (+21%). In contrast, trips with more than fourteen overnight stays in Switzerland were almost halved (–47%).

Trips with overnight stays by trip duration — G 3.1.2

Resident population aged 6 and over
In millions



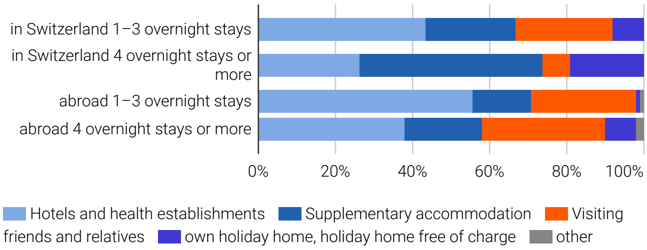
Source: FSO – Travel behaviour

3.1.3 Accommodation

Accommodation in hotels dominated for short trips (1 to 3 nights), both for trips with destinations in Switzerland (43%) and abroad (55%) (G 3.1.3). For almost half of longer (4 or more nights) domestic trips, supplementary accommodation was chosen (47%), followed by hotels and health establishments (26%) and staying in one's own holiday home, free of charge (19%). Hotel accommodation and health establishments came top for longer trips abroad in 2021 (38%), followed by staying with friends and relatives (32%) and supplementary accommodation (20%).

Trips with overnight stays by accommodation type, 2021 **G 3.1.3**

Resident population aged 6 and over



Source: FSO – Travel behaviour © FSO 2023

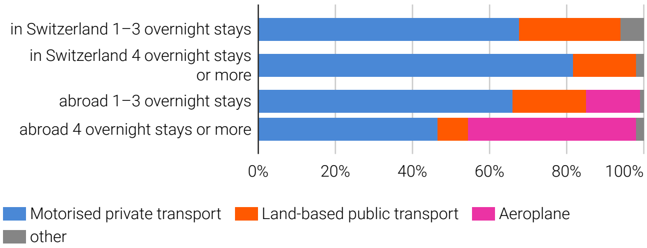
3.1.4 Principal means of transport

Motorised private transport was used for two-thirds of short trips with overnight stays in 2021, both for domestic (67%) and foreign (66%) trips (G 3.1.4). For longer trips, motorised private transport was also the first choice and was used for 80% of trips in Switzerland and 47% of trips abroad. The aeroplane came in second place for longer trips abroad (44%). Land-based public transport was used for a quarter of short domestic trips (26%) and almost a fifth of short trips abroad (19%).

Did you know?
Compared with the previous year, air transport saw a 37% increase for trips abroad in 2021.

Trips with overnight stays by main means of transport, 2021 **G 3.1.4**

Resident population aged 6 and over

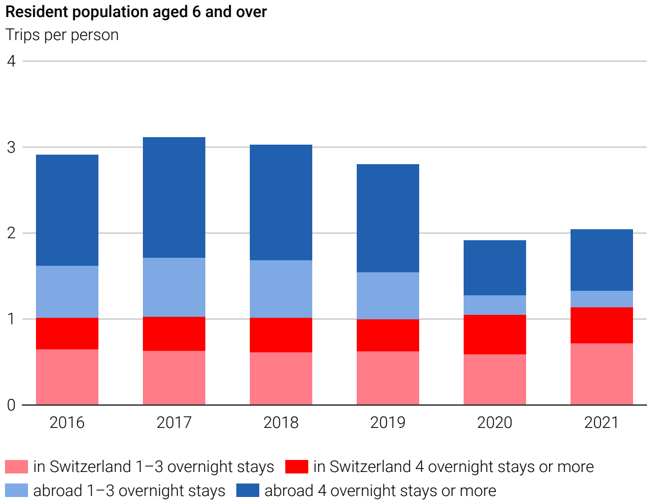


Source: FSO – Travel behaviou © FSO 2023

3.1.5 Change in trips with overnight stays

The greatest number of trips with overnight stays per person was reached in 2017, with 3.1. In the following years this figure fell continuously (3.0 in 2018; 2.8 in 2019) and reached its lowest level in the corona year 2020 with 1.9 trips per person (G 3.1.5). 2.0 trips with overnight stays per person were recorded in 2021. In particular, short trips within Switzerland (0.7) and long trips abroad (0.7) increased again in 2021 compared with 2020 (each 0.6), with short domestic trips even exceeding the figures of the years before the Covid 19 pandemic and reaching a level not seen since 2016.

Trips with overnight stays per person, 2016–2021 G 3.1.5



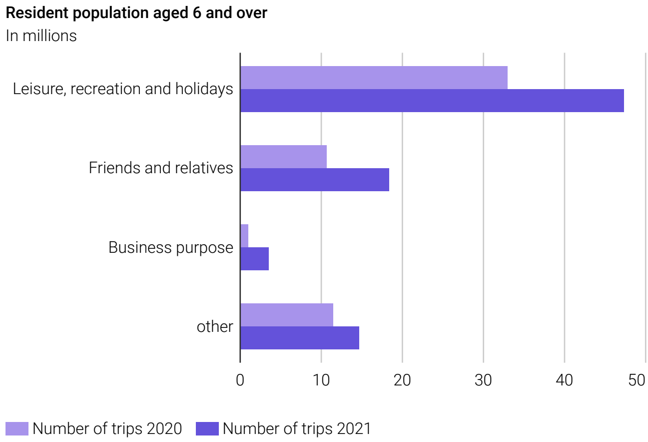
Source: FSO – Travel behaviour © FSO 2023

3.2 Day trips

In addition to trips with overnight stays, there are trips without overnight stays or day trips. The permanent resident population aged six and over made a total of 83.9 million day trips in 2021.

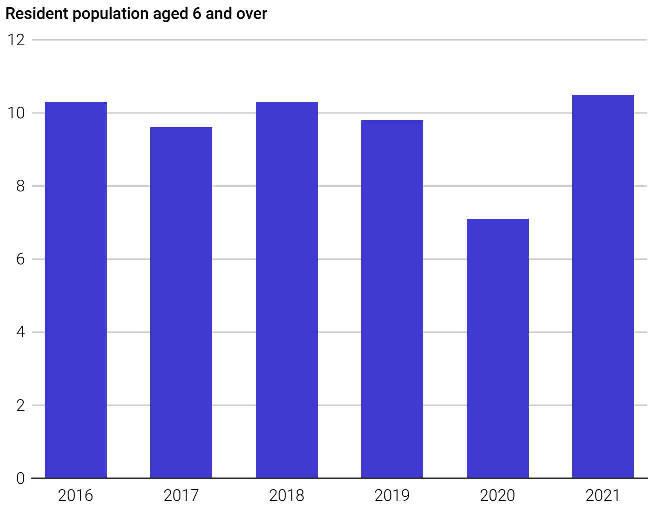
Holidays and recreation were the most frequently cited reason for a day trip in 2021 (56%). (G 3.2a) Business trips only represented 4% of day trips. Whereas in 2019, 76.6 million daily trips were registered, this number fell to 56.1 million in 2020 and rose to 83.9 million in 2021, a new high for the observation period from 2016 (G 3.2b).

Day trips by trip purpose G 3.2a



Source: FSO – Travel behaviour © FSO 2023

Day trips per person, 2016–2021 G3.2b



Source: FSO – Travel behaviour © FSO 2023

4 Annual Indicators of the Tourism Satellite Accounts

4.1 Tourism gross value added

The growth in tourism gross value added fell sharply between 2019 and 2021 due to the COVID-19 pandemic. While there was a huge decline of –25.6% in 2020, tourism gross value added recovered in 2021 with growth of 10.7%. Tourism gross value added is composed of tourism-specific and non-tourism-specific product categories. From 2019 to 2021, tourism-specific products accounted on average for 98.0% of total tourism gross value added. The value added generated by tourism-related products is also recorded under "tourism-specific products". The share of value added in total tourism gross value added generated by tourism-related products was 16% in 2019 rising to 21.0% in 2020 and 2021. In 2019, non-tourism specific products created around 1.8% of tourism gross value added, with this share rising slightly to 2.3% and 2.4% in 2020 and 2021 respectively.

Growth in tourism gross value added was positive in almost all sub-categories in 2021. There was a decline only in the culture (–14.6%) and travel agencies and tour operators (–4.0%) sub-categories.

While 2020 was a year of negative growth (–17.3%) in the tourism value added of hotel accommodation, a sharp increase (+10.7%) was seen in 2021, due to dramatically changed circumstances. Between 2019 and 2021, the overall decline in this sub-category was –8.4%.

Equally strong recovery was observed in food and beverage serving services in restaurants and hotels. While a sharp decline (–30.9%) was seen in 2020, there was considerable growth (+25.9%) in 2021.

A similar picture emerged when gross tourism value added in passenger transport was analysed. In 2020, a sharp decline of –32.1% was still observed, whereas there was a sizeable increase of 8.7% in 2021. Within this sub-category, mountain railways had negative growth (–9.3% of overall tourism gross value added) in 2020 and positive growth of 6.2% in 2021. Air transport felt the full force of the COVID-19 pandemic with a very sharp decline of –55.7% in 2020. The following year saw recovery with a growth rate of 11.6%.

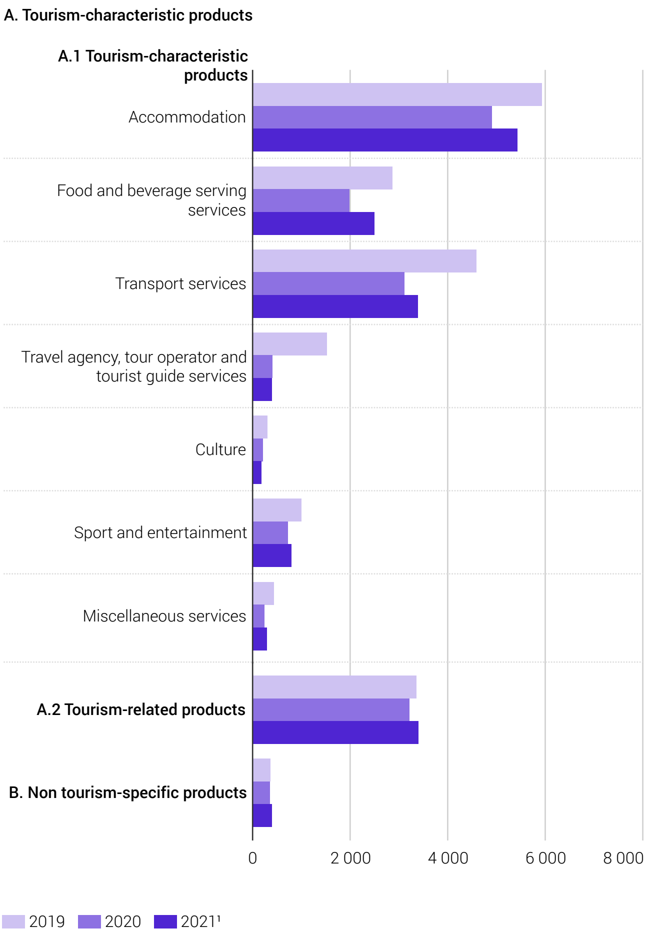
The category most severely affected by the COVID-19 pandemic was travel agency and tour operator activities. After a dramatic decline of –73.1% in 2020, an additional decline of –4.0% was observed in 2021.

At –17.6%, the decline in total tourism gross value added between 2019 and 2021 was significant.

It should be noted that the results of the annual indicators of the tourism satellite accounts for 2021 are still provisional.

Did you know?
In 2021, tourism gross value added rose by 10.7% compared with 2020.

Gross value added by tourism, by product, in CHF million, 2019–2021 **G 4.1**



¹ Provisional values

Source: FSO – Indicators of the tourism satellite account © FSO 2023

4.2 Tourism demand

Tourism demand is the total expenditure on products or services consumed by tourists. This includes both expenditure by tourists as well as that by third parties on behalf of tourists.

Growth in tourism demand is also shaped by the recovery after the COVID-19 pandemic. Much the same as the growth rates of tourism gross value added, almost all products showed a constant positive trend again in 2021.

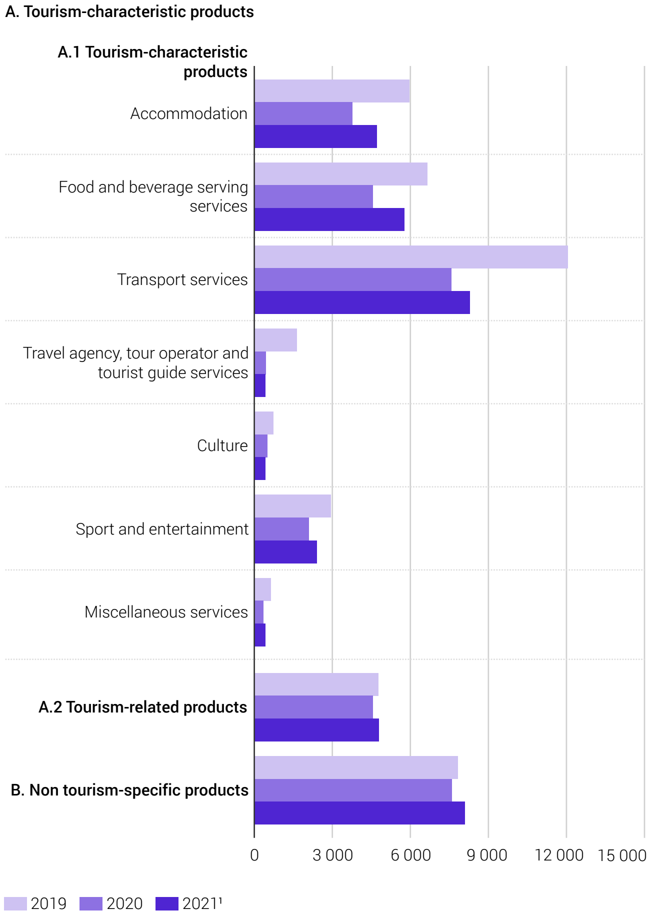
The indicators of the past three years show that about 61% and 64% of tourism demand in 2020 and 2021 respectively consisted of tourism characteristic products, whereas in 2019 this share was 71%. In the observation period 2019 to 2021, demand for tourism characteristic products fell by around –26.7% due to the pandemic. In 2020, total tourism demand initially declined markedly before strong recovery of +12.5% took place in 2021.

Accommodation, food and beverage serving services in restaurants and hotels, and passenger transport accounted for 57% of the total tourism sector's demand (G 4.2), before this share fell to 50% in 2020 and rose again in 2021 to 53%. Between 2019 and 2021, within the tourism characteristic products just over 80% of the demand was accounted for by these three products, with a slight increase between 2019 (81%) and 2021 (84%).

While there was a distinct decline in tourism demand for accommodation in 2020 (–36.9%), in 2021 clear recovery with growth of 25.0% was observed.

A very sharp decline of –31.5% was also seen in food and beverage serving services in hotels and restaurants in 2020, before strong growth of 26.9% in 2021. For passenger transport, touristic demand plummeted by –37.1%, only to improve considerably in 2021 with an increase of 9.3%.

Internal tourism expenditure, by product, in CHF million, 2019–2021 **G 4.2**



¹ Provisional values

Source: FSO – Indicators of the tourism satellite account

4.3 Tourism employment

Total tourism employment amounted to 174 220 full-time equivalents (FTE) in 2019 and fell to 150 120 FTEs in 2020 due to the COVID-19 pandemic, resulting in a decline of –13.8%. In 2021 the situation recovered to a level of 158 092 FTE with an increase of 5.35% compared with the previous year.

While in 2019, the share in total economic employment was 4.2%, it fell to 3.6% in 2020 before rising again to 3.8% in 2021.

Thus, tourism employment fell overall by –9.3% between 2019 and 2021.

Because accommodation and food and beverage serving services in hotels and restaurants are labour intensive products, they are particularly important to employment in tourism.

In 2020 there was a decline in employment in accommodation of –14.5%. In 2021the additional decline was considerably weaker at only –0.3%. This led to an overall decline of –14.8% over the period from 2019 to 2021.

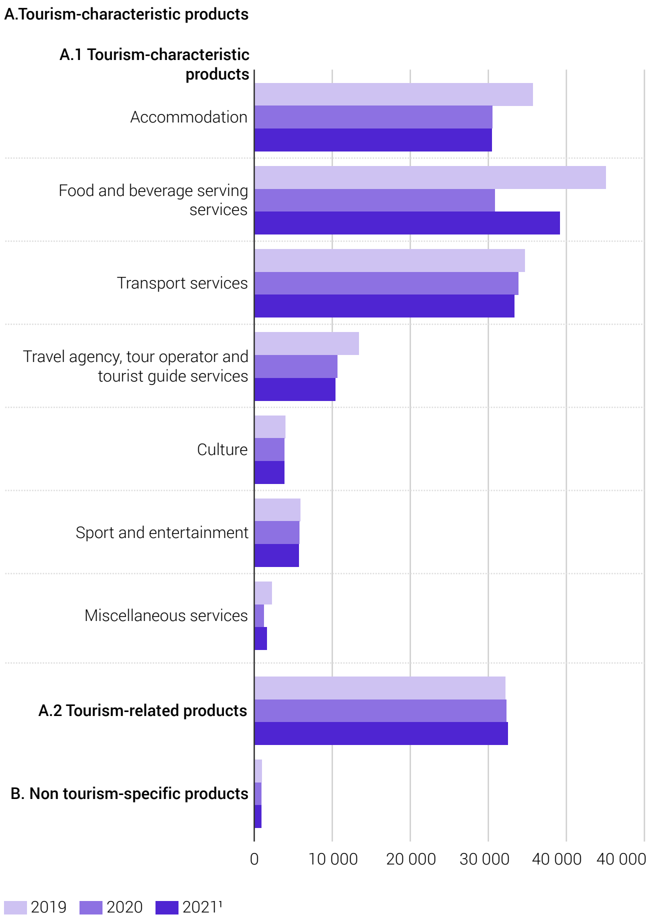
A severe decline of –31.5% was seen in 2020 in food and beverage serving services in restaurants and hotels. In 2021 the situation eased with an increase of 26.9%, corresponding to an overall decline of –13.1% in tourism employment in food and beverage serving services in restaurants and hotels between 2019 and 2021.

The decline in passenger transport was less marked: the decline in employment was –2.5% in 2020 and –1.5% in 2021.

In contrast, a positive trend was observed for employment in mountain railways in 2020 and 2021 (2020: +1.7% and 2021: +2.2%). The decline in employment within passenger air transport increased to –8.7% in 2021 from a fall of –6.8% in the previous year.

There was a strong decline for travel agencies and tour operators in 2020 (–20.6%), which, however, decreased in 2021 (–2.2%).

Tourism employment, by product, 2019–2021, in full-time equivalents **G 4.3**



¹ Provisional values

Source: FSO – Indicators of the tourism satellite account

5 Economic indicators

This chapter presents indicators providing an economic context to the findings of the tourism statistics. From an economic perspective, the choice of these indicators is restricted to important general topics.

5.1 Gross domestic product in real terms

Over the last 10 years, Switzerland's GDP expressed in real terms (constant prices) has evolved in a similar manner to that of the EU (G 5.1). However, there are two years that stand out. Indeed, in 2012 Switzerland recorded a GDP growth of 1.2%, while the EU recorded a decline of 0.7% and in 2013 Switzerland's GDP increased by 1.8%, while that of the EU was stable (+0.0%). With the onset of the COVID-19 crisis in 2020, the growth rate became strongly negative in the EU (–5.9%), and also in Switzerland (–2.4%), although less marked. In 2021, a marked growth was observed in the EU (+5.4%) as well as in Switzerland (+3.7%).

Real gross domestic product growth rate **G5.1**

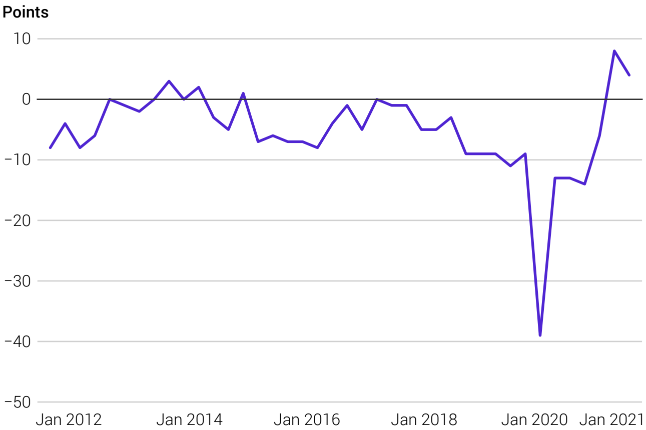
Provisional: France and Germany 2021

Sources: FSO – National Accounts; Eurostat

5.2 Consumer confidence index

The consumer confidence index has had contrasting fortunes during the last 10 years (G 5.2). In 2012 and until October 2013, continuous negative trends were recorded. The only exception during this period was January 2013 when a zero value was observed. In January and July 2014, positive values were recorded again, but this was short-lived, as negative values were recorded as early as October 2014. The only exceptions were April 2015 (+1) and July 2017 when the value was zero. The index falls even more sharply from April 2020, when the effects of the COVID-19 health crisis began to be felt abruptly. This negative trend continued until April 2021 and then reversed from July onwards.

Consumer confidence index **G 5.2**



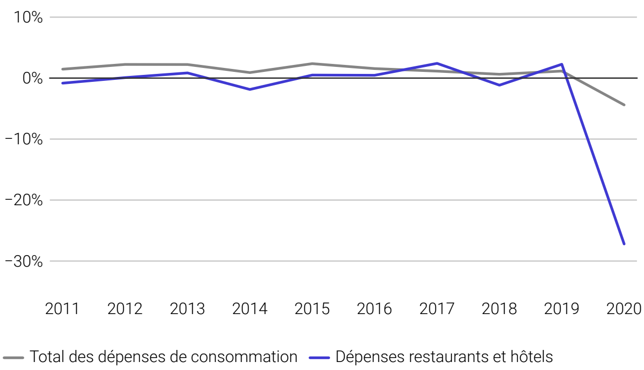
Sources: SECO © FSO 2023

5.3 Household final consumption expenditure

If a comparison is made for Switzerland between the total household consumption expenditure and that assigned specifically to the restaurant and hotel sector, the expenditure in this sector did, overall, see more significant fluctuation of its annual variations between 2011 and 2021 (G 5.3a). The effects of the COVID-19 health crisis were felt in 2020, with total household consumption expenditure falling by 4.4% compared with 2019. For spending in restaurants and hotels, the drop was even more drastic (−27.2%). In 2021, household consumption expenditure became positive again (+1.8%), while that linked to restaurants and hotels remained strongly negative (−8.9%). Whereas the trend for total household consumption expenditure only showed a single negative result during this period (−4.4% in 2020), the restaurant and hotel sector showed five in total (in 2011; 2014; 2018 and 2020 and 2021).

Between 2016 and 2019, Swiss household expenditure on the restaurant and hotel sector (domestic consumption) was on the rise, as it was in the EU and in Switzerland's neighbouring countries. However, expenditure growth was lower in Switzerland than in neighbouring countries in 2016. In 2017, expenditure growth in the restaurant and hotel sector was higher in the EU than expenditure by Swiss households; the same was true for the years 2018 and 2019. In 2020, the year of the start of the COVID-19 pandemic, all expenditure was strongly negative. For Switzerland and Austria, expenditure was −28.6% and −29.2%. For the EU (−37.5%), as well as for the other neighbouring countries, the decreases were even greater. France recorded a decline of 41.4%.

Household consumption expenditure in Switzerland (national consumption)
Variation compared with previous year, at previous year's prices **G 5.3a**

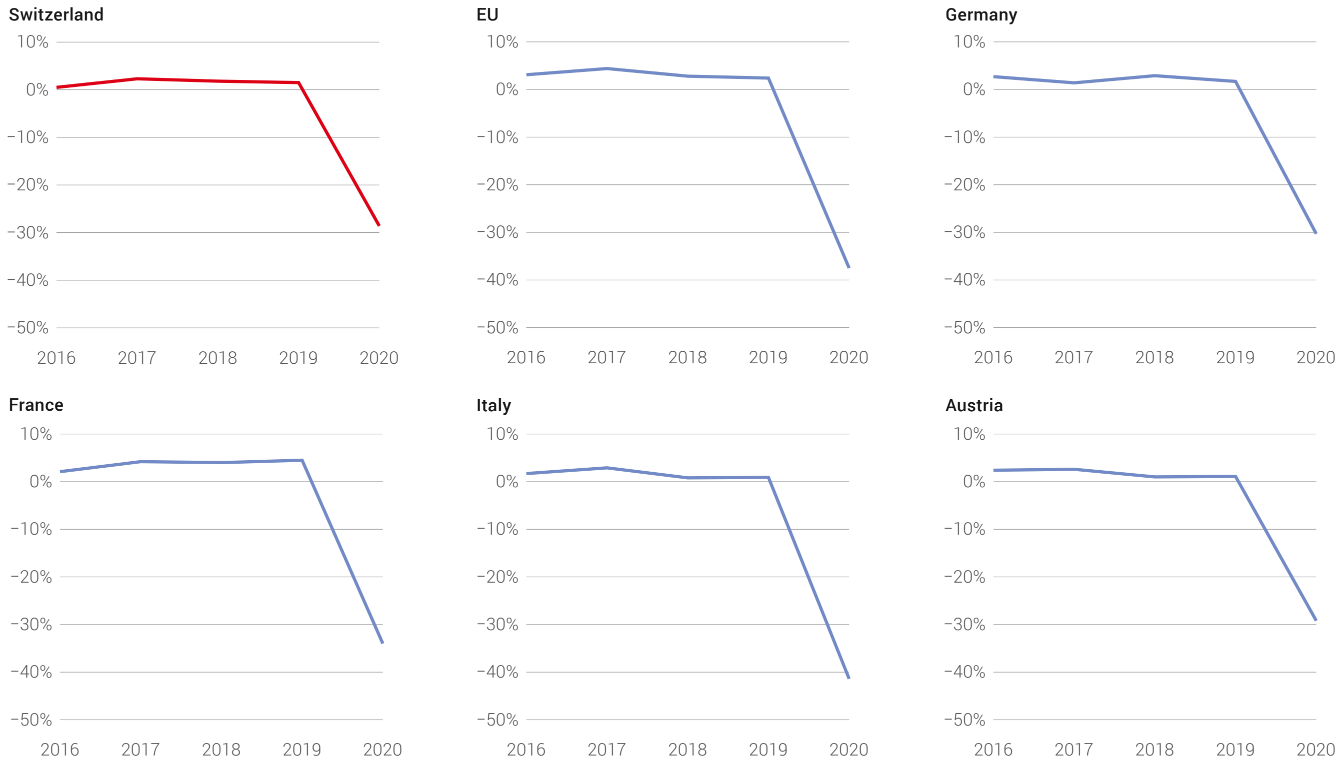


Sources: FSO – National Accounts © FSO 2023

Hotel and restaurant expenditure in European comparison (domestic consumption)

Variation compared with previous year, at previous year's prices

G5.3b



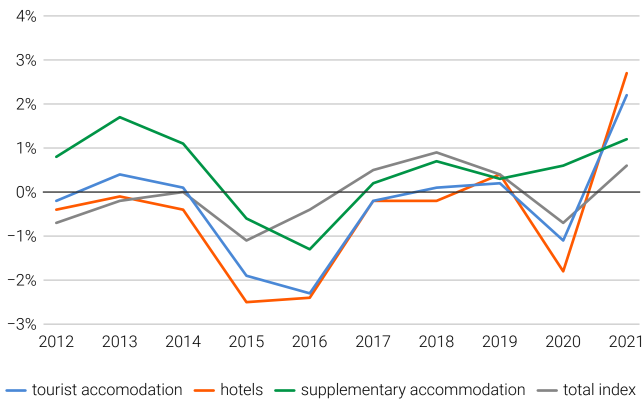
Sources: FSO – National Accounts; Eurostat

5.4 Swiss Consumer Price Index

Between 2011 and 2020, prices in the hotel sector, with the exception of 2019 (+0.4%), fell continuously (G 5.4). The largest decreases occurred in 2015 (–2.5%) and 2016 (–2.4%) and in 2020 (–1.8%). In 2021, however, prices rose sharply. This increase amounted to 2.7%. During this same period, prices in supplementary accommodation registered an increase with the exception of 2015 and 2016 (–0.6% and –1.3% respectively). More generally, prices in the tourist accommodation sector rarely showed the same trend as those in the total consumer price index. Sometimes the differences are substantial, as seen in 2016 (tourist accommodation: –2.3% / total index: –0.4%) or opposite developments, such as in 2017 (tourist accommodation: –0.2% / total index: +0.5%). In 2020, these indices both showed significant declines. However, in 2021, the increase in the tourist accommodation sector was much higher (+2.2%) than that of the total index (+0.6%).

Swiss Consumer Price Index **G 5.4**

Average annual price increase (%), structure of the standard basket 2015

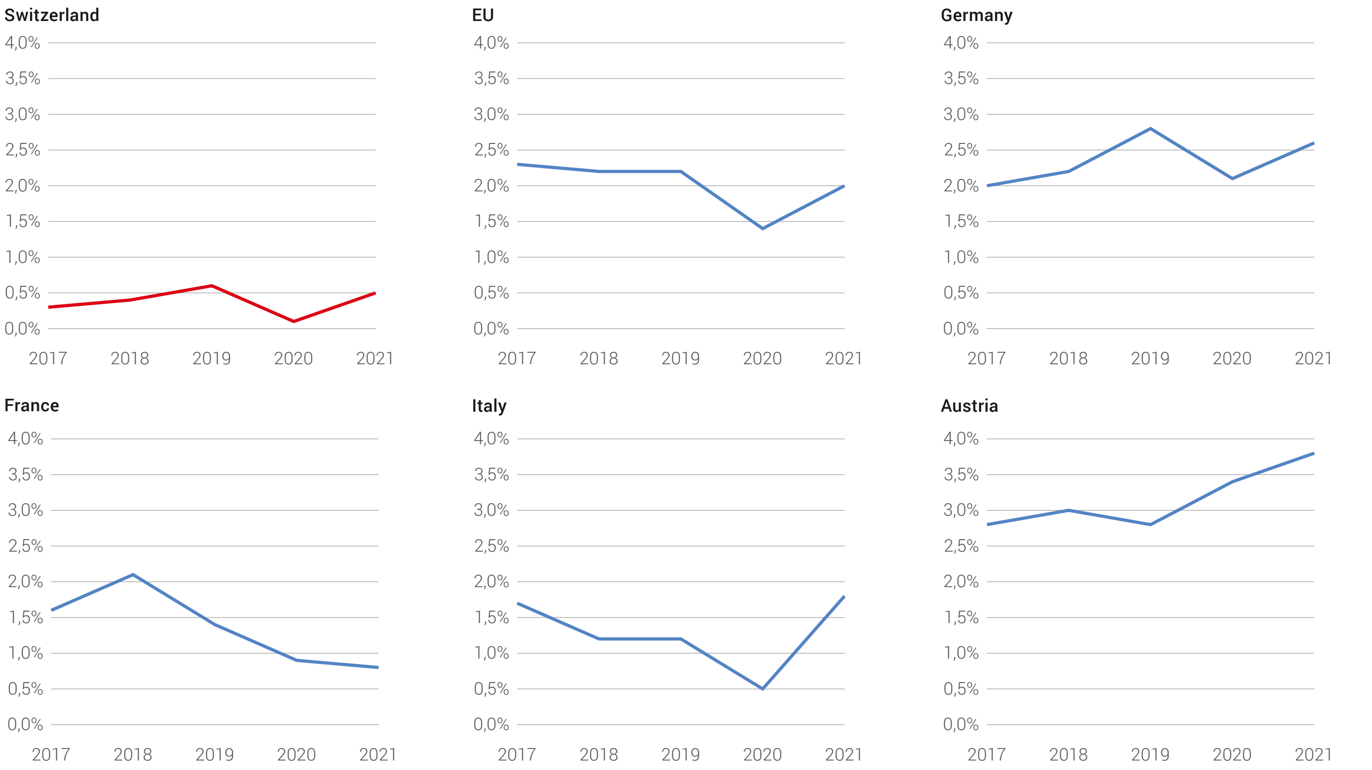


Source: FSO – Swiss consumer price index (CPI)

Harmonised index of consumer prices: restaurants and hotels

Variation compared with previous year

G5.5



Source: Eurostat

5.5 Harmonised Index of Consumer Prices

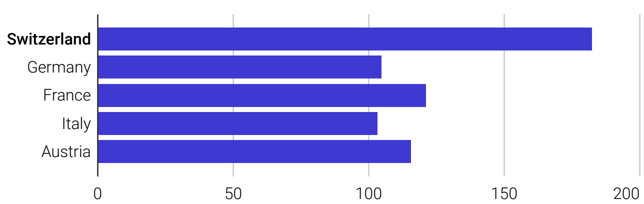
Compared with the EU, inflation in Switzerland in the restaurant and hotel sector recorded an increase between 2017 and 2021, but was less marked than it was for the EU (G 5.5). Generally speaking, Austria experienced higher inflation than the other countries bordering Switzerland between 2016 and 2021. If we compare inflation in this sector in 2021, we observe a more moderate development in Switzerland (+0.5%) than in the neighbouring countries, which showed values between +3.8% (Austria) and +0.8% (France).

5.6 Price level index in international comparison

In 2021, the price level in Switzerland in the restaurant and hotel sector was 82.4% higher than that in the EU (G 5.6). The countries neighbouring Switzerland also registered a higher price level than that in the EU in this sector, although at a lower level than that of Switzerland. The differences for these countries, when compared with the EU, ranged between 3.2% for Italy and 21.1% for France.

Price level indices in restaurants and hotels, 2021 **G 5.6**

EU =100



Source: Eurostat

6 General observations

6.1 Surveys

6.1.1 Historical considerations with regard to the tourism accommodation statistics (HESTA)

The need for tourist accommodation statistics on foreign visitors is not new. As early as 1851, surveys covering the number of tourists visiting Switzerland during the high season were planned. However, the task was postponed up to and including 1933 and left to local and private organisations. At last, on 1 November 1934, Switzerland acquired its own national tourist statistics covering all hotel establishments with more than two beds for guests. These statistics were compiled continuously until 2003. In May 2003, as a result of budget cuts programmed by the Federal Council, the Federal Statistical Office (FSO) announced its decision to discontinue the tourist accommodation statistic at the end of the current year.

A new survey was introduced in 2005, jointly funded by the FSO, the cantons, regions and tourism associations. The new survey was called HESTA and its purpose is to produce improved statistics with simplified content and modernised processes. It covers hotel accommodation, campsites and youth hostels.

However, the youth hostel statistics were discontinued in 2016. Establishments are included in either the hotel accommodation statistics or the supplementary accommodation statistics on the basis of criteria from the NOGA (General Classification of Economic Activities).

6.1.2 Historical considerations with regard to the supplementary accommodation statistics (PASTA)

Like the tourism accommodation statistics (HESTA), the supplementary accommodation statistics were also discontinued in 2003. The latter were reintroduced in 2016 following current methodology criteria.

In order to better comply with the quality criteria demanded by official statistics, the definition of the population has been revised and is now more precise. In contrast to the former model used up to 2003, the new survey focuses only on commercially run accommodation. Furthermore, it no longer takes into account guest rooms or long-term lets.

In addition, thanks to an annual national census, the new statistics cover the entire country whereas the former method relied on figures from a few key cantons. It is a survey based on a sample of representative units. This means that the current results are more reliable and are no longer based on estimates.

Consequently and for all the above-mentioned reasons, results from the new and former statistics stopped in 2003 can no longer be compared directly with one another.

6.1.3 Travel behaviour of the permanent Swiss resident population

The survey on the travel behaviour of the Swiss resident population was first conducted in 1989. It was repeated in 1998 and 2003 with a modified design and was introduced in this form as a permanent survey from 2008 onwards. In 2021, around 3000 randomly selected persons aged six and over living in Switzerland were interviewed by telephone about their personal travel activities in the past months. Until 2011, the survey was limited to persons aged 15 and over. The questions concern the destination, the type of accommodation, the means of transport used, the organisation of the trip, the number of overnight stays and the expenditure.

A trip is defined as non-daily mobility in which a person leaves their familiar surroundings for at least three hours (day trips) to a maximum of 365 days (trips with overnight stays). Changes of location in connection with regular and repeated (once or several times a week) activities are excluded.

A new method has been used since 2020. The figures were recalculated from 2016 and therefore the statistics for the years 2016 to 2021 can be considered as a time series.

The individual differences mentioned in the text are statistically significant. However, due to the sample sizes, this may not apply to all differences shown in the graphs without exception.

6.1.4 Methodological observations on the monetary tourism statistics

In recent years, the Federal Statistical Office (FSO) has produced monetary statistics for tourism, in collaboration with the State Secretariat for Economic Affairs (SECO)[1]. Whereas the Tourism Satellite Account, TSA, constitutes the basic composite statistics for measuring the economic impact of tourism, the TSA's indicators make it possible to calculate quickly and in simple form, initial estimates of the aggregates[2] for the main products of tourism.

The tourism satellite account only deals with direct value added and not with so-called indirect value added. Value added is the gross production value less intermediate consumption. Direct value added is the value added generated during the production of products which are used directly in tourism (e.g. tourist use of cable cars and other aerial tramway systems). Indirect value added, on the other hand, measures value added triggered by the production of investment and intermediate consumption required for the production of tourism products, e.g. the production of a supporting cable for mountain railways used by tourists or the energy used by these railways.

6.2 Dissemination of data

Provisional data on hotel accommodation are published monthly by means of a press release or newsmail and appear online 25 working days after the month under review. Final figures for the year that has just finished are also published at the start of the following year. Provisional data on supplementary accommodation (holiday homes, collective accommodation and campsites) are published on a quarterly basis in an online newsmail. Definitive annual data appear in a press release and online. Although data on campsites is collected as part of the hotel accommodation survey, they are published together with information on supplementary accommodation. The survey on the travel behaviour of the Swiss population is carried out over a whole year and the results are published annually. The tourism satellite account's annual indicators are also published once a year.

6.3 Symbols used in the charts

() figure not indicated due to lack of statistical reliability
(e) figure based on estimated data
(d) figure based on definitive data
(p) figure based on provisional data
... figure not indicated due to lack of relevance or availability
x figure not indicated due to data protection

Due to rounding up or down, totals may differ from the absolute figures indicated in the tables and charts and may not add up to 100%.

[1] Cf. *Swiss tourism satellite account, 2001 and 2005, the Swiss system of tourism satellite accounts as well as the annual indicators from the tourism satellite account – Methodology Report*, FSO News, FSO, Neuchâtel, 2010.

[2] Gross value added, demand and employment.

Glossary

Arrivals: Number of guests (including children) who spent one or several nights in a hotel establishment or supplementary accommodation.

Beds

Bed occupancy rate: As a percentage of beds or rooms occupied in hotel or supplementary accommodation.

Beds available: Number of beds in open establishments, on average for the period under review.

Beds surveyed: number of beds in the establishments surveyed, on average for the period under review.

Business trips: All trips for professional reasons, even if the respondent only accompanies another person from their household.

Campsites: accommodation on delimited campsites on which a caravan, mobile home or tent may be left for a limited stay.

Consumer confidence index: every quarter, a survey is carried out of 1200 households and commissioned by SECO. This covers subjective information on the evaluations and expectations of private households as regards their economic situation, their budget, price trends, job security, etc.

Consumer Price Index (CPI): The consumer price index (CPI) measures the change in the price of a shopping basket of representative goods and services for private household consumption. It is used to measure the inflation of goods and services and the variation in Swiss private households' purchasing power. In other words, it indicates how many consumers have to increase or decrease their expenditure to maintain the same volume of consumption despite variations in price.

Country of residence: countries in which visitors have their permanent residence. The term "domestic visitors" denotes tourists who are resident in Switzerland and the term "foreign visitors" denotes tourists who are resident abroad.

Duration of stay: number of nights on average in a hotel or supplementary accommodation. The duration of stay is calculated by dividing the number of overnight stays by the number of arrivals.

Establishments

Establishments open: Number of establishments open at least one day during the month under review, on average for the period under review.

Establishments surveyed: Number of establishments surveyed (open or temporarily closed) during the month under review, on average for the period under review.

EU (European Union): Composition of the EU as of 1st January 2022

Exchange rate: The exchange rate expresses the rate at which one currency is exchanged for another.

Gross bed occupancy rate: Number of occupied rooms divided by the total gross bed capacity of the period under review, as a percentage. (The gross bed capacity is the number of available beds of an establishment during the month under review, multiplied by the number of days this establishment is open during this month).

Gross domestic product (GDP): Gross domestic product (GDP) measures a national economy's performance during one year. It measures the value of the goods and services produced in the relevant country, provided that they are not used to produce other goods and services. In other words, it defines the total value of the production of wealth by economic agents residing within the territory. GDP is calculated based on current prices, as well as on constant prices for a given year. Using constant prices, real economic development is represented without taking into account the influence of prices.

Gross production value: Value of goods and services produced in the country, at base prices.

Gross room occupancy rate: Number of occupied rooms divided by the total gross room capacity of the period under review, as a percentage. (The gross room capacity is the number of available rooms of an establishment during the month under review, multiplied by the number of days this establishment is open during this month).

Gross value added: Increase in the value of goods generated by the productive system before deductions for depreciation. The gross value added is calculated as the gross production value (at base prices) minus intermediary consumption (at purchase prices).

Harmonised Index of Consumer Prices (HICP): The HICP is above all used to compare the price trend between different countries. This instrument offers Switzerland an indicator to measure the price trend of consumer goods and services according to the same criteria as those used by European countries and countries in the European Free Trade Association (EFTA).

Health establishments: Health establishments are points of care offering services similar to hotels, without public funding. Examples: medical health resorts, therapeutic clinics, high altitude clinics, clinics for rheumatism, spa establishments.

Holiday homes and apartments: Accommodation that is commercially run and made available for tourism purposes (short-term accommodation) through a travel or rental agency (e.g. tourist office or booking platform) against payment. Examples: accommodation in holiday houses or apartments, chalets, etc.

Hotel accommodation: Includes the types of accommodation "hotels" and "health establishments".

Hotels: establishments offering accommodation as well as several other services such as a reception and room cleaning. Examples: hotels, motels, guest houses, inns offering accommodation, etc.

Land-based public transport: Overland public transport includes trains, buses, postbuses, trams and underground trains.

Major region (7): The Nomenclature of territorial units for statistics (NUTS) is a redefinition of boundaries intended to facilitate comparisons between countries or regions of the same unit. Used by Eurostat, it thus divides the economic territory of the Union European (EU) into different regional levels. On this basis, Switzerland is divided into seven major regions:

1	**Lake Geneva region:**	Vaud, Valais, Geneva
2	**Espace Mitteland:**	Bern, Fribourg, Solothurn, Neuchâtel, Jura
3	**Northwest Switzerland:**	Basel-Stadt, Basel-Land, Aargau
4	**Zurich:**	Zurich
5	**Eastern Switzerland:**	Glarus, Schaffhausen, Appenzell Ausserrhoden, Appenzell Innerrhoden, St. Gallen, Graubünden, Thurgau.
6	**Central Switzerland:**	Lucerne, Uri, Schwytz, Obwalden, Nidwalden, Zug
7	**Ticino:**	Ticino

Motorised private transport: Motorised private transport includes cars, motorbikes, mopeds and camping cars.

Net bed occupancy rate: Number of overnight stays divided by the total net bed capacity of the period under review, as a percentage. (The net bed capacity is the number of available beds in an establishment during the month under review, multiplied by the number of days this establishment was open during that month).

Net room occupancy rate: Number of occupied rooms divided by the total net room capacity of the period under review, as a percentage. (The net room capacity is the number of available rooms of an establishment during the month under review, multiplied by the number of days this establishment is open during this month).

Overnight stays: number of nights spent by visitors (including children) in a hotel establishment or supplementary accommodation.

Price level index in international comparison: The comparative price level index makes it possible to compare differences in the prices of goods or services between countries, while eliminating the impact of exchange rates. In other words, it compares price levels in certain countries with the average price level of a group of reference countries (e.g. the EU27). They are calculated based on the quotient formed by purchasing power parity and the exchange rate (on annual average) and multiplied by 100.

Rooms

Rooms available: Number of rooms in open establishments, on average for the period under review.

Rooms surveyed: Number of rooms in the establishments surveyed, on average for the period under review.

Supplementary accommodation

Collective accommodation: establishments renting beds in group rooms, which offer the possibility of renting an individual bed in a room and not the whole room (mountain cabins and huts, hostels with dormitories, etc.). This type of accommodation also includes premises let as a whole that are intended for groups (large house or holiday camp, etc.).

Swiss household consumption expenditure: Swiss household consumption expenditure is all the expenditure households devote to purchasing consumer goods and services in Switzerland. (Charges, taxes, donations, remittances and other disbursements are not included). Final household consumption is therefore the value of goods and services used to meet human needs directly.

Domestic consumption expenditure: consumption by resident and non-resident households in Switzerland.

National consumption expenditure: consumption by households resident in Switzerland and abroad.

Summer tourist season: From May to October.

Tourism characteristic products: Products which are essential for fulfilling tourism needs or which, without tourism, would not be produced or only produced in insignificant quantities. Main components: accommodation, food and beverage serving services in hotels and restaurants, passenger transport.

Tourism-related products: products which have an important role in fulfilling tourism needs. Examples: retail trade, petrol stations, health, communication.

Tourism-specific products: refer to all tourism characteristic products and tourism-related products.

Tourist accommodation: Refers to all infrastructure used for commercial purposes and intended to accommodate tourists (hotels, health establishments, holiday homes, collective accommodation and campsites).

Tourist region (13): At the decision of the Swiss Conference of Regional Tourism Directors (RDK/CDR), the Swiss territory, as a tourist country, is organised into thirteen main tourist regions:

1	**Graubünden:**	Canton Graubünden.
2	**Eastern Switzerland:**	cantons of Glarus, Appenzell Ausserrhoden, Appenzell Innerrhoden, Thurgau, Schaffhausen (excluding part of the Schaffhausen district); canton of St.Gallen (excluding part of the electoral district of See-Gaster).
3	**Zurich Region:**	cantons of Zurich and Zug; Canton of Aargau: commune of Baden; canton of Schwyz: Höfe district and part of the March district; canton of St. Gallen: parts of the electoral district of See-Gaster; canton of Schauffhausen: part of the district of Schaffhausen.
4	**Lucerne/ Lake Lucerne:**	cantons of Lucerne, Uri, Obwalden, Nidwalden; canton of Schwyz (without the districts of Höfe and without part of March).
5	**Basel region:**	cantons of Basel-Stadt, Basel-Landschaft; canton of Solothurn: Dorneck and Thierstein districts.
6	**Bern region:**	canton of Bern: administrative district of Emmental, Oberaargau, Bern Mittelland, Frutigen-Niedersimmental, Interlaken-Oberhasli, Obersimmental-Saanen and Thun.
7	**Jura and Three Lakes:**	cantons of Neuchâtel, Jura; canton of Bern administrative districts of Bernese Jura, Biel/Bienne and Seeland; canton of Solothurn: district of Solothurn, Bucheggberg, Lebern, Thal, and Wasseramt.
8	**Vaud:**	canton of Vaud.
9	**Geneva:**	canton of Geneva.
10	**Valais:**	canton of Valais.
11	**Ticino:**	canton of Ticino.
12	**Fribourg Region:**	canton of Fribourg.
13	**Aargau Region:**	canton of Aargau excl. commune of Baden. Canton of Solothurn: district of Gösgen, Olten and Gäu.

Trip: A trip is defined as travel during which a person leaves their usual environment for at least three hours (day trip) up to a maximum of 365 days (journey with overnight stays). A distinction is made between short trips of 1 to 3 overnight stays and long trips of 4 nights or more. Changes in location in connection with activities that take place on a regular and repetitive basis (once or several times a week) are not included.

Trips made for personal reasons: All non-professional trips such as excursions, holidays, visits, accompaniment, pilgrimages or treatments.

Winter tourist season: From November to April.

The FSO's publications

As the central statistical agency of the Confederation, the Federal Statistical Office (FSO) has the task of providing Swiss statistical information to a wide range of users. Dissemination is done by topic with different information media via several channels.

The statistical topics

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02 Territory and environment
03 Work and income
04 National economy
05 Prices
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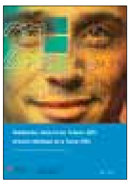
07 Agriculture and forestry
08 Energy
09 Construction and housing
10 Tourism
11 Mobility and transport
12 Money, banks and insurance
13 Social security
14 Health
15 Education and science
16 Culture, media, information society, sports
17 Politics
18 General Government and finance
19 Crime and criminal justice
20 Economic and social situation of the population
21 Sustainable development, regional and international disparities

The key publications

Statistical Yearbook of Switzerland



The "Statistical Yearbook of Switzerland" (German/French) published by the Federal Statistical Office has been the standard reference book for Swiss statistics since 1891. It contains the most important statistical findings regarding the Swiss population, society, government, economy and environment.

Statistical Data on Switzerland

Statistical Data on Switzerland is an appealing and entertaining summary of the year's most important figures. With 52 pages in a practical A6/5 format, the publication is free of charge and available in five languages (German, French, Italian, Romansch and English).

The FSO online – www.statistics.admin.ch

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Statatlas Switzerland – regional database and interactive maps
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This publication describes the results of the FSO's Swiss tourism statistics for 2021. The first part focuses on tourist accommodation that is partly made up of the hotel sector statistics and partly of the supplementary accommodation statistics. The second section of this publication concerns the survey on the travel behaviour of the Swiss population in 2021. The tourism satellite account, in the third section, gives information on the values measuring the economic influence of tourism in Switzerland. The fourth section of the publication presents a series of economic indicators making it possible to place the findings from the tourism statistics in a wider context.

The information in this publication contributes to the measurement of sustainable development goal (SDG) **no. 8 "Decent work and economic growth"** of the UN's 2030 Agenda. In Switzerland, the MONET 2030 indicator system is used to track the implementation of these goals.

8 DECENT WORK AND ECONOMIC GROWTH

The MONET 2030 indicator system

www.statistics.admin.ch → Look for statistics → Sustainable development → The MONET 2030 indicator system

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