

# Swiss Tourism in figures

## Structure and industry data

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STV  FST

Schweizer Tourismus-Verband  
Fédération suisse du tourisme  
Federazione svizzera del turismo  
Federaziun svizra dal turissem

# 2022



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# Tourism in figures

**38.2** million overnight stays in hotels | **17.4** million overnight stays in supplementary accommodation |  
CHF **35.4** billion total revenue generated by Swiss tourism<sup>1</sup> | CHF **16.8** billion gross value added<sup>1</sup> |  
**158 092** full-time equivalents<sup>1</sup> | CHF **16.6** billion revenue from foreign tourists in Switzerland |  
CHF **16.8** billion outlays by Swiss tourists abroad | **253 445** employees in hotel and restaurant  
establishments | **26 260** hotel and restaurant establishments<sup>2</sup> | **28 200** kilometres public  
transport route network | **43.6** million air passengers | **66 694** kilometres network of hiking trails |  
**2434** licensed cableways

<sup>1</sup> Figures from 2021

<sup>2</sup> Figures from 2020

# Legal bases

## National tourism laws

### **Marketing Switzerland as a tourist destination**

Federal Act on Switzerland Tourism of 21 December 1955, Status as of 1 August 2008 (SR 935.21)

### **Promotion of innovation, cooperation and knowledge creation in tourism**

Federal Act on the Promotion of Innovation, Cooperation and Knowledge Creation in Tourism of 30 September 2011, Status as of 17 July 2023 (SR 935.22)

### **Promotion of the hotel industry**

Federal Act on the Promotion of the Hotel Industry of 20 June 2003, Status as of 1 January 2013 (SR 935.12)

### **Regional policy**

Federal Act on Regional Policy of 6 October 2006, Status as of 1 January 2013 (SR 901.0)

### **Casinos**

Federal Act on Gambling (Gambling Act) of 29 September 2017, Status as of 1 January 2021 (SR 935.51)

### **Temporary special rate for accommodation services**

Federal Act on Value Added Tax (Value Added Tax Act, VAT Act) of 12 June 2009, Status as of 1 January 2023 (SR 641.20)

### **Tourism statistics**

Ordinance on the Conduct of Federal Statistical Surveys of 30 June 1993, Status as of 1 January 2022 (SR 431.012.1)

### **Parks of national importance**

Federal Act on the Protection of Nature and Cultural Heritage of 1 July 1966, Status as of 1 January 2022 (SR 451)

### **Cablecars and chairlifts**

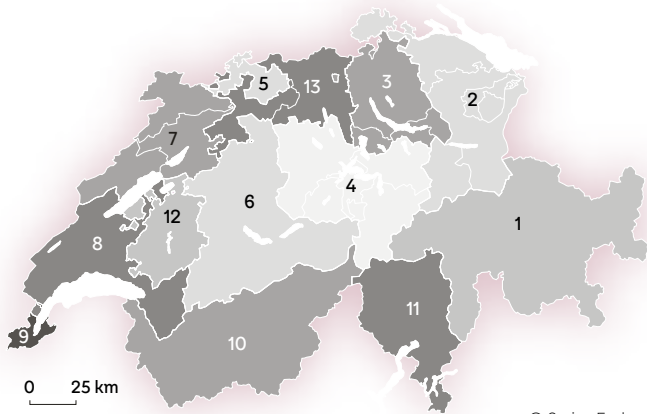
Federal Act on Cableways for Passenger Transport of 23 June 2006, Status as of 1 January 2021 (SR 743.01)

Source: [www.admin.ch](http://www.admin.ch)

# Cantonal Tourism laws

Canton	Internet	Law
Aargau	<a href="http://www.ag.ch">www.ag.ch</a>	Location Development Act of 1 January 2021
Appenzell Innerrhoden	<a href="http://www.ai.ch">www.ai.ch</a>	Promotion of Tourism Act of 28 April 2019
Appenzell Ausserrhoden	<a href="http://www.ar.ch">www.ar.ch</a>	Tourism Act of 13 June 2016
Basel-Landschaft	<a href="http://www.bl.ch">www.bl.ch</a>	Tourism Act of 19 June 2003
Basel-Stadt	<a href="http://www.bs.ch">www.bs.ch</a>	Location Development Act of 29 June 2006
Bern	<a href="http://www.be.ch">www.be.ch</a>	Tourism Development Act of 1 May 2018
Fribourg	<a href="http://www.fr.ch">www.fr.ch</a>	Tourism Act of 8 October 2021
Geneva	<a href="http://www.ge.ch">www.ge.ch</a>	Tourism Act of 24 June 1993
Glarus	<a href="http://www.gl.ch">www.gl.ch</a>	Tourism Development Act of 6 May 2007
Graubünden	<a href="http://www.gr.ch">www.gr.ch</a>	Economic Development Act of 27 august 2015
Jura	<a href="http://www.jura.ch">www.jura.ch</a>	Tourism Act of 22 June 2022
Lucerne	<a href="http://www.lu.ch">www.lu.ch</a>	Tourism Act of 30 January 1996
Neuchâtel	<a href="http://www.ne.ch">www.ne.ch</a>	Law to support the development of Tourism (LTour) of 18 February 2014
Nidwalden	<a href="http://www.nw.ch">www.nw.ch</a>	Promotion of Tourism Act of 16 December 2015
Obwalden	<a href="http://www.ow.ch">www.ow.ch</a>	Tourism Act of 3 May 2012
St. Gallen	<a href="http://www.sg.ch">www.sg.ch</a>	Tourism Act of 26 November 1995
Schaffhausen	<a href="http://www.sh.ch">www.sh.ch</a>	Promotion of Tourism Act of 15 May 2017
Solothurn	<a href="http://www.so.ch">www.so.ch</a>	Economic and Labour Law (WAG) of 8 March 2015
Schwyz	<a href="http://www.sz.ch">www.sz.ch</a>	Law on Economic Development of 27 November 1986
Thurgau	<a href="http://www.tg.ch">www.tg.ch</a>	Law on Actions against Unemployment and for Location Development of 28 November 1988
Ticino	<a href="http://www.ti.ch">www.ti.ch</a>	Tourism Act of 25 June 2014
Uri	<a href="http://www.ur.ch">www.ur.ch</a>	Tourism Promotion Act of 23 September 2012
Vaud	<a href="http://www.vd.ch">www.vd.ch</a>	Promotion of Tourism Act of 12 June 2007
Valais	<a href="http://www.vs.ch">www.vs.ch</a>	Tourism Act of 9 February 1996
Zug	<a href="http://www.zg.ch">www.zg.ch</a>	Tourism Act of 27 March 2003
Zurich	<a href="http://www.zh.ch">www.zh.ch</a>	No tourism law

# Tourist regions



© Swiss Federal Statistical Office, ThemaKart  
As of 2022

1	<b>Graubünden</b>	Canton of Graubünden
2	<b>Eastern Switzerland</b>	Cantons of Glarus, Appenzell Ausserrhoden, Appenzell Innerrhoden, Thurgau, Schaffhausen (excluding parts of the district of Schaffhausen) and Canton St. Gallen (excluding parts of the district of See-Gaster)
3	<b>Zurich Region</b>	Cantons of Zurich and Zug; Canton of Aargau: commune of Baden; Canton of Schwyz: district of Höfe and part of the district of March; Canton of St. Gallen: part of the district of See-Gaster; Canton of Schaffhausen: part of the district of Schaffhausen
4	<b>Lucerne / Lake Lucerne</b>	Cantons of Lucerne, Uri, Obwalden and Nidwalden; Canton of Schwyz (excluding the district of Höfe and parts of the district of March)
5	<b>Basel Region</b>	Cantons of Basel-Stadt and Basel-Landschaft
6	<b>Bern Region</b>	Canton of Bern: districts of Emmental, Oberaargau, Bern-Mittelland, Frutigen-Niedersimmental, Interlaken-Oberhasli, Obersimmental-Saanen and Thun
7	<b>Jura &amp; Three-Lakes</b>	Cantons of Neuchâtel and Jura; Canton of Bern: districts of Bernese Jura, Biel/Bienne and of Seeland
8	<b>Vaud</b>	Canton of Vaud
9	<b>Geneva</b>	Canton of Geneva
10	<b>Valais</b>	Canton of Valais
11	<b>Ticino</b>	Canton of Ticino
12	<b>Fribourg Region</b>	Canton of Fribourg
13	<b>Aargau and Solothurn Region</b>	Canton of Aargau (excluding the commune of Baden); Canton of Solothurn

# Tourism



An important sector of the economy

Tourism makes a significant contribution to value creation in Switzerland and accounts for around 4 % of the country's jobs. The three sectors of accommodation, hospitality and transport are responsible for the bulk of the economic tourism engine.



# Tourism – an important sector of the economy

## Tourism – an invisible export

The expenditure of foreign guests in Switzerland has the same effect on the Swiss balance of payments as the export of goods and services. Approximately 4% of Switzerland's export revenue (goods without nonmonetary gold and services) come from tourism.<sup>1</sup>

billion francs  
total revenue  
**35.4**

**Tourism plays an important role within the Swiss economy. 18.8 billion or 53.1% of the CHF 35.4 billion in total revenues, were generated by accommodation, food and transport services in 2021. These three tourism products are responsible for 67.5% of the total tourism gross value added.**

## Export revenue

Industry	2022 CHF bn	2021 CHF bn	2020 CHF bn	2019 CHF bn	2018 CHF bn
Pharmaceutical and chemical industry	134.6	130.9	116.4	114.6	104.4
Metal and machine industry	67.1	63.2	56.1	62.7	64.7
Watchmaking industry	24.9	22.3	17.0	21.7	21.2
Tourism (Tourism Balance of Payments)	16.6	11.2	9.6	18.0	17.6
Merchanting <sup>2</sup>	82.6	64.4	42.5	42.5	46.7
Financial services <sup>2</sup>	23.8	22.0	20.6	21.5	21.1

<sup>1</sup>The tourism figures in the table above are based on the Tourism Balance of Payments. For system-related reasons, however, they differ slightly from the values in the Tourism Satellite Account. The Tourism Balance of Payments, for instance, also reports expenditure by foreign cross-border commuters and short-stay residents, foreign students at Swiss private schools and foreign students at Swiss colleges and universities, which are not included in the Tourism Satellite Account. On the other hand, the Tourism Balance of Payments does not include purchases of tickets (international air travel and rail tickets) from Swiss transportation enterprises made by foreign visitors abroad.

<sup>2</sup> Data from the Data portal of the Swiss National Bank: [data.snb.ch](https://data.snb.ch) (access on 14 June 2023).

Sources: Swiss Federal Statistical Office, Swiss National Bank

# Tourism Balance of Payments

## Tourism: Expenditure in Switzerland and abroad recovered significantly in 2022

Switzerland's income and expenditures related to travel are reflected in the Tourism Balance of Payments<sup>1</sup>. On the assets side, it reports Switzerland's income from travel by foreign visitors in Switzerland, and on the liabilities side, it shows expenditure by the resident Swiss population while abroad. For system-related reasons, the figures in the Tourism Balance of Payments differ slightly from the values in the Tourism Satellite Account. See footnote 1 on the previous page regarding this point. The largest proportion of income comes from trips with overnight stays by foreign visitors.

The Tourism Balance of Payments is based on numerous data sources including surveys of visitors and households as well as tourism accommodation statistics. After two years marked by the COVID-19 pandemic, international tourism recovered significantly in 2022. This was reflected in the income and expenditure of the tourism balance of payments, which rose sharply.

### Tourism Balance of Payments 2020–2022

Revenue/Expenditure in billion CHF	Revenue from foreign tourists			Expenditure of Swiss tourists abroad		
	2020 <sup>1</sup>	2021 <sup>1</sup>	2022 <sup>2</sup>	2020 <sup>1</sup>	2021 <sup>1</sup>	2022 <sup>2</sup>
Tourism, including overnight stays	6.23	7.55	11.96	5.41	6.34	11.69
Visitors staying in lodging facilities and with relatives	3.08	4.16	8.39	–	–	–
Educational & medical stays	3.15	3.38	3.57	–	–	–
Tourism, without overnight stays	3.36	3.62	4.61	3.84	4.10	5.08
Excursionists, transit visitors, other tourism	1.58	1.29	2.06	3.84	4.10	5.08
Consumption expenditure of border workers incl. short-term residents (< 4 months)	1.78	2.33	2.55	–	–	–
<b>Total</b>	<b>9.59</b>	<b>11.17</b>	<b>16.57</b>	<b>9.25</b>	<b>10.44</b>	<b>16.77</b>

<sup>1</sup> Revised figures

<sup>2</sup> Provisional figures

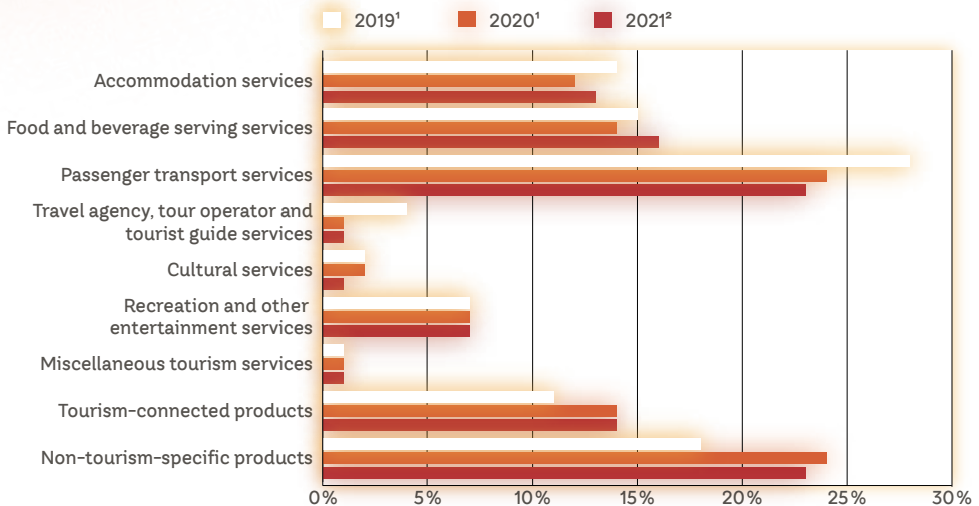
Source: Swiss Federal Statistical Office

# Tourism Satellite Account

## Massive recovery of total tourism demand

In 2021, total tourism demand made a strong recovery of +12.5% after the pandemic year, 2020. Almost all products showed a positive trend, leading to an increase in total demand to reach CHF 35.367 billion. The increase in accommodation services (+25%) is already very significant and is still slightly exceeded by the increase in catering services in restaurants and hotels (+26.9%). The increase in passenger transport is also significant at +9.3%. Only the products “travel agencies and tour operators” (-4.0%) as well as culture (-14.6%) show a negative development. The increase in tourism-connected products is +5.2% and in non-tourism-specific products even +6.8%.

## Shares of the tourism industry in Switzerland 2019 – 2021



<sup>1</sup> Revised values

<sup>2</sup> Provisional values

Source: FSO - Tourism, Monetary Aspect, Annual Indicators of the Tourism Satellite Account

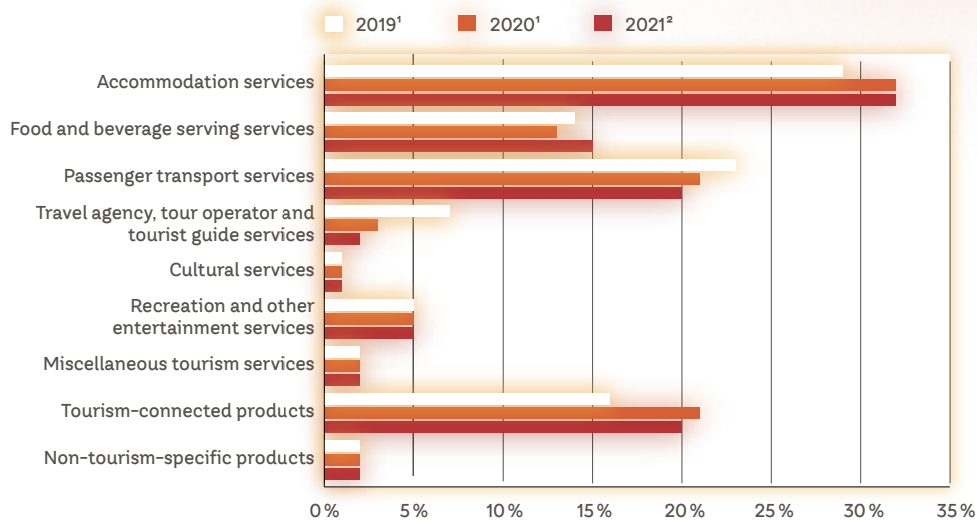
The aim of the Tourism Satellite Account is to provide answers from an economic point of view on the state and development of Swiss tourism. Three core indicators are produced: total tourism demand, tourism gross value added and tourism employment. The central challenge is that economic statistics are usually structured, focussing on the supply-side. The NOGA (Nomenclature Générale des Activités économiques) classification of the various economic sectors is based on the goods and services the sectors mainly produce. Tourism, on the other hand, as a cross-sector activity, includes several of these supply-side defined industries, such as for example accommodation services, hospitality or transport services, each to a different degree. Thus, the services of the hospitality industry are not inherently tourism-connected, but only to the extent that they are consumed by tourists. In general, a good only becomes touristic because it is consumed by tourists. Tourism is thus defined on the demand-side. The basic synthesis statistic for measuring these economic effects of tourism is therefore the tourism satellite account.

# Tourism Satellite Account

## Strong increase in gross value added

In 2021, total tourism gross value added increased sharply by +10.7%. This still amounted to a total of CHF 16.765 billion. Here, too, almost all products developed positively. The increase was particularly strong for catering services in restaurants and hotels (+25.9%), accommodation services (+10.7%) and passenger transport (+8.7%). The increase in tourism-connected products was +5.6%.

Share of tourism gross value added according to products 2019 – 2021



<sup>1</sup> Revised values

<sup>2</sup> Provisional values

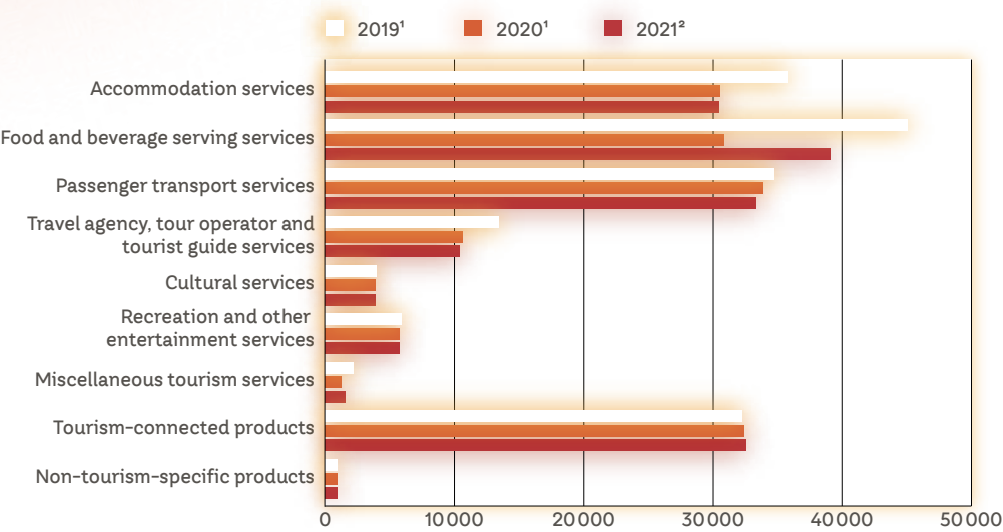
Source: FSO – Tourism, Monetary Aspect, Annual Indicators of the Tourism Satellite Account

# Tourism Satellite Account

## Increase in tourism employment

Employment increased significantly (+5.3%) in 2021. Total tourism employment was 158 092 full-time equivalents in 2021. Tourism employment decreased slightly (by -0.3%) in accommodation services. However, tourism employment in catering services in restaurants and hotels increased very sharply by +26.9%. The increase in tourism-connected products was +0.6%.

Tourism employment rate according to products  
(in full-time equivalents) 2019 – 2021



<sup>1</sup> Revised values

<sup>2</sup> Provisional values

Source: FSO – Tourism, Monetary Aspect, Annual Indicators of the Tourism Satellite Account

# Employment statistic

## Transport, accommodation and food service activities

Full-time equivalents according to economic sectors (in 1000, annual average)

		2022	2021	2020	2019	2018	2017
Service industry	Total	3140.6	3050.6	3004.5	2990.4	2941.3	2880.3
	Men	1674.1	1631.2	1616.1	1612.9	1586.5	1549.1
	Women	1466.6	1419.4	1388.3	1377.5	1354.9	1331.2
Accommodation	Total	63.2	58.0	58.8	63.0	63.0	62.8
	Men	31.5	28.7	28.9	30.8	30.2	29.9
	Women	31.8	29.3	29.9	32.2	32.8	32.9
Food and beverage service activities	Total	129.9	116.1	120.1	133.0	127.2	120.0
	Men	68.1	60.0	61.9	67.7	64.0	61.3
	Women	61.7	56.2	58.2	65.2	63.2	58.7
Land transport and transport via pipelines	Total	112.4	108.8	107.3	108.4	106.9	106.4
	Men	95.3	92.0	91.2	92.5	92.3	92.5
	Women	17.0	16.8	16.1	15.9	14.6	13.8
Water transport and air transport	Total	14.7	14.5	15.6	15.6	15.4	14.2
	Men	9.7	9.5	9.9	9.7	9.5	8.6
	Women	5.0	5.0	5.7	5.9	5.8	5.6

Jobs statistics: accommodation and food service activities (in 1000)

	2022 4 <sup>th</sup> quarter	2022 3 <sup>rd</sup> quarter	2022 2 <sup>nd</sup> quarter	2022 1 <sup>st</sup> quarter	2021 4 <sup>th</sup> quarter
Full-time jobs (90% and more)	152.6	150.7	148.3	142.3	140.1
Men	88.4	87.4	86.6	83.3	81.3
Women	64.2	63.4	61.7	58.9	58.8
Part-time jobs I (50–89%)	50.1	52.0	51.2	47.2	44.9
Part-time jobs II (15–49%)	36.5	34.6	36.4	34.5	35.6
Part-time jobs III (<15%)	19.3	19.8	19.6	18.7	19.2
Total number of jobs (overall)	258.5	257.2	255.4	242.6	239.7
Men	120.3	119.9	119.4	113.9	111.1
Women	138.2	137.3	136.0	128.8	128.6

Source: Swiss Federal Statistical Office, Employment Statistic

# Travel behaviour

## of the Swiss resident population

In 2021, 83.7% of the Swiss resident population took at least one trip with one or more overnight stays away from home. 56% of the trips with overnight stays were to a destination within Switzerland.



# Travel behaviour

## of the Swiss resident population

**16.3**  
million trips with  
overnight stays

In 2021, 83.7% of the Swiss resident population<sup>1</sup> undertook at least one trip with one or more overnight stays away from home. A total of **16.3 million trips** were made, of which 9.1 million were within Switzerland. On average 2.0 trips were made per person, of which 1.1 had a domestic destination.

With 0.9 trips per person, widows and widowers travelled the least in 2021, whereas single people made 2.4 trips. People living in the German-speaking part of Switzerland undertook 2.2 trips, those from the French-speaking part 1.7 and the Italian-speaking population 1.3.

Number of trips (in 1000)

	2021	2020	2019	2018	2017
Trips with overnight stays	16271	15132	21943	23557	24037
Day trips	83858	56137	76569	80512	74465

In addition to trips with overnight stays, data on day trips are also collected. The Swiss resident population undertook a total of 83.9 million day trips in 2021, corresponding to an average of 10.5 trips per person. People living in the German-speaking part of Switzerland undertook 13.1 day trips, whereas one from the French- or Italian-speaking population made 4.6 and 1.9 trips per year respectively.

Number of trips (per person)

	2021	2020	2019	2018	2017
Trips with overnight stays	2.0	1.9	2.8	3.0	3.1
Day trips	10.5	7.1	9.8	10.3	9.6

General note: Calculation based on a new method. The new calculation method allows for data estimations that refer exactly to the calendar year. Prior to this, trips that took place at the end of the previous year of the survey were counted as part of the year of the survey.

<sup>1</sup>Swiss resident population aged six or over: 7 964 330 persons

Source: Swiss Federal Statistical Office, Travel behaviour 2021



## Travel destination

Among the trips with overnight stays recorded in 2021, 56% had a Swiss destination. 25% of trips led to countries that border Switzerland, namely Italy (9%), Germany (7%) and France (6%). Finally, 16% of trips had a destination in other European countries and 3% outside Europe.

## Duration and purpose of travel

Trips with a destination abroad lasted longer than trips within Switzerland. In 2021, trips of four or more overnight stays represented 79% of the outbound and only 37% of the inbound trips. On the other hand, trips with only one overnight stay accounted for 29% of domestic and 5% of trips abroad. In 2021, the main reasons for trips were, as in the previous year, holidays and recreation. They accounted for 66% of trips, and 39% of these had a foreign destination. In second place came trips for the purpose of visiting family and friends (23%). Business trips accounted for 3% of trips.

## Number of trips with overnight stays by destination (in 1000)

	2021	2020	2019	2018	2017
Switzerland	9083	8319	7832	7892	7938
Germany	1197	1474	2492	3109	2518
Austria	351	629	838	984	1081
Italy	1439	1487	2352	2621	2945
France <sup>1</sup>	1014	1178	1808	2127	2784
Southeast Europe <sup>2</sup>	955	479	1180	1246	1044
Southwest Europe <sup>3</sup>	1146	489	1999	1904	1918
Rest of Europe	579	545	1595	1974	2120
Rest of the world	506	529	1848	1700	1689
Unknown <sup>4</sup>	–	–	–	–	–
<b>Total</b>	<b>16 271</b>	<b>15 132</b>	<b>21 943</b>	<b>23 557</b>	<b>24 037</b>

<sup>1</sup>Including overseas departments and Monaco

<sup>2</sup>Greece, Turkey, Croatia, Bosnia and Herzegovina, Serbia, Albania, Slovenia, Montenegro, Kosovo, Romania, Bulgaria, North Macedonia

<sup>3</sup>Spain, Portugal, Andorra, Gibraltar

<sup>4</sup>Not applicable, since fewer than ten observations

Source: Swiss Federal Statistical Office, Travel behaviour 2021

# Accommodation sector

A stylized, monochromatic illustration in shades of brown and orange. It depicts a person with dark hair lying in bed, covered by a blanket, with their head resting on a pillow. In the background, a jagged mountain peak is visible against a lighter, hazy sky. The overall mood is peaceful and suggests a vacation or travel theme.

The range of tourist accommodations in Switzerland is extremely diverse. A distinction is made between hotels and supplementary accommodations (youth hostels, campsites, holiday apartments, etc.). The hotel industry generated 38.2 million overnight stays in 2022, while supplementary accommodations achieved 17.4 million.

# Accommodation sector

## Overview

**Swiss tourism statistics break accommodation options down into hotel accommodation and supplementary accommodation.**

### Hotel accommodation

#### **Hotels:**

Hotels, boarding houses, guesthouses, motels.

#### **Health establishments:**

Sanatoria which are not subsidised by the canton and convalescent homes with medical management or support, alpine health establishments, altitude clinics, rheumatic clinics, public spas.

*Accommodation statistics (HESTA) replace the statistics for hotels and health establishments which date back to 1934 but which were discontinued in 2003 due to budget restrictions. In methodological terms, these figures cannot be compared to the old statistics; HESTA has been in operation since 1<sup>st</sup> January 2005.*

Sources: Swiss Federal Statistical Office, Parahotellerie Switzerland

### Supplementary accommodation

#### **Commercially run holiday homes:**

These are properties which are offered for rental to third parties. They exclude properties which are solely occupied by the owners or long-term tenants, or their family members.

#### **Campsites:**

Demarcated sites which are accessible to everyone for the temporary parking of caravans and motor homes in which they travel, and for the temporary erection of tents.

#### **Collective accommodation:**

Dormitories for tourists and groups, club and association houses, mountain refuges and huts.

#### **Youth hostels:**

Switzerland's official youth hostels.

#### **Agritourism:**

Agritourism or Farm Holidays refers to tourist offers in the country which, generally speaking, are organised by farmers themselves and represent an additional source of income. The three most popular offers in Switzerland are: 'Swiss Holiday Farms', 'Sleep in Straw' and 'tourisme-rural.ch' (combined in the 'Agritourism Switzerland' umbrella organisation since June 2011).

#### **Bed & Breakfast:**

Bed & Breakfast stands for all kinds of accommodation where a bed and a breakfast are offered.

# Hotel accommodation

## Hotels and health establishments

In 2022, the hotel industry in Switzerland recorded **38.2 million overnight stays**, an increase of 29.4% compared with 2021. After two years strongly marked by COVID-19, demand returned to a pre-pandemic level with a result higher than that of 2017. However, it was still slightly lower than in 2018 (-1.5%) and 2019 (-3.3%). Domestic overnight stays reached a new historical level with 21.1 million units, which nonetheless only represents a very slight increase (+0.5%) compared with 2021. With 17.2 million overnight stays, foreign demand doubled (+99.8%/+8.6 million), but was still below the pre-pandemic level. Within foreign clientele, it was mainly Europeans (+61.6%) who contributed to this increase. In terms of the tourist regions, all of them with the exception of Ticino (-12.9%), recorded increases in overnight stays. **The largest relative increases were observed in city regions.** For domestic demand, seven out of thirteen tourist regions showed a decrease in 2022. As far as foreign demand was concerned, an increase was seen for all tourist regions.

At national level, the average length of stay was 2.1 nights. Swiss visitors recorded an average length of stay of 2.0 nights and foreign visitors 2.2 nights. The highest value was recorded in Graubünden with an average of 2.7 overnight stays.

### Development of overnight stays 2022

Monthly overnight stays and change in % compared to the same period of 2021

	Overnight stays Total	Change in %	Overnight stays Foreigners	Change in %	Overnight stays Swiss	Change in %
January	2 204 984	73.2	819 401	170.1	1 385 583	42.9
February	2 892 697	43.5	1 033 671	214.2	1 859 026	10.2
March	3 053 960	62.6	1 235 538	205.4	1 818 422	23.4
April	2 523 861	26.3	1 018 377	218.7	1 505 484	-10.3
May	2 820 085	39.1	1 283 543	261.2	1 536 542	-8.1
June	3 608 503	58.1	1 712 883	247.1	1 895 620	5.9
July	4 515 171	23.8	2 177 980	101.4	2 337 191	-9.0
August	4 514 339	8.1	2 282 612	42.5	2 231 727	-13.3
September	3 779 348	14.6	1 759 802	47.8	2 019 546	-4.2
October	3 238 618	11.9	1 363 596	46.4	1 875 022	-4.5
November	2 110 564	20.9	979 138	41.1	1 131 426	7.5
December	2 979 015	28.4	1 512 381	69.2	1 466 634	2.9
<b>Entire year</b>	<b>38 241 145</b>	<b>29.4</b>	<b>17 178 922</b>	<b>99.8</b>	<b>21 062 223</b>	<b>0.5</b>

Source: Swiss Federal Statistical Office, Statistics on tourist accommodation

## Overnight stays by country of residence of visitors

Country of residence of visitors	Calendar year 2022	Winter season 2021/2022 (November–April)	Summer season 2022 (May–October)
<b>Total</b>	<b>38 241 145</b>	<b>14 740 756</b>	<b>22 476 064</b>
Switzerland	21 062 223	9 045 946	11 895 648
Foreign countries	17 178 922	5 694 810	10 580 416
<b>Europe total (excl. Switzerland)</b>	<b>11 077 642</b>	<b>4 323 415</b>	<b>6 356 211</b>
Germany	3 617 513	1 388 458	2 154 724
United Kingdom <sup>1</sup>	1 453 288	536 263	767 022
France	1 312 309	556 738	730 670
Italy	816 394	329 957	448 165
Netherlands	710 956	263 373	434 928
Belgium	533 906	190 534	332 989
Russia	103 799	60 465	47 888
Nordic countries <sup>2</sup>	443 194	169 445	254 128
Spain	409 938	136 227	249 622
Austria	329 140	111 627	209 905
Other countries Europe	1 347 205	580 328	726 170
<b>America total</b>	<b>3 015 397</b>	<b>714 515</b>	<b>2 111 653</b>
United States	2 300 006	480 966	1 668 358
Canada	220 758	106 818	108 565
Brazil	227 658	47 105	165 230
Other countries America	266 975	79 626	169 500
<b>Asia total</b>	<b>2 641 543</b>	<b>554 311</b>	<b>1 835 290</b>
China (incl. Hong Kong)	167 791	37 101	103 027
Gulf States <sup>3</sup>	820 623	176 773	635 377
Japan	835 13	13 021	60 898
India	380 135	65 266	285 222
Republic of Korea	152 269	16 301	116 628
Other countries Asia	1 037 212	245 849	634 138
<b>Africa total</b>	<b>232 691</b>	<b>71 591</b>	<b>137 636</b>
<b>Australia, New Zealand, Oceania total</b>	<b>211 649</b>	<b>30 978</b>	<b>139 626</b>

<sup>1</sup> Great Britain and Northern Ireland

<sup>2</sup> Denmark, Finland, Norway, Sweden, Iceland

<sup>3</sup> Bahrain, Qatar, Kuwait, Oman, Saudi Arabia, United Arab Emirates

Source: Swiss Federal Statistical Office, Statistics on tourist accommodation

## Hotel industry: supply and demand Cantons 2022

Canton	Capacity <sup>1</sup> 2022		Overnight stays			Net occupancy rate in %	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms <sup>2</sup>	Beds <sup>3</sup>
Aargau	3 241	5 374	425 057	288 255	713 312	45.4	37.0
Appenzell-Ausserrhoden	667	1 249	94 577	21 607	116 184	32.3	26.7
Appenzell-Innerrhoden	609	1 670	150 579	26 863	177 442	50.5	31.8
Basel-Landschaft	1 161	2 131	141 443	88 600	230 043	39.1	30.1
Basel-Stadt	4 608	9 285	536 630	764 477	1 301 107	52.5	38.7
Bern	16 629	33 324	2 954 854	2 494 450	5 449 304	54.9	47.6
Fribourg	1 961	3 981	348 606	125 033	473 639	42.9	33.5
Geneva	10 330	17 070	794 285	2 171 139	2 965 424	56.7	47.8
Glarus	596	1 334	124 612	14 615	139 227	36.1	30.9
Graubünden	18 895	40 091	3 742 997	1 823 583	5 566 580	50.5	41.8
Jura	734	1 559	106 231	13 423	119 654	30.9	22.0
Lucerne	6 943	13 136	961 383	1 046 488	2 007 871	50.5	42.8
Neuchâtel	1 252	2 312	177 084	96 857	273 941	41.5	32.9
Nidwalden	1 104	2 387	145 257	140 675	285 932	42.5	34.1
Obwalden	1 760	3 565	284 938	167 406	452 344	45.9	36.9
Schaffhausen	563	1 130	83 658	51 526	135 184	45.2	33.9
Schwyz	1 865	3 770	447 266	130 117	577 383	46.6	43.6
Solothurn	1 828	3 473	271 354	145 807	417 161	44.2	33.3
St. Gallen	4 653	9 208	700 914	365 901	1 066 815	44.2	32.9
Thurgau	1 609	2 978	279 442	113 066	392 508	45.8	36.9
Ticino	7 830	15 741	1 730 867	824 376	2 555 243	53.9	46.0
Uri	1 146	2 350	177 304	127 155	304 459	46.6	38.5
Valais	9 498	18 007	2 572 619	1 616 461	4 189 080	50.9	42.0
Vaud	13 274	28 082	1 560 278	1 119 779	2 680 057	52.9	44.4
Zug	1 166	1 922	137 924	113 087	251 011	46.8	36.2
Zurich	17 565	32 511	2 112 064	3 288 176	5 400 240	56.7	45.7
<b>Switzerland</b>	<b>131 486</b>	<b>257 641</b>	<b>21 062 223</b>	<b>17 178 922</b>	<b>38 241 145</b>	<b>51.6</b>	<b>42.5</b>

<sup>1</sup>Only open establishments (available rooms and beds)

<sup>2</sup>Number of room nights in per cent of the net room capacity

<sup>3</sup>Number of overnight stays in per cent of the net bed capacity

Source: Swiss Federal Statistical Office, Statistics on tourist accommodation

## Regions 2022

Tourist region	Capacity <sup>1</sup> 2022		Overnight stays			Net occupancy rate in %	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms <sup>2</sup>	Beds <sup>3</sup>
Graubünden	18 895	40 091	3 742 997	1 823 583	5 566 580	50.5	41.8
Eastern Switzerland	8 406	17 079	1 406 896	570 350	1 977 246	43.7	33.1
Zurich Region	20 050	36 677	2 416 690	3 519 041	5 935 731	55.4	44.6
Lucerne/Lake Lucerne	12 250	24 188	1 932 922	1 567 324	3 500 246	48.5	41.2
Basel Region	5 769	11 416	678 073	853 077	1 531 150	49.8	37.1
Bern Region	15 658	31 637	2 815 291	2 435 710	5 251 001	55.7	48.3
Jura & Three-Lakes	2 957	5 558	422 878	169 020	591 898	39.1	30.0
Vaud	9 498	18 007	1 560 278	1 119 779	2 680 057	50.9	42.0
Geneva	10 330	17 070	794 285	2 171 139	2 965 424	56.7	47.8
Valais	13 274	28 082	2 572 619	1 616 461	4 189 080	52.9	44.4
Ticino	7 830	15 741	1 730 867	824 376	2 555 243	53.9	46.0
Fribourg Region	1 961	3 981	348 606	125 033	473 639	42.9	33.5
Aargau & Solothurn Region	4 609	8 114	639 821	384 029	1 023 850	44.4	35.2
<b>Switzerland</b>	<b>131 486</b>	<b>257 641</b>	<b>21 062 223</b>	<b>17 178 922</b>	<b>38 241 145</b>	<b>51.6</b>	<b>42.5</b>

## Communes 2022

Communes	Capacity <sup>1</sup> 2022		Overnight stays			Net occupancy rate in %	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms <sup>2</sup>	Beds <sup>3</sup>
Zurich	9 037	17 292	1 089 552	2 195 359	3 284 911	65.0	52.1
Geneva	6 720	11 200	455 081	1 551 530	2 006 611	59.3	49.3
Zermatt	3 320	6 830	741 357	739 735	1 481 092	71.4	64.6
Basel	4 482	8 921	528 967	760 569	1 289 536	53.4	39.9
Lucerne	3 074	6 063	391 638	707 797	1 099 435	60.2	50.0
Lausanne	2 848	4 960	421 227	435 831	857 058	57.8	47.5
Davos	3 364	6 627	558 194	271 922	830 116	45.7	38.3
Bern	2 388	4 396	411 612	409 304	820 916	60.8	51.2
St. Moritz	2 366	4 576	320 195	467 919	788 114	57.8	52.4
Grindelwald	1 544	3 401	292 887	416 616	709 503	68.8	62.3
Interlaken	1 527	3 153	198 064	459 371	657 435	64.5	58.2
Opfikon	2 288	3 868	243 505	366 107	609 612	52.7	43.2
Lugano	1 633	2 917	286 256	277 328	563 584	60.1	54.4
Lauterbrunnen	1 331	2 780	178 165	295 005	473 170	58.2	52.6
Other communes	85 564	170 656	14 945 523	7 824 529	22 770 052	47.1	38.5
<b>Total</b>	<b>131 486</b>	<b>257 641</b>	<b>21 062 223</b>	<b>17 178 922</b>	<b>38 241 145</b>	<b>51.6</b>	<b>42.5</b>

## Supply in hotels and health establishments

Year	Surveyed establishments	Surveyed rooms	Surveyed beds	Open establishments	Available rooms	Available beds
2022	4 498	143 312	282 486	4 020	131 486	257 641
2021	4 574	142 743	280 471	3 919	124 590	244 026
2020	4 646	142 656	279 248	3 801	117 630	228 641
2019	4 646	140 331	273 849	4 234	130 625	253 071
2018	4 765	140 884	274 792	4 275	130 049	251 679
2017	4 878	141 404	275 203	4 369	130 053	250 990

## Demand in hotels and health establishments

Year	Arrivals	Overnight stays	Average duration of stay	Net occupancy rate in % (rooms) <sup>1</sup>	Net occupancy rate in % (beds) <sup>2</sup>
2022	18 317 631	38 241 145	2.1	51.6	42.5
2021	13 688 673	29 558 849	2.2	41.4	34.9
2020	10 703 428	23 730 738	2.2	36.0	30.4
2019	19 764 557	39 562 039	2.0	55.2	44.8
2018	19 353 083	38 806 777	2.0	54.5	44.6
2017	18 562 061	37 392 740	2.0	52.9	43.0

## Size of hotels and health establishments in 2022

Size of establishment	Open establishments	in %	Arrivals	Overnight stays
0 to 10 beds	414	10.30	104 174	199 271
11 to 20 beds	740	18.41	558 769	1 028 254
21 to 50 beds	1 324	32.94	2 745 853	5 611 242
51 to 100 beds	861	21.42	4 596 242	9 735 720
101 to 150 beds	311	7.73	2 918 349	6 309 319
151 to 200 beds	147	3.65	1 872 064	4 101 127
201 to 300 beds	132	3.28	2 605 696	5 229 454
301 and more beds	91	2.27	2 916 484	6 026 758
<b>Total</b>	<b>4 020</b>	<b>100.00</b>	<b>18 317 631</b>	<b>38 241 145</b>

<sup>1</sup> Number of room nights in per cent of the net room capacity

<sup>2</sup> Number of overnight stays in per cent of the net bed capacity

Source: Swiss Federal Statistical Office, Statistics on tourist accommodation



# Supplementary Accommodation

Following the suspension of the supplementary accommodation statistics in 2003, the survey of commercially-run holiday homes and collective accommodation (PASTA) was reintroduced in 2016. The survey is carried out nationally, based on a sample of representative units. For its implementation, the new statistics have called for a new methodology to fulfil both current standards and to optimise the quality of the results and reduce the burden on respondents. Subsequently, it is not possible to compare directly the results of the new and old statistics.

The survey of campsites was reintroduced in 2005. Comprehensive observations are made by the tourist accommodation statistics (HESTA).

## Holiday Homes

Over the past year, holiday homes registered **7.7 million overnight stays**. This represents a plus of 1.3% compared with 2021. Domestic demand totaled 5.0 million overnight stays (~15.8% compared with the previous year) whereas foreign demand reached a total of 2.7 million (+63.6%) units. 84% of overnight stays by foreign visitors were by visitors from Europe (2.2 million / +49.8%). In 2022, the Lake Geneva region were the major region that registered the highest number of overnight stays with 3.1 million each, followed by Eastern Switzerland (with 2.3 million overnight stays). In 2022, the average length of stay in holiday accommodation was 5.9 nights.

7.7  
million  
overnight stays











### Supply and demand 2022

Major region	Holiday homes surveyed	Beds surveyed	Arrivals	Overnight stays	Duration of stay
Lake Geneva region	13 064	66 601	556 809	3 143 699	5.6
Espace Mittelland	3 502	17 090	208 483	1 186 282	5.7
Northwest Switzerland	144	568	14 769	39 651	2.7
Zurich	159	541	15 108	43 347	2.9
Eastern Switzerland	7 757	36 653	336 926	2 322 116	6.9
Central Switzerland	1 633	7 354	77 147	389 103	5.0
Ticino	2 252	9 659	81 221	528 069	6.5
Total	28 511	138 466	1 290 463	7 652 266	5.9

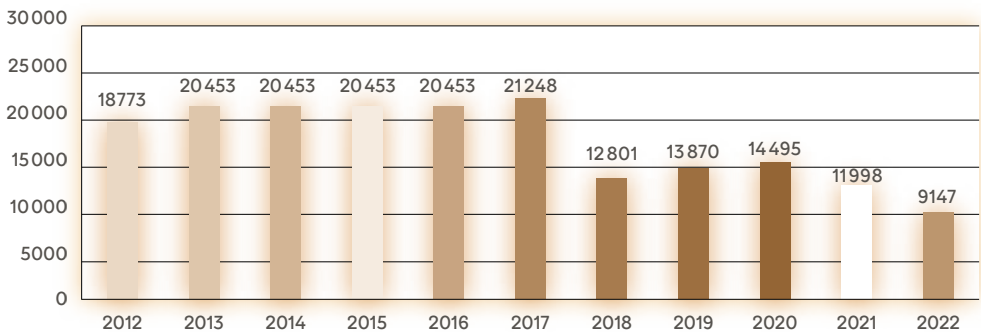
Source: Federal Statistical Office, supplementary accommodation statistics (PASTA)

# Classified holiday residences

## Holiday apartments, guest rooms and Bed & Breakfasts by regions 2022

Tourist region	 *****	 ****	 ***	 **	 *						Total
Aargau & Solothurn Region	0	0	0	14	0	43	0	8	0	1	66
Basel Region	0	0	4	9	5	26	3	3	1	3	54
Bern Region	9	67	62	200	132	530	184	38	44	1	1267
Eastern Switzerland/Liechtenstein	3	6	34	51	47	230	76	22	5	1	475
Fribourg Region	1	1	0	13	5	33	7	3	1	0	64
Geneva	1	0	0	0	0	0	0	0	0	0	1
Graubünden	48	104	126	653	363	1116	296	52	22	3	2783
Jura & Three-Lakes	2	12	26	62	60	150	62	24	12	2	412
Lucerne/Lake Lucerne	1	2	121	42	27	121	47	14	4	0	379
Ticino	2	14	21	90	38	114	34	9	6	3	331
Valais	96	174	174	762	448	1690	447	56	15	6	3868
Vaud	2	7	12	41	34	67	35	11	7	0	216
Zurich Region	0	0	0	12	0	36	0	8	0	0	56
<b>Total</b>	<b>165</b>	<b>387</b>	<b>580</b>	<b>1949</b>	<b>1159</b>	<b>4156</b>	<b>1191</b>	<b>248</b>	<b>117</b>	<b>20</b>	<b>9972</b>

## Number of valid classifications for holiday apartments at the end of the year; 2012-2022<sup>1</sup>



<sup>1</sup> Revised figures

As of 31.12.2022

Source: Swiss Tourism Federation

# Collective accommodation

4.9 million overnight stays

Collective accommodation recorded **4.9 million overnight stays** in 2022, i.e. an increase of 46.2% compared with the previous year; 4.1 million units were by Swiss clientele (+35.0%). Foreign visitors generated 832 000 overnight stays, an increase of 146.4%. Visitors from the European continent represented the greatest number of foreign overnight stays with a total of 670 000 units (+114.2%). At major region level, Eastern Switzerland recorded the greatest number of overnight stays with 1.3 million. This was followed by Lake Geneva Region and the Espace Mittelland with each 1.2 million. In 2022, the average length of stay in collective accommodation was 2.4 nights.

## Supply and demand 2022

Major region	Establishments surveyed	Beds surveyed	Arrivals	Overnight stays	Duration of stay
Lake Geneva region	534	25 950	524 283	1 245 316	2.4
Espace Mittelland	596	29 525	524 049	1 200 439	2.3
Northwest Switzerland	37	1 790	36 110	84 844	2.3
Zurich	65	2 558	48 884	130 761	2.7
Eastern Switzerland	591	27 835	486 898	1 267 981	2.6
Central Switzerland	258	12 802	263 887	562 689	2.1
Ticino	174	7 908	156 179	418 340	2.7
<b>Total</b>	<b>2 255</b>	<b>108 368</b>	<b>2 040 291</b>	<b>4 910 369</b>	<b>2.4</b>

Source: Federal Statistical Office, supplementary accommodation statistics (PASTA)

overnight stays  
804 684

## Youth Hostels

In 2022, the youth hostels in Switzerland recorded a total of **804 684 overnight stays** and thus 32.4% more than the previous year with a network of 49 establishments (prior year 49) and 6023 available beds (prior year 6021). The demand from Swiss guests increased by 19.2% to 638 404 overnight stays. Compared to the prior year, overnight stays by guests from abroad increased by 130.2% to 166 280. German guests accounted for the greatest demand from abroad, with 51 609 overnight stays (+62.1%). They were followed by guests from France with 13 160 overnight stays (+56.9%), and then by guests from the USA with 12 276 overnight stays (+363.2%). The most popular tourist region in 2022 was again Graubünden with 169 760 registered overnight stays (+18.9%). The second-highest number of overnight stays was recorded by the Bern region with 155 098 units (+45.5%), followed by the Zurich region with 98 840 units (+71.9%). In 2022, the average length of stay for youth hostel guests in Switzerland was 2.1 nights (prior year 2.1 nights). Swiss guests spent 2.1 nights on average, while the figure for guests from abroad was 2.0 nights. Among the tourist regions, Graubünden reported the longest average length of stay at 2.5 nights.

### Supply and demand 2022

Tourist region	Registered hostels	Available beds	Arrivals	Overnight stays	Length of stay
Graubünden	9	1 256	67 498	169 760	2.5
Zurich Region	7	704	52 088	98 840	1.9
Lucerne/Lake Lucerne	4	427	25 490	43 856	1.7
Eastern Switzerland	5	473	25 905	45 275	1.7
Ticino	3	472	30 403	72 331	2.4
Valais	5	683	38 210	88 294	2.3
Vaud	3	476	29 050	69 062	2.4
Basel Region	2	312	X	X	X
Bern Region	8	1 026	88 255	155 098	1.8
Fribourg Region	1	84	X	X	X
Jura & Three-Lakes	2	110	X	X	X
<b>Total</b>	<b>49</b>	<b>6 023</b>	<b>391 043</b>	<b>804 684</b>	<b>2.1</b>

X = omitted for the purposes of data protection (fewer than 3 open hostels)

The above statistics deal exclusively with youth hostels in Switzerland (excluding Schaan-Vaduz)

Source: Swiss Youth Hostels

million  
overnight stays  
**4.8**

## Campsites

In 2022, the campsites<sup>1</sup> recorded **4.8 million overnight stays** representing a decrease of 10.7% compared with the previous year. Swiss guests accounted for 3.3 million overnight stays, down 25.3%. Foreign guests generated 1.6 million overnight stays, up 51.8%. German guests accounted for 695 000 overnight stays (+21.9% compared with 2021), which corresponds to the highest absolute result among the foreign countries. They were followed by visitors from the Netherlands with 323 000 overnight stays (+55.1%), France with 141 000 (+91.6%) and Great Britain with 83,000 (+794.0%). With a total of 1,1 million overnight stays for 2022, Ticino ranks first among all tourist regions in terms of absolute overnight stays and saw a 25.3% decline compared with the previous year. The Bern Region followed it with 715 000 overnight stays (+10.9%). For Switzerland as a whole, the average length of stay was 2.9 nights in 2022. Swiss guests spent an average of 3.1 nights on campsites while foreign guests stayed 2.6 nights. Of all tourist regions, Ticino recorded the longest average length of stay with 4.1 nights.

### Supply and demand 2022

Tourist region	Surveyed establishments	Overnight leased campsites	Arrivals	Overnight stays	Average duration of stay
Graubünden	42	3 353	166 041	479 442	2.9
Eastern Switzerland	36	1 502	117 792	296 158	2.5
Zurich Region	24	1 206	124 557	242 254	1.9
Lucerne/ Lake Lucerne	39	1 928	171 952	458 108	2.7
Basel Region	4	115	6 122	12 467	2.0
Bern Region	60	3 881	247 900	715 013	2.9
Jura & Three-Lakes	35	2 258	111 209	313 880	2.8
Lake Geneva Region (Vaud)/ Geneva <sup>2</sup>	44	3 464	172 175	466 651	2.7
Valais	55	4 632	196 879	574 305	2.9
Ticino	34	4 821	264 495	1 094 853	4.1
Fribourg Region	13	725	37 812	87 428	2.3
Aargau and Solothurn Region	12	536	39 849	95 757	2.4
<b>Total</b>	<b>398</b>	<b>28 420</b>	<b>1 656 783</b>	<b>4 836 315</b>	<b>2.9</b>

<sup>1</sup> Only campsites which are included in the Swiss Business and Enterprise Register (BER)

<sup>2</sup> Two regions combined due to data protection (less than three open establishments in the Geneva tourist region)

Source: Swiss Federal Statistical Office, Statistics on tourist accommodation

# Agritourism

126 000

overnight stays

Agritourism Switzerland, the national umbrella organisation for farm holidays, has over 200 providers plus six cantonal collective members from agriculture, tourism and some regional parks in all linguistic and national parts of Switzerland. Together they offer a variety of attractive accommodation options, from inexpensive “sleeping on straw” to exclusive tree houses. The gastronomy and event venues, the farm shops as well as the various events such as the Farmhouse Olympics, etc. generate new jobs and contribute to diversification and value creation in agriculture. Farm holidays are particularly popular with guests from Switzerland (76 %) and Germany (19 %). They appreciate the value of this experience with all the farm animals, the direct relation to nature and the possibility to be actively involved in agriculture.

After COVID-19, school groups, clubs, cyclists and hikers have increasingly discovered “sleeping on straw”, group accommodations and camping. Accordingly, the number of overnight stays per provider has increased by 7 % compared to 2021. Accommodations in the upper quality and price segments were also particularly in demand, which is why the turnover per booking has increased slightly.

In addition to the ongoing subject of sustainability, further innovations are needed to appeal to an affluent and younger target audience. Wine tourism with overnight stays in wineries, cellar tours and tastings is already well established in the Valais and Geneva regions. Providers offering wellness services with yoga courses, medical massages and beauty are also becoming increasingly popular, and not only among women. New investments are being made in the “health” and “farm garden” segments.

## Overnight stays and turnover 2022

	Holiday apartments/ alpine cabins	Guest rooms	Group accommodation	Campground/ Camping/Tepee	Total
Offers	74	50	50	21	195
Total overnight stays	55 000	27 000	24 000	20 000	126 000
Turnover in CHF	1.6 millions	1.3 millions	600 000	300 000	3.8 millions

Quelle: Agritourism Switzerland

# Hospitality

A stylized, monochromatic illustration in shades of olive green and yellow. It features a bottle, a cross-section of a lemon showing its segments, and a cocktail glass with a long straw and a circular garnish. The elements are layered and semi-transparent, creating a modern, graphic look.

At the end of 2022, around 253 445 people were employed in the hospitality industry, corresponding to 148 464 full-time equivalents. This means that the hospitality industry – despite losses during the pandemic – remains one of the largest employers in the country.

# Hospitality

## Important employer in Switzerland

253 445	Employees (2022)
179 029	of which in restaurants
74 416	of which in hotels
7 294	Trainees in basic professional training (2022)
26 260	Hotel and restaurant operations subject to VAT (2020)
6.5	Percentage of total net tax receivables of the Federal Tax Administration (FTA) (2020)

Source: Federal Statistical Office and VAT statistics of the Federal Tax Administration (FTA)

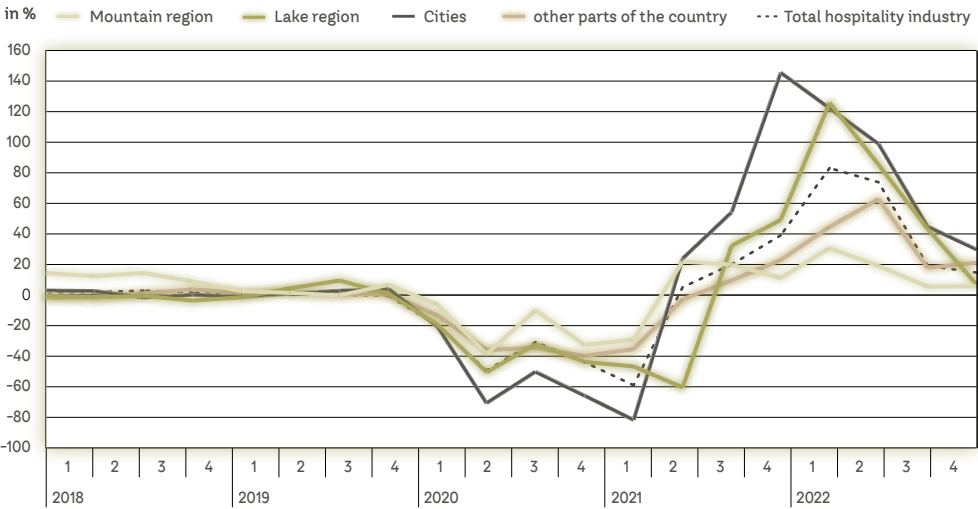
253 445

employees in 2022

In 2022, the hospitality industry employed an annual average of **253 445 persons**, corresponding to 148 464 full-time and 104 981 part-time positions. The gender distribution of full-time positions has hardly changed after the COVID-19 pandemic. Men continue to occupy full-time positions in the hospitality industry more often than women. In the hotel industry, this gender difference is less pronounced. On the other hand, in both sub-sectors, significantly more women than men work part-time. As of 2022, 7 294 individuals across all occupations in the sector and apprenticeship years completed a vocational education and training (VET) programme at the upper secondary level in the hospitality industry. The hospitality industry contributed significantly to VAT revenue in 2020. It paid almost CHF 1 billion in net VAT. The 27 029 VAT-liable hospitality businesses contributed 7.9% of the total net tax receivables of the Federal Tax Administration (FTA).



## Change in revenue growth according to tourism regions compared to the prior year quarter (in %)



Source: Survey by KOF (Swiss Economic Institute at ETH Zurich) in cooperation with GastroSuisse

## 2022 change in revenue compared to the prior year

Year	Quarter	Hospitality	Hotels	Restaurants
2022	1	83.1%	55.3%	97.9%
	2	73.8%	62.4%	80.0%
	3	19.2%	33.4%	11.8%
	4 (prov.)	14.7%	18.6%	12.7%
Total 2022 (prov.)		47.7%	42.4%	50.6%

Source: Survey by KOF (Swiss Economic Institute at ETH Zurich) in cooperation with GastroSuisse

After the turbulent years of 2020 and 2021, revenue in the hospitality industry stabilised in 2022. Operations in the large cities recovered particularly strongly. The operations in the mountain regions had benefited from domestic demand during the pandemic and therefore had less need to catch up in 2022. The high demand for hospitality services at the beginning of the year was particularly noticeable in restaurant operations. Their revenue almost doubled in the first quarter compared to the same quarter of the previous year. However, this change is only meaningful to a limited extent, as the restaurant sector was largely closed at the beginning of 2021. The hotel industry also benefited from the pent-up demand from guests. Overall, it recorded an increase of almost 30 % over the previous year with 38.2 million overnight stays in 2022. This figure is just 3.5 % below that of the record year 2019, although overnight stays by foreign tourists are still more than 20 % lower than in 2019. This illustrates the increasing importance of domestic tourism.

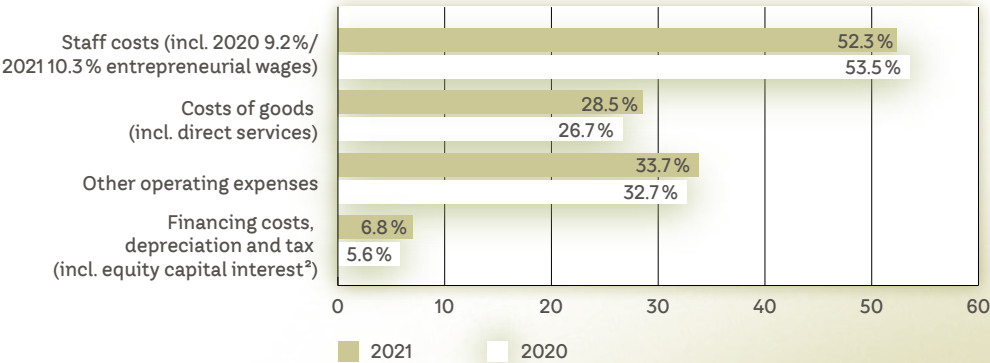
## Overview of key hospitality figures (2017-2021<sup>1</sup>, in CHF)

Revenue	2017	2018	2019	2020	2021
per day of operation	2 597	2 517	2 617	2 392	2 404
per employed person	127 193	125 204	126 029	121 308	131 236
per employed person and day of operation	483	472	471	540	664
restaurant per seat	8 806	9 119	9 479	8 014	7 477
restaurant per seat and day of operation	33.42	34.38	35.40	35.69	37.84

Source: Gastroconsult

In the calendar year 2021, a restaurant had average revenue of CHF 2404 per operating day (excluding days when the restaurant had to close due to official orders). This is around CHF 200 less than in 2019 and about the same as in the previous year. Each employee contributed CHF 664 per day to this result, which, at an average of 198 operating days, corresponds to CHF 131236 in revenue per person. Given the COVID-19 pandemic, this figure may seem high, even if the closure days are not taken into account. The figure underlines the fact that the hospitality industry had to make do with fewer staff during and even after the pandemic while demand was high. In 2021, the annual average number of employees was 36683 less than before the pandemic. The revenue generated is thus distributed among fewer employees. The seat revenue per operating day was CHF 37.84, of which CHF 28.51 were attributable to kitchen services. Due to the capacity restrictions, however, the operations were able to offer fewer seats overall. As a result, the revenue is distributed over fewer seats. The effect of short-time work compensations was taken into account in the calculation where possible.

## Cost factors in the hospitality industry (restaurants and hotels, 2020 and 2021<sup>1</sup>)



<sup>1</sup>Data for 2022 was not yet available at the time of going to press.

<sup>2</sup>Equity capital interest: 2020, 0.9% / 2021, 0.9%

Source: Gastroconsult

The statistically recorded businesses spend more than half of each franc of revenue for the payment of wages and non-wage labour costs (including entrepreneurial wages). In 2021, a total of around 28.5% was spent for the purchase of goods and services. Other operating expenses, financing costs and depreciation of fixed assets accounted for 40.5%. As revenue generally declined in 2021 due to the COVID-19 measures, the share of costs increased in relation to revenue. This effect was reduced by the compensation payments. If these are included, the costs for other operating expenses, financing costs and depreciation of fixed assets amount to 27.1% of revenue.

## Price changes in the hospitality industry (annual average 2022)

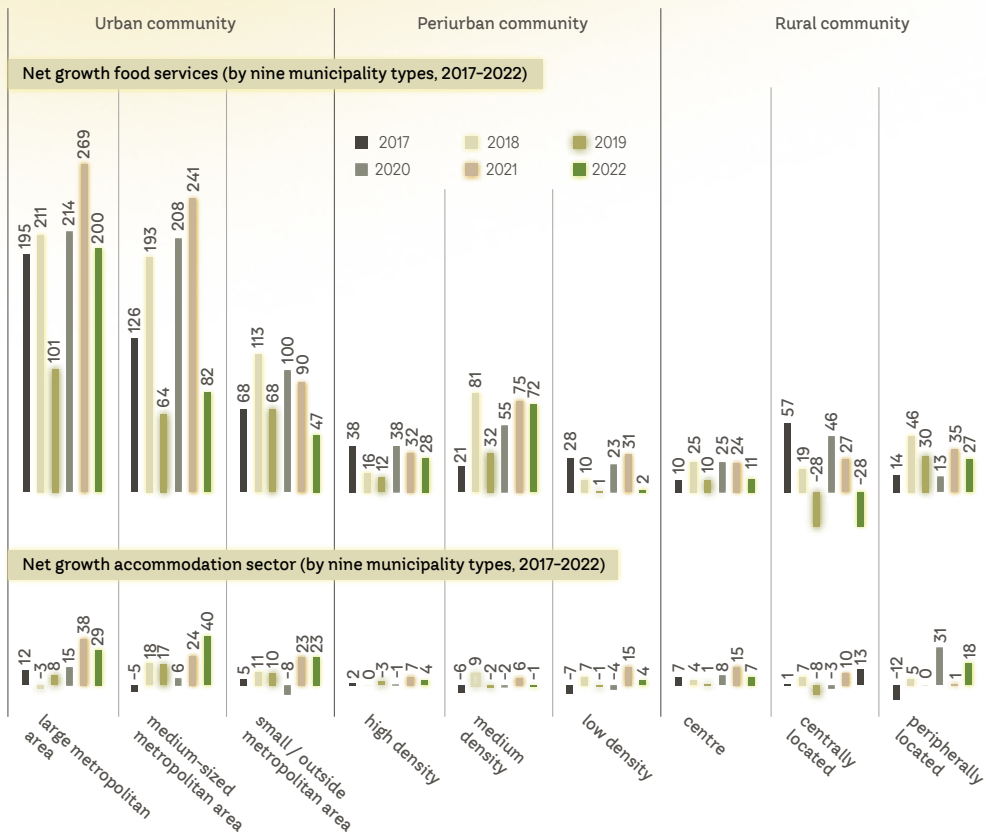
	Index 2022	Change from 2021 (%) <sup>1</sup>
<b>Total index</b>	<b>103.9</b>	<b>2.8</b>
<b>Energy</b>	<b>130.3</b>	<b>22.9</b>
<b>Hospitality industry</b>	<b>103.8</b>	<b>2.2</b>
<b>Hotel industry</b>	<b>116.3</b>	<b>5.9</b>
<b>Fast food</b>	<b>102.1</b>	<b>2.3</b>
<b>Restaurants and cafés</b>	<b>102.1</b>	<b>1.7</b>
Meals in restaurants and cafés	102.3	1.8
Beverages in restaurants and cafés	101.7	1.4
Alcoholic beverages	101.8	1.3
Wine	102.3	1.7
Beer	101.0	0.8
Spirits and other alcoholic beverages	100.8	0.6
Non-alcoholic drinks	101.6	1.4
Coffee and tea	101.8	1.6
Mineral water and soft drinks	101.3	1.3
Package tours abroad	125.6	17.2
Domestic package tours	97.9	-0.9

<sup>1</sup>Deviations are due to rounding differences.

Source: Federal Statistical Office (December 2020 = 100)

Despite a general inflation of 2.8% and increased costs for energy, goods and personnel, accommodation and food services recorded an overall price increase of 2.2%. This is 0.6 percentage points below the general inflation. In restaurants, a meal cost CHF 0.53 more in December 2022 than in the previous year. Beverage prices have also risen slightly. An espresso in restaurants and cafés costs an average of CHF 0.11 more and a glass of beer is sold at an average of CHF 0.06 more than in 2021.

# Changes in the commercial register



The changes of the restaurant operations in the commercial register can be assigned to the spatial types of the FSO<sup>1</sup>. The distribution by municipality type shows that the net growth of restaurant operations is higher in the more urban localities than in the more rural municipalities. Only in so-called rural, centrally located municipalities more restaurant businesses were deleted from the commercial register than new ones were registered from 2019 to 2022. Growth is also very low in low-density periurban municipalities. Due to the good connections to cities, increased mobility and changing leisure behaviour, people consume outside the home in the city more often than they did in the past.

The evaluation of the net growth of accommodation establishments according to nine municipality types shows in particular a negative net growth in the periurban municipalities (high, medium and low density).

<sup>1</sup>According to the FSO's municipality typology, classification into nine municipality types  
Source: CRIF

# Tourism infrastructure

The background of the page is a dark green field with various abstract, semi-transparent shapes in lighter shades of green and yellow. A prominent red silhouette of a cable car is positioned in the upper left quadrant, partially overlapping the title. The overall aesthetic is modern and graphic.

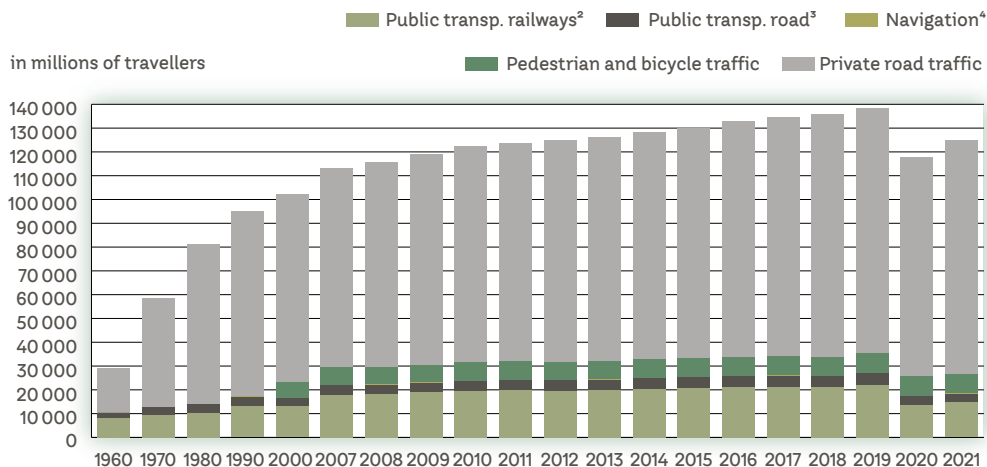
The tourism infrastructure in Switzerland is better developed than in almost any other country. The utilisation of the means of transport by road, rail, air and water recovered in 2022, but still remained below the level of 2019.

# Tourism infrastructure

## Transport

### Passenger service in public transport

#### Passenger-kilometres per mode of transport 1960-2021<sup>1</sup>



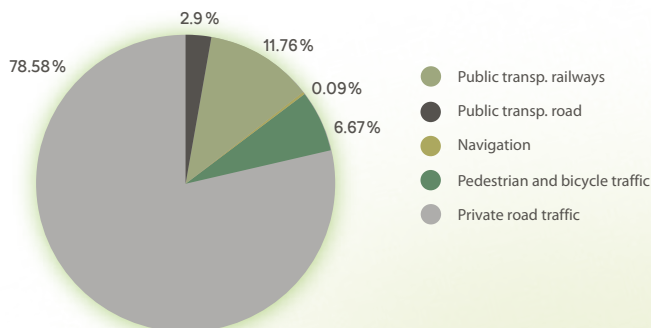
<sup>1</sup> Excluding air transport

<sup>2</sup> Railways, rack railways, funiculars and aerial cableways

<sup>3</sup> Trams, buses and trolley buses. There is no value for 1990 in the source, therefore the 1985 value is used here for 1990.

<sup>4</sup> Source for 1990, 2000 and 2007 can no longer be determined

#### Passenger-kilometres per mode of transport 2021 in % of total public transport



Source: LITRA Public transport information service

## Public transport

The public transport network by rail, road, water, and air is around **28 200 kilometres** long. About 25 000 stops are served by public means of transport. With an average of one stop per kilometre of route network, Switzerland thus has one of the densest transport networks in the world and it continues to grow. In 2019, parliament approved almost CHF 13 billion for the 2035 expansion phase to further increase the density of long-distance and regional transport services and to adapt them to the considerable increase in demand. Today, about half of the Swiss population owns a public transport season ticket. In 2021, every Swiss resident travelled an average of 48 times by rail. They covered an average of 1628 kilometres by rail, making them the European champions in rail travel once again.

**28 200**

kilometres public transport  
route network

### Developments in public transport since the COVID-19 pandemic

In 2020, the COVID-19 pandemic slowed down the growth of public transport. Many commuters worked from their home offices, and leisure travellers from Switzerland and abroad used public transport significantly less due to the restrictions. Since the measures against COVID-19 have been lifted, the recovery of passenger numbers on public transport is encouraging, but has not quite reached pre-pandemic levels. In 2022 as a whole, the Swiss National Railways (SBB) carried an average of 1.16 million passengers per day. This represents an increase of over 30 % compared to 2021, but is still around 12 % less than in 2019. PostBus, the largest Swiss bus company, also transported over 156 million passengers in 2022, around 15.5 % more than in the previous year and only about 6.6 % below the all-time record of 2019. The 911 PostBus routes resulted in a route network of over 18 191 kilometres in 2022, where 2279 PostBus vehicles covered a total of 133.7 million kilometres.

### Tourist traffic

Access to transport and/or public transport plays a key role in the regional economy and in tourism. Around 120 regional passenger transport companies, including rail, bus, tram, boat, and cable car companies, provide comprehensive transport throughout Switzerland with more than 1400 transport lines.

Sources: Alliance SwissPass, Federal Statistical Office, SBB, PostBus AG



# Navigation

## More traffic on Swiss lakes and rivers again

The 16 companies that are members of the Association of Swiss Navigation Companies (ASNC) have seen an enormous recovery in passenger numbers in 2022. A total of 13.01 million passengers were carried on 145 ships. This corresponds to an increase of 3.4 million passengers compared to the previous year. The ranking of passenger numbers is led by Lake Lucerne with 2.72 million passengers and Lake Geneva with 2.57 million passengers, followed by the Lake Zurich ferry Horgen-Meilen with 1.92 million passengers and Lake Zurich (incl. Limmat navigation) with 1.69 million passengers. At 2.34 million kilometres, the mileage is 10 % higher than in the previous year. Inland navigation covers a network of about 1545 kilometres.

Source: ASNC Association of Swiss Navigation Companies

43.6  
million air passengers

## Air traffic

Swiss airports recorded a total of **43.6 million** arriving and departing passengers (local and transfer passengers) in scheduled and charter traffic in 2022. This is 23.9 million or 122 % more than in 2021. Nevertheless, the passenger volume was still 26 % below the level of 2019.

The number of aircraft movements (take-offs and landings) also increased in 2022 compared to the previous year, rising by 86 % to 355 915. Compared to 2019, however, this figure still represents a decline of 24 %.

## Flight movements and passengers 2022

Airport	Movements	Local and transfer passengers	Transit passengers	Total passengers
Zurich Kloten	179 556	22 512 400	17 366	22 529 766
Genève Cointrin	116 994	13 958 454	78 432	14 036 886
Basel Mulhouse	57 777	7 034 591	5 562	7 040 153
Bern Belp	514	35 230	34	35 264
Lugano Agno	61	588	0	588
St. Gallen Altenrhein	646	25 325	0	25 325
Sion	367	4 180	0	4 180
Total	355 915	43 570 768	101 394	43 672 162

Sources: FSO, FOCA – Aviation, scheduled and charter flights



# Cableways

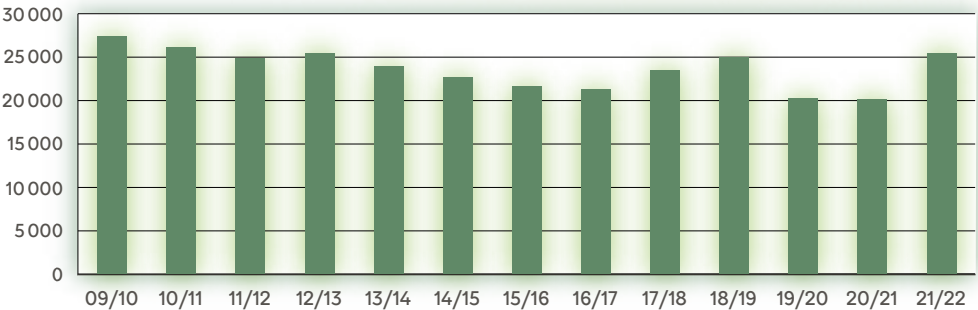
## The most important facts in brief

<b>2434</b>	At the end of 2021, there were 2434 (federally or cantonally) licensed facilities operating in Switzerland.
<b>828 million</b>	The passenger transport income amounted to CHF 828 million in winter 2020/21.
<b>25.4 million</b>	25.4 million skier days were recorded at Swiss ski resorts in winter 2021/22.
<b>74%</b>	74% of all passenger transport income in the 2020/21 and 2021 financial years, respectively, was generated in the winter season.
<b>1.2 billion</b>	The cable car industry generated total revenue of CHF 1.2 billion in 2020/21 and 2021, respectively.
<b>68%</b>	Roughly two thirds (68%) of all snow sports enthusiasts came from Switzerland in the 2021/22 winter season.
<b>17 583</b>	The cable car industry employed a total of 17 583 people in the 2020/21 and 2021 financial years, respectively.

**2434**  
approved facilities

### Development of skier days in the 2021/22 winter season (in 1000)

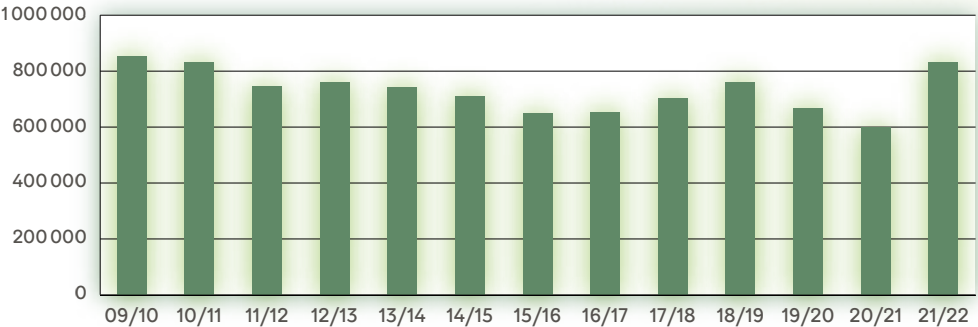
Even though the pandemic still cast its shadow over the start of winter 2021/22, the season exceeded all expectations. The frequency of visits to Swiss ski resorts reached an encouraging level again. Swiss customers hit the slopes at a record level and foreign customers returned in almost the same numbers as in the years before COVID-19.



Source: Swiss Cableways, Laurent Vanat, season balance 2021/22

## Development of passenger transport income in the winter season (in 1000)

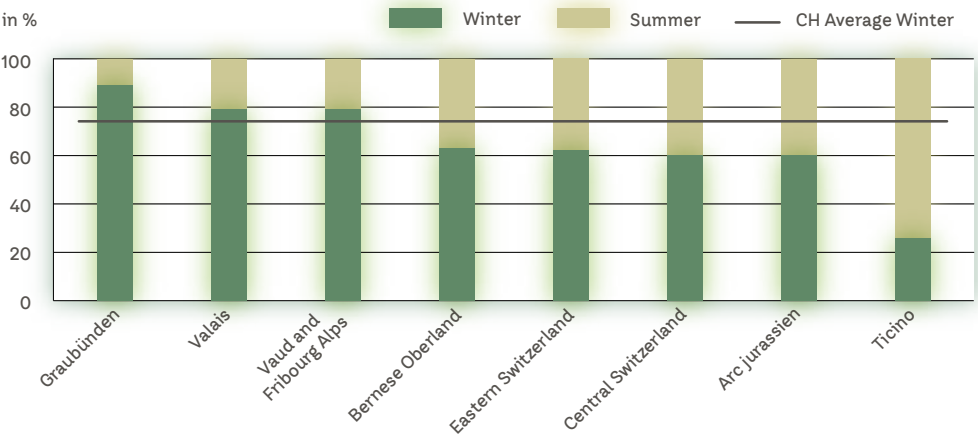
Transport revenue in the 2021/22 winter season was an estimated CHF 828 million, an increase of 39.2% compared to the previous season (CHF 595 million). The frequency of returns to the large ski resorts, which normally charge higher prices due to the size of their ski area, to a large extent explains why the increase in revenue is higher than that in frequency of use.



Source: Swiss Cableways, Facts and Figures 2022

## Seasonal distribution of passenger transport income

The summer season has a very different importance for the cable car industry depending on the region. While in Graubünden, winter accounted for the highest share of income at 89%, in Ticino, the summer business at 74% was clearly more important than winter. In the 2020/21 and 2021 financial years, the winter share of the passenger transport income was 74% across Switzerland. The Valais and Graubünden regions held 57% of all passenger transport income nationwide. The 11% summer share of Graubünden (CHF 23.6 million) was more than CHF 10 million higher in absolute numbers than the 74 % summer share of Ticino (CHF 13.3 million).



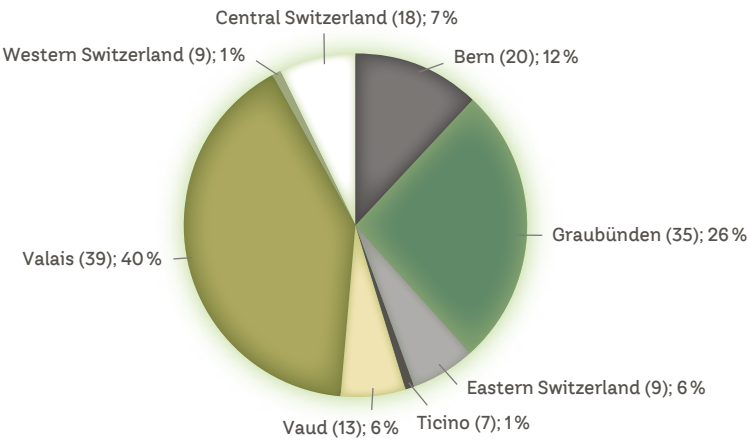
Source: Swiss Cableways, Facts and Figures 2022

# Swiss Ski Schools

Approximately 4000 ski, snowboard, telemark and cross-country ski instructors are employed in 150 Swiss Ski Schools. In the high season, there are up to 7000 instructors. Skiing, snowboarding, telemark and cross-country skiing lessons are offered for children and adults. Other sports and package deals are also available to guests on request.

Due to a new measurement procedure from the 2022/23 season onwards, comparisons with previous years are not possible, therefore the lessons sold are shown by region.

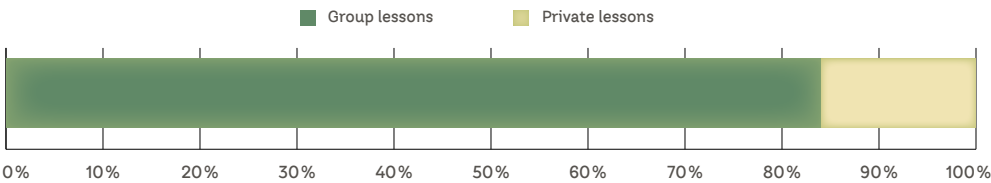
## Lessons sold by region



Note: The figures in brackets represent the number of Swiss ski schools in the corresponding region. The total number of lessons sold throughout Switzerland is 7870 982 (as of May 2023). Source: Swiss Snowsports

In addition to the total number of lessons sold, the breakdown between group and private lessons can also be shown.

## Breakdown of group / private lessons



Up-to-date figures for the season will be published in the annual report of Swiss Snowsports.

**36 054**  
kilometres of route network

## SwitzerlandMobility

SwitzerlandMobility is the national network of non-motorized traffic for leisure and tourism focusing on the development and communication of the most attractive routes in Switzerland for hiking, cycling, mountain biking, skating and canoeing in summer, as well as winter hiking, snowshoe trekking, cross-country skiing and sledging in winter. SwitzerlandMobility links these routes with public transportation and a wide variety of services in the leisure and tourism industry. The supporting body of the network is the SwitzerlandMobility Foundation.

### SwitzerlandMobility route network

Summer	National routes	Regional routes	Local routes	Number of kilometres
Hiking	7	65	269	13 045
Cycling	9	54	54	11 341
Mountain biking	3	14	261	10 628
Skating	3	9	6	1 039
Canoeing	1	8	0	300
<b>Total</b>	<b>23</b>	<b>150</b>	<b>590</b>	<b>36 054</b>

Status as of 31.12.2022

Winter	Number of offers
Winter hiking	171
Snowshoe walking	210
Cross-country skiing	170
Sledging	97
<b>Total</b>	<b>648</b>

Status as of 31.12.2022

Source: SwitzerlandMobility

## Sales generated as a result of SwitzerlandMobility

Since SwitzerlandMobility was launched in the spring of 2008, the interest of the Swiss population and foreign tourists has grown steadily. In 2022, 7.2 million visits were recorded on the website and 23.6 million on the app.

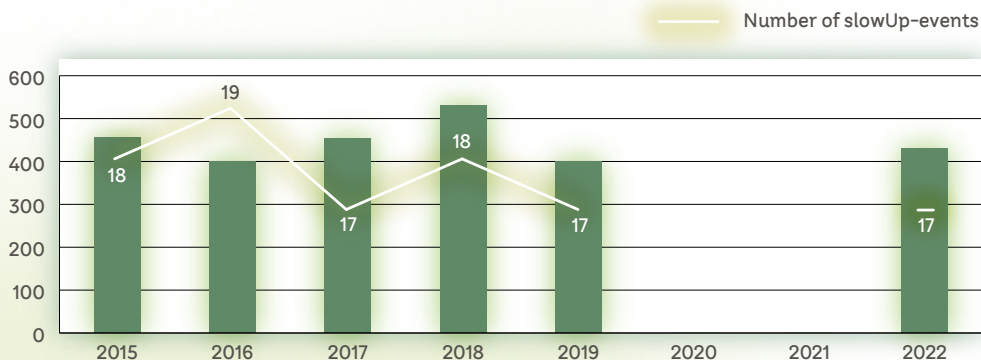
	2013 Users	2020 Users	2013 Turnover from Swiss users (in CHF)	2020 Turnover from Swiss users (in CHF)
Hiking	920 000	1 870 000	270 Mio.	660 Mio.
Cycling	750 000	1 150 000	290 Mio.	510 Mio.
Mountain biking	160 000	270 000	65 Mio.	115 Mio.
<b>Total</b>	<b>1 830 000</b>	<b>3 290 000</b>	<b>625 Mio.</b>	<b>1 285 Mio.</b>

Source: SwitzerlandMobility, surveys on usage in 2020

## slowUp

SwitzerlandMobility, jointly with Switzerland Tourism and Health Promotion Switzerland, is a supporter of slowUp, the 18 car-free adventure days of adventure in all regions of Switzerland.

## Growth in number of slowUp participants 2015 – 2022



Source: SwitzerlandMobility

# Swiss hiking trails

## Quality at every step

Hiking is Switzerland’s favourite favourite sports activity. The country features a network of hiking trails spanning **66 694 kilometres**. This network connects the most beautiful landscapes in Switzerland – from local parks to alpine mountains. This globally unique offering is the primary focus of the Swiss Hiking Trail Federation, its 26 specialist cantonal hiking trail organisations and around 2000 volunteers throughout the country. From its founding in 1934, the Federation has worked on behalf of the Federal Roads Office (FEDRO) to provide attractive,

safe and uniformly waymarked hiking trails. Since 2020, the Federation has also been the official national organisation responsible for marked winter hiking trails and snow-shoe routes. As a group of specialist experts, it provides information and inspiration to its diverse audiences via suggested hikes, events and hiking-related publications. By promoting hiking as an outdoor leisure activity throughout the year, the Federation contributes to Switzerland’s national health.

### The three trail categories

Depending on the individual conditions and desired level of difficulty, hikers can choose from three different categories, each waymarked in different colours, when planning their route.

	Colour code	Number of km Switzerland-wide	Percentage of the hiking-trail network as a whole	Frequency of use by hikers in per cent
Hiking trails	Yellow	41 142 km	61.5 %	86 %
Mountain hiking trails	White-red-white	24 558 km	37 %	83 %
Alpine hiking trails	White-blue-white	994 km	1.5 %	32 %

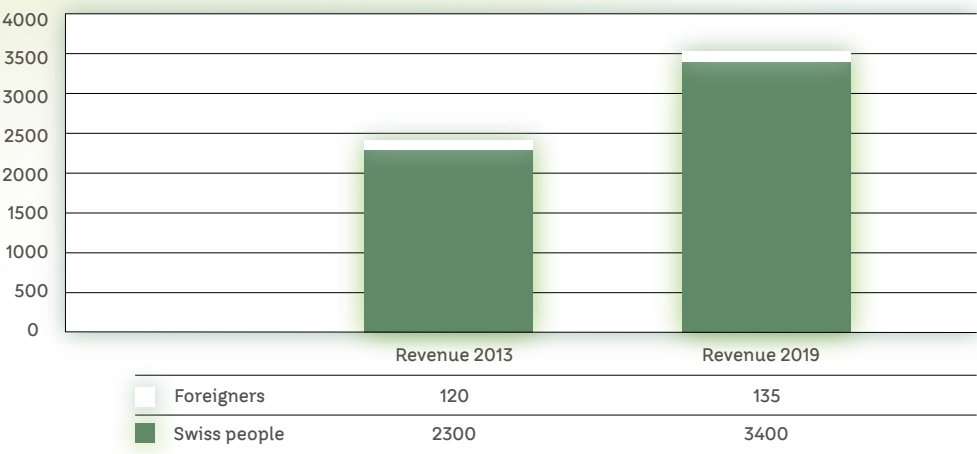
### Hiking – a life-long sport

Around four million of the country’s residents are regular hikers. Between 2013 and 2019, the proportion of hikers among the Swiss population rose by 12.6 percentage points. This represents the biggest increase in any sport. The highest percentage increase in hiking activity took place among the youngest age group of 15- to 29-year-olds and among young women

in particular. However, with a age of 50, hiking is also a so-called lifelong sport – one which is practised among all age groups and one of the few sports to be continued into advanced age beyond 74. Per year, hikers undertake an average of 15 hikes, each lasting an average of 3 hours.

Source: Swiss Hiking Trail Federation, Hiking in Switzerland 2020

## Revenue in mio. CHF generated by hikers



Source: Hiking in Switzerland 2020: revenue in millions generated by hikers

3.6 billion CHF generated by hikers

### Hikers are satisfied with the infrastructure

Along with the great outdoors itself, the waymarked hiking trails are the sports infrastructure most frequently used by the Swiss population. According to the study “Hiking in Switzerland 2020”, two-thirds of hikers find the signposts and waymarkers to be the most important means of orientation when out hiking, despite the availability of digital navigation aids. Hikers therefore cite continuous waymarkers with time indications at regular intervals as one of the key quality features, in conjunction with varied and safe trails with natural surfaces.

### Revenue generated by the freely accessible hiking-trail network

The Swiss hiking-trail network enjoys an excellent reputation internationally and is a key pillar of the summer tourism industry. After skiing, hiking is the most popular holiday sport among the Swiss population. Thus regional transport companies, hotels and caterers, for example, generate immediate value in the context of hiking. Since 2013, the revenue generated by hikers has increased by 1.1 billion CHF to **around 3.6 billion CHF**.

# Swiss Parks

20  
parks and  
park projects

**As a result of the dynamic development over the past 15 years, the current map (as of April 2023) includes 20 existing or planned parks. They are spread over 12 cantons and together account for more than 14 % of Switzerland's surface area.**

The Swiss National Park in the Engadine is the best known park in the country. It was established over 100 years ago as the first national park in the Alpine region, and it has its own legal basis.

In addition to the Swiss National Park, Switzerland has 15 regional nature parks and two nature discovery parks that meet the requirements of the Park Ordinance (Oparcs) of the Swiss National Parks Act. In addition, there are two candidates: the Trient Valley Regional Nature Park in the canton of Valais and the Parco Val Calanca Regional Nature Park in the canton of Graubünden. Only in one category, the national parks of the new generation, there is no further project after the failure of the Parc Adula (2016) and the national park project of the Locame-se (2018).

Nonetheless, the Swiss park policy is a success story: regional na-

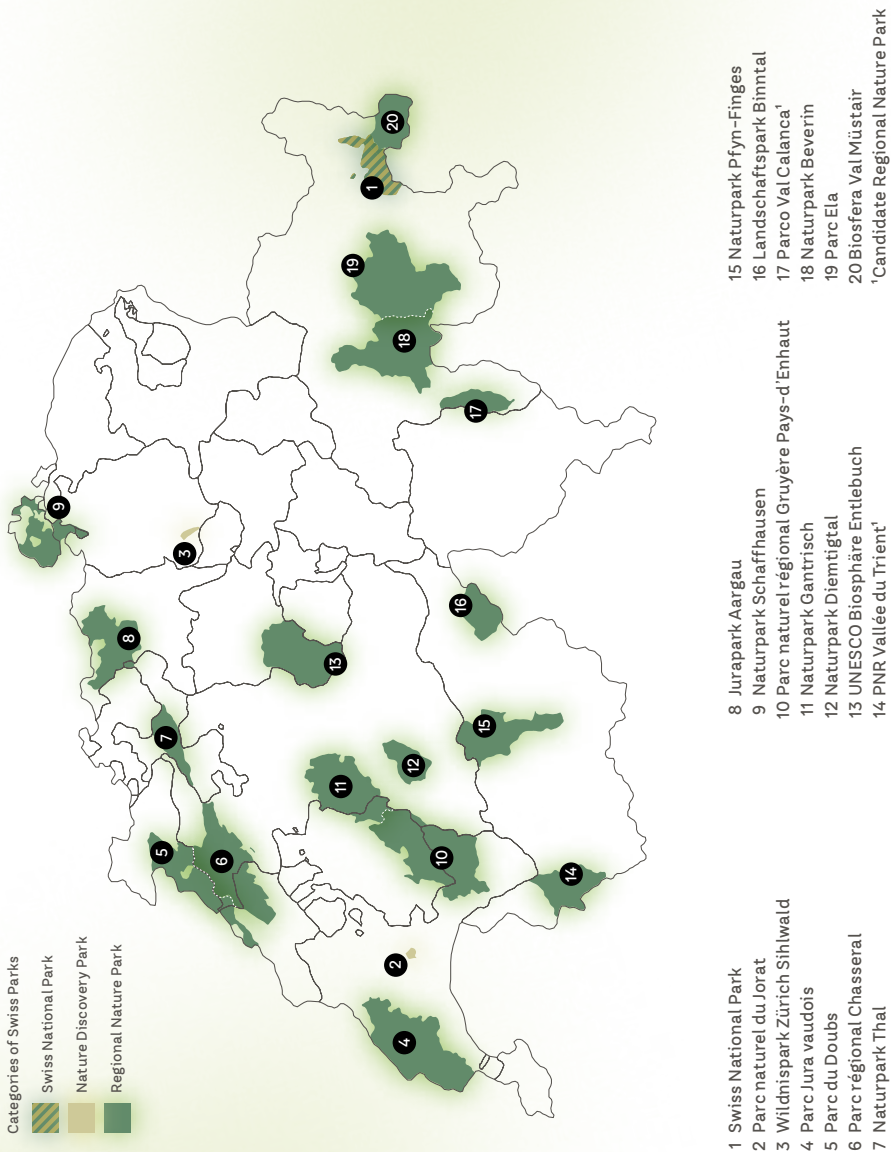
ture parks have emerged in most areas of the country. They have become pillars of long-term regional growth, creating added value for the nature and the countryside, for society and the regional economy – with tourism and regional products as the main economic beneficiaries. The national and nature discovery parks focus on the conservation of nature and the countryside, with particular emphasis on natural processes. By providing authentic nature experiences, these parks also attract tourism.

The Swiss parks are committed to developing sustainable tourism based on their seven values. Since March 2020, the Swiss Parks Network has also been represented on the Board of the Swiss Tourism Federation and, among other things, co-lead the establishment of the Competence Centre for Sustainability (KONA). According to several studies, parks bring considerable added value to their regions. A comprehensive survey conducted by the ETH Zurich in the Binntal, Ela, Gantersch and Vaud Jura parks (Knaus 2018) shows that the added value of tourism is up to six times higher than the funds invested in the parks by the federal government, cantons and municipalities.

Source: Swiss Parks Network



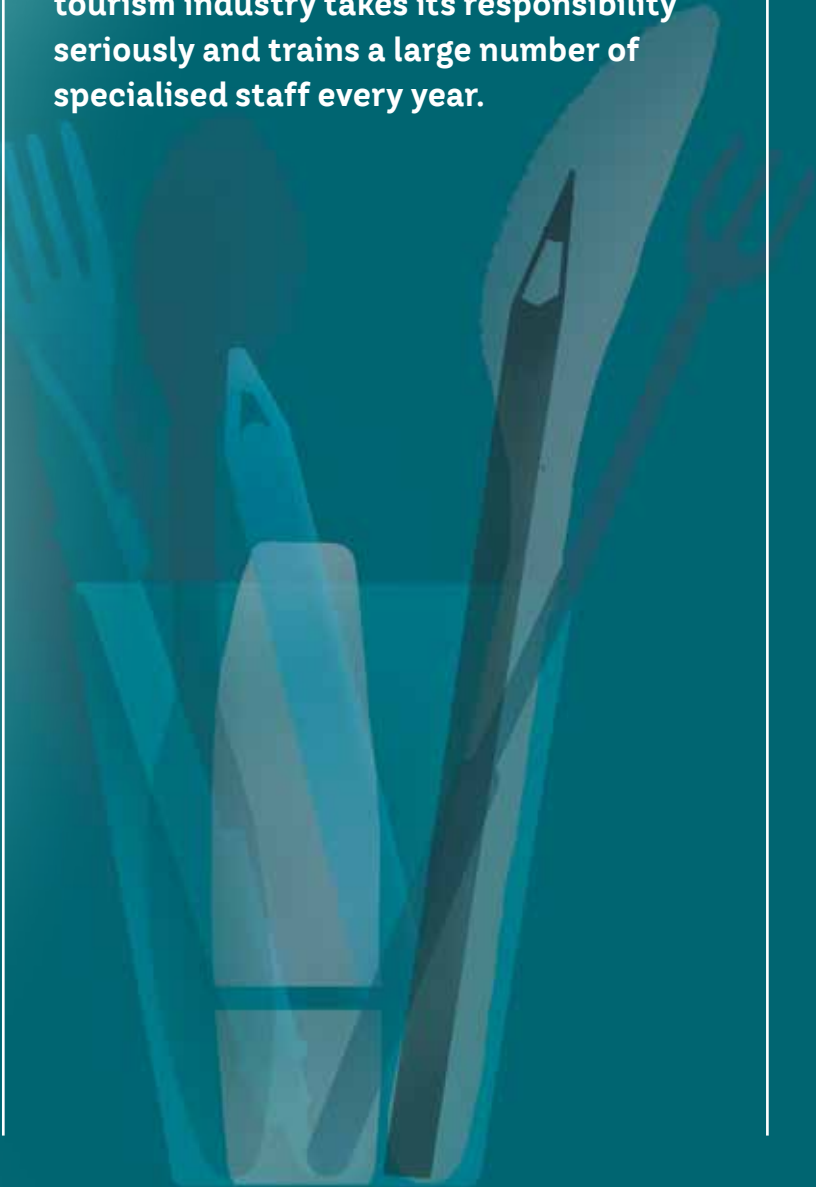
# Swiss Parks



Cartography: Carmen Neumayer, ZOIX Manufaktur.  
Data: Swiss Parks Network / Federal Office for the Environment FOEN, swisstopo  
Status as of January 2023

# Formal education

“In the long run, there is only one thing more expensive than education: no education”, said John F. Kennedy, thus providing the motto for the value of education and further education. The tourism industry takes its responsibility seriously and trains a large number of specialised staff every year.



# Formal Education

## Vocational Education and Training

### Federal VET Diploma (EFZ)

	Certificates of qualification issued		Apprentices hired	
	2022	2021	2022	2021
<b>Hotel and restaurant</b>				
Hotelfachmann:frau EFZ	256	251	216	197
Hotel-Kommunikationsfachmann:frau EFZ	135	107	228	157
Koch:Köchin EFZ	1 151	1 211	1 382	1 440
Restaurationsfachmann:frau EFZ	32	431	–	6
Restaurantfachmann:frau EFZ (ab 2019)	328	–	405	389
Systemgastronomiefachmann:frau EFZ	51	63	57	44

<b>Transport services</b>				
Fachmann:frau öffentlicher Verkehr EFZ	70	54	54	67
Matros:in der Binnenschifffahrt EFZ	2	8	1	3
Nautische:r Fachmann:frau EFZ	–	–	2	–
Seilbahn-Mechatroniker:in EFZ	27	33	44	28

<b>Economy and administration</b>				
Kaufmann:frau EFZ B				
Hotel-Gastro-Tourismus	15	13	13	9
Öffentlicher Verkehr	8	13	1	–
Reisebüro	7	14	2	2
Transport	15	6	10	2
Kaufmann:frau EFZ E				
Hotel-Gastro-Tourismus	121	137	106	102
Öffentlicher Verkehr	159	169	–	145
Reisebüro	74	94	65	35
Transport	21	17	27	40

### Federal VET Certificate (EBA)

<b>Hotel and restaurant</b>				
Hotellerieangestellte:r EBA	38	33	33	31
Küchenangestellte:r EBA	334	388	385	400
Restaurationsangestellte:r EBA	1	1	–	–
Restaurantangestellte:r EBA (ab 2019)	116	116	119	127
Seilbahner:in EBA	5	7	3	6

Source: Swiss Federal Statistical Office

# Professional education: final exams

## Federal diploma of higher education

	2022			2021	2020
	Men	Women	Total	Total	Total
Bereichsleiter:in Hotellerie-Hauswirtschaft	8	68	76	63	81
Bereichsleiter:in Restauration	10	22	32	48	6
Bergführer:in	26	1	27	16	28
Cabin Crew Member	7	15	22	56	51
Chef de Réception	4	18	22	–	24
Chefkoch:köchin	110	31	141	182	100
Fachmann:frau im Pisten und Rettungsdienst	–	–	–	15	–
Gästebetreuer:in im Tourismus (ehemals Tourismus-Assistent:in)	–	–	–	33	26
Gastro-Betriebsleiter:in	50	61	111	96	91
Schneesportlehrer:in	110	50	160	178	68
Seilbahnfachmann:frau		51	1	32	39
Wanderleiter:in	51	1	52	27	27

## Advanced federal diploma of higher education

Gastro-Unternehmer:in	26	7	33	20	21
Küchenchef:in	28	4	32	5	39
Leiter:in Gemeinschaftsgastronomie	11	5	16	–	9
Leiter:in Hotellerie – Hauswirtschaft	–	3	3	–	1
Manager:in öffentlicher Verkehr	18	3	21	16	20
Restaurationsleiter:in	1	1	2	2	3
Seilbahnmanager:in	2	–	2	4	–

## Colleges of higher education diplomas

Betriebsleitung Facility Management	2	13	15	18	16
Hotellerie und Gastronomie	191	258	449	449	409
Tourismus	50	197	247	201	256

## Bachelor / Master of Universities of Applied Sciences

Bachelor Hospitality Management	291	501	792	663	698
Master Hospitality Management	15	15	30	34	8
Bachelor Tourismus	58	200	258	259	203

Source: Swiss Federal Statistical Office

# International



International tourist arrivals recovered by 111% in 2022 compared to the previous year, according to the UNWTO World Tourism Barometer. However, estimates suggest that the numbers continued to be 34 % below 2019 levels.

# International

## Tourist arrivals

In 2022, global tourism experienced a significant upturn of 111% compared to the previous year, to a new total of 963 million international tourist arrivals (overnight visitors). However, according to preliminary estimates, the numbers remained 34 % below the level of 2019.

In an international comparison of tourist arrivals, Switzerland ranks 24<sup>th</sup> in 2021, improving its ranking by four places. In terms of international tourism receipts, Switzerland ranks one place higher than in the previous year with 11.0 billion USD in 2021.<sup>1</sup>

	International arrivals in million		Change in % <sup>2</sup>	
	2022 <sup>3</sup>	2021	2022/21 <sup>3</sup>	2021/20 <sup>3</sup>
<b>Europe</b>	<b>594.5</b>	<b>304.9</b>	<b>95.0</b>	<b>27.2</b>
Northern Europe	71.7	21.9	226.9	- 7.3
Western Europe	167.4	87.7	90.8	5.1
Central/ Eastern Europe	88.7	56.3	57.5	27.9
Southern/ Mediter. Europe	266.7	138.9	92.1	57.1
<b>Asia and Pacific</b>	<b>100.5</b>	<b>24.8</b>	<b>304.6</b>	<b>- 58.0</b>
North-East Asia	19.2	10.9	76.8	-46.4
South-East Asia	46.9	3.3	↑	-87.2
Oceania	6.7	0.8	788.7	-79.2
South Asia	27.7	10.0	177.9	2.1
<b>Americas</b>	<b>155.6</b>	<b>81.5</b>	<b>91.0</b>	<b>17.1</b>
North America	102.0	57.0	78.9	22.7
Caribbean	22.6	14.2	56.2	40.7
Central America	9.3	4.7	98.2	51.1
South America	21.7	5.3	308.1	-45.6
<b>Africa</b>	<b>46.5</b>	<b>19.6</b>	<b>136.8</b>	<b>5.0</b>
North Africa	19.0	6.6	188.9	17.9
Subsaharan Africa	27.5	13.1	110.6	-0.4
<b>Middle East</b>	<b>65.6</b>	<b>24.9</b>	<b>163.4</b>	<b>25.7</b>
<b>World</b>	<b>963.0</b>	<b>456.0</b>	<b>111.2</b>	<b>12.0</b>

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<sup>1</sup>Data for 2022 was not yet available at the time of publication.  
<sup>2</sup>Arrow (↑) indicates percentage change above 1000.  
<sup>3</sup>Provisional data  
 Source: World Tourism Organization (2023), UNWTO World Tourism Barometer (English version), Volume 21, Issue 2 May 2023, UNWTO, Madrid: <https://doi.org/10.18111/wtobarometereng> [28-06-2023].

# Top destinations<sup>1</sup>

Rank	Country of destination	International arrivals in million		Change in %	
		2021 <sup>2</sup>	2020	2021/20 <sup>2</sup>	2020/19
1 (1)	France	48.4	41.7	16.1	-54.1
2 (3)	Mexico	31.9	24.3	31.2	-46.1
3 (5)	Spain	31.2	18.9	64.7	-77.3
4 (6)	Turkey	29.9	15.9	88.3	-69.0
5 (2)	Italy	26.9	25.2	6.7	-61.0
6 (4)	United States	22.1	19.2	15.0	-75.8
7 (13)	Greece	14.7	7.4	99.4	-76.5
8 (7)	Austria	12.7	15.1	-15.7	-52.7
9 (8)	Germany	11.7	12.4	-6.1	-68.5
10 (15)	United Arab Emirates	11.5	7.2	60.2	-66.8
24 (28)	Switzerland	4.4	3.7	19.0	-68.8

Rank	Country of destination	International tourism receipts in billion US-\$		Change in % based on local currency	
		2021 <sup>2</sup>	2020	2021/20 <sup>2</sup>	2020/19
1 (1)	United States	70.2	72.5	-3.1	-63.6
2 (2)	France	40.6	32.6	20.1	-49.6
3 (8)	Spain	34.5	18.5	80.2	-77.2
4 (5)	United Arab Emirates	34.4	24.6	39.9	-35.9
5 (3)	United Kingdom	33.1	26.6	16.1	-54.8
6 (12)	Turkey	26.6	13.3	99.8	-61.1
7 (7)	Italy	25.2	19.8	22.7	-60.9
8 (6)	Germany	22.1	22.1	-3.2	-48.2
9 (14)	Mexico	19.8	11.0	79.8	-55.3
10 (4)	Australia	17.0	25.8	-39.7	-42.7
16 (17)	Switzerland	11.0	10.2	5.5	-46.8

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<sup>1</sup> Data for 2022 was not yet available at the time of publication.

<sup>2</sup> Provisional data

Source: World Tourism Organization (2023), UNWTO World Tourism Barometer (English version), Volume 21, Issue 1 January 2023, UNWTO, Madrid: <https://doi.org/10.18111/wtobarometereng> [28-06-2023].

# Sustainability

The background of the entire page is a solid teal color. Overlaid on this background is a faint, stylized illustration. It depicts a hand at the bottom, cupping a small plant with two leaves. A butterfly is shown in flight above the plant. The illustration is rendered in a lighter shade of teal, creating a subtle, nature-themed backdrop.

Sustainable Swiss tourism is characterised by a development which, in addition to economic performance, also takes into account other factors such as ecological responsibility and social solidarity as well as preserving options for future generations.



# Sustainability

## Swisstainable



### Breakdown by service provider

Service provider category	Level I	Level II	Level III	Total
Agritourism	5	0	6	11
Camping	28	1	2	31
Conference hotel	5	4	4	13
Congress centre	4	2	1	7
Culture	9	1	0	10
Education and training	3	0	0	3
Event	13	1	1	15
Gastronomy	76	3	6	85
Hotel	274	74	52	400
Leisure	34	2	6	42
Mountain railway	16	4	5	25
Museum	10	1	2	13
Non-hotel accommodation	30	24	43	97
Public transport	2	2	4	8
Shipping company	10	1	0	11
Ski / Snowboard school	2	0	0	2
Sport	12	0	13	25
Swiss park	0	0	8	8
Tourism organisation / Tourist office	66	11	10	87
Travel agent / Tour operator	16	2	2	20
<b>Total</b>	<b>615</b>	<b>133</b>	<b>165</b>	<b>913</b>

The sustainability programme launched in 2021 is open to all businesses and organisations in Swiss tourism. Those that already have a comprehensive sustainability certification, but also those that are newly embarking on the path to a more sustainable future. The programme offers three different levels. Depending on which measures or sustainability credentials businesses already have in place, they can join Swisstainable at the appropriate level. As of the end of 2022, 615 businesses at level I - committed, 133 businesses at level II - engaged and 165 businesses at level III - leading were participating in the programme.

### Breakdown by region

Region	Level I	Level II	Level III	Total
Aargau and Solothurn Region	23	1	11	35
Basel Region	26	8	6	40
Eastern Switzerland / Liechtenstein	48	12	17	77
Fribourg Region	16	3	1	20
Geneva	19	4	7	30
Graubünden	50	16	26	92
Jura & Three-Lakes	31	2	3	36
Lucerne / Lake Lucerne	67	18	9	94
Bern Region	89	15	22	126
Ticino	61	11	7	79
Valais	59	5	25	89
Vaud	49	11	17	77
<b>Total</b>	<b>615</b>	<b>133</b>	<b>165</b>	<b>913</b>

# OK:GO initiative



OK:GO helps Swiss tourism service providers to gather and publish information about the accessibility of their offerings and services. This makes it easier for disabled people, senior citizens and families with small children to make travel plans. It does not matter whether the company is barrier-free or not. The information is conveyed to the guests objectively and impartially. In this way, everyone can decide for themselves under what conditions something is accessible to them.

Service provider category	2022	2021	2020
Accommodation	222	120	46
Activities	143	70	9
Education	5	1	0
Gastronomy	184	127	29
Health	12	11	6
Services	158	97	27
Shopping	57	52	38
Transportation	100	54	6
Total	881	532	161

# ibex fairstay



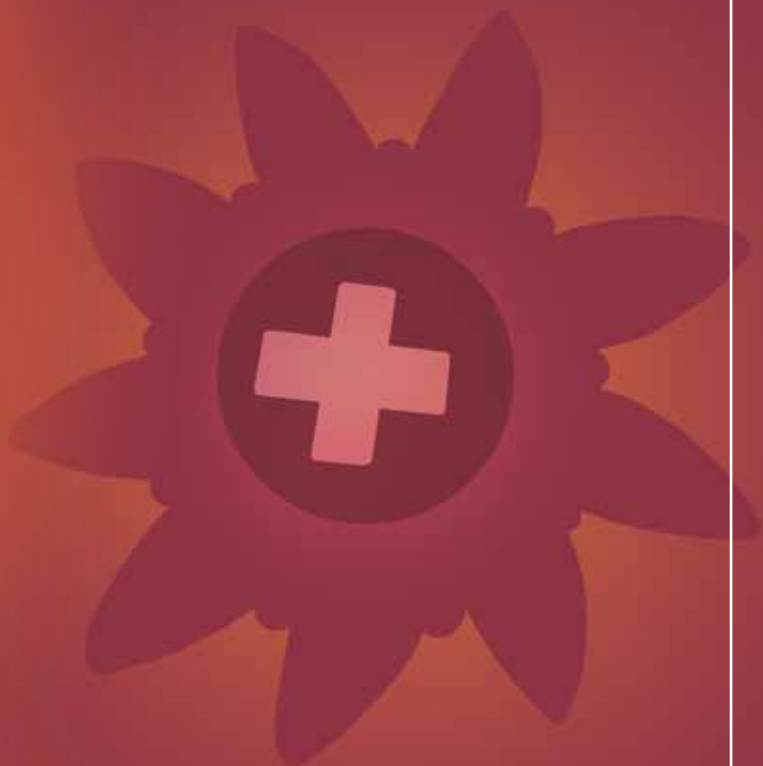
ibex fairstay accompanies lodging companies on their way to a sustainable company management. Hotels, hostels, campings and holiday apartments which surpass their responsibility for sustainable action will be rewarded. The branch solution with integral support contains the five areas such as management, ecology, regionalism, social awareness and economic efficiency. With the help of a measure catalogue as well as supported calculations and analyses practical improvement possibilities are indicated. The companies are awarded the bronze, silver, gold or platinum level according to their performance of sustainability. The certificate is recognised by the Swisstainable sustainability programme at Level III – leading.

Year	2022	2021	2020	2019	2018
Certified companies	77	68	61	60	60

Quelle: ibex fairstay

# Labels

Labels provide the guests with guidance in terms of what services they can expect. Quality committees made up of representatives of the main tourism associations and service providers regularly check the criteria and procedures.



# Family Destination/Wellness Destination



Since 1996 Swiss holiday destinations addressing their services to the needs and wishes of families can apply for the Family Destination quality label. In 2022, 24 destinations were bearing the label.

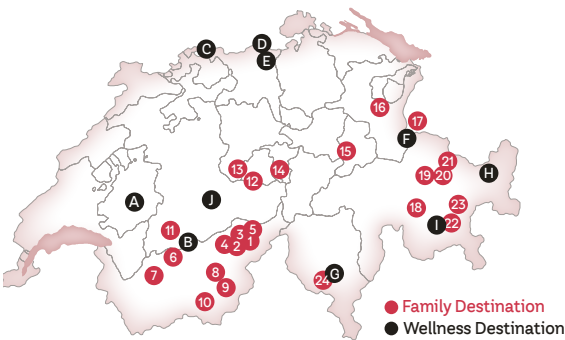


Since 2008 the Swiss Tourism Federation has been awarding a Wellness Destination quality label to Swiss holiday destinations specialising in wellness services. In 2022 this quality label was awarded to 10 destinations.

## Destinations carrying the label

Family Destination 2022-2024	
Valais	1 Fiesch   2 Riederalp   3 Bettmeralp   4 Blatten-Belalp   5 Bellwald   6 Crans-Montana   7 Nendaz   8 Grächen   9 Saas-Fee   10 Zermatt
Bern Region	11 Lenk   12 Hasliberg
Lucerne/Lake Lucerne	13 Sörenberg   14 Engelberg
Eastern Switzerland/Liechtenstein	15 Braunwald   16 Wildhaus-Alt St. Johann   17 Malbun
Graubünden	18 Savognin   19 Arosa   20 Davos   21 Klosters   22 Pontresina   23 Zuoz
Ticino	24 Ascona – Locarno

Wellness Destination 2021-2023	
Fribourg Region	A Charmey
Valais	B Leukerbad
Aargau and Solothurn Region	C Rheinfelden D Bad Zurzach
Zurich Region	E Baden
Eastern Switzerland	F Bad Ragaz
Ticino	G Ascona-Locarno
Graubünden	H Scuol I St. Moritz
Bern Region	J Interlaken



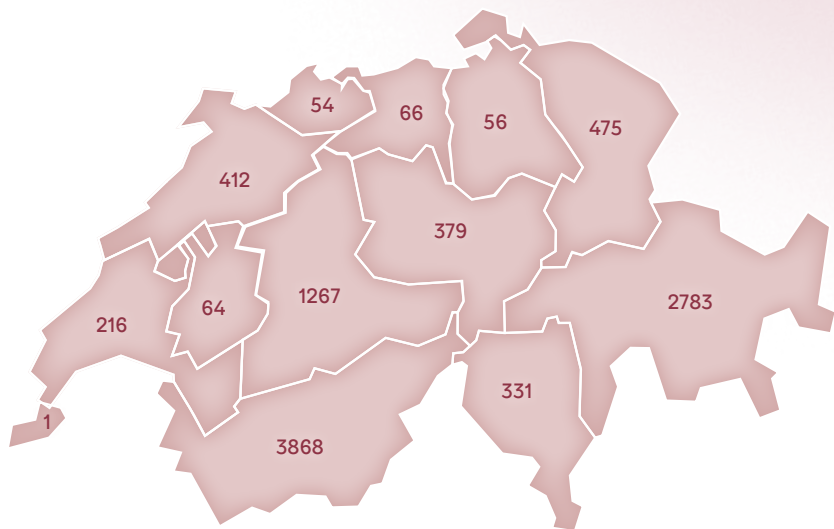
Source: Swiss Tourism Federation

# Accommodation Classification



The Swiss Tourism Federation classification is aimed at providing an idea about the quality and services of holiday apartments, guest rooms and Bed & Breakfasts in Switzerland. This results in a high level of transparency and therefore comparability between the different providers.

## Number of valid classifications at the end of the year 2022



A detailed overview of the regional distribution is found on page 26 of this brochure.  
Source: Swiss Tourism Federation

# Tourism associations and institutions

## Tourism interest groups and professional associations

Agritourism Switzerland	<p>Laubeggstrasse 68, 3006 Bern, phone +41 (0)31 359 50 30, <a href="http://www.myfarm.ch">www.myfarm.ch</a>, <a href="mailto:info@myfarm.ch">info@myfarm.ch</a></p> <p>Umbrella organisation for the marketing and coordination of agritourist services in Switzerland with more than 210 farms.</p>
Association of post-graduate Hoteliers-Restaurateurs SHV/Hotelmanager NDS HF	<p>Secretariat, Lindenstrasse 2, 8134 Adliswil, phone +41 (0)79 833 81 75, <a href="http://www.vdh.swiss">www.vdh.swiss</a>, <a href="mailto:welcome@vdh.swiss">welcome@vdh.swiss</a></p> <p>Networking, further education and friendship care for students of the postdiploma course Unternehmensführung resp. Nachdiplomstudium NDS HF of HotellerieSuisse.</p>
Association of Swiss Tourism Managers (ASTM)	<p>c/o Schmid Pelli &amp; Partner AG, Bodmerstrasse 6, 8002 Zurich, phone +41 (0)43 810 06 06, <a href="http://www.vstm.ch">www.vstm.ch</a>, <a href="mailto:info@vstm.ch">info@vstm.ch</a></p> <p>Representation of the professional interests of swiss tourism managers. Professional development, network maintenance, lobbying.</p>
Association of the Swiss Navigation Companies	<p>Mythenquai 333, 8038 Zurich, phone +41 (0)43 243 16 57, <a href="http://www.vssu.ch">www.vssu.ch</a>, <a href="mailto:vssu@tic.ch">vssu@tic.ch</a></p> <p>Safeguarding the interests of the 16 member shipping companies.</p>
BnB Switzerland	<p>Sonnenweg 3, 4144 Arlesheim, phone +41 (0)61 703 00 83, <a href="http://www.bnb.ch">www.bnb.ch</a>, <a href="mailto:admin@bnb.ch">admin@bnb.ch</a></p> <p>Umbrella organization, marketing platform, and official institution for the classification of 800 guest rooms and bed &amp; breakfast accommodations in Switzerland.</p>
Community of Interest of the Professional Education Institutions of Tourism Management (CI-PEITM)	<p>c/o Academia Engiadina AG, Quadratscha 18, 7503 Samedan, phone +41 (0)81 851 06 11, <a href="http://www.hftgr.ch">www.hftgr.ch</a>, <a href="mailto:contact@hftgr.ch">contact@hftgr.ch</a></p> <p>Safeguarding common interests towards the public authorities, associations and the general public, promotion of tourism management education and training in Switzerland.</p>
e-domizil AG	<p>Binzstrasse 38, 8045 Zurich, phone +41 (0)44 442 29 99, <a href="http://www.e-domizil.ch">www.e-domizil.ch</a>, <a href="mailto:info@e-domizil.ch">info@e-domizil.ch</a></p> <p>e-domizil AG is the leading online vacation rental platform on the Swiss market. With no other Swiss provider will vacationers find more choice of accommodations for online booking. Landlords also find in atraveo by e-domizil a reliable partner for marketing and renting out their property. For optimal service, a multilingual Swiss service team is available six days a week.</p>
Foundation SwitzerlandMobility	<p>Monbijoustrasse 61, 3007 Bern, phone +41 (0)31 313 02 70, <a href="http://www.switzerlandmobility.ch">www.switzerlandmobility.ch</a>, <a href="mailto:info@switzerlandmobility.ch">info@switzerlandmobility.ch</a></p> <p>Quality assurance, information, development of national, regional and local offers for hiking, cycling, mountain biking, skating, canoeing, winter hiking, snowshoe trekking, cross-country skiing and sledging.</p>

GastroSuisse	<p>Blumenfeldstrasse 20, P.O. Box, 8046 Zurich, phone +41 (0)848 377 111, <a href="http://www.gastrosuisse.ch">www.gastrosuisse.ch</a>, <a href="mailto:info@gastrosuisse.ch">info@gastrosuisse.ch</a></p> <p>GastroSuisse is the association for hotels and restaurants in Switzerland. Around 20 000 members organised in 26 cantonal sections and 5 specialist groups belong to Switzerland's largest employers' association in the hospitality industry.</p>
GoSnow.ch – Snow Sport Initiative Switzerland	<p>Finkenhubelweg 11, 3012 Bern, phone +41 (0)31 307 47 52, <a href="http://www.gosnow.ch">www.gosnow.ch</a>, <a href="mailto:info@gosnow.ch">info@gosnow.ch</a></p> <p>Association for the promotion of snow sports for children and adolescents at a national level through organised package deals for schools.</p>
Hotel & Gastro Union	<p>Adligenswilerstrasse 29/22, P.O. Box 4870, 6002 Lucerne, phone +41 (0)41 418 22 22, <a href="http://www.hotelgastrounion.ch">www.hotelgastrounion.ch</a>, <a href="mailto:info@hotelgastrounion.ch">info@hotelgastrounion.ch</a></p> <p>Union of employees, professionals and management staff of the hotel/restaurant trade of bakers and confectioners.</p>
HotellerieSuisse	<p>Monbijoustrasse 130, P.O. Box, 3001 Bern, phone +41 (0)31 370 41 11, <a href="http://www.hotelleriesuisse.ch">www.hotelleriesuisse.ch</a>, <a href="mailto:welcome@hotelleriesuisse.ch">welcome@hotelleriesuisse.ch</a></p> <p>As the industry's center of competence, HotellerieSuisse has represented the interests of Switzerland's accommodation providers since 1882. Its more than 3000 members are responsible for almost 80 percent of the overnight stays generated annually by the Swiss hotel industry. As the umbrella organisation of 13 regional business associations, HotellerieSuisse is present in all parts of the country and has around 80 employees.</p>
Interhome	<p>Sägereistrasse 27, 8152 Glattpburg, phone +41 (0)43 810 91 91, <a href="http://www.interhome.ch/en">www.interhome.ch/en</a>, <a href="mailto:info@interhome.ch">info@interhome.ch</a></p> <p>Rental specialist for individual holiday houses and apartments in the most popular regions of Switzerland and internationally. Interhome's services include the management of the properties as well as the handling of the complete booking process and fulfilment while ensuring high quality standards.</p>
Konferenz der Regionalen Tourismusdirektoren der Schweiz (RDK)	<p>c/o Valais/Wallis Promotion, Avenue de Tourbillon 11, 1951 Sion, phone +41 (0)27 327 36 00, <a href="http://www.rdk-cdr.ch">www.rdk-cdr.ch</a>, <a href="mailto:miriam.nussbaumer@valais.ch">miriam.nussbaumer@valais.ch</a></p> <p>The Konferenz der Regionalen Tourismusdirektoren der Schweiz or RDK (Conference for Regional Tourism Directors in Switzerland) brings together Switzerland's 13 tourism regions, for which it serves as a think tank. The organisation's priority tasks are the exchange of experiences between the regions, the political and promotional representation of the regions' interests and competency acquisition.</p>
Parahotellerie Switzerland	<p>Schaffhauserstrasse 14, P.O. Box, 8042 Zurich, phone +41 (0)44 360 14 31, <a href="mailto:parahotellerie@youthhostel.ch">parahotellerie@youthhostel.ch</a></p> <p>Representation of interests for a qualitative, sustainable Swiss non-hotel accommodation industry in tourism policy issues. Promotion of activities, cooperation and exchange with industry partners and associations. The members focus on their own quality concepts and run their online booking and service platforms. Members are BnB Switzerland, Interhome/HHD AG, Swiss Travel Fund (Reka) Cooperative, Swiss Youth Hostels and TCS Camping.</p>

Swiss Alpine Club SAC	<p>Monbijoustrasse 61, P.O. Box, 3000 Bern 14, phone +41 (0)31 370 18 18  <a href="http://www.sac-cas.ch">www.sac-cas.ch</a>, <a href="mailto:info@sac-cas.ch">info@sac-cas.ch</a></p> <p>Ever since its foundation in 1863, the Swiss Alpine Club has contributed to the development of alpine regions and mountaineering. It unites those interested in mountains, promotes the practice of mountain sports by people of all ages and is committed to the sustainable development and the protection of alpine regions. It runs 153 mountain huts, from emergency bivouacs to more comfortable huts, aimed at hikers.</p>
Swiss Association of Public Transport	<p>Dählhölzliweg 12, 3000 Bern 6, <a href="http://www.voev.ch">www.voev.ch</a>, <a href="mailto:info@voev.ch">info@voev.ch</a></p> <p>National umbrella organization of public transport companies with the following purposes: protection of interests, promotion of collaboration amongst the members, information and consultation activities, professional formation and further education.</p>
Swiss Cableways	<p>Giacomettistrasse 1, 3006 Bern, <a href="http://www.seilbahnen.org">www.seilbahnen.org</a>, <a href="mailto:info@seilbahnen.org">info@seilbahnen.org</a></p> <p>Representation of the common interests of the cableways vis-à-vis the authorities and the government, information of the media and the public regarding industry concerns, fundamental training, continuing education and training offered to employees at all levels, consultation for members regarding legal, financial, operational, technical, and administrative issues, periodic surveys regarding the industry's financial position.</p>
Swiss Centre for mountain regions (SAB)	<p>Seilerstrasse 4, 3001 Bern, phone +41 (0)31 382 10 10,  <a href="http://www.sab.ch">www.sab.ch</a>, <a href="mailto:info@sab.ch">info@sab.ch</a></p> <p>Created in 1943. Lobbying for mountain regions and advisory services for projects in regional development.</p>
Swiss Hiking Trail Federation	<p>Monbijoustrasse 61, 3007 Bern, phone +41 (0)31 370 10 20,  <a href="http://www.schweizer-wanderwege.ch">www.schweizer-wanderwege.ch</a>, <a href="mailto:info@schweizer-wanderwege.ch">info@schweizer-wanderwege.ch</a></p> <p>Umbrella organisation of the 26 specialist cantonal hiking trail organisations. Committed to: providing an attractive, well-maintained and properly marked network of hiking trails across Switzerland, and promoting hiking as a healthy leisure activity.</p>
Swiss Hostels	<p>Alpenstrasse 16, 3800 Interlaken, phone +41 (0)33 823 46 46,  <a href="http://www.swisshostels.com">www.swisshostels.com</a>, <a href="mailto:mail@swisshostels.com">mail@swisshostels.com</a></p> <p>Sector organisation for independent hostels in Switzerland. Network and exchange, strengthening the position of independent hostels in Switzerland both in the market and within the industry.</p>
Swiss Parks Network	<p>Monbijoustrasse 61, 3007 Bern, phone +41 (0)31 381 10 71,  <a href="http://www.parks.swiss">www.parks.swiss</a>, <a href="mailto:info@parks.swiss">info@parks.swiss</a>.</p> <p>The Network is the umbrella organisation of all Parks of national importance. It administers the interests of its members and assists them in establishing and operating the parks, as well as in ensuring their quality in the long-term. The Swiss Parks characterize themselves by their natural and cultural landscapes. They are engaged to protect and to valorize them.</p>
Swiss Snowsports	<p>Hühnerhubelstrasse 95, 3123 Belp,  per 1 September 2023: Arastrasse 6, 3048 Worblaufen, phone +41 (0)31 810 4111,  <a href="http://www.snowsports.ch">www.snowsports.ch</a>, <a href="http://www.swiss-ski-school.ch">www.swiss-ski-school.ch</a>, <a href="mailto:info@snowsports.ch">info@snowsports.ch</a></p> <p>Swiss Snowsports is the nationwide umbrella organisation of Swiss Ski Schools and the training association of Swiss snow sports instructors, which is committed to the targeted promotion, development and dissemination of snow sports.</p>
Swiss Tourism Federation (STF)	<p>Finkenhubelweg 11, 3012 Bern, phone +41 (0)31 307 47 47,  <a href="http://www.stv-fst.ch">www.stv-fst.ch</a>, <a href="mailto:info@stv-fst.ch">info@stv-fst.ch</a></p> <p>The Swiss Tourism Federation (STF) is the umbrella organisation of Swiss tourism. As a national network organisation, it represents the interests of tourism providers towards the authorities, in politics, in the media and in public.</p>



<b>Swiss Travel Fund (Reka) Cooperative</b>	<b>Neuengasse 15, 3001 Bern, phone +41 (0)31 329 66 33, <a href="http://www.reka.ch">www.reka.ch</a>, <a href="mailto:info@reka.ch">info@reka.ch</a></b> The Swiss Travel Fund (Reka) Cooperative is a strong, modern organization with a non-profit-making social tourism goal. It aims to enable as many families in Switzerland as possible to enjoy holidays and leisure. With its two business spheres, Reka Money and Reka Holidays, it has achieved a unique Swiss product mix.
<b>Swiss Youth Hostels (SYH)</b>	<b>Schaffhauserstrasse 14, P.O. Box, 8042 Zurich, phone +41 (0)44 360 14 14, <a href="http://www.youthhostel.ch">www.youthhostel.ch</a>, <a href="mailto:contact@youthhostel.ch">contact@youthhostel.ch</a></b> Promotion of youth and family travel, accommodation for individual travellers, groups, schools and families.
<b>swisscamps – Swiss Camping Association</b>	<b>Poststrasse 1, 3072 Ostermundigen, phone +41 (0)76 530 43 42, <a href="http://www.swisscamps.ch">www.swisscamps.ch</a>, <a href="mailto:info@swisscamps.ch">info@swisscamps.ch</a></b> The national umbrella organisation of Swiss campsites with around 165 members for the promotion of camping holidays. Advising members on all matters relating to camping. Comprehensive evaluation and classification of campsites to maintain and improve quality.
<b>Thermal Spas and Health Hotels Switzerland</b>	<b>Zähringerstrasse 21, 6003 Lucerne, phone +41 (0)71 350 14 14, <a href="http://www.kuren.ch">www.kuren.ch</a>, <a href="mailto:info@kuren.ch">info@kuren.ch</a></b> Representing the interests of thermal spas, convalescent homes, clinics of rehabilitation and health hotels.

## Public corporations

<b>Swiss Association for Hotel Credit (SGH)</b>	<b>Uetlibergstrasse 134b, P.O. Box, 8027 Zurich, phone +41 (0)44 209 16 16, <a href="http://www.sgh.ch">www.sgh.ch</a>, <a href="mailto:info@sgh.ch">info@sgh.ch</a></b> Financing, appraisals, consulting.
<b>Switzerland Tourism (ST)</b>	<b>Morgartenstrasse 5, 8004 Zurich, phone +41 (0)44 288 1111, <a href="http://www.myswitzerland.com">www.myswitzerland.com</a>, <a href="mailto:info@myswitzerland.com">info@myswitzerland.com</a></b> Offices in 26 countries. Increase the demand for Switzerland as a travel, holiday and congress destination.

## Federal institutes

<b>State Secretariat for Economic Affairs SECO</b>	<b>Tourism policy, Holzikofenweg 36, 3003 Bern, phone +41 (0)58 462 27 58, <a href="http://www.seco.admin.ch">www.seco.admin.ch</a>, <a href="mailto:tourismus@seco.admin.ch">tourismus@seco.admin.ch</a></b> Central federal authority for national and international tourism policies.
<b>Swiss Federal Statistical Office (FSO)</b>	<b>Tourism section, Espace de l'Europe 10, 2010 Neuchâtel, phone +41 (0)58 467 24 40, <a href="http://www.tourismus.bfs.admin.ch">www.tourismus.bfs.admin.ch</a>, <a href="mailto:info-tour@bfs.admin.ch">info-tour@bfs.admin.ch</a>.</b> To provide statistics on Swiss tourism (surveys on infrastructure, arrivals and over-night stays in hotels, holiday homes, group accommodation and camping places, tourism balance of payments, Tourism Satellite Account and travel behavior).

## Institutes of higher education

<b>Institute for Tourism (ITO), HES-SO Valais (University of Applied Sciences and Arts Western Switzerland)</b>	<b>TechnoPôle 3, 3960 Sierre, phone +41 (0)27 606 90 01, <a href="http://www.hevs.ch">www.hevs.ch</a>, <a href="mailto:info.ito@hevs.ch">info.ito@hevs.ch</a></b> BSc study programmes and further education, applied research and consulting especially in digital transformation and online marketing, monitoring and management tools in tourism (observatory), service design, market research and market intelligence.
<b>Institute for Tourism and Leisure (ITF) at the University of Applied Sciences of the Grisons</b>	<b>Comercialstrasse 22, 7000 Chur, phone +41 (0)81 286 24 24, <a href="mailto:itf@fhgr.ch">itf@fhgr.ch</a>, <a href="http://www.fhgr.ch/itf">www.fhgr.ch/itf</a></b> The ITF offers various study options in the field of tourism and leisure, including a Bachelor of Science in Tourism on a full- and part-time basis, a Master of Science with a specialization in Tourism & Change, and continuing education in Event Management (CAS). In addition, the institute offers consulting and applied research on topics such as digital transformation in tourism, tourism and leisure structures, and touristic environments.
<b>Institute for Tourism and Mobility (ITM), Lucerne University of Applied Sciences and Arts</b>	<b>Rösslimatte 48, P.O. Box, 6002 Lucerne, phone +41 (0)41 228 41 45, <a href="http://www.hslu.ch/itm">www.hslu.ch/itm</a>, <a href="mailto:itm@hslu.ch">itm@hslu.ch</a></b> The Institute of Tourism and Mobility ITM conducts research in the areas of tourism, mobility and sustainability. It provides degree programmes for those wishing to embark on a career in the tourism sector as well as those moving into the field from other backgrounds. Additionally, ITM offers consultancy services for practising tourism professionals.
<b>Research Unit Tourism (CRED-T) in the Center for Regional Economic Development, University of Bern</b>	<b>Schanzeneckstrasse 1, P.O. Box, 3001 Bern, phone +41 (0)31 684 37 11, <a href="http://www.cred-t.unibe.ch">www.cred-t.unibe.ch</a>, <a href="mailto:info.cred@unibe.ch">info.cred@unibe.ch</a></b> Academic teaching, research and services, in particular concerning tourism policy and evaluation, sustainable development and innovation in tourism, touristic structural change, and touristic cooperation.

## International Tourism Organisations

<b>European Travel Commission (ETC)</b>	<b>Rue du Marché aux Herbes 61, 1000 Brussels, Belgium, phone +32 2 502 0113, <a href="http://www.etc-corporate.org">www.etc-corporate.org</a>, <a href="http://www.visiteurope.com">www.visiteurope.com</a>, <a href="mailto:info@visit-europe.com">info@visit-europe.com</a></b>
<b>Hotels, Restaurants &amp; Cafés in Europa (HOTREC)</b>	<b>36-38 Rue Dautzenberg, 1050 Brussels, Belgium, phone +32 2 548 90 00, <a href="http://www.hotrec.eu">www.hotrec.eu</a>, <a href="mailto:hotrec@hotrec.eu">hotrec@hotrec.eu</a></b>
<b>Statistical office of the European Union Eurostat</b>	<b>Joseph Bech Building, 5, Rue Alphonse Weicker, 2721 Luxembourg, phone +35 2 43011, <a href="http://www.ec.europa.eu/eurostat">www.ec.europa.eu/eurostat</a>, <a href="mailto:estat-esac@ec.europa.eu">estat-esac@ec.europa.eu</a></b>
<b>World Tourism Organization (UNWTO)</b>	<b>Calle Poeta Joan Maragall 42, 28020 Madrid, Spain, phone +34 91 567 8100, <a href="http://www.unwto.org">www.unwto.org</a>, <a href="mailto:info@unwto.org">info@unwto.org</a></b>

## **Edited by**

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