

# Swiss Tourism in figures

## Structure and industry data

# 2023

STV  FST

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

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# Contents

- 8** Tourism – an important sector of the economy
- 15** Travel behaviour of the Swiss resident population
- 18** Accommodation sector
- 31** Hospitality
- 37** Tourism infrastructure
- 50** Formal education
- 53** International
- 56** Sustainability
- 59** Labels

# Tourism in figures

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**41.7** million overnight stays in hotels | **17.5** million overnight stays in supplementary accommodation |  
CHF **4.3** billion total revenue generated by Swiss tourism<sup>1</sup> | CHF **19.6** billion gross value added<sup>1</sup> |  
**166 627** full-time equivalents<sup>1</sup> | CHF **18.4** billion revenue from foreign tourists in Switzerland |  
CHF **20.2** billion outlays by Swiss tourists abroad | **265 856** employees in hotel and restaurant  
establishments | **26 033** hotel and restaurant establishments<sup>2</sup> | **28 200** kilometres public  
transport route network | **53.3** million air passengers | **66 694** kilometres network of hiking trails |  
**2414** licensed cableways

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<sup>1</sup> Figures from 2022

<sup>2</sup> Figures from 2021

# 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 January 2006  |
| 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



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As of 2023

|    |                                    |   |
|----|------------------------------------|---|
| 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>

43  
billion francs  
total revenue

Tourism plays an important role within the Swiss economy. 24.4 billion or 56,8% of the CHF 43 billion in total revenues, were generated by accommodation, food and transport services in 2022. These three tourism products are responsible for 67.1% of the total tourism gross value added.

## Export revenue

| Industry                              | 2023<br>CHF bn | 2022<br>CHF bn | 2021<br>CHF bn | 2020<br>CHF bn | 2019<br>CHF bn |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|
| Pharmaceutical and chemical industry  | 135.5          | 134.6          | 130.9          | 116.4          | 114.6          |
| Metal and machine industry            | 65.1           | 67.1           | 63.2           | 56.1           | 62.7           |
| Watchmaking industry                  | 26.7           | 24.9           | 22.3           | 17.0           | 21.7           |
| Tourism (Tourism Balance of Payments) | 18.4           | 16.4           | 10.9           | 9.6            | 18.0           |
| Merchanting <sup>2</sup>              | 75.7           | 82.5           | 64.2           | 42.5           | 42.5           |
| Financial services <sup>2</sup>       | 23.9           | 23.9           | 22.0           | 20.6           | 21.5           |

<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.

Sources: Swiss Federal Statistical Office, Swiss National Bank

# Tourism Balance of Payments

## Tourism: Expenditure in Switzerland and abroad continues to grow in 2023

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.

### Tourism Balance of Payments 2021–2023

| Revenue/Expenditure in billion CHF  | Revenue from foreign tourists |                   |                   | Expenditure of Swiss tourists abroad |                   |                   |
|---|-------------------------------|-------------------|-------------------|--------------------------------------|-------------------|-------------------|
|   | 2021 <sup>1</sup>             | 2022 <sup>1</sup> | 2023 <sup>2</sup> | 2021 <sup>1</sup>                    | 2022 <sup>1</sup> | 2023 <sup>2</sup> |
| Tourism, including overnight stays  | 7.12                          | 11.42             | 13.64             | 6.58                                 | 12.97             | 15.12             |
| Visitors staying in lodging facilities and with relatives                         | 3.75                          | 7.62              | 9.63              | –                                    | –                 | –                 |
| Educational & medical stays   | 3.37                          | 3.80              | 4.01              | –                                    | –                 | –                 |
| Tourism, without overnight stays  | 3.82                          | 4.96              | 4.77              | 4.10                                 | 5.08              | 5.08              |
| Excursionists, transit visitors, other tourism                                    | 1.48                          | 2.45              | 2.13              | 4.10                                 | 5.08              | 5.08              |
| Consumption expenditure of border workers incl. short-term residents (< 4 months) | 2.34                          | 2.51              | 2.64              | –                                    | –                 | –                 |
| <b>Total</b>  | <b>10.94</b>                  | <b>16.38</b>      | <b>18.41</b>      | <b>10.68</b>                         | <b>18.05</b>      | <b>20.21</b>      |

<sup>1</sup> Revised figures

<sup>2</sup> Provisional figures

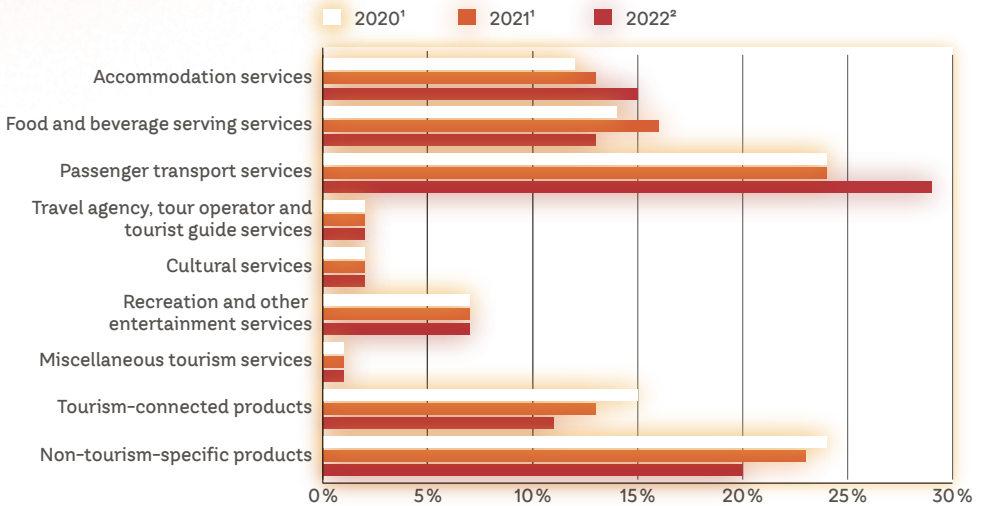
Source: Swiss Federal Statistical Office

# Tourism Satellite Account

## Strong recovery of total tourism demand

In 2022, total tourism demand made a strong recovery of +20.9%. Almost all products showed a positive trend, leading to an increase in and a total demand of CHF 42.999 billion. The increase in accommodation services (+35.1%) was already very significant and has still been exceeded by the increase in passenger transport (+49.2%). Only the product food serving service shows a negative development (-4.8%). The increase in tourism-related products is +4.5% and in non-tourism-specific products +4.1%.

### Shares of the tourism industry in Switzerland 2020 – 2022



<sup>1</sup> Revised values

<sup>2</sup> Provisional values

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

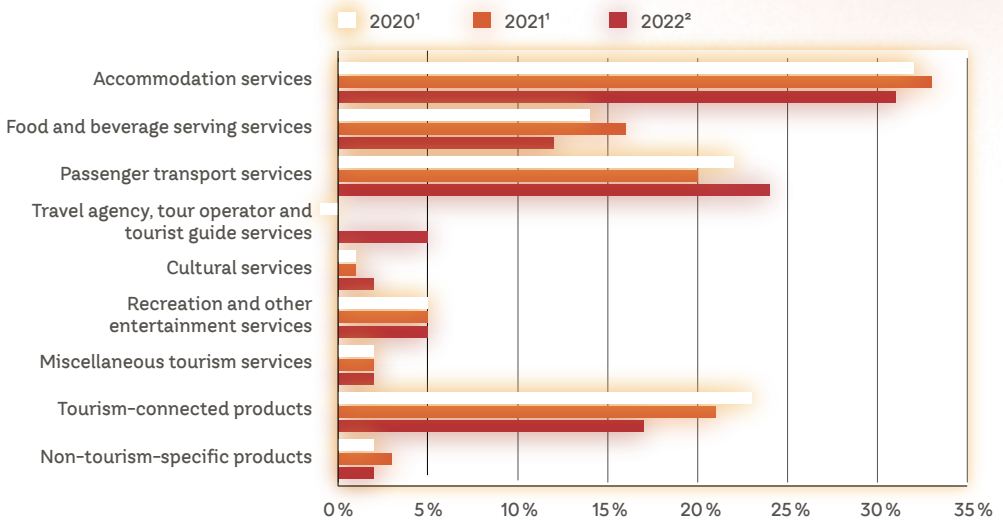
The aim of the Tourism Satellite Account is to provide answers from an economic point of view on the state and development of Swiss tourism. Three core indicators are produced: total tourism demand, tourism gross value added and tourism employment. The central challenge is that economic statistics are 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-related, 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

## Massive increase in gross value added

In 2022, total tourism gross value added increased sharply by +26.8%. This still amounted to a total of CHF 19,607 billion. Here, too, almost all products developed positively. The increase was particularly strong for the products passenger transport (+55.3%) and accommodation services (+20.9%) The product “catering services in restaurants and hotels” fell by -4.9%. The increase in tourism-related products was +4.4%.

### Share of tourism gross value added according to products 2020–2022



<sup>1</sup> Revised values

<sup>2</sup> Provisional values

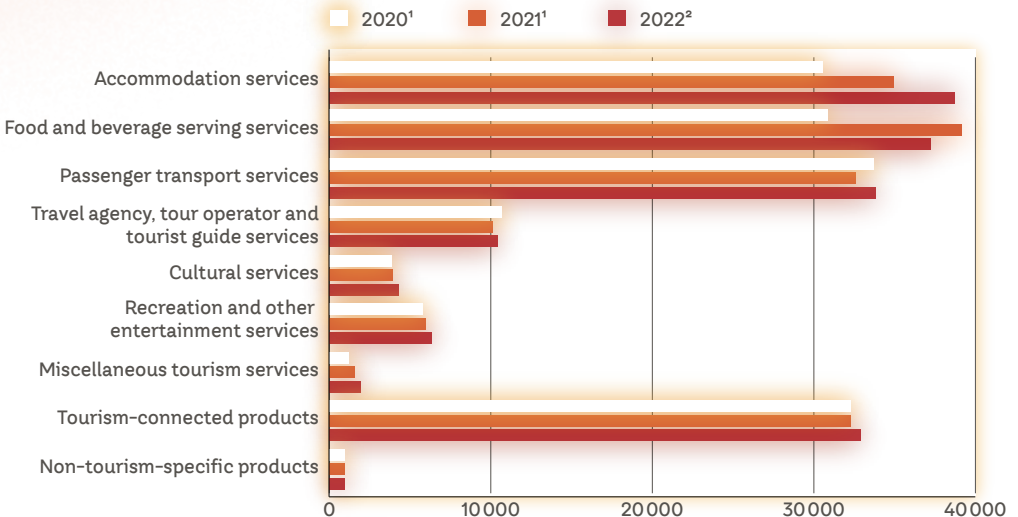
Source: FSO – Tourism, Monetary Aspect, Annual Indicators of the Tourism Satellite Account

# Tourism Satellite Account

## Increase in tourism employment

Employment increased significantly (+3.2%) in 2022. Total tourism employment was 166 627 full-time equivalents in 2022. Tourism employment decreased in “catering services in restaurants and hotels” (by -4.8%). However, tourism employment in accommodation and hotels showed a strong increase of 10.7%. The increase in passenger traffic was 3.7%.

## Tourism employment rate according to products (in full-time equivalents) 2020–2022



<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)

|  |       | 2023   | 2022   | 2021   | 2020   | 2019   | 2018   |
|--|-------|--------|--------|--------|--------|--------|--------|
| Service industry                           | Total | 3207.3 | 3140.6 | 3050.6 | 3004.5 | 2990.4 | 2941.3 |
|  | Men   | 1705.3 | 1674.1 | 1631.2 | 1616.1 | 1612.9 | 1586.5 |
|  | Women | 1502.0 | 1466.6 | 1419.4 | 1388.3 | 1377.5 | 1354.9 |
| Accommodation                              | Total | 66.5   | 63.2   | 58.0   | 58.8   | 63.0   | 63.0   |
|  | Men   | 33.1   | 31.5   | 28.7   | 28.9   | 30.8   | 30.2   |
|  | Women | 33.4   | 31.8   | 29.3   | 29.9   | 32.2   | 32.8   |
| Food and beverage service activities       | Total | 133.8  | 129.9  | 116.1  | 120.1  | 133.0  | 127.2  |
|  | Men   | 70.8   | 68.1   | 60.0   | 61.9   | 67.7   | 64.0   |
|  | Women | 63.0   | 61.7   | 56.2   | 58.2   | 65.2   | 63.2   |
| Land transport and transport via pipelines | Total | 115.9  | 112.4  | 108.8  | 107.3  | 108.4  | 106.9  |
|  | Men   | 98.0   | 95.3   | 92.0   | 91.2   | 92.5   | 92.3   |
|  | Women | 17.8   | 17.0   | 16.8   | 16.1   | 15.9   | 14.6   |
| Water transport and air transport          | Total | 16.2   | 14.7   | 14.5   | 15.6   | 15.6   | 15.4   |
|  | Men   | 10.3   | 9.7    | 9.5    | 9.9    | 9.7    | 9.5    |
|  | Women | 5.9    | 5.0    | 5.0    | 5.7    | 5.9    | 5.8    |

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

|                                | 2023<br>4 <sup>th</sup> quarter | 2023<br>3 <sup>rd</sup> quarter | 2023<br>2 <sup>nd</sup> quarter | 2023<br>1 <sup>st</sup> quarter | 2022<br>4 <sup>th</sup> quarter |
|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Full-time jobs (90% and more)  | 152.3                           | 153.9                           | 152.9                           | 152.2                           | 152.6                           |
| Men                            | 87.7                            | 89.7                            | 89.3                            | 88.6                            | 88.4                            |
| Women                          | 64.6                            | 64.3                            | 63.6                            | 63.6                            | 64.2                            |
| Part-time jobs I (50–89%)      | 53.0                            | 53.7                            | 52.9                            | 51.3                            | 50.                             |
| Part-time jobs II (15–49%)     | 37.4                            | 40.3                            | 36.0                            | 36.5                            | 36.5                            |
| Part-time jobs III (<15%)      | 22.5                            | 24.7                            | 24.7                            | 19.2                            | 19.3                            |
| Total number of jobs (overall) | 265.2                           | 272.6                           | 266.4                           | 259.2                           | 258.5                           |
| Men                            | 124.7                           | 128.4                           | 125.9                           | 122.9                           | 120.3                           |
| Women                          | 140.4                           | 144.3                           | 140.5                           | 136.2                           | 138.2                           |

Source: Swiss Federal Statistical Office, Employment Statistic

# Travel behaviour

## of the Swiss resident population

In 2022, 88.4% of the Swiss resident population took at least one trip with one or more overnight stays away from home. 40% of the trips with overnight stays were to a destination within Switzerland.



# Travel behaviour of the Swiss resident population

**21.1**  
million trips with  
overnight stays

In 2022, 88.4% of the Swiss resident population undertook at least one trip with one or more overnight stays away from home. A total of **21.1 million trips** were made, of which 8.5 million were within Switzerland. On average 2.6 trips were made per person, of which 1.1 had a domestic destination.

With 1.5 trips per person, widows and widowers travelled the least in 2022, whereas single people made 2.9 trips. People living in the German-speaking part of Switzerland undertook 3.0 trips, those from the French-speaking part 1.9 and the Italian-speaking population 1.4.

## Number of trips (in 1000)

|                            | 2022  | 2021  | 2020  | 2019  | 2018  |
|----------------------------|-------|-------|-------|-------|-------|
| Trips with overnight stays | 21053 | 16271 | 15132 | 21943 | 23557 |
| Day trips                  | 64364 | 83858 | 56137 | 76569 | 80512 |

In addition to trips with overnight stays, data on day trips are also collected. The Swiss resident population undertook a total of 64.4 million day trips in 2022, corresponding to an average of 8.0 trips per person. People living in the German-speaking part of Switzerland undertook 10.0 day trips, whereas one from the French- or Italian-speaking population made 3.2 and 2.2 trips per year respectively.

## Number of trips (per person)

|                            | 2022 | 2021 | 2020 | 2019 | 2018 |
|----------------------------|------|------|------|------|------|
| Trips with overnight stays | 2.6  | 2.0  | 1.9  | 2.8  | 3.0  |
| Day trips                  | 8.0  | 10.5 | 7.1  | 9.8  | 10.3 |

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: 8 032 339 persons

Source: Swiss Federal Statistical Office, Travel behaviour

### Travel destination

Among the trips with overnight stays recorded in 2022, 40% had a Swiss destination. 35% of trips led to countries that border Switzerland, most often Italy (13%), Germany (10%) and France (8%). Finally, 20% of trips had a destination in other European countries and 4% outside Europe.

### Duration and purpose of travel

Trips with a destination abroad lasted longer than trips within Switzerland. In 2022, trips of four or more overnight stays represented 74% of the outbound and only 37% of the inbound trips. On the other hand, trips with only one overnight stay accounted for 26% of domestic and 6% of trips abroad. In 2022, the main reasons for trips were, as in the previous year, holidays and recreation. They accounted for 67% of trips, and 57% of these had a foreign destination. In second place came trips for the purpose of visiting family and friends (23%). Business trips accounted for 4% of trips.

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

|                               | 2022         | 2021         | 2020         | 2019         | 2018         |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|
| Switzerland                   | 8513         | 9083         | 8319         | 7832         | 7892         |
| Germany                       | 2075         | 1197         | 1474         | 2492         | 3109         |
| Austria                       | 923          | 351          | 629          | 838          | 984          |
| Italy                         | 2730         | 1439         | 1487         | 2352         | 2621         |
| France <sup>1</sup>           | 1653         | 1014         | 1178         | 1808         | 2127         |
| Southeast Europe <sup>2</sup> | 1170         | 955          | 479          | 1180         | 1246         |
| Southwest Europe <sup>3</sup> | 1618         | 1146         | 489          | 1999         | 1904         |
| Rest of Europe                | 1451         | 579          | 545          | 1595         | 1974         |
| Rest of the world             | 918          | 506          | 529          | 1848         | 1700         |
| <b>Total</b>                  | <b>21053</b> | <b>16271</b> | <b>15132</b> | <b>21943</b> | <b>23557</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

Source: Swiss Federal Statistical Office, Travel behaviour

# Accommodation sector



The range of tourist accommodations in Switzerland is extremely diverse. A distinction is made between hotels and supplementary accommodations (youth hostels, campsites, holiday homes, etc.). The hotel industry generated 41.8 million overnight stays in 2023, while supplementary accommodations achieved 17.5 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.

### 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 2023, the Swiss hotel sector recorded well over **40 million overnight stays** (41.8 million), a level never achieved before and a 9.2% increase over 2022. Domestic demand remained very high at 20.8 million overnight stays, only slightly lower (-1.1%) than in 2022. Only the years 2021 and 2022 showed a higher level. Despite the unstable international situation and a strong Swiss franc, foreign demand increased by 3.7 million overnight stays (+21.8%) compared with 2022, reaching 20.9 million overnight stays in 2023. This was close to the record levels of 2018 (-2.2%) and 2019 (-3.3%). The increase in foreign demand in 2023 was driven mainly by tourists from Asia, registering a total of 4.1 million overnight stays (+56.4%). Demand from this continent was still lower than in 2019 (-24.0%), however. Demand from the American continent hit record numbers with a total of 4.0 million overnight stays (+33.2%). Overnight stays by European visitors rose by 9.0% to 12.1 million. In 2023, all of Switzerland's tourist regions, with the exception of Graubünden and Ticino, recorded increases in overnight stays compared with 2022. Of the thirteen tourist regions, seven recorded the highest number of overnight stays in the last three decades: Zurich Region, Bern Region as well as Lucerne and Lake Lucerne Region.

The average length of stay was 2.0 nights nationally, with Swiss guests staying 1.9 nights and foreign visitors 2.1 nights. The highest average was recorded in Graubünden, at 2.6 nights.

### Development of overnight stays 2023

#### Monthly overnight stays and change in % compared to the same period of 2022

|                    | Overnight stays<br>Total | Change<br>in % | Overnight stays<br>Foreigners | Change<br>in % | Overnight stays<br>Swiss | Change<br>in % |
|--------------------|--------------------------|----------------|-------------------------------|----------------|--------------------------|----------------|
| January            | 3 002 552                | 36.2           | 1 359 516                     | 65.9           | 1 643 036                | 18.6           |
| February           | 3 322 703                | 14.9           | 1 415 236                     | 36.9           | 1 907 467                | 2.6            |
| March              | 3 203 193                | 4.9            | 1 508 492                     | 22.1           | 1 694 701                | -6.8           |
| April              | 2 869 696                | 13.7           | 1 431 407                     | 40.6           | 1 438 289                | -4.5           |
| May                | 3 221 189                | 14.2           | 1 710 882                     | 33.3           | 1 510 307                | -1.7           |
| June               | 3 971 449                | 10.1           | 2 135 102                     | 24.6           | 1 836 347                | -3.1           |
| July               | 4 751 375                | 5.2            | 2 530 029                     | 16.2           | 2 221 346                | -5.0           |
| August             | 4 640 759                | 2.8            | 2 518 357                     | 10.3           | 2 122 402                | -4.9           |
| September          | 4 076 775                | 7.9            | 2 032 605                     | 15.5           | 2 044 170                | 1.2            |
| October            | 3 325 170                | 2.7            | 1 567 530                     | 15.0           | 1 757 640                | -6.3           |
| November           | 2 255 803                | 6.9            | 1 106 348                     | 13.0           | 1 149 455                | 1.6            |
| December           | 3 118 419                | 4.7            | 1 605 438                     | 6.2            | 1 512 981                | 3.2            |
| <b>Entire year</b> | <b>41 759 083</b>        | <b>9.2</b>     | <b>20 920 942</b>             | <b>21.8</b>    | <b>20 838 141</b>        | <b>-1.1</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<br>2023 | Winter season<br>2022/2023<br>(November–April) | Summer season<br>2023<br>(May–October) |
|--|-----------------------|--|--|
| <b>Total</b>                                 | <b>4 175 9083</b>     | <b>17 487 723</b>                              | <b>23 986 717</b>                      |
| Switzerland                                  | 20 838 141            | 9 281 553                                      | 11 492 212                             |
| Foreign countries                            | 20 920 942            | 8 206 170                                      | 12 494 505                             |
| <b>Europe total (excl. Switzerland)</b>      | <b>12 069 134</b>     | <b>5 342 782</b>                               | <b>6 656 279</b>                       |
| Germany                                      | 3 769 041             | 1 644 107                                      | 2 119 107                              |
| United Kingdom <sup>1</sup>                  | 1 686 915             | 755 642  | 914 834                                |
| France                                       | 1 398 284             | 635 740  | 761 100                                |
| Italy  | 878 196               | 424 112  | 438 141                                |
| Netherlands                                  | 704 297               | 274 991  | 428 441                                |
| Belgium                                      | 556 442               | 214 843  | 344 727                                |
| Russia                                       | 104 837               | 55 967   | 49 981                                 |
| Nordic countries <sup>2</sup>                | 457 428               | 207 928  | 255 310                                |
| Spain  | 476 653               | 195 113  | 270 673                                |
| Austria                                      | 354 638               | 139 929  | 212 967                                |
| Other countries Europe                       | 1 682 403             | 794 410  | 860 998                                |
| <b>America total</b>                         | <b>4 016 534</b>      | <b>1 290 327</b>                               | <b>2 657 736</b>                       |
| United States                                | 3 060 153             | 918 789  | 2 101 153                              |
| Canada                                       | 311 295               | 94 948   | 211 454                                |
| Brazil                                       | 287 033               | 136 373  | 141 926                                |
| Other countries America                      | 358 053               | 140 217  | 203 203                                |
| <b>Asia total</b>                            | <b>4 132 437</b>      | <b>1 311 882</b>                               | <b>2 750 761</b>                       |
| China (incl. Hong Kong)                      | 494 604               | 94 602   | 356 477                                |
| Gulf States <sup>3</sup>                     | 850 355               | 235 716  | 607 199                                |
| Japan  | 192 424               | 45 414   | 139 817                                |
| India  | 602 888               | 163 842  | 434 328                                |
| Republic of Korea                            | 381 507               | 98 233   | 271 030                                |
| Other countries Asia                         | 1 610 659             | 674 075  | 941 910                                |
| <b>Africa total</b>                          | <b>259 906</b>        | <b>115 165</b>                                 | <b>144 798</b>                         |
| <b>Australia, New Zealand, Oceania total</b> | <b>442 931</b>        | <b>146 014</b>                                 | <b>284 931</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 2023

| Canton                 | Capacity <sup>1</sup><br>2023 |                | Overnight stays   |                   |                   | Net occupancy rate<br>in % |                   |
|------------------------|-------------------------------|----------------|-------------------|-------------------|-------------------|----------------------------|-------------------|
|                        | Rooms                         | Beds           | Swiss             | Foreigners        | Total             | Rooms <sup>2</sup>         | Beds <sup>3</sup> |
| Aargau                 | 3 368                         | 5 739          | 475 744           | 364 734           | 840 478           | 51.3                       | 40.7              |
| Appenzell-Ausserrhoden | 680                           | 1 268          | 94 488            | 24 826            | 119 314           | 33.9                       | 27.2              |
| Appenzell-Innerrhoden  | 596                           | 1 634          | 149 211           | 31 178            | 180 389           | 52.8                       | 33.5              |
| Basel-Landschaft       | 1 387                         | 2 579          | 152 994           | 122 143           | 275 137           | 39.8                       | 29.7              |
| Basel-Stadt            | 4 765                         | 9 409          | 541 147           | 933 828           | 1 474 975         | 56.3                       | 43.2              |
| Bern                   | 17 071                        | 34 362         | 2 910 907         | 3 284 739         | 6 195 646         | 59.1                       | 51.9              |
| Fribourg               | 1 973                         | 4 026          | 343 047           | 153 783           | 496 830           | 45.9                       | 34.8              |
| Geneva                 | 11 040                        | 18 710         | 903 961           | 2 649 342         | 3 553 303         | 63.3                       | 52.2              |
| Glarus                 | 662                           | 1 477          | 130 453           | 19 108            | 149 561           | 35.3                       | 29.4              |
| Graubünden             | 18 716                        | 39 653         | 3 508 516         | 1 917 526         | 5 426 042         | 49.3                       | 41.1              |
| Jura                   | 758                           | 1 605          | 105 408           | 17 313            | 122 721           | 31.2                       | 22.1              |
| Lucerne                | 7 113                         | 13 476         | 915 667           | 1 408 691         | 2 324 358         | 55.9                       | 48.2              |
| Neuchâtel              | 1 216                         | 2 255          | 171 532           | 106 045           | 277 577           | 44.3                       | 34.0              |
| Nidwalden              | 1 094                         | 2 361          | 137 038           | 174 115           | 311 153           | 48.5                       | 37.6              |
| Obwalden               | 1 802                         | 3 671          | 296 167           | 247 398           | 543 565           | 49.2                       | 42.6              |
| Schaffhausen           | 575                           | 1 169          | 83 227            | 55 240            | 138 467           | 45.8                       | 33.6              |
| Schwyz                 | 2 024                         | 4 394          | 445 613           | 174 051           | 619 664           | 48.9                       | 40.0              |
| Solothurn              | 1 729                         | 3 286          | 281 231           | 153 004           | 434 235           | 50.0                       | 36.8              |
| St. Gallen             | 4 697                         | 9 244          | 726 232           | 389 528           | 1 115 760         | 46.1                       | 34.4              |
| Thurgau                | 1 682                         | 3 104          | 268 679           | 117 749           | 386 428           | 45.2                       | 35.2              |
| Ticino                 | 7 862                         | 15 883         | 1 548 764         | 909 072           | 2 457 836         | 51.7                       | 43.9              |
| Uri                    | 1 096                         | 2 335          | 151 397           | 125 738           | 277 135           | 40.0                       | 34.6              |
| Valais                 | 13 245                        | 28 071         | 2 512 245         | 1 966 851         | 4 479 096         | 55.7                       | 47.7              |
| Vaud                   | 9 964                         | 19 095         | 1 574 781         | 1 336 334         | 2 911 115         | 53.0                       | 43.1              |
| Zug                    | 1 168                         | 1 934          | 146 214           | 127 488           | 273 702           | 51.5                       | 39.5              |
| Zurich                 | 17 943                        | 33 226         | 2 263 478         | 4 111 118         | 6 374 596         | 65.4                       | 52.8              |
| <b>Switzerland</b>     | <b>134 226</b>                | <b>263 968</b> | <b>20 838 141</b> | <b>20 920 942</b> | <b>41 759 083</b> | <b>55.0</b>                | <b>45.2</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 2023

| Tourist region            | Capacity <sup>1</sup><br>2023 |                | Overnight stays   |                   |                   | Net occupancy<br>rate in % |                   |
|---------------------------|-------------------------------|----------------|-------------------|-------------------|-------------------|----------------------------|-------------------|
|                           | Rooms                         | Beds           | Swiss             | Foreigners        | Total             | Rooms <sup>2</sup>         | Beds <sup>3</sup> |
| Graubünden                | 18 716                        | 39 653         | 3 508 516         | 1 917 526         | 5 426 042         | 49.3                       | 41.1              |
| Eastern Switzerland       | 8 601                         | 17 386         | 1 427 527         | 611 733           | 2 039 260         | 44.8                       | 33.6              |
| Zurich Region             | 20 412                        | 37 417         | 2 587 463         | 4 371 804         | 6 959 267         | 63.7                       | 51.2              |
| Lucerne/Lake Lucerne      | 12 577                        | 25 240         | 1 868 717         | 2 075 634         | 3 944 351         | 52.2                       | 44.3              |
| Basel Region              | 6 152                         | 11 989         | 694 141           | 1 055 971         | 1 750 112         | 52.6                       | 40.3              |
| Bern Region               | 16 118                        | 32 640         | 2 772 053         | 3 221 127         | 5 993 180         | 60.0                       | 52.9              |
| Jura & Three-Lakes        | 2 928                         | 5 582          | 415 794           | 186 970           | 602 764           | 40.8                       | 30.5              |
| Vaud                      | 9 964                         | 19 095         | 1 574 781         | 1 336 334         | 2 911 115         | 53.0                       | 43.1              |
| Geneva                    | 11 040                        | 18 710         | 903 961           | 2 649 342         | 3 553 303         | 63.3                       | 52.2              |
| Valais                    | 13 245                        | 28 071         | 2 512 245         | 1 966 851         | 4 479 096         | 55.7                       | 47.7              |
| Ticino                    | 7 862                         | 15 883         | 1 548 764         | 909 072           | 2 457 836         | 51.7                       | 43.9              |
| Fribourg Region           | 1 973                         | 4 026          | 343 047           | 153 783           | 496 830           | 45.9                       | 34.8              |
| Aargau & Solothurn Region | 4 640                         | 8 276          | 681 132           | 464 795           | 1 145 927         | 49.8                       | 38.6              |
| <b>Switzerland</b>        | <b>134 226</b>                | <b>263 968</b> | <b>20 838 141</b> | <b>20 920 942</b> | <b>41 759 083</b> | <b>55.0</b>                | <b>45.2</b>       |

## Communes 2023

| Communes       | Capacity <sup>1</sup><br>2023 |                | Overnight stays   |                   |                   | Net occupancy rate<br>in % |                   |
|----------------|-------------------------------|----------------|-------------------|-------------------|-------------------|----------------------------|-------------------|
|                | Rooms                         | Beds           | Swiss             | Foreigners        | Total             | Rooms <sup>2</sup>         | Beds <sup>3</sup> |
| Zurich         | 9 228                         | 17 833         | 1 135 628         | 2 696 013         | 3 831 641         | 72.9                       | 58.9              |
| Geneva         | 6 802                         | 11 643         | 454 020           | 1 798 651         | 2 252 671         | 65.2                       | 53.1              |
| Zermatt        | 3 312                         | 6 819          | 656 446           | 976 184           | 1 632 630         | 75.4                       | 71.0              |
| Basel          | 4 644                         | 9 195          | 534 019           | 929 665           | 1 463 684         | 57.3                       | 43.9              |
| Lucerne        | 3 230                         | 6 354          | 349 937           | 978 432           | 1 328 369         | 66.1                       | 57.5              |
| Lausanne       | 2 861                         | 5 008          | 432 112           | 498 331           | 930 443           | 61.6                       | 51.2              |
| Davos          | 3 244                         | 6 377          | 533 165           | 277 134           | 810 299           | 45.4                       | 38.4              |
| Bern           | 2 878                         | 5 169          | 482 876           | 561 170           | 1 044 046         | 64.0                       | 55.4              |
| St. Moritz     | 2 362                         | 4 557          | 279 164           | 504 089           | 783 253           | 55.2                       | 51.1              |
| Grindelwald    | 1 546                         | 3 404          | 259 352           | 570 818           | 830 170           | 75.6                       | 71.5              |
| Interlaken     | 1 589                         | 3 255          | 206 708           | 597 836           | 804 544           | 73.2                       | 68.3              |
| Opfikon        | 2 286                         | 3 870          | 221 736           | 520 591           | 742 327           | 63.8                       | 52.6              |
| Lugano         | 1 654                         | 2 971          | 250 732           | 310 689           | 561 421           | 58.3                       | 52.8              |
| Lauterbrunnen  | 1 220                         | 2 594          | 152 676           | 345 932           | 498 608           | 63.6                       | 58.3              |
| Other communes | 87 371                        | 174 919        | 14 889 570        | 9 355 407         | 24 244 977        | 49.5                       | 40.0              |
| <b>Total</b>   | <b>134 226</b>                | <b>263 968</b> | <b>20 838 141</b> | <b>20 920 942</b> | <b>41 759 083</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 |
|------|-------------------------|----------------|---------------|---------------------|-----------------|----------------|
| 2023 | 4 494                   | 145 308        | 287 412       | 4 005               | 134 226         | 263 968        |
| 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        |

## 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> |
|------|------------|-----------------|--------------------------|--|---|
| 2023 | 20 804 136 | 41 759 083      | 2.0                      | 55.0   | 45.2  |
| 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  |

## Size of hotels and health establishments in 2023

| Size of establishment | Open establishments | in %          | Arrivals          | Overnight stays   |
|-----------------------|---------------------|---------------|-------------------|-------------------|
| 0 to 10 beds          | 412                 | 10.28         | 103 972           | 195 272           |
| 11 to 20 beds         | 712                 | 17.79         | 562 821           | 1 022 242         |
| 21 to 50 beds         | 1 313               | 32.79         | 2 933 343         | 5 791 330         |
| 51 to 100 beds        | 855                 | 21.36         | 4 969 783         | 10 176 561        |
| 101 to 150 beds       | 329                 | 8.22          | 3 391 690         | 7 030 193         |
| 151 to 200 beds       | 148                 | 3.70          | 2 030 049         | 4 228 845         |
| 201 to 300 beds       | 135                 | 3.36          | 2 961 342         | 5 740 075         |
| 301 and more beds     | 100                 | 2.50          | 3 851 136         | 7 574 565         |
| <b>Total</b>          | <b>4 005</b>        | <b>100.00</b> | <b>20 804 136</b> | <b>41 759 083</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 **7.2 million overnight stays**. This represents a minus of 5.6% compared with 2022. Domestic demand totaled 4.5 million overnight stays (-9.8% compared with the previous year) whereas foreign demand reached a total of 2.7 million (+2.2%) units. 80% of overnight stays by foreign visitors were by visitors from Europe (2.2 million/-2.8%). In 2023, the Lake Geneva Region was the major region that registered the highest number of overnight stays with 2.6 million each, followed by Eastern Switzerland (with 2.3 million overnight stays). In 2023, the average length of stay in holiday accommodation was 5.9 nights.

7.2 million overnight stays

### Supply and demand 2023

| Major region          | Holiday homes surveyed | Beds surveyed  | Arrivals         | Overnight stays  | Duration of stay |
|-----------------------|------------------------|----------------|------------------|------------------|------------------|
| Lake Geneva Region    | 12 946                 | 65 400         | 41 1853          | 2 644 293        | 6.4              |
| Espace Mittelland     | 3 354                  | 16 225         | 225 011          | 1 190 174        | 5.3              |
| Northwest Switzerland | 141                    | 552            | 24 000           | 60 345           | 2.5              |
| Zurich                | 164                    | 574            | 22 916           | 53 868           | 2.4              |
| Eastern Switzerland   | 7 671                  | 36 390         | 330 906          | 2 258 103        | 6.8              |
| Central Switzerland   | 1 542                  | 6 705          | 104 262          | 448 053          | 4.3              |
| Ticino                | 2 782                  | 11 334         | 98 402           | 565 268          | 5.7              |
| <b>Total</b>          | <b>28 600</b>          | <b>137 180</b> | <b>1 217 351</b> | <b>7 220 103</b> | <b>5.9</b>       |

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

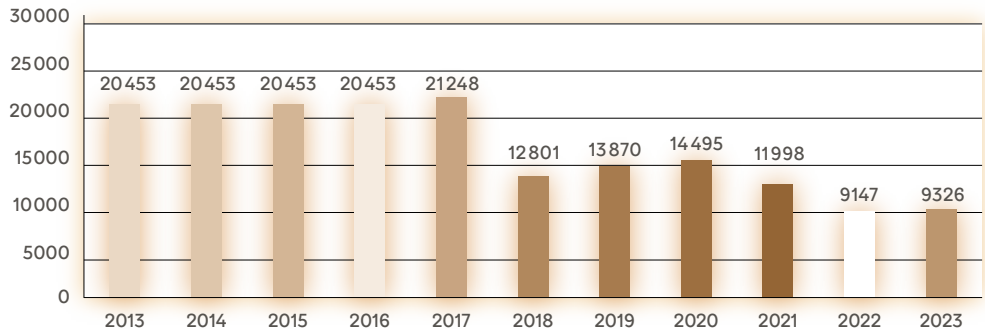
# Classified holiday residences

## Holiday apartments without guest rooms and Bed & Breakfasts by regions 2023

| Tourist region                    | A<br>***** | A<br>****  | A<br>****~ | A<br>****   | A<br>****~  | A<br>***    | A<br>***~   | A<br>**    | A<br>**~   | A<br>*   | Total       |
|-----------------------------------|------------|------------|------------|-------------|-------------|-------------|-------------|------------|------------|----------|-------------|
| Aargau & Solothurn Region         | 0          | 0          | 0          | 0           | 0           | 0           | 0           | 0          | 0          | 0        | 0           |
| Basel Region                      | 0          | 0          | 0          | 0           | 1           | 2           | 0           | 0          | 0          | 0        | 3           |
| Bern Region                       | 8          | 62         | 69         | 226         | 161         | 514         | 200         | 21         | 47         | 0        | 1308        |
| Eastern Switzerland/Liechtenstein | 1          | 7          | 36         | 40          | 43          | 174         | 64          | 8          | 4          | 0        | 377         |
| Fribourg Region                   | 0          | 0          | 0          | 3           | 4           | 15          | 2           | 0          | 0          | 0        | 24          |
| Geneva                            | 0          | 0          | 0          | 0           | 0           | 0           | 0           | 0          | 0          | 0        | 0           |
| Graubünden                        | 50         | 110        | 127        | 684         | 382         | 1139        | 341         | 44         | 28         | 0        | 2905        |
| Jura & Three-Lakes                | 3          | 5          | 14         | 47          | 46          | 98          | 51          | 8          | 9          | 0        | 281         |
| Lucerne /Lake Lucerne             | 2          | 6          | 67         | 31          | 28          | 105         | 51          | 9          | 4          | 0        | 303         |
| Ticino                            | 2          | 14         | 20         | 81          | 39          | 94          | 30          | 5          | 6          | 0        | 291         |
| Valais                            | 100        | 165        | 185        | 753         | 464         | 1620        | 395         | 52         | 9          | 0        | 3743        |
| Vaud                              | 0          | 1          | 3          | 14          | 17          | 20          | 30          | 1          | 4          | 0        | 90          |
| Zurich Region                     | 0          | 0          | 0          | 0           | 0           | 1           | 0           | 0          | 0          | 0        | 1           |
| <b>Total</b>                      | <b>166</b> | <b>370</b> | <b>521</b> | <b>1879</b> | <b>1185</b> | <b>3782</b> | <b>1164</b> | <b>148</b> | <b>111</b> | <b>0</b> | <b>9326</b> |

As of 31.12.2023

## Number of valid classifications for holiday apartments at the end of the year; 2013-2023<sup>1</sup>



<sup>1</sup> Revised figures

As of 31.12.2023

Source: Swiss Tourism Federation

## Collective accommodation

**5.4**  
million  
overnight stays

Collective accommodation recorded **5.4 million overnight stays** in 2023, i.e. an increase of 10.5% compared with the previous year; 4.9 million units were by Swiss clientele (+7.6%). Foreign visitors generated 1.0 million overnight stays, an increase of 24.8%. Visitors from the European continent represented the greatest number of foreign overnight stays with a total of 794 000 units (+18.5%). At major region level, Eastern Switzerland and Espace Mittelland recorded the greatest number of overnight stays with each 1.4 million. This was followed by Lake Geneva Region with 1.3 million. In 2023, the average length of stay in collective accommodation was 2.5 nights.

### Supply and demand 2023

| Major region          | Establishments surveyed | Beds surveyed  | Arrivals         | Overnight stays  | Duration of stay |
|-----------------------|-------------------------|----------------|------------------|------------------|------------------|
| Lake Geneva Region    | 514                     | 25 202         | 557 484          | 1 296 406        | 2.3              |
| Espace Mittelland     | 581                     | 28 238         | 594 610          | 1 410 211        | 2.4              |
| Northwest Switzerland | 35                      | 1 621          | 32 695           | 82 943           | 2.5              |
| Zurich                | 68                      | 2 669          | 52 917           | 140 620          | 2.7              |
| Eastern Switzerland   | 571                     | 26 970         | 541 694          | 1 449 272        | 2.7              |
| Central Switzerland   | 249                     | 12 397         | 277 404          | 607 525          | 2.2              |
| Ticino                | 172                     | 7 574          | 155 562          | 438 263          | 2.8              |
| <b>Total</b>          | <b>2 190</b>            | <b>104 671</b> | <b>2 212 367</b> | <b>5 425 240</b> | <b>2.5</b>       |

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

869 241  
overnight  
stays

## Youth Hostels

In 2023, the youth hostels in Switzerland recorded a total of **869 241 overnight stays** and thus 8.0% more than the prior year with a network of 48 establishments (prior year: 49) and 5918 available beds (prior year: 6023). The demand from Swiss guests increased by 1.4% to 647 108 overnight stays. Compared to the prior year, overnight stays by guests from abroad increased by 33.6% to 222 133. German guests accounted for the greatest demand from abroad, with 59 053 overnight stays (+14.4%). They were followed by guests from the United Kingdom with 19 942 overnight stays (+67.8%), and then by guests from South Korea with 18 147 overnight stays (+121.4%). The most popular tourist region in 2023 was the Bern Region with 179 091 registered overnight stays (+15.5%). The second-highest number of overnight stays was recorded by the Graubünden region with 177 506 units (+4.6%), followed by the Valais region with 107 328 units (+21.6%). In 2023, the average length of stay for youth hostel guests in Switzerland was 2.0 nights (prior year: 2.1 nights). Swiss guests spent 2.1 nights on average, while the figure for guests from abroad was 1.7 nights. Among the tourist regions, Graubünden reported the longest average length of stay at 2.5 nights.

### Supply and demand 2023

| Tourist region       | Registered hostels | Available beds | Arrivals       | Overnight stays | Length of stay |
|----------------------|--------------------|----------------|----------------|-----------------|----------------|
| Graubünden           | 8                  | 1 209          | 71 009         | 177 506         | 2.5            |
| Zurich Region        | 7                  | 704            | 54 297         | 99 106          | 1.8            |
| Lucerne/Lake Lucerne | 4                  | 427            | 29 286         | 51 829          | 1.8            |
| Eastern Switzerland  | 5                  | 473            | 25 095         | 43 759          | 1.7            |
| Ticino               | 4                  | 496            | 29 713         | 69 422          | 2.3            |
| Valais               | 4                  | 601            | 48 410         | 107 328         | 2.2            |
| Vaud                 | 3                  | 476            | 32 226         | 73 498          | 2.3            |
| Basel Region         | 2                  | 312            | X              | X               | X              |
| Bern Region          | 8                  | 1 026          | 100 868        | 179 091         | 1.8            |
| Fribourg Region      | 1                  | 84             | X              | X               | X              |
| Jura & Three-Lakes   | 2                  | 110            | X              | X               | X              |
| <b>Total</b>         | <b>48</b>          | <b>5 918</b>   | <b>429 324</b> | <b>869 241</b>  | <b>2.0</b>     |

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

Only the youth hostels in Switzerland have been taken into account in these statistics (without the location Schaan-Vaduz)

Source: Swiss Youth Hostels

4.9 million overnight stays

## Campsites

In 2023, the campsites<sup>1</sup> recorded **4.9 million overnight stays** representing an increase of 1.5% compared with the previous year. Swiss guests accounted for 3.1 million overnight stays, down 5.6%. Foreign guests generated 1.8 million overnight stays, up 16.3%. German guests accounted for 744 000 overnight stays (+11.4% compared with 2022), which corresponds to the highest absolute result among the foreign countries. They were followed by visitors from the Netherlands with 347 000 overnight stays (+7.2%), France with 185 000 (+31.4%) and Great Britain with 112 000 (+35.0%). With a total of 1.0 million overnight stays for 2023, Ticino ranks first among all tourist regions in terms of absolute overnight stays and saw a 5.3% decline compared with the previous year. The Bern Region followed it with 801 000 overnight stays (+12.1%). For Switzerland as a whole, the average length of stay was 2.9 nights in 2023. 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 3.8 nights.

### Supply and demand 2023

| Tourist region         | Surveyed establishments | Overnight leased campsites | Arrivals         | Overnight stays  | Average duration of stay |
|------------------------|-------------------------|----------------------------|------------------|------------------|--------------------------|
| Graubünden             | 45                      | 5 116                      | 185 448          | 507 819          | 2.7                      |
| Eastern Switzerland    | 37                      | 4 463                      | 121 072          | 298 547          | 2.5                      |
| Zurich Region          | 25                      | 2 854                      | 103 176          | 238 441          | 2.3                      |
| Lucerne / Lake Lucerne | 40                      | 4 699                      | 181 780          | 466 204          | 2.6                      |
| Basel Region           | 4                       | 337                        | 5 832            | 12 489           | 2.1                      |
| Bern Region            | 62                      | 5 994                      | 291 096          | 801 318          | 2.8                      |
| Jura & Three-Lakes     | 35                      | 5 383                      | 95 251           | 286 062          | 3.0                      |
| Vaud                   | 42                      | 7 251                      | 168 875          | 462 766          | 2.7                      |
| Geneva                 | 4                       | 699                        | 19 807           | 41 844           | 2.1                      |
| Valais                 | 55                      | 6 500                      | 181 413          | 574 468          | 3.2                      |
| Ticino                 | 38                      | 6 113                      | 275 788          | 1 036 308        | 3.8                      |
| Fribourg Region        | 13                      | 2 565                      | 39 778           | 90 997           | 2.3                      |
| Aargau Region          | 12                      | 1 333                      | 37 463           | 89 515           | 2.4                      |
| <b>Total</b>           | <b>412</b>              | <b>28 612</b>              | <b>1 706 780</b> | <b>4 906 778</b> | <b>2.9</b>               |

<sup>1</sup> Only campsites which are included in the Swiss Business and Enterprise Register (BER)  
Source: Swiss Federal Statistical Office, Statistic on tourist accommodation

126 000  
overnight stays

## Agritourism

**Farm holidays offer that little extra and are in trend.**

Agrotourism Switzerland, the national umbrella organisation for farm holidays, has around 200 providers plus six cantonal collective members from agriculture, Switzerland Tourism and individual regional parks in all linguistic and national regions of Switzerland. Together they stand for a variety of attractive accommodation offers, from inexpensive «sleeping on straw» to exclusive tree houses. The catering and event venues, the farm shops and the various events such as the Farm Olympics etc. generate new jobs and contribute to diversification and added value in agriculture. Farm holidays are particularly popular with guests from Switzerland (72%) and Germany (21%). They appreciate the high experience value with all the farm animals, the direct connection to nature and the opportunity to be actively involved in farming.

**In order to appeal to a young and affluent target audience in addition to families, new offer segments such as organic, historic and barrier-free farms and wineries were created. In addition, a new word and figurative mark myfarm was designed, which can be used in several languages and reflects the experience value on the farms.**

### Overnight stays and turnover 2023

|                       | Holiday apartments/<br>alpine cabins | Guest rooms | Group accommodation | Campground/<br>Camping/Tepee | Total        |
|-----------------------|--------------------------------------|-------------|---------------------|------------------------------|--------------|
| Offers                | 72                                   | 49          | 46                  | 24                           | 191          |
| Total overnight stays | 55 000                               | 24 000      | 27 000              | 20 000                       | 126 000      |
| Turnover in CHF       | 1.5 millions                         | 500 000     | 1.1 millions        | 300 000                      | 3.4 millions |

Quelle: Agritourism Switzerland

# Hospitality

The background features a stylized illustration of a beverage. A dark green bottle is partially visible, with a bright yellow slice of citrus fruit, likely a lemon or lime, floating in the liquid. A white stirrer with a round end is also present, extending from the bottom right towards the center. The overall color palette is a range of greens and yellows, creating a fresh and vibrant atmosphere.

At the end of 2023, around 265 856 people were employed in the hospitality industry, which corresponds to 152 826 full-time equivalents. Despite losses during the pandemic, the hospitality industry therefore remains one of the country's largest employers.

# Hospitality

## Important employer in Switzerland

|         |  |
|---------|--|
| 265 856 | Employees (2023)   |
| 78 519  | of which in restaurants  |
| 187 337 | of which in hotels   |
| 152 826 | of which full-time   |
| 26 033  | Hotel and restaurant operations subject to VAT (2021)                                  |
| 4.3     | Percentage of total net tax receivables of the Federal Tax Administration (FTA) (2021) |

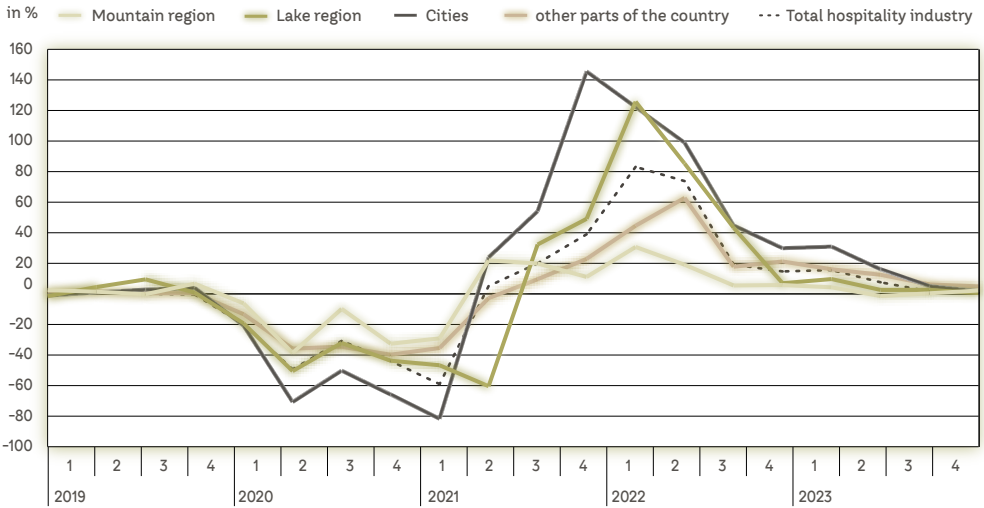
Source: Federal Statistical Office and VAT statistics of the Federal Tax Administration (FTA)

# 265 856

employees in 2023

In 2023, an average of **265 856 people** were employed in the hospitality industry, which represents a slight increase of 277 employees compared to before the pandemic. In particular, full-time and part-time positions with a workload of 50 to 89% were increasingly filled. There was also a significant increase in part-time positions with a workload of less than 50% in 2023, which compensates for the sharp reduction in these positions during the pandemic. Men (60.4%) continue to fill full-time positions in the hospitality industry more frequently than women (39.6%). In the hotel industry, the gender ratio is more balanced (45.8% women; 54.2% men). With 26 033 taxable businesses, the hospitality industry was the fifth-largest sector in Switzerland in 2021. Around four-fifths (21 320) of these businesses were in the restaurant sector and one-fifth (4,713) in the hotel sector. This corresponds to 6.4% of all companies in Switzerland subject to VAT. The total turnover within the sector amounted to around 22 billion francs. This resulted in a net tax claim of just over half a billion francs (CHF 532.6 million).

## 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

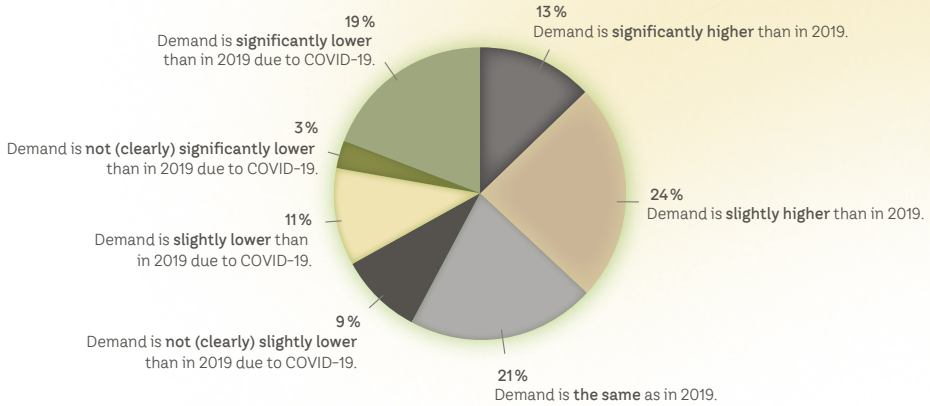
## 2023 change in revenue compared to the prior year

| Year                      | Quarter   | Hospitality | Hotels      | Restaurants |
|---------------------------|-----------|-------------|-------------|-------------|
| 2023                      | 1         | 15.6%       | 15.4%       | 15.7%       |
|                           | 2         | 7.6%        | 7.5%        | 7.6%        |
|                           | 3         | 1.6%        | 4.9%        | -0.1%       |
|                           | 4 (prov.) | 0.7%        | 2.5%        | -0.2%       |
| <b>Total 2023 (prov.)</b> |           | <b>6.4%</b> | <b>7.6%</b> | <b>5.8%</b> |

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

The hospitality industry recorded robust sales growth in 2023 despite inflation of 2.1%. The sector grew by an average of almost 7% compared to the previous year, with the hotel industry up 7.6% and restaurants up 5.8%. The strong increase in the first quarter (15.6% for the hospitality industry as a whole) was driven by high demand in winter and the recovery from the pandemic-related access restrictions of the previous year. Growth levelled off as the year progressed, with the hotel industry continuing to record strong growth, supported by the recovery in long-haul tourism. Overall, 41.8 million overnight stays were recorded; this is an increase of almost 10% on the previous year – a new record. In contrast, sales in the restaurant sector stagnated in the second half of the year. On the whole, the tourism regions recorded positive growth in turnover, with urban areas experiencing particularly strong growth.

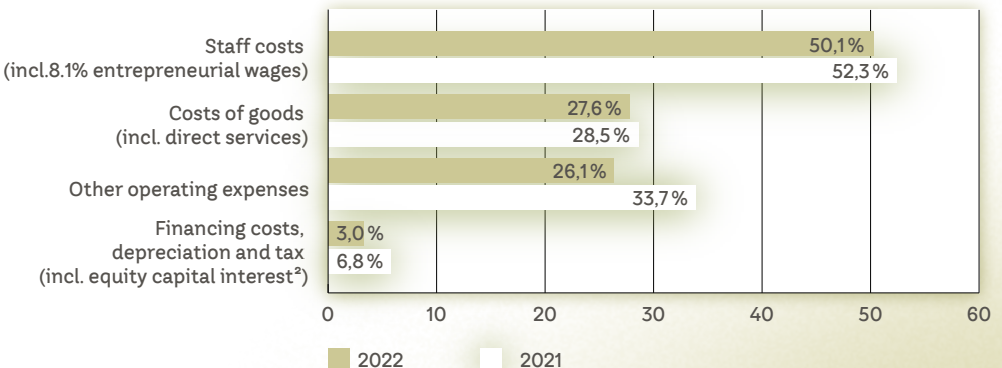
## Hospitality industry demand at a glance



Source: Survey GastroSuisse

Some 37% of restaurants reported an increase in customer demand compared to 2019, while 42% experienced a decrease. A decline was often linked to the after-effects of COVID-19, especially in cities. Here, the lack of lunchtime business is particularly significant. The pandemic has had a lasting impact on consumer behaviour: 44% of restaurateurs are noticing changes. The fact that more people are working from home is having a particularly strong impact on the hospitality industry. Two out of three establishments have noticed a decline in lunchtime business. More than one in four even consider this decline to be significant and associated with strong effects. The ongoing dynamic signals that a high level of flexibility is required to keep pace with new consumer habits.

## Cost factors in the hospitality industry (restaurants and hotels, 2021 and 2022<sup>1</sup>)



<sup>1</sup>Data for 2023 was not yet available at the time of going to press.

<sup>2</sup>Equity capital interest: 2021, 0.9% / 2022, 0.7%

Source: Gastroconsult

In the companies analysed, around half of turnover is spent on wages and non-wage labour costs. These high personnel costs make it difficult for many companies to generate enough profit. Successful businesses are characterised by the fact that their personnel costs amount to less than 45% of turnover. In 2022, around 27.6% of turnover was also spent on the purchase of goods and services, while other operating costs such as financing and depreciation accounted for 32.8%. If compensation payments are also included, the costs for other operating expenses, financing costs and depreciation of fixed assets still amount to 29.1% of turnover.

## Price changes in the hospitality industry (annual average 2023)

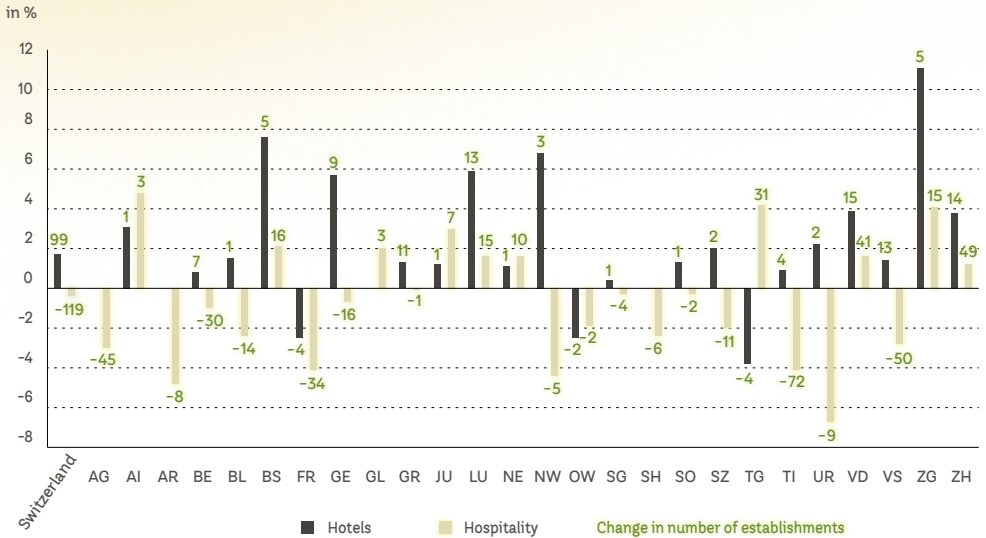
|                                       | Index 2023   | Change from 2022 (%) <sup>1</sup> |
|---------------------------------------|--------------|-----------------------------------|
| <b>Total index</b>                    | <b>106.1</b> | <b>2.1</b>                        |
| <b>Energy</b>                         | <b>150.3</b> | <b>13.3</b>                       |
| <b>Hospitality industry</b>           | <b>106.9</b> | <b>2.9</b>                        |
| <b>Hotel industry</b>                 | <b>119.8</b> | <b>2.9</b>                        |
| <b>Fast food</b>                      | <b>105.8</b> | <b>3.5</b>                        |
| <b>Restaurants and cafés</b>          | <b>104.7</b> | <b>2.5</b>                        |
| Meals in restaurants and cafés        | 105.1        | 2.7                               |
| Beverages in restaurants and cafés    | 103.9        | 2.1                               |
| Alcoholic beverages                   | 103.9        | 2.0                               |
| Wine                                  | 104.6        | 2.2                               |
| Beer                                  | 103.2        | 2.1                               |
| Spirits and other alcoholic beverages | 102.2        | 1.4                               |
| Non-alcoholic drinks                  | 104.0        | 2.3                               |
| Coffee and tea                        | 104.6        | 2.7                               |
| Mineral water and soft drinks         | 103.4        | 2.0                               |
| Package tours abroad                  | 139.6        | 10.0                              |
| Domestic package tours                | 98.1         | 0.3                               |

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

Source: Federal Statistical Office (December 2020 = 100)

Despite general inflation of 2.1% and rising costs for energy, goods and staff, the hotel and catering industry recorded an overall price increase of 2.9%. This means that the price increase in these sectors is 0.8 percentage points higher than general inflation. The sector thus compensated for the below-average price increase in the previous year. In 2022, price changes in the hospitality industry were 0.6 percentage points below general inflation. In restaurants, a meal in December 2023 cost 52 centimes more than in the previous year, which corresponds to an increase of 2.7%. Drinks prices have also risen: an espresso in restaurants and cafés costs an average of 11 centimes more, which corresponds to an increase of 2.7%, and a pint of beer costs an average of 6 centimes more than in 2022, which is a price increase of 2.1%. Package holidays abroad are 10% more expensive, while domestic package holidays are only 0.3% more expensive on average.

## Net growth in the hospitality industry (2023)



Source: Creditreform, St.Gallen

## 2023 The hotel industry recorded an increase, the catering industry a decrease.

The Swiss hospitality industry experienced a year of contrasts in 2023. According to the commercial register, the hotel industry recorded net growth of 1.7% across Switzerland in 2023, while the number of catering establishments fell by -0.4%. While some regions are recording high growth, others are struggling with declining numbers of establishments. In terms of the hotel industry, the canton of Zug (+ 11.1%) stands out, recording exceptional growth, followed by Valais and Graubünden, which also recorded high growth rates. These cantons benefited from increased demand from foreign tourists, which had a positive impact on the hotel industry. This contrasts with the situation in Uri (- 6.7%) and Ticino (- 4.1%), where the catering industry registered significant declines. Urban areas such as Geneva and Basel also recorded negative growth rates in the catering sector. This could indicate market saturation or a change in consumer behaviour. At the same time, the latter achieved solid growth figures in the hotel industry.

# Tourism infrastructure

The background features a green-to-teal gradient with stylized, semi-transparent icons. A red cable car cabin is positioned in the upper left, and a yellow bicycle is in the lower left. The overall design is clean and modern.

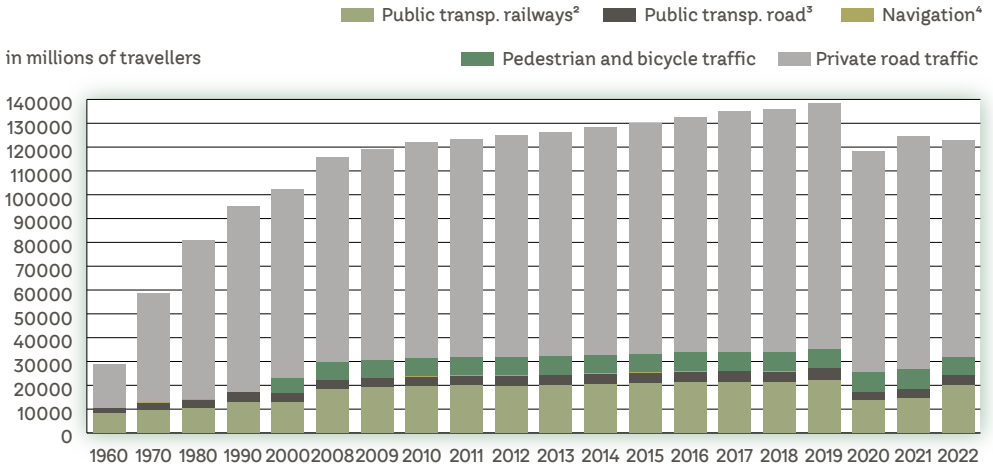
The tourism infrastructure in Switzerland is better developed than in almost any other country. The utilisation of the means of transport by road, rail, air and water recovered in 2023, but still remained below the level of 2019.

# Tourism infrastructure

## Transport

### Passenger service in public transport

#### Passenger-kilometres per mode of transport 1960-2022<sup>1</sup>



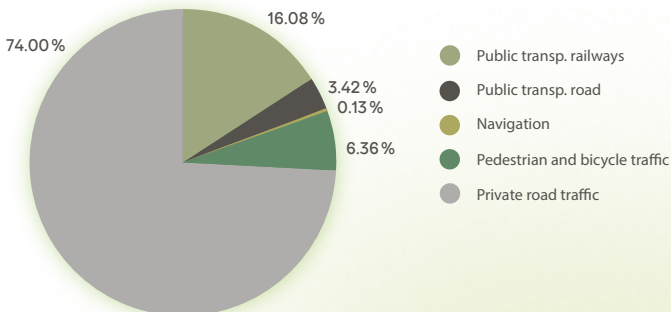
<sup>1</sup> Excluding air transport

<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 and 2000 can no longer be determined

#### Passenger-kilometres per mode of transport 2022 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 **28200 kilometres** long. An impressive 25000 stops are served by public transport. With an average of one stop per kilometre along its route network, Switzerland has one of the densest transport networks in the world, and this is being continuously expanded too: in 2019, Parliament approved funding of almost CHF 13 billion for the 2035 expansion phase, which is aimed at further consolidating long-distance and regional transport services and adapting them to the sharp rise in demand. Today, one in two Swiss people has a public transport travelcard. In 2022, a typical Swiss person would travel by train 61 times on average, covering an average of 2179 kilometres by rail – making the Swiss Europe’s rail champions once again.

# 28 200

kilometres public transport  
route network

### The trend in public transport passenger numbers

In 2023, public transport passenger numbers reached record levels in many places, indicating that the negative impact of the coronavirus pandemic has definitely been overcome. In 2023 as a whole, SBB transported an average of 1.32 million passengers per day, returning to the level of the peak year 2019. PostBus, Switzerland’s largest bus company, transported a total of around 175 million passengers in 2023, surpassing its all-time record from 2019 by as much as 7 million.

### Tourist transport

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

## Renewed increase in traffic on Swiss lakes and rivers

The 17 companies that make up the Association of Swiss Navigation Companies (VSSU) recorded a significant increase in passenger numbers in 2023. A total of 146 ships transported 14.09 million passengers. This corresponds to an increase of 1.08 million passengers compared to the previous year. Lake Lucerne with 3.11 million passengers and Lake Geneva with 2.73 million passengers posted the highest passenger figures, followed by the Lake Zurich ferry Horgen–Meilen with 1.9 million passengers and Lake Zurich (incl. Limmat Navigation) with 1.8 million passengers. At 2.73 million kilometres, the kilometre performance is 17% higher than in the previous year. Inland navigation operates a network of around 1545 kilometres.

Source: ASNC Association of Swiss Navigation Companies

## Air traffic

**53.3**  
million air passengers

In 2023, Swiss airports recorded **53.3 million** arriving and departing passengers (local and transfer) in scheduled and charter traffic. The number of passengers thus increased by 9.7 million or 22% compared to 2022, but remains 9% below the level recorded in 2019, the pre-co-vid year.

The number of air movements (take-offs and landings) has also risen in 2023 to 408 957, an increase of 15% compared to 2022, but still 13% lower than in 2019.

## Flight movements and passengers 2023

| Airport               | Movements      | Local and transfer passengers | Transit passengers | Total passengers  |
|-----------------------|----------------|-------------------------------|--------------------|-------------------|
| Zurich Kloten         | 213 909        | 28 842 554                    | 19 706             | <b>28 862 260</b> |
| Genève Cointrin       | 129 767        | 16 314 270                    | 157 304            | <b>16 471 574</b> |
| Basel Mulhouse        | 63 342         | 8 054 744                     | 3 414              | <b>8 058 158</b>  |
| Bern Belp             | 657            | 42 833                        | 0                  | <b>42 833</b>     |
| Lugano Agno           | 46             | 368                           | 0                  | <b>368</b>        |
| St. Gallen Altenrhein | 779            | 34 639                        | 0                  | <b>34 639</b>     |
| Sion                  | 457            | 5 373                         | 0                  | <b>5 373</b>      |
| <b>Total</b>          | <b>408 957</b> | <b>53 294 781</b>             | <b>180 424</b>     | <b>53 475 205</b> |

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

# Cableways

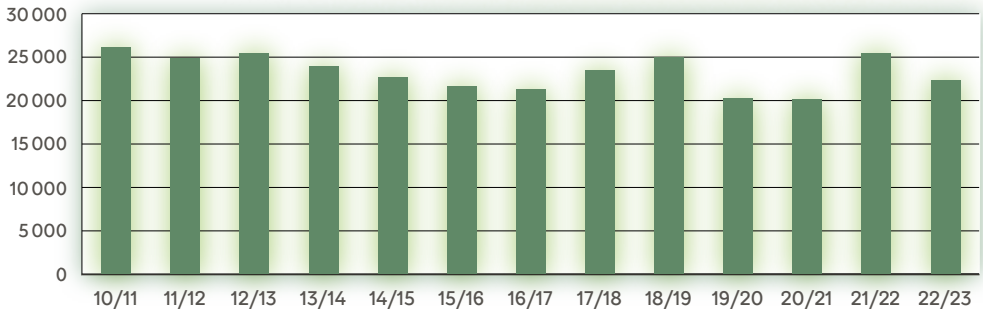
## The most important facts in brief

|                     |   |
|---------------------|---|
| <b>2414</b>         | At the end of 2022, there were 2414 (federally or cantonally) licensed facilities operating in Switzerland.       |
| <b>741 million</b>  | The passenger transport income amounted to CHF 741 million in winter 2022/23.                                     |
| <b>22.3</b>         | 22.3 million skier days were recorded at Swiss ski resorts in winter 2022/23.                                     |
| <b>75%</b>          | 75% of all passenger transport income in the 2021/22, or 2022, financial year was generated in the winter season. |
| <b>1.58 billion</b> | The cable car industry generated total revenue of CHF 1.58 billion in 2021/22, or 2022.                           |
| <b>66%</b>          | 66% of all snow sports enthusiasts came from Switzerland in the 2022/23 winter season.                            |
| <b>20199</b>        | The cable car industry employed a total of 20199 people in the 2021/22, or 2022, financial year.                  |

**2414**  
approved facilities

### Development of skier days in the 2022/23 winter season (in 1000)

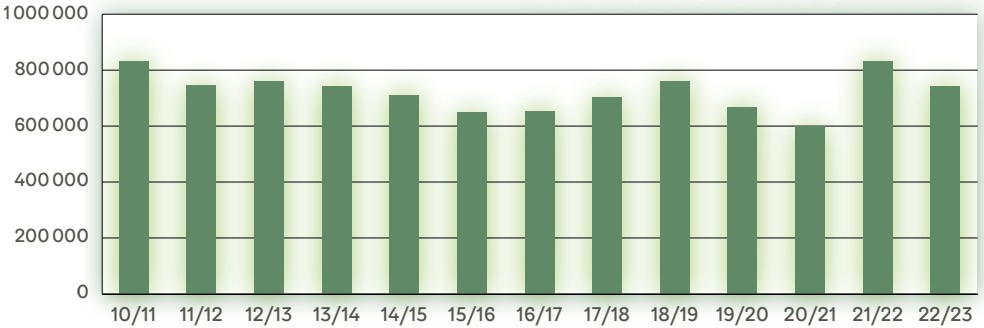
After the very good results of the previous season, the winter of 2022/23 shows a decline in visitor numbers that is in the middle of the 2014 to 2018 seasons (in which there were three consecutive Christmases without snow in many ski resorts), but well above the two worst years of the COVID-19 pandemic. The season was heavily influenced by a lack of snow, with snow cover well below average up to high altitudes. Temperatures were higher and precipitation lower than normal. Snowfall was rare at lower altitudes and a relatively large number of smaller ski resorts were not even able to open.



Source: Swiss Cableways, Laurent Vanat, season report 2022/23

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

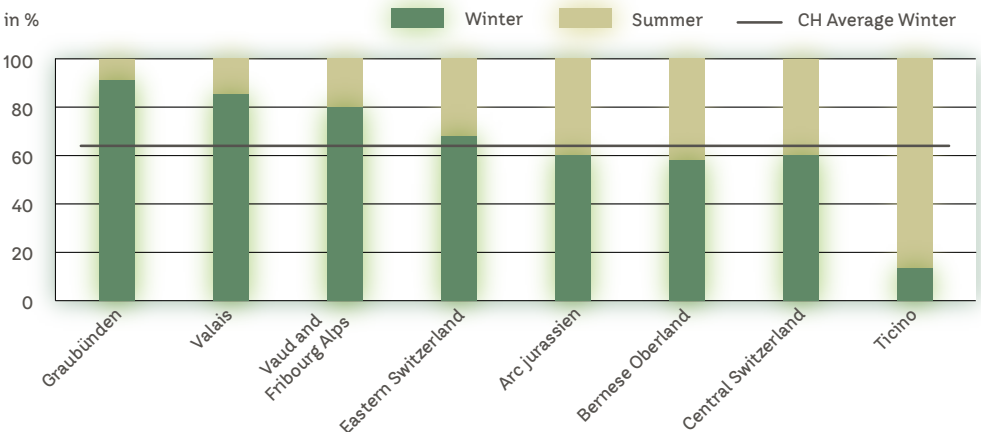
In winter 2022/23, the sector generated CHF 741 million in passenger transport revenue. This represents a decrease of 10.5% compared to the previous season. The decline in revenue was slightly lower than the decline in visitor numbers, as the decline was less pronounced in the higher-altitude ski resorts with a wide range of offers, which generally charge higher prices, than in the smaller, lower-altitude ski resorts.



Source: Swiss Cableways, Facts and Figures 2023

## Seasonal distribution of passenger transport revenue

The importance of the summer season for the cable car industry varies greatly from region to region. While winter revenue accounted for the highest share of revenue in Graubünden at 91%, summer business was clearly more important than winter revenue in Ticino at 87%. In the 2021/22, or 2022, financial year, the winter share of passenger transport revenue was 75% across Switzerland. Valais and Graubünden accounted for 56% of all passenger transport revenue throughout Switzerland. Graubünden's 9% summer share (CHF 24.6 million) was, in absolute figures, more than twice as high as Ticino's 87% summer share (CHF 11.2 million).



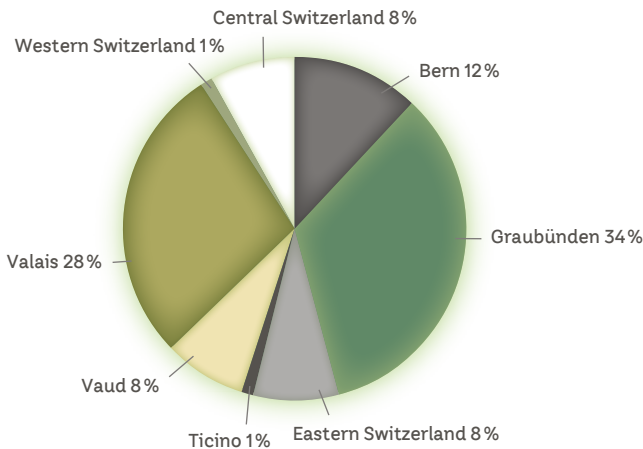
Source: Swiss Cableways, Facts and Figures 2023

150  
Ski Schools

## Swiss Ski Schools

Over 5500 ski, snowboard, telemark and cross-country ski instructors are employed in 150 Swiss Ski Schools. Skiing, snowboarding, cross-country skiing and telemark lessons are offered for children and adults. Other sports and package deals are also available to guests on request.

### Lessons sold by region

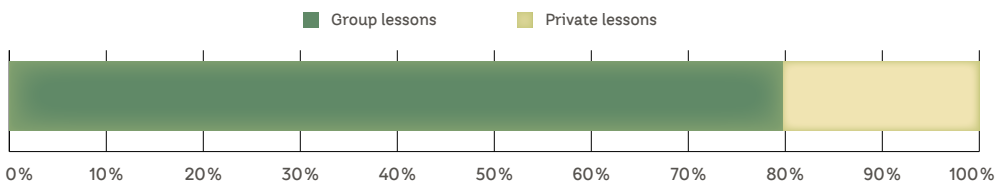


Note: The total number of lessons sold throughout Switzerland is 3 452 779 (as of May 2024).

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 2023/24



The detailed figures for the season will be published in the Swiss Snowsports annual report.

# 36 600

kilometres of route network in summer

## 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               | 67              | 264          | 12 900               |
| Cycling         | 9               | 55              | 58           | 11 700               |
| Mountain biking | 3               | 14              | 275          | 11 100               |
| Skating         | 3               | 8               | 6            | 1 000                |
| Canoeing        | 1               | 8               | 0            | 300                  |
| <b>Total</b>    | <b>23</b>       | <b>152</b>      | <b>603</b>   | <b>37 000</b>        |

Status as of 31.12.2023

| Winter               | Number of offers |
|----------------------|------------------|
| Winter hiking        | 170              |
| Snowshoe walking     | 216              |
| Cross-country skiing | 166              |
| Sledging             | 98               |
| <b>Total</b>         | <b>650</b>       |

Status as of 31.12.2023

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 2023, 5.8 million visits were recorded on the website and 22.6 million on the app.

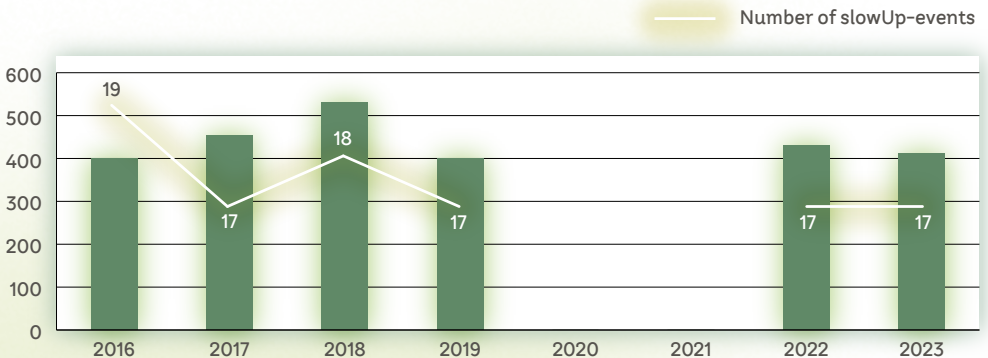
|                 | 2013<br>Users    | 2020<br>Users    | 2013<br>Turnover from<br>Swiss users (in CHF) | 2020<br>Turnover from<br>Swiss users (in CHF) |
|-----------------|------------------|------------------|---|---|
| Hiking          | 920 000          | 1 870 000        | 270 Mio.                                      | 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 2016 – 2023



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 hiking trail categories

Depending on the individual conditions and desired level of difficulty, hikers can choose from three different hiking trail 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%                                    |

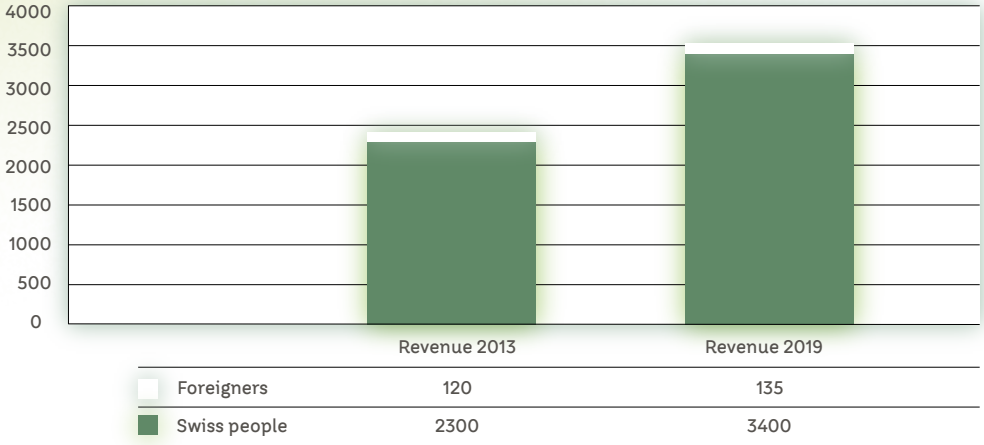
### Hiking – a life-long sport

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 46, 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.

Sources: Swiss Hiking Trail Federation, Hiking in Switzerland 2020 and Sport Switzerland light 2022

## 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 2024) 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).

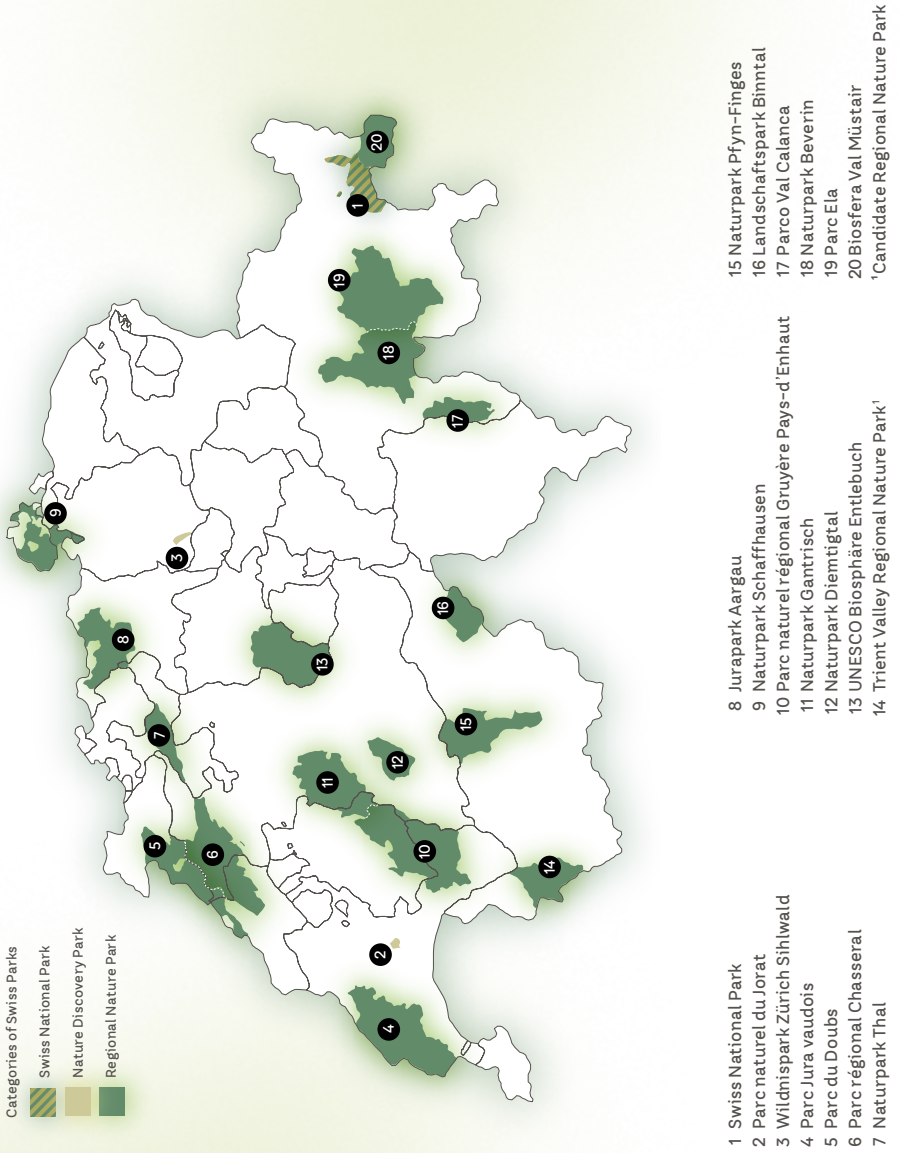
Nonetheless, the Swiss park policy is a success story: regional na-

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, Gantrisch 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

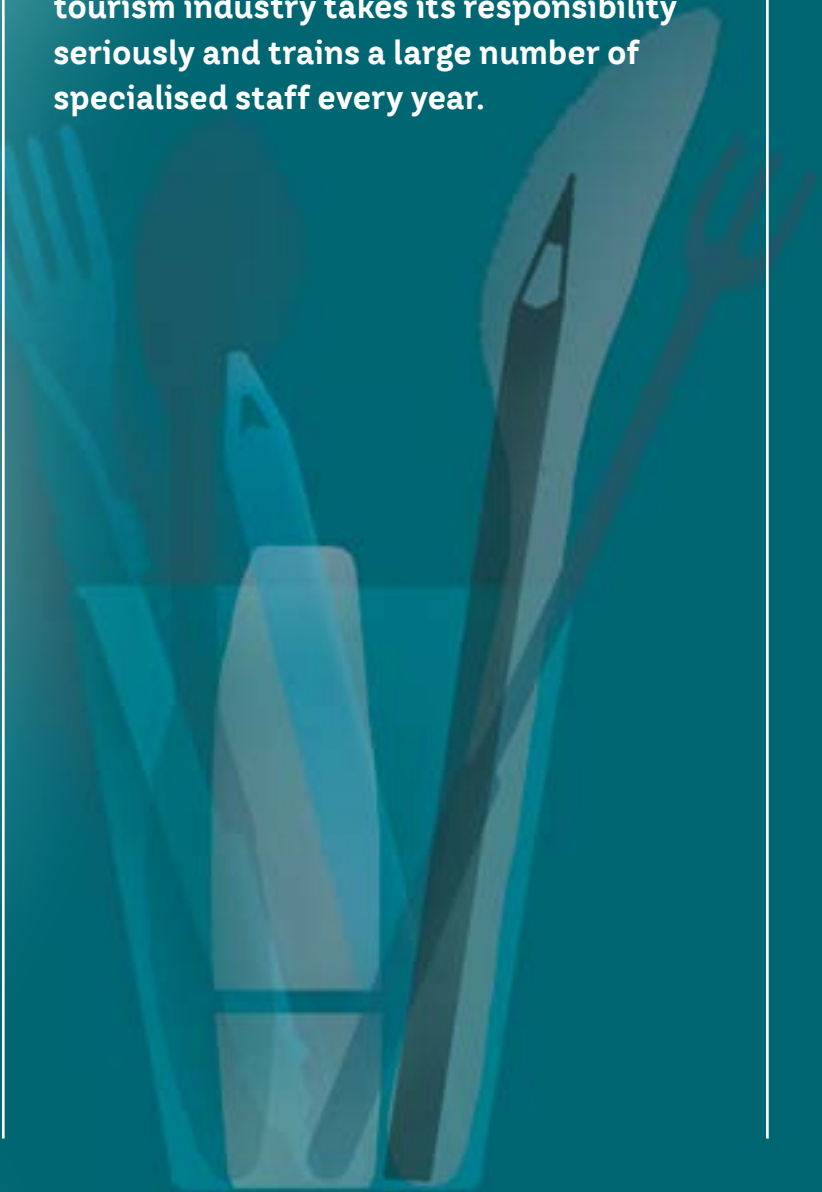
# Swiss Parks



Cartography: Carmen Neumayer, ZOIX Manufaktur.  
 Data: FOEN / Swiss Parks Network 01/2024, swisstopo

# 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)

| Hotel and restaurant                  | Certificates of qualification issued |      | Apprentices hired |      |
|---------------------------------------|--------------------------------------|------|-------------------|------|
|                                       | 2023                                 | 2022 | 2023              | 2022 |
| Hotelfachmann:frau EFZ                | 233                                  | 256  | 220               | 216  |
| Hotel-Kommunikationsfachmann:frau EFZ | 169                                  | 135  | 274               | 228  |
| Koch:Köchin EFZ                       | 1174                                 | 1151 | 1454              | 1382 |
| Restaurationsfachmann:frau EFZ        | 4                                    | 32   | –                 | –    |
| Restaurantfachmann:frau EFZ (ab 2019) | 410                                  | 328  | 420               | 405  |
| Systemgastronomiefachmann:frau EFZ    | 60                                   | 51   | 79                | 57   |

| Transport services                     |    |    |    |    |
|--|----|----|----|----|
| Fachmann:frau öffentlicher Verkehr EFZ | 62 | 70 | 60 | 54 |
| Matros:in der Binnenschifffahrt EFZ    | 9  | 2  | 0  | 1  |
| Nautische:r Fachmann:frau EFZ          | –  | –  | 2  | 2  |
| Seilbahn-Mechatroniker:in EFZ          | 28 | 27 | 44 | 44 |

| Economy and administration |     |     |   |     |
|----------------------------|-----|-----|---|-----|
| Kaufmann:frau EFZ B        |     |     |   |     |
| Hotel-Gastro-Tourismus     | 19  | 15  | 2 | 13  |
| Öffentlicher Verkehr       | 7   | 8   | 0 | 1   |
| Reisebüro                  | 11  | 7   | 1 | 2   |
| Transport                  | 12  | 15  | 1 | 10  |
| Kaufmann:frau EFZ E        |     |     |   |     |
| Hotel-Gastro-Tourismus     | 119 | 121 | 2 | 106 |
| Öffentlicher Verkehr       | 139 | 159 | 0 | –   |
| Reisebüro                  | 76  | 74  | 1 | 65  |
| Transport                  | 26  | 21  | 1 | 27  |

### Federal VET Certificate (EBA)

| Hotel and restaurant                  |     |     |     |     |
|---------------------------------------|-----|-----|-----|-----|
| Hotellerieangestellte:r EBA           | 37  | 38  | 23  | 33  |
| Küchenangestellte:r EBA               | 320 | 334 | 398 | 385 |
| Restaurationsangestellte:r EBA        | 0   | 1   | 0   | –   |
| Restaurantangestellte:r EBA (ab 2019) | 96  | 116 | 124 | 119 |
| Seilbahner:in EBA                     | 5   | 5   | 4   | 3   |

Source: Swiss Federal Statistical Office

# Professional education: final exams

## Federal diploma of higher education

|   | 2023 |       |       | 2022  | 2021  |
|---|------|-------|-------|-------|-------|
|   | Men  | Women | Total | Total | Total |
| Bereichsleiter:in Hotellerie-Hauswirtschaft                     | 3    | 64    | 67    | 76    | 63    |
| Bereichsleiter:in Restauration                                  | 10   | 22    | 32    | 32    | 48    |
| Bergführer:in   | 23   | 1     | 24    | 27    | 16    |
| Cabin Crew Member   | 20   | 24    | 44    | 22    | 56    |
| Chef de Réception   | 3    | 20    | 23    | 22    | –     |
| Chefkoch:köchin   | 109  | 28    | 137   | 141   | 182   |
| Fachmann:frau im Pisten und Rettungsdienst                      | 0    | 0     | 0     | –     | 15    |
| Gästekbetreuer:in im Tourismus (ehemals Tourismus-Assistent:in) | 0    | 1     | 1     | –     | 33    |
| Gastro-Betriebsleiter:in  | 67   | 70    | 137   | 111   | 96    |
| Schneesportlehrer:in  | 106  | 29    | 135   | 160   | 178   |
| Seilbahnfachmann:frau   | 25   | 1     | 26    | 52    | 32    |
| Wanderleiter:in   | 9    | 8     | 17    | 52    | 27    |

## Advanced federal diploma of higher education

|                                       |    |    |    |    |    |
|---------------------------------------|----|----|----|----|----|
| Gastro-Unternehmer:in                 | 18 | 13 | 31 | 33 | 20 |
| Küchenchef:in                         | 0  | 0  | 0  | 32 | 5  |
| Leiter:in Gemeinschaftsgastronomie    | 0  | 0  | 0  | 16 | –  |
| Leiter:in Hotellerie – Hauswirtschaft | 0  | 0  | 0  | 3  | –  |
| Manager:in öffentlicher Verkehr       | 8  | 4  | 12 | 21 | 16 |
| Restaurationsleiter:in                | 0  | 0  | 0  | 2  | 2  |
| Seilbahnmanager:in                    | 0  | 0  | 0  | 2  | 4  |

## Colleges of higher education diplomas

|                                     |     |     |                 |     |     |
|-------------------------------------|-----|-----|-----------------|-----|-----|
| Betriebsleitung Facility Management | 2   | 16  | 18 <sup>1</sup> | 15  | 18  |
| Hotellerie und Gastronomie          | 121 | 149 | 270             | 387 | 449 |
| Tourismus                           | 51  | 215 | 266             | 247 | 201 |

## Bachelor / Master of Universities of Applied Sciences

|                                 |     |     |     |     |     |
|---------------------------------|-----|-----|-----|-----|-----|
| Bachelor Hospitality Management | 276 | 410 | 686 | 792 | 663 |
| Master Hospitality Management   | 26  | 30  | 56  | 30  | 34  |
| Bachelor Tourismus              | 56  | 173 | 229 | 258 | 259 |

<sup>1</sup> MiVo 2017

Source: Swiss Federal Statistical Office

# International



International tourist arrivals recovered by 134% in 2023 compared to the previous year, according to the UNWTO World Tourism Barometer. However, estimates suggest that the numbers continued to be 12% below 2019 levels.

# International Tourist arrivals

**In 2023, global tourism experienced a significant upturn of 134% compared to the previous year, to a new total of 1286 million international tourist arrivals (overnight visitors). However, according to preliminary estimates, the numbers remained 12% below the level of 2019.**

In an international comparison of tourist arrivals, Switzerland ranks 32<sup>nd</sup> in 2023. In terms of international tourism receipts, Switzerland is ranked in 21<sup>st</sup> place with 21.1 billion USD in 2023.

|                          | International arrivals in million |              | Change in % <sup>2</sup> |                      |
|--------------------------|-----------------------------------|--------------|--------------------------|----------------------|
|                          | 2023 <sup>3</sup>                 | 2022         | 2023/22 <sup>3</sup>     | 2022/21 <sup>3</sup> |
| <b>Europe</b>            | <b>709.4</b>                      | <b>609.5</b> | <b>16.4</b>              | <b>102.5</b>         |
| Northern Europe          | 79.7                              | 67.1         | 18.8                     | 206.6                |
| Western Europe           | 208.3                             | 182.8        | 14.0                     | 108.6                |
| Central/Eastern Europe   | 112.4                             | 94.1         | 19.5                     | 78.8                 |
| Southern/Mediter. Europe | 308.9                             | 265.5        | 16.3                     | 91.2                 |
| <b>Asia and Pacific</b>  | <b>237.2</b>                      | <b>93.3</b>  | <b>154.2</b>             | <b>250.4</b>         |
| North-East Asia          | 94.4                              | 20.5         | 360.7                    | 88.9                 |
| South-East Asia          | 99.0                              | 42.3         | 134.1                    | ↑                    |
| Oceania                  | 12.9                              | 6.8          | 90.5                     | 791.9                |
| South Asia               | 30.9                              | 23.8         | 30.0                     | 103.5                |
| <b>Americas</b>          | <b>200.2</b>                      | <b>157.2</b> | <b>27.4</b>              | <b>92.2</b>          |
| North America            | 127.0                             | 101.9        | 24.6                     | 78.2                 |
| Caribbean                | 28.1                              | 23.6         | 19.5                     | 62.3                 |
| Central America          | 11.5                              | 9.3          | 23.9                     | 97.6                 |
| South America            | 33.6                              | 22.4         | 49.9                     | 319.3                |
| <b>Africa</b>            | <b>66.3</b>                       | <b>47.0</b>  | <b>41.2</b>              | <b>136.6</b>         |
| North Africa             | 27.0                              | 19.1         | 41.4                     | 190.8                |
| Subsaharan Africa        | 39.3                              | 27.9         | 41.0                     | 109.9                |
| <b>Middle East</b>       | <b>87.0</b>                       | <b>67.8</b>  | <b>28.3</b>              | <b>124.5</b>         |
| <b>World</b>             | <b>1300</b>                       | <b>975</b>   | <b>33.4</b>              | <b>112.2</b>         |

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<sup>2</sup>Arrow (↑) indicates percentage change above 1000.

<sup>3</sup>Provisional data

Source: World Tourism Organization (2024), UNWTO World Tourism Barometer (English version),

Volume 22, Issue 1 January 2024, UNWTO, Madrid: [https://doi.org/10.18111/wtobarometereng\[28-06-2024\]](https://doi.org/10.18111/wtobarometereng[28-06-2024]).

# Top destinations<sup>1</sup>

| Rank    | Country of destination | International arrivals in million |      | Change in %          |         |
|---------|------------------------|-----------------------------------|------|----------------------|---------|
|         |                        | 2023 <sup>2</sup>                 | 2022 | 2023/22 <sup>2</sup> | 2022/21 |
| 1 (1)   | France                 | 100.0                             | 93.2 | 7.3                  | 92.6    |
| 2 (2)   | Spain                  | 85.2                              | 71.7 | 18.9                 | 129.8   |
| 3 (3)   | United States          | 66.5                              | 50.8 | 30.9                 | 127.9   |
| 4 (5)   | Italy                  | 57.2                              | 49.8 | 14.9                 | 85.3    |
| 5 (6)   | Turkey                 | 55.2                              | 50.5 | 9.3                  | 68.6    |
| 6 (7)   | Mexico                 | 42.2                              | 38.3 | 10.0                 | 20.3    |
| 7 (10)  | United Kingdom         | 37.2                              | 30.7 | 21.1                 | 389.0   |
| 8 (9)   | Germany                | 34.8                              | 28.5 | 22.3                 | 143.5   |
| 9 (13)  | Greece                 | 32.7                              | 27.8 | 17.6                 | 89.3    |
| 10 (11) | Austria                | 30.9                              | 26.2 | 17.9                 | 106.0   |
| 32 (37) | Switzerland            | –                                 | 9.2  | –                    | 108.6   |

| Rank    | Country of destination | International tourism receipts<br>in billion US-\$ |       | Change in %<br>based on local currency |         |
|---------|------------------------|--|-------|--|---------|
|         |                        | 2023 <sup>2</sup>                                  | 2022  | 2023/22 <sup>2</sup>                   | 2022/21 |
| 1 (1)   | United States          | 175.9  | 136.9 | 28.5                                   | 91.7    |
| 2 (2)   | Spain                  | 92.0   | 72.9  | 22.9                                   | 137.1   |
| 3 (8)   | United Kingdom         | 73.9   | 67.6  | 12.1                                   | 93.4    |
| 4 (5)   | France                 | 68.6   | 59.7  | 12.0                                   | 64.3    |
| 5 (3)   | Italy                  | 55.9   | 43.7  | 24.6                                   | 96.6    |
| 6 (12)  | United Arab Emirates   | 51.9   | 49.3  | 5.3                                    | 79.0    |
| 7 (7)   | Turkey                 | 49.5   | 41.2  | 20.2                                   | 54.6    |
| 8 (6)   | Australia              | 46.6   | 24.6  | 97.3                                   | 57.1    |
| 9 (14)  | Canada                 | 39.2   | 28.1  | 45.0                                   | 89.8    |
| 10 (4)  | Japan                  | 38.6   | 9.2   | 346.3                                  | 127.7   |
| 16 (17) | Switzerland            | 21.1   | 17.4  | 14.4                                   | 48.3    |

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<sup>1</sup> Data for 2023 was not yet available at the time of publication.

<sup>2</sup> Provisional data

Source: World Tourism Organization (2024), UNWTO World Tourism Barometer (English version).

Volume 22, Issue 1 January 2024, UNWTO, Madrid: <https://doi.org/10.18111/wtobarometereng> [28-06-2024].

# Sustainability

A stylized illustration in shades of teal and green. A hand is shown at the bottom, holding a plant with several leaves. A butterfly is perched on one of the leaves. The background is a solid teal color.

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



Level I – committed



Level II – engaged



Level III – leading

### Breakdown by service provider

| Service provider category             | Level I     | Level II   | Level III  | Total       |
|---------------------------------------|-------------|------------|------------|-------------|
| Agritourism                           | 12          | 2          | 7          | 21          |
| Camping                               | 33          | 3          | 4          | 40          |
| Conference hotel                      | 7           | 5          | 6          | 18          |
| Congress centre                       | 15          | 7          | 1          | 23          |
| Culture                               | 13          | 6          | 0          | 19          |
| Education and training                | 9           | 1          | 0          | 10          |
| Event                                 | 28          | 1          | 2          | 31          |
| Gastronomy                            | 166         | 51         | 21         | 238         |
| Hotel                                 | 424         | 128        | 93         | 645         |
| Leisure                               | 71          | 8          | 14         | 93          |
| Mobility partner                      | 3           | 0          | 1          | 4           |
| Mountain railway                      | 33          | 15         | 15         | 63          |
| Museum                                | 20          | 4          | 3          | 27          |
| Non-hotel accommodation               | 162         | 25         | 44         | 231         |
| Public transport                      | 10          | 4          | 8          | 22          |
| Shipping company                      | 9           | 5          | 2          | 16          |
| Ski / Snowboard school                | 4           | 0          | 0          | 4           |
| Sport                                 | 36          | 0          | 19         | 55          |
| Swiss park                            | 0           | 0          | 10         | 10          |
| Tourism organisation / Tourist office | 95          | 19         | 10         | 124         |
| Travel agent / Tour operator          | 117         | 3          | 3          | 123         |
| <b>Total</b>                          | <b>1267</b> | <b>287</b> | <b>263</b> | <b>1817</b> |

The sustainability programme is open to all organisations in Swiss tourism. Since April 2023, entire tourism destinations can now also participate in the «Swisstainable Destination» programme and thus specifically promote sustainable development in their destination. Swisstainable offers three different levels. Depending on which measures or sustainability certificates already in use, it is possible to start at the appropriate level. As of the end of 2023, 1267 businesses at level I – committed, 287 at level II – engaged and 263 at level III – leading were participating in the programme. In addition, two «Swisstainable Destination» were classified at level I – committed (Basel, Surselva) and one at level III – leading (Engadin Scuol Zemez Val Müstair).

### Breakdown by region

| Region                              | Level I     | Level II   | Level III  | Total       |
|-------------------------------------|-------------|------------|------------|-------------|
| Aargau and Solothurn Region         | 43          | 2          | 16         | 61          |
| Basel Region                        | 42          | 16         | 13         | 71          |
| Bern Region                         | 230         | 33         | 38         | 301         |
| Fribourg Region                     | 32          | 7          | 1          | 40          |
| Geneva                              | 43          | 6          | 11         | 60          |
| Graubünden                          | 145         | 39         | 38         | 222         |
| Jura & Three-Lakes                  | 50          | 6          | 3          | 59          |
| Lucerne / Lake Lucerne              | 125         | 42         | 15         | 182         |
| Eastern Switzerland / Liechtenstein | 90          | 19         | 21         | 130         |
| Ticino                              | 100         | 22         | 8          | 130         |
| Vaud                                | 111         | 28         | 19         | 158         |
| Valais                              | 115         | 10         | 51         | 176         |
| Zürich Region                       | 141         | 57         | 29         | 227         |
| <b>Total</b>                        | <b>1267</b> | <b>287</b> | <b>263</b> | <b>1817</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 | 2023        | 2022       | 2021       |
|---------------------------|-------------|------------|------------|
| Accommodation             | 328         | 222        | 120        |
| Activities                | 207         | 143        | 70         |
| Education                 | 15          | 5          | 1          |
| Gastronomy                | 233         | 184        | 127        |
| Health                    | 17          | 12         | 11         |
| Services                  | 195         | 158        | 97         |
| Shopping                  | 71          | 57         | 52         |
| Transportation            | 359         | 100        | 54         |
| <b>Total</b>              | <b>1425</b> | <b>881</b> | <b>532</b> |

# ibex fairstay



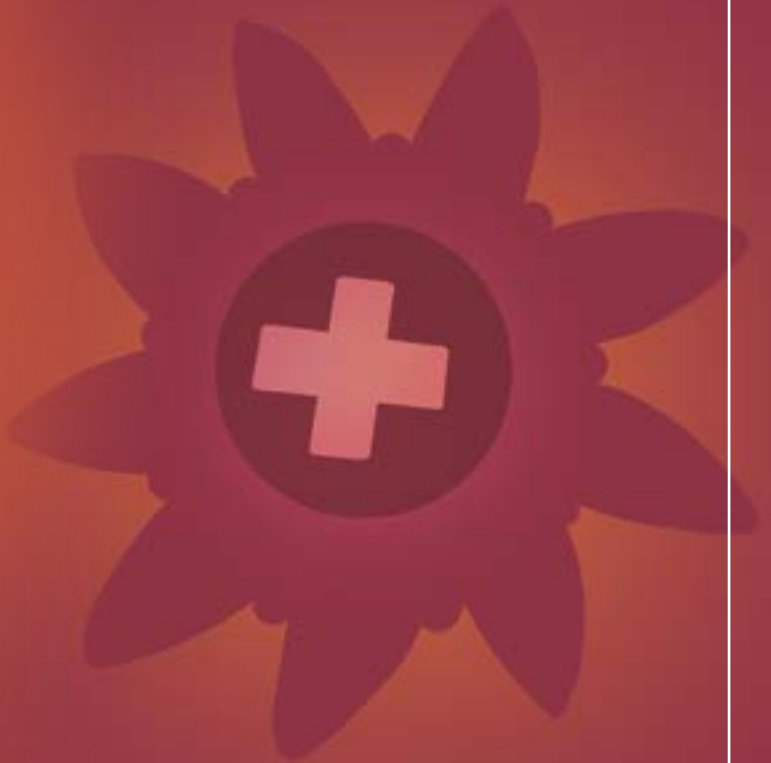
ibex fairstay accompanies lodging companies on their way to a sustainable company management. Hotels, hostels, campings and holiday apartments which surpass their responsibility for sustainable action will be rewarded. The branch solution with integral support contains the five areas such as management, 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 Swisustainable sustainability programme at Level III – leading.

| Year                | 2023 | 2022 | 2021 | 2020 | 2019 |
|---------------------|------|------|------|------|------|
| Certified companies | 97   | 77   | 68   | 61   | 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 2023, 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 2023 this quality label was awarded to 10 destinations.

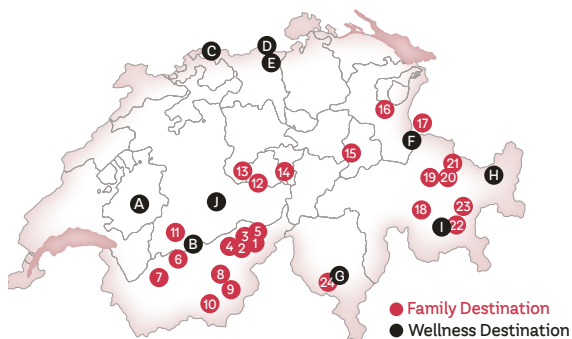
## Destinations carrying the label

### 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<br>D Bad Zurzach |
| Zurich Region               | E Baden                        |
| Eastern Switzerland         | F Bad Ragaz                    |
| Ticino                      | G Ascona-Locarno               |
| Graubünden                  | H Scuol<br>I St. Moritz        |
| Bern Region                 | J Interlaken                   |



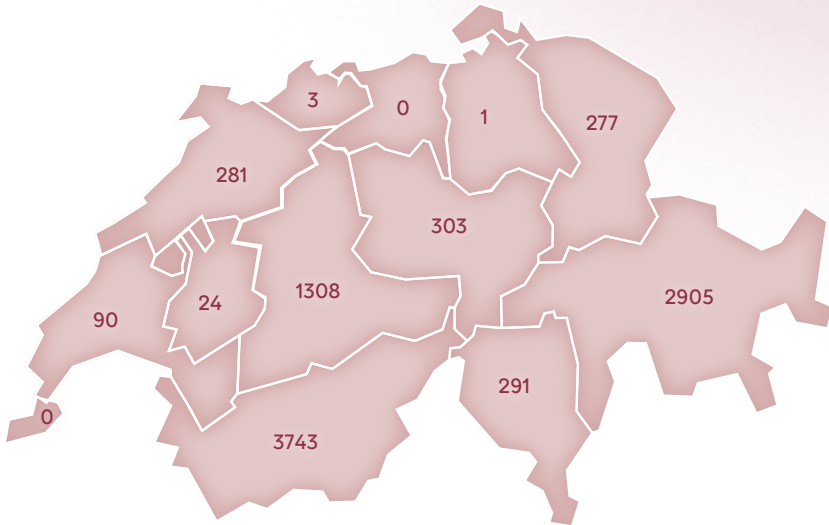
Source: Swiss Tourism Federation

# 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 2023



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><br/>         Umbrella organisation for the marketing and coordination of agritourist services in Switzerland with more than 210 farms.</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><br/>         Representation of the professional interests of swiss tourism managers. Professional development, network maintenance, lobbying.</p>  |
| Association of the Swiss Navigation Companies   | <p>Freier Platz 8, 8200 Schaffhausen, 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><br/>         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><br/>         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:hftourismus@campusae.ch">hftourismus@campusae.ch</a><br/>         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><br/>         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><br/>         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><br/>         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><br/>         Association for the promotion of snow sports for children and adolescents at a national level through organised package deals for schools.</p>   |

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| <p><b>HotellerieSuisse</b></p>   | <p><b>Mombijoustrasse 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></b><br/> 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> |
| <p><b>Interhome</b></p>  | <p><b>Sägereistrasse 27, 8152 Glattbrugg, 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></b><br/> 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 fulfillment while ensuring high quality standards.</p>   |
| <p><b>Konferenz der Regionalen Tourismusdirektoren der Schweiz (RDK)</b></p> | <p><b>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></b><br/> 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>                        |
| <p><b>Parahotellerie Switzerland</b></p>                                     | <p><b>Schaffhauserstrasse 14, P.O. Box, 8042 Zurich, phone +41 (0)44 360 14 31, <a href="mailto:parahotellerie@youthhostel.ch">parahotellerie@youthhostel.ch</a></b><br/> 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>   |
| <p><b>Swiss Alpine Club SAC</b></p>  | <p><b>Mombijoustrasse 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></b><br/> 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>  |
| <p><b>Swiss Association of Public Transport</b></p>                          | <p><b>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></b><br/> 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>   |
| <p><b>Swiss Cableways</b></p>  | <p><b>Giacomettistrasse 1, 3006 Bern, <a href="http://www.seilbahnen.org">www.seilbahnen.org</a>, <a href="mailto:info@seilbahnen.org">info@seilbahnen.org</a></b><br/> 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>   |
| <p><b>Swiss Centre for mountain regions (SAB)</b></p>                        | <p><b>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></b><br/> 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 41 11, <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>   |
| Swiss Travel Fund (Reka) Cooperative | <p>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></p> <p>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.</p>  |
| Swiss Youth Hostels (SYH)            | <p>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></p> <p>Promotion of youth and family travel, accommodation for individual travellers, groups, schools and families.</p>  |

## Public corporations

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|--|--|
| Swiss Association for Hotel Credit (SGH) | <p>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></p> <p>Financing, appraisals, consulting.</p>                                     |
| Switzerland Tourism (ST)                 | <p>Morgartenstrasse 5, 8004 Zurich, phone +41 (0)44 288 11 11, <a href="http://www.myswitzerland.com">www.myswitzerland.com</a></p> <p>Offices in 26 countries. Increase the demand for Switzerland as a travel, holiday and congress destination.</p> |

## Federal institutes

|   |   |
|---|---|
| <p><b>State Secretariat for Economic Affairs SECO</b></p> | <p><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><br/>Central federal authority for national and international tourism policies.</p>   |
| <p><b>Swiss Federal Statistical Office (FSO)</b></p>      | <p><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><br/>To provide statistics on Swiss tourism (surveys on infrastructure, arrivals and overnight stays in hotels, holiday homes, group accommodation and camping places, tourism balance of payments, Tourism Satellite Account and travel behavior).</p> |

## Institutes of higher education

|  |   |
|--|---|
| <p><b>Institute for Tourism (ITO), HES-SO Valais (University of Applied Sciences and Arts Western Switzerland)</b></p> | <p><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><br/>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.</p>  |
| <p><b>Institute for Tourism and Leisure (ITF) at the University of Applied Sciences of the Grisons</b></p>             | <p><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><br/>The ITF offers various study options in the field of tourism and leisure, including a BSc in Tourism on a full- and part-time basis, a MSc BA with specialization in «Tourism &amp; Change», and a continuing education in Event Management (CAS). In addition, the institute offers consulting and applied research in the fields of digital transformation in tourism, tourism and leisure infrastructures, and touristic environments.</p>   |
| <p><b>Institute for Tourism and Mobility (ITM), Lucerne University of Applied Sciences and Arts</b></p>                | <p><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><br/>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.</p>  |
| <p><b>Research Unit Tourism (CRED-T) in the Center for Regional Economic Development, University of Bern</b></p>       | <p><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><br/>CRED-T offers high-quality teaching, innovative research, and customized services in the field of tourism. Our areas of expertise include tourism policy and evaluations, sustainable development: diversity and climate protection in tourism, tourist structural change, and tourist cooperation. Explore our CAS Tourism Continuing Education Program, specially designed for executives, providing a unique opportunity to deepen your expertise and broaden your professional perspectives.</p> |

## International Tourism Organisations

|   |  |
|---|--|
| European Travel Commission (ETC)                  | Rue du Marché aux Herbes 61, 1000 Brussels, Belgium,<br>phone +32 2 502 01 13,<br><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> |
| Hotels, Restaurants & Cafés in Europa (HOTREC)    | 36-38 Rue Dautzenberg, 1050 Brussels, Belgium,<br>phone +32 2 548 90 00,<br><a href="http://www.hotrec.eu">www.hotrec.eu</a> , <a href="mailto:hotrec@hotrec.eu">hotrec@hotrec.eu</a>  |
| Statistical office of the European Union Eurostat | Joseph Bech Building, 5, Rue Alphonse Weicker, 2721 Luxembourg,<br>phone +35 2 4301 1,<br><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>  |
| World Tourism Organization (UNWTO)                | Calle Poeta Joan Maragall 42, 28020 Madrid, Spain,<br>phone +34 91 567 81 00,<br><a href="http://www.unwto.org">www.unwto.org</a> , <a href="mailto:info@unwto.org">info@unwto.org</a>   |

**Edited by**

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