Swiss tourism statistics 2023

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Swiss tourism statistics 2023

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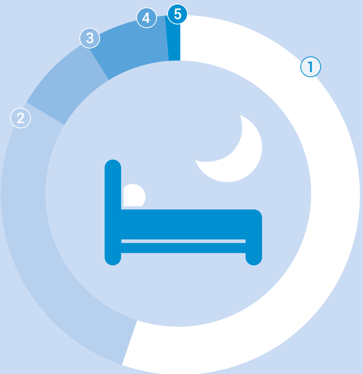
Tourism

10 Tourism

2023



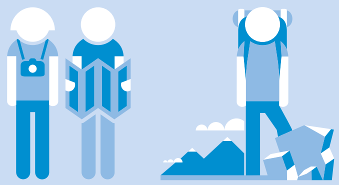
59.3 m

overnight stays in tourist accommodation

1	Switzerland	32.8 m
2	Europe	16.8 m
3	Asia	4.5 m
4	America	4.4 m
5	Africa and Oceania	0.8 m

Overnight stays by major regions in tourist accommodation

Lake Geneva Region	16.0 m
Eastern Switzerland	12.0 m
Espace Mittelland	11.4 m
Zurich	6.8 m
Central Switzerland	5.9 m
Ticino	4.5 m
Northwestern Switzerland	2.8 m



Number of trips per person and year

9.4 without overnight stay

2.9 with overnight stays

Trips by the Swiss resident population

Daily expenditure per person on private trips with overnight stays

CHF 121 Domestic trips

CHF 165 Trips abroad

Share of trips abroad in total trips with overnight stays

64%

643 711

Total beds surveyed in tourist accommodation

Distribution of beds by sector

Hotel sector	287 412
Holiday homes	137 180
Collective accommodation	104 671
Campsites (Pitches for passing guests x4)	114 448

CHF 20.8 bn

Gross value added by tourism

182 765

Number of jobs in tourism (FTE)

+3.7%

Growth in consumer prices in tourist accommodation (2022/2023)

Contact: info-tour@bfs.admin.ch | Due to rounding up or down, totals may differ from the absolute figures indicated.
Source: FSO – Tourist Accommodation Statistics, Supplementary accommodation statistics, Travel Behaviour, Annual Indicators of the Tourism Satellite Accounts, Consumer price index

Table of contents

Data tables for the publication:
https://dam-api.bfs.admin.ch/hub/api/dam/assets/orderNr:1074-2300/appendix

1 Introduction

1.1 Objectives

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

1.2 Organisation

This publication presents findings from the FSO's Swiss tourism statistics for 2023. The first section focuses on tourist accommodation, combining data from both the hotel and supplementary accommodation sectors. The second section concerns the survey on the travel behaviour of the Swiss population in 2023. The third section provides information on the economic impact of tourism in Switzerland the basis of tourism satellite account indicators. The fourth section of the publication presents a series of economic indicators that help to place the tourism statistics within the broader economic landscape.

1.3 Main tourism statistics and indicators

1.3.1 Tourist accommodation statistics

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

1.3.2 Supplementary accommodation statistics

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

1.3.3 Survey on the travel behaviour of the Swiss resident population

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

1.3.4 Annual indicators of the tourism satellite accounts

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

2 Tourist accommodation statistics

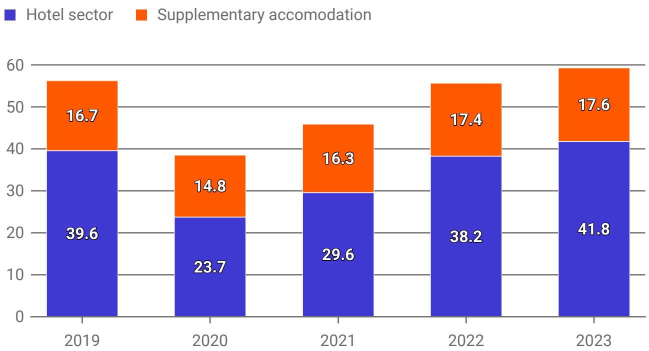
2.1 Tourist accommodation in Switzerland

2.1.1 Demand in tourist accommodation

In 2023, tourist accommodation in Switzerland, which includes the hotel and supplementary accommodation sectors, recorded a total of 59.3 million overnight stays (G 2.1.1), i.e. 6.6% more than in 2022. With this result, demand for tourist accommodation in Switzerland was 5.5% higher than in 2019, the last year before COVID-19. The hotel sector accounted for the greatest share in demand for tourist accommodation with 70.4% of the recorded overnight stays.

Overnight stays in tourist accommodation G 2.1.1

In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA)

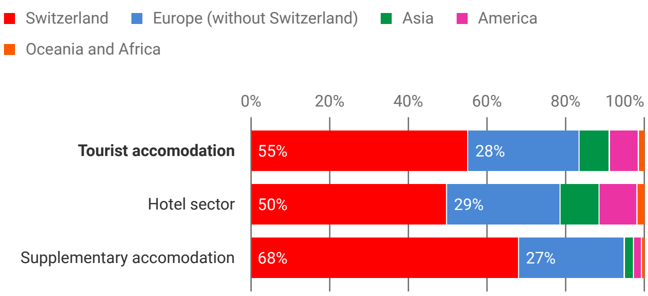
gr-e-10.03.00.01

2.1.2 Swiss and foreign demand

In 2023, Swiss customers accounted for 55.3% of the recorded overnight stays in Swiss tourist accommodation (G 2.1.2). Following a slight decline in 2020 (–3.7%), Swiss demand rose sharply in 2021 (+21.3%), easily exceeding the 2019 figure (+16.8%). It then declined again in 2022 (–2.6%) and 2023 (–1.8%), but these figures remain much higher than in the period before COVID-19 (2019). Following a historic decline of 61.9% in 2020, numbers of foreign visitors increased again (+13.1%) in 2021, rising dramatically in 2022 (+91.8%). In 2023, visitor numbers rose again significantly (+19.2%). Despite these large increases, foreign demand in 2023 was still 1.4% lower than in 2019. Among foreign tourists, European visitors recorded the most overnight stays in 2023, accounting for 28.3% of overall demand. In the supplementary accommodation sector, demand was mainly driven by Swiss visitors (68.2%) (G 2.1.2). In the hotel sector, almost half of all visitors were Swiss (49.9%). (G 2.1.2).

Did you know?
In the supplementary accommodation sector, foreign visitors accounted for less than a third (31.8%) of overnight stays in 2023.

Overnight stays, by visitors' country of residence, 2023 G 2.1.2



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA)

gr-e-10.03.00.02

2.1.3 Breakdown for monthly demand

In 2023, the greatest number of overnight stays in tourist accommodation in Switzerland was recorded in the months from June to September (G 2.1.3). 26.2 million overnight stays were counted in these four months alone, i.e. more than 44.1% of the annual demand. In the hotel sector, the corresponding share was 41.8%, and in the supplementary accommodation sector 49.8%.

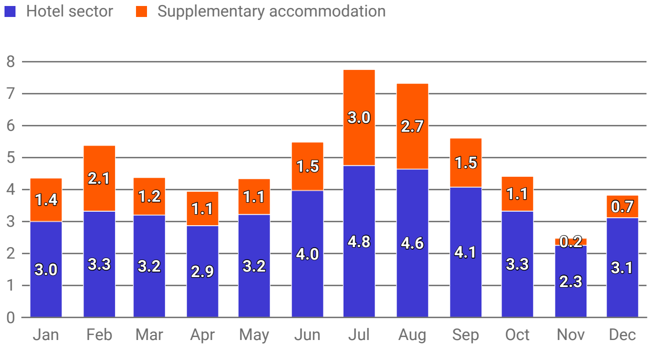
2.1.4 Change in demand in the countries neighbouring Switzerland

In 2023, Switzerland's tourist accommodation sector exhibited a trend similar to that of the European Union (EU) (G 2.1.4), with overnight stays increasing by 6.6% over 2022 (+6.7% in the EU). Similar increases were observed in the countries neighbouring Switzerland.

At European level, there was strong growth in number of overnight stays in 2023 by both non-residents and residents (+13.5% and +19.2% respectively, compared with 2022). This was also the case in Switzerland's neighbouring countries. However, while the European Union saw an increase (+1.4%) in overnight stays by residents, Switzerland saw this number fall (–1.8%). With the exception of France (–0.7%), most of Switzerland's neighbouring countries saw an increase in overnight stays by residents.

Monthly breakdown of overnight stays in tourist accommodation, 2023 G 2.1.3

In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA)

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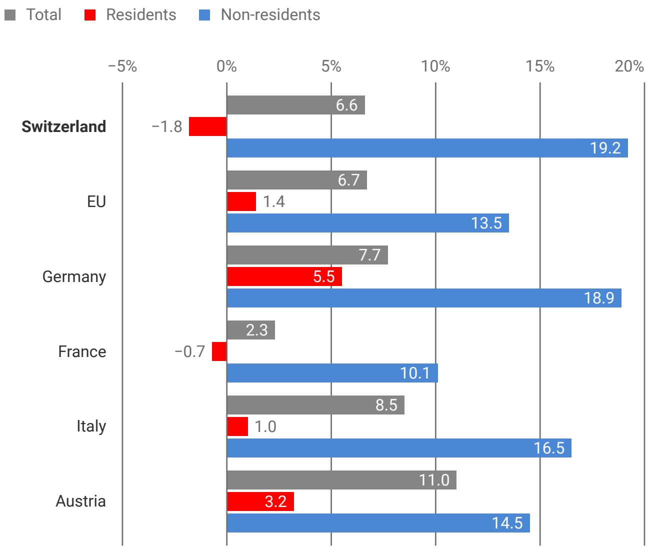
Change in overnight stays in tourist accommodation by country, 2022–2023 G 2.1.4



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA); Eurostat

gr-e-10.03.00.04

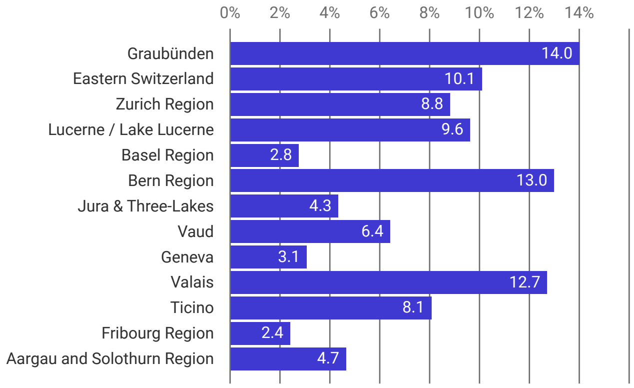
2.2 Hotel sector results

2.2.1 Supply in 2023

A total of 4005 hotels and health establishments were open in 2023, providing 134 226 rooms and 263 968 beds available (G 2.2.1a). The number of open establishments in 2023 was slightly higher than in 2022 (4020), but still well below the number seen in 2019 (4234). The distribution of these establishments differed by tourist region. In 2023, Graubünden had the largest proportion (14.0%), followed by the Bern Region (13.0%) and Valais (12.7%). The national average capacity of a hotel establishment was 65.9 available beds (G 2.2.1b).

Did you know?
With 151.7 beds on average per establishment, Geneva had the highest number of available beds in Switzerland in 2023.

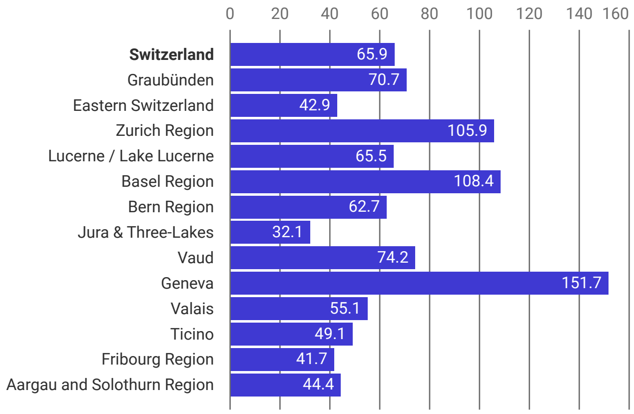
Open establishments in the hotel sector and distribution by tourist region, 2023 G 2.2.1a



Total number of open establishments: 4 005

Data as on: 31.12.2023 gr-e-10.03.00.05
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2025

Average number of available beds per hotel establishment, per tourist region, 2023 G 2.2.1b



Data as on: 31.12.2023 gr-e-10.03.00.06
Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2025

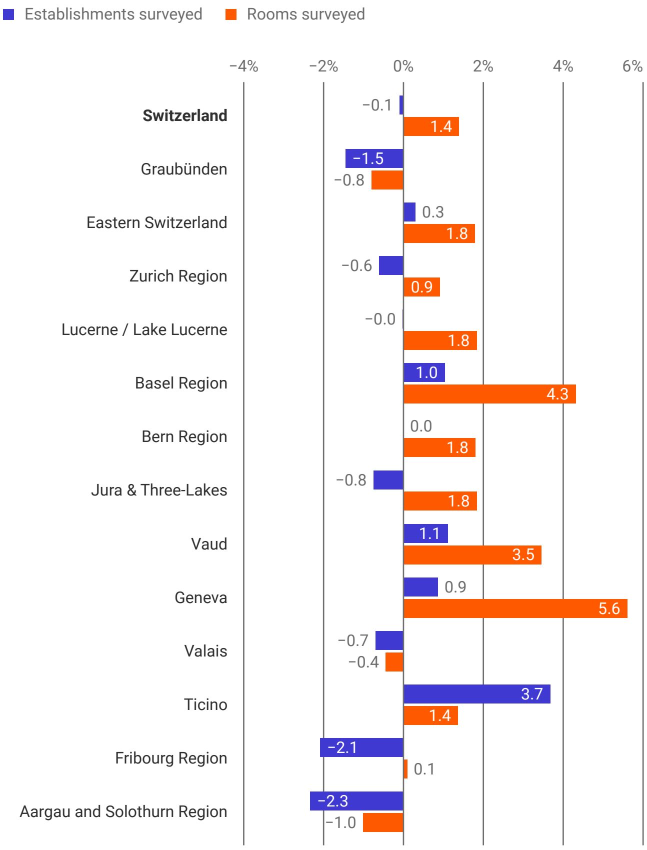
2.2.2 Overall change in supply

In 2023, a total of 4494 establishments and 145 308 rooms were surveyed in the hotel sector in Switzerland. The number of establishments remained virtually stable in comparison with 2022 (–4 establishments/–0.1%) (G 2.2.2a), whereas the number of rooms increased slightly (+1995 rooms/+1.4%). Among the tourist regions, the supply in terms of establishments was down in six of the thirteen regions between 2022 and 2023. In two regions, it remained unchanged and in the other five regions it increased. The biggest absolute change was in Ticino, with an increase of 14 establishments. In terms of rooms, ten out of thirteen regions recorded a higher number of rooms than the previous year.

Over the last 10 years (G 2.2.2b), the number of establishments has fallen by 635 (–12.4%). By contrast, the number of rooms rose by 4586 units (+3.3%) over the same period. During this period, the number of establishments fell in 12 tourist regions. Eastern Switzerland registered the greatest decline with 122 fewer establishments (–21.5%). Geneva is the only region that gained an additional establishment. As far as rooms are concerned, only seven tourist regions showed an increase. The Zurich Region showed the greatest growth (+3868 rooms / +22.6%). In contrast, the decline was most marked in Eastern Switzerland (–1133 rooms/–11.0%).

Did you know?
With an additional 595 rooms, Geneva recorded the greatest increase in the number of hotel rooms in Switzerland in 2023.

Supply by tourist region in the hotel sector: change in supply, 2022–2023 — G 2.2.2a



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
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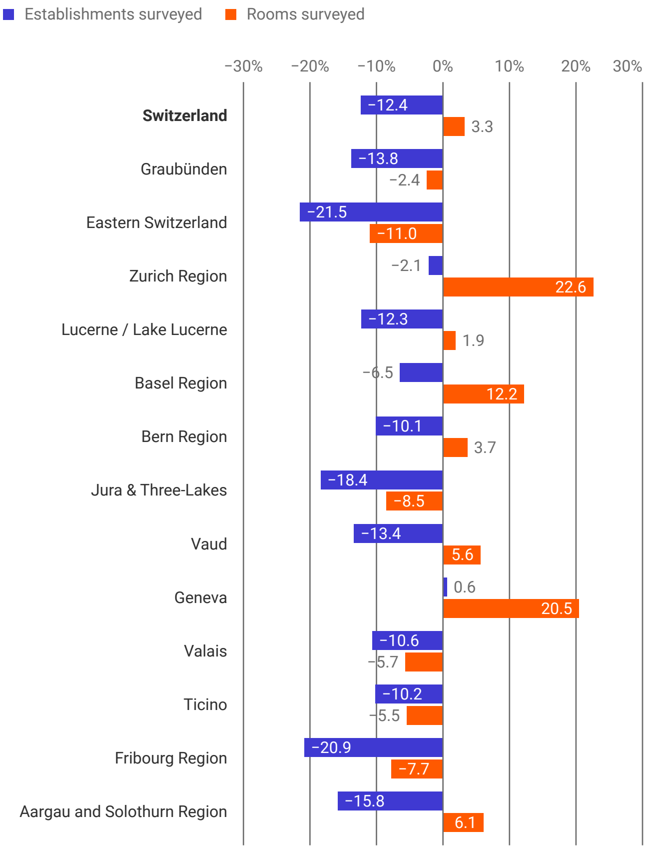
Supply by tourist region in the hotel sector: change in supply, 2014–2023 — G 2.2.2b



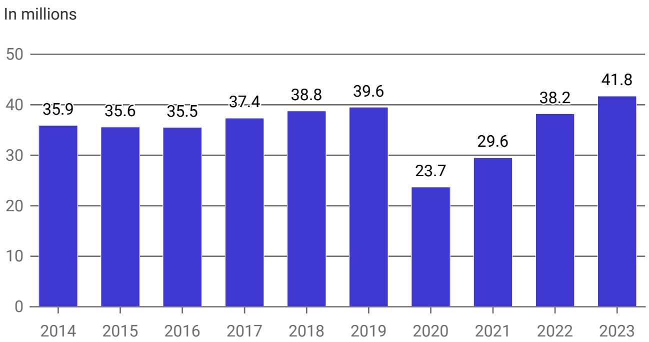
Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.08

2.2.3 General trend in demand

To gain a deeper understanding of the Swiss hotel sector figures, it is essential to examine the demand patterns over the past decade against the backdrop of major economic events.

Following the global economic crisis in 2009 and the strong rise in the Swiss franc's value against the Euro (and other currencies), the Swiss National Bank (SNB) introduced a minimum exchange rate. Despite this measure, the situation has had an impact on demand in the hotel industry over the years. On 15 January 2015, the SNB announced the end of the minimum exchange rate, resulting in renewed strength of the Euro compared with the Swiss franc. In the following two years, although the Euro regained some ground against the Swiss franc, it never reached its pre-2015 level. From the end of February 2020, the pandemic completely changed society and the economy. Both the national and international tourism sectors were very negatively affected by this exceptional situation. Even if the measures against the pandemic in Switzerland and in many countries were somewhat reduced in 2021, the negative effects on the tourism sector were still very strong. The situation began to return to normal in 2022, but some negative effects remain. From 2023 onwards, the situation returned to 'normal' and tourism began to recover worldwide.

Overnight stays in the hotel sector, 2014–2023 G 2.2.3a



Data as on: 31.12.2023 gr-e-10.03.00.09
Source: FSO – Tourist accommodation statistics (HESTA)

Over the past ten years, the total number of overnight stays in hotels and health establishments in Switzerland has been subject to various trends (G 2.2.3a). Growth was seen for the years 2013 (+2.5%) and 2014 (+0.9%) before levelling off in 2015 (–0.8%) and 2016 (–0.3%). A strong improvement in demand was seen in 2017 (+5.2%) which continued into 2018 (+3.8%) and 2019 (+1.9%), with a total of 39.6 million recorded overnight stays, i.e. a level never seen before. In 2020, owing to the COVID 19 pandemic, demand fell by a historic 40.0% to 23.7 million overnight stays. Although the COVID–19 situation persisted in 2021, the health measures were less stringent than in 2020. 2021 therefore saw a recovery in demand and totalled 29.6 million overnight stays, an increase of 24.6%. In 2022, demand continued to grow, reaching 38.2 million overnight stays, an increase of 29.4%. This returned demand to pre-pandemic levels. The number of overnight stays was higher than in 2017 but still slightly lower than in 2018 (–1.5%) and 2019 (–3.3%). Demand in 2023 exceeded the symbolic milestone of 40 million overnight stays (41.8 million) for the first time in history, beating the previous record set in 2019 by 5.6%.

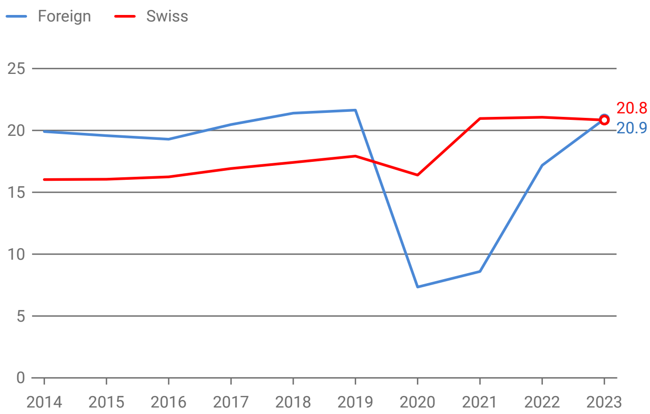
Did you know?
2022–2023 was a record winter tourist season (November 2022 to April 2023), with 17.5 million overnight stays.

2.2.4 Change in domestic and foreign demand

Looking back on the past 10 years, foreign and domestic demand in the hotel sector have not always followed similar trends (G 2.2.4). In 2014, however, an upward trend was observed for both types of demand. While overnight stays by domestic tourists continued to rise between 2015 and 2018, demand from foreign visitors fell between 2015 and 2016, then rose in 2017 and 2018. In 2019, overnight stays by both foreign (21.6 million) and domestic visitors (17.9 million) reached levels never seen before. In 2020, demand fell drastically to 7.3 million overnight stays (–66.1%), while domestic demand totalled 16.4 million overnight stays, which was a significant (–8.6%) but less drastic decline. However, demand picked up again in 2021, especially among domestic tourists. A total of more than 20 million overnight stays was recorded for the first time (21.0 million /+27.9%), far surpassing the record number in 2019. This figure remained high in 2022 (21.1 million / +0.5%) and 2023 (20.8 million / –1.1%). Demand from foreign visitors also began to recover in 2021 with a total of 8.6 million overnight stays (+17.1%). In 2022, the number of overnight stays doubled (17.2 million / +99.8%) and continued to rise in 2023 (20.9 million / +21.8%), approaching the record figures seen in 2019.

Change in overnight stays by foreign and Swiss visitors in the hotel sector, 2014–2023 G 2.2.4

In millions



Data as on: 31.12.2023 gr-e-10.03.00.11
Source: FSO – Tourist accommodation statistics (HESTA)

2.2.5 Change in demand by continent of residence of guests

Following a contrasted period between 2014 and 2019, there was a sharp fall in the number of overnight stays by European visitors in 2020 (–50.7% compared with 2019), from 12.2 million to 6.0 million. After a slight recovery in 2021 (+13.7), vigorous growth was again seen in 2022 (+61.6%). This positive trend continued to a lesser extent in 2023 (+9.0%), when a total of 12.1 million overnight stays were recorded, still slightly fewer than in 2019 (–1.4%) and much lower than in 2014 (–7.2%). Once again, it is important remember that the number of overnight stays by European visitors has fluctuated over the last 10 years and demand from European countries in 2023 was still higher than in the 2015–2017 period.

Among the main countries of residence for European visitors to Switzerland, a slight fall in overnight stays was recorded only among visitors from the Netherlands (–6700 overnight stays / –0.9%) in 2023. Growth was recorded among visitors from all the other countries, including the United Kingdom (+322 000 / +23.6%), Germany (+152 000 / +4.2%) and France (+86 000 / +6.6%). Despite these fluctuations, the overall number of overnight stays by visitors from these countries remained consistent with the 2014 2019 period, with only minor year-to-year variations.

Between 2014 and 2019, demand from Asia grew steadily. However, in 2020, numbers of tourists from the continent of Asia plummeted more sharply than from any other continent. A decline of nearly 90% (–89.2%) was recorded in the number of overnight stays by Asian tourists, which fell from 5.4 million in 2019 to just 587 000 in 2020. In 2021, tourist numbers began to recover slowly (+35.3%) and then grew substantially in 2022 (+232.8%). This strong growth continued into 2023 (+56.4%). Despite this strong recovery, at 4.1 million, the number of overnight stays in this group was still 24.0 per cent lower than in 2019.

Demand increased in 2023 among guests from all major Asian countries, in particular visitors from China.There were more visitors from China (+375 000 nights / +314.2%), South Korea (+229 000/ +150.5%) and India (+223 000 / +58.6%) in particular. Nonetheless, the number of overnight stays by tourists from these major tourist countries remained below 2019 levels, with the size of the shortfall depending on the country. While the Gulf countries only saw a drop of 1.6% over the 2019 figures, the number of visitors from China fell by –64.5%. In 2019, Chinese tourists had still recorded well over 1 million overnight stays (1.4 million), while in 2023 this figure was just under half a million (495 000).

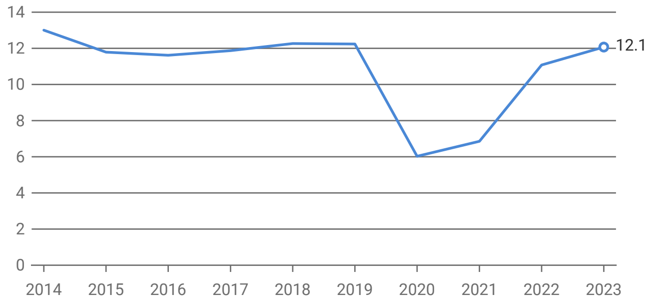
Demand from the American continent reached a record high in 2023 at 4.0 million overnight stays (+1.0 million / +33.2%). The 2020 2021 period saw only a temporary dip in the number of overnight stays by visitors from the Americas, and the upward trend that began more than a decade ago is still going strong. This growth in overnight stays by visitors from the Americas in 2023 should be seen in the context of the sharp increase in the number of visitors from the United States (+760 000 overnights / +33.0 %), who alone accounted for over three quarters of the demand from this continent in 2023 (76.2%).

Finally, the number of overnight stays by visitors from Oceania (+231 000 overnight stays / +109.3%) and from Africa (+27 000 / +11.7%) grew significantly, but remained below pre-COVID-19 levels.

Did you know?
The number of overnight stays recorded by guests from the United States in 2023 reached its highest level since 1985.

Change in overnight stays by European visitors in the hotel sector, 2014–2023 G 2.2.5a

In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
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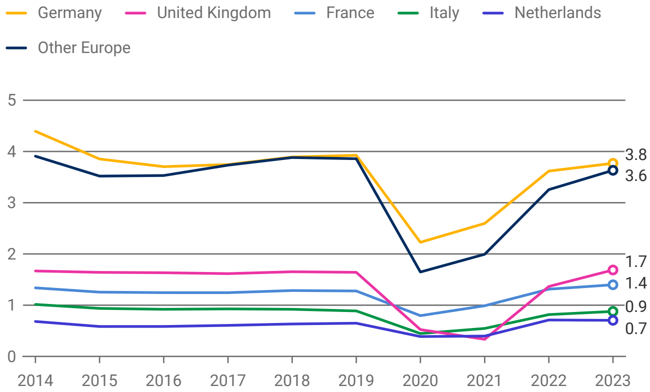
Change in overnight stays for main European countries in the hotel sector, 2014–2023 G 2.2.5b

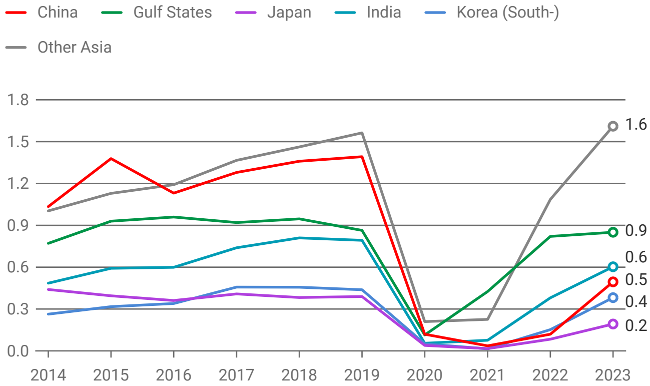
In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.14

Change in overnight stays for main Asian countries in the hotel sector, 2014–2023 G 2.2.5c

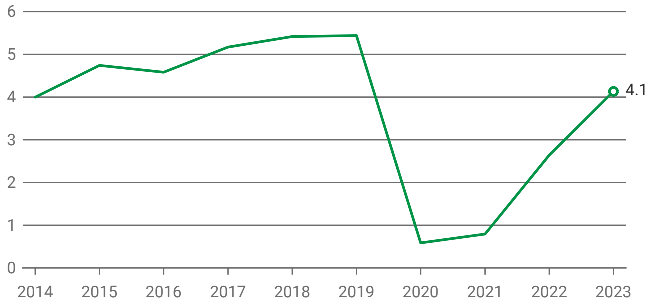
In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.16

Change in overnight stays for Asian guests in the hotel sector, 2014–2023 G 2.2.5d

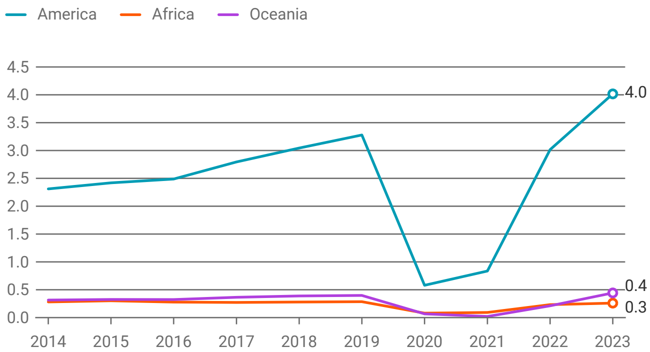
In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.15

Change in overnight stays for guests from America, Africa and Oceania in the hotel sector, 2014–2023 G 2.2.5e

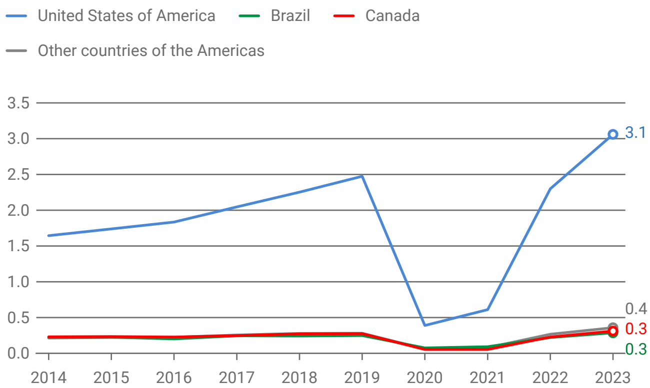
In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.17

Change in overnight stays for main American countries in the hotel sector, 2014–2023 G 2.2.5f

In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.18

2.2.6 Change in demand by tourist region

In 2023, all tourist regions in Switzerland, with the exception of Ticino (–3.8%) and Graubünden (–2.5%), recorded increases in overnight stays compared with 2022. Geneva saw the biggest increase (+19.8%), followed by the Zurich Region (+17.2%) and the Basel Region (+14.3%). The Bern Region, Lucerne/Lake Lucerne and the Aargau & Solothurn Region also saw significant increases in visitor numbers. Of the thirteen tourist regions, seven recorded their highest number of overnight stays in the last three decades: the Zurich Region, the Bern Region and Lucerne/Lake Lucerne. Compared with 2019, all the tourist regions except Vaud (–1.6%) saw a higher level of demand in 2023. This is particularly true of the Zurich Region, the Bern Region and Geneva.

In terms of domestic demand, six tourist regions showed an increase, with results ranging from +0.9% for Vaud to +13.8% for Geneva. The fall in demand from domestic visitors ranged from –10.5% in Ticino to –1.5% in the Bern Region. All thirteen tourist regions recorded more overnight stays from Swiss tourists than in 2019.

Compared with the previous year, demand from foreign tourists grew in 2023 in all tourist regions. Foreign demand remains below 2019 levels in ten out of the thirteen tourist regions, however.

Did you know?
In 2023, the number of overnight stays in Geneva (+10,9%) and Bern Region (+10,7%) exceeded the 2019 level by more than 10%.

Overnight stays in the hotel sector by tourist region, 2019–2023

G2.2.6

In millions

Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)

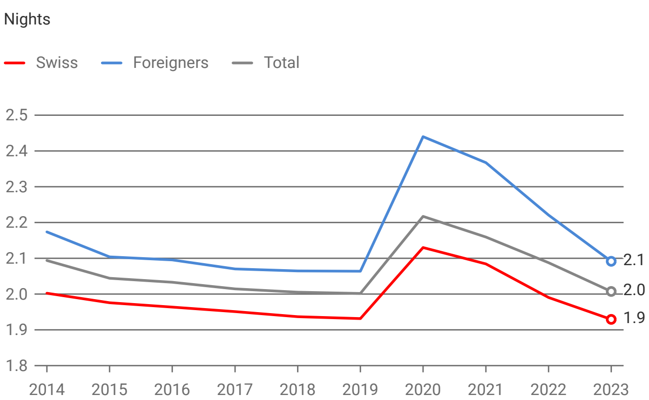
gr-e-10.03.00.19

2.2.7 Length of stay

Visitors stayed an average of 2.01 nights (G 2.2.7a) in hotels and health establishments in Switzerland in 2023, which is less than in 2022 (2.09). Foreign visitors tended to stay longer (2.09 nights) than Swiss visitors (1.93 nights). After a significant increase in the duration of overnight stays between 2020 and 2022, in 2023 these figures returned to pre-COVID-19 levels both for foreign and domestic tourists.

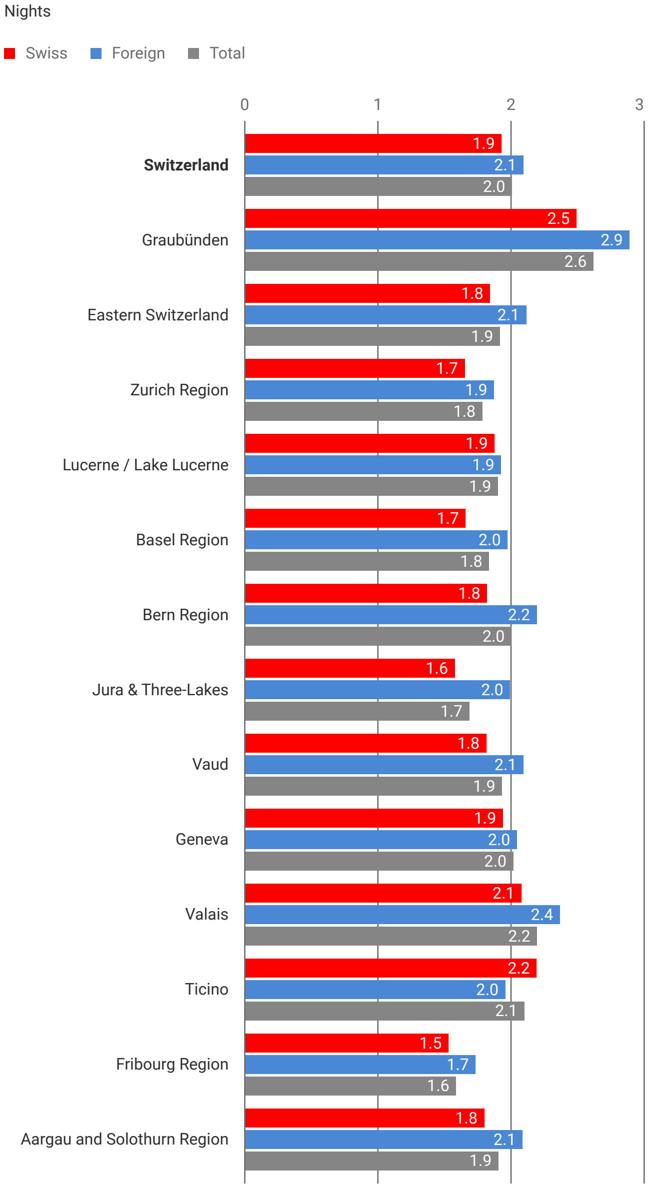
Among the tourist regions, Graubünden recorded the longest average length of stay in 2023, at 2.62 nights (G 2.2.7b). In contrast, the shortest length of stay was observed in the region of Fribourg (1.59 nights). Like at national level, foreign visitors stayed longer on average than Swiss visitors in all tourist regions except Ticino.

Change in length of stay in the hotel sector, 2014–2023 G 2.2.7a



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.20

Length of stay in the hotel sector, 2023 G 2.2.7b



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.21

2.2.8 Occupancy rate of rooms

In 2023, the net room occupancy rate was 55.0% (G 2.2.8), an increase of 3.4 percentage points over 2022. Net room occupancy has thus almost regained the 2019 level (55.2%). Of the thirteen tourist regions, only Ticino (51.7% / –2.2 points) and Graubünden (49.3% / –1.2 points) saw their occupancy rates fall compared with 2022. The highest room occupancy rates and biggest increases were recorded in the Zurich Region (63.7% / +8.3 points) and Geneva (63.3% / +6.6 points). Occupancy rates in seven of the thirteen tourist regions were higher than in 2019. The regions of Aargau & Solothurn, Fribourg and Eastern Switzerland recorded the largest increase over 2019, while room occupancy fell the most in the Basel Region.

Net room occupancy rate in the hotel sector, 2019–2023 G 2.2.8

Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)

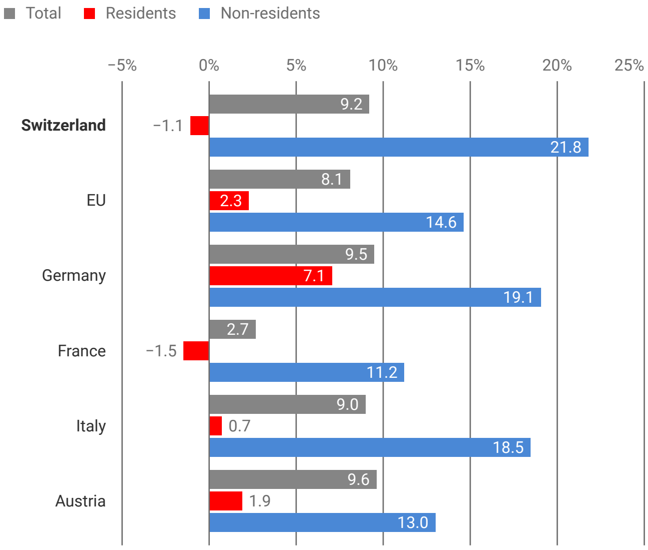
gr-e-10.03.00.22

2.2.9 Change in demand in the countries neighbouring Switzerland

In the EU in 2023, overnight stays in the hotel sector increased by 8.1% (G 2.2.9). With the exception of France (+2.7%), Switzerland's neighbouring countries recorded increases of between 9.0% and 9.6%, similar to those seen in Switzerland (+9.2%).

Demand from non-residents rose sharply in both the EU as a whole (+14.6%) and in Switzerland›s neighbouring countries. The biggest increase was recorded in Switzerland (+21.8%). In the EU as a whole, demand from residents rose slightly (+2.3%). Germany, Austria and Italy also saw an increase in demand from residents, while domestic demand in France (–1.5%) and Switzerland (–1.1%) fell slightly.

Change in overnight stays in hotels and similar establishments, by country, 2022–2023 G 2.2.9



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA), Eurostat

gr-e-10.03.00.23

2.3 Supplementary accommodation results

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

2.3.1 Supply in supplementary accommodation

A) Holiday homes

In 2023, a total of 28 600 commercially-run holiday homes were counted in Switzerland (G 2.3.1). This represents capacity of 137 180 beds. If we consider the distribution of holiday homes by Switzerland's seven major regions, the Lake Geneva Region had the largest share with 45.3% of the total. This was followed by Eastern Switzerland with a share of 26.8%.

B) Collective accommodation

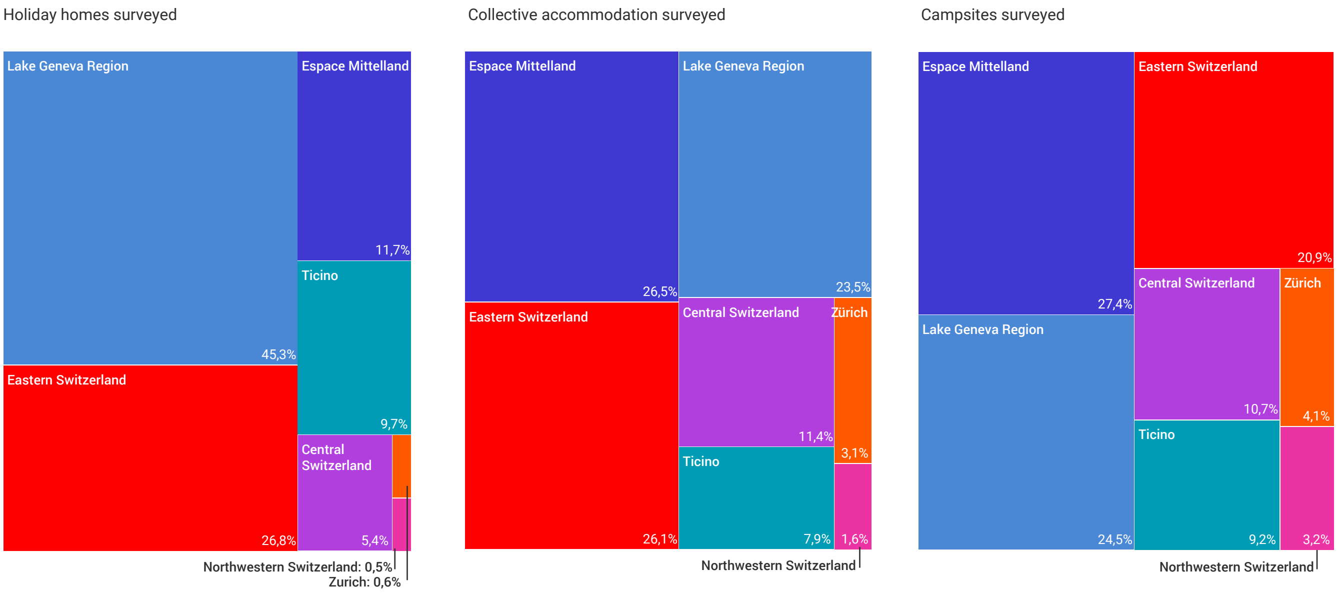
At national level, there were 2190 collective accommodation units, i.e. a total of 104 671 beds were surveyed for the year 2023 (G 2.3.1). At major region level, Espace Mittelland had the greatest share of establishments (26.5%) closely followed by Eastern Switzerland (26.1%) and the Lake Geneva Region (23.5%).

C) Campsites

The total number of campsites surveyed in Switzerland in 2023 was 412, i.e. 28 612 rental pitches for passing guests (G 2.3.1). In terms of distribution at major region level, Espace Mittelland (27.4%) and the Lake Geneva Region (24.5%) recorded the largest number of establishments.

Distribution of supplementary accomodation by major region, 2023

G 2.3.1



State of the data: 31.12.2023
Source: FSO, FEDRO – Stock of road vehicles (MFZ)

gr-e-10.03.00.24

2.3.2 Demand in supplementary accommodation

A) Holiday homes

Commercially-run holiday homes accounted for the largest part of overnight stays in supplementary accommodation in 2023, at 41.1%. At 7.2 million overnight stays (G 2.3.2.1a), demand fell by 5.6% compared with 2022. Domestic demand thus fell by 9.8% to 4.5 million overnight stays. Following strong demand from Swiss customers for this type of accommodation in the years 2020 to 2022, in 2023 domestic demand returned to a level similar to that seen in 2019. Overnight stays by visitors from Europe, who accounted for the majority (79.7%) of overnight stays by foreign visitors, rose by 2.2% in 2023, to 2.7 million overnight stays. After falling sharply in 2020 and 2021, demand from foreign visitors continued to recover in 2022 and 2023 but remained 7.3% lower than in 2019. Of the seven major regions, the Lake Geneva Region recorded the highest number of overnight stays, at 2.6 million (G 2.3.2.2a).

B) Collective accommodation

Although strong growth was recorded in 2023 (+10.5% to 5.4 million), overnight stays in collective accommodation were still below pre-pandemic levels. Over the whole year, the number of overnight stays decreased by 4.1% compared with 2019. In 2023 Swiss visitors recorded 4.4 million overnight stays, an increase of 7.6%. Foreign visitors (76.5% from Europe) recorded 1.0 million overnight stays (+24.8%). Eastern Switzerland topped the list among the major tourist regions (G 2.3.2.2b), recording 1.4 million overnight stays.

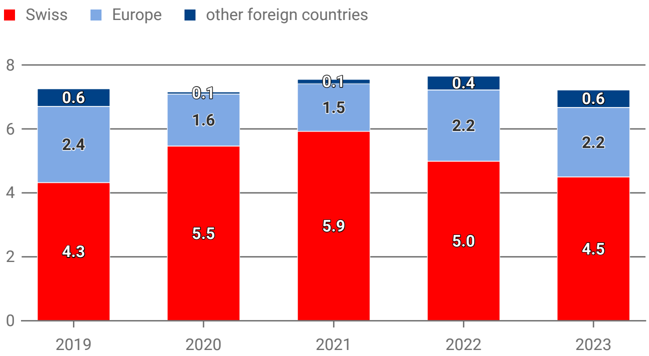
C) Campsites

Demand at campsites rose slightly (+1.5%) to 4.9 million overnight stays. The decline in domestic demand (–5.6% to 3.1 million) was offset by strong growth in foreign demand (+16.3% to 1.8 million). Visitors made frequent use of this type of accommodation during the pandemic and the number of overnight stays in 2023 continued to be much higher (+30.6%) than in 2019. Campsites recorded the highest number of overnight stays in the Espace Mittelland region (1.2 million), just ahead of the Lake Geneva Region (1.1 million).

Did you know?
In 2023, European visitors accounted for 96.3% of overnight stays by foreign visitors at campsites.

Holiday homes: overnight stays by visitors' residence, 2019–2023 — G 2.3.2.1a

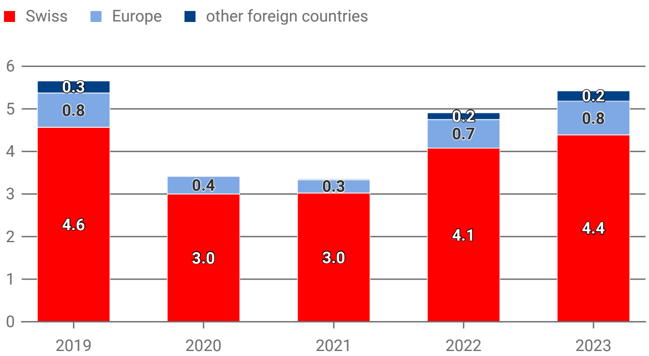
In millions



Data as on: 31.12.2023
Source: FSO – Supplementary accommodation statistics (PASTA)
gr-e-10.03.00.25

Collective accomodation: overnight stays by visitors' residence, 2019–2023 — G 2.3.2.1b

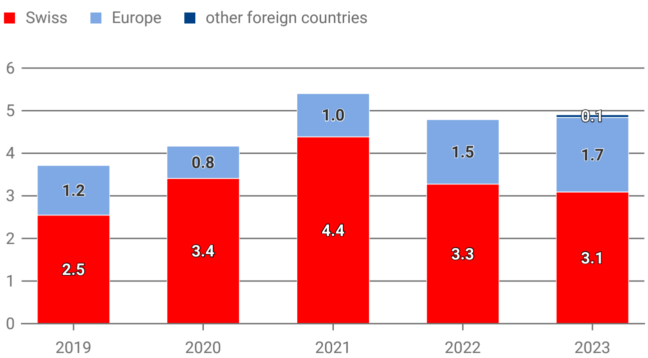
In millions



Data as on: 31.12.2023
Source: FSO – Supplementary accommodation statistics (PASTA)
gr-e-10.03.00.26

Campsites: overnight stays by visitors' residence, 2019–2023 — G 2.3.2.1c

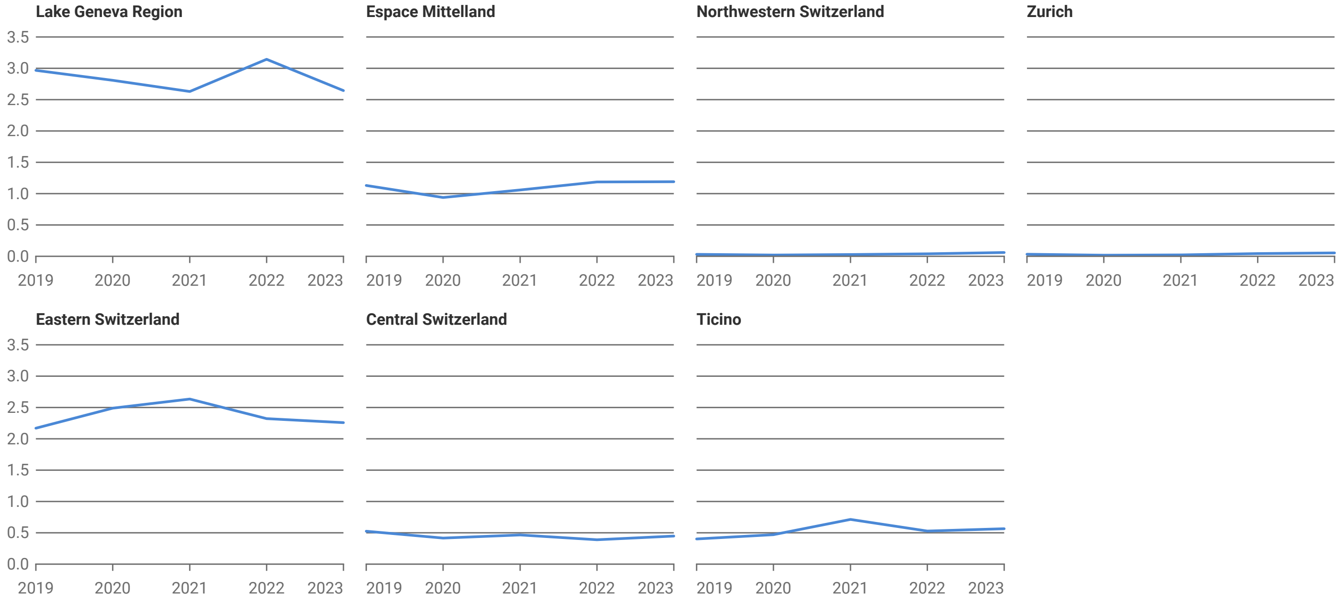
In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)
gr-e-10.03.00.27

Holiday homes: overnight stays by major region, 2019–2023 G 2.3.2.2a

In millions

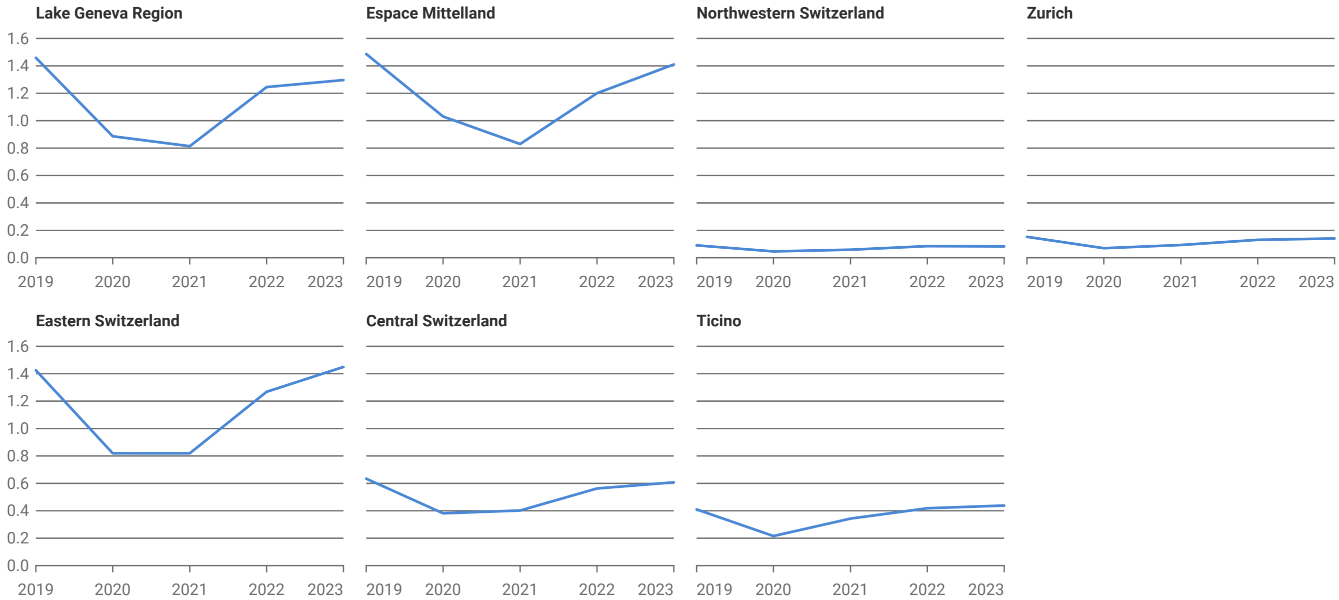


Data as on: 31.12.2023
Source: FSO – Supplementary accommodation statistics (PASTA)

gr-e-10.03.00.28

Collective accomodation: overnight stays by major region, 2019–2023 G 2.3.2.2b

In millions

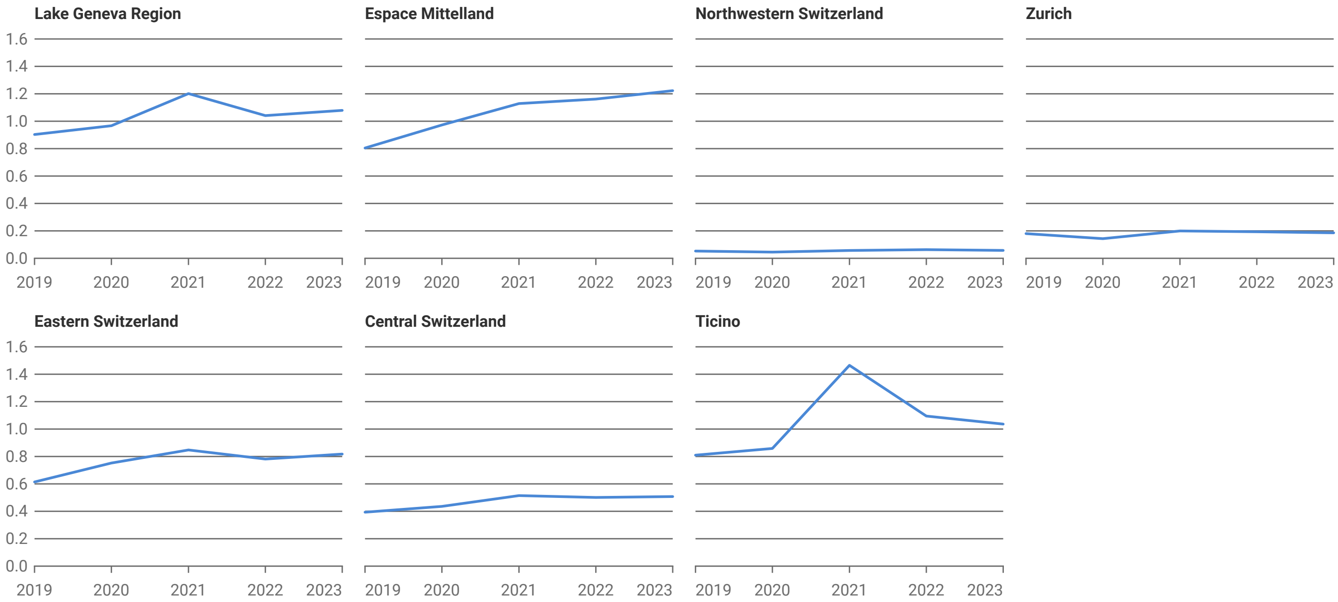


Data as on: 31.12.2023
Source: FSO – Supplementary accommodation statistics (PASTA)

gr-e-10.03.00.29

Campsites: overnight stays by major region, 2019–2023 G 2.3.2.2c

In millions



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)

gr-e-10.03.00.30

2.3.3 Average length of stay in supplementary accommodation

A) Holiday homes

The average length of stay in holiday homes in Switzerland reached 5.93 nights in 2023 (the same as in 2022) (G 2.3.3a). However, this value varied in each of the seven major regions. The average length of overnight stays was longest in Eastern Switzerland (6.82 nights) and in the Lake Geneva Region (6.42 nights). The Zurich Region registered the shortest value, at 2.35 nights.

B) Collective accommodation

In 2023, the average length of stay in collective accommodation nationally was 2.45 nights (2.41 in 2022) (G 2.3.3b). Among the major regions, the longest average length of stay (2.82 nights) was in Ticino, while the shortest average length of stay (2.19 nights) was in Central Switzerland.

C) Campsites

For campsites, the average length of overnight stay in 2023 was 2.87 nights (2.92 in 2022) for the whole of Switzerland (G 2.3.3c). The major region with the longest average length of stay (3.76 nights) was Ticino. The shortest average length of stay (2.18 nights) was in North-West Switzerland.

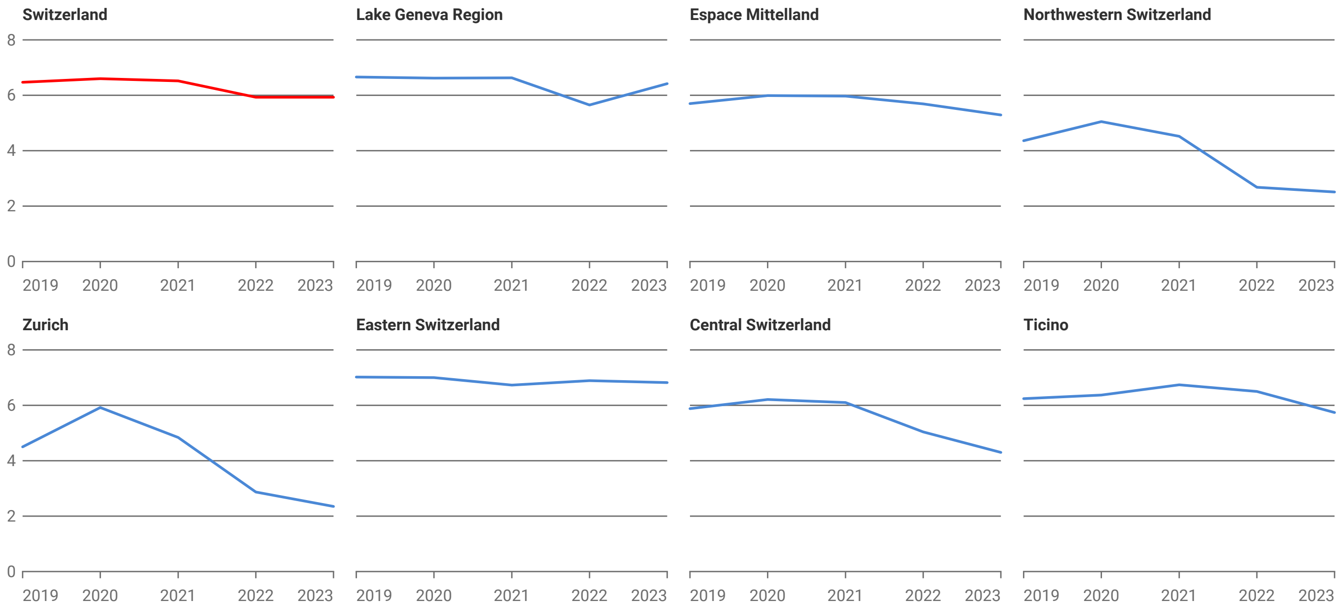
2.3.4 Change in demand in the countries neighbouring Switzerland

The length of overnight stays in the EU in the supplementary accommodation sector increased by 4.6% (G 2.3.4) in 2023. In Switzerland there was a slight increase in demand of 0.9%, much lower than in the EU and neighbouring countries.

The number of overnight stays by residents increased slightly in the EU (+0.2%). Italy (+1,4%) and Germany (+2,6%) have also seen increases. Austria saw a stronger growth (+6.4%), whereas demand from residents fell in France (–0.2%) and Switzerland (–3.0%). Demand from non–residents rose significantly in the EU as a whole (+11,4%) and in Switzerland (+10.3%) and its neighbouring countries.

Holiday homes: length of stay by major region, 2019–2023 G 2.3.3.a

Nights

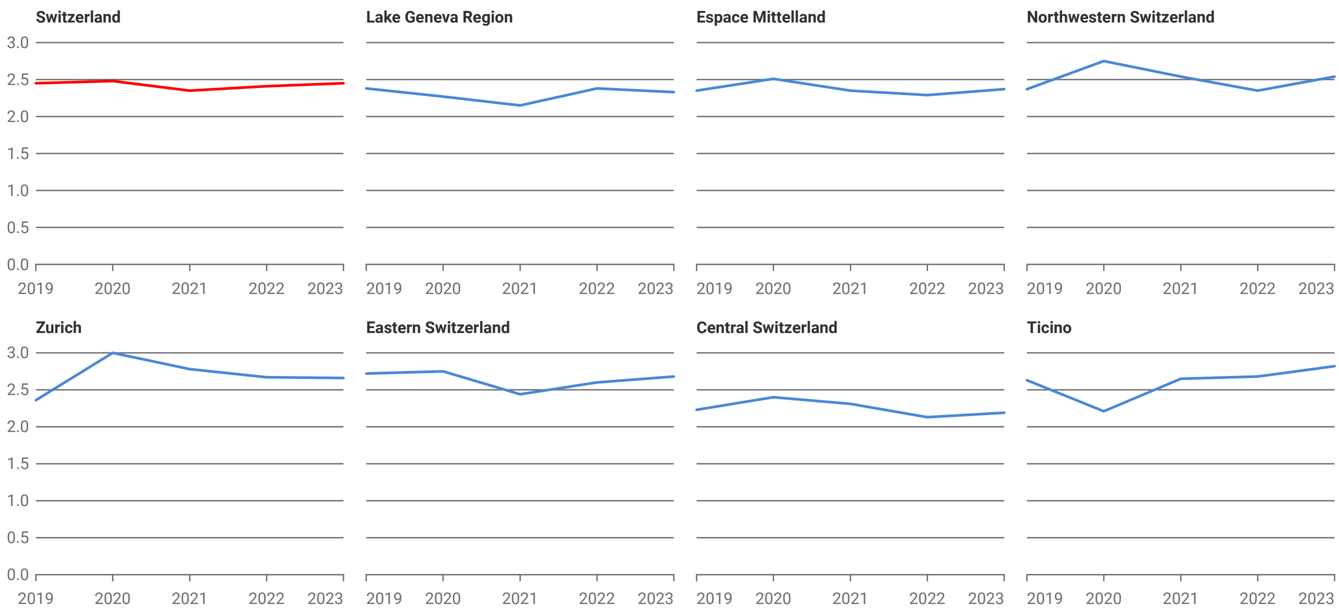


Data as on: 31.12.2023
Source: FSO – Supplementary accommodation statistics (PASTA)

gr-e-10.03.00.34

Collective accomodation: length of stay by major region, 2019–2023 G 2.3.3.b

Nights

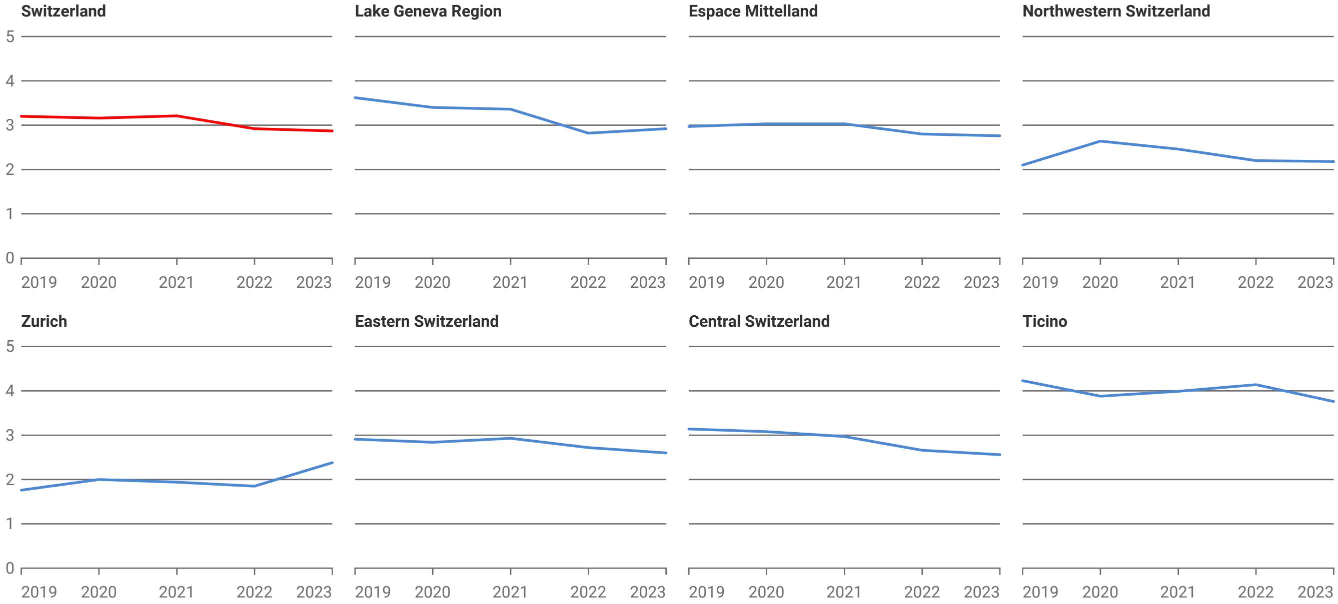


Data as on: 31.12.2023
Source: FSO – Supplementary accommodation statistics (PASTA)

gr-e-10.03.00.35

Campsites: length of stay by major region, 2019–2023 G 2.3.3.c

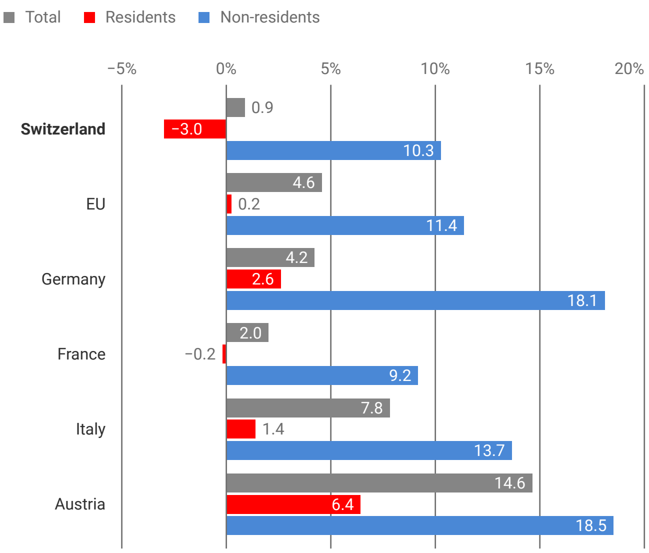
Nights



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA)

gr-e-10.03.00.36

Change in overnight stays in supplementary accommodation by country, 2022–2023 G 2.3.4



Data as on: 31.12.2023
Source: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA); Eurostat

gr-e-10.03.00.37

3 Travel behaviour of the Swiss resident population in 2023

In 2023, each person resident in Switzerland undertook on average 2.9 trips with overnight stays and 9.4 day trips.[1] 36% of trips with overnight stays and 93% of trips without overnight stays had a Swiss destination.

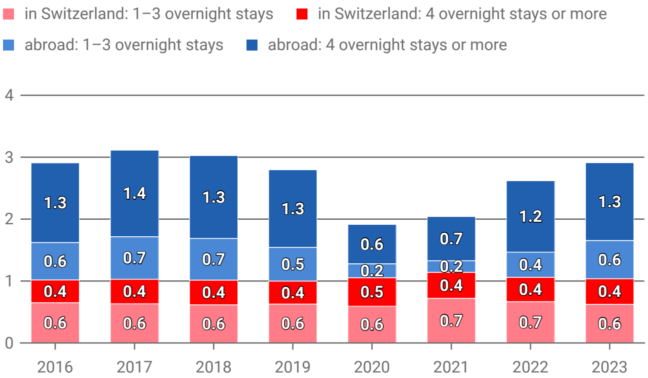
3.1 Trips with overnight stays

89% of the Swiss resident population[2] undertook at least one journey with at least one overnight stay away from home in 2023. The total number of such trips represents an average of 2.9 trips per person (G3.1a), 11% more than the previous year but below the 2017 record (3.1).

In 2023, women travelled more, undertaking an average of 3.1 overnight stays, while men undertook 2.7 overnight stays on average (G3.1b). Of all the population groups distinguished in the statistics, 6–14 year-olds were the only ones to have spent the majority of their overnight stays in Switzerland (58%). The 25–44 age group recorded the most overnight stays, at 3.6 stays per person. As in recent years, the number of overnight stays was lowest among the 65+ age group, with 2.1 stays on average. Compared with people from other regions, those living in German-speaking Switzerland travelled the most within the country, spending 39% of their overnight stays in Switzerland. This figure was 26% and 28% among people from the French and Italian-speaking parts respectively.

Trips with overnight stays G3.1a

Number of trips per person



Data as on: 24.10.2024
Source: FSO – Travel behaviour

gr-e-10.04.01.01
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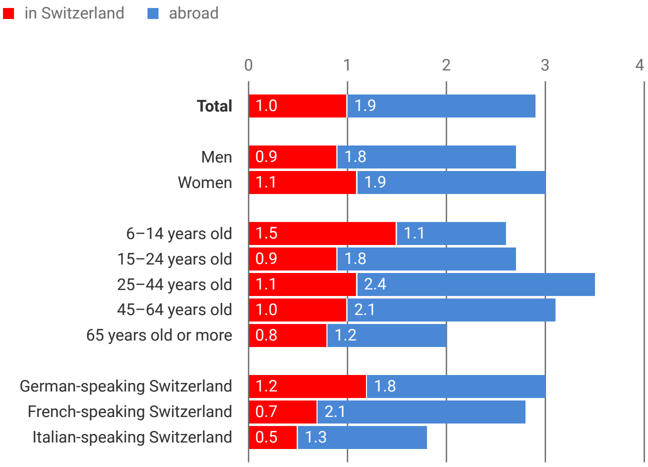
Trips with overnight stays by population group, 2023 G3.1b

Number of trips per person



Data as on: 24.10.2024
Source: FSO – Travel behaviour

gr-e-10.04.01.02.01
© FSO 2024

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

[2] permanent resident population aged 6 and over: 8 118 485 people

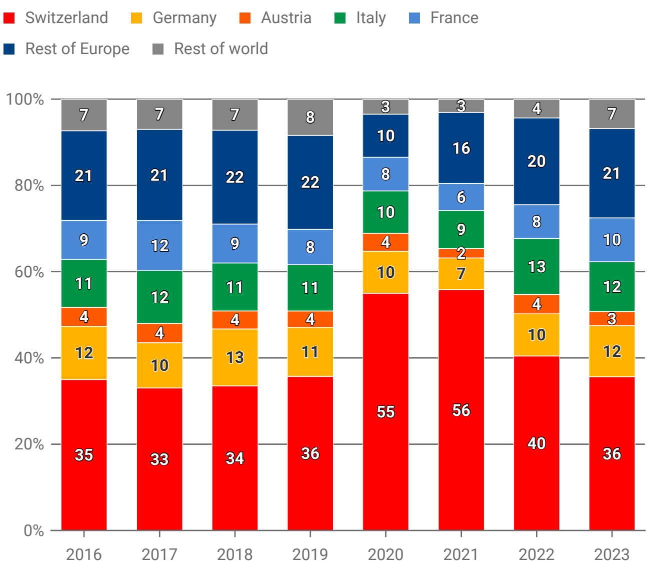
3.1.1 Destinations

As was the case in the pre-pandemic period, the majority of trips with overnight stays in 2023 were made abroad, at 64% (G 3.1.1). In this respect, Italy and Germany came out top with 12% of trips with overnight stays, followed by France (10%). Nearly a quarter of trips were made to other European countries and only 7% of trips with overnight stays had a destination outside of Europe. In terms of all trips abroad, there was a 21% leap between 2022 and 2023, from 12.5 million to 15.2 million overnight stays. The 2023 level exceeded even the pre-pandemic level (2019: 14.1 million trips with overnight stays).

Did you know?
Among Switzerland's neighbouring countries, France was the destination with the biggest increase in overnight stays in 2023, up 46% on 2022.

Trips with overnight stays by destination G 3.1.1

Share of number of trips



Percentages may not total 100 due to rounding.

Data as on: 24.10.2024
Source: FSO – Travel behaviour

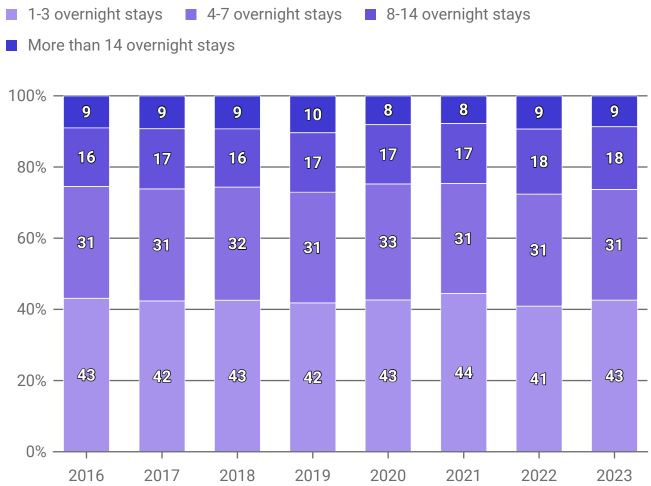
gr-e-10.04.01.03.01a

3.1.2 Duration of trips

As in previous years, most trips abroad in 2023 were for 1 to 3 nights (43%; G 3.1.2). The next most common category were stays of 4 to 7 nights, accounting for 31% of trips, followed by stays of 8 to 14 nights, at 18%. Long stays of more than 14 nights were the least common category, accounting for only 9% of trips. A comparison over time shows that these percentages have hardly changed in recent years.

Trips with overnight stays by length of stay G 3.1.2

Share of number of trips



Percentages may not total 100 due to rounding.

Data as on: 24.10.2024
Source: FSO – Travel behaviour

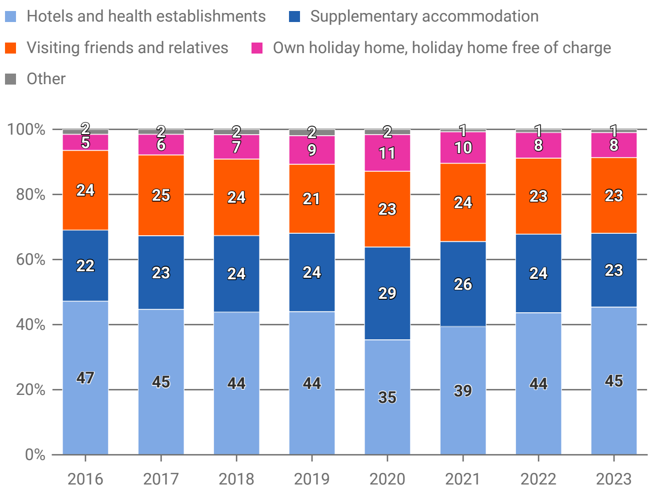
gr-e-10.04.01.03.01c

3.1.3 Accommodation

For over two thirds of trips (G 3.1.3), accommodation was in a hotel, health establishment or supplementary accommodation. The next most popular accommodation options were with friends or relatives (23%) and in one's own holiday home or free holiday accommodation (8%). In 2023, the distribution of accommodation types was again similar to that prior to the pandemic.

Trips with overnight stays by accommodation type G 3.1.3

Share of number of trips



Percentages may not total 100 due to rounding.

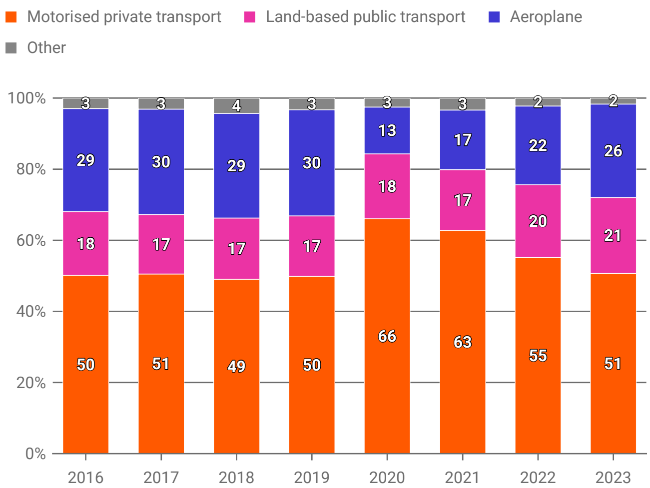
Data as on: 24.10.2024 gr-e-10.04.01.03.01e
Source: FSO – Travel behaviour © FSO 2024

3.1.4 Principal means of transport

Motorised private transport was used for the majority of short trips with overnight stays in 2023 (51%; G 3.1.4). Nevertheless, the share of trips by motorised private transport has fallen for the third year running, returning to its pre-pandemic level. By contrast, air travel (26%) has risen steadily since 2020 but remains below previous levels. There was also a further increase in the share of land public transport (21%), which reached its highest level of the eight years.

Trips with overnight stays by main means of transport G 3.1.4

Share of number of trips



Percentages may not total 100 due to rounding.

Data as on: 24.10.2024 gr-e-10.04.01.03.01f
Source: FSO – Travel behaviour © FSO 2024

3.2 Day trips

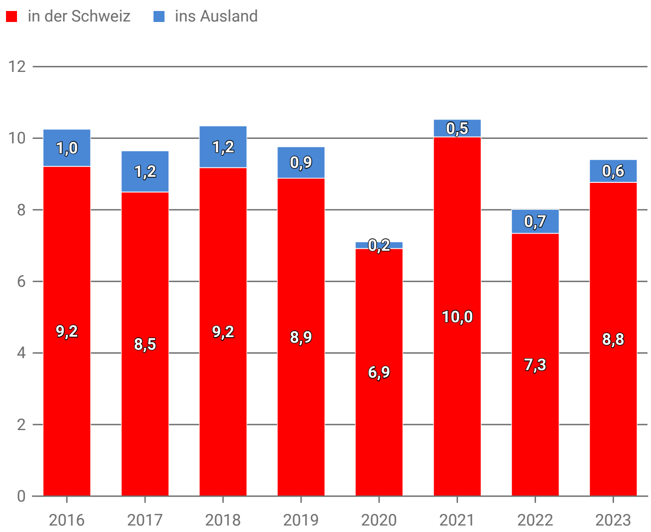
The Swiss resident population made 76.4 million day trips (without overnight stays) in 2023, an increase of 19% compared with the previous year. This corresponds to an average of 9.4 trips without overnight stays per person, of which 8.8 were undertaken in Switzerland (G 3.2). People living in German-speaking Switzerland made 10.9 trips without overnight stays, those from French speaking Switzerland made 5.7 and those from Italian speaking Switzerland 4.8.

The purpose of 54% of day trips in 2023 was leisure and relaxation. In contrast, much the same as in the previous year, business travel accounted for only 4% of day trips.

Did you know?
Individual motorised transport continued to be the most popular means of transport in 2023, accounting for 54% of all day trips.

Tagesreisen pro Person G 3.2

Anzahl Reisen



Datenstand: 24.10.2024
Quelle: BFS – Reiseverhalten

gr-d-10.04.02.01
© BFS 2024

4 Annual Indicators of the Tourism Satellite Accounts

4.1 Tourism gross value added

At 34.2%, growth in tourism gross value added rose sharply between 2021 and 2023. This recovery following the COVID-19 pandemic was initially seen in an increase of 21.8% in 2022. In 2023, the increase was 10.2%. Despite this positive trend, at 2.7%, tourism's contribution to the economy in terms of gross value added has not yet returned to its pre-pandemic level (2019: 2.9%).

Tourism gross value added consists of the two product categories known as «tourism-specific products» and «non-tourism-specific products». From 2021 to 2023, tourism-specific products accounted on average for 98.0% of total tourism gross value added. The value added generated by tourism-related products is also recorded under «tourism-specific products». The share of value added in total tourism gross value added generated by tourism-related products was 21.6% in 2021, declining in 2022 to 18.4% and to 17.2% in 2023. In 2021, non-tourism-specific products generated around 2.4 per cent of tourism value added. This share fell slightly to 2.3% in 2022, and to 2.0% in 2023.

Growth in tourism gross value added was positive in almost all categories between 2021 and 2023. The recovery of hotel accommodation's share in tourism gross value added was seen clearly after the COVID-19 pandemic. 2022 saw growth of 56.4%, which fell again to 12.6% in 2023. Total growth between 2021 and 2023 was thus 76.1%.

A less strong recovery was observed in food and beverage serving services in restaurants and hotels, with growth of 3.3% in 2022 and 4.0% in 2023, resulting in an overall increase of 7.5% between 2021 and 2023.

A similar picture emerged when tourism gross value added in passenger transport was analysed. In 2022, this figure rose significantly, by 42.4% over the previous year, and reached 15.1% in 2023. There was a particularly strong recovery in air travel in 2022, which led to growth of 109.9%. In the following year (2023), this trend continued with growth of 27.1%, resulting in an overall increase of 166.8% between 2021 and 2023.

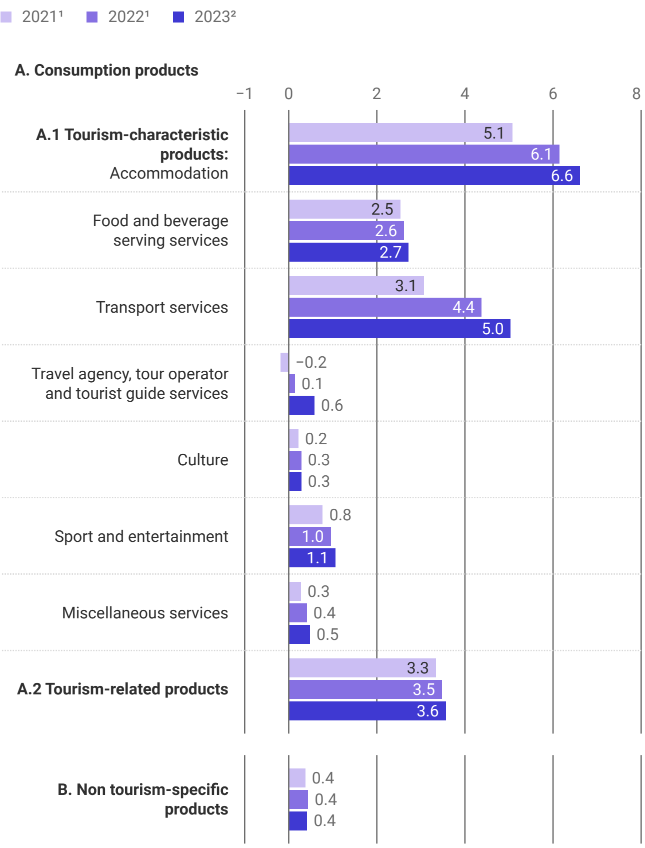
The recovery in the wake of the COVID-19 pandemic was especially tangible for travel agencies and tour operators, which experienced enormous growth of 407.3% between 2021 and 2023.

It should be noted that the results of the annual indicators of the Tourism Satellite Account for 2023 are still provisional.

Did you know?
In 2023, tourism gross value added rose by 34.2% compared with 2021.

Gross value added by tourism, by product, 2021–2023 G 4.1

In CHF billion



¹ Revised values
² Provisional values

Data as on: 31.12.2023
Source: FSO – Indicators of the tourism satellite account

gr-e-10.03.00.46

4.2 Tourism expenditure

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

The growth in tourism expenditure was also shaped by recovery in the wake of the COVID-19 pandemic. Much the same as the growth rates of tourism gross value added, a positive trend was seen for almost all products in 2023.

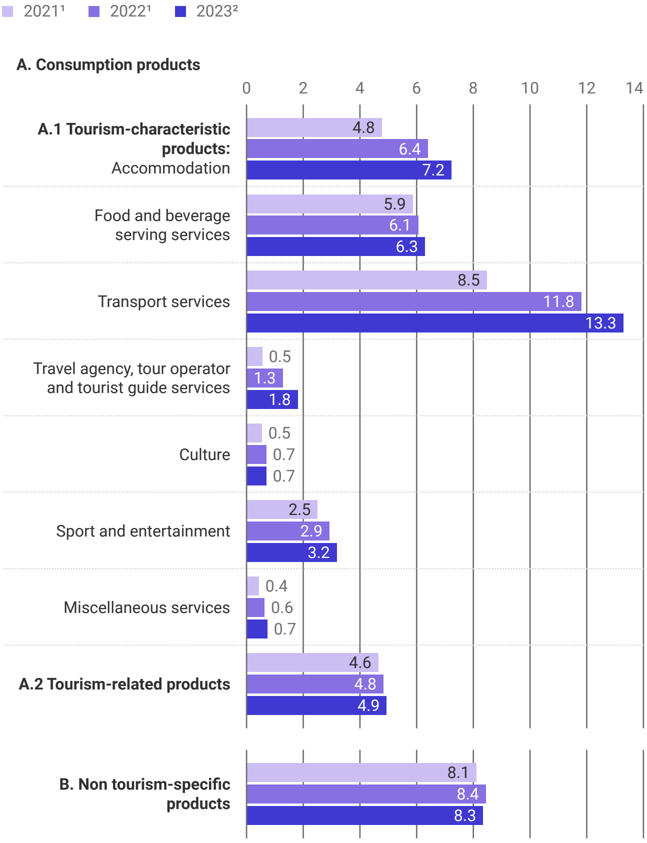
The indicators of the past three years show that some 64.4% and 69.2% of tourism demand in 2021 and 2022 respectively consisted of tourism-characteristic products, whereas in 2023 this share was 71.4%. In the 2021 to 2023 observation period, demand for tourism characteristic products rose sharply by 43.7%. Tourism expenditure rose in 2022 by 20.0% and again in 2023 by 8.0%, resulting in an overall increase of 29.6% between 2021 and 2023. This illustrates a solid recovery in overall tourism demand following the COVID-19 pandemic.

Taken together, the products accommodation, food and beverage serving services in restaurants and hotels and passenger transport accounted for 53.3% of total demand in the tourism sector in 2021 (G 4.2). In 2022 this share rose to 56.4% and in 2023 to 57.7%. Among tourism-characteristic products, just over 82% of the value added was accounted for by these three products between 2021 and 2023.

Tourism demand for accommodation rose perceptibly in 2022 (34.2%), and in 2023 this recovery continued with growth of 13.0%. This category therefore registered an increase of 51.6% between 2021 and 2023.

Internal tourism expenditure, by product, 2021–2023 — G 4.2

In CHF billion



¹ Revised values
² Provisional values

Data as on: 31.12.2023
Source: FSO – Indicators of the tourism satellite account

gr-e-10.03.00.47

4.3 Tourism employment

Total tourism employment in 2023 corresponded to 182 765 full-time equivalents (FTEs), compared with 165 230 FTEs in 2021 and 175 066 FTEs in 2022. This presented an increase of 6.0% in 2022. The post-pandemic recovery slowed in 2023, with an increase of 4.4%. Employment in tourism thus increased by 10.6% between 2021 and 2023. While its share in employment in the economy as a whole was 3.9% in 2021, this continued to rise to 4.1% in 2022 and 4.2% in 2023.

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

In 2022, there was a strong upward trend in employment in accommodation of (+10.9%). In 2023, this trend became a little weaker at only 7.8%. This led to an overall increase of 19.6% over the period from 2021 to 2023.

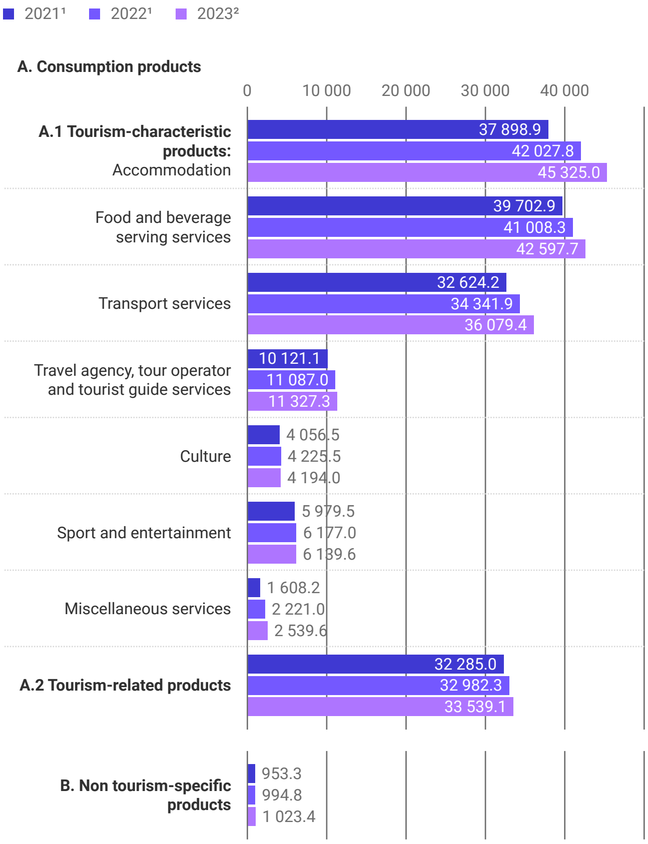
In 2022, a moderate increase of +3.3% was recorded in food and beverage serving services in hotels and restaurants, while 2023 saw a slightly larger increase of 3.9%. The increase in this category between 2021 and 2023 was therefore 7.3%.

Passenger transport also began to recover, growing by 5.3% in 2022 and 5.1% in 2023. This recovery was even more apparent in air transport. An increase of 6.4% was observed in 2022 and of 9.8% in 2023.

Strong growth was observed among travel agencies and tour operators in 2022 (+9.5%), which slowed to 2.2% in 2023.

Tourism employment, by product, 2021–2023 G 4.3

In full-time equivalents



[1] Revised values
[2] Provisional values

Data as on: 31.12.2023
Source: FSO – Indicators of the tourism satellite account

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5 Economic indicators

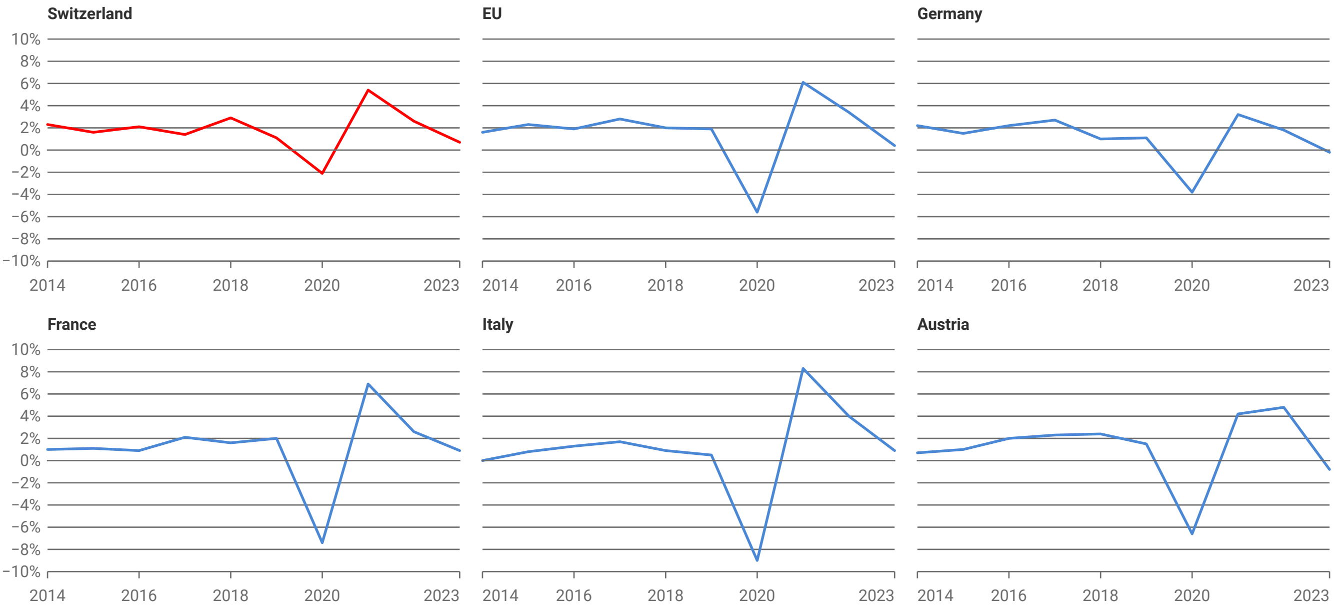
This chapter presents indicators providing an economic context to the findings of the tourism statistics. From an economic perspective, the choice of these indicators is restricted to important general topics.

5.1 Gross domestic product in real terms

Switzerland's GDP, expressed in real terms (at previous year's prices), has evolved in a similar manner to that of the EU (G 5.1) since 2014. With the onset of the COVID-19 crisis in 2020, there was a strong downward trend in both the EU (–5.6%) and Switzerland (–2.1%). Following the strong growth seen in 2021 (+6.1% for the EU and +5.4% for Switzerland), this trend was less pronounced in 2022 in both the EU (+3.4%) and Switzerland (+2.6%). In 2023, growth slowed further in both Switzerland (+0.7%) and the EU (+0.4%). In the same year, Germany (0.2%[1]) and Austria (0.8%) experienced negative rates of growth.

Gross domestic product growth rate — G 5.1

At prices of preceding year



Data as on: 31.12.2023
Source: FSO – National Accounts, Eurostat

gr-e-10.03.00.49

[1] provisional figure

5.2 Consumer confidence index

During the last decade, the trend in the consumer confidence index was negative for all years (G 5.2). The impact of the COVID-19 public health crisis was evident from April 2020, when the index experienced a sharp decline. This downward trend persisted until April 2021, followed by a brief reversal starting in July of that year. From January 2022, the index once again exhibited a negative trend, with strong decreases in April, July, and October. Consumer confidence worsened further in July (–51 points) and October (–58 points). From January 2023 onwards, the consumer confidence index exhibited a slight upward trend until July, before once again revealing a more pessimistic outlook in October.

Consumer confidence index G 5.2

Data as on: 31.12.2023
Source: Seco

gr-e-10.03.00.50

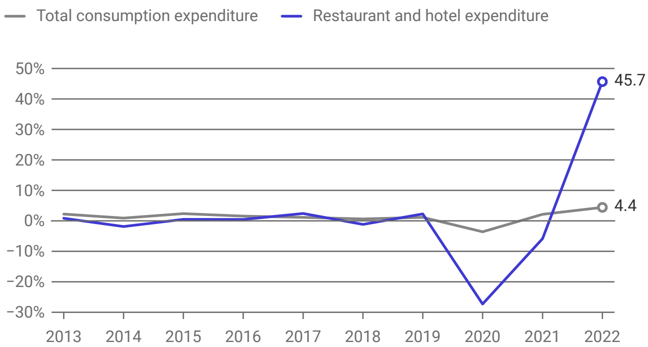
5.3 Household final consumption expenditure

When comparing Switzerland's total household consumption expenditure with expenditure specifically in restaurants and hotels, we see that the restaurant and hotel sector fluctuated more annually between 2013 and 2022 (G 5.3a). The effects of the COVID-19 health crisis were felt in 2020, with total household consumer expenditure falling by 3.6% compared with 2019. For spending in restaurants and hotels, the drop was more drastic (–27.3%). In 2021, growth was seen in household consumption expenditure (+2,1%), while the strong downward trend in restaurant and hotel-related expenditure remained (–5.8%). In contrast to total household consumption expenditure, which recorded only one fall during this period (–3.6% in 2020), spending in the restaurant and hotel sector fell four times (in 2014, 2018, 2020, and 2021).

Between 2018 and 2019, Swiss household expenditure in the restaurant and hotel sector (domestic consumption) was on the rise, like in the EU and in Switzerland's neighbouring countries. Between 2018 and 2019, EU household expenditure in the restaurant and hotel sector grew faster than that of Swiss households. With the arrival of the COVID-19 pandemic, there was a strong downward trend in expenditure in the EU, Switzerland and neighbouring countries in 2020. The decline in Switzerland (–28.6%) was, however, less marked than in its neighbouring countries and the EU (–38.0%). In 2021, expenditure increased again in the EU (+17.7%), Germany, France and Italy. Only Switzerland (–6.3%) and Austria (–9.7%) were still exhibiting negative trends. In 2023, there was a sharp increase in expenditure in the EU (+33.8%) and in all of Switzerland's neighbouring countries, ranging from +24.5% in Italy to +50.2% in Austria.

Household consumption expenditure in Switzerland (national consumption) G 5.3a

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



Data as on: 31.12.2023
Source: FSO – National Accounts

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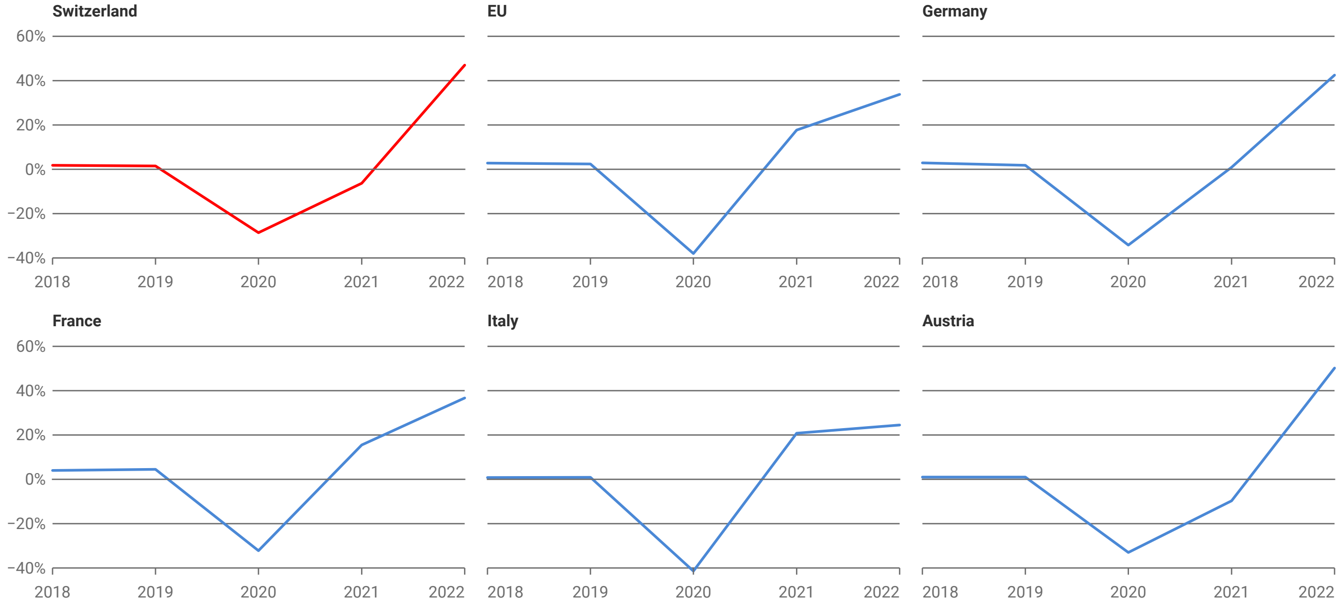
Hotel and restaurant expenditure in European comparison (domestic consumption) G 5.3b

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



Data as on: 31.12.2023
Source: FSO – National Accounts, Eurostat

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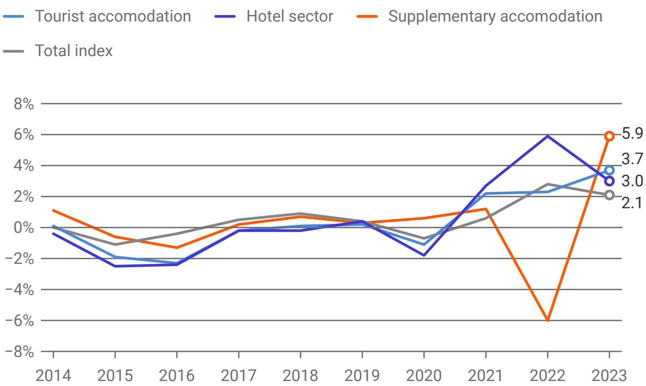
5.4 Swiss Consumer Price Index

Between 2014 and 2020, prices in the hotel sector fell continuously (G 5.4) except in 2019 (+0.4%). The steepest fall in prices occurred in 2015 (–2.5%), 2016 (–2.4%) and 2020 (–1.8%). In 2021 (+2.7%) and especially in 2022 (+5.9%), however, prices rose sharply. This trend continued into 2023, when prices grew by 3.0%. Prices in the supplementary accommodation sector registered an increase for the year 2014 (+1.1%), before declining in the years 2015 and 2016 (–0.6% and –1.3% respectively). From 2017 to 2021, a continuous increase in prices was observed, before a sharp decline of 6.0% in 2022. In 2023, the index started to recover and recorded its strongest increase (+5.9%) in the last 10 years. More generally, prices in the tourist accommodation sector rarely showed the same trend as those in the total consumer price index. Sometimes the differences were substantial, as seen in 2016 (tourist accommodation: –2.3% / total index: –0.4%) or in 2017 (tourist accommodation: –0.2% / total index: +0.5%). While in 2020 both of these indices had shown significant declines, in 2021 the increase in the accommodation sector (+2.2%) was much higher than that of the total index (+0.6%). In 2022, the gap between the overall index (+2.8%) and tourist accommodation (+2.3%) narrowed, and in 2023 the upward trend was more pronounced for the accommodation sector (+3.7%) than for the overall index (+2.1%).

Swiss Consumer Price Index G 5.4

Average annual price increase, structure of the standard basket 2020



Data as on: 31.12.2023
Source: FSO – Swiss consumer price index (CPI)

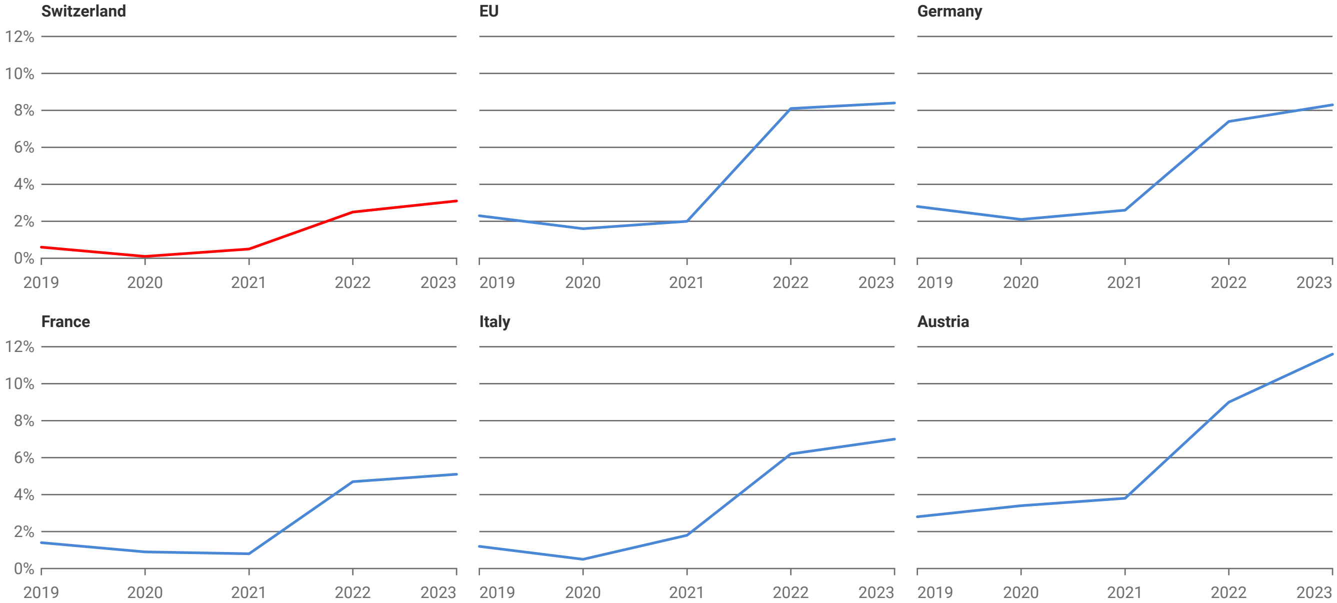
gr-e-10.03.00.53

5.5 Harmonised Index of Consumer Prices

Between 2019 and 2021, inflation in the Swiss restaurant and hotel sector rose by less than 1.0%. The increase in the EU was much more marked over the same period (from +1.6% in 2020 to +2.3% in 2019; G 5.5). In 2022, inflation then rose sharply in Switzerland (+2.5%), but more moderately than in the EU (+8.1%) and Switzerland's neighbouring countries. In 2023, it continued to rise, although the increase in Switzerland (+3.1%) remained more moderate than in the EU (+8.4%) and in Switzerland's neighbouring countries, where figures ranged from +11.6% (Austria) to +5.1% (France).

Harmonised index of consumer prices: restaurants and hotels — G 5.5

Variation compared with previous year



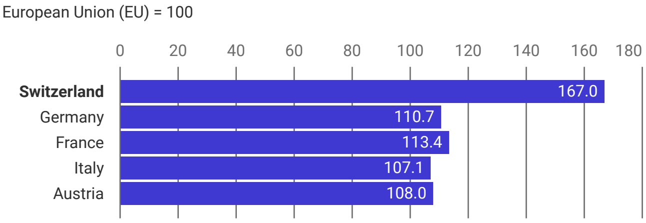
Data as on: 31.12.2023
Source: Eurostat

gr-e-10.03.00.54

5.6 Price level index in international comparison

In 2023, the price level in Switzerland in the restaurant and hotel sector was 67.0% higher than that in the EU (G 5.6). The countries neighbouring Switzerland also registered a higher price level than that in the EU in this sector, although at a lower level than that of Switzerland. The differences for these countries, when compared with the EU, ranged between 7.1% for Italy and 13.4% for France.

Price level indices in restaurants and hotels, 2023 G 5.6



Data as on: 31.12.2023
Source: Eurostat

gr-e-10.03.00.55

6 General observations

6.1 Surveys

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

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

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

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

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

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

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

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

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

6.1.3 Travel behaviour of the permanent Swiss resident population

The survey on the travel behaviour of the permanent Swiss resident population was conducted for the first time in 1989. It was repeated in 1998 and 2003 with a different concept and introduced in this form in 2008 as a continuous survey. In 2021, some 3000 randomly selected Swiss residents aged six and over were questioned by telephone about their personal travel activities in recent months. Up until 2011, the survey was limited to persons aged 15 and over. The questions concern the destination, type of accommodation, means of transport used, organisation of the trip, the number of overnight stays and expenditure.

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

A new method has been used since 2020. The figures have been recalculated from 2015 and therefore the statistics for the years 2016 to 2021 can be considered as a time series.

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

6.1.4 Methodological observations on the monetary tourism statistics

In recent years, the Federal Statistical Office (FSO) has produced monetary statistics for tourism, in collaboration with the State Secretariat for Economic Affairs (SECO). The Tourism Satellite Accounts (TSA) serve as the overall framework for assessing tourism's economic impact. While the TSA provides comprehensive data, its associated indicators offer a more efficient approach. These indicators enable rapid and simplified calculations of preliminary estimates for the main tourism product aggregates, allowing for quick insights into the industry's economic contributions without the need for extensive analysis.

The Tourism Satellite Account only deals with direct value added and not with so-called indirect value added. Value added is the gross production value less intermediate consumption. Direct value added is the value added generated during the production of products which are used directly in tourism (e.g. tourist use of cable cars and other aerial tramway systems). Indirect added value, in contrast, measures the added value generated by the production of goods and services necessary in order to obtain tourist products (e.g. the production of cables used for cable cars).

6.2 Dissemination of data

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

6.3 Symbols used in the charts

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

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

Glossary

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

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

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

Establishments:
Establishments open: Number of establishments open at least one day during the month under review, on average for the period under review.
Establishments surveyed: Number of establishments surveyed (open or temporarily closed) during the month under review, on average for the period under review.
Health establishments: points of care offering services similar to hotels, without public funding. Examples: medical health resorts, therapeutic clinics, high altitude clinics, clinics for rheumatism, spa establishments.

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

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

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

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

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

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

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

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

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

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

Beds:
Beds available: Number of beds in open establishments, on average for the period under review.
Beds surveyed: Number of beds in the establishments surveyed, on average for the period under review.
Overnight stays: Number of nights spent by visitors (including children) in an establishment used for commercial or non-commercial purposes.

Supplementary accommodation:
Collective accommodation: Establishments renting beds in group rooms, which offer the possibility of renting an individual bed in a room and not the whole room (mountain cabins and huts, hostels with dormitories, etc.). This type of accommodation also includes premises let as a whole that are intended for groups (large house or holiday camp, etc.).
Holiday homes and apartments: Accommodation that is commercially run and made available for tourism purposes (short-term accommodation) through a travel or rental agency (e.g. tourist office or booking platform) against payment. Examples: accommodation in holiday houses or apartments, chalets, etc.
Campsites: Accommodation on delimited campsites on which a caravan, mobile home or tent may be left for a limited stay.

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

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

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

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

Tourism-specific products: Refer to all tourism characteristic products and tourism-related products.
Tourist region (13): At the decision of the Swiss Conference of Regional Tourism Directors (RDK/CDR), the Swiss territory, as a tourist country, is organised into thirteen main tourist regions:

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

Summer tourist season: May to October.

Winter tourist season: November to April.

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

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

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

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

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

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

Public overland transport: Overland public transport includes trains, buses, PostBuses, trams and underground trains.

EU (European Union): Composition of the EU as of 1st January 2023.

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

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

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

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

The FSO's publications

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

The statistical topics

00 Statistical basis and overviews
01 Population
02 Territory and environment
03 Work and income
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05 Prices
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10 Tourism
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13 Social security
14 Health
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16 Culture, media, information society, sports
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20 Economic and social situation of the population
21 Sustainable development, regional and international disparities

The key publications

Statistical Yearbook of Switzerland

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

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This publication presents findings from the FSO's Swiss tourism statistics for 2023. The first section focuses on tourist accommodation, combining data from both the hotel and supplementary accommodation sectors. The second section concerns the survey on the travel behaviour of the Swiss population in 2023. The third section provides information on the economic impact of tourism in Switzerland the basis of tourism satellite account indicators. The fourth section of the publication presents a series of economic indicators that help to place the tourism statistics within the broader economic landscape.

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

8 DECENT WORK AND ECONOMIC GROWTH

The MONET 2030 indicator system

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