



Press release

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10 Tourism

Tourist accommodation in 2024

New record in 2024 with almost 43 million overnight stays

In 2024, the Swiss hotel industry achieved a record high of 42.8 million overnight stays (+1.1 million), an increase of 2.6% over 2023. With a total of 20.9 million overnight stays, domestic demand remained strong and stable (+12 000/+0.1%). Foreign demand rose by 5.1% (+1.1 million) to 22.0 million units, the highest level for over 50 years. These are the final results from the Federal Statistical Office (FSO).

Every month of 2024 saw higher demand than in 2023, with the exception of April (−3.2%) and September (−1.1%). The rise in demand ranged from 0.4% (October) to 7.0% (December). The 2023/2024 winter tourist season (November to April) and 2024 summer season (May to October) also saw record-breaking numbers of overnight stays (18.0 million and 24.5 million respectively).

	Overnight stays 2024	% change ¹	% change in Swiss overnight stays ¹	% change in foreign overnight stays ¹
Total	42 830 588	+2.6	+0.1	+5.1
January	3 079 970	+2.6	+1.0	+4.5
February	3 456 920	+4.0	−0.1	+9.7
March	3 337 563	+4.2	+1.9	+6.8
April	2 776 614	−3.2	−5.3	−1.2
May	3 403 357	+5.7	+3.8	+7.3
June	4 077 716	+2.7	+0.2	+4.8
July	4 778 877	+0.6	−2.6	+3.3
August	4 819 936	+3.9	+3.5	+4.2
September	4 033 138	−1.1	−6.0	+3.9
October	3 337 688	+0.4	−2.9	+4.1
November	2 391 447	+6.0	+8.1	+3.8
December	3 337 362	+7.0	+3.1	+10.7

¹ Compared with the same period of the previous year

Domestic demand remains strong and stable

Domestic demand remained high at 20.9 million overnight stays, meaning that 2024 numbers were only slightly higher (+12 000/+0.1%) than in 2023 and remained among the highest recorded, after 2021 and 2022. The change in demand varied from month to month over the course of 2024. April (–5.3%) and September (–6.0%) saw the biggest fall in domestic demand, while May (+3.8%) and November (+8.1%) saw the biggest rise.

Foreign demand: best result since 1972

Following the large increase of 21.8% in 2023, demand from foreign visitors rose by a further 5.1% (+1.1 million) to reach 22.0 million overnight stays in 2024, the highest level since 1972. December recorded the strongest growth over the previous year (+10.7%). There was a slight fall in demand only in April (–1.2%).

The rise in overnight stays by foreign visitors was driven primarily by visitors from the Americas. Demand from this continent reached a record high, totalling 4.6 million overnight stays (+558 000/+13.9%). With more than three quarters (76.2%) of overnight stays from this continent, the United States generated the highest absolute increase of all countries of origin (+427 000 overnight stays/+13.9%) compared with 2023, reaching the highest level ever observed.

The number of overnight stays by visitors from Asia also rose sharply to 4.4 million (+305 000/+7.4%). China (+231 000/+46.6%) and India (+64 000/+10.6%) were the main contributors to this rise in demand. Guests from the Gulf States recorded 813 000 overnight stays, 37 000 (–4.4%) fewer than the previous year. Despite the rise in overnight stays by visitors from Asia in 2024, demand was still lower than in 2019 (–18.4%), especially among visitors from China (–47.9%).

With a total of 12.2 million overnight stays, there was a slight increase in the number of visitors from Europe (+169 000/ +1.4%). The number of European visitors is thus back to a level similar to the pre-COVID-19 period. In absolute terms, the numbers of visitors from France (+85 000/+6.1%) and Spain (+29 000/+6.0%) increased the most. The number of overnight stays by French visitors was the highest since the early 1990s and the number of Spanish visitors reached a new record. Visitors from the Netherlands (+13 000/+1.9%) and Germany (+20 000/+0.5%) were responsible for a slight increase in numbers. Although the number of German visitors remained below the 2019 level (–3.5%), they still accounted for the majority of foreign demand in 2024. Finally, among the European countries, the greatest fall in demand was seen among visitors from United Kingdom (–69 000/–4.1%) and Belgium (–22 000/–3.9%).

Demand from Oceania rose by 21 000 overnight stays (+4.8%), reaching a total of 464 000, the best result in three decades. At 265 000 overnight stays (+4 700/+1.8%), there was a slight increase in demand from the African continent compared with 2023.

Numbers rose in most tourist regions

In 2024, nine out of thirteen tourist regions recorded an increase in overnight stays compared with 2023, with two city regions showing the strongest absolute growth. The Zurich Region saw the biggest increase (+344 000/+4.9%), followed by Geneva (+234 000/+6.6%). The Bern Region, Lucerne/Lake Lucerne and Graubünden also displayed robust growth. Of the thirteen tourist regions, six – including the Zurich Region, the Bern Region, Lucerne/Lake Lucerne and Geneva – recorded numbers not seen for over three decades.

Increase in room occupancy rates

In 2024, the net room occupancy rate stood at 55.1%, an increase of 0.1 point over 2023. This is close to the record rate seen in 2019 (55.2%). Of the thirteen tourist regions, eight saw a rise in room occupancy. The biggest increases were seen in the Basel Region (56.5%/+3.9 points) and Aargau and Solothurn Region (51.0%/+1.2). Zurich posted the highest room occupancy rate of all the regions in 2024 (64.3% /+0.6), closely followed by Geneva (64.1%/+0.8).

Validity of results

The figures in this press release are the final results and thus differ from the previously published initial results.

Net occupancy rate:

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

Information

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Access to results

This press release has been established on the basis of the European Statistics Code of Practice, which ensures the independence, integrity and accountability of national and community statistical offices. Privileged access is supervised and under embargo.

Switzerland Tourism (ST) received this press release 72 hours prior to publication in preparation for the 2024 press point. The Swiss Tourism Federation (STF), hotelleriesuisse (hs), Gastrosuisse (GS) and the State Secretariat for Economic Affairs (SECO) received this press release 24 hours prior to publication for the fulfilment of their tasks.