



2008

Swiss Tourism in Figures

STV  **FST**

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

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Legal bases of the Federal Government

National Promotion of Tourism: Bundesgesetz vom 21. Dezember 1955 über die Schweizerische Verkehrszentrale, ab 1995 Schweiz Tourismus (SR 935.21)

Promotion of Innovation and Cooperation: Bundesgesetz vom 10. Oktober 1997 über die Förderung von Innovation und Zusammenarbeit im Tourismus (SR 935.22)

Promotion of the Lodging Industry: Bundesgesetz vom 20. Juni 2003 über die Förderung der Beherbergungswirtschaft (SR 935.12)

Regional Policy: Bundesgesetz vom 6. Oktober 2006 über die Regionalpolitik (Stand 1. Januar 2008); (SR 901.0)

Gambling Facilities: Bundesgesetz vom 18. Dezember 1998 über Glücksspiele und Spielbanken (Spielbankengesetz, SBG) (SR 935.52)

Exclusive VAT Tariff for Lodging Services: Bundesgesetz vom 2. September 1999 über die Mehrwertsteuer (Mehrwertsteuergesetz, MWSTG) (SR 641.20)

Tourism Statistics: Verordnung vom 30. Juni 1993 über die Durchführung von statistischen Erhebungen des Bundes (SR 431.012.1)

Natural Parks: Bundesgesetz über den Natur- und Heimatschutz (NHG), vom 1. Juli 1966 (SR 451)

Cablecars: Bundesgesetz vom 23. Juni 2006 über Seilbahnen zur Personenbeförderung (Seilbahngesetz, SebG) (SR 743.01)

Source: www.admin.ch

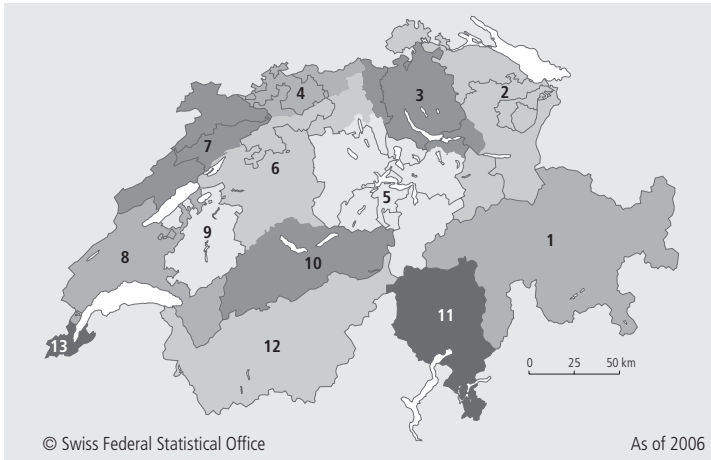
For your information

The annual figures in the last edition were in reference to the publication year of the brochure and not the year's statistics – i.e. the 2008 edition refers to the data collection from the year 2007. This has often been misleading in the past.

Newly, annual figures on the title page refer to the respective year's statistics. It is for this reason that the title of this edition is: Swiss Tourism in Figures 2008.

Overview of tourism laws of the Swiss cantons

Canton	Internet	Law
Aargau	www.ag.ch	No tourism law
Appenzell Innerrhoden	www.ai.ch	Tourismusförderungsgesetz vom 25. April 1999
Appenzell Ausserrhoden	www.ar.ch	Tourismusgesetz vom 22. September 2003
Basel-Land	www.bl.ch	Tourismusgesetz vom 19. Juni 2003
Basel-Stadt	www.bs.ch	Standortförderungsgesetz vom 29. Juni 2006
Bern	www.be.ch	Tourismusentwicklungsgesetz vom 20. Juni 2005
Fribourg	www.fr.ch	Tourismusgesetz vom 13. Oktober 2005
Geneva	www.ge.ch	Tourismusgesetz vom 24. Juni 1993
Glarus	www.gl.ch	Tourismusentwicklungsgesetz vom 6. Mai 2007
Graubünden	www.gr.ch	Wirtschaftsentwicklungsgesetz vom 11. Februar 2004
Jura	www.ju.ch	Tourismusgesetz vom 31. Mai 1990
Lucerne	www.lu.ch	Tourismusgesetz vom 30. Januar 1996
Neuchâtel	www.ne.ch	Tourismusgesetz vom 25. Juni 1986
Nidwalden	www.nw.ch	Fremdenverkehrsgesetz vom 25. April 1971
Obwalden	www.ow.ch	Tourismusgesetz vom 8. Juni 1997
St. Gallen	www.sg.ch	Tourismusgesetz vom 26. November 1995
Schaffhausen	www.sh.ch	Gesetz über Beiträge an die kantonale Tourismusorganisation vom 16. Juni 2008
Solothurn	www.so.ch	No tourism law
Schwyz	www.sz.ch	Gesetz über die Wirtschaftsförderung vom 27. November 1986
Thurgau	www.tg.ch	Gesetz über Massnahmen gegen die Arbeitslosigkeit und zur Standortförderung vom 1. Januar 2006
Ticino	www.ti.ch	Tourismusgesetz vom 30. November 1998
Uri	www.ur.ch	Verordnung vom 4. April 2004 über die Förderung des Tourismus
Vaud	www.vd.ch	Gesetz zur Förderung der wirtschaftlichen Entwicklung vom 12. Juni 2007
Valais	www.vs.ch	Gesetz über den Tourismus vom 9. Februar 1996
Zug	www.zg.ch	Tourismusgesetz vom 27. März 2003
Zurich	www.zh.ch	No tourism law



- 1 **Graubünden:** Canton of Graubünden
- 2 **Eastern Switzerland:** Canton of Glarus, Canton of Schaffhausen, Canton of St. Gallen, excluding parts of the See-Gaster district, Canton of Thurgau, Canton of Appenzell-Innerrhoden and Canton of Appenzell-Ausserrhoden
- 3 **Zurich Region:** Canton of Zurich, Canton of Aargau: districts of Baden, parts of the Bremgarten and Zurzach districts, Canton of Schwyz: districts Höfe and March, Canton of St. Gallen: parts of the See-Gaster
- 4 **Basel Region:** Canton of Basel-Stadt and of Basel-Land, Canton Solothurn: districts Dorneck and Thierstein, Canton Aargau: the Laufenburg and Rheinfelden districts, parts of Zurzach
- 5 **Central Switzerland:** Cantons of Lucerne, Uri, Schwyz, excluding the March and Höfe district, Canton of Aargau: the Kulm and Muri districts, parts of Lenzburg district, Cantons of Obwalden, Nidwalden and Zug
- 6 **Schweizer Mittelland:** the Bernese districts of Aarberg, Aarwangen, Bern, Biel, Büren, Burgdorf, Cerlier, Fraubrunnen, Konolfingen, Laupen, Nidau, Schwarzenburg, Seftigen, Signau, Trachselwald and Wangen; in the Canton of Solothurn the districts Gäu, Tal, Bucheggberg, Gösgen, Wasseramt, Lebern, Olten and Solothurn, in the Canton of Aargau the districts Aarau, Brugg, Zofingen, parts of the Bremgarten and Lenzburg districts
- 7 **Neuchâtel/Jura/Jura Bernois:** Cantons of Neuchâtel, Jura and the Bernese districts Courtelary, Moutier and La Neuveville
- 8 **Lake Geneva Region (Vaud):** Canton of Vaud
- 9 **Fribourg Region:** Canton of Fribourg
- 10 **Bernese Oberland:** districts of Frutigen, Interlaken, Niedersimmental, Oberhasli, Saanen and Thun
- 11 **Ticino:** Canton of Ticino
- 12 **Valais:** Canton of Valais
- 13 **Geneva:** Canton of Geneva

Tourism generates income

Domestic and international tourism are important factors in the Swiss economy. Of a total revenue of CHF 30,4 billion in 2005, 18,4 billion (or 61 %) came from domestic tourism. Expenditure by foreign visitors in Switzerland added some CHF 12 billion.

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. More than 5 % of Switzerland's export revenue come from tourism.¹

Export revenue by industry ²	2004	2005	2006	2007	2008
	in billion CHF				
1. Metal and machine industry	55,2	58,3	65,0	72,5	74,0
2. Chemical industry	49,6	54,8	63,0	68,8	71,9
3. Watchmaking industry	11,2	12,4	13,7	16,0	17,0
4. Tourism (Tourism Balance of Payments)	11,9	12,5	13,5	14,6	15,6
5. Textile industry	4,2	4,2	4,4	4,6	4,5

¹ The 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 (air travel and international rail tickets) from Swiss transportation enterprises made by foreign visitors abroad.

² Excluding labour and property income from abroad

Source: Swiss Federal Statistical Office

Travel with overnight stays is a principal source of income

The Tourism Balance of Payments provides information about our country's income from foreign travel. 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 the footnote ¹ on the previous page regarding this point.)

The Tourism Balance of Payments is based on numerous data sources including surveys of visitors and households as well as accommodation statistics.

Tourism Balance of Payments						
Revenue/Expenditure	Revenue from foreign tourists			Expenditure of Swiss tourists abroad		
	in billion CHF			in billion CHF		
	2006	2007 ¹	2008 ²	2006	2007 ¹	2008 ²
Tourism, including overnight stays	8,9	9,9	10,6	9,0	9,6	9,4
Visitors staying in lodging facilities and with relatives	6,9	7,7	8,3			
Educational & medical stays	2,0	2,2	2,3			
Excursionists, transit visitors, other tourism	3,0	3,1	3,2	2,5	2,4	2,5
Consumption expenditure of border-zone inhabitants including short-term residents (<4 months)	1,6	1,7	1,7			
Total	13,5	14,6	15,6	11,6	12,1	11,8

1 revised figures

2 provisional figures

Source: Swiss Federal Statistical Office

Tourism plays a key part in the Swiss economy

Tourism is an important sector of the Swiss economy. Income totaling CHF 30,4 billion was directly attributable to tourism in 2005. Due to the heterogeneous nature of tourism production, it was until recently virtually impossible to measure the various economic effects of tourism.

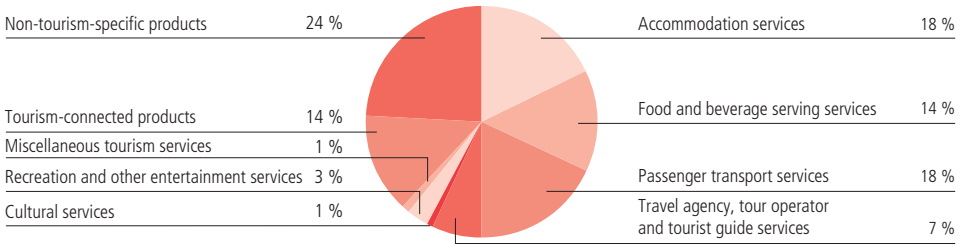
The Tourism Satellite Account closes this gap by supplying important information about the role played by tourism in Switzerland's economic life. The Account deals with key aspects such as tourism's contributions to added value and to employment in the overall economy, and it also provides information about the economic weighting of the different categories of visitors.

Following the first pilot project which dealt with 1998, a Tourism Satellite Account for 2001 and 2005 was published by the Swiss Federal Statistics Office in November 2008. There are plans to compile a Tourism Satellite Account at regular intervals in the future.

Tourist demand is spread over numerous products

In 2005, accommodation accounted for 18 % of total tourist consumer spending; meals and catering in restaurants and hotels accounted for 14 %, and transport services for 18 %. The remainder was spent on various other goods and services.

Tourism consumption by product 2005



Foreign tourist accounted for 39 % of tourist expenditure in 2005

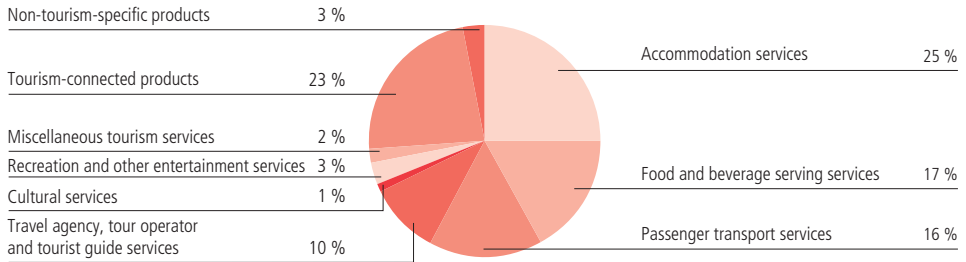
Direct tourist demand	in million CHF	%
Visitors making overnight stays (foreign visitors)	9 179	30
Visitors making overnight stays (domestic visitors)	9 891	32
Same-day visitors (foreign visitors)	2 847	9
Same-day visitors (domestic visitors)	7 066	23
Business tourism (domestic visitors)	1 464	5
Direct tourist demand, 2005 – total	30 448	100

Source: Tourism Satellite Account for Switzerland, 2001 and 2005, Swiss Federal Statistical Office

The hotel and restaurant sector accounts for a large share of added value from tourism

The production of accommodation and catering services makes a disproportionately high contribution toward total added value from tourism, with respectively 25 % and 17 %. By contrast, the production of transportation services falls below the average for added value intensity, due to extensive mechanisation in the transport industries.

Gross value added by tourism by product 2005

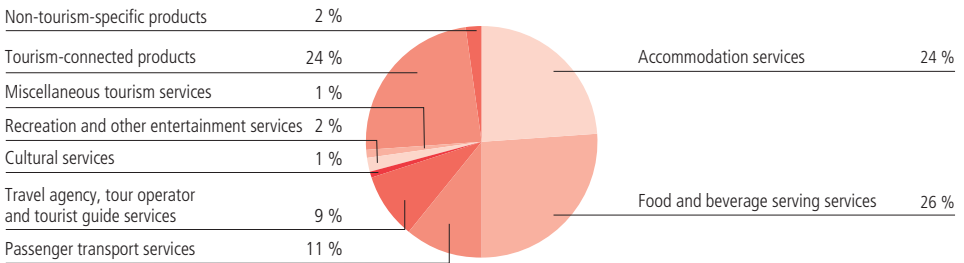


Source: Tourism Satellite Account for Switzerland, 2001 and 2005, Swiss Federal Statistical Office

Tourism creates jobs

Tourism is an important employer. In 2005, tourism accounted for 4,4 % of employment in the overall economy (in terms of full-time equivalents). This percentage is considerably higher in mountain regions than in the urban agglomerations. The Tourism Satellite Account¹ supplies accurate information on the number of individuals directly employed in tourism.

Tourism generated employment equivalent to more than 138 000 full-time jobs in 2005



¹ The Tourism Satellite Account only records tourism-related employment of the different industries. For this reason the recorded data on page 12 do not coincide with those of the Tourism Satellite Account.
Source: Tourism Satellite Account for Switzerland, 2001 and 2005, Swiss Federal Statistical Office

Full-time equivalents according to economic sectors

(in 1000, annual average)

		2003	2004	2005	2006	2007	2008
Service industry	Total	2 166,2	2 177,0	2 180,1	2 206,2	2 265,6	2 333,9
	Men	1 201,0	1 202,0	1 204,6	1 209,9	1 234,2	1 261,4
	Women	965,1	974,9	975,5	996,3	1 031,4	1 072,5
Hospitality industry	Total	182,9	180,9	177,3	176,9	181,3	187,3
	Men	90,4	87,8	84,8	83,6	85,6	89,5
	Women	92,5	93,2	92,5	93,4	95,7	97,8
Land transport, transport via pipelines	Total	85,5	85,8	88,1	89,1	90,8	93,1
	Men	75,6	75,7	77,4	77,8	79,7	81,0
	Women	9,9	10,1	10,6	11,3	11,1	12,1
Transportation by boat	Total	2,5	2,5	2,4	2,4	2,4	2,6
	Men	1,9	1,8	1,7	1,7	1,7	1,9
	Women	0,6	0,7	0,7	0,7	0,7	0,7
Transportation by air	Total	9,9	8,6	7,3	7,0	7,6	8,3
	Men	5,4	4,8	4,2	4,0	4,2	4,6
	Women	4,5	3,7	3,1	3,1	3,4	3,8
Part-time employment in transportation; travel agencies	Total	51,4	53,4	53,4	52,6	53,8	55,5
	Men	33,3	34,9	35,0	35,0	35,4	36,0
	Women	18,1	18,5	18,3	17,6	18,4	19,5

Employment statistics: hotel and catering industry

(in 1000)

	2007	2008	2008	2008	2008
	4th quarter	1st quarter	2nd quarter	3rd quarter	4th quarter
Full-time employees (90% and over)	150,7	151,2	152,3	153,0	153,8
Of which men	79,7	81,0	80,1	81,2	82,8
Of which women	71,0	70,2	72,2	71,8	71,0
Part-time employees I (50-89%)	34,7	35,3	37,0	38,4	36,6
Part-time employees II (<50%)	46,0	46,2	48,6	43,1	43,9
Total number of employees (overall)	231,4	232,7	237,8	234,6	234,3
Of which men	99,2	100,4	100,9	102,3	102,2
Of which women	132,2	132,3	137,0	132,2	132,1

Source: Employment statistic, Swiss Federal Statistical Office

Travel with overnight stays

Frequency, duration, distance

Journeys with one or more overnight stays are on average the longest trips and hence account for a significant share of annual mobility. Distance figures are based on round trips and distances at the destination. The total distance amounts to approximately 4600 kilometres per person and year.

55 % of those surveyed have taken at least one trip with an overnight stay over the past four months. This corresponds to an average of 2,7 journeys per year, with approximately one in nine as a business trip.

Senior citizens take significantly fewer trips with overnight stays than the rest of the population. People in the 26–45 year age bracket cover the longest distances. Income as a key factor is even stronger for journeys with overnight stays than for day trips. For example, the group with a monthly income of between CHF 8000 and 12 000 CHF travels about twice as much and almost three times as far as those with incomes below CHF 4000.

	Number of journeys per year	Thereof business trips (in %)	Total distance per year (km)	At least one journey over the past four months (share in %)
Age				
6–17 years	2,9	0,2	3 775	61,2
18–25 years	2,6	3,6	4 576	54,8
26–45 years	3,3	17,1	5 857	60,4
46–65 years	2,6	13,7	4 919	55,5
66 and over	1,5	0,7	2 475	35,3
Gender				
Men	2,8	16,2	5 013	57,1
Women	2,5	4,7	4 267	52,4
Household income				
Up to CHF 4 000	1,6	3,5	2 362	36,3
CHF 4 001–8 000	2,6	7,4	4 097	55,7
CHF 8 001–12 000	3,6	11,9	6 778	69,8
Over CHF 12 000	4,4	24,2	8 758	73,6
Spatial structure (residential community)				
Suburban core community	2,9	11,3	4 881	56,0
Other suburban community	2,8	10,7	5 389	57,1
Isolated town	1,4	12,3	1 811	34,5
Rural community	2,4	10,2	3 105	49,8
Total	2,7	10,7	4 639	54,8

Source: Microcensus 2005, Swiss Federal Statistical Office

Objectives, purposes and choice of transport

Around half of all journeys with overnight stays are spent abroad. Naturally, this share is higher for business trips as longer domestic business trips often do not require an overnight stay.

Among domestic destinations the classic holiday regions are most popular, namely Eastern Switzerland (with Graubünden), Schweizer Mittelland (including Bern and others) and the Lake Geneva Region (including Valais). However, Ticino and Central Switzerland are also often chosen as destinations, given the fact that these regions are notably smaller than the other major regions.

Destination by travel purpose

(in per cent)

	Leisure	Business	Other	Total	Share of population major regions
Lake Geneva Region (incl. Valais)	10,6	7,1	10,2	10,2	18,4
Schweizer Mittelland (incl. Bern)	10,5	7,9	10,3	10,2	22,8
Northwestern Switzerland	2,2	3,1	1,6	2,2	13,7
Zurich Region	3,1	6,2	2,3	3,4	17,0
Eastern Switzerland (incl. Graubünden)	12,6	9,2	18,8	12,8	14,3
Central Switzerland	4,5	4,7	6,7	4,7	9,5
Ticino	5,8	5,0	2,8	5,4	4,3
Foreign countries	50,7	56,8	47,3	51,0	
Switzerland	49,3	43,2	52,7	49,0	100,0

Reasons for choice of transport

(in per cent, multiple answers possible)

Main means of transport	Aeroplane	On foot/ by bicycle	Motorised privat transport	Public transport	Other
Lack of alternatives	57,1	24,8	43,4	41,6	36,2
Travel time	88,2	20,2	68,7	44,6	43,7
Costs	32,1	15,4	29,4	36,7	35,7
Perceived safety	21,7	5,0	16,5	36,9	32,2
Pleasure	47,5	69,3	48,6	65,2	70,7
Higher reliability	33,9	15,0	36,1	37,7	38,1
Luggage, bulky items	30,3	11,8	71,2	23,5	50,4

Overview of the accommodation sector

Swiss tourism statistics break accommodation options down into hotel accommodation, health establishments and supplementary accommodation.

Hotel accommodation

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

Private rooms (vacation homes and apartments):

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.

Camp and caravan sites:

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. One 'parking place' is equivalent to three 'sleeping places' on average (Ticino: four).

Group accommodation:

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

Youth hostels:

Switzerland's official youth hostels.

Agrotourism:

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: Holidays on the Farm, 'Sleep on Straw' and Rural-Tourism.

Bed & Breakfast:

Bed & Breakfast stands for all kinds of accommodation where host families offer a bed and a breakfast.

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

Hotels and health establishments

In 2008, the number of overnight stays in Swiss hotels was 37,3 million (+2,7 % as compared to the prior year). This is the best result since 1990. Arrivals totaled 16 million (+2,3 %), with an average stay of 2,3 nights. Foreign visitors spent an average of 2,5 nights and Swiss guests stayed an average of 2,1 nights after their arrival at a hotel or spa resort. These figures are not noticeably different from those of the previous year.

In 2008, the increase in overnight stays by Swiss visitors was 2,4 % as compared to 2007, reaching a figure of 15,8 million. Foreign visitors spent 2,8 % more nights in hotels in Switzerland, corresponding to a total of 21,5 million or 57,6 % of total demand. With 6,3 million overnight stays German visitors posted the highest demand from a foreign country (+3,8 %), followed by the United Kingdom with 2,3 million overnight stays (+0,3 %), the United States with 1,5 million (-8,8 %) and France with 1.4 million (+5,2 %).

The most-visited tourist region was Graubünden with 6,2 million overnight stays (+6,3 % as compared to 2007), followed by the Zurich tourist region with 4,7 million (+0,9 %) and the Valais tourist region with 4,6 million (+3,7 %) overnight stays. In relative terms, the largest increase was posted by the Basel tourist region where the figure rose by 6,9 % to a total of 1,4 million overnight stays.

Development of overnight stays in 2008

Change in per cent compared to the same period in 2007

	Total	Foreigners	Swiss
January	7,8	7,4	8,2
February	10,3	10,2	10,4
March	8,8	15,1	0,1
April	-6,9	-8,8	-4,2
May	11,3	11,4	11,1
June	-2,5	-0,9	-5,1
July	3,3	2,9	4,0
August	3,9	2,0	7,0
September	-0,7	-2,2	1,1
October	-2,4	-1,2	-3,6
November	-6,7	-8,4	-4,6
December	1,1	0,3	2,3
Entire year	2,7	2,8	2,4

Overnight stays by country of residence of visitors

(in million, rounded values)

Country of residence of visitors	Year 2008	Winter 07/08	Summer 08
Switzerland	15,8	7,1	8,7
Foreign countries	21,5	9,8	11,8
Total	37,3	16,8	20,6
Foreign countries by country of residence			
Germany	6,3	2,9	3,4
United Kingdom ¹	2,3	1,2	1,1
France	1,4	0,7	0,7
Italy	1,2	0,6	0,6
Netherlands	1,1	0,5	0,6
Belgium	0,8	0,4	0,4
Nordic countries ²	0,6	0,3	0,3
Russia	0,5	0,3	0,2
Spain	0,5	0,2	0,3
Austria	0,4	0,2	0,2
Other countries Europe	1,6	0,8	0,8
Europe total (excl. Switzerland)	16,6	8,0	8,7
United States	1,5	0,6	1,0
Canada	0,2	0,1	0,1
Brazil	0,2	0,1	0,1
Other countries America	0,2	0,1	0,1
America total	2,1	0,8	1,3
Japan	0,5	0,1	0,4
China (incl. Hong Kong)	0,3	0,1	0,2
Korea	0,1	0,1	0,1
Israel	0,2	0,1	0,1
India	0,3	0,1	0,2
Other countries Asia	0,9	0,3	0,6
Asia total	2,3	0,8	1,5
Africa	0,3	0,1	0,2
Australia, Oceania	0,3	0,1	0,2
Other overseas countries	0,6	0,2	0,3

1 Great Britain and Northern Ireland

2 Denmark, Finland, Norway, Sweden, Iceland (from 1st January 1994)

Source: Swiss Federal Statistical Office

Hotel industry: capacity, overnight stays and occupancy rate cantons 2008

Cantons	Capacity ¹		Overnight stays in million			Occupancy rate in % ²	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms	Beds
Graubünden	19 003	38 124	3,1	3,1	6,2	57,6	49,0
Bern	17 582	34 469	2,3	2,8	5,1	52,1	43,3
Valais	14 349	29 087	2,1	2,5	4,6	54,3	47,0
Zurich	12 520	21 118	1,1	3,1	4,2	67,3	54,4
Geneva	9 093	14 668	0,6	2,3	2,9	66,4	53,9
Ticino	9 273	17 935	1,4	1,2	2,7	49,0	42,2
Vaud	9 150	17 230	0,9	1,7	2,6	55,5	44,0
Lucerne	5 717	10 962	0,6	1,1	1,8	55,4	45,1
St. Gallen	4 994	9 123	0,6	0,5	1,1	43,2	34,1
Basel-Stadt	3 414	5 390	0,3	0,7	1,0	64,9	51,8
Aargau	3 239	5 344	0,4	0,4	0,7	48,1	38,2
Schwyz	2 446	4 660	0,4	0,3	0,7	46,3	41,1
Obwalden	2 200	4 239	0,3	0,4	0,7	51,6	44,0
Fribourg	1 983	4 044	0,2	0,2	0,4	37,9	28,4
Thurgau	1 878	3 316	0,2	0,2	0,4	43,9	34,5
Solothurn	1 657	2 964	0,2	0,2	0,4	46,9	35,4
Zug	966	1 531	0,1	0,1	0,3	62,7	49,6
Uri	1 367	2 775	0,1	0,2	0,3	35,9	28,2
Basel-Land	1 186	2 193	0,1	0,1	0,2	43,2	31,0
Neuchâtel	1 240	2 505	0,1	0,1	0,2	37,8	27,2
Nidwalden	945	1 979	0,1	0,1	0,2	41,6	32,7
Appenzell-Innerrhoden	598	1 714	0,1	0,0	0,2	46,3	30,2
Appenzell-Auserrhoden	1 012	1 732	0,1	0,0	0,2	33,1	26,9
Glarus	767	1 640	0,1	0,0	0,1	33,4	26,3
Schaffhausen	609	1 151	0,1	0,1	0,1	44,1	32,9
Jura	736	1 453	0,1	0,0	0,1	20,4	16,4
Switzerland	127 923	241 345	15,8	21,5	37,3	54,4	44,5

Sorted by overnight stays 2008 in decreasing order

1 Monthly weighted and only open establishments (available rooms and beds)

2 Number of recorded overnight stays in per cent of the total monthly net capacity

Source: Swiss Federal Statistical Office

Tourist regions 2008

Tourist regions	Capacity ¹		Overnight stays in million			Occupancy rate in % ²	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms	Beds
Graubünden	19003	38 124	3,1	3,1	6,2	57,6	49,0
Zurich Region	14 521	24 555	1,4	3,3	4,7	65,0	52,4
Valais	14 349	29 087	2,1	2,5	4,6	54,3	47,0
Bernese Oberland	12 420	25 202	1,7	2,2	3,9	53,4	45,4
Central Switzerland	13 487	25 897	1,6	2,2	3,8	50,5	41,6
Geneva	9 093	14 668	0,6	2,3	2,9	66,4	53,9
Ticino	9 273	17 935	1,4	1,2	2,7	49,0	42,2
Lake Geneva Region (Vaud)	9 150	17 230	0,9	1,7	2,6	55,5	44,0
Eastern Switzerland	9 601	18 153	1,3	0,8	2,0	41,5	32,4
Schweizer Mittelland	7 433	13 080	0,9	0,9	1,8	50,8	39,1
Basel Region	5 236	8 659	0,5	0,9	1,4	56,9	43,8
Fribourg Region	1 983	4 044	0,2	0,2	0,4	37,9	28,4
Neuchâtel/Jura/Jura bernois	2 374	4 711	0,2	0,2	0,4	29,9	22,3
Switzerland	127 923	241 345	15,8	21,5	37,3	54,4	44,5

Top destinations in 2008

Destinations ³	Capacity ¹		Overnight stays in million			Occupancy rate in % ²	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms	Beds
Zurich	6 962	11 675	0,5	2,1	2,6	73,6	60,8
Geneva	6 391	10 333	0,3	1,7	2,0	67,3	54,3
Zermatt	3 065	5 881	0,5	0,9	1,3	72,7	67,4
Lucerne	2 897	5 499	0,3	0,8	1,1	65,1	53,9
Basel	3 310	5 208	0,3	0,7	1,0	66,2	52,9
Davos	2 782	5 261	0,4	0,6	0,9	61,9	53,4
St. Moritz	2 307	4 288	0,3	0,6	0,9	68,6	61,3
Lausanne	2 117	3 753	0,2	0,5	0,7	68,7	52,5
Bern	1 952	3 379	0,3	0,4	0,7	67,7	54,2
Interlaken	1 592	3 030	0,2	0,5	0,6	66,1	59,4
Lugano	1 662	3 036	0,2	0,4	0,6	59,2	52,9
Arosa	1 534	2 838	0,3	0,2	0,5	60,7	57,6
Grindelwald	1 389	2 923	0,1	0,4	0,5	62,4	52,9
Lauterbrunnen	1 448	2 974	0,1	0,4	0,5	60,7	55,3
Switzerland	127 923	241 345	15,8	21,5	37,3	54,4	44,5

Hotels

20

Swiss Tourism in Figures 2008

Capacity in hotels and health spas

Year	Surveyed Establishments	Surveyed Rooms	Surveyed Beds	Open Establishments	Available Rooms	Available Beds
2003	5 691	143 148	263 024	–	–	–
2005	5 836	143 796	274 035	4 970	127 409	239 150
2006	5 693	142 514	271 591	4 967	127 527	240 429
2007	5 635	141 596	270 146	4 954	127 710	241 019
2008	5 582	141 680	270 487	4 924	127 923	241 345

Star rating system 2008

Category	Open Establishments	Available Rooms	Available Beds	Occupancy rate in % ²	Occupancy rate in % ²	RevPAR ⁴
				Rooms	Beds	
1 star	46	1 331	2 880	66,0	48,4	66,7
2 stars	255	6 462	12 102	58,8	49,2	70,1
3 stars	893	31 181	57 060	61,0	51,7	88,5
4 stars	415	28 924	51 415	66,1	55,7	143,6
5 stars	79	9 848	16 708	61,0	51,6	330,7
No information	2 900	42 792	86 427	38,9	30,7	39,5
No category	338	7 384	14 753	52,6	44,0	73,4
Total	4 924	127 923	241 345	54,4	44,5	102,1

Size of establishments 2008

Size of establishment	Open Establishments	Cumulative	in per cent	Cumulative
0 to 10 beds	815	815	16,6	16,6
11 to 20 beds	1 125	1 940	22,8	39,4
21 to 50 beds	1 635	3 575	33,2	72,6
51 to 100 beds	870	4 445	17,7	90,3
101 to 150 beds	264	4 708	5,4	95,6
151 to 200 beds	92	4 800	1,9	97,5
201 to 300 beds	75	4 875	1,5	99,0
301 and more beds	49	4 924	1,0	100,0

1 Monthly weighted and only open establishments (available rooms and beds)

2 Number of recorded overnight stays in per cent of the total monthly net capacity

3 Top 14 destinations based on overnight stays in 2008

4 RevPAR = revenue per available room * days open verified by hotelleriesuisse, see page 23

Source: Swiss Federal Statistical Office

Facts and figures from professional discussion forums (2007)

For more than 65 years hotelleriesuisse has been organising and coordinating the exchange of information between its members through professional discussion forums. The results of the discussion forums of hotelleriesuisse (approximately 160 operations) cannot claim to be representative or complete. However, they provide valuable information from a group of leading and larger operations regarding developments and changes during the fiscal year. All figures are averages.

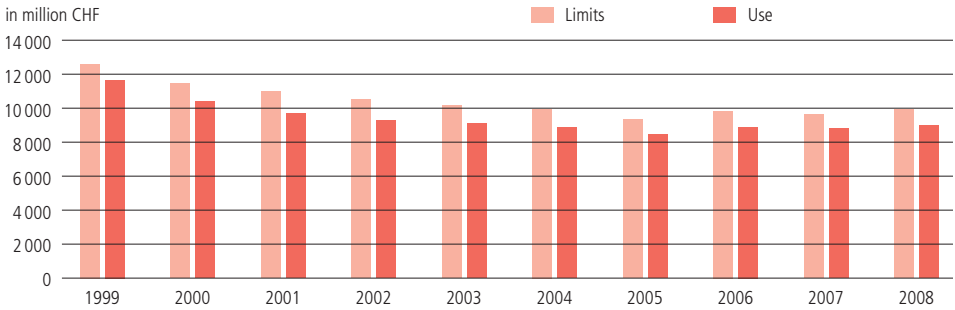
Hotel category	3 stars	4 stars	5 stars
Number of hotels	31	75	24
	%	%	%
Total sales revenue	51,3	44,2	38,0
Total revenue rooms excluding breakfast	44,6	49,8	53,7
Total revenue from other services	4,2	6,0	8,3
Total sales	100,0	100,0	100,0
Direct operating expenses	-17,2	-15,7	-13,7
Gross profit I	82,8	84,3	86,3
Personnel expenditures	-38,4	-38,5	-38,4
Gross profit II	44,3	45,8	47,9
Other operating expenses	-12,7	-14,1	-16,3
Operating result I	31,6	31,7	31,6
Hotel management expenditures	-5,4	-4,6	-3,2
Operating result II	26,2	27,1	28,4
Maintenance and replacement	-5,6	-6,1	-7,8
Gross Operating Profit (GOP)	20,6	21,0	20,5

Profit and loss statement – key figures			
Number of rooms	45,0	76,7	130,2
Occupancy rate based on available days in per cent	72,2	71,4	70,5
Average stay (days)	2,36	2,67	3,26
Room average	151,10	220,15	492,35
Revenue per room	37 548	51 680	106 043
Return on food sales in per cent	69,8	68,6	68,4
Return on beverage sales in per cent	72,9	70,1	73,7
F & B return in per cent	70,5	69,5	70,0
Total sales	4 044 169	8 326 854	25 484 761

Source: hotelleriesuisse

After five years of continuous growth in overnight stays, the Swiss hotel industry is better prepared to weather turbulences than it has been in the past. The boom years have been used to actively repay debt, while at the same time building up equity and fixed assets. The decrease in total loans and consistently high real construction expenditures are an obvious indication of this.

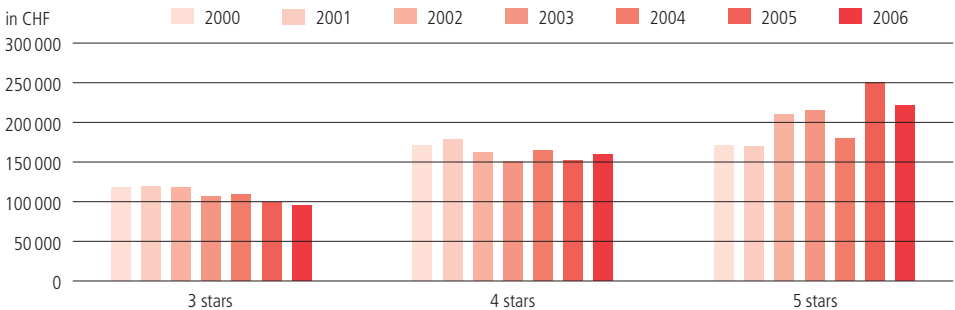
Statistics of total loans in the hospitality service industry



Source: Swiss National Bank, Monthly Bulletins of Banking Statistics

Level of debt per room

The level of debt per room is calculated through dividing the borrowed capital by the number of rooms in the establishment. The figures stated correspond to the arithmetic average of the annual report handed in.



Source: Swiss Association for Hotel Credit, Benchmark (Statistical year 2007)

Room average

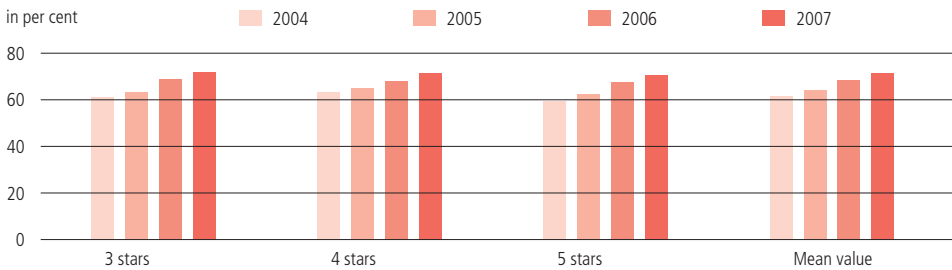
The room average indicates the average revenue per room.

Hotel category	3 stars	4 stars	5 stars	Mean value
2004	132,10	211,05	403,50	230,10
2005	136,80	206,80	432,95	230,60
2006	145,30	210,45	461,95	235,70
2007	151,15	220,70	492,35	247,85

Source: hotelleriesuisse

Room occupancy rate

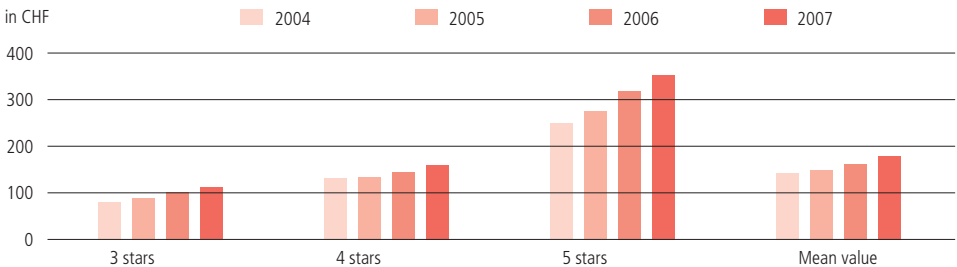
The room occupancy rate based on available days indicates how often a room was occupied on the days on which it was available.



Source: hotelleriesuisse

RevPAR

Revenue per available room is a meaningful ratio in terms of value added of available rooms.



Source: hotelleriesuisse

More information is provided in the publication 'Yearbook of the Swiss Hotel Industry', available from hotelleriesuisse, P.O. Box, 3001 Bern.

Apartments

Number of permanently and part-time occupied apartments

	Apartments total	Permanently occupied	Occupied part-time	Unoccupied
Switzerland	3 569 181	3 027 829	419 819	121 533

Source: Swiss Federal Statistical Office, As of census 2000

Classified vacation homes by regions (31st December 2008)

Tourist region	★★★★☆	★★★☆☆	★★★☆☆	★★☆☆☆	★☆☆☆☆	Total
Graubünden	65	896	3 315	885	89	5 250
Eastern Switzerland/Liechtenstein	0	33	268	86	28	415
Zurich Region	0	0	10	2	2	14
Central Switzerland	11	67	426	128	15	647
Schweizer Mittelland	0	3	19	5	1	28
Bernese Oberland	35	461	1 521	475	63	2 555
Neuchâtel/Jura/Jura bernois	0	15	120	75	15	225
Lake Geneva Region (Vaud)	6	78	240	103	7	434
Geneva	0	2	1	1	0	4
Valais	191	1 031	3 714	1 087	58	6 081
Ticino	24	180	804	183	21	1 212
Fribourg Region	1	6	89	33	1	130
Switzerland	333	2 772	10 527	3 063	300	16 995

Classified guestrooms by regions (31st December 2008)

Tourist region	★★★★☆	★★★☆☆	★★★☆☆	★★☆☆☆	★☆☆☆☆	Total
Graubünden	0	2	0	0	0	2
Eastern Switzerland/Liechtenstein	0	3	5	0	0	8
Central Switzerland	0	0	5	1	0	6
Bernese Oberland	0	2	12	1	1	16
Neuchâtel/Jura/Jura bernois	0	6	21	2	0	29
Laka Geneva Region (Vaud)	1	3	28	4	1	37
Valais	0	1	0	1	0	2
Ticino	0	0	2	1	0	3
Fribourg Region	0	0	1	0	0	1
Switzerland	1	17	74	10	2	104

Source: Swiss Tourism Federation

Agrotourism**Holidays on the Farm and 'Sleep on Straw!': overnight stays and establishments**

Tourist region	Overnight stays Holidays on the Farm	Overnight stays 'Sleep on Straw!'	Total 2008
Graubünden	4 515	3 158	7 673
Eastern Switzerland	22 648	5 919	28 567
Zurich Region	6 300	2 355	8 655
Basel Region	1 999	2 599	4 598
Central Switzerland	26 156	10 741	36 897
Schweizer Mittelland	25 341	4 753	30 094
Westschweiz ¹	6 538	7 895	14 433
Bernese Oberland	3 023	3 295	6 318
Ticino	2 402	295	2 697
Valais	1 032	539	1 571
Switzerland	99 954	41 549	141 503
Number of establishments	220	183	403

1 Fribourg Region, Geneva, Lake Geneva Region (Vaud), Neuchâtel/Jura/Jura bernois combined

Evolution of overnight stays and establishments 2003–2008

Year	Overnight stays total	Number of establishments
2003	140 519	461
2004	140 540	447
2005	138 011	444
2006	137 695	440
2007	141 929	424
2008	141 503	403

Source: association 'Sleep on Straw!' and reka

Bed and Breakfast

	Number of establish- ments ¹	Rooms	Beds	Arrivals	Overnight stays	Overnight stays Swiss	Overnight stays foreigners
2007	712	2 135	4 482	111 538	263 566	111 402	152 164
2008	827	2 532	5 191	142 840	348 691	146 216	202 475

1 The accommodation units stem exclusively from the list of members of the Bed & Breakfast Switzerland organisation and can be hotel establishments and holiday apartments.

Camp sites¹**Number of establishments and overnight stays 2008**

Swiss visitors accounted for 1,6 million overnight stays, corresponding to an increase of 8,1 % as compared to 2007. As was already the case in 2007, 52 % of total demand was due to Swiss visitors. German and Dutch tourists registered a total of 993 000 overnight stays (+4,7 %). The other countries reached 433 000 overnight stays, representing an increase of 14 %. The summer months of July and August accounted for 63 % of all overnight stays. The average stay for Swiss guests lasted 3,8 nights, as was already the case in 2007. However, there was a decline in this figure among German and Dutch visitors, who accounted for an average stay of 3,8 nights in 2008 (as compared to 4,6 in the previous year). There was also a slight reduction in the duration of stay by visitors from other countries, at 2,7 nights (2007: 2,8). Despite a decrease of 20 %, Ticino recorded the most overnight stays (859 000) in 2008. It was followed by the Bernese Oberland region with 411 000 overnight stays (+19 %) and Valais with 389 000 overnight stays (+26 %).

Tourist region	Capacity		Demand		Arrivals in 1000	Overnight stays in 1000	Average duration of stay
	Establishments	Campsites	Total campsites	Overnight leased campsites			
Graubünden	23	3 478	2 164	1 314	68	244	3,6
Eastern Switzerland	27	3 985	1 320	2 665	46	126	2,8
Zurich Region	15	2 105	943	1 162	27	99	3,6
Central Switzerland	27	3 867	1 813	2 054	98	245	2,5
Basel Region	5	435	180	255	8	19	2,3
Schweizer Mittelland	13	3 116	1 293	1 823	54	145	2,7
Bernese Oberland	38	4 284	2 794	1 490	119	411	3,5
Neuchâtel/Jura/Jura bernois	17	2 822	1 559	1 263	35	106	3,0
Lake Geneva Region (Vaud) and Geneva ²	29	5 933	2 802	3 131	77	297	3,9
Valais	35	6 200	4 859	1 341	91	389	4,3
Ticino	33	6 194	5 141	1 053	191	859	4,5
Fribourg Region	12	2 411	533	1 878	19	45	2,5
Switzerland	274	44 830	25 401	19 429	834	2 987	3,6

1 Only camp sites which are included in the Swiss Business and Enterprise Register (BER)

2 Two regions combined due to data protection (less than 3 establishments in the Geneva tourist region)

Source: Swiss Federal Statistical Office

Youth hostels

Number of establishments and overnight stays 2008

Swiss visitors accounted for 541 000 overnight stays, corresponding to an increase of 2,5 % as compared to 2007. In second place came the Germans, with 151 000 overnight stays, representing an increase of 13 %. They were followed by visitors from the United Kingdom with 30 000 overnight stays (+ 19 %) and France with 26 000 overnight stays (+23 %).

Among the tourist regions, Graubünden recorded the most overnight stays with a figure of 155 000 (+29 %), followed by the Zurich region with 117 000 (+5,4 %) and Ticino with 101 000 overnight stays (+5,9 %). Youth hostels registered 978 000 overnight stays and 490 000 arrivals, resulting in an average stay of 2 nights per person. This figure is below the value for the hotel sector (2,3 nights). The duration of stay varies according to region: in Graubünden, the figure was 2,9 nights, but the Bernese Oberland and Valais posted 2,2 nights. The shortest stays were registered by the regions of Eastern Switzerland and the Schweizer Mittelland, with 1,6 nights.

Taking the seasonal view, two thirds (66 %) of overnight stays occurred during the summer season (May to October).

Tourist region	Capacity Surveyed establishments	Surveyed beds	Demand Arrivals in 1000	Overnight stays in 1000	Average duration of stay
Graubünden	9	1 066	54	155	2,9
Eastern Switzerland	7	654	37	61	1,6
Zurich Region	6	647	63	117	1,9
Central Switzerland	7	640	52	90	1,7
Basel Region	3	398	37	70	1,9
Schweizer Mittelland	5	426	41	66	1,6
Bernese Oberland	5	476	28	60	2,2
Neuchâtel/Jura/Jura bernois	2	172	x	x	x
Lake Geneva (Vaud)	4	550	47	90	1,9
Geneva	1	334	x	x	x
Valais	3	341	24	53	2,2
Ticino	4	586	48	101	2,1
Fribourg Region	1	76	x	x	x
Switzerland	57	6 366	490	978	2,0

x = omitted for purposes of data protection (less than 3 establishments)

Source: Swiss Federal Statistical Office

The Swiss hotel and restaurant industry: an important industry in tourism

235 000 employees
10 000 trainees in basic vocational education and training
28 000 hotel and restaurant establishments
25 billion francs annual turnover in catering business and hotels
866 million francs paid in VAT (after pre-tax deduction)
or
10,8 % of the overall net Federal Tax Administration (FTA) receivables

Switzerland's hotel and restaurant industry, with its 235 000 employees, is the country's sixth biggest employer. Some six per cent of the country's employees work in the hotel and restaurant industry. In addition, this industry employs some 10 000 young people as trainees (apprentices) within the framework of basic vocational education and training.

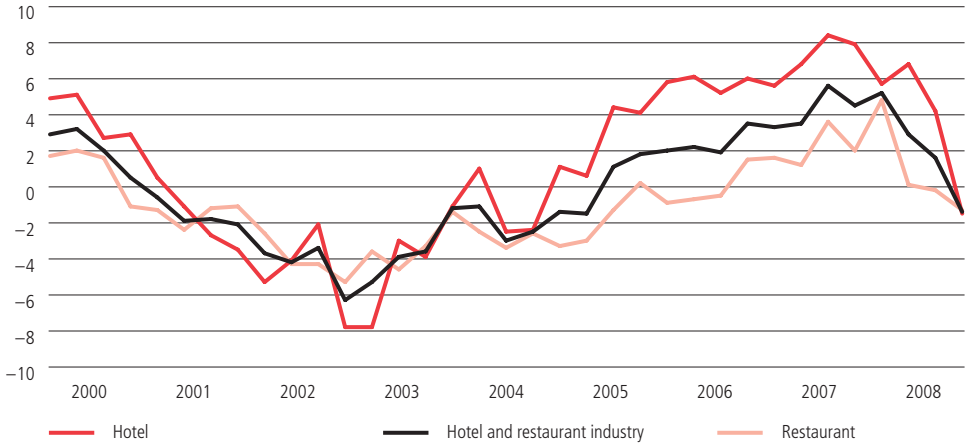
In addition to the jobs in the hotel and restaurant industry itself, the sector indirectly generates many other jobs – within the construction industry, in agriculture, and in specialised trade. For instance, half of the meat in Switzerland is consumed in the catering industry. This means that jobs are created both in agriculture and the butchery business.

The current census by the Federal Statistical Office counts some 28 004 hotel and restaurant establishments in Switzerland. Of these, 67 % are restaurants, 15 % hotels with restaurants, 6 % bars, 3 % canteens, and 2 % hotels without a restaurant. Together, these hotels and restaurants generated an annual turnover of around CHF 25 billion.

The hotel and restaurant industry makes a substantial contribution to VAT revenues. In 2006, it paid the net sum of CHF 866 million in VAT. The approximately 27 000 restaurants and hotels liable for tax thus contributed 10,8 per cent of the overall Federal Tax Administration (FTA) volume of CHF 8 billion.

Source: GastroSuisse, Industry Report 2009

Sales development compared to same quarter of the previous year (2000–2008)



Source: Survey KOF (economic research department of the Swiss Federal Institute of Technology, Zurich) in cooperation with GastroSuisse

Hotel and restaurant industry (restaurant and accommodation): sales development compared to same quarter of the previous year

1st quarter:	+5,2 %	3rd quarter:	+1,6 %
2nd quarter:	+2,9 %	4th quarter:	-1,4 %

Source: GastroSuisse

The boost observed in the hotel and restaurant industry in 2006 and 2007, unfortunately, visibly decreased in the course of 2008. The effect of the financial and economic crisis is thus also being felt in the hotel and restaurant industry. Sales developments are in line with the consumer confidence index, which proved to be relatively high at the beginning of the year, and then fell from one quarter to the next.

Restaurants: sales development compared to same quarter of the previous year

1st quarter:	+4,8 %	3rd quarter:	-0,2 %
2nd quarter:	+0,1 %	4th quarter:	-1,3 %

Source: GastroSuisse

Restaurants were able to generate growth in sales only in the first quarter, but hardly any in the second quarter of the year. The third and fourth quarters of 2008 saw a downward trend in sales compared with the third and fourth quarters of 2007.

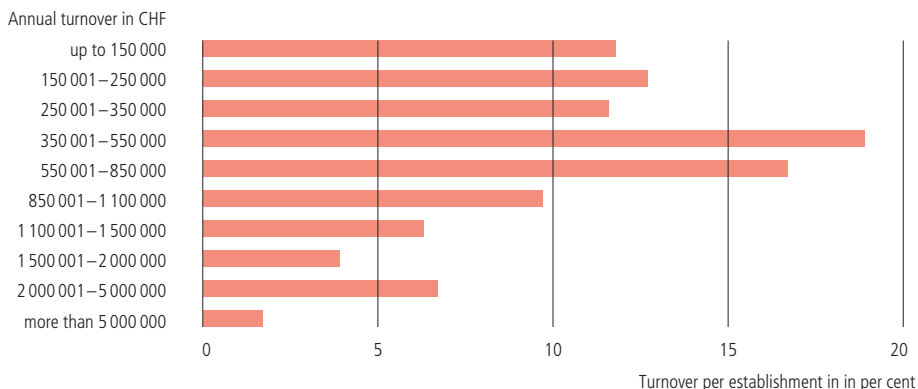
Accommodation: sales development compared to same quarter of the previous year

1st quarter:	+ 5,7 %	3rd quarter:	+ 4,2 %
2nd quarter:	+ 6,8 %	4th quarter:	- 1,5 %

Source: GastroSuisse

Establishments offering accommodation were able to maintain the high, positive growth rates in terms of turnover until the third quarter of 2008. Then sales growth went into decline compared to the same quarter of the previous year. The slump observed in the fourth quarter was more severe in the restaurant business due to the good growth rates previously observed.

Turnover per establishment



Source: GastroSuisse, Industry Report 2009

Around one quarter of all hotel and restaurant establishments (24,5 %) generate a maximum annual turnover of CHF 250 000. A little more than a further quarter (30,5 %) generate a turnover of between CHF 250 000 to CHF 550 000. 26,4 % of all establishments have a turnover between CHF 550 000 and CHF 1 100 000. 18,7 % of all hotel and restaurant establishments manage to generate a turnover of more than CHF 1 100 000.

An overview of important key ratios for the hotel and restaurant industry

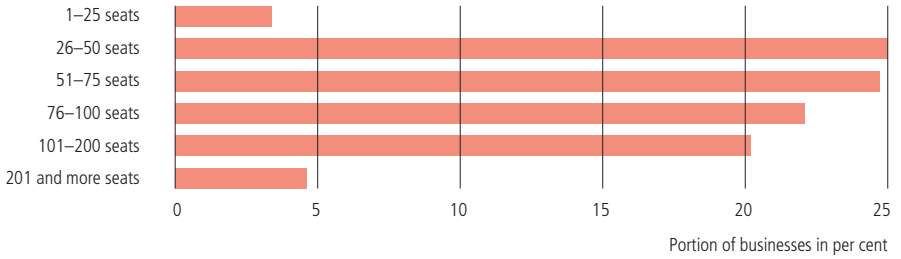
Restaurant	
Total turnover per operating day	2 144 CHF
Total turnover per employee	104 626 CHF
Total turnover per employee and operating day	383 CHF
Turnover per restaurant per seat	7 513 CHF
Turnover per restaurant per seat and operating day	27 CHF
Turnover from food preparation per seat	4 598 CHF
Turnover from food preparation per seat and operating day	17 CHF

Source: GastroSuisse, Industry Report 2009

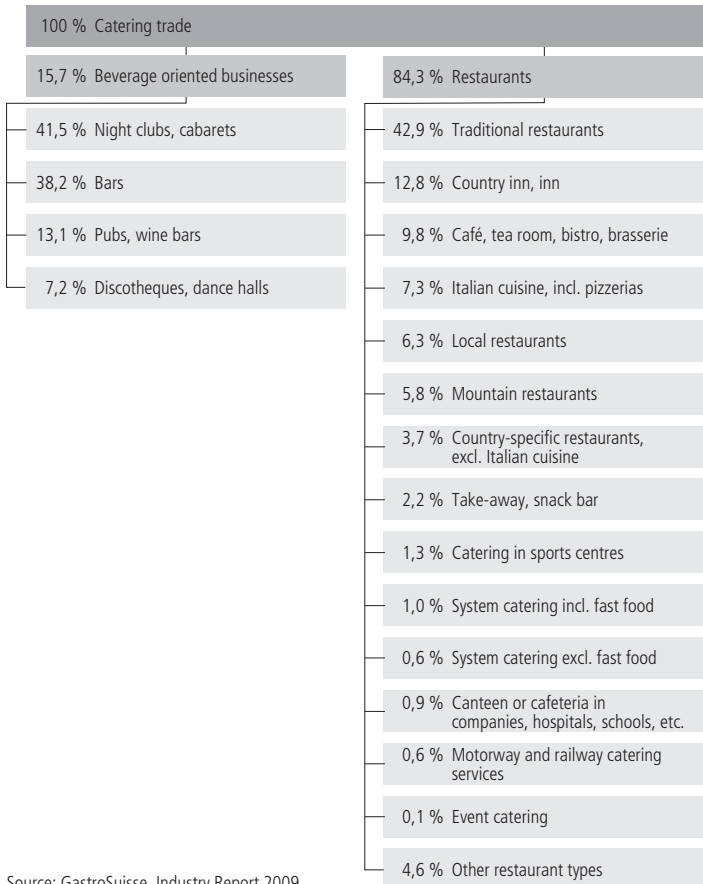
In restaurants, the turnover generated per person employed was on average CHF 104 626; and in hotels with a restaurant the corresponding amount higher at CHF 122 209. Total turnover per operating day in restaurants was on average CHF 2144, and in hotels with a restaurant CHF 4082. Turnover per seat in a restaurant totalled CHF 7513 or CHF 27 per day of operation.

For more information, check the publication from GastroSuisse 'Branchenspiegel 2009' ('Industry Report 2009'), available from GastroSuisse (phone: 0848 377 111) for CHF 28.-.

Business size: number of seats per restaurant



Business type: from discotheques to mountain restaurants



Source: GastroSuisse, Industry Report 2009

Key figures from Swiss travel agencies

	2004	2005	2006
Jobs and employees			
Extrapolated turnover, Swiss travel agencies in billions of CHF	11,3	12,5	13
Average number of full-time-equivalent employees per travel agency	4,6	4,8	4,7
Number of employees, extrapolated to the entire sector	10 120	10 560	10 400
Quota of women	approx. 75 %	approx. 75 %	approx. 77 %

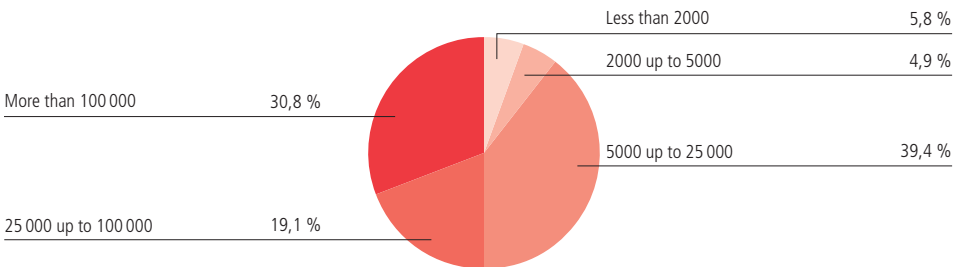
Retailer figures

Annual payroll total per travel agency in CHF	333 100	350 200	364 700
Annual payroll total per full-time-equivalent employee in CHF	72 000	73 700	76 000
Gross turnover per travel agency in CHF	5 057 400	5 454 000	5 559 000
Gross turnover per full-time-equivalent employee in CHF	1 084 700	1 116 200	1 193 000

Source: Survey by Economic Research of Credit Suisse, Swiss Federation of Travel Agencies

90 % of travel agencies are solely active in the retail sector (leisure); the previous year's figure was only 86 %. 74 % of travel agencies keep their range as wide as possible while 26 % are specialists. The total number of trainees in 152 travel agencies is 250. The most important region for travel agency activities is the Zurich region, followed by the Lake Geneva area.

Location of travel agencies in Swiss cities by number of inhabitants



Source: Survey by Economic Research of Credit Suisse, Swiss Federation of Travel Agencies

A good half of all travel agencies are based in towns with more than 25 000 inhabitants, and one third are located in cities with a population of more than 100 000.

Public transport

The public transport route network on railways, roads, lakes and rivers adds up to a total of 28 134 km. 28 975 stopping points are served. In 2008, 2,21 million passengers made use of a half-fare card, 375 000 persons held a general abonnement valid throughout the country and around one million persons obtained a combined season ticket in one of the 20 regional tariff networks.

Climate impact according to method of transportation

Method of transportation	Climate impact per kilometre
Long-distance rail traffic	7 grams CO ₂
Regional rail traffic	13 grams CO ₂
Motor coach	53 grams CO ₂
Regional bus	107 grams CO ₂
Passenger car	187 grams CO ₂

Source: Public Transport Association

One of the densest railway networks in the world

The length of the Swiss railway network is 5129 km. 3010 km are part of the Swiss Federal Railways network. Swiss Federal Railways runs around 7000 train services or 359 000 train kilometres each day. Around half of this consists of long-distance services (Eurocity, Intercity and express trains), the other half of regional and suburban railway services. In 2008, Swiss Federal Railways carried 323 million passengers. The average journey distance mounted to 50 km per day. In addition to Swiss Federal Railways, a further 45 railway companies operate in the public transport sector.

Finely tuned transport network with buses, trams and the PostBus

In the year 2007, 43 local enterprises carried passengers through cities and small towns on a 3545 km long transport network, with tram, trolley-bus and bus. The regional bus network, operated by a total of 68 companies, in addition comprises a further 14 484 km (figures including PostBus). Around 15 500 employees were necessary in order to transport the approximately 1213 million passengers with both local and regional buses.

The 760 PostBus routes operate a network of 10 345 km. 1617 PostBus employees with 2014 postal buses conveyed 115 million passengers (147 000 seats). In the course of this, the vehicles covered a distance of 95 million km. In addition, around 1370 drivers are employed by PostBus companies.

Source: Public Transport Association, Swiss railway network, PostBus Switzerland

Bustling navigation on Swiss lakes

23 shipping companies on a total of 24 lakes and rivers publish schedules in the official timetable 2008. Ships operate in the following categories:

Category	Boats
Steamers	15
Diesel-electric paddle boats	3
Motor boats	139
Solar-electric boats	3
Ferries	9
Barges	4

173 boats offered 52 767 seats to passengers. In 2008, 13,8 million passengers travelled on Swiss lakes and rivers. This is around 2 % more than in 2007 (barely 13,6 million passengers). The inland navigation network covers almost 1300 km.

Source: LITRA, public transport information service

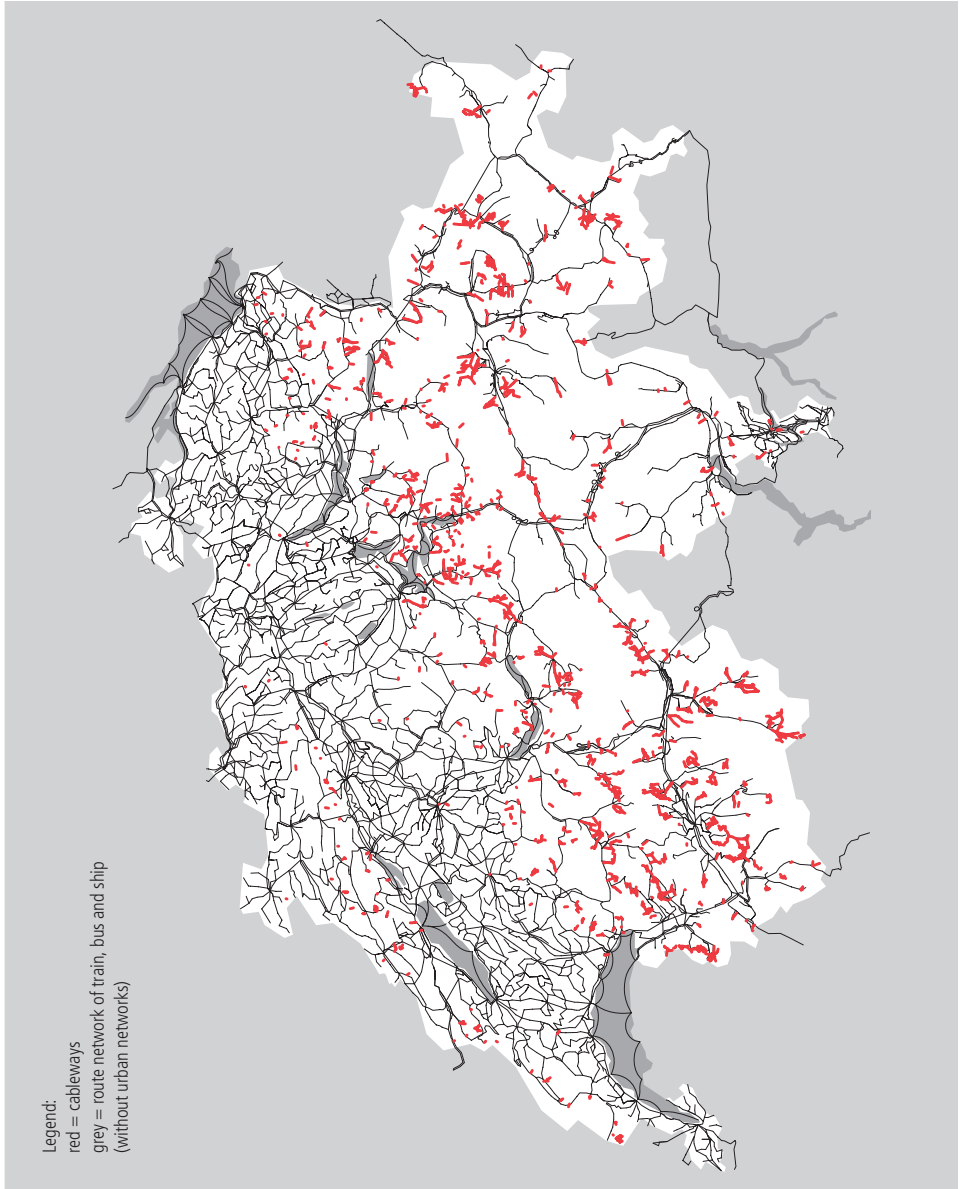
Over 38 million air passengers

In 2008, Switzerland’s airports recorded some 430 943 flight movements (take-offs and landings, only schedule and charter flights), 2 % more than in 2007. Of the 38,2 million passengers taking off from or landing in Switzerland, about 234 000 used Switzerland as a transit station.

Airport	Movements	Local and transfer passengers	Transit passengers	Total passengers
Basel Mulhouse	56 868	4 234 874	16 318	4 251 192
Bern Belp	3 241	91 983	0	91 983
Genève Cointrin	130 852	11 316 567	175 685	11 492 252
Lugano Agno	5 541	180 316	0	180 316
Sion	102	5 590	0	5 590
St. Gallen Altenrhein	2 585	91 136	0	91 136
Zurich Kloten	231 754	22 075 378	42 022	22 117 400
Total	430 943	37 995 844	234 025	38 229 869

Source: Federal Office of Civil Aviation, Federal Statistical Office

Public transport and cableways



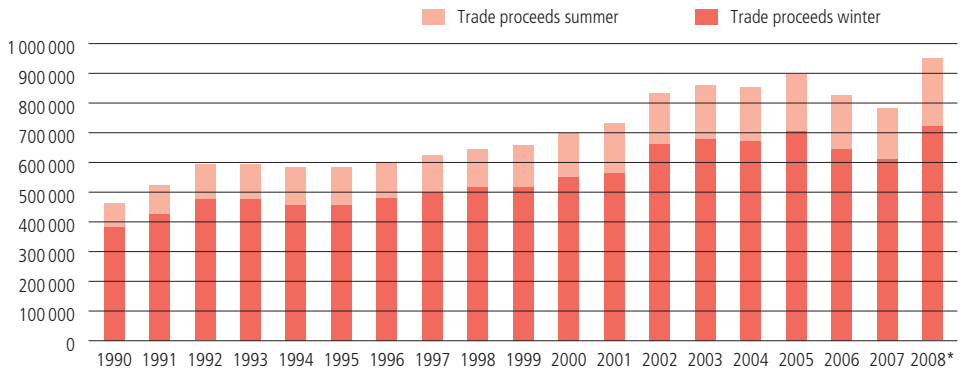
Source: Public Transport Association and Swiss Cableways

Mountain railways are important in terms of regional economics

The mountain regions within the Alps are largely dependent on the income generated from tourism. The mountain railways occupy a key position in the tourism value creation chain. They are often the driving force in tourist destinations.

- On 1st January 2008 there were 1141 cantonally (T-bar lifts and small cableways) and 655 federally licensed installations in Switzerland, totaling 1796 aerial tramways, funiculars, circulating tramways and T-bar lifts (excluding small ski lifts and conveyor belts). Approximately half of these installations are T-bar lifts and 20 % circulating tramways (fixed-grip and detachable chair lifts, circulating cabin cable systems, circulating three-cable tramways and funitels).
- Throughout Switzerland, mountain railways employed approximately 2800 full-time and 5300 part-time workers in transport operations alone. And additional positions of employment were offered in other associated branches, such as gastronomy.
- In its core business of passenger transport, 2008 mountain railways achieved the sum of around 950 million CHF through guest transport.

Evolution of trade proceeds in Switzerland 1986–2008 (in 1000)

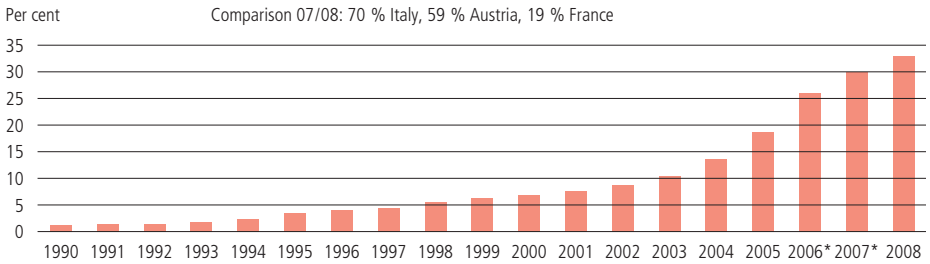


* Estimate
Source: Swiss Cableways

Guaranteed snow

Overall ski area accounts for only 0,5 % of Switzerland's total area. The ski area with man-made snow continues to increase and currently accounts for 33 %. For this 33 % share (72,6 km²) approximately 18 million cubic meters of water were used in the winter 2007/08. 1 km of piste costs between CHF 50 000 and 70 000 per season.

Percentage of ski area with man-made snow compared to overall prepared ski area in Switzerland



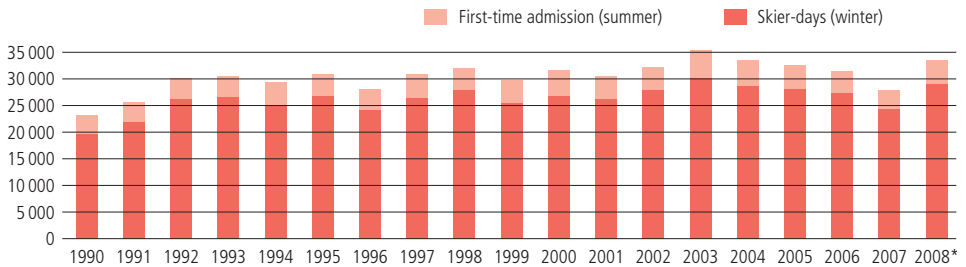
* Estimated values

Source: Swiss Cableways, ANEF, Wirtschaftskammer Österreich

Skier-days and first-time admissions

In addition to leisure trends and consumer sentiment, skier-days and first-time admissions largely depend on the weather. Early snowfall and fair weather, especially on weekends, led to an increase in skier-days during the winter season 2007/08, up 10 % from the long-term median.

Skier-days and first-time admissions in Switzerland



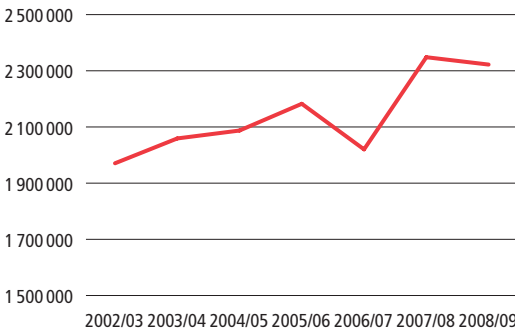
* Estimated values

Source: Swiss cableways, Laurent Vanat, season balance 2006/2007, 2007

Swiss ski and snowboard schools

In around 180 Swiss ski and snowboard schools, approximately 4000 ski, snowboard, telemark and nordic instructors are engaged. During the high season, as many as 7500 teach in these schools that offer skiing, snowboard, nordic and telemark lessons for both children and adults. On request, there are also a number of other sportive and comprehensive activities available to guests.

Development of sold lessons by Swiss ski and snowboard schools between 2002 and 2008



Source: SWISS SNOWSPORTS

Total 2008 by region

Bern	273 700
Graubünden	763 521
Eastern Switzerland	118 867
Vaud	221 768
Valais	731 534
Western Switzerland	58 122
Central Switzerland	141 533
Ticino	11 970
Total	2 321 015
Average class size	6,2

Cycling in Switzerland

Outstanding results for cycling in Switzerland: in 2008 cyclists rode approx. 255 million kilometres on the cycling route network in Switzerland. More than 200 000 travellers en route for several days generated more than 500 000 overnight stays. Services and goods worth a total of more than CHF 140 million were consumed; travellers en route for several days spent approx. CHF 100 per day and day excursionists approx. CHF 13 per day.

Overnight stays of bicycle tourists according to lodging facility 2008

Hotel	Camping	Youth hostel	Farm	Bed & Breakfast	Friends/ Relations	Others	Total
284 000	76 000	78 000	49 000	37 000	25 000	41 000	590 000

Source: SwitzerlandMobility

Basic vocational education and training

Catering specialists replace the existing specialised service employees and hotel specialists replace the existing specialist hotel assistants. Specialist catering assistants will no longer be trained in the future. Another new feature consists of the three two-year basic training courses for kitchen employees, catering employees and hotel employees, which lead to the Basic federal certificate.

	Certificates of qualification issued		Apprentices hired	
	Total 2007	Total 2008	Total 2007	Total 2008
Advanced federal certificate (AFC)				
Koch/Köchin	1643	1689	2178	2242
Servicefachangestellte/-r	71	4	3	0
Restaurationsfachfrau/-mann	0	599	738	876
Hotelfachassistent/-in	13	0	0	0
Hotelfachfrau/-mann AFC	0	272	351	363
Gastronomiefachassistent/-in	305	43	1	0
Hotel- und Gastrofachfrau/-mann	34	37	47	47
Kaufmann/-frau B				
Hotel-Gastro-Tourismus	20	25	12	6
Öffentlicher Verkehr	13	4	4	2
Reisebüro	13	6	7	8
Transport	7	6	4	5
Kaufmann/-frau E				
Hotel-Gastro-Tourismus	188	203	211	149
Öffentlicher Verkehr	185	196	281	294
Reisebüro	205	182	227	248
Transport	21	32	35	40
Seilbahnmechatroniker/-in EFZ	0	0	13	14
Bahnbetriebsdisponent/-in	13	12	0	0
Matrose/Matrosin der Binnenschifffahrt	0	9	7	10
Zugbegleiter/-in	8	4	0	0
Basic federal certificate (BFC)				
Küchenangestellte/-r (EBA)	202	211	293	314
Restaurationsangestellte/-r (EBA)	63	47	74	143
Hotellerieangestellte/-r (EBA)	31	33	33	47
Seilbahner/-in (EBA)	0	0	0	0

Source: Swiss Federal Statistical Office

Higher vocational education and training

	2006	2007	2008		
Certificate exams	Total	Total	Men	Women	Total
Cabin Crew Member	–	–	6	21	27
Flight Attendant	23	43	–	–	–
Gastronomiekoch/-köchin	58	617	70	11	81
Koch/Köchin der Spital-, Heim- und Gemeinschaftsgastronomie	16	69	23	3	26
Restaurationsleiter/-in	4	32	3	10	13
Hotelempfangs- und Administrationsleiter/-in	8	–	–	13	13
Carführer/-in-Reiseleiter/-in	–	–	–	–	–
Fachmann/-frau im Tourismus-Management	–	23	–	–	–
Reisefachmann/-frau	5	–	–	–	–
Tourismusassistent/-in	10	1	4	14	18
Schneesportlehrer/-in	8	4	6	2	8
Seilbahnfachmann/-frau	16	52	26	–	26
Bergführer/-in	32	95	25	–	25
Fachmann/-frau im Pisten- und Rettungsdienst	23	–	–	–	–
Colleges	Total	Total	Men	Women	Total
Hauswirtschaftliche/-r Betriebsleiter/-in	75	–	2	29	31
Hotellerie-Restaurations	387	438	185	237	422
Tourismusfachmann/-frau	371	370	75	232	307
Diploma exams	Total	Total	Men	Women	Total
Manager Physical Activity and Health ¹	–	–	4	7	11
Tourismus-Experte/-Expertin	6	–	8	9	17
Manager/-in öffentlicher Verkehr	20	–	19	3	22
Betriebsleiter/-in der Gemeinschaftsgastronomie	–	17	–	–	–
Küchenchef/-in Produktionsleiter/-in	21	–	24	2	26
Restaurateur/-in	37	63	23	9	32
Restaurationsleiter/-in	14	–	1	–	1
Universities of Applied Services	Total	Total	Men	Women	Total
Hotel sector					
Certificates issued	251	224	Publication in July 2009		
Tourism sector					
Certificates issued	33	56	Publication in July 2009		

¹ Federal acknowledgement requested
Source: Swiss federal Statistical Office

International tourist arrivals

Tourist arrivals have a drastic decrease, under the influence of an extremely volatile global economy – due to factors such as the credit crunch, the widening financial crisis, commodity and oil price rises, and massive exchange rate fluctuations. After a 5 % increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008 (–1 %). The final result was an estimated 2 % growth for the full year – down from 7 % in 2007, which was the fourth year of consecutive strong growth in world tourism.

	International arrivals in million		Change in per cent	
	2007	2008 ¹	07/06	08/07 ¹
Europe	488,0	488,5	5,2	0,1
Northern Europe	58,0	56,8	2,7	–2,1
Western Europe	154,9	153,1	3,5	–1,2
Central/ Eastern Europe	96,8	99,4	6,2	2,6
Southern/ Mediterr. Europe	178,2	179,2	7,0	0,6
Asia and Pacific	185,4	188,3	10,5	1,6
North-East Asia	104,3	104,7	10,6	0,4
South-East Asia	59,6	61,8	12,3	3,6
Oceania	10,7	10,6	1,7	–1,5
South Asia	10,8	11,3	9,8	4,3
Americas	142,5	147,6	4,9	3,6
North America	95,3	98,4	5,2	3,2
Caribbean	19,5	19,7	0,1	1,2
Central America	7,8	8,4	10,5	7,9
South America	19,9	21,1	6,4	5,9
Africa	44,9	46,9	8,5	4,6
North Africa	16,3	17,1	7,9	5,3
Subsaharan Africa	28,6	29,8	8,8	4,1
Middle East	47,5	52,9	15,3	11,3
World	908,0	924,0	6,9	1,8

¹ Estimate

Source: UNWTO

Top destinations

Rank	Country of destination	International arrivals in million		Change in per cent	
		2006	2007 ¹	06/05	07 ¹ /06
1	France	78,9	81,9	3,9	3,8
2	Spain	58,2	59,2	4,1	1,7
3	USA	51,0	56,0	3,6	9,8
4	China	49,9	54,7	6,6	9,6
5	Italy	41,1	43,7	12,4	6,3
6	United Kingdom	30,7	30,7	9,3	0,1
7	Germany	23,5	24,4	10,1	3,9
8	Ukraine	18,9	23,1	7,4	22,1
9	Turkey	18,9	22,2	-6,7	17,6
10	Mexico	21,4	21,4	-2,6	0,3
27	Switzerland	7,9	8,4	8,8	7,4

Rank	Country of destination	International income tourism in billion US\$		Change in per cent based on local currency	
		2006	2007 ¹	06/05	07 ¹ /06
1	USA	85,7	96,7	4,8	12,8
2	Spain	51,1	57,8	5,6	3,6
3	France	46,3	54,2	4,3	7,2
4	Italy	38,1	42,7	6,7	2,5
5	China	33,9	41,9	15,9	23,5
6	United Kingdom	33,7	37,6	8,5	2,7
7	Germany	32,8	36,0	11,4	0,6
8	Australia	17,8	22,2	7,3	12,2
9	Austria	16,6	18,9	2,7	4,0
10	Turkey	16,9	18,5	-7,2	9,7
19	Switzerland	10,6	11,8	6,3	6,4

¹ Estimate UNWTO

Source: UNWTO

Quality programme for Swiss tourism industry

The quality programme for Swiss tourism is aimed at improving quality awareness and the further development of quality services for tourists in all Switzerland's tourist enterprises. The programme is supported by twelve operational tourist partners.



Level I concentrates on quality development and is aimed especially at service quality. The establishments are subject to random spot checks on site.



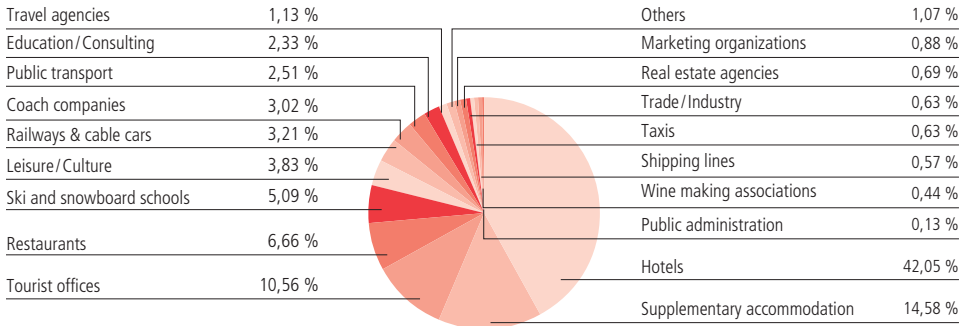
Level II focuses on quality assurance. All businesses holding Q II are regularly checked by independent mystery persons.



Level III is awarded to businesses which have implemented a comprehensive Quality management system.

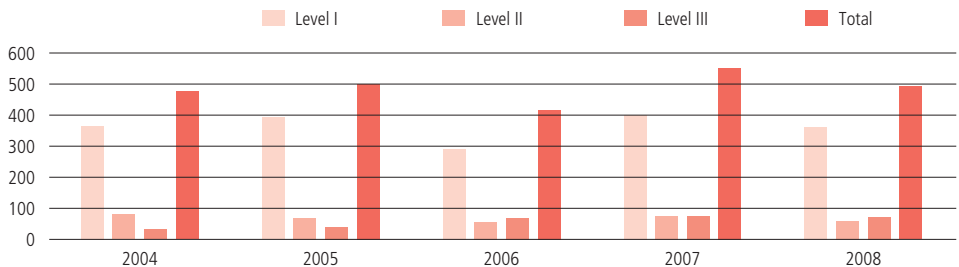
Distribution of the quality label among sectors of the industry

(31st December 2008)



A total of 4452 quality labels for Swiss Tourism have been awarded since 1998. Once awarded, the period of validity is three years.

Awarded quality labels



Source: Swiss Tourism Federation, www.quality-our-passion.ch

Families Welcome

Since 1996, Swiss holiday resorts/holiday destinations particularly suitable for families, with offers targeted towards the needs and wishes of families with children, are able to apply for the Families Welcome Quality Label. To do so, they must fulfil the strict requirements and criteria established by an independent quality commission under the chairmanship of the Swiss Tourism Federation (STF).



Year	2002	2003	2004	2005	2006	2007	2008
Outstanding locations	18	26	28	30	31	31	31

Outstanding locations until autumn 2009

Bernese Oberland: Beatenberg, Haslital, Lenk; Freiburgerland: Schwarzsee; Graubünden: Arosa, Brigels, Klosters, Lenzerheide, Maloja, Savognin; Eastern Switzerland & Liechtenstein: Braunwald, Flumserberg, Malbun, Toggenburg; Waadtland: Château-d'Oex, Les Diablerets, Leysin, Villars; Valais: Bellwald, Bettmeralp, Crans-Montana, Ernen, Fiesch, Grächen, Grimenz, Leukerbad, Nendaz, Saas-Fee/Saastal, Zinal; Central Switzerland: Emmetten, Engelberg

Wellness Destination

The Swiss Tourism Federation developed the STF Wellness Destinations quality label during the first six months of 2008. Those responsible for the overall quality of tourist services at the destinations awarded with this quality label are continually concerned with the topic of quality – and dedicated to ensuring quality services and further development of offers in the field of wellness.



Outstanding destinations 2008–2011

Bad Zurzach Tourismus AG, Engadin Scuol Tourismus AG, Gstaad Saanenland Tourismus, Leukerbad Tourismus, city of Baden, Weggis Vitznau Rigi Tourismus

Classification of holiday apartments and guest rooms

The Swiss Tourism Federation classifications comply with international standards and are aimed at providing an idea about the quality and services of holiday apartments and guest rooms in Switzerland. The compliance to expected standards is monitored regularly by schooled examiners.



Year	2002	2003	2004	2005	2006	2007	2008
Classified holiday apartments	8 500	13 689	14 878	14 476	14 728	15 195	16 995
Classified guest rooms	–	–	–	–	–	–	104

A detailed overview of the regional distribution is found on page 25 of this brochure.
Source: Swiss Tourism Federation



European Ecolabel for tourist accommodation services

The European Ecolabel indicates to guests that the marked establishment uses energy and water sparingly, reduces waste products and has a preference for the use of environmentally friendly materials.

Year	2002	2003	2004	2005	2006 ¹	2007	2008
Awarded certificates	–	–	–	1	4	1	14

¹ official introduction in Switzerland

Source: Swiss tourism federation



Steinbock (ibex) label

The Steinbock-Label assesses the sustainability of accommodations in the areas of environment, social development, regional anchoring, profitability and management and awards between 1 and 5 ibexes, depending on the sustainability of their performance. The European Ecolabel for tourist accommodation services and the Steinbock-Label can be acquired at the same time.

Year	2002	2003	2004	2005	2006	2007	2008
Awarded certificates	11	5	1	6	4	0	19
Awarded companies	11	14	15	18	16	12	31

Source: Steinbock-Label, www.steinbock-label.ch



BIO hotels

By now, over 60 hotels in 7 European countries have joined in the group of BIO hotels. There are 5 BIO hotels in Switzerland so far. The restaurants of this group serve only organic food of certified quality.

Source: BIO hotels – Association for Marketing & Provision of Tenders, www.biohotels.info

Tourism interest groups and professional associations

Association of postgraduate Hoteliers – Restaurateure SHV/Hotelmanager HF-NDS, Secretariat, Zürichstr. 78, 8118 Pfaffhausen, phone +41 (0)43 355 57 82, fax +41 (0)43 355 57 93, www.vdh.ch, welcome@vdh.ch. Networking, further education and friendship care for students of the postdiploma course 'Unternehmensführung resp. Nachdiplomstudium HF-NDS' of hotelleriesuisse.

Association of Swiss Tourism Managers (ASTM), c/o FST, P.O. Box 8275, 3001 Bern, phone +41 (0)31 307 47 43, fax +41 (0)31 307 47 48, www.vstm.ch, info@vstm.ch. To promote the professional interests of tourist office managers. Vocational training and advanced training of tourist office personnel, lobbying.

Association of the Swiss Navigation Companies, Mythenquai 333, 8038 Zurich, phone +41 (0)43 243 16 57, fax +41 (0)43 243 16 58, www.vssu.ch. Safeguarding the interests of the 16 member shipping companies.

Automobile Club of Switzerland (ACS), Wasserwerksgasse 39, 3000 Bern 13, phone +41 (0)31 328 31 11, fax +41 (0)31 311 03 10, www.acs.ch, acszv@acs.ch. European breakdown service, to safeguard the interests of motorists, legal counseling and support, emergency road service, tourist service.

Bed and Breakfast Switzerland GmbH, Chemin du Verger 24, 1752 Villars-sur-Glâne, phone 079 627 95 49, fax 026 400 06 76, www.bnb.ch, admin@bnb.ch. Organisation of Swiss BnB host families. Purpose: information, promotion, publication of the 'Bed and Breakfast Switzerland Guide', quality standards.

Community of Interest of the Higher Schools of Tourism Management Switzerland, c/o HFT Luzern, Rösslimatte 48, Postfach 3140, 6002 Luzern, phone +41 (0)41 228 41 41, fax +41 (0)41 228 41 44, www.hft-schweiz.ch. Safeguarding common interests towards the public authorities, associations and the general public, promotion of tourism management education and training in Switzerland.

CONTACT groups.ch, Hotels and Holiday Homes for Groups in Switzerland, Spitzackerstrasse 19, P.O. Box, 4410 Liestal, phone +41 (0)61 926 60 00, fax +41 (0)61 911 88 88, www.groups.ch, contact@groups.ch. Organisation of the Hotels and holiday homes for groups in Switzerland. Services: worldwide marketing, consultation and settlement services, travel insurance specifically for groups, central rental agency (no commissions).

fit – Frauen im Tourismus, c/o STF, Finkenhubelweg 11, P.O. Box 8275, 3001 Bern, phone +41 (0)76 473 83 35, www.f-i-t.ch, info@f-i-t.ch. The strongest women's network for women in the tourism industry.

GastroSuisse, Blumenfeldstrasse 20, P.O. Box, 8046 Zurich, phone +41 (0)848 377 111, fax +41 (0)848 377 112, www.gastrosuisse.ch, info@gastrosuisse.ch. GastroSuisse is the leading national association of hotels and restaurants. Around 21 000 members (hotels, bed & breakfast establishments, guest houses, restaurants and cafes) in 26 cantonal sections and 4 specialist groups belong to Switzerland's largest employer's association in the hotel and catering industry.

hotelleriesuisse (Swiss Hotel Association), Monbijoustrasse 130, P.O. Box, 3001 Bern, phone +41 (0)31 370 41 11, fax +41 (0)31 370 44 44, www.hotellerie-suisse.ch, info@hotelleriesuisse.ch. The leading association for hotels and accommodation in Switzerland. Creator and owner of the official Swiss hotel classification system.

Hotel & Gastro Union, Adligenswilerstrasse 29/22, P.O. Box 4870, 6002 Lucerne, phone +41 (0)41 418 22 22, fax +41 (0)41 412 03 72, www.GastroLine.ch, info@hotelgastrounion.ch. Union of employees, professionals and management staff of the hotel/restaurant trade.

Public Transport Association, Dählhölzliweg 12, 3000 Bern 6, phone +41 (0)31 359 23 23, fax +41 (0)31 359 23 10, www.voev.ch, info@voev.ch. To safeguard the interests of members, to encourage cooperation among members, information and consultation services, training of professionals.

Safety in adventures, Office: beco Berner Wirtschaft, Münsterplatz 3, 3011 Bern, www.safetyinadventures.ch, info@safetyinadventures.ch, Certification Body: SQS, Luigi Arigoni, phone +41 (0)81 356 00 21, fax +41 (0)81 356 00 22, luigi.arigoni@sqs.ch. The foundation supports the cause of safety for adventure and outdoor activities offered on a commercial basis in Switzerland. Certification procedure on the basis of a safety concept; certified undertakings are awarded a safety label.

'schlaf im Stroh!' (SIS), Brünigstrasse, 6078 Lungern, phone +41 (0)41 678 12 86, fax +41 (0)41 678 12 88, www.schlaf-im-stroh.ch, info@schlaf-im-stroh.ch. The objective of this Swiss Association is the promotion of agrotourist services associated with the protected trademark 'schlaf im Stroh!' ('Sleep on Straw') and its quality charter, as well as supporting the hosts providing these services.

Swiss Association of Coffee House Holders (SCV), Bleicherweg 54, 8002 Zurich, phone +41 (0)44 201 67 77, fax +41 (0)44 201 68 77, www.cafetier.ch, info@cafetier.ch. Representation of the professional interests of café owners and support of the members with comprehensive services.

Swiss Cableways, Dählhölzliweg 12, 3000 Bern 6, phone +41 (0)31 359 23 33, fax +41 (0)31 359 23 10, www.seilbahnen.org, info@seilbahnen.org. To safeguard the interests of the members, information and consultation services, common policies on tariffs and standardized tickets, vocational training and advanced training for personnel at all levels.

swisscamps, Swiss Camping Association, Bahnhofstrasse 5, 3322 Schönbühl, phone +41 (0)31 852 06 26, fax +41 (0)31 852 06 27, www.swisscamps.ch, info@swisscamps.ch. Established in 1975. Promotion of camping vacations and classification of camp sites.

Swiss Centre for mountain regions (SAB), Seilerstrasse 4, P.O. Box 7836, 3001 Bern, phone 031 382 10 10, www.sab.ch, info@sab.ch. Created in 1943. Lobbying for mountain regions and advisory services for projects in regional development.

SWISS CITIES, c/o Switzerland Tourism, Tödistrasse 7, 8027 Zurich, phone +41 (0)44 288 13 23, fax +41 (0)44 288 12 07, www.MySwitzerland.com/cities, swisscities@switzerland.com. Promotion of Switzerland as a meeting, congress and incentive destination.

Swiss Federation of Travel Agencies (SFTA), Etzelstrasse 42, P.O. Box, 8038 Zurich, phone +41 (0)44 487 30 50, fax +41 (0)44 480 09 45, www.srv.ch, mail@srv.ch. Association of qualified travel agencies in Switzerland to develop professional skills, protect the interests of the profession, professional assistance to SFTA members.

Swiss holiday farms, 8595 Altnau, phone +41 (0)71 695 23 72, fax +41 (0)71 695 23 67, www.agrotourismus.ch, info@feierlenhof.ch. Support of the members, information and consultation services, basic and advanced training of host families. Quality standards (seal of quality) and classifications. Central booking office at Swiss Travel Savings Fund.

SwitzerlandMobility, P.O. Box 8275, 3001 Bern, phone +41 (0)31 307 47 40, fax +41 (0)31 307 47 48, www.switzerlandmobility.ch, info@switzerlandmobility.ch. Quality assurance, information, development of national, regional and local offers for hiking, cycling, mountain biking, skating and canoeing.

Swiss Mountain Guides Association, Hadlaubstrasse 49, 8006 Zurich, phone +41 (0)44 360 53 66, www.4000plus.ch, sbv@awwww.ch. Professional association of the approximately 1500 mountain guides. Training and further education for mountain guides, hiking guides, climbing teachers and 'Rope-assisted working'. Trade journal: Berg&Ski.

Swiss PostBus Ltd, Belpstrasse 37, P.O. Box, 3030 Bern, phone +41 (0)58 338 83 61, www.postbus.ch, infopag@postauto.ch. The leading provider of regional passenger services on Swiss roads.

SWISS SNOWSPORTS, Hühnerhubelstrasse 95, 3123 Belp, phone +41 (0)31 810 41 11, fax +41 (0)31 810 41 12, www.snowsports.ch, info@snowsports.ch. Alliance of tourism sector institutions interested in joint promotion of the Swiss Ski School system. Education of ski, snowboard, telemark and cross-country teachers.

Swiss Spa, avenue des Bains 22, 1400 Yverdon-les-Bains, phone +41 (0)24 420 15 21, fax +41 (0)24 423 02 52, www.swissthermalspa.ch, info@swissthermalspa.ch. To safeguard and promote the economic, legal, social and scientific interests of the Swiss thermal spas. In particular, the association commits itself to respect the qualitative standards imposed by the legal prescriptions related to thermal spas.

Swiss Tourism Federation (STF), Finkenhübelweg 11, P.O. Box 8275, 3001 Bern, phone +41 (0)31 307 47 47, fax +41 (0)31 307 47 48, www.swisstourfed.ch, info@swisstourfed.ch. To safeguard the interests of those responsible for tourism in Switzerland and to participate in all tourism policy decisions; to provide information about the importance of tourism and to contribute to tourism research.

Swiss Travel Savings Fund (reka), Neuengasse 15, 3001 Bern, phone +41 (0)31 329 66 33, fax +41 (0)31 329 66 01, www.reka.ch, info@reka.ch. The promotion of social and family tourism, vacation financing by issuing reka currency, running of reka vacation centres, vacation apartment rentals.

Swiss Youth Hostels (SYH), Schaffhauserstrasse 14, P.O. Box, 8042 Zurich, phone +41 (0)44 360 14 14, fax +41 (0)44 360 14 60, www.youthhostel.ch, bookingoffice@youthhostel.ch. Promotion of youth travel, accommodation for young travellers, youth groups, schools, families, etc.

Switzerland Convention & Incentive Bureau (SCIB), Tödistrasse 7, P.O. Box, 8027 Zurich, phone +41 (0)44 288 12 71, fax +41 (0)44 201 53 01, www.MySwitzerland.com/meetings, scib@switzerland.com. Promotion of Switzerland as a meeting and congress destination.

Touring Club Switzerland (TCS), ch. de Blandonnet 4, 1214 Vernier, phone +41 (0)22 417 27 27, fax +41 (0)22 417 20 20, www.tcs.ch. Assistance to persons in case of emergency all around the world, emergency road service in Europe, tourist service, to safeguard the interests of the motorists, legal counseling and support.

Wellbeing Switzerland, Office of Swiss Health Hotels, Sonnenbühlstrasse 3, 9200 Gossau, phone +41 (0)71 350 14 14, fax +41 (0)71 350 14 18, www.wohlbefinden.com, info@wohlbefinden.com. Representing the interests of health hotels, rehabilitation and convalescent homes.

Public corporations

Swiss Association for Hotel Credit (SGH), Gartenstrasse 25, P.O. Box, 8027 Zurich, phone +41 (0)44 209 16 16, fax +41 (0)44 209 16 17, www.sgh.ch, info@sgh.ch. Financing, appraisals, consulting.

Switzerland Tourism (ST), Tödistrasse 7, 8027 Zurich, phone +41 (0)44 288 11 11, fax +41 (0)44 288 12 05, www.MySwitzerland.com, info@myswitzerland.com. Offices in 28 countries. Increase the demand for Switzerland as a travel, holiday and congress destination.

Federal institutes

State Secretariat for Economic Affairs (SECO), Tourism, Effingerstrasse 27, 3003 Bern, phone +41 (0)31 322 27 58, fax +41 (0)31 323 12 12, www.seco.admin.ch. Central federal authority for national and international tourism policies.

Swiss Federal Statistical Office, Tourism Subdivision, Espace de l'Europe 10, 2010 Neuchâtel, phone +41 (0)32 713 62 80, fax +41 (0)32 713 62 15, www.statistik.admin.ch, Info-tour@bfs.admin.ch. To provide statistics on Swiss tourism (surveys on infrastructure, arrivals and overnight stays in hotels, camping places and youth hostels, tourism balance of payments, reports on special subjects).

Swiss Federal Transport Office, Mühlestrasse 6, 3063 Ittigen, postal address: 3003 Bern, phone +41 (0)31 322 57 11, fax +41 (0)31 322 58 11, www.bav.admin.ch, webmaster@bav.admin.ch. Within the tourism framework, the Federal Transport Office is responsible for granting licenses to cable car and ship operators.

Institutes of higher education

Institute for public services and tourism at the University of St. Gall, Dufourstrasse 40a, 9000 St. Gall, phone +41 (0)71 224 25 25, fax +41 (0)71 224 25 36, www.idt.unisg.ch. University lecturing, research, market research, consulting and expertising in the competence fields of tourism and transportation, regional economic and public management.

Institute of Tourism (ITW), Rösslimatte 48, P.O. Box 2940, 6002 Lucerne, phone +41 (0)41 228 41 45, fax +41 (0)41 228 41 44, www.hslu.ch/itw, itw@hslu.ch. An institute of the Hochschule Luzern – Wirtschaft, active in the fields of tourism and mobility, training and further education in tourist affairs, applied research and practice-orientated consultation.

Institute of Economy & Tourism (IET), HES-SO Valais (University of Applied Sciences Western Switzerland), TechnoArk 3, 3960 Sierre, phone +41 (0)27 606 90 01, fax +41 (0)27-606 90 00, <http://iet.hevs.ch>, tourisme@hevs.ch. The Institute of Economy & Tourism specialises in the areas of Alpine tourism, regional economy and development of new Internet business models through its teaching and research units 'Tourism Management', 'Public Management' and 'Entrepreneurial Development'.

Institute for Tourism and Leisure Research (ITF) at University of Applied Sciences HTW Chur, Comercialstrasse 22, 7000 Chur, phone +41 (0)81 286 39 34, fax +41 (0)81 286 39 49, www.itf.ch, itf@fh-htwchur.ch. BSc and MSc study programmes and further education (EMBA) in tourism and leisure management. Applied research and consulting in Customer Management, Product Innovation Management, Business and Destination Development and Management.

Specialised School of Swiss Tourism (STF), route de la Plaine 2, 3960 Siders, phone +41 (0)27 606 89 01, Fax +41 (0)27 606 89 19, www.hevs.ch/tourismus, info@hevs.ch. The STF is Switzerland's oldest multi-lingual school of tourism. It offers an innovative course of studies in one of Switzerland's most important tourism regions that is totally focused on tourism. On successfully completing the course, students receive a Bachelor of Science HES-SO in Tourism.

University of Bern, Research Institute for Leisure and Tourism (FIF), Schanzeneckstrasse 1, P.O. Box 8573, 3001 Bern, phone +41 (0)31 631 37 11, fax +41 (0)31 631 34 15, www.fif.unibe.ch, fif@fif.unibe.ch. Research in tourism-related issues, lectures on tourism at Bern University, experts in the leisure and tourism sectors.

International Tourism Organisations

European Travel Commission (ETC), avenue Marnix 19a, Box 25, 1000 Brussels, Belgium, phone +32 2 502 01 13, fax +32 2 514 18 43, www.etcCorporate.org, info@etc-corporate.org.

EUROSTAT, Joseph Bech Building, 2920 Luxembourg, phone +35 2 4301 33444, fax +35 2 4301 35349, www.epp.eurostat.ec.europa.eu, eurostat-pressoffice@ec.europa.eu.

Hotels, Restaurants & Cafés in Europe (HOTREC), 111, boulevard Anspach, bte 4, 1000 Brussels, Belgium, phone +32 2 548 90 00, fax +32 2 502 41 73, www.hotrec.org, main@hotrec.org.

World Tourism Organisation (UNWTO), Capitán Haya 42, 28020 Madrid, Spain, phone +34 91 567 81 00, fax +34 91 571 37 33, www.unwto.org, wtobc@unwto.org.



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