



Press release

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Supplementary accommodation in 2025

4.7% increase in supplementary accommodation in 2025

Supplementary accommodation recorded 18.1 million overnight stays in 2025, a 4.7% increase over the previous year. Demand by foreign visitors rose by 9.8% to 6.3 million overnight stays and domestic demand rose by 2.1% to 11.7 million overnight stays. These are some of the definitive findings from the Supplementary Accommodation Statistics of the Federal Statistical Office (FSO).

When added to the hotel statistics, these findings provide an overall balance for the tourist accommodation in Switzerland. In 2025, 62.0 million overnight stays were recorded in Switzerland, corresponding to an increase of 3.2% compared with 2024. In 2025, domestic visitors recorded 32.9 million overnight stays (+1.7% compared with 2024) and foreign visitors 29.1 million (+4.9%).

More overnight stays in holiday accommodation

In 2025, commercially-run holiday homes accounted for the majority of overnight stays in supplementary accommodation (40.7%). With an annual total of 7.4 million overnight stays, demand increased by 4.3% compared with 2024. Domestic demand rose by 1.4% to 4.2 million overnight stays. Demand from foreign visitors increased by 8.6% to 3.1 million overnight stays. Visitors from Europe (2.4 million / +6.5%) accounted for 77.5% of the overnight stays by foreign visitors.

In 2025, the average length of stay in commercially-run holiday homes was 5.9 nights. Spread over the seven major regions, demand was strongest in the Lake Geneva region with 2.7 million overnight stays.

Growth in collective accommodation driven by foreign visitors

The number of overnight stays reached 5.5 million in 2025, an increase of 1.9% compared with 2024.

In 2025, domestic visitors accounted for 4.4 million overnight stays, corresponding to a decrease of 0.4%. Foreign visitors (77.2% of whom came from Europe) recorded 1.2 million overnight stays (+11.6%). The average length of stay in collective accommodation was 2.8 nights. With 1.5 million overnight stays, Eastern Switzerland maintained its position as the most popular major region.

More overnight stays at campsites

The number of overnight stays at campsites rose by 8.2% to 5.2 million. In 2025, demand from domestic customers rose compared with 2024 (+6.7% to 3.1 million), as did the number of foreign visitors (+10.7% to 2.1 million).

At 96.4%, visitors from Europe accounted for the largest share of foreign demand. The average length of stay in 2025 was 2.8 overnight stays. With 1.2 million overnight stays, the Espace Mittelland and the Lake Geneva region were the major regions with the greatest number of overnight stays at campsites.

Survey methods

The survey of commercially run-holiday homes was started in 2016 and is a sample survey conducted at national level. The 2025 sample was comprised of 12 483 holiday homes surveyed on a quarterly basis. The response rate was 87%.

The survey of collective accommodation also started in 2016 and is a sample survey conducted at national level. The 2025 sample was comprised of 1143 collective accommodation units surveyed on a quarterly basis. The response rate was 81%.

The survey of campsites is a monthly comprehensive survey and was reintroduced in 2005. It was conducted at national level in 2025 among 406 establishments. The response rate was 97%.

The Hotel Accommodation Survey is a monthly comprehensive survey and was reintroduced in 2005. In 2025, the response rate to the survey was 97%.

Detailed tables showing the different coefficients of variation for supplementary accommodation are available on the FSO website:

www.bfs.admin.ch/bfs/en/home/statistics/tourism/tourist-accommodation/supplementary-accommodation.html

Methodological note concerning arrivals in collective accommodation

The response rate for arrivals in collective accommodation is lower than that for overnight stays. The imputation model used to compensate for this lack of response may influence the reliability of results in terms of arrivals in this type of accommodation.

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.

The Swiss Tourism Federation (STF), Switzerland Tourism (ST), the State Secretariat for Economic Affairs (SECO), Swisscamps, Touring Club Suisse (TCS) and Parahotellerie Suisse received this press release 24 hours prior to publication to fulfil their missions.