



Press release

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10 Tourism

Supplementary accommodation in 2019

Supplementary accommodation: 0.7% increase in overnight stays in 2019, but decrease in demand for holiday homes

In 2019, supplementary accommodation posted a total of 16.7 million overnight stays, i.e. an increase of 0.7% compared with 2018. With 11.4 million units, Swiss visitors represented more than two-thirds of demand (68.6%), i.e. a rise of 2.4%. Foreign visitors registered a 2.8% decrease with 5.2 million units. With 4.4 million overnight stays (-3.8%), European visitors accounted for the majority of stays by foreign guests. These are the final results from the Federal Statistical Office (FSO).

When added to the hotel statistics, these findings provide results for the entire tourist accommodation in Switzerland. In 2019, 56.2 million overnight stays were registered in Switzerland, corresponding to a total rise of 1.6% compared with 2018. Domestic visitors registered 29.4 million overnight stays (+2.7%). Foreign visitors generated 26.9 million units, which was an increase of 0.4%.

Decrease in overnight stays within holiday homes

Commercially-run holiday homes accounted for the majority of overnight stays in supplementary accommodation, as they represented 43.5% of the total demand. A total of 7.3 million overnight stays were generated, corresponding to a fall of 3.6% compared with 2018. Domestic demand totalled 4.3 million overnight stays (-1.1% compared with the previous year) whereas foreign demand reached a total of 2.9 million (-7.1%) units.

More than 80% of overnight stays by foreign visitors were by visitors from Europe (2.4 million / - 9.0%). In 2019, the average length of stay in holiday homes used for commercial purposes was 6.5 nights. Among the seven major regions, the Lake Geneva region saw the strongest demand with a total of 3.0 million overnight stays, followed by Eastern Switzerland (2.2 million).

4.0% increase in visits within collective accommodation

Collective accommodation recorded 5.7 million overnight stays in 2019, i.e. growth of 4.0% compared with the previous year; 4.6 million units were by Swiss clientele (+4.2%). Foreign visitors generated 1.1 million overnight stays, an increase of 3.2%. Visitors from the European continent represented the greatest number of foreign overnight stays with 805 000 units (+3.6%), which corresponds to 73.8% of the foreign demand. The average length of stay in collective accommodation was 2.4 nights. At major region level, Espace Mittelland and the Lake Geneva region recorded the greatest number of overnight stays with 1.5 million units each.

3.8 million overnight stays on campsites

In 2019, campsites registered 3.8 million overnight stays, representing a rise of 5.0% compared with the previous year. Swiss guests generated 2.5 million overnight stays, i.e. growth of 5.7%. Foreign visitors, for their part, posted 1.2 million overnight stays, which corresponds to an increase of 3.4%. Foreign demand came essentially from Europe (96.6%), it accounted for 1.2 million overnight stays, i.e. an increase of 3.3%. In 2019, the average duration of stay was 3.2 nights. With 903 000 overnight stays, the Lake Geneva region was the major region that recorded the greatest number of overnight stays at campsites. It was followed by Ticino (810 000).

Survey methods

The survey of commercially-run holiday homes was started in 2016 and is a sample survey conducted at national level. The 2019 sample was comprised of 11 885 holiday homes surveyed on a quarterly basis. The response rate was 87%.

Also started in 2016, the survey of collective accommodation is a sample survey conducted at national level. The 2019 sample was comprised of 1 170 collective accommodation units surveyed on a quarterly basis. The response rate was 96%.

The survey of campsites is a comprehensive survey and was reintroduced in 2005. It was conducted at national level in 2019 among 400 establishments. The response rate was 96%.

The hotel accommodation survey is a monthly comprehensive survey and was reintroduced in 2005. In 2019 the survey response rate was 96%.

Detailed tables showing the different coefficients of variation for supplementary accommodation are available on our website.

<https://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

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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.