

2020



10

Tourism

Neuchâtel 2022

Swiss tourism statistics 2020



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Swiss tourism statistics 2020

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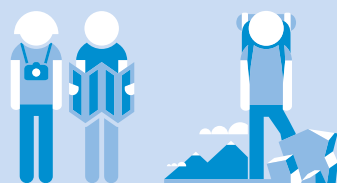
38.5 m

overnight stays in tourist accommodation

① Switzerland	28.3 m
② Europe	8.8 m
③ Asia	0.6 m
④ America	0.6 m
⑤ Africa and Oceania	0.2 m

Overnight stays by major regions in tourist accommodation

Lake Geneva Region	10.5 m
Eastern Switzerland	10.5 m
Espace Mittelland	7.0 m
Central Switzerland	3.6 m
Ticino	3.5 m
Zurich	2.2 m
Northwestern Switzerland	1.2 m



Number of trips per person and year

24 without overnight stay

1.9 with overnight stays

Trips by the Swiss resident population

Daily expenditure per person on private trips with overnight stays

10 20 CHF Domestic trips

10 20 CHF Trips abroad

Share of trips abroad in total trips with overnight stays



661 740

Total beds surveyed in tourist accommodation

Distribution of beds by sector

Hotel sector	279 248
Holiday homes	153 563
Collective accommodation	114 125
Campsites (Pitches for passing guests x4)	114 804

CHF 14.8 bn

Gross value added by tourism

162 766

Number of jobs in tourism (FTE)



-1.1%

Growth in consumer prices in tourist accommodation (2019/2020)

Contact: info-tour@bfs.admin.ch | Due to rounding up or down, totals may differ from the absolute figures indicated.

Sources: FSO – Tourist Accommodation Statistics, Supplementary accommodation statistics, Travel Behaviour, Annual Indicators of the Tourism Satellite Accounts, Consumer price index

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Data tables for the publication:

<https://www.bfs.admin.ch/bfsstatic/dam/assets/orderNr:1074-2000/appendix>

1 Introduction

1.1 Objectives

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

1.2 Organisation

This publication describes the results of the FSO's Swiss tourism statistics for 2020. The first part focuses on tourist accommodation that is partly made up of the hotel sector statistics and partly of the supplementary accommodation statistics. The second section of this publication concerns the survey on the travel behaviour of the Swiss population in 2020. The tourism satellite account, in the third section, gives information on the values measuring the economic influence of tourism in Switzerland. The fourth section of the publication presents a series of economic indicators making it possible to place the findings from the tourism statistics in a wider context.

1.3 Main statistics and tourism indicators

1.3.1 Tourist accommodation statistics

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

1.3.2 Supplementary accommodation statistics

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

1.3.3 Survey on the travel behaviour of the Swiss resident population

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

1.3.4 Annual Indicators of the Tourism Satellite Accounts

The annual indicators of the tourism satellite accounts provide initial estimates of the main aggregates of the most important tourist products in simplified form. The production of these annual indicators is focused on directly estimating the three key areas of the tourism satellite accounts: the gross value added by tourism, tourism demand as well as employment in tourism in full-time equivalent jobs. These reference values enable the economic influence of tourism in Switzerland to be measured.

2 Tourist accommodation statistics

2.1 Tourist accommodation in Switzerland

2020 was marked both nationally and internationally by the health and economic crisis linked to the COVID-19 pandemic. The various measures taken by Switzerland and foreign states have had a direct influence on the tourism sector as a whole and more particularly on the tourist accommodation sector. The statistical results for 2020 reflect the negative effects of this exceptional situation on this sector often with very "extreme" values that have never been seen in the past. While it is not possible to list measures taken at international level, a chronology of measures enacted in Switzerland provides a relevant context for the interpretation of the results.

Timeline (2020):

End of February: The Federal Council declares Switzerland as being in a "special situation". Events, conferences and seminars are cancelled for the first time.

March: The Federal Council declares an "extraordinary situation". The partial lockdown is introduced. Restaurants, shops, markets, leisure facilities and businesses where distance rules cannot be respected must close. However hotels remain open. Border checks are enforced with all neighbouring countries.

May: Easing of some health measures. Shops, compulsory schools, museums, libraries, restaurants and sports halls can gradually reopen but with strict health protection measures.

June: The Federal Council puts an end to the extraordinary situation. Leisure facilities and other tourist attractions can reopen. Spontaneous gatherings of up to 30 people are allowed again and demonstrations of up to 300 people can be organised. Restrictions on entry into Switzerland are lifted for all Schengen states.

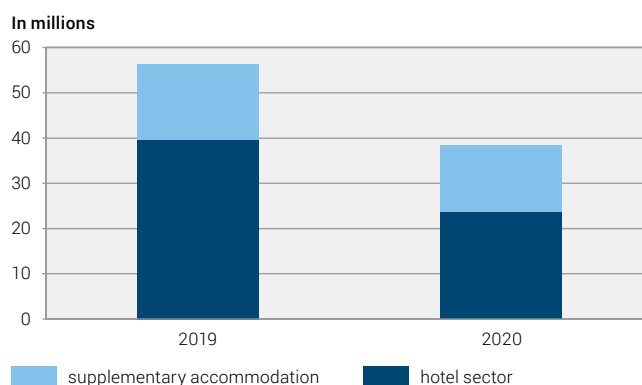
October–November: start of the second wave of COVID-19. Progressive reintroduction of cantonal and federal health measures.

December: the pandemic situation deteriorates. The Federal Council reinforces health measures. "Non-essential" shops, restaurants, leisure and sports facilities and cultural centres are closed. The ski resorts remain open, however, as do hotels and their facilities (restaurants, gyms, spas, etc.) available to their guests.

2.1.1 Demand in tourist accommodation

In 2020, tourist accommodation in Switzerland – that includes the hotel sector and supplementary accommodation – counted a total of 38.5 million overnight stays (G2.1.1). This corresponds to a decrease of 31.5% compared with the demand from 2019. The hotel sector represents the largest share of the demand with just over 60% of overnight stays recorded.

Overnight stays in tourist accommodation G2.1.1



Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA)

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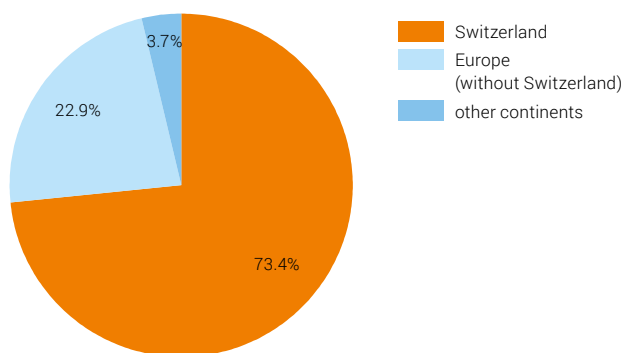
2.1.2 Swiss and foreign demand

In 2020, Swiss clientele accounted for 73.4% of the overnight stays recorded in Swiss tourist accommodation (G2.1.2a). Despite the exceptional situation in 2020, it declined only slightly (-3.7%) compared with 2019. This was not the case for foreign demand, which experienced a historic fall (-61.9%), with European guests generating the most overnight stays, accounting for 22.9% of total demand. Demand for supplementary accommodation mainly came from Swiss visitors (80.3%) (G2.1.2c). This share was also in the majority in the hotel sector but was slightly lower (69.1%) (G2.1.2b).

Did you know?

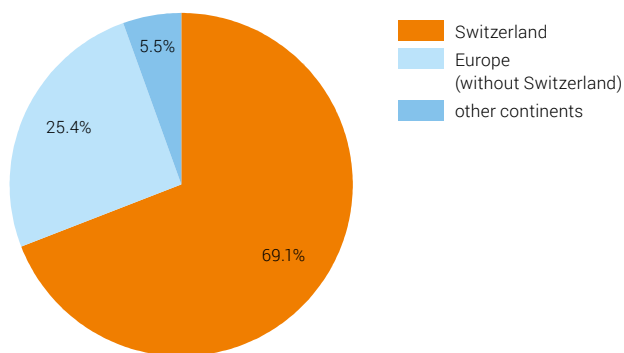
The share of non-European overnight stays represented only 3.7% of total demand in 2020 in Swiss tourist accommodation (18.3% in 2019).

Overnight stays in tourist accommodation, by visitors' country of residence, 2020 G2.1.2a



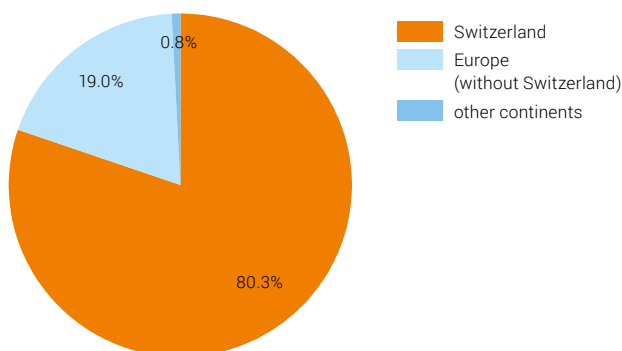
Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2022

Overnight stays in the hotel sector, by visitors' country of residence, 2020 G2.1.2b



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

Overnight stays in supplementary accommodation, by visitors' country of residence, 2020 G2.1.2c

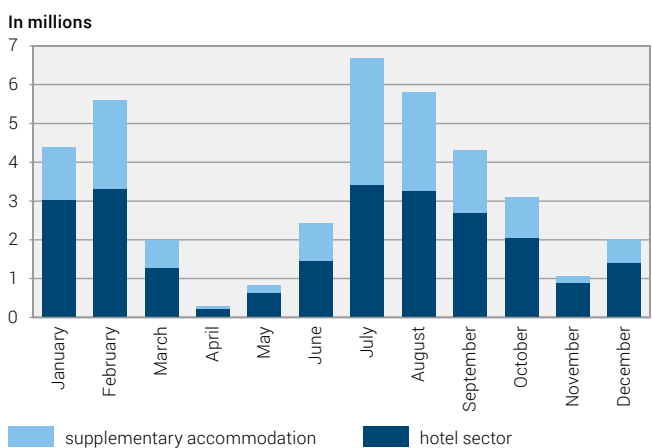


Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2022

2.1.3 Breakdown for monthly demand

In 2020, March (-62.1%), April (-91.8%) and May (-78.6%) saw historically low numbers of overnight stays compared with 2019. This result is explained by the exceptional context of COVID-19. In tourist accommodation in Switzerland, the greatest number of overnight stays was recorded in the months of July to October (G2.1.3). 19.9 million overnight stays were counted in these four months alone, i.e. 51.7% of the annual demand.

Monthly breakdown of overnight stays in tourist accommodation, 2020 G2.1.3



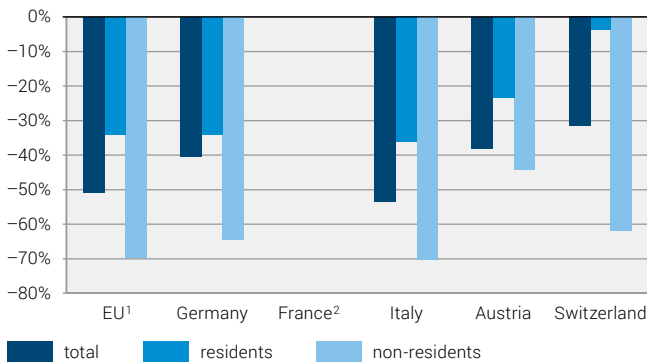
Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2022

2.1.4 Change in demand in the countries neighbouring Switzerland

In comparison with the European results (EU), Swiss tourist accommodation in 2020 showed an analogue but nonetheless less marked development in overnight stays (G 2.1.4) with a decrease of 31.5% (versus -50.9% in the EU) in relation to 2019. Switzerland's neighbouring countries (data not available for France) also experienced strong declines.

In 2020 at European level, the number of overnight stays generated by both non-residents and residents fell (-69.6% and -34.0% respectively, compared with 2019). This trend has also been observed for Switzerland's neighbouring countries. For Switzerland, the scenario was virtually identical for overnight stays for non-residents with a decline of 61.9%. Demand from residents, however, was almost stable with a slight drop of 3.7%.

Change in overnight stays in tourist accommodation by country, 2019–2020 G2.1.4



¹ estimated data
² 2020 data not available

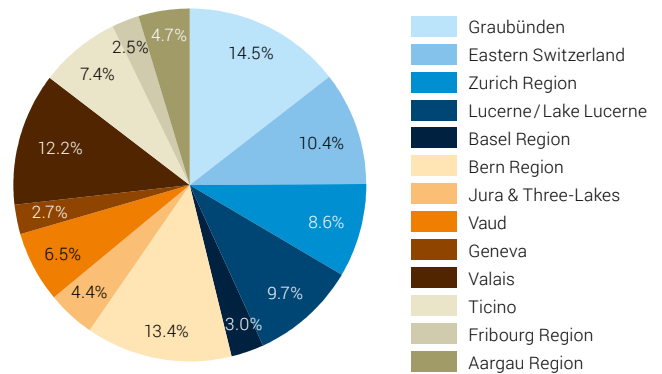
Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA) © FSO 2022

2.2 Hotel sector results

2.2.1 Supply in 2020

In 2020, there were, on annual average, 3801 open hotels and health establishments in Switzerland, corresponding to 117 630 rooms and 228 641 beds available (G 2.2.1a). Due to the COVID-19 crisis, a large number of establishments closed temporarily in 2020. A year earlier there were 4234 establishments open. The distribution of the establishments differed according to the tourist regions. Graubünden had the largest proportion (14.5%), followed by the Bern Region (13.4%). The national average capacity of a hotel establishment was 60.2 available beds (G 2.2.1b).

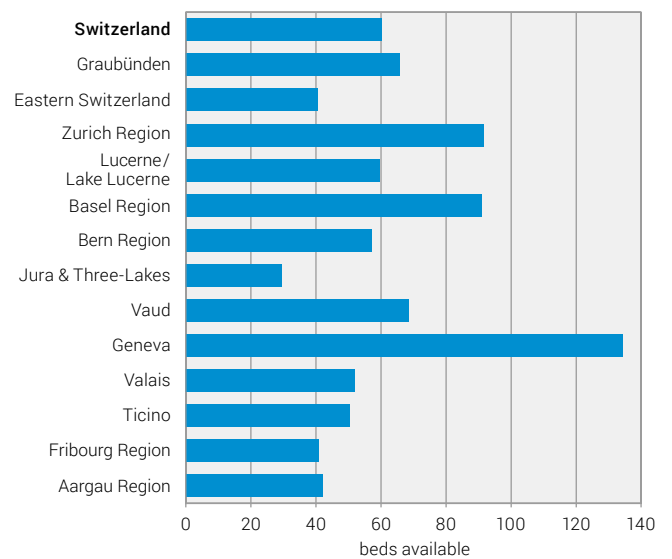
Establishments open in the hotel sector and distribution by tourist region, 2020 G2.2.1a



total number of establishments open: 3801

Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

Average number of available beds per establishment in the hotel sector, per tourist region, 2020 G2.2.1b



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

2.2.2 General change in supply

In 2020, a total of 4646 establishments and 142 656 rooms were surveyed in the hotel sector in Switzerland. The number of establishments remained stable in comparison with 2019 (G2.2.2a), whereas the number of rooms increased (+2325 rooms/+1.7%). Among the tourist regions, the supply, in terms of establishments, grew in 7 in 13 regions between 2019 and 2020. As far as the number of rooms was concerned, 11 in 13 tourist regions followed the same trend as that observed at national level.

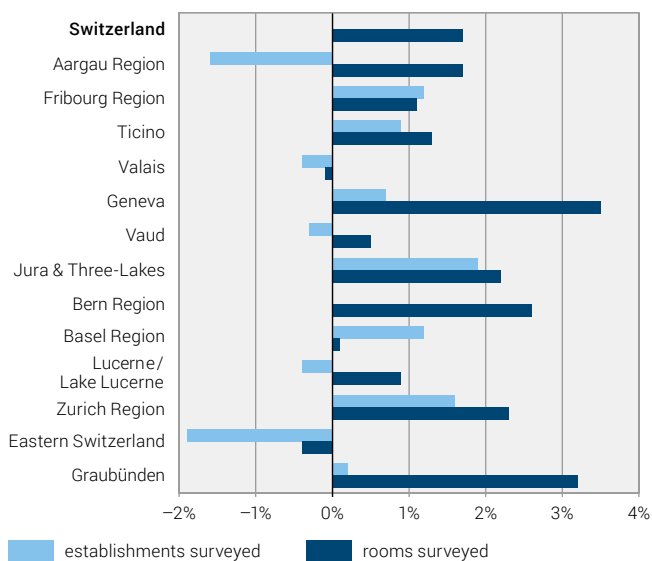
Over a comparative period of 10 years (G2.2.2b), the number of surveyed establishments diminished greatly. Thus in 2011, the number of surveyed establishments totalled 5396 in Switzerland, corresponding in absolute terms to a decline over this period of 751 units (-13.9%). As far as the number of rooms was concerned, a slight increase (+555 rooms / +0.4%) was observed in comparison with 2011. For this period, all the tourist regions saw a decrease in supply for the number of establishments. Eastern Switzerland registered the greatest decline with 144 fewer establishments (-23.6%). As far as rooms are concerned, only five tourist regions show an increase. The Zurich region showed the greatest growth (+3520 rooms/+21.8%). In contrast, the decline was most marked in Eastern Switzerland (-1401 rooms/-13.2%).

Did you know?

Over a 10 year period, the Zurich region saw the number of rooms surveyed increase by over 21.8% (+3520 rooms).

Supply by tourist region in the hotel sector: change in supply, 2019–2020

G2.2.2a

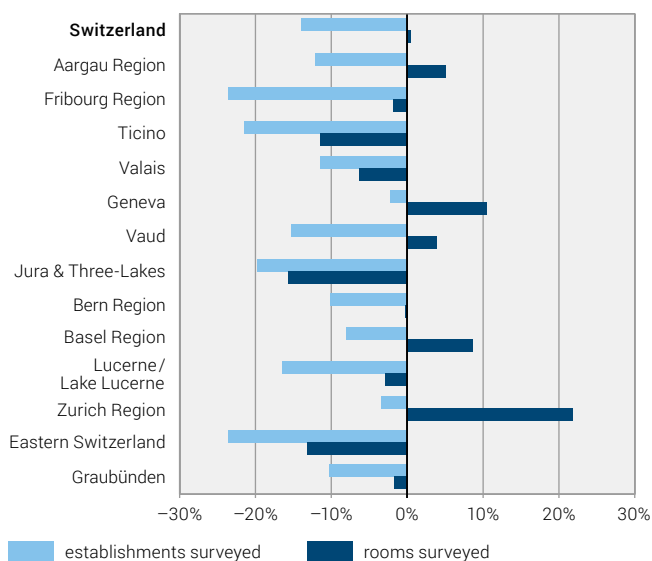


Source: FSO – Tourist accommodation statistics (HESTA)

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Supply by tourist region in the hotel sector: change, 2011–2020

G2.2.2b



Source: FSO – Tourist accommodation statistics (HESTA)

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2.2.3 General trend in demand

To better appreciate the results of demand in the hotel sector in Switzerland, these should be correlated with the striking economic events and other crises (such as health crises) which have occurred over the past ten years.

The effects of the global economic crisis in 2009 had an impact on demand in the years that followed. 2011 was characterised by a strong rise in the Swiss franc's value against the Euro and other currencies. On 6th September 2011, the introduction of the minimum exchange rate by the Swiss National Bank (SNB) stabilised exchange rates, which nonetheless remained far lower than in previous years. On 15th January 2015, the SNB announced the end of the minimum exchange rate, resulting in renewed strength of the Euro compared with the Swiss franc. In the following two years, although the Swiss franc regained some ground against the Euro it never reached its pre-2015 level. By the end of February 2020, the health crisis completely disrupted society and the economy. Both the national and international tourism sectors were very negatively affected by this exceptional situation.

Over the past ten years, the evolution in the total number of overnight stays in hotels and health establishments in Switzerland has been diverse (G2.2.3). The number of overnight stays decreased in 2011 and 2012 (–2.0% for each year). The trend was reversed for the years 2013 (+2.5%) and 2014 (+0.9%), however renewed decreases were observed for the years 2015 (–0.8%) and 2016 (–0.3%). A strong improvement in demand was seen in 2017 (+5.2%) which continued in 2018 (+3.8%) and in 2019 (+1.9%) with a total of 39.6 million overnight stays recorded, i.e. a level never observed until now. In 2020, demand fell by a historic 40.0% to 23.7 million overnight stays. For the same year, with the exception of January (+7.1) and February (+7.0), very sharp monthly falls could be observed, ranging from –91.8% in April to –24.9% in July.

Did you know?

The number of overnight stays fell by 15.8 million units in 2020.

2.2.4 Change in domestic and foreign demand

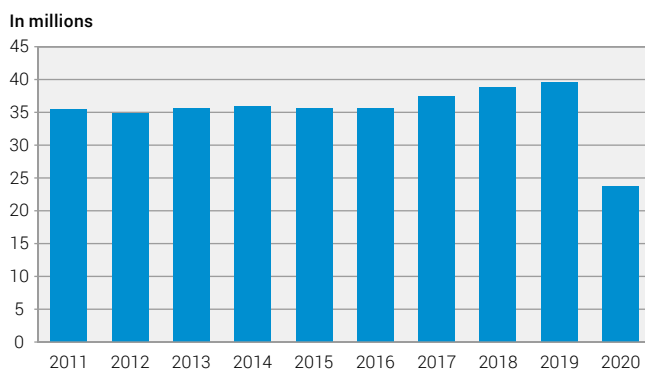
Looking back on the past 10 years, foreign and domestic demand in the hotel sector has not always followed similar trends (G2.2.4a). In 2011 and 2012, differences were seen between both types of demand. On the one hand, domestic demand was quite stable although foreign demand showed a decrease (2011; –3.5%/2012; –3.3%). In 2013, however, a positive trend was observed for both types of demand. This continued in 2014. Although the increase in overnight stays for Swiss clientele continued in 2015 and 2016, demand from foreign clientele saw a decline once again. In 2017 and 2018 both foreign and domestic demand increased. This situation continued in 2019. Indeed, a rise of 1.1% was registered for foreign visitors and of 2.9% for Swiss visitors. The total overnight stays by foreign guests (21.6 million) as well as those by domestic guests (17.9 million) reached record levels in 2019. In 2020, foreign demand fell drastically to 7.3 million overnight stays (–66.1%), while domestic demand totalled 16.4 million overnight stays, which is a significant (–8.6%/–1.5 million) but less drastic decline.

In January and February 2020, both foreign and Swiss overnight stays increased (G2.2.4b). In March, foreign demand collapsed (–68.2%) and followed this trend throughout 2020. Decreases ranged from –96.2% (April) to –60.9% (August). Overnight stays by Swiss guests also fell drastically in March (–55.4%), April (–86.2%) and May (–54.6%). In June, domestic demand remained strongly negative (–23.1%) but nonetheless showed an improvement compared with the previous three months. From July to October, a sharp inversion of this trend was observed for this clientele. Unprecedented levels of Swiss demand were recorded every month during this period. Monthly increases during this period ranged from +35.0% (July) to +16.4% (October). However, from November onwards (–29.1%) and then in December (–17.2%), domestic demand fell once again though it did not reach the negative level seen between March and May.

Did you know?

Between July and September 2020, Swiss demand reached record levels with over 2.0 million overnight stays per month.

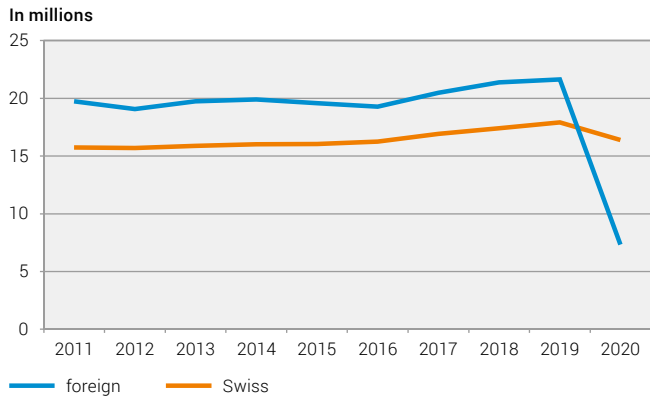
Overnight stays in the hotel sector, 2011–2020 G2.2.3



Source: FSO – Tourist accommodation statistics (HESTA)

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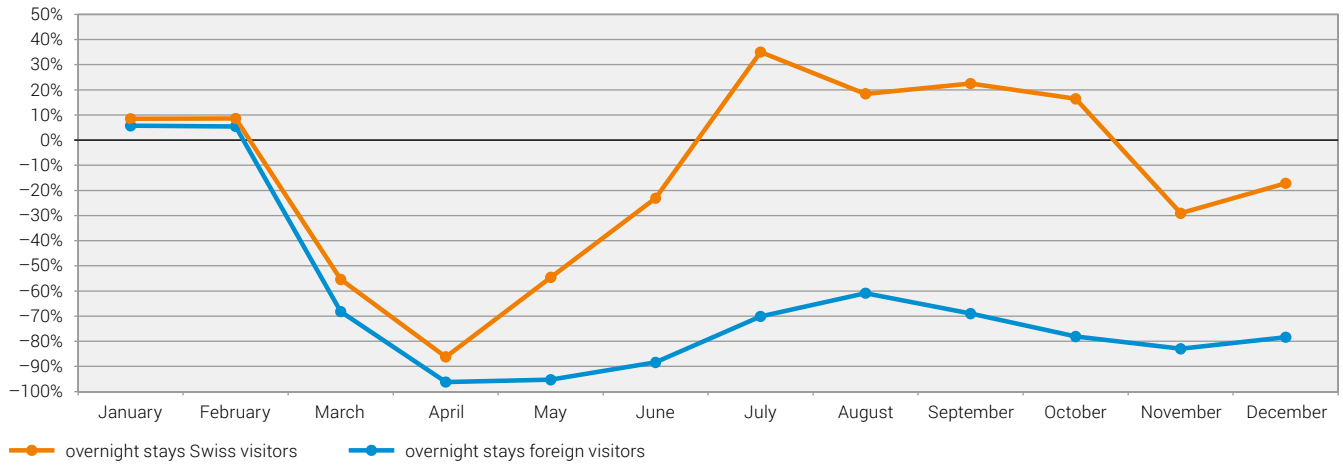
Change in overnight stays by foreign and Swiss visitors in the hotel sector, 2011–2020 G2.2.4a



Source: FSO – Tourist accommodation statistics (HESTA)

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Monthly change (in %) in overnight stays by foreign and Swiss guests in the hotel sector, 2019–2020 G2.2.4b



Source: FSO – Tourist accommodation statistics (HESTA)

© FSO 2022

2.2.5 Change in demand by continent of origin of guests

In 2020, demand from Europe (excluding Switzerland) registered 6.0 million overnight stays, representing a decline of 50.7% (-6.2 million overnight stays) compared with 2019 (G2.2.5a). Even if this drastic fall is linked to the health situation, demand from this continent was already on a negative trend between 2011 and 2016, and then stagnated until 2019. In fact, overnight stays by these visitors fell between 2011 and 2019 by 13.3%.

In 2020, demand from Asian visitors in the hotel sector also, unsurprisingly, saw a historic fall (G2.2.5c). A total of 587 000 overnight stays were observed for this clientele in 2020, a decrease of 89.2% (-4.9 million overnight stays) compared with 2019. This result brings to an end a decade marked - generally speaking - by strong annual growth. It should be noted, however, that a slight "slowdown" in demand was observed in 2019 (+0.4%).

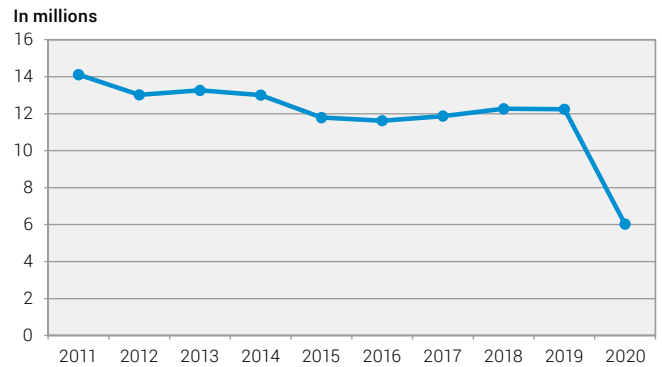
Finally, the situation was strongly negative for demand from visitors from the American continent which registered a total 580 000 overnight stays in 2020, i.e. a decline of 82.3% compared with 2019 (G2.2.5e). In 2020, visitors from Oceania posted 67 000 overnight stays (-83.2%) and those from Africa 80 000 units (-72.1%).

Did you know ?

Overnight stays by visitors from China fell by 91.4% from 1.4 million in 2019 to 119 000 in 2020.

Change in overnight stays for European guests in the hotel sector, 2011–2020

G2.2.5a

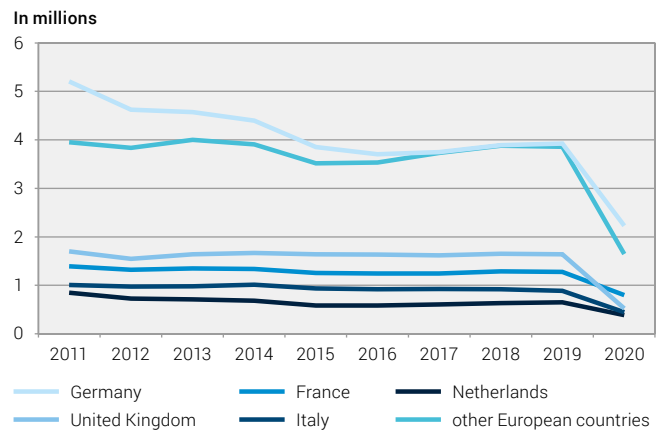


Source: FSO – Tourist accommodation statistics (HESTA)

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Change in overnight stays for main European countries in the hotel sector, 2011–2020

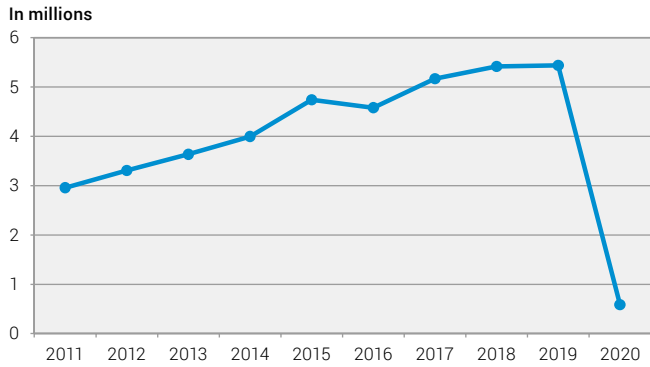
G2.2.5b



Source: FSO – Tourist accommodation statistics (HESTA)

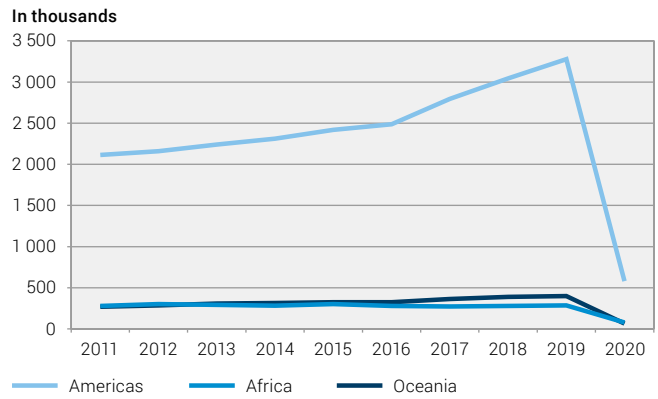
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Change in overnight stays for Asian guests in the hotel sector, 2011–2020 G 2.2.5c



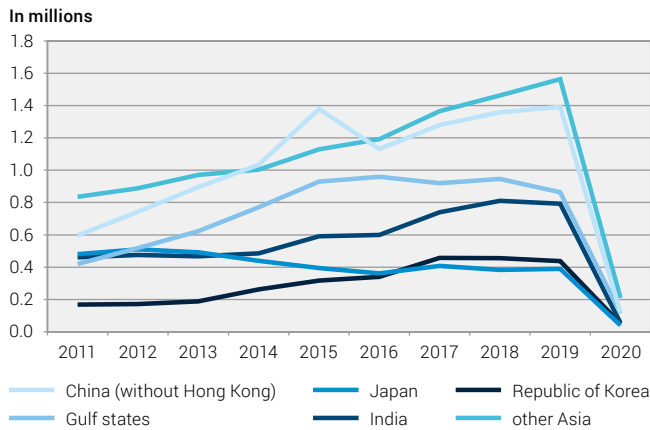
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Change in overnight stays for guests from America, Africa and Oceania in the hotel sector, 2011–2020 G 2.2.5e



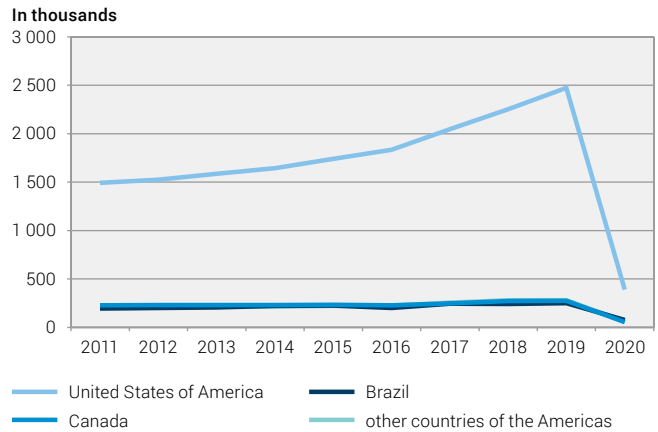
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Change in overnight stays for main Asian countries in the hotel sector, 2011–2020 G 2.2.5d



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

Change in overnight stays for main American countries in the hotel sector, 2011–2020 G 2.2.5f



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

2.2.6 Change in demand by tourist region

In 2020, Switzerland's thirteen tourist regions observed declines in overnight stays compared with 2019 (G2.2.6). The largest declines were observed in city regions. Geneva (-67.5%), the Zurich Region (-65.4%) and the Basel Region (-58.8%) posted the largest contractions in demand among all regions. This is a radical change for these regions, which have regularly experienced sharp increases in recent years. For the other tourist regions, the smallest declines in 2020 were recorded in Graubünden (-9.2%) and Ticino (-16.3%).

All tourist regions observed extremely marked drops in foreign demand in 2020, ranging from -74.9% (Lucerne/Lake Lucerne region) and -42.8% (Graubünden). In terms of Swiss demand, however, four regions saw an increase in overnight stays. These were Graubünden (+12.2%), Ticino (+9.7%), the Bern Region (+6.4%) and Valais (+3.5%). The other nine tourist regions saw a

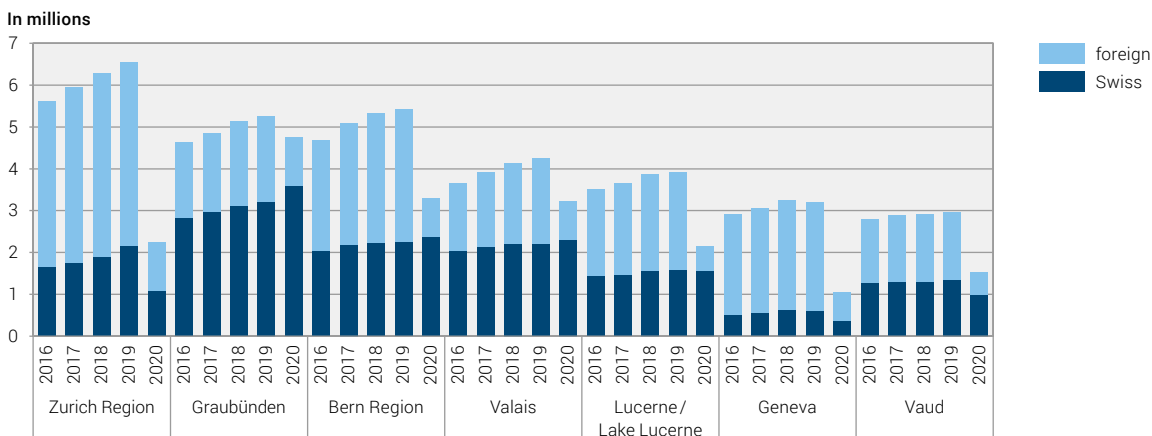
decline in domestic demand, but less markedly than for foreign clientele. The declines ranged from -49.6% (Zurich Region) and -2.3% (Lucerne/Lake Lucerne region).

Did you know?

Between June and December 2020, Swiss demand in Graubünden increased by 34.2% (+616 000 overnight stays) compared with 2019.

Overnight stays in the hotel sector by tourist region, 2016–2020 (1/2)

G2.2.6

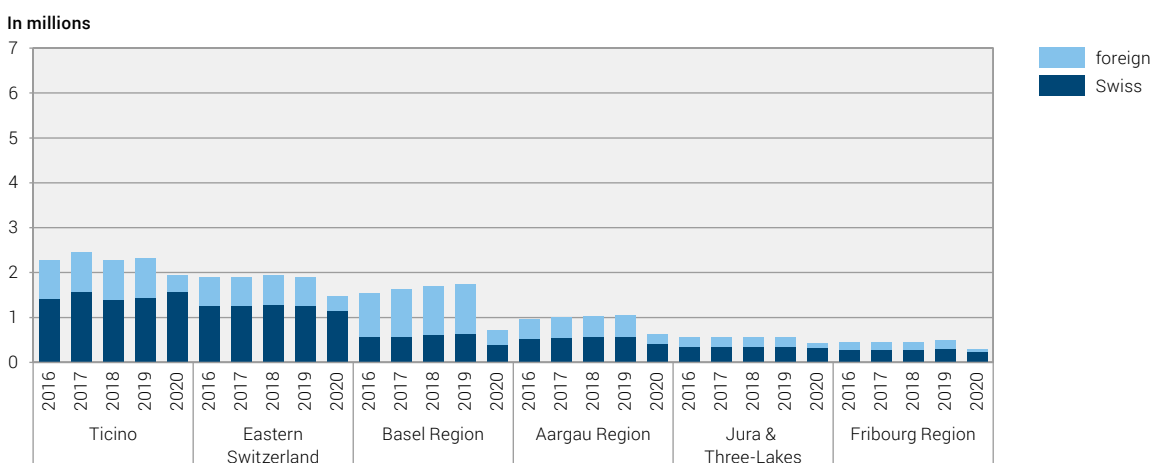


Source: FSO – Tourist accommodation statistics (HESTA)

© FSO 2022

Overnight stays in the hotel sector by tourist region, 2016–2020 (2/2)

G2.2.6



Source: FSO – Tourist accommodation statistics (HESTA)

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2.2.7 Duration of stay

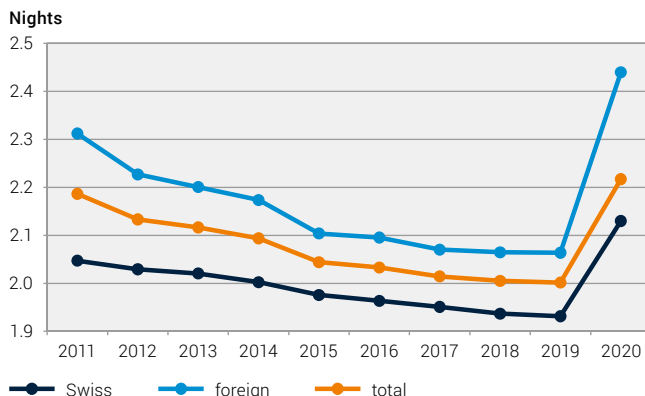
In 2020, visitors stayed an average of 2.22 nights in hotels and health establishments in Switzerland. This duration was, however, longer for foreign visitors (2.44 nights) than for Swiss visitors (2.13 nights).

These results for 2020 contrast with the trend over the past ten years in which the length of stay at national level has gradually decreased (G2.2.7a). This is mainly due to the fact that the native population favoured summer and autumn holidays in Switzerland in view of the international situation and restrictive measures.

Among the tourist regions, Graubünden recorded the longest stay in 2020 with 2.87 nights (G2.2.7b). In contrast, the shortest length of stay was observed in the region of Fribourg (1.69 nights). At national level, too, the length of stay was longer for foreign clientele than for domestic visitors in the majority of tourist regions. The greatest difference was observed in Graubünden where foreign visitors stayed for an average of 3.68 nights whereas Swiss visitors stayed for 2.67 nights.

Change in duration of stay in the hotel sector, 2011–2020

G2.2.7a

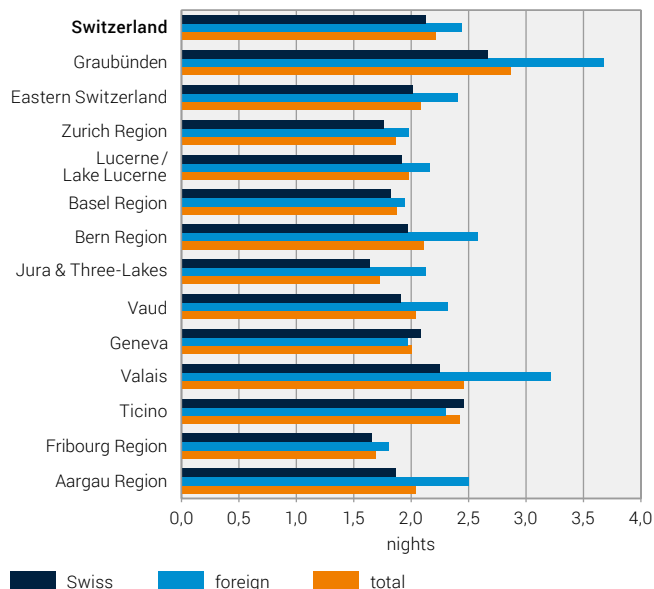


Source: FSO – Tourist accommodation statistics (HESTA)

© FSO 2022

Duration of stay in the hotel sector, 2020

G2.2.7b



Source: FSO – Tourist accommodation statistics (HESTA)

© FSO 2022

2.2.8 Occupancy rate of rooms

In 2020, the net room occupancy rate in hotels and health establishments was 36.1% nationally (G2.2.8). It is the lowest rate recorded since the start of observation of this variable (2005). It stood at 55.2% in 2019 and has grown strongly since 2016. This rate varied considerably depending on the tourist region.

This rate declined in all tourist regions, but it was in the city regions where the largest declines and the lowest rates were observed. Geneva registered a rate of 26.6%, the lowest of all tourist regions. This was followed by the region of Zurich with a rate of 27.2% (65.0% in 2019). For their part, the tourist regions in the mountains posted slightly lower rates compared with the previous year. Valais reached a rate of 48.1% (53.9% in 2019) i.e. the highest of all the tourist regions, followed by Graubünden with 47.2% (50.2% in 2019).

Did you know ?
 In 2019, Geneva had the highest net room occupancy rate in Switzerland at 66.5%. This fell by 39.9 points in 2020.

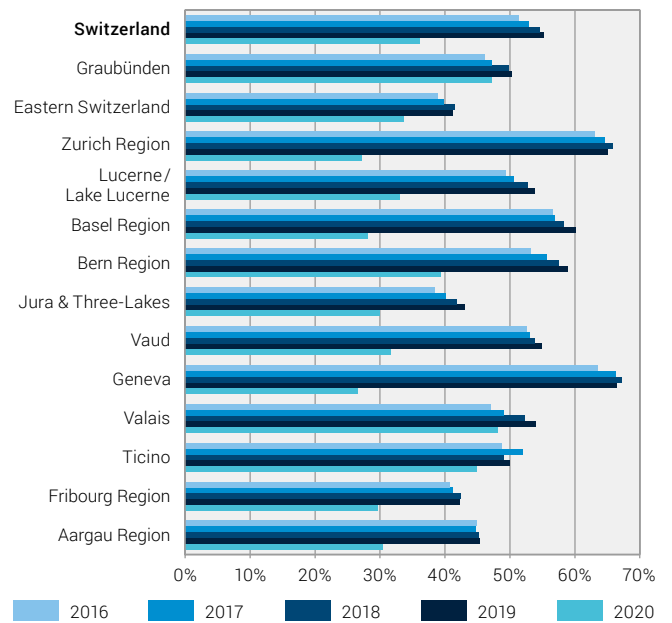
2.2.9 Change in demand in the countries neighbouring Switzerland

In the EU in 2020, overnight stays in the hotel sector fell by 57.4% (G2.2.9). A decrease was also seen in Switzerland (-40.0%) and in the countries neighbouring Switzerland (2020 data not available for France).

Overnight stays by residents (-40.9%) and non-residents (-73.2%) fell in the EU and in the countries neighbouring Switzerland. In Switzerland, overnight stays by residents showed a moderate decline of 8.6% whereas overnight stays by non-residents fell sharply (-66.1%).

Net room occupancy rate in the hotel sector, 2016–2020

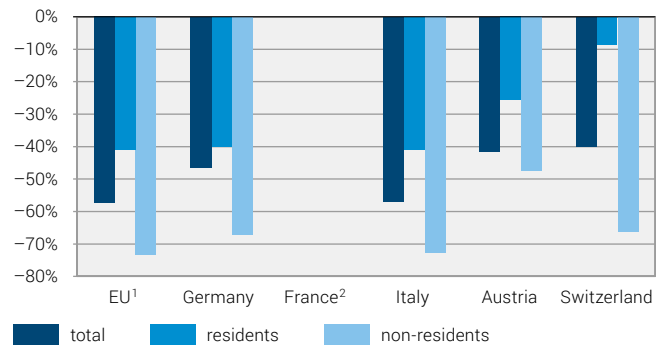
G2.2.8



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

Change in overnight stays in hotels and similar establishments, by country, 2019–2020

G2.2.9



¹ estimated data
² 2020 data not available

Sources: FSO – Tourist accommodation statistics (HESTA); Eurostat © FSO 2022

2.3 Supplementary accommodation results

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

2.3.1 Supply in supplementary accommodation

A) Holiday homes

In 2020, a total of 31 474 commercially run holiday homes were counted in Switzerland (G2.3.1a). In terms of beds, this represented a capacity of 153 563 units. If we consider the distribution of holiday homes by Switzerland's seven major regions, the Lake Geneva Region has the largest share with 49.6% of the total. This was followed by Eastern Switzerland with a share of 25.9%.

B) Collective accommodation

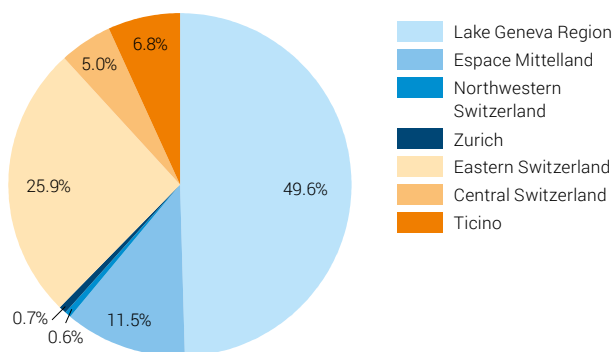
At national level, there were 2393 collective accommodation units, i.e. a total of 114 125 beds were surveyed for the year 2020 (G2.3.1b). At major region level, Espace Mittelland had the greatest share of establishments (26.9%) closely followed by Eastern Switzerland (25.8%) and the Lake Geneva region (23.9%).

C) Campsites

The total number of campsites surveyed in Switzerland in 2020 was 396, i.e. 28 701 rental pitches for passing guests (G2.3.1c). In terms of distribution at major region level, Espace Mittelland (27.8%) and the Lake Geneva region (25.0%) recorded the largest number of establishments.

Distribution of holiday homes surveyed by major region, 2020

G2.3.1a



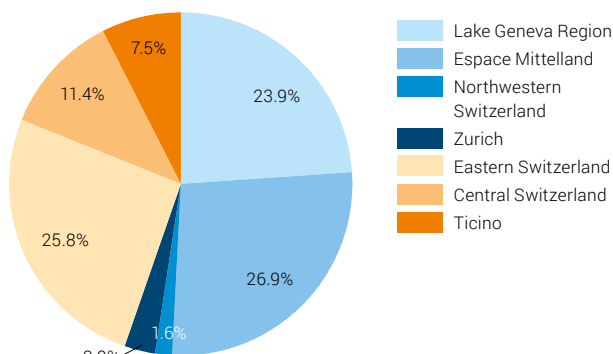
total number of holiday homes surveyed: 31 474

Source: FSO – Supplementary accommodation statistics (PASTA)

© FSO 2022

Distribution of collective accommodation surveyed by major region, 2020

G2.3.1b



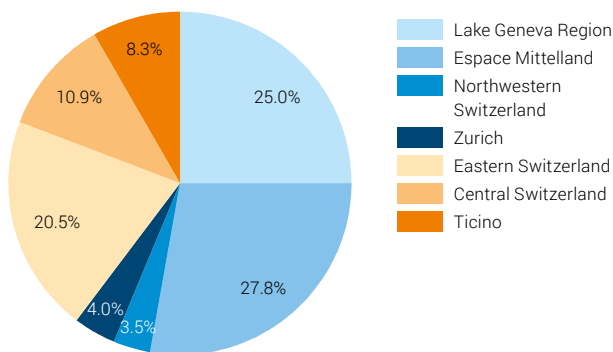
total number of holiday homes surveyed: 2 393

Source: FSO – Supplementary accommodation statistics (PASTA)

© FSO 2022

Distribution of campsites surveyed by major region, 2020

G2.3.1c



total number of campsites surveyed: 396

Quelle: BFS – Beherbergungsstatistik (HESTA)

© FSO 2022

2.3.2 Demand in supplementary accommodation

A) Holiday homes

In 2020, overnight stays registered in holiday homes reached a total of 7.2 million nationally, i.e. a decrease of 1.3% compared with 2019 (G2.3.2.1a). Swiss guests generated 5.5 million overnight stays (+26.4%). Foreign clientele accounted for 1.7 million units (-42.2%) of which more than 95% came from European visitors. At major region level, the Lake Geneva Region counted the greatest number of overnight stays in 2020 with a total of 2.8 million units (G2.3.2.2a).

B) Collective accommodation

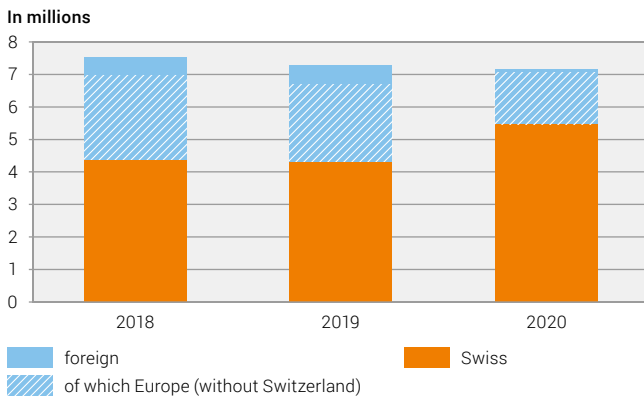
Demand for collective accommodation was strongly affected by the COVID-19 pandemic. A total of 3.4 million overnight stays were recorded for 2020, a drastic drop of 39.0% compared with the previous year (G2.3.2.1b). Swiss visitors accounted for the largest share of overnight stays with 3.0 million units (-34.3%). Foreign demand totalled 450 000 overnight stays (-58.8%). European visitors generated more than 90% of these stays. Eastern Switzerland (G2.3.2.2b) was the major region with the most overnight stays (1.0 million).

Did you know?

Overnight stays at campsites between July and October 2020 increased by 33.1% compared with the same period in 2019

Overnight stays in holiday homes by visitors' residence, 2018–2020

G2.3.2.1a



Source: FSO – Supplementary accommodation statistics (PASTA)

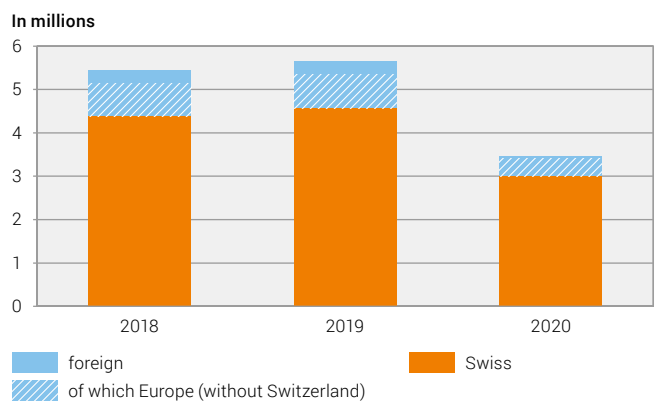
© FSO 2022

C) Campsites

With 4.2 million overnight stays, campsites recorded an 11.1% increase in overnight stays in 2020 compared with the previous year - despite the closure imposed by the authorities in the spring (G2.3.2.1c). 3.4 million overnight stays could be attributed to Swiss clientele (+33.9%) and 766 000 to foreign visitors (-36.8%). It should be noted that 99.3% of these foreign visitors came from Europe. Espace Mittelland recorded the greatest number of overnight stays with 973 000 units. It was followed by the Lake Geneva region with 967 000 units (G2.3.2.2c).

Overnight stays in collective accommodation by visitors' residence, 2018–2020

G2.3.2.1b

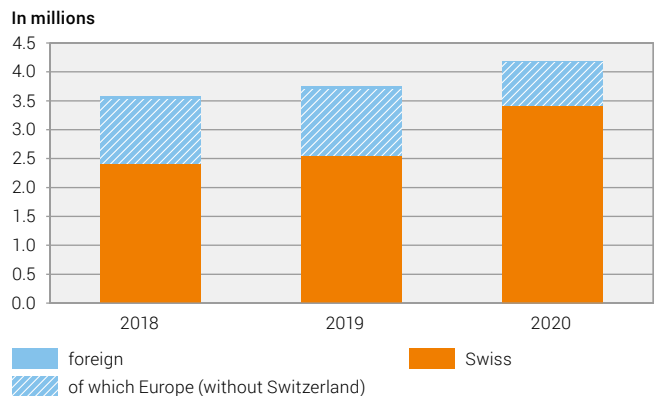


Source: FSO – Supplementary accommodation statistics (PASTA)

© FSO 2022

Overnight stays in campsites by visitors' residence, 2018–2020

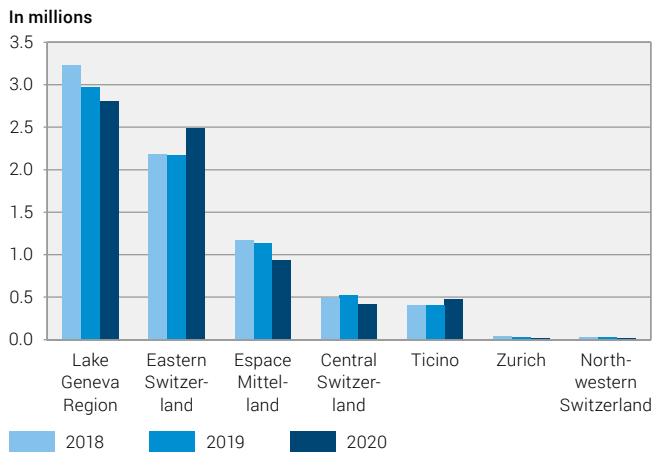
G2.3.2.1c



Source: FSO – Tourist accommodation statistics (HESTA)

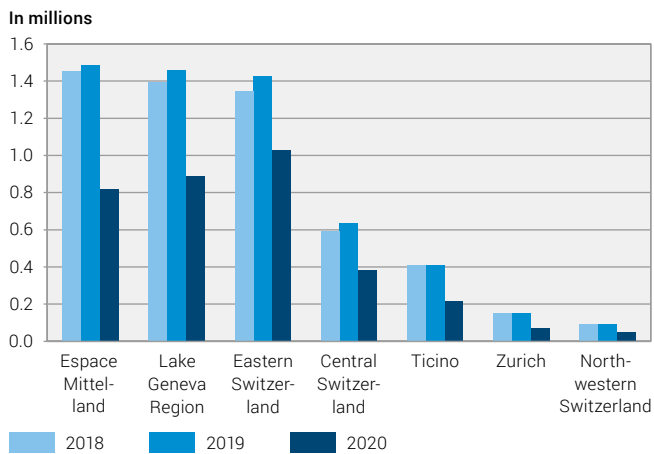
© FSO 2022

Holiday homes: overnight stays by major region, 2018–2020 G2.3.2.2a



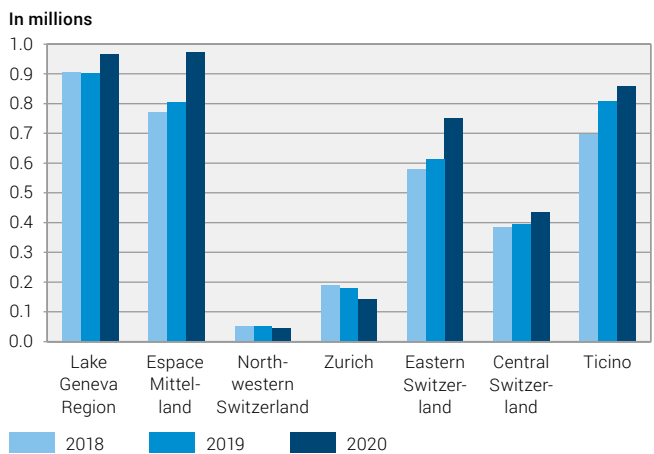
Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2022

Collective accommodation: overnight stays by major region, 2018–2020 G2.3.2.2b



Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2022

Campsites: overnight stays by major region, 2018–2020 G2.3.2.2c



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

2.3.3 Breakdown for monthly demand

A) Holiday homes

Visits in terms of overnight stays to holiday homes (G2.3.3a) is concentrated mainly in January and February (34.8% of annual demand) and in July and August (29.2%). April represented only 0.6% of the total demand.

Did you know?

In holiday homes, February alone accounted for 22.6% of the annual number of overnight stays in 2020.

B) Collective accommodation

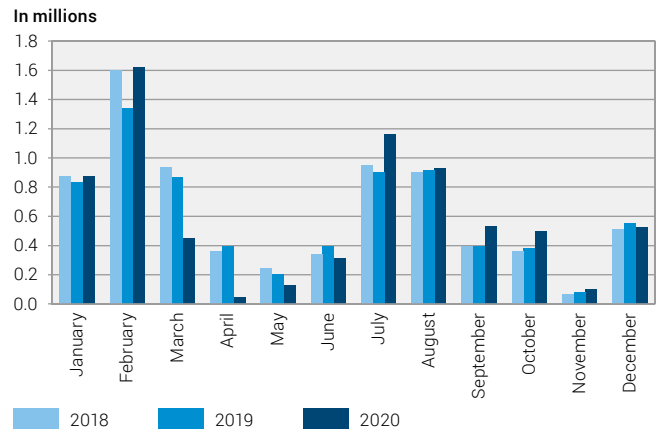
The monthly breakdown of demand in collective accommodation in 2020 highlighted the fact that overnight stays were mainly generated in summer, more precisely between July and September (G2.3.3b). The share from these three summer months represented 46.6% of the annual overnight stays with a peak in July (19.4% of the 2020 total). The January–February period, still exempt from the COVID-19 measures, also showed a significant number of overnight stays with a share of 30.8% of the annual demand.

C) Campsites

Highly seasonal and with a closure imposed by the authorities in the spring due to COVID-19, demand for campsites was, unsurprisingly, almost entirely concentrated in the summer period (G2.3.3c). Almost 90% of overnight stays (88.9%) were recorded between June and September.

Holiday homes: distribution by month of overnight stays, 2018–2020

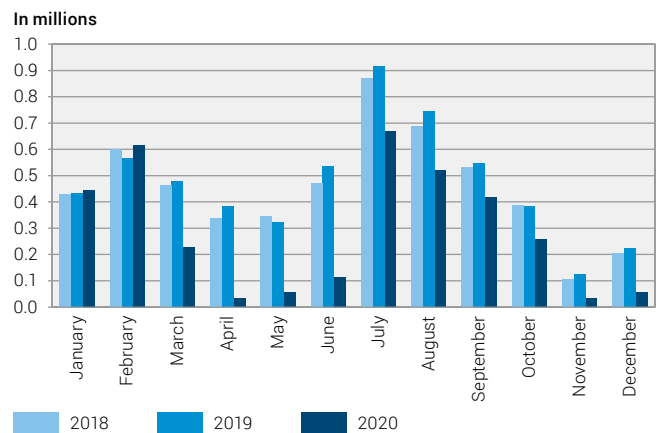
G2.3.3a



Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2022

Collective accommodation: distribution by month of overnight stays, 2018–2020

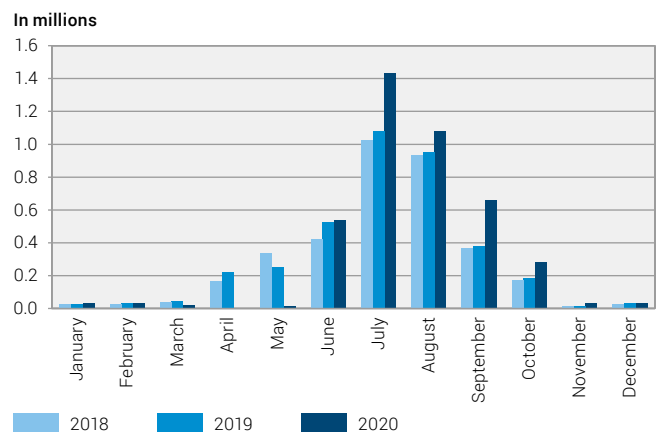
G2.3.3b



Source: FSO – Supplementary accommodation statistics (PASTA) © FSO 2022

Campsites: distribution by month of overnight stays, 2018–2020

G2.3.3c



Source: FSO – Tourist accommodation statistics (HESTA) © FSO 2022

2.3.4 Duration of stay in supplementary accommodation

A) Holiday homes

The average length of stay in holiday homes in Switzerland reached 6.60 nights in 2020 (6.47 in 2019) (G2.3.4a). However, this value varied by major region. Indeed, in Eastern Switzerland it was 7.00 nights (7.02) and in the Lake Geneva region it was 6.62 nights (6.66), i.e. the longest durations at this regional level. In contrast, the Northwest Switzerland region registered the shortest value with 5.05 nights (4.36).

B) Collective accommodation

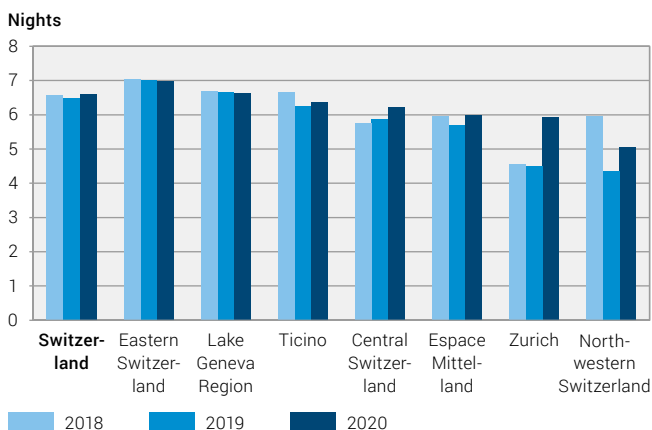
In 2020, the average length of stay in collective accommodation nationally was 2.48 nights (2.45 in 2019) (G2.3.4b). Among the major regions, Zurich registered the longest stay with 3.00 nights (2.36). Conversely, the shortest length of stay was seen in Ticino with 2.21 overnight stays (2.63).

C) Campsites

For campsites, the average length of stay in 2020 was 3.16 nights (3.20 in 2019) for Swiss territory (G2.3.4c). This duration reached 3.88 nights (4.23) in Ticino, i.e. the highest among all the major regions. The shortest length of stay was in Zurich with 2.00 nights (1.76).

Holiday homes: duration of stay by major region, 2018–2020

G2.3.4a

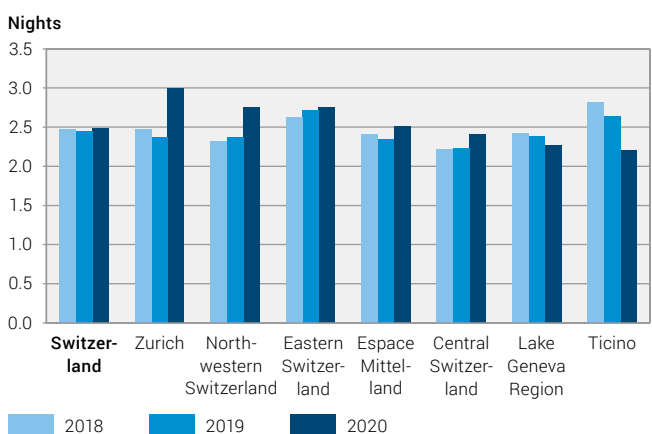


Source: FSO – Supplementary accommodation statistics (PASTA)

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Collective accommodation: duration of stay by major region, 2018–2020

G2.3.4b

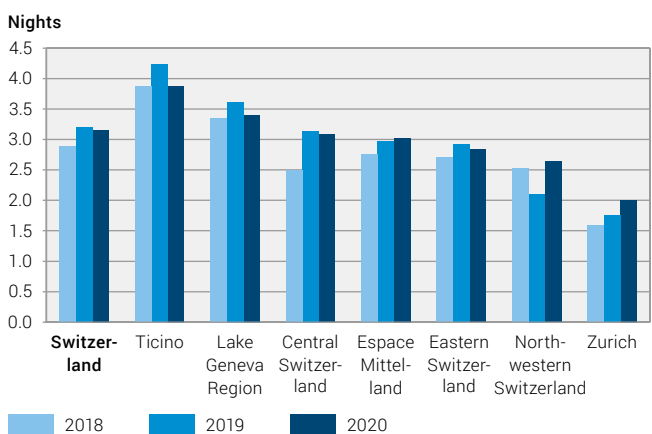


Source: FSO – Supplementary accommodation statistics (PASTA)

© FSO 2022

Campsites: duration of stay by major region, 2018–2020

G2.3.4c



Source: FSO – Tourist accommodation statistics (HESTA)

© FSO 2022

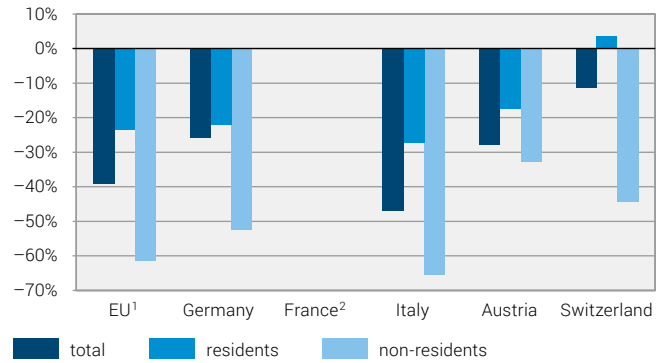
2.3.5 Change in demand in the countries neighbouring Switzerland

The trend in overnight stays in the EU in the supplementary accommodation sector fell by 39.1% (G2.3.5). Switzerland recorded a drop in demand of 11.3%, a smaller decrease than that of the EU and the countries neighbouring Switzerland (2020 data not available for France).

Overnight stays by residents of the EU decreased by 23.7% and those of non-residents by 61.4%. For both Switzerland (-44.4%) and its neighbouring countries, demand from non-residents showed marked decreases. While demand from residents of neighbouring countries also fell considerably, Switzerland managed to record an increase of 3.8%.

Change in overnight stays in supplementary accommodation, by country, 2019–2020

G2.3.5



¹ estimated data
² 2020 data not available

Sources: FSO – Tourist accommodation statistics (HESTA), supplementary accommodation statistics (PASTA); Eurostat

© FSO 2022

3 Travel behaviour of the Swiss population in 2020

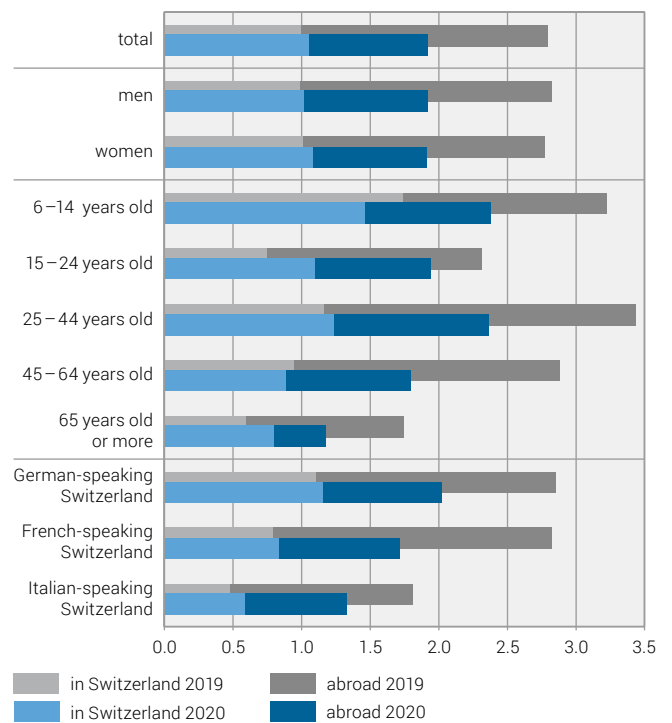
In 2020, each person resident in Switzerland undertook on average 1.9 trips with overnight stays and 7.1 day trips¹. 55% of trips with overnight stays and 97% of trips without overnight stays had a Swiss destination. The COVID-19 pandemic undoubtedly affected travel behaviour.

3.1 Trips with overnight stays

74.5% of the resident population² undertook at least one trip with one or more overnight stays away from home in 2020. The total number of these trips was 15.1 million, which was 31% less than in 2019.

This overall reduction in overnight stays was observed for all socio-demographic categories (G3.1). More particularly, persons living in German-speaking Switzerland made 2.0 trips (-29% compared with 2019), while those from French-speaking Switzerland made 1.7 (-39%) and those from Italian speaking Switzerland 1.3 (-27%).

Trips with overnight stays per person G3.1



Source: FSO – Travel behaviour

© FSO 2022

¹ Travel of at least three hours that is not part of daily mobility

² Permanent resident population aged 6 and over 7 898 374 persons

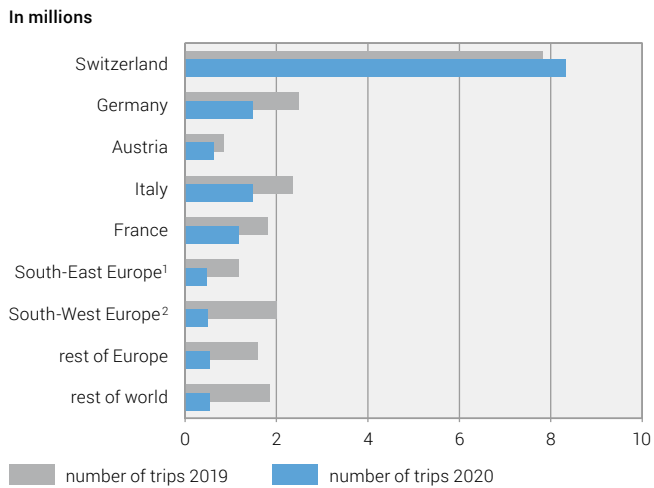
3.1.1 Destination

In contrast to 2019, and certainly due to the impact of the pandemic, most trips with overnight stays (55%) took place within Switzerland in 2020 (G3.1.1). 32% of trips had a destination in a neighbouring country, in particular Germany and Italy, each accounting for 10% of trips.

The trips with the greatest reduction were trips with a destination further away. With almost 70% fewer trips compared with 2019, trips to other European countries and trips with a destination outside of Europe accounted for 10% and 3% respectively of trips with overnight stays in 2020.

Did you know?
 The total number of trips with overnight stays abroad fell by 52% between 2019 and 2020.

Trips with overnight stays by destination G3.1.1



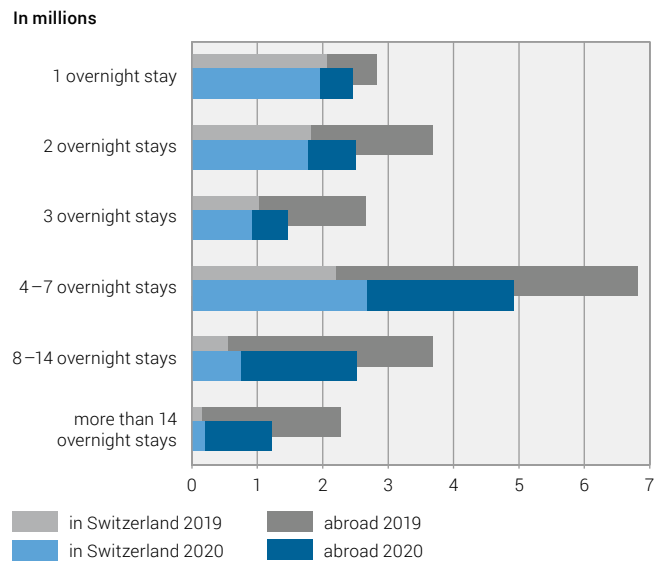
¹ Greece, Turkey, Croatia, Bosnia-Herzegovina, Serbia, Albania, Slovenia, Montenegro, Kosovo, Romania, Bulgaria, Macedonia
² Spain, Portugal, Andorra, Gibraltar

Source: FSO – Travel behaviour © FSO 2022

3.1.2 Duration of trips

Although the number of trips with overnight stays abroad fell regardless of their duration, short trips in Switzerland (one to three overnight stays) remained stable and those of four nights or more rose by 25% compared with 2019 (G3.1.2). The majority of trips with overnight stays in Switzerland, however, were stays of one to three nights in 2020 (56%), whereas trips abroad mostly comprised four nights of more (74%).

Trips with overnight stays by trip duration G3.1.2

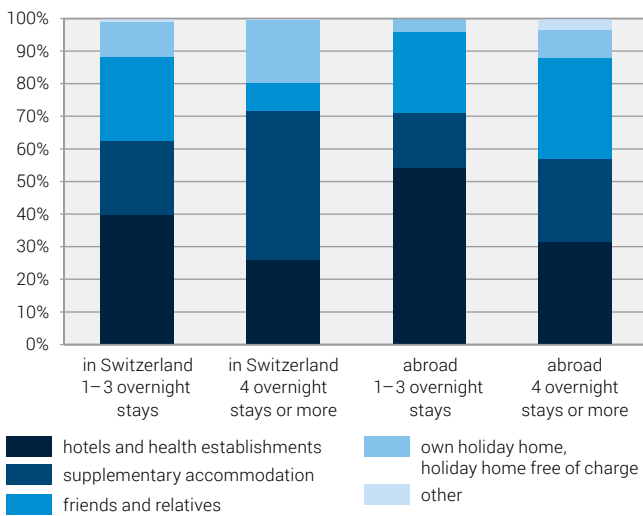


Source: FSO – Travel behaviour © FSO 2022

3.1.3 Accommodation

Accommodation in hotels dominated for short trips in 2020, both for trips with destinations in Switzerland (39%) and abroad (53%) (G3.1.3). With regard to trips of four overnight stays or more, supplementary accommodation had the widest majority in Switzerland (45%), whereas for trips abroad, hotel accommodation and staying with friends and relatives both came out on top (31%).

Trips with overnight stays by accommodation type, 2020 G3.1.3



Source: FSO – Travel behaviour

© FSO 2022

3.1.4 Principal means of transport

Motorised private transport was the mode of transport most frequently used for trips with overnight stays in 2020 (G3.1.4). The part of trips using motorised private transport rose above 70% in Switzerland and accounted for 65% of trips of one to three overnight stays and for 55% of trips of four overnight stays or more abroad.

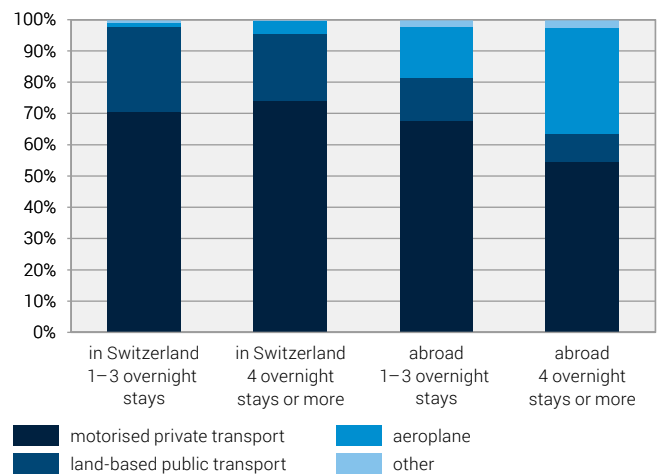
The COVID-19 pandemic made it more difficult to travel abroad by aeroplane, due especially to restrictions in certain countries and within the airlines themselves. This meant that trips by aeroplane accounted for only 34% of trips of four overnight stays or more and for only 13% of short trips in 2020.

In Switzerland, land-based public transport was used for 27% of trips of short duration and 21% of trips of long duration. 13% of short duration trips abroad were made by land-based public transport, compared with 9% of journeys of four nights or more.

Did you know?

The aeroplane was no longer the most used means of transport for trips with overnight stays abroad in 2020.

Trips with overnight stays by main means of transport, 2020 G3.1.4



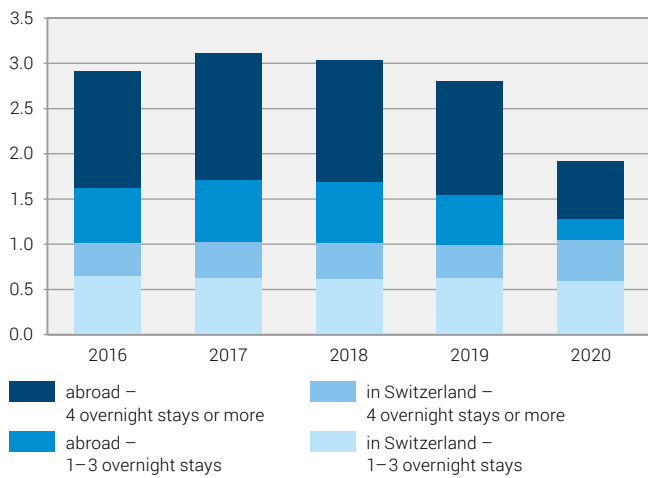
Source: FSO – Travel behaviour

© FSO 2022

3.1.5 Change in trips with overnight stays

Having peaked at 3.1 in 2017, the number of trips made by person fell slightly in 2018 and 2019, to 3.0 and 2.8 respectively (G3.1.5). The COVID-19 pandemic only accentuated this decline, and in 2020 this number was only 1.9 trips. This drop was even more marked for trips abroad. In fact, trips of one to three overnight stays fell from 0.5 trips per person in 2019 to 0.2 in 2020. Trips of four overnight stays or more were affected even more and fell to 0.6 trips per person in 2020 compared with 1.3 the previous year.

Trips with overnight stays per person, 2016–2020 **G3.1.5**



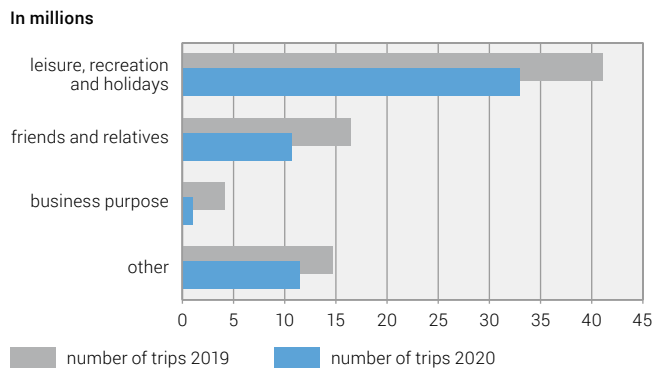
Source: FSO – Travel behaviour © FSO 2022

3.2 Trips without overnight stays

In addition to trips with overnight stays, there are trips without overnight stays or day trips. The resident population aged 6 years and over made 56.1 million of these in 2020.

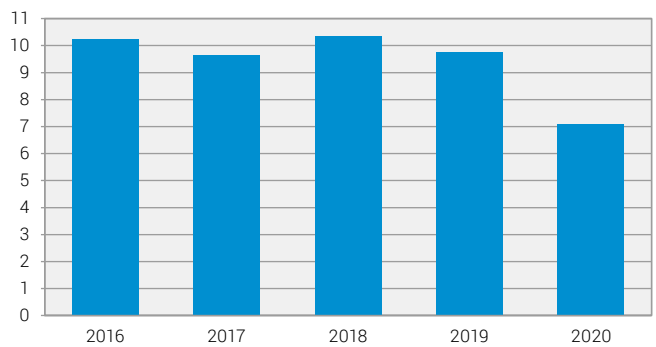
The purpose of 59% of day trips in 2020 was leisure and relaxation (G3.2a). Conversely, business trips only represented 2% of day trips. Whereas in 2018 the total number of trips without overnight stays was 80.5 million, this figure fell by almost a third under the impact of the COVID-19 pandemic (G3.2b).

Day trips by trip purpose **G3.2a**



Source: FSO – Travel behaviour © FSO 2022

Day trips per person, 2016–2020 **G3.2b**



Source: FSO – Travel behaviour © FSO 2022

4 Annual Indicators of the Tourism Satellite Accounts

4.1 Gross value added by tourism

At -25% , the growth in gross value added by tourism between 2018 and 2020 fell very sharply. This was due to the COVID-19 pandemic in 2020. Whereas in 2019 a slight growth of 2.5% was still recorded, 2020 saw a huge decline of -26.8% in total. Gross value added by tourism is composed of the two product categories tourism-specific and non-tourism specific products. In 2018 and 2019, tourism specific products accounted for 98.1% of the total gross value added by tourism. In 2020, this percentage fell only slightly to 97.5% . The value added generated by tourism-related products is also recorded in the category "tourism-specific products". The share of value added in the total tourism value added generated by tourism-related products was 16% in 2018 and 2019, rising in 2020 to 20.8% , resulting in a less pronounced decline in this category (-7.3%) than in the total tourism value added. In 2018 and 2019, non-tourism-specific products

generated around 1.9% of tourism value added. This share rose slightly to 2.5% in 2020. Due to the COVID-19 pandemic, growth in tourism value added was negative in all categories in 2020 – in some cases considerably so.

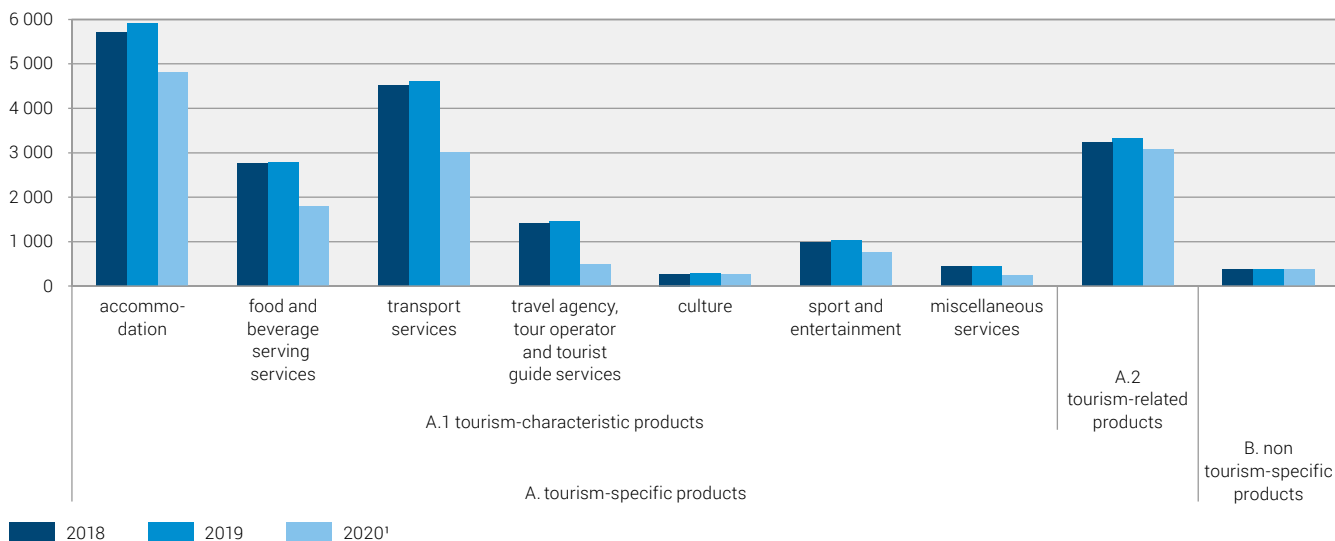
Although a positive effect could still be seen in 2019 for the tourism value added of hotel accommodation, the situation changed dramatically in 2020 and a drop of 43.5% was recorded. This category therefore registered a decline of -40.7% between 2018 and 2020.

A similar situation was seen for food and beverage serving services in hotels and restaurants. While slight growth was seen in 2019 ($+0.9\%$), in 2020 a very sharp decline (-35.7%) was observed.

A similar picture was seen for gross tourism value added in passenger transport. In 2019, there was still a small increase of $+1.9\%$, compared with a sharp drop of -34.8% in 2020. In this category, with negative growth of -8.4% , the impact on mountain

Gross value added by tourism, by product, in CHF million, 2018–2020

G4.1



Source: FSO – Indicators of the tourism satellite account

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railways was relatively mild, whereas air transport felt the full force of the COVID-19 pandemic with a very sharp decline of -62.4% in 2020.

The category most severely affected by the COVID-19 was travel agency and tour operator activities. Although strong growth of +3.9% was seen in 2019, the situation also changed dramatically in 2020, resulting in a decline of -67%.

At -25%, due to the pandemic, growth in all tourism gross value added between 2018 and 2020 was negative.

It should be noted that the results of the annual indicators of the satellite accounts for 2020 are still provisional.

Did you know?

In 2020, tourism gross value added fell by 26.8% compared with 2019.

4.2 Tourism demand

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

Growth in tourism demand is also dominated by the COVID-19 pandemic. Much the same as the growth rates of gross tourism value added, all products showed a constant negative trend in 2020.

The indicators of the past three years show that in 2018 and 2019, on average, 71% of tourism demand comprised tourism characteristic products. In 2020, this share fell to 62%. In the observation period 2018 to 2020, due to the pandemic, demand

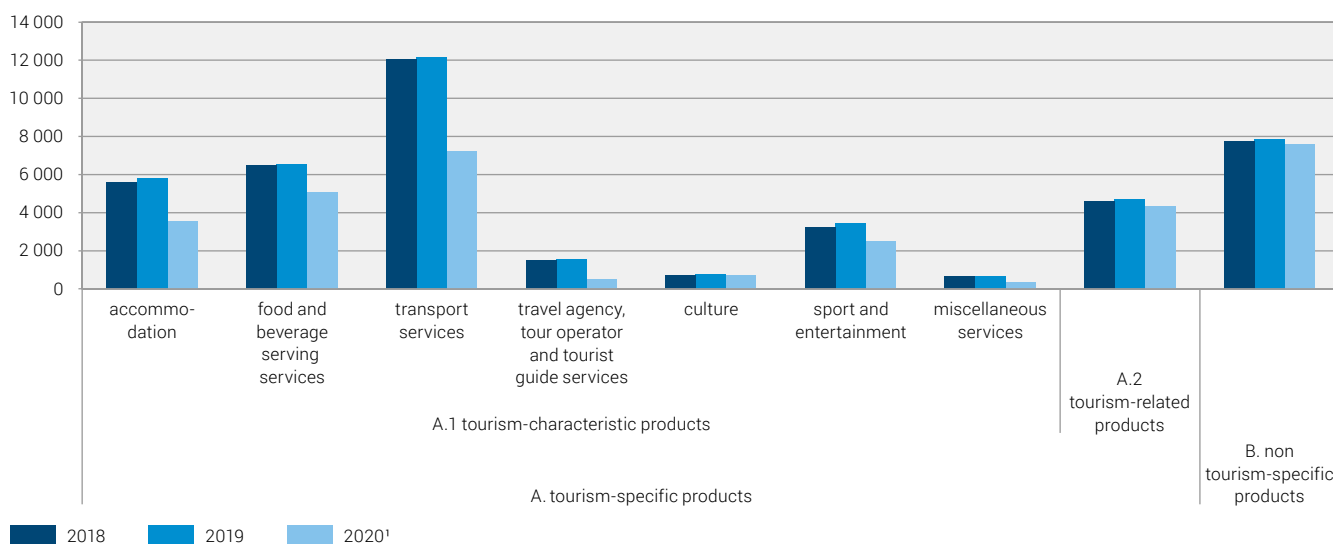
for tourism characteristic products fell by more than a third (-34.2%). In 2019, total tourism demand initially rose by 2.0% before falling dramatically by -26.7% in 2020.

Together, the products "accommodation", "food and beverage serving services in hotels and restaurants", and "passenger transport" accounted for around 56.5% of total demand in the tourism sector in 2018 and 2019 (G 4.2), while in 2020 this share fell to 50%. In 2018, within the tourism characteristic products, 80% or 79% respectively (2019 and 2020) of the demand was accounted for by these three products. Therefore, even during the COVID-19 pandemic, this percentage remained practically constant.

Whereas tourism demand for accommodation still rose in 2019 (+4.1%) in 2020, the impact of the pandemic could be seen with a decline of -38.7%.

A large decline of -22.8% was also seen for food and beverage serving services in hotels and restaurants in 2020. Tourism demand for passenger transport slumped by as much as -40.9%. For recreation and other entertainment services, a decline of -27.1% was observed, and the decline of -5.4% for the product "culture" was relatively moderate.

Tourist demand, by product, in CHF million, 2018–2020

G 4.2


Source: FSO – Indicators of the tourism satellite account

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4.3 Tourism employment

The total volume of tourism employment in 2019 corresponded to 173 703 full-time equivalents (FTE). Due to the COVID-19 pandemic, this fell in 2020 to 162 766 FTE, resulting in a decline of -6.3%. In 2020, this corresponded to a 3.9% share in employment in the economy as a whole, whereas in 2018 and 2019 this share was 4.2%.

Thus, tourism employment fell overall by -5.6% between 2018 and 2020.

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

Employment in accommodation was already showing a negative trend in 2019 (-1.8%), which worsened in 2020 to -6.6%, corresponding to a decline of -8.3% over the 2018-2020 period.

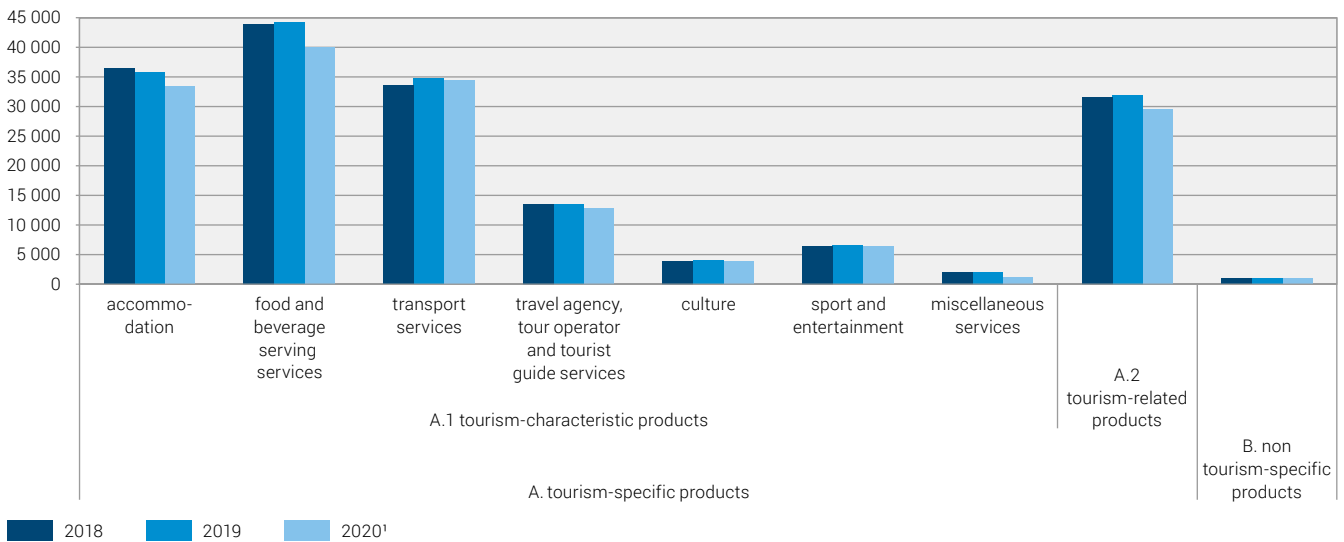
In 2019, food and beverage serving services in hotels and restaurants showed slight positive growth of 0.7% with a very sharp decline in employment in the following year 2020 of -9.5%. Overall, between 2018 and 2020, this resulted in a decline of -8.9% in tourism employment in food and beverage serving services in hotels and restaurants.

A positive trend in employment was still observed in passenger transport in 2019 (+3.5%) before the decline seen in 2020 (-1.0%). A similar picture was seen for the product "recreation and other entertainment services". In 2019 growth for this product was +2.2% before a -1.7% decline in 2020.

For travel agency and tour operator activities, a slight decline had already been observed in 2019 (-0.9%), which, however, increased further in 2020 (-4.5%).

Tourism employment, by product, in full-time equivalents, 2018–2020

G 4.3



¹ provisional values

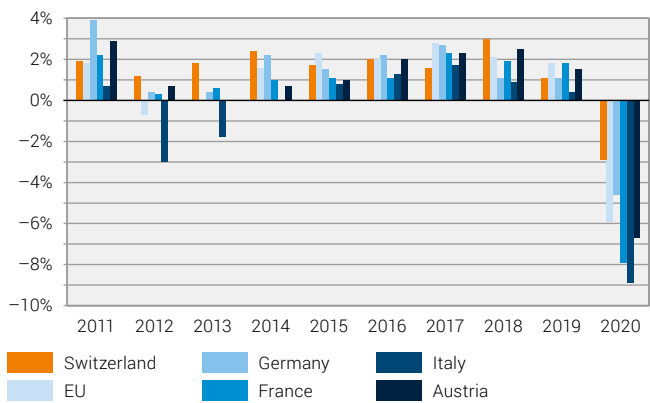
5 Economic indicators

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

5.1 Gross domestic product in real terms

Over the last 10 years, Switzerland's GDP expressed in real terms (constant prices) has evolved in a similar manner to that of the EU (G5.1). However, there are two years that stand out. Indeed, in 2012 Switzerland recorded a GDP growth of 1.2%, while the EU recorded a decline of 0.7% and in 2013 Switzerland's GDP increased by 1.8%, while that of the EU was stable (+0.0%). With the onset of the Covid crisis in 2020, the growth rate became strongly negative in the EU (-5.9%), and also in Switzerland (-2.9%), although less marked.

Real gross domestic product growth rate G5.1



provisional: France 2020

Sources: FSO – National accounts, Eurostat

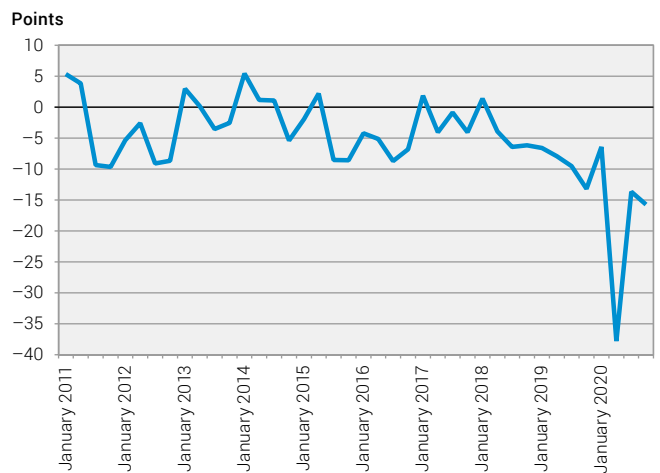
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5.2 Consumer confidence index

The consumer confidence index has had contrasting fortunes during the last 10 years (G5.2). Despite positive values in January and April 2011, from July until October 2013, continuous negative trends were recorded. The only exception during this period was April 2013 when a zero value was observed. In January, April and July 2014, positive values were again recorded, but this was short-lived as negative values were recorded from October 2014 until October 2016. In January 2017, a rebound was observed but the rest of the year was negative. This situation repeated itself in 2018. In 2019 and again in 2020, the index was negative and it fell even more sharply from April 2020, when the effects of the COVID-19 health crisis began to be felt most acutely.

Consumer confidence index

G5.2



Source: Seco

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5.3 Household final consumption expenditure

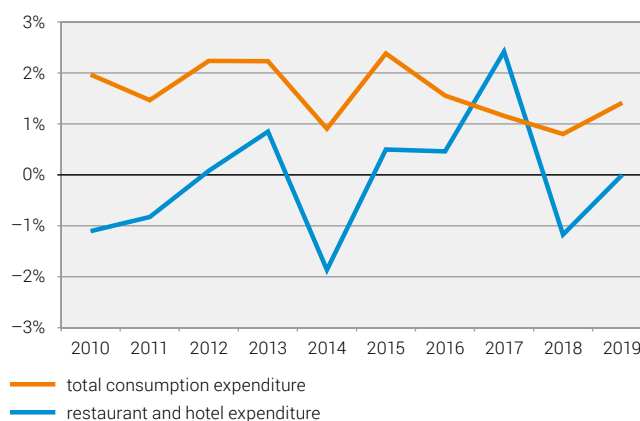
If a comparison is made for Switzerland between the total household consumption expenditure and that assigned specifically to the restaurant and hotel sector, the expenditure in this sector has, overall, seen more significant fluctuation of its annual variations between 2010 and 2019 (G5.3a). Whereas the trend for total household consumption expenditure showed not a single negative result during this period, the restaurant and hotel sector showed four in total.

In 2014, household expenditure in Switzerland in the restaurant and hotel sector registered a decline, followed by three consecutive increases in 2015, 2016 and 2017. In comparison, among the neighbouring countries, only Austria recorded negative growth in 2015, as did Switzerland (G5.3b). However, in 2016, Switzerland as well as all of its neighbouring countries, posted a positive result. However, spending was lower in Switzerland than in its neighbouring countries in 2016. In 2017, spending in the restaurant and hotel sector was higher than spending by Swiss households; one would have to go back to 2009 to find a similar situation. For 2017, France (+4.2%), like the EU (+4.5%), showed a more marked increase compared with its other neighbouring countries (+2.1% in Germany, +2.3% in Switzerland and Austria and +2.9% in Italy). France continued to outperform the other countries in 2018 and 2019.

Household consumption expenditure in Switzerland

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

G5.3a



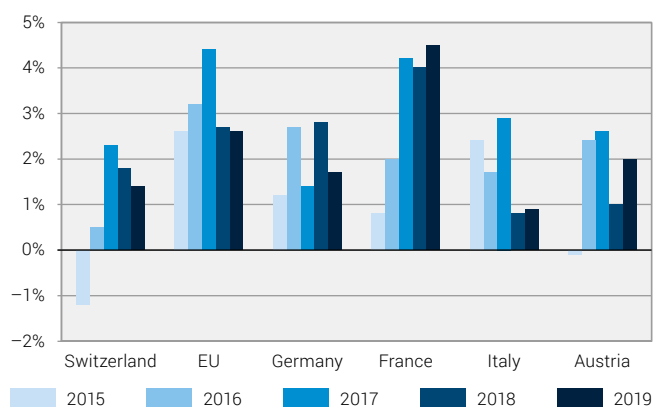
Source: FSO – National accounts

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Hotel and restaurant expenditure in European comparison

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

G5.3b



Sources: FSO – National accounts; Eurostat

© FSO 2022

5.4 Swiss Consumer Price Index

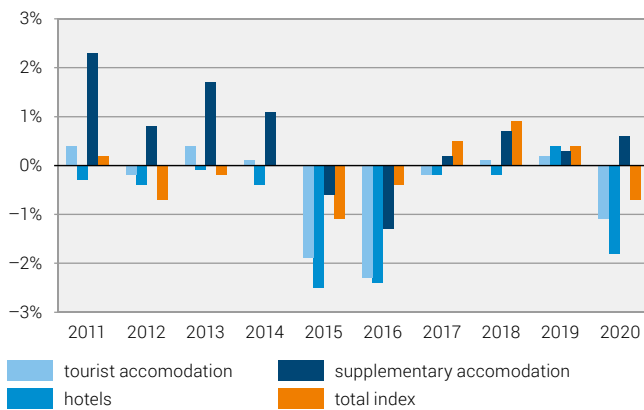
During the last 10 years, prices in the hotel sector, with the exception of 2019 (+0.4%), have fallen continuously (G5.4). The largest decreases occurred in 2015 (-2.5%) and 2016 (-2.4%) and in 2020 (-1.8%). During this same period, prices in supplementary accommodation registered an increase with the exception of 2015 and 2016 (-0.6% and -1.3% respectively). More generally, prices in the tourist accommodation sector rarely showed the same trend as those in the total consumer price index. Sometimes the differences are substantial, as seen in 2016 (tourist accommodation: -2.3% / total index: -0.4%) or opposite developments, such as in 2017 (tourist accommodation: -0.2% / total index: +0.5%). In 2020, these indices both showed significant declines.

Did you know?

In 2020, while prices in the hotel sector were down (-1.8%) compared with the previous year, prices in the supplementary accommodation sector were up by 0.6%

Swiss Consumer Price Index

Average annual price increase (%), structure of the standard basket 2015 **G5.4**



Source: FSO – Swiss consumer price index (CPI)

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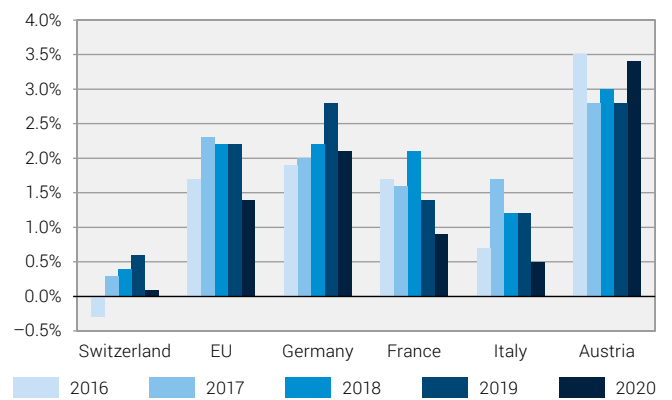
5.5 Harmonised Index of Consumer Prices

Compared with the EU, inflation in the restaurant and hotel sector in Switzerland was negative (-0.3%) in 2016 and then showed an upward trend between 2017 and 2019, but less markedly than for the EU (G5.5). In general, Austria experienced higher inflation than the other countries bordering Switzerland between 2016 and 2020. If we compare inflation in this sector in 2020, a more moderate trend can be observed in Switzerland (+0.1%) than in the neighbouring countries which show values of between +3.4% (Austria) and +0.5% (Italy).

Harmonised index of consumer prices: restaurants and hotels

Variation compared with previous year

G5.5



Source: Eurostat

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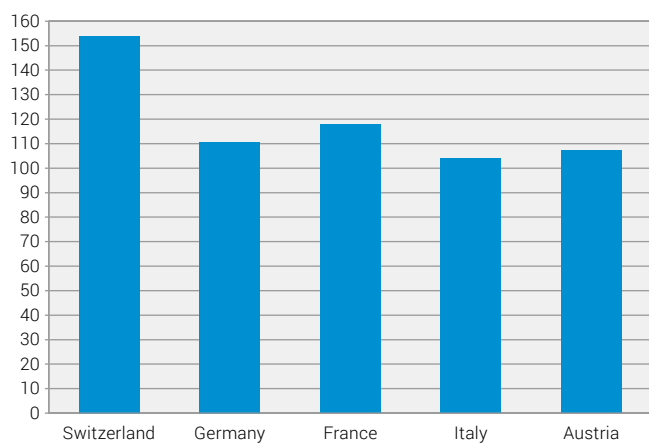
5.6 Price level index in international comparison

In 2020, the price level in Switzerland in the restaurant and hotel sector was 69.0% higher than that in the EU (G5.6). The countries neighbouring Switzerland also registered a higher price level than that in the EU in this sector, although at a lower level than that of Switzerland. The differences for these countries, when compared to the EU, ranged between -0.8% for Italy and $+14.4\%$ for Austria.

Price level indices in restaurants and hotels, 2020

EU=100

G 5.6



Source: Eurostat

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6 General observations

6.1 Surveys

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

The need for tourist accommodation statistics on foreign visitors is not new. As early as 1851, surveys covering the number of tourists visiting Switzerland during the high season were planned. However, the task was postponed up to and including 1933 and left to local and private organisations. On 1 November 1934, Switzerland finally set up its national tourism statistics covering all hotel businesses that had at least two beds for guests. These statistics were compiled continuously until 2003. In May 2003, following budget cuts by the Federal Council, the Federal Statistical Office (FSO) announced its decision to discontinue the tourist accommodation statistics at the end of that year.

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

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

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

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

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

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

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

6.1.3 Travel behaviour of the permanent Swiss resident population

The survey on the travel behaviour of the Swiss resident population was first carried out in 1989. In 1998 and 2003, the survey was repeated in a modified format and since 2008 has been introduced as a continuous survey in this format. In 2020, approximately 3000 Swiss residents aged 6 and older were randomly selected and interviewed on the telephone about their personal travel behaviour in the previous months. Until 2011, only persons aged 15 years and older were interviewed. The questions are about travel destinations, type of accommodation, modes of transport used, organisation of the trip, the number of overnight stays and expenditure. A trip is defined as travel that is not part of daily mobility, during which a person leaves their usual environment for at least three hours (day trip) up to a maximum of 365 days (journey with overnight stays). Changes in location in connection with activities that take place on a regular and repetitive basis (once or several times a week) are not included.

A new method has been developed for this survey year 2020. To enable comparisons, figures for the years 2016 to 2019 shown in this publication have been recalculated with this new method.

The differences mentioned in the text are individually significant from a statistical point of view. However, given the size of the samples, those that can be seen in the graphs are not necessarily all individually significant.

6.1.4 Methodological observations on the monetary tourism statistics

In recent years, the Federal Statistical Office (FSO) has produced monetary statistics for tourism, in collaboration with the State Secretariat for Economic Affairs (SECO) ¹. Whereas the Tourism Satellite Account, TSA, constitutes the basic composite statistics for measuring the economic impact of tourism, the TSA's indicators make it possible to calculate quickly and in simple form, initial estimates of the aggregates ² for the main products of tourism.

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

6.2 Dissemination of data

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

6.3 Symbols used in the charts

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

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

¹ Cf. Swiss tourism satellite account, 2001 and 2005, the Swiss system of tourism satellite accounts as well as the annual indicators from the tourism satellite account – Methodology Report, FSO News, FSO, Neuchâtel, 2010.

² Gross value added, demand and employment.

Glossary

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

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

Beds available: number of beds in open establishments, on average for the period under review.

Beds surveyed: Number of beds in the establishments surveyed, on average for the period under review.

Beds

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

Campsites: Accommodation on delimited campsites on which a caravan, mobile home or tent may be left for a limited stay.

Collective accommodation: Establishments renting beds in group rooms, which offer the possibility of renting an individual bed in a room and not the whole room (mountain cabins and huts, hostels with dormitories, etc.). This type of accommodation also includes premises let as a whole that are intended for groups (large house or holiday camp, etc.).

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

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

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

Establishments open: Number of establishments open at least one day during the month under review, on average for the period under review.

Establishments surveyed: Number of establishments surveyed (open or temporarily closed) during the month under review, on average for the period under review.

Establishments

EU (European Union): Composition of the EU as of 1st January 2022

Exchange rate: The exchange rate expresses the rate at which one currency is exchanged for another.

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

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

Gross production value: Value of goods and services produced in the country, at base prices

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

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

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

Health establishments: Health establishments are points of care offering services similar to hotels, without public funding. Examples: medical health resorts, therapeutic clinics, high altitude clinics, clinics for rheumatism, spa establishments.

Holiday homes and apartments: Accommodation that is commercially run and made available for tourism purposes (short-term accommodation) through a travel or rental agency (e.g. tourist office or booking platform) against payment. Examples: accommodation in holiday houses or apartments, chalets, etc. Hotel accommodation: includes the types of accommodation "hotels" and "health spas".

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

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

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

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

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

Net room 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 this establishment is open during this month).

Overnight stays: Number of nights spent by visitors (including children) in a hotel establishment or supplementary accommodation.

Price level index in international comparison: The price level index makes it possible to compare differences in the prices of goods or services between countries, while eliminating the impact of exchange rates. In other words, it compares price levels in certain countries with the average price level of a group of reference countries (e.g. the EU27). They are calculated based on the quotient formed by purchasing power parity and the exchange rate (on annual average) and multiplied by 100.

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

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

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

Rooms

Summer tourist season: May to October.

Supplementary accommodation:

Swiss household consumption expenditure: Swiss household consumption expenditure is all the expenditure households devote to purchasing consumer goods and services in Switzerland (charges, taxes, donations, remittances and other disbursements are not included). Final household consumption is therefore the value of goods and services used to meet human needs directly. The consumer price index (CPI): CPI measures the change in the price of a shopping basket of representative goods and services for private household consumption. It is used to measure the inflation of goods and services and the variation in Swiss private households' purchasing power. In other words, it indicates how many consumers have to increase or decrease their expenditure to maintain the same volume of consumption despite variations in price.

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

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

Tourism-specific products: Refer to all tourism characteristic products and tourism-related products.

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

Tourist region (13): at the decision of the Swiss Conference of Regional Tourism Directors (RDK/CDR), the Swiss territory, as a tourist country, is organised into thirteen main tourist regions:

- | | |
|--------------------------------|---|
| 1 Graubünden: | Canton of Graubünden. |
| 2 Eastern Switzerland: | cantons of Glaris, Appenzell Ausser-Rhoden, Appenzell Innerrhoden Thurgau, Schaffhausen (excluding part of the district of Schaffhausen); canton of St Gallen (excluding part of the electoral district of See Gaster). |
| 3 Zurich region: | cantons of Zurich, Zug; canton of Aargau: commune of Baden; canton Schwyz: Höfe district and part of the March district; canton of St. Gallen: parts of the electoral district of See Gaster; canton of Schaffhausen: part of the district of Schaffhausen. |
| 4 Lucerne/Lake Lucerne: | Cantons of Lucerne, Uri, Obwalden, Nidwalden, canton Schwyz (excluding the districts of Höfe and part of March). |
| 5 Basel Region: | Cantons of Basel-Stadt, Basel-Land, canton of Solothurn, districts of Dorneck and Thierstein. |
| 6 Bern Region: | Canton of Bern: administrative district of Emmental, Oberaargau, Bern Mittelland, Frutigen-Niedersimmental, Interlaken-Oberhasli, Obersimmental-Saanen and Thun. |

8 Jura and Three

Lakes region: cantons of Neuchâtel, Jura; canton of Bern: administrative districts of Bernese Jura, Biel/Bienne, part of Seeland; canton of Solothurn: district of Solothurn, of Bucheggberg, of Lebern, of Thal, and of Wasseramt.

9 Lake Geneva Region

(Vaud): canton of Vaud.
10 Geneva: canton of Geneva.
11 Valais: canton of Valais.
12 Ticino: canton of Ticino.
13 Fribourg region: canton of Fribourg.
14 Aargau region: canton of Aargau excl. commune of Baden.
Canton of Solothurn: Gösgen, Olten and Gäu district.

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

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

Winter tourist season: November to April.

The FSO's publications

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- 02 Territory and environment
- 03 Work and income
- 04 National economy
- 05 Prices
- 06 Industry and services
- 07 Agriculture and forestry
- 08 Energy
- 09 Construction and housing
- 10 Tourism
- 11 Mobility and transport
- 12 Money, banks and insurance
- 13 Social security
- 14 Health
- 15 Education and science
- 16 Culture, media, information society, sports
- 17 Politics
- 18 General Government and finance
- 19 Crime and criminal justice
- 20 Economic and social situation of the population
- 21 Sustainable development, regional and international disparities

The key publications

Statistical Yearbook of Switzerland



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

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058 463 60 11, info@bfs.admin.ch

This publication describes the results of the FSO's Swiss tourism statistics for 2020. The first part focuses on tourist accommodation that is partly made up of the hotel sector statistics and partly of the supplementary accommodation statistics. The second section of this publication concerns the survey on the travel behaviour of the Swiss population in 2020. The tourism satellite account, in the third section, gives information on the values measuring the economic influence of tourism in Switzerland. The fourth section of the publication presents a series of economic indicators making it possible to place the findings from the tourism statistics in a wider context.

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