

**swi+zerland**



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Travel Better

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# Vision

Swiss tourism enjoys **nationwide prosperity**. Switzerland as a tourist destination is a global trust brand and a pioneer for sustainable tourism.





A scenic landscape of a Swiss lake at sunset. In the background, rugged mountains are partially covered in snow and illuminated by the warm, golden light of the setting sun. The sky is filled with soft, orange-tinted clouds. A dense forest of evergreen trees lines the shore of the lake. In the foreground, a wooden pier with a staircase extends into the calm water, which perfectly reflects the mountains, trees, and sky above.

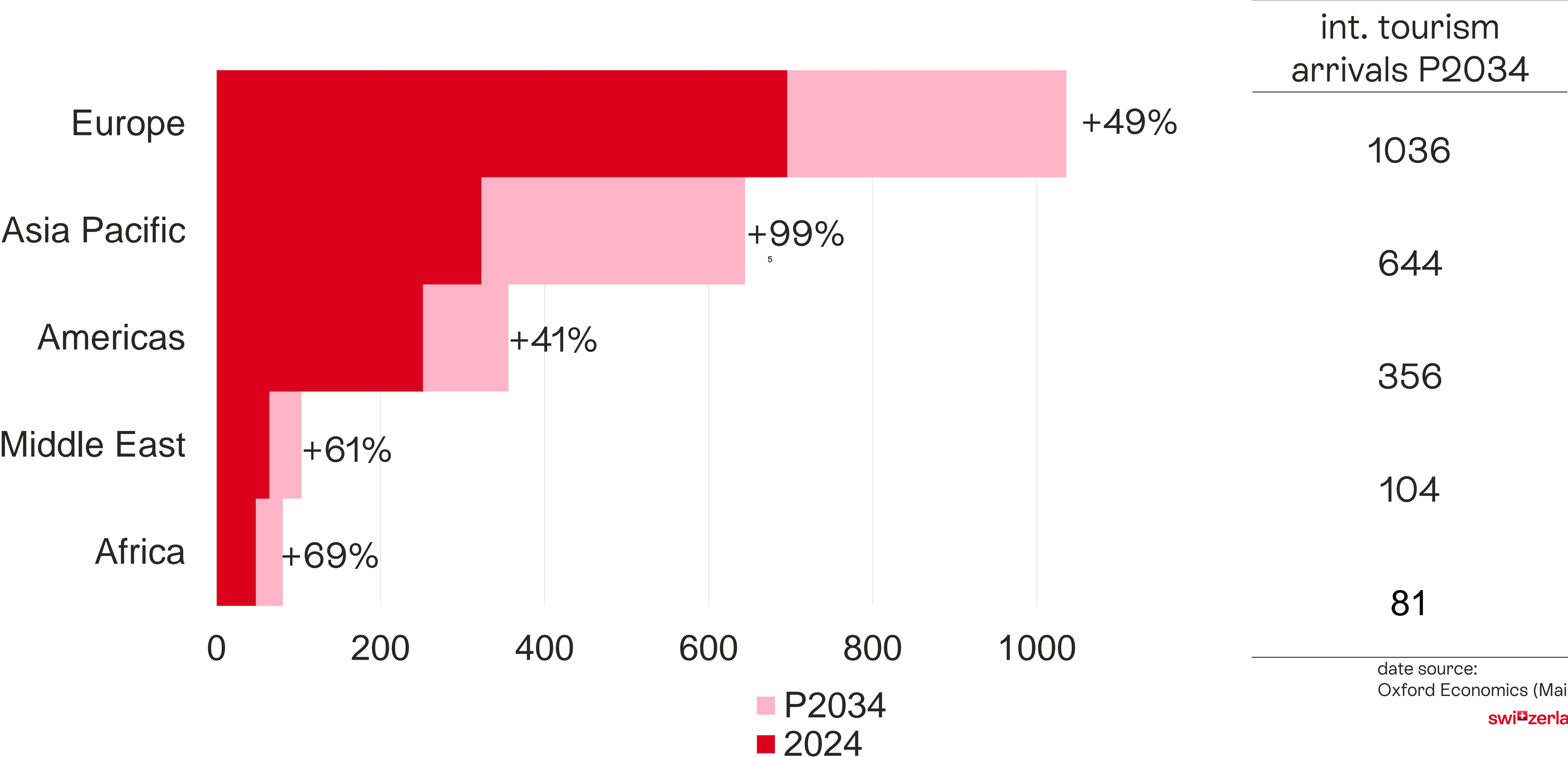
## Mission

Switzerland Tourism creates a desire among guests for sustainable travel in Switzerland and offers partners effective platforms.



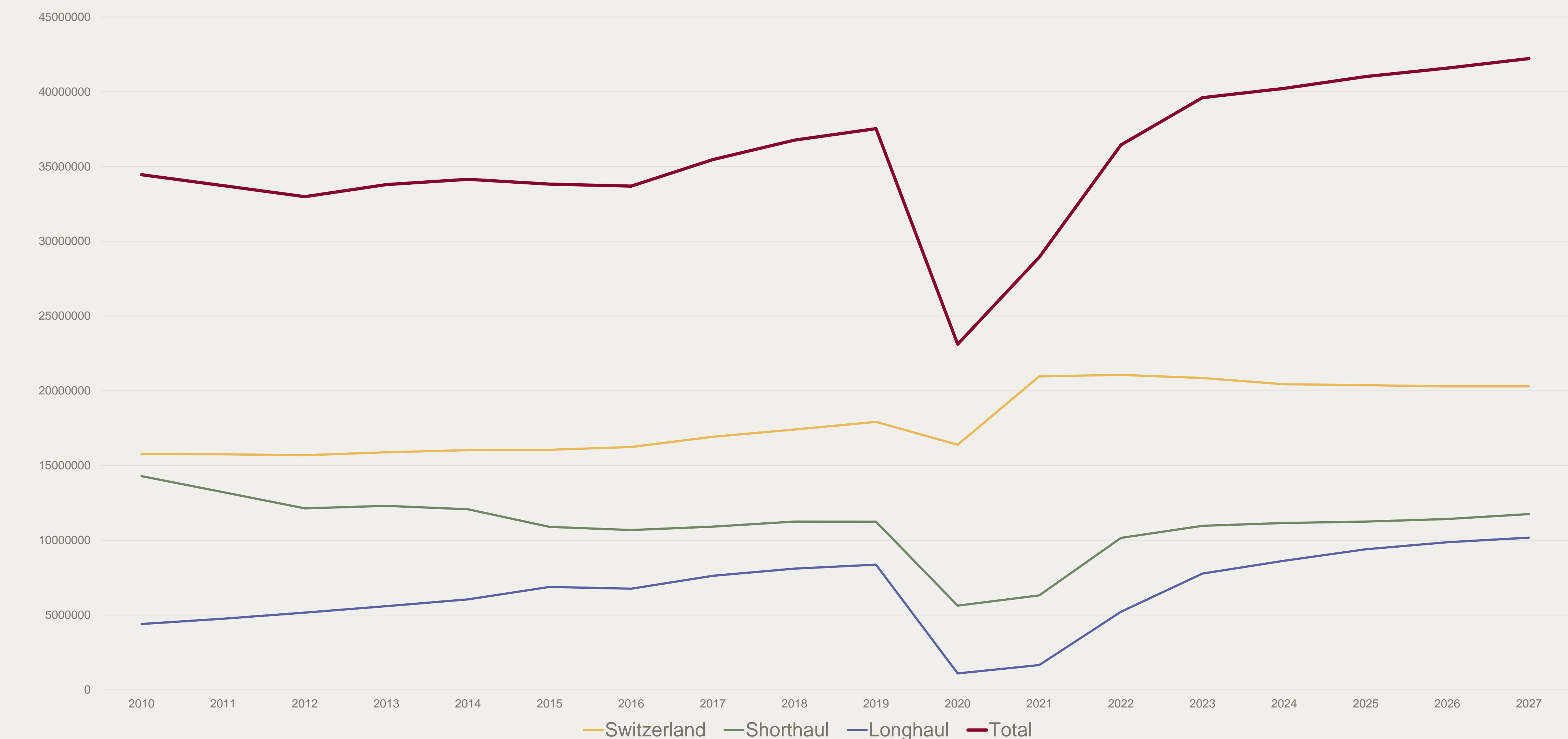
# International tourism arrivals: P2024 - P2034

worldwide by region of origin, in millions



# Overnight stays in Switzerland 2010 - 2027

- Switzerland (domestic) consolidated on higher level
- Europe stabilises
- Overseas grows

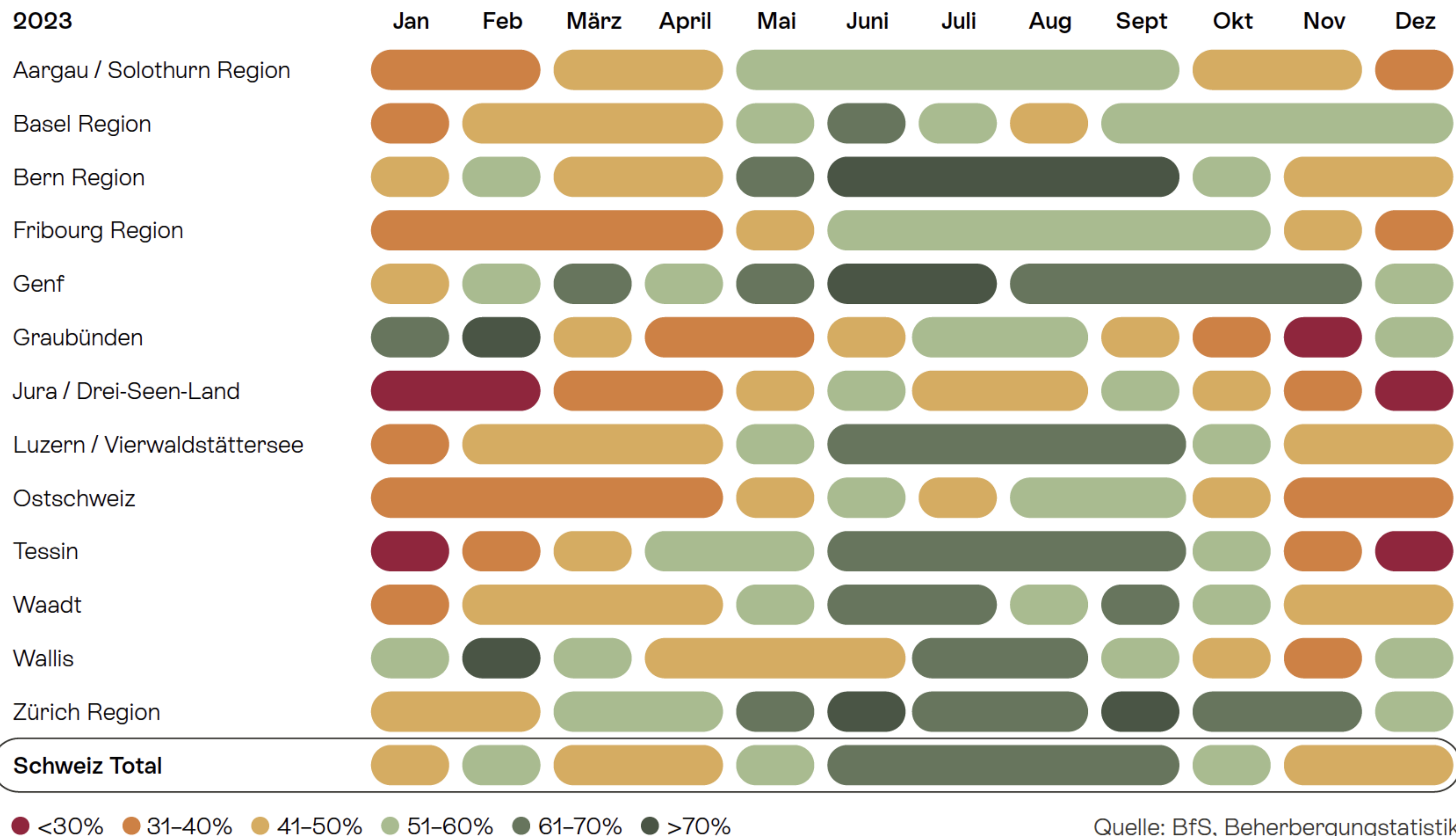


Source: Oxford Economics, BAK, HESTA, ST estimation (Status 31.07.2024)

Success comes with  
responsibility

# On average, every second hotel room remains empty

## Hotelauslastung 2023 gemessen an Logiernächten





# Travel Better

Guiding the right visitors to the right place at the right time - by precise promotion and smart steering.

## Year-round Tourism

Time diversification to balance occupation rate throughout the year and mitigate the effects of climate change.

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## Visitor flows

Spread of guest flows to reduce capacity bottlenecks.

## Duration of stay

Arguments, campaigns and offers to increase the length of stay.

## Swisstainable

Swisstainable mobilises the industry and offers guests guidance on sustainable travel in Switzerland.

## Tourism Compatibility

Securing harmonious coexistence between the population and tourism.



# Travel Better requires a differentiated approach to tourism marketing.

Die richtigen Gäste ...

Steuerungshebel Zielmärkte



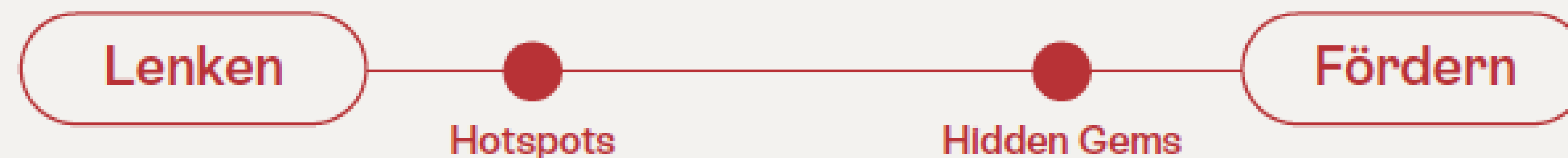
... zur richtigen Zeit ...

Steuerungshebel Salsons



... an den richtigen Ort führen.

Steuerungshebel Destinationen









# Winter tourism







# «Snow Compass»



- Large alliance: SBS (association of Swiss cable cars), VSTM (association of Swiss tourism managers) and Switzerland Tourism
- Roadmap based on climate scenarios & verified scientific data
- Adaptation strategies
- “Toolbox” for destinations, tourism providers, authorities
- Advisory committee
- First results summer 2025

<https://www.stnet.ch/fr/medias/>



**Adaptation**

**Off-peak  
marketing**

**Precision**

**Long term**

**Right guest, right time,  
right place**

**Ecological, social,  
economical pillars**

**Diversification**

**Visitor flows**





Thank you

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