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Analyses et objectifs de Suisse Tourisme



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swi+zerland



Not Switzerland



Österreich



**I FEEL
SLOVENIA**

Explore France™





100% PURE NEW ZEALAND



Your next choice of travel destination

1

You have been there before

2

Recommendations from family and friends

3

Marketing comes into play



Erprotting

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Our nature energises you

Safety

Reliability

Heritage

Trust

#6

Nation
Brand
Index

4th

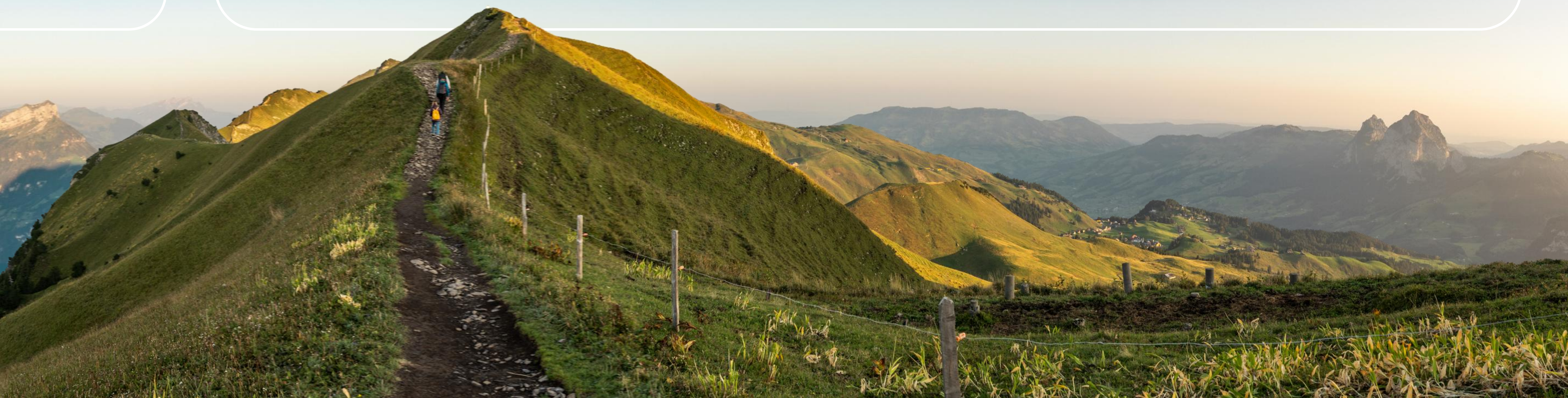
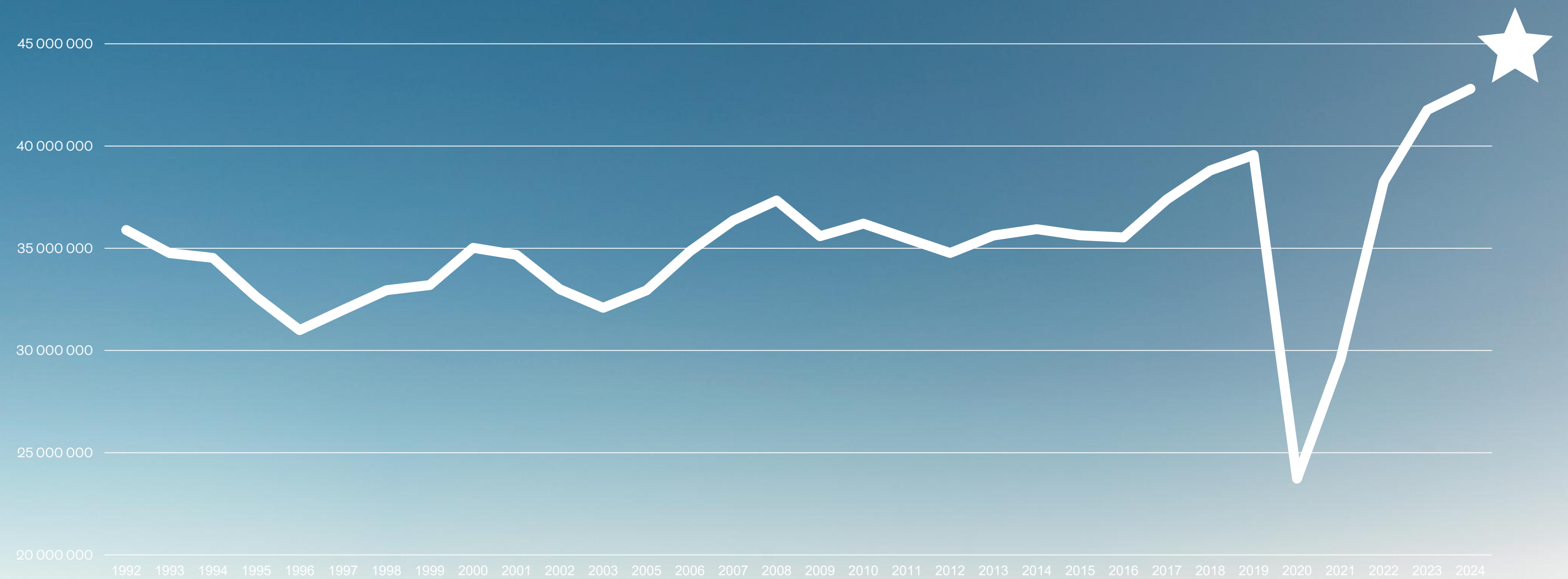
Biggest
economic
export sector

1=28

CHF 1 is generating
CHF 28 in revenue



Nights booked

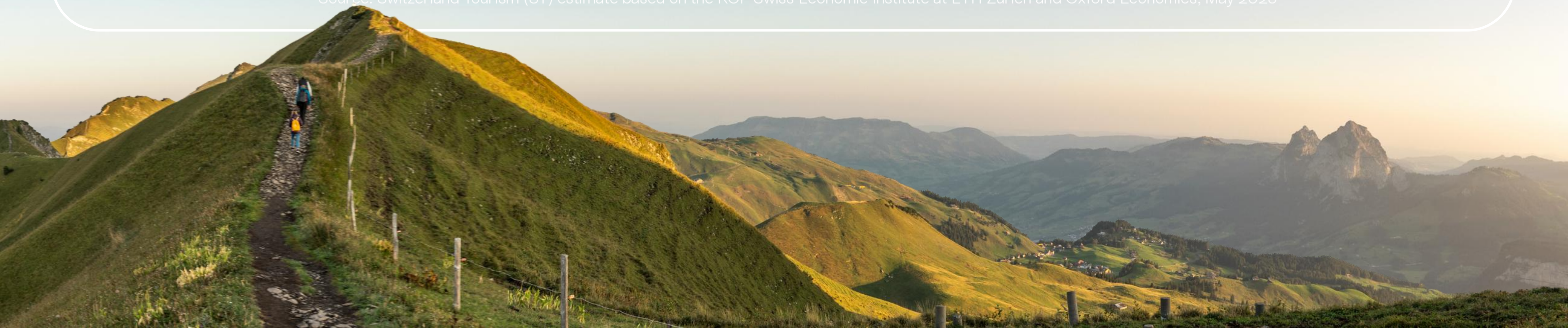


Market group development

Development of overnight stays, 2010–2028, in millions



Source: Switzerland Tourism (ST) estimate based on the KOF Swiss Economic Institute at ETH Zurich and Oxford Economics, May 2025



Much more to do

Occupancy rate
lower than

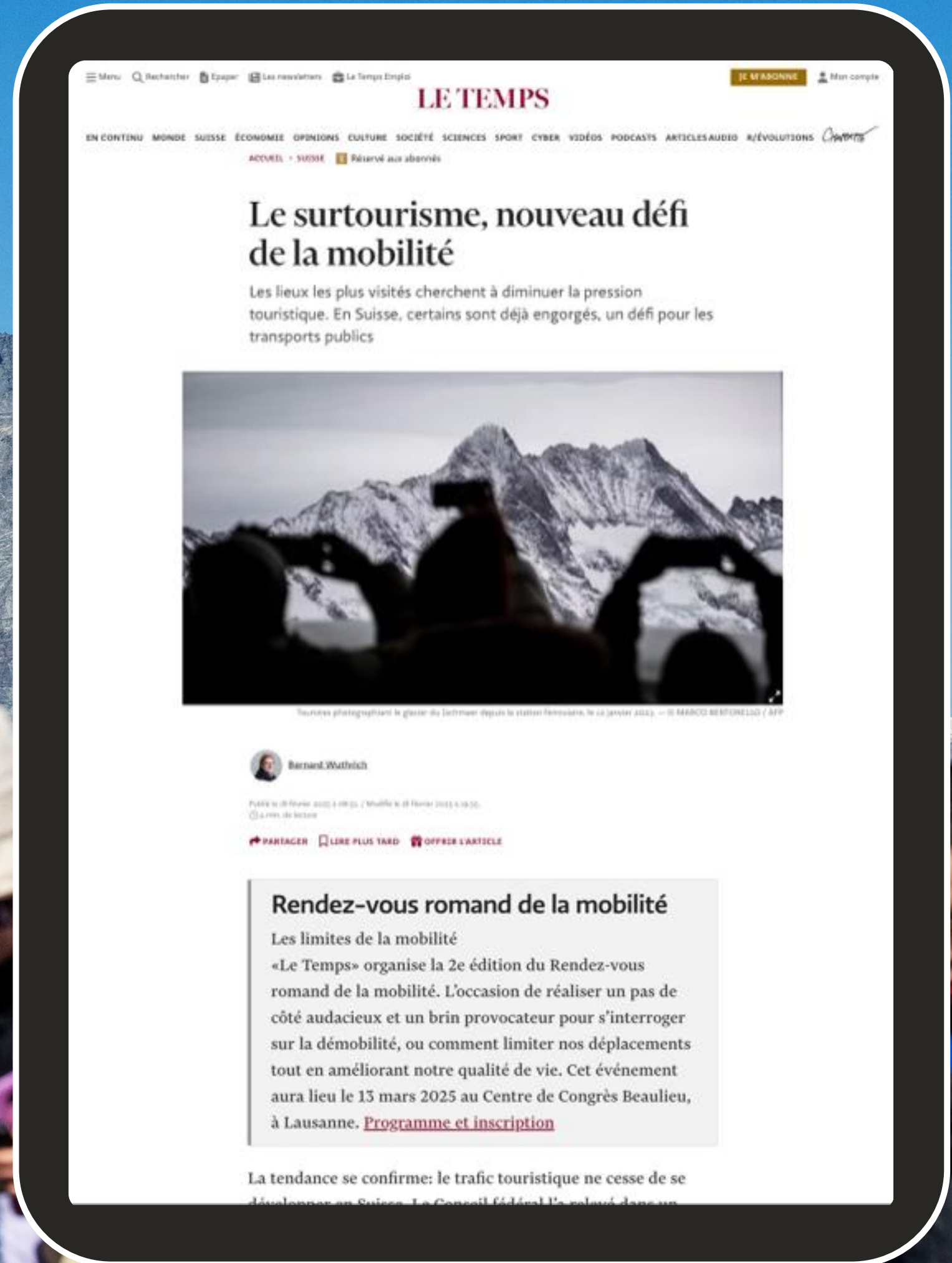
50%



On average, every second hotel room is empty



Overtourism





A scenic view of a lake at sunset. The sun is low on the horizon, casting a warm glow over the water and the distant mountains. A boat is visible on the water, moving towards the left. The text "Travel Better" is overlaid in a large, white, sans-serif font.

Travel Better

Right guest.

Right time.

Right place.



Swisstainable



Flows of visitors



Duration of stay



Tourism acceptance



Year-round tourism



Merci !

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