

Bed & Breakfast more and more successful

The number of overnight stays in private accommodations is constantly increasing. After the remarkable growth observed in 2009, the increase was 9.3 % in 2010.

Villars-sur-Glâne, 25th of July 2011 – The year 2010 has proven to be again a successful one for private accommodations in Switzerland. The overnight stays among the investigated members of the organisation Bed and Breakfast Switzerland showed an increase of 9.3 %¹ compared to the year 2009. The outcome has exceeded our expectations, considering the fact that the hotel sector published a more moderate result this year.

This pleasant development is mainly due to an increase of Swiss guests. But almost as important was the increase of visitors coming from our neighbour country Germany. More and more travellers seem to prefer to spend leisure time and relax in a convivial environment close to their home, in contrast to long distance destinations, making the bed & breakfasts (BnB) an even more attractive solution.

A total of 368'862 overnight stays was reported in the 933 registered accommodations. Visitors from Switzerland are still the most represented group with 45.7%. Followed by guests from Germany (20.7%) and France (6.4%), then the Netherlands and the United Kingdom (3.1% each), the United States (2.9%), Italy (2.8%), Belgium (2.2%), Austria (1.4%) and Spain (1.3%). The investigated accommodations show a large increase of the number of visitors from China (+95.9%), though representing only 0.4% of the overnight stays in 2010. The number of guests coming from the rest of Europe (45.7%) equals the number coming from Switzerland, whereas 4.2% came from the Americas, 3.1% from Asia, 0.9% from Oceania and 0.4% from Africa.

Short stays for the Swiss

Among all investigated accommodations the average duration of stay was 2.3 days. Guests from Portugal lead with an average stay of 4.7 days, followed by Poles (4.4 days), Czechs (3.7 jours), Hungarians and Russians (3.5 days each), the British (3.4 days) and Germans (2.9 days). The Swiss visitors make the shortest stays with an average duration of only 2 days.

The canton of Valais is the most represented region, leading with 874 beds. The Bernese Oberland is placed second with 705 beds. They are followed by the region around lake Geneva (698), eastern Switzerland (522), central Switzerland (466), the Swiss plateau (431), the region of Zurich and Ticino (411 each), the Grisons (377), as well as the region of Basle (305). Then the region of Fribourg (219), Neuchâtel and the Jura (138) and finally Geneva (45).

Regarding the geographical distribution of the overnight stays, the canton of Valais is leading with 14.8% of the demand. It is followed by the Bernese Oberland which accommodated 14.5% of the visitors. These two regions topped the region around lake Geneva (14.1%), central Switzerland (9.3%), the region of Zurich (8.6%), eastern Switzerland (8.5%), Ticino (6.9%), the Swiss plateau (6.7%), the Grisons (5.9%), as well as the region of Basle (4.8%), the region of Fribourg (2.9%), Neuchâtel and the Jura (2.3%), and finally Geneva (0.7%). This last canton shows the longest duration of stay with an average of 3.8 days.

¹ This figure is based on the direct comparison of the yearly results reported in 768 of the 933 registered accommodations in Switzerland in 2010.

For further information:

Internet: <http://www.bnb.ch/press>

Federal Statistical Office, detailed information:

<http://www.bfs.admin.ch/bfs/portal/de/index/themen/10/03/blank/key/03/04.html>

For any question please contact (editor):

Bed and Breakfast Switzerland, 1752 Villars-sur-Glâne

Laurent Tabin, 079 627 95 49, laurent.tabin@bnb.ch

Dorette Provoost, 079 356 39 78, dorette.provoost@bnb.ch

Nicole Neyroud, 021 923 67 41, nicole.neyroud@bnb.ch