



# Press release

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10 Tourism

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Statistics on tourist accommodation in December and throughout 2012

## Decline of 2% in overnight stays for 2012

Neuchâtel, 26.02.2013 (FSO) – According to final results from the Federal Statistical Office (FSO), the number of overnight stays registered in the Swiss hotel industry in 2012 was 34.8 million, representing a decline of 2% (-720,000 overnight stays) compared with 2011. Swiss demand registered 15.7 million overnight stays, representing a decline of 0.4% (-62,000 overnight stays). Foreign visitors registered 19.1 million overnight stays, i.e. a drop of 3.3% (-658,000 overnight stays). However, only the overnight stays by visitors from the European continent (excluding Switzerland) showed a decrease which amounted to 7.7% (-1.1 million units). These results confirm the situation already observed in 2011.

### Marked decline in overnight stays in 1st half-year; more moderate decrease in 2nd half-year

In 2012, six out of twelve months registered a drop in overnight stays. In the 1st half-year, the total number of overnight stays showed a decrease of 597,000 overnight stays (-3.4%) compared with the same period in 2011. The greatest absolute decreases of the half-year were registered in March (-265,000 overnight stays / -8%) and in June (-179,000 / -5.4%). The month of February, however, showed the most significant increase (+67,000 overnight stays / +2.2%). The 2nd half-year recorded a more moderate decline (-123,000 overnight stays / -0.7%). The month of July showed the greatest decline in absolute terms (-285,000 overnight stays / -6.9%). The three last months of the year, however, recorded increases, the greatest of which was in December (+123,000 overnight stays / +5.3%).

### Overnight stays decrease for European visitors, increase for visitors from all other continents

During 2012, overnight stays registered by Swiss visitors saw a decline of 62,000 units (-0.4%) compared with 2011. For foreign visitors, only European overnight stays (excluding Switzerland) posted a decline (-1.1 million overnight stays / -7.7%). Germany registered a decline of 583,000 overnight stays (-11%), representing the largest absolute drop of all countries. This was followed by

the United Kingdom with a decline of 156,000 overnight stays (-9.1%), the Netherlands (-121,000 / -14%) and France (-76,000 / -5.4%). Belgium (-58,000 units / -8.5%) and Italy (-36,000 / -3.5%) come next. By contrast, Russia registered an increase of 48,000 units (+9,3%).

All the other continents generated increases, the largest of which was registered by Asia (+349,000 units / +12%). Within this continent, China (excluding Hong Kong) generated 148,000 additional overnight stays (+25%) which was the greatest absolute increase of all countries. Next come the Gulf States with growth of 100,000 overnight stays (+24%) and Japan with 30,000 additional units (+6.3%). Visitors from the American continent registered a growth in overnight stays of 45,000 units, representing a rise of 2.1%. With 33,000 additional overnight stays (+2.2%), the United States registered the largest absolute increase from this continent. The continents of Africa and Oceania registered increases of 23,000 (+8.3%) and 14,000 overnight stays (+5.2%) respectively.

### **Decline in overnight stays in most of the tourist regions**

In 2012, among the thirteen tourist regions, nine registered a reduction in results compared with 2011. Graubünden showed the largest absolute reduction, i.e. a decline of 301,000 overnight stays (-5.6%). The Bernese Oberland registered a drop of 155,000 overnight stays (-4.2%) and the Lake Geneva region a decline of 109,000 units (-4.3%). Valais registered a drop of 92,000 overnight stays (-2.2%) and Ticino a fall of 72,000 overnight stays (-3%). In contrast, the Zurich region posted the largest absolute increase with 94,000 additional overnight stays, representing an increase of 1.8%. This was followed by Fribourg region with an increase of 26,000 overnight stays (+6.1%). For its part, the Basel region showed a stable result (-550 overnight stays / no relative change).

### **Duration of stay slightly shortened**

In 2012, the 34.8 million overnight stays registered for that year correspond to 16.3 million arrivals (+0.4% compared with 2011). The average duration of stay was 2.1 nights (2.2 nights in 2011). For Swiss visitors, this figure was 2.0 nights (identical to 2011) whereas for foreign visitors it was 2.2 nights (2.3 nights in 2011). Graubünden registered the highest figure among the tourist regions with 2.9 nights whereas the shortest stay was shown by the Fribourg region (1.7 nights).

### **Net room occupancy rate varies greatly depending on tourist region**

During 2012 the net occupancy rate was 50.5% (51.6% in 2011). Of all tourist regions, Geneva showed the highest rate at 63.6%. This was followed by the Zurich region with a rate of 61.7%. The lowest rate was 36.4% which was recorded by the Jura and Three-Lakes region.

### **Increase in overnight stays in December 2012**

In December 2012, the hotel industry in Switzerland recorded 2.4 million overnight stays, i.e. an increase of 5.3% (+123,000 overnight stays) compared with December 2011. The particularly good snow conditions go some way to explaining the increase in overnight stays for this month. Domestic visitors registered 1,1 million overnight stays, an increase of 5.1% (+54,000 overnight stays). Foreign visitors generated 1,3 million overnight stays, which represents an increase of 5.5% (+69,000 overnight stays). As far as foreign country of origin is concerned, visitors from Germany registered the largest absolute growth, an increase of 18,000 overnight stays (+6.1%). Next were guests from the Netherlands with a growth of 9900 overnight stays (+20%) and Belgium with an increase of 9000 (+24%). The United States and China (excluding Hong Kong) came next with increases of 6900 (+8.8%) and 5300 overnight stays (+15%) respectively. Visitors from Italy and Spain, however, registered a reduction of 1700 overnight stays each (-1.9% and -5% respectively). Visitors from France also registered a decrease (-1400 units / -1.2%).

At the level of tourist regions, ten registered increases in December 2012 compared with December 2011. Graubünden recorded the greatest absolute increase in overnight stays; this was 32,000 additional overnight stays (+7.2%). This was followed by the Bernese Oberland (+25,000 / +13%) and the Zurich region (+23,000 / +6.4%). The Lucerne/Lake Lucerne region registered an increase of

18,000 overnight stays (+9.5%). In contrast, Geneva registered the largest absolute decline, with 6000 fewer overnight stays (-3.1%). This was followed by the Jura and Three-Lakes region, with a drop of 850 units (-2.1%). Basel region registered a stable result (-15 overnight stays / no relative change).

SWISS FEDERAL STATISTICAL OFFICE  
Press Office

**Validity of results**

The figures in this press release are final. They therefore differ from the provisional results published previously.

**Net occupancy rate of rooms**

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).

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SwisTourism (ST) received this press release 6 days before its release in order to prepare the press conference. The Swiss Tourism Federation (STF), hotelleriesuisse (HS), GastroSuisse (GS) and the State Secretariat for Economic Affairs (SECO) received it 24 hours before in order to carry out their tasks.