



# Press release

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10 Tourism

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Statistics on tourist accommodation in December and throughout 2014

## Increase of 0.9% in overnight stays for 2014

Neuchâtel, 23.02.2015 (FSO) – According to final results from the Federal Statistical Office (FSO), the number of overnight stays registered in the Swiss hotel industry in 2014 was 35.9 million, representing an increase of 0.9% (+310,000 overnight stays) compared with 2013. Domestic demand amounted to 16.0 million overnight stays (+137,000 units / +0.9%) - a level that had not been seen since the early 1990s. Foreign visitors recorded 19.9 million overnight stays, representing a growth of 0.9% (+173,000 units). For December 2014, overnight stays posted an increase of 4.5% (+111,000 units).

### Overnight stays stable for first half-year; increase in second half-year of 2014

In 2014, nine out of twelve months registered an increase in overnight stays. In the first six month period, the total of overnight stays was 17.1 million, which is a stable result (+1800 / no relative change) compared with the same period in 2013. The months of February (-119,000 overnight stays / -3.9%) and June (-76,000 / -2.3%) posted a decline, whereas all the other months in the first half-year recorded an increase. The second half-year recorded an increase of 308,000 overnight stays (+1.7%). With the exception of July, all the months in the second half of the year showed an increase, for example October (+149,000 overnight stays / +5.7%) and December (+111,000 / +4.5%) which recorded the biggest increases. Despite the unfortunate weather, the month of August also showed a positive result (+94,000 overnight stays / +2.3%).

### Sharp rise in overnight stays from Asia and a decline for European visitors in 2014

During 2014, overnight stays registered by domestic visitors saw an increase of 137,000 units (+0.9%) compared with 2013. With regard to foreign visitors, those from the Asian continent posted a marked increase of 361,000 overnight stays (+9.9%) compared to 2013. This result is a new record on behalf of Asian clients. The Gulf States generated 148,000 additional overnight stays (+23.7%), which was the greatest absolute increase of all countries. Similarly, China (excluding Hong Kong) registered an increase of 140,000 overnight stays (+15.6%), reaching the million mark for the first time. This was followed by the Republic of Korea with an increase of 75,000 overnight stays (+40.0%). By contrast, Japan showed a decline of 52,000 units (-10.5%). Visitors from the American continent, for their part, posted a growth in overnight stays of 72,000 units, representing a rise of 3.2%. Among the countries

from this continent, the United States of America recorded an increase of 59,000 overnight stays (+3.7%).

Despite a recovery in 2013, the overnight stays from the European continent (excluding Switzerland) declined again in 2014 (-254,000 units / -1.9%). Germany posted the largest absolute decline of all countries (-179,000 overnight stays / -3.9%). During the past six years, the number of German clients has declined continually. Between 2008 and 2014, the total number of overnight stays fell from 6.3 to 4.4 million (-30.4%). In 2014, Russia recorded its first decrease since 2009 (-46,000 overnight stays / -7.9%). This reduction can partly be explained by the depreciation of the rouble against the Swiss franc. Next were the Netherlands (-28,000 overnight stays / -4.0%), Belgium (-18,000 / -2.8%) and France (-12,000 / -0.9%). In contrast, Italy (+33,000 overnight stays / +3.4%) and the United Kingdom (+27,000 / +1.7%) held up well with figures on the increase. The African continent recorded 12,000 fewer overnight stays (-4.2%) whereas Oceania registered an increase of 6300 units (+2.1%).

#### **Increase in overnight stays in the majority of tourist regions in 2014**

Eight out of thirteen tourist regions posted rises in 2014 compared with 2013. The Zurich region registered the greatest absolute increase with an additional 130,000 overnight stays (+2.4%). Next were the Lucerne/Lake Lucerne region and the Basel region with increases of 119,000 (+3.5%) and 78,000 units (+5.2%) respectively. Geneva also registered growth (+56,000 overnight stays / +1.9%). For its part, Valais showed a stable result (-370 overnight stays / no relative change). In contrast, Graubünden registered the largest absolute decline, with 109,000 fewer overnight stays (-2.1%). Ticino followed with a decrease of 92,000 overnight stays (-3.8%).

#### **Duration of stay in 2014**

In 2014, the duration of stay was 2.1 nights (as in 2013). For Swiss visitors, this figure was 2.0 nights (identical to 2013) whereas for foreign visitors it was 2.2 nights (the same as last year). Graubünden registered the highest figure among the tourist regions with 2.9 nights whereas the shortest stay was shown by the Fribourg region (1.6 nights).

#### **Net room occupancy rate in 2014**

During 2014, the net room occupancy rate was 52.0% (51.6% in 2013). Of all tourist regions, Geneva showed the highest rate at 65.1%. This was followed by the Zurich region with a rate of 62.7%. The lowest rate was 38.9% which was recorded in Eastern Switzerland.

#### **Sharp increase in overnight stays in December 2014**

In December 2014, the hotel industry in Switzerland recorded 2.6 million overnight stays, i.e. an increase of 4.5% (+111,000 units) compared with December 2013. Domestic visitors generated 1.2 million overnight stays, which represents a growth of 5.6% (+62,000 units). Foreign visitors registered 1.4 million overnight stays, an increase of 3.5% (+49,000 units). Among foreign visitors, as far as country of residence is concerned, Italy registered the largest absolute growth, an increase of 15,000 overnight stays (+16.7%) compared with December 2013. Next were guests from China (excluding Hong Kong) with a growth of 9700 overnight stays (+22.9%) and the United Kingdom with an increase of 9400 (+7.1%). Visitors from Russia, for their part, registered the largest absolute decline, a decrease of 8000 overnight stays (-16.1%). It was followed by visitors from Germany with a decline of 4500 overnight stays (-1.4%).

Eleven out of thirteen tourist regions posted rises in December 2014 compared with the same period a year earlier. The Zurich region recorded the greatest absolute increase in overnight stays with an additional 28,000 overnight stays (+7.2%). Next were the Basel region and the Lucerne/Lake Lucerne region with increases of 20,000 (+19.2%) and 17,000 overnight stays (+8.1%) respectively. Valais (+15,000 units / +4.3%) and Graubünden (+12,000 / +2.5%) also saw an increase in their overnight stays. Eastern Switzerland and the Jura and Three-Lakes region were the only tourist areas which experienced a decline in the number of overnight stays, posting decreases of 9100 (-7.4%) and 2700 overnight stays (-6.1%) respectively.

**Validity of results**

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

**Duration of stay**

Number of overnight stays divided by the number of arrivals.

**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).

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Swiss Tourism (ST) received this press release five 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.