



Press release

Embargo: 27.02.2020, 9:30

10 Tourism

Tourist accommodation in 2019

New record for overnight stays for the Swiss hotel sector in 2019

In 2019, the Swiss hotel sector registered 39.6 million overnight stays. This represented growth of 1.9% (+755 000) compared with 2018 and constitutes a new record. This result confirms the upward trend started in 2017. Foreign demand totalled 21.6 million overnight stays which represents an increase of 1.1% (+246 000), i.e. a level of overnight stays never seen before. Swiss demand increased by 2.9% (+509 000), reaching the record value of 17.9 million overnight stays. These are the final results from the Federal Statistical Office (FSO).

Although during the first two months decreases were observed in 2019 (January: -1.2% and February: -2.5%), the other months showed an increase compared with the previous year. These increases varied between +0.3% (September) and +5.2% (June). In absolute terms, the greatest increases were seen in June (+187 000 overnight stays / +5.2%), July (+146 000 / + 3.3%) and in May (+132 000 / +4.6%).

	Overnight stays 2019	Change in % ²
Total	39 562 039	+1.9
January	2 836 384	-1.2
February	3 113 363	-2.5
March and April cumulated ¹	6 029 635	+2.1
May	3 006 949	+4.6
June	3 800 082	+5.2
July	4 568 810	+3.3
August	4 505 292	+0.6
September	3 705 035	+0.3
October	3 060 503	+2.1
November	2 085 854	+3.0
December	2 850 132	+4.5

¹ to neutralise the effect of Easter, the results for March and April were cumulated

² compared with the same period of the previous year

Record for Swiss clientele and foreign demand

In 2019, Swiss demand totalled 17.9 million overnight stays (+509 000 / +2.9%), a new record. With 21.6 million overnight stays (+246 000 / +1.1%), foreign demand also registered a level never seen before.

The American continent registered a strong increase (+234 000 overnight stays / +7.7%). Visitors from the United States generated a total of 2.5 million overnight stays, the highest level since 1990. Compared with 2018, this result corresponds to an increase of an additional 222 000 units (+9.8%). This is also the greatest absolute increase of all foreign countries of origin.

Demand from the Asian continent increased slightly (+22 000 overnight stays / +0.4%). Clientele from the markets of China (excluding Hong Kong) (+2.4%), from Hong Kong (+22.9%) and from China (Taiwan) (+23.7%) registered the greatest increase in overnight stays. These visitors contributed to the total increase of 118 000 overnight stays (+6.9%) compared with 2018. Japan also registered an increase (+6900 / +1.8%). Visitors from the Gulf countries recorded a decrease of 82 000 overnight stays (-8.7%) and thus posted the largest absolute decline of all countries. The Republic of Korea (-4.0% / -18 000) and India (-2.1% / -17 000) also saw a decline of overnight stays. These decreases showed a change in trend in the clientele of these countries compared with the strong annual increases regularly observed during the last decade.

The demand from visitors from the European continent shows a slightly negative result (-26 000 / -0.2%). Among the countries of this continent, the largest absolute decrease was registered by Italy (-32 000 / -3.5%) and Spain (-29 000 / -6.0%). The United Kingdom (-11 000 / -0.7%) and France (-8800 / -0.7%) also saw a decrease. Demand from Germany saw an increase (+34 000 / +0.9%). Belgium (+26 000 / +4.3%) and the Netherlands (+15 000 / +2.4%) for their part also registered marked increases.

Finally, demand from the continents of Oceania (+9400 overnight stays / +2.4%) and Africa (+6000 / +2.1%) also increased.

	Year 2019	Change in % ¹
Total overnight stays	39 562 039	+1.9
Overnight stays Swiss visitors	17 922 428	+2.9
Overnight stays foreign visitors	21 639 611	+1.1
-Europe (excluding Switzerland)	12 238 454	-0.2
-Asia	5 439 082	+0.4
-America	3 278 536	+7.7
-Other continents	683 539	+2.3

¹ compared with the previous year

Increase in overnight stays for most tourist regions

Of the thirteen tourist regions, eleven of these recorded increases in overnight stays in 2019 compared with 2018. In first place, the Zurich region recorded an additional 247 000 overnight stays (+3.9%), i.e. the greatest absolute increase. This was followed by Valais (+131 000 / +3.2%) and Graubünden (+124 000 / +2.4%). Then came the Bern Region (+83 000 / +1.6%), the Lucerne/Lake Lucerne region (+50 000 / +1.3%) and Lake Geneva Region (+47 000 / +1.6%). Finally, Geneva (-30 000 / -0.9%) and Eastern Switzerland (-42 000 / -2.2%) recorded a decrease.

Stability in length of stay

In 2019, the length of stay was 2.0 nights as it was in 2018. Foreign visitors stayed on average for 2.1 nights, slightly longer than domestic visitors (1.9). Among the tourist regions, Graubünden recorded the longest stay with 2.6 nights. This was followed by Valais with 2.3 nights. In contrast, the shortest stay was registered in the region of Fribourg with 1.6 nights.

Increase in room occupancy rates

During 2019, the net room occupancy rate exceeded the 55% mark (55.2%), with a 0.7 point increase on 2018. It was the highest rate recorded since the start of observation of this indicator (2005). Of all tourist regions, Geneva showed the highest rate at 66.5%. This was followed by the region of Zurich with a rate of 65.0%. The lowest rate was 41.1%, which was recorded in Eastern Switzerland.

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 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).

Information

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Access to results

This press release has been established on the basis of the European Statistics Code of Practice, which ensures the independence, integrity and accountability of national and community statistical offices. Privileged access is supervised and under embargo.

Switzerland Tourism (ST) received this press release 48 hours prior to publication in preparation for the press conference. The Swiss Tourism Federation (STF), hotelleriesuisse (hs), Gastrosuisse (GS) and the State Secretariat for Economic Affairs (SECO) received this press release 24 hours prior to publication to fulfil their missions.