



Press release

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10 Tourism

Tourist accommodation in 2023

Swiss hotel sector generated a record 41 million overnight stays in 2023

In 2023, the Swiss hotel sector recorded well over 40 million overnight stays (41.8 million), a level never achieved before. This was an increase of 9.2% (+3.5 million) compared with 2022. With a total of 20.8 million overnight stays, domestic demand remained very high although down slightly by 1.1% (-224 000). With 20.9 million units, foreign demand rose by 21.8% (+3.7 million), close to the record level of 2019. These are the final results from the Federal Statistical Office (FSO).

Demand rose for every month in 2023 compared with 2022. Increases ranged from 2.7% (October) to 36.2% (January). The months between April and December recorded the greatest number of overnight stays in the past three decades. After a record-breaking winter tourist season in 2022/2023 (November to April), the summer tourist season of 2023 (May to October) reached a new peak with 24.0 million overnight stays.

	Overnight stays 2023	% change ¹	% change in Swiss overnight stays ¹	% change in foreign overnight stays ¹
Total	41 759 083	9.2	-1.1	21.8
January	3 002 552	36.2	18.6	65.9
February	3 322 703	14.9	2.6	36.9
March	3 203 193	4.9	-6.8	22.1
April	2 869 696	13.7	-4.5	40.6
May	3 221 189	14.2	-1.7	33,3
June	3 971 449	10.1	-3.1	24.6
July	4 751 375	5.2	-5.0	16.2
August	4 640 759	2.8	-4.9	10.3
September	4 076 775	7.9	1.2	15.5
October	3 325 170	2.7	-6.3	15.0
November	2 255 803	6.9	1.6	13.0
December	3 118 419	4.7	3.2	6.2

¹ compared with the same period of the previous year

Despite falling, domestic demand remained high

With a total of 20.8 million overnight stays, domestic demand was slightly down (-224 000/-1,1%) compared with 2022, but the level remained very high. Only the years 2021 and 2022 showed a higher level. This overall decline was mainly due to the months of March to August and October. An increase in overnight stays was seen for all the other months, peaking in January (+18.6%).

Sharp increase in foreign demand

Despite the unstable international situation and a strong Swiss franc, foreign demand increased by 3.7 million overnight stays (+21.8%) compared with 2022, reaching 20.9 million overnight stays in 2023. This was close to the record levels of 2018 (-2.2%) and 2019 (-3.3%). Growth in demand was strong throughout the year, but particularly so in the first half of the year, with increases close to or above 20% and a peak in January (+65.9%).

This increase in foreign demand was driven mainly by tourists from Asia, registering a total of 4.1 million overnight stays (+1.5 million/+56.4%). However, demand from this continent was lower than in 2019 (-24.0%). The biggest contributor to this increase was China with 495 000 overnight stays (+375 000/+314.2%). This was followed by South Korea (+229 000/+150.5%) and India (+223 000/+58.6%). There was also growth in demand by visitors from the Gulf States (+30 000/+3.6%). Despite these large increases, demand by these visitors was still lower than in 2019. This was particularly true for Chinese visitors (-64.5%).

Demand from the American continent also hit record numbers with a total of 4.0 million overnight stays (+1 million/+33.2%). The largest absolute increase from this continent came from the United States (+760 000 overnight stays/+33.0%). Overnight stays recorded for these visitors in 2023 reached their highest level since 1985.

European visitors were also seen in greater numbers, registering 12.1 million overnight stays (+991 000/+9.0%). The United Kingdom saw the biggest absolute increase (+322 000/+23.6%), followed by Germany (+152 000/+4.2%), France (+86 000/+6.6%), Spain (+67 000/+16.3%) and Italy (+62 000/+7.6%). The Netherlands, meanwhile, saw a slight fall in demand (-6 700/-0.9%). When compared with 2019, European demand remained slightly lower (-1.4%).

Demand from Oceania rose by 231 000 units (+109.3%), totalling 443 000 overnight stays. This was the best result of the past three decades. Africa, with 260 000 overnight stays, also recorded an increase (+27 000/+11.7%) compared with 2022.

Record numbers in most of the thirteen tourist regions

In 2023, all of Switzerland's tourist regions, with the exception of Graubünden and Ticino, recorded increases in overnight stays compared with 2022. Zurich Region saw the largest increase (+1.0 million/+17.2%), followed by Bern Region (+742 000/+14.1%) and Geneva (+588 000/+19.8%). The regions of Lucerne/Lake Lucerne, Valais and Vaud also saw considerable increases in visitor numbers. Of the thirteen tourist regions, seven recorded the highest number of overnight stays in the last three decades: Zurich Region, Bern Region as well as Lucerne and Lake Lucerne Region.

Seven out of thirteen tourist regions showed a decrease in domestic demand in 2023. As far as foreign demand was concerned, an increase was observed for all tourist regions.

Increase in room occupancy rates

In 2023, the net room occupancy rate was 55.0%, an increase of 3.4 points compared with 2022. This was closer to the rate in 2019 (55.2%). Of the thirteen tourist regions, eleven saw an increase. The biggest increases were recorded in the Zurich Region (63.7%/+8.3 points) and Geneva (63.3%/+6.6). Only Ticino and Graubünden saw a fall in occupancy. Compared with 2019, seven tourist regions had a higher occupancy rate in 2023.

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).

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 72 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.

Journalists enrolled for the Swiss Tourism press conference had supervised access to this press release half an hour before the embargo, with instructions to respect the embargo.