



Press release

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10 Tourism

Tourist accommodation in 2025

Overnight stays in Swiss hotel sector approach 44 million overnight stays in 2025

In 2025, the Swiss hotel sector recorded a total of 43.9 million overnight stays (+1.1 million nights), surpassing its 2024 record. This corresponds to an increase of 2.6% over 2024. Foreign visitors accounted for 22.8 million overnight stays, an increase of 3.7% (+803 000) and a new all-time high. Domestic demand has now also surpassed the 2022 record, increasing by 1.4% (+296 000) to reach 21.1 million overnight stays. These are the final results from the Federal Statistical Office (FSO).

Compared with 2024, higher demand was recorded in every month of 2025 except February (−2.9%) and November (−0.7%). The increases ranged from +0.6% (March) to +6.8 (December). The 2024/2025 winter (November to April) and 2025 summer (May to October) tourist seasons also set new records (18.6 million and 25.2 million overnight stays).

	Overnight stays 2025	% change ¹	% change in Swiss overnight stays ¹	% change in foreign overnight stays ¹
Total	43 930 146	+2.6	+1.4	+3.7
January	3 198 449	+3.8	−0.6	+9.0
February	3 357 762	−2.9	−6.3	+1.4
March	3 359 078	+0.6	−0.7	+2.1
April	2 907 357	+4.7	+1.4	+7.9
May	3 476 654	+2.2	+3.4	+1.0
June	4 164 932	+2.1	+3.2	+1.2
July	4 936 565	+3.3	+3.2	+3.4
August	4 985 072	+3.4	+0.6	+5.8
September	4 125 616	+2.3	+2.9	+1.7
October	3 479 713	+4.3	+4.9	+3.6
November	2 375 671	−0.7	−0.7	−0.6
December	3 563 277	+6.8	+5.9	+7.5

¹ compared with the same period of the previous year

Domestic demand reaches new record

Domestic demand reached another new record of 21.1 million overnight stays. This corresponds to an increase of 296 000 overnight stays (+1.4%) compared with 2024. Most months saw an increase in demand, ranging from 0.6% (August) to 5.9% (December) compared with 2024. July was the most popular month for domestic visitors. With a total of 2.2 million overnight stays, July saw the biggest absolute increase (+70 000) over 2024. Conversely, the first quarter of 2025 saw a decline, with a particularly marked fall in February (-6.3%). November also saw a slight fall in numbers (-0.7%).

Historic increase in demand from foreign visitors

With a total of 22.8 million overnight stays, foreign demand rose by 3.7% (+803 000). This historic peak surpasses the results recorded in both 2024 and 2019, confirming the strong recovery in demand from foreign visitors following the slump associated with the COVID-19 crisis. The strongest monthly growth was recorded in January, with an increase of 9.0% compared with 2024. The other months also showed strong growth, particularly April (+7.9%), December (+7.5%) and August (+5.8%). August was the most attractive month for foreign visitors, with a total of 2.8 million overnight stays and the biggest increase in absolute terms (+152 000). November was the only exception, with a slight decrease of 0.6%.

With a total of 12.7 million overnight stays, European visitors accounted for more than half of all foreign visitors (55.8%). This represents an increase of 474 000 overnight stays, up 3.9% on 2024, the highest level for this visitor base for over a decade. The United Kingdom (+121 000 /+7.5%) and Germany (+76 000 /+2.0%) recorded the largest absolute increases on this continent. The UK reached its highest number of overnight stays since 2010, while Germany nearly returned to its 2019 level and remained the leading source of foreign demand in 2025. Italy (+42 000 /+4.8%) also contributed to the growth, albeit at a more moderate pace. With 1.5 million overnight stays (+36 000 / +2.4%), France recorded its best result for over three decades. Lastly, Belgium (-26 000 /-4.8%) recorded the largest absolute decrease on the continent.

Demand from the Americas continued to grow (+289 000/+6.3%) for the third consecutive record year in a row, reaching 4.9 million overnight stays. The United States accounted for more than three quarters (75.6%) of all overnight stays by visitors from the Americas. Compared with 2024, it recorded the largest increase of any country of origin (+190 000 nights/+5.4%), reaching a new all-time high.

At 4.5 million overnight stays, Asian countries recorded a very slight increase (+18 000/+0.4%) that marked a pause in the strong growth observed since 2022. China led the continent with the largest absolute increase (+67 000/+9.3%), reaching 793 000 overnight stays. India (+12 000/+1.8%) also saw an increase in demand, while demand from the Gulf countries (+400/0.0%) remained stable. Nevertheless, the number of overnight stays by visitors from China is still 43.1% below 2019 levels. While demand from India (-14.4%) and the Gulf countries (-5.8%) is also lower than in 2019, the decline has been less pronounced.

Demand from Oceania rose by 20 000 (+4.3%) to a total of 484 000 overnight stays, the highest figure for three decades. Africa recorded 267 000 overnight stays in 2025, an increase of 2 700 (+1.0%) over 2024.

Most tourist regions see rising numbers

In 2025, eleven of the thirteen tourist regions saw an increase in overnight stays compared with 2024. The Zurich region (+253 000/+3.5%), Vaud (+170 000/+5.8%) and Graubünden (+153 000/+2.8%) contributed significantly to this increase. The Basel region and Lucerne/Lake Lucerne also posted strong growth. Of the thirteen tourist regions, seven – including the Zurich region, Lucerne/Lake Lucerne, Geneva and Vaud – posted their highest numbers for over thirty years.

Increase in room occupancy rates

In 2025, the net room occupancy rate was 56.8%, an increase of 1.7 percentage points compared with 2024 and thus surpassing the record set in 2019 (55.2%). Of the thirteen tourist regions, ten saw an increase. The biggest increases were recorded in the Geneva region (67.9%/+3.9 points – also the highest room occupancy rate in 2025) and the Basel region (60.3%/+3.8 points).

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, expressed as a percentage. (The net room capacity is the number of available rooms in an establishment during the month under review, multiplied by the number of days the establishment is open during that month.)

Information

Vincenzo Carelli, FSO, Tourism, tel.: +41 58 463 62 80, email: Info-Tour@bfs.admin.ch
FSO Media Office, tel.: +41 58 463 60 13, email: media@bfs.admin.ch

Online

Further information and publications: www.bfs.admin.ch/news/en/2026-0340
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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.