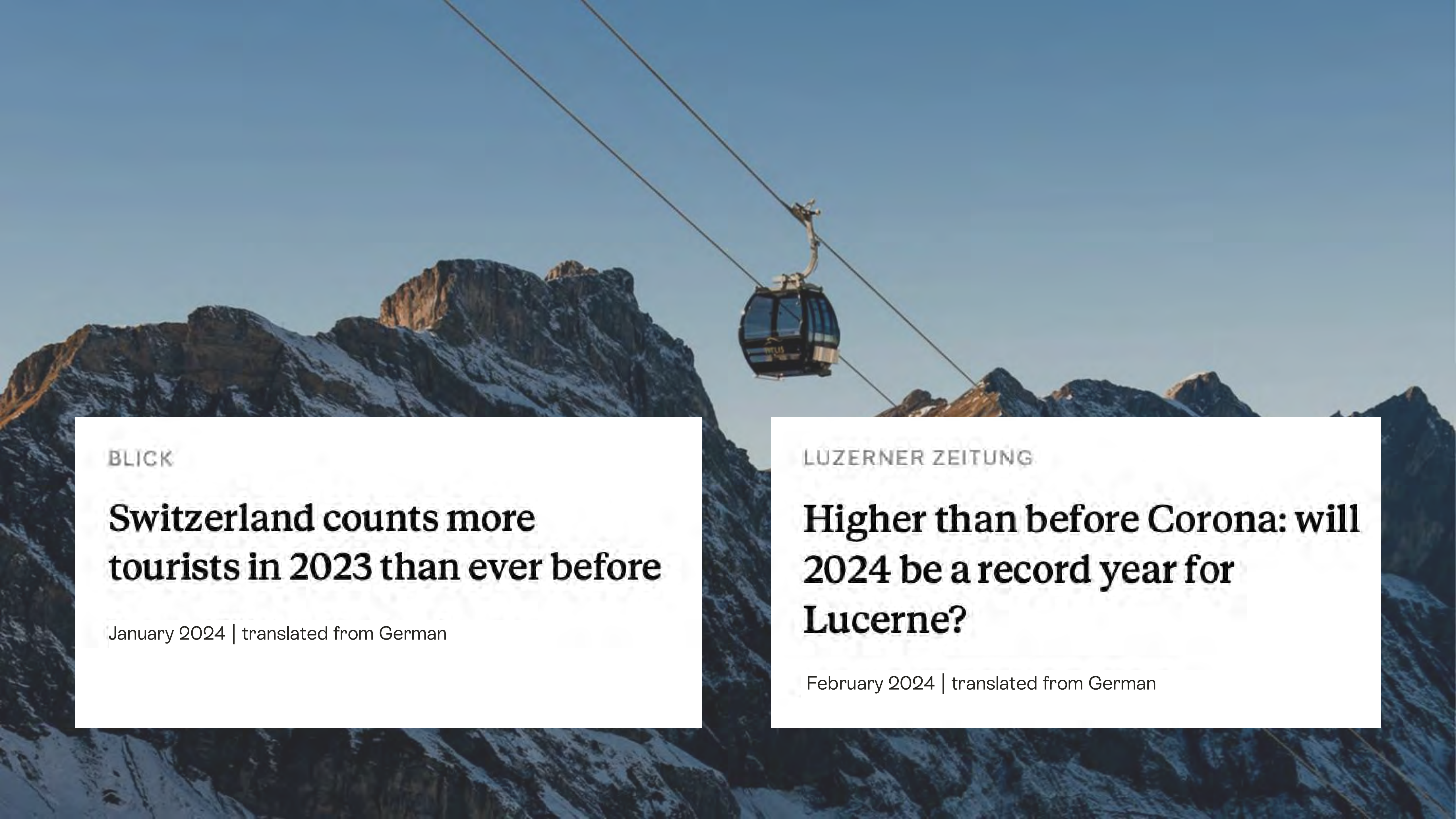


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BLICK

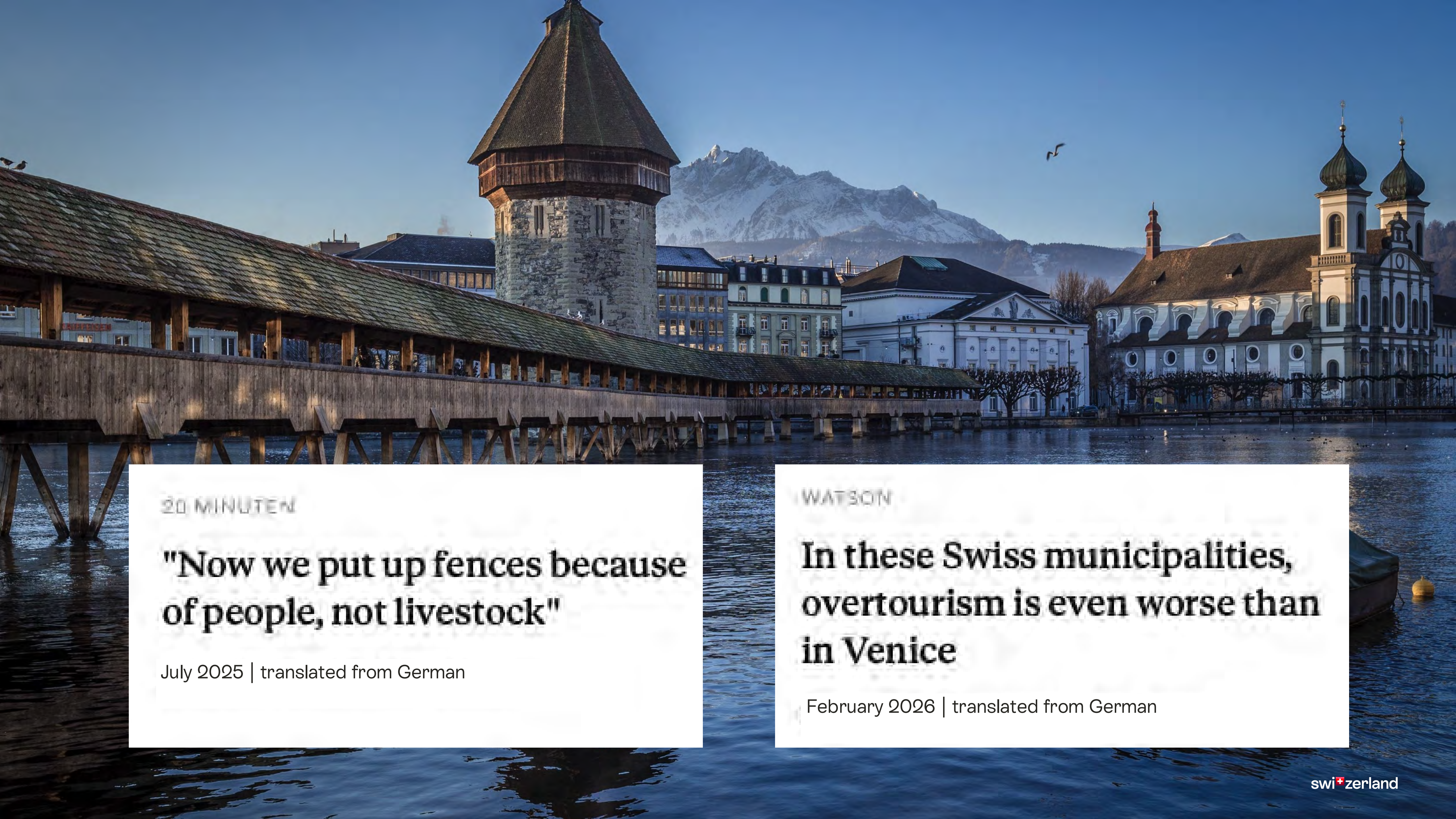
Switzerland counts more tourists in 2023 than ever before

January 2024 | translated from German

LUZERNER ZEITUNG

Higher than before Corona: will 2024 be a record year for Lucerne?

February 2024 | translated from German



20 MINUTEN

"Now we put up fences because of people, not livestock"

July 2025 | translated from German

WATSON

In these Swiss municipalities, overtourism is even worse than in Venice

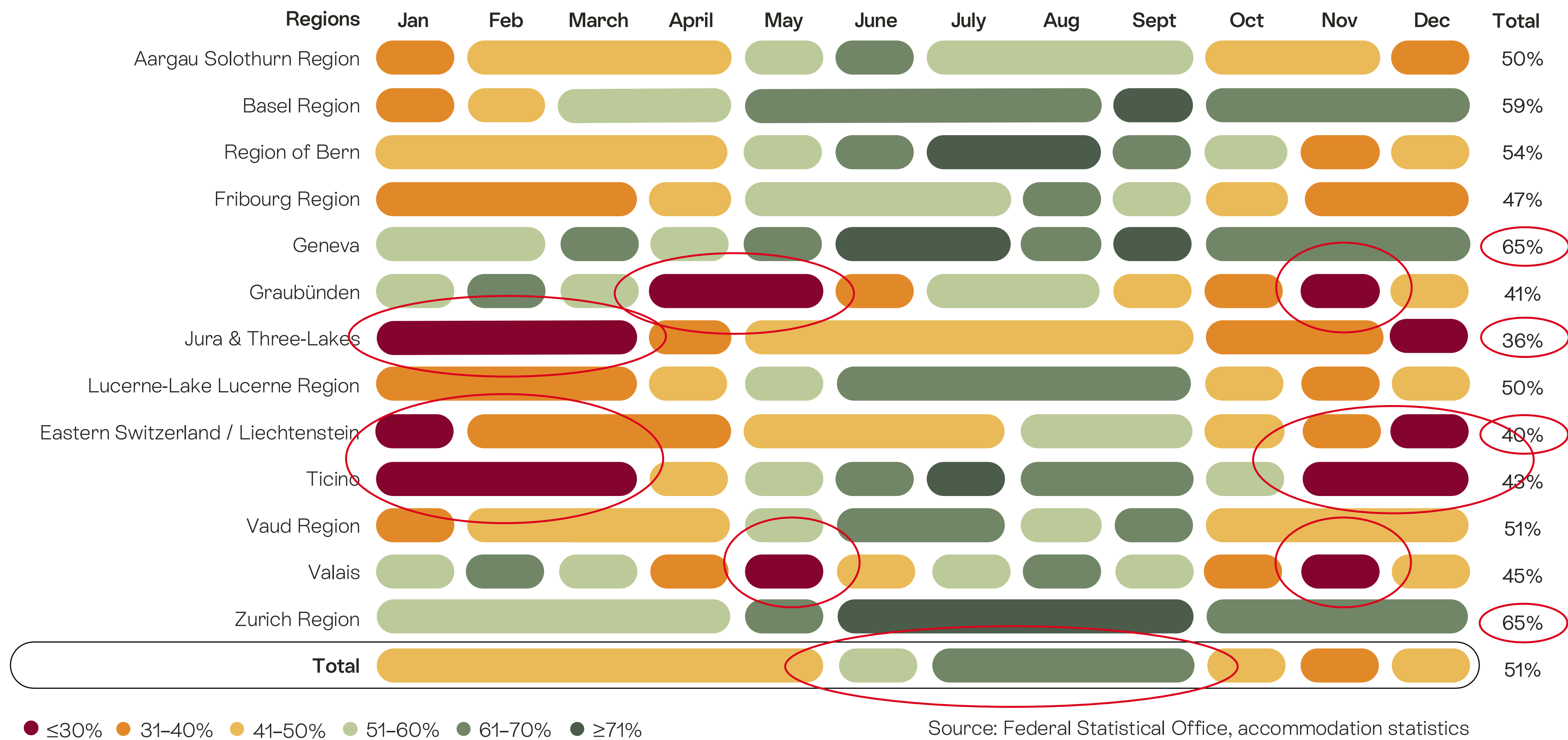
February 2026 | translated from German

Successful tourism cannot be
captured by a single metric.
Tourism is too complex for
that.

Overnight stays rewards
volume, not value.

43.9 mio
overnight
stays

Hotel occupancy in 2025



Source: Federal Statistical Office, accommodation statistics

Right guest.

Right time.

Right place.

Travel Better

Year-Round
Tourism



Flows of
Visitors



Length of
stay



Sustainable



Tourism
Acceptance



Year-Round
Tourism



Flows of
Visitors



Length of
Stay



Swisstainable

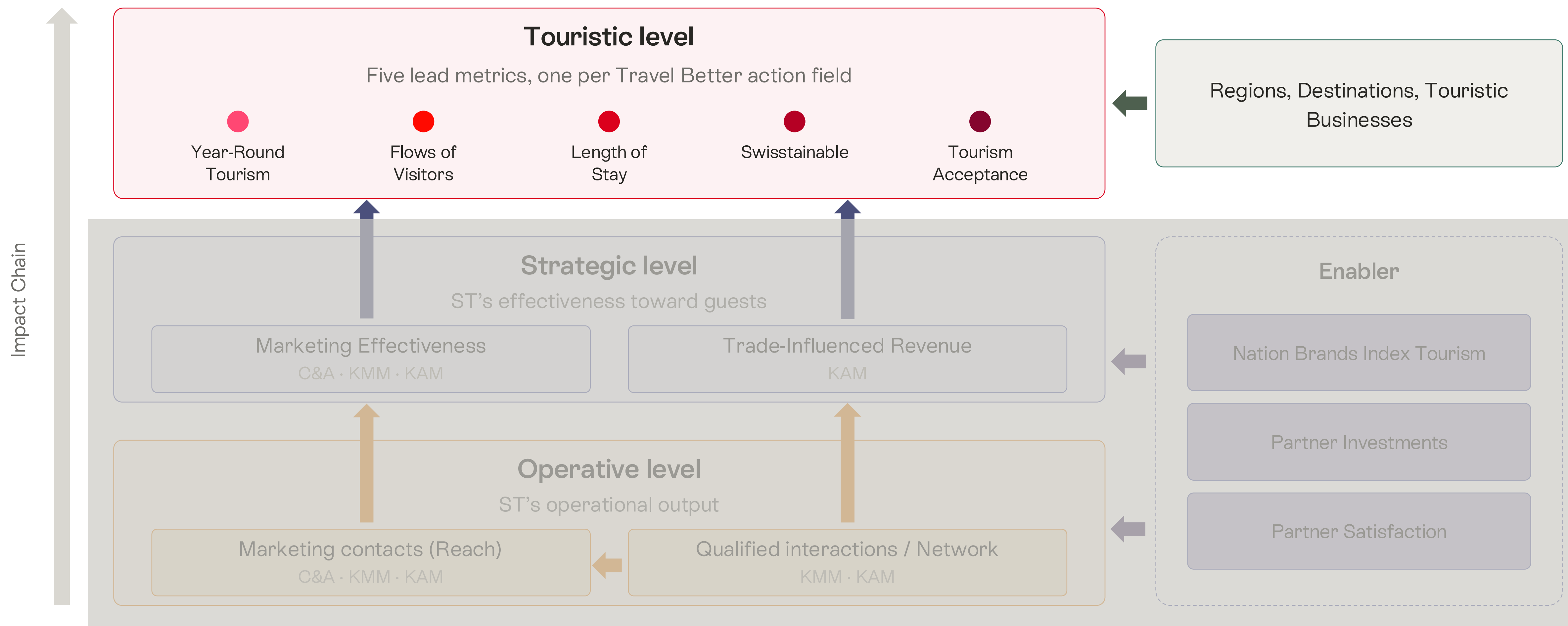


Tourism
Acceptance



But how do we
measure this?

Our new metrics system

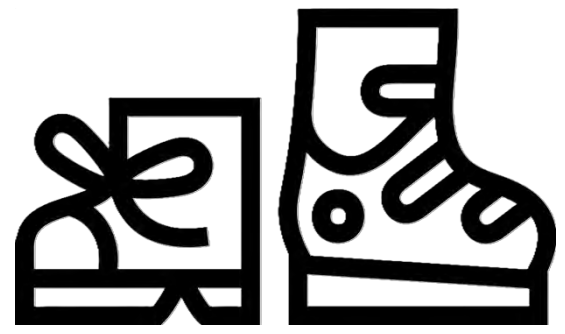




Year-Round Tourism



Autumn Campaign “Beautiful Autumn”



Year-Round Tourism:

Weak months should grow faster

WHAT'S MEASURED

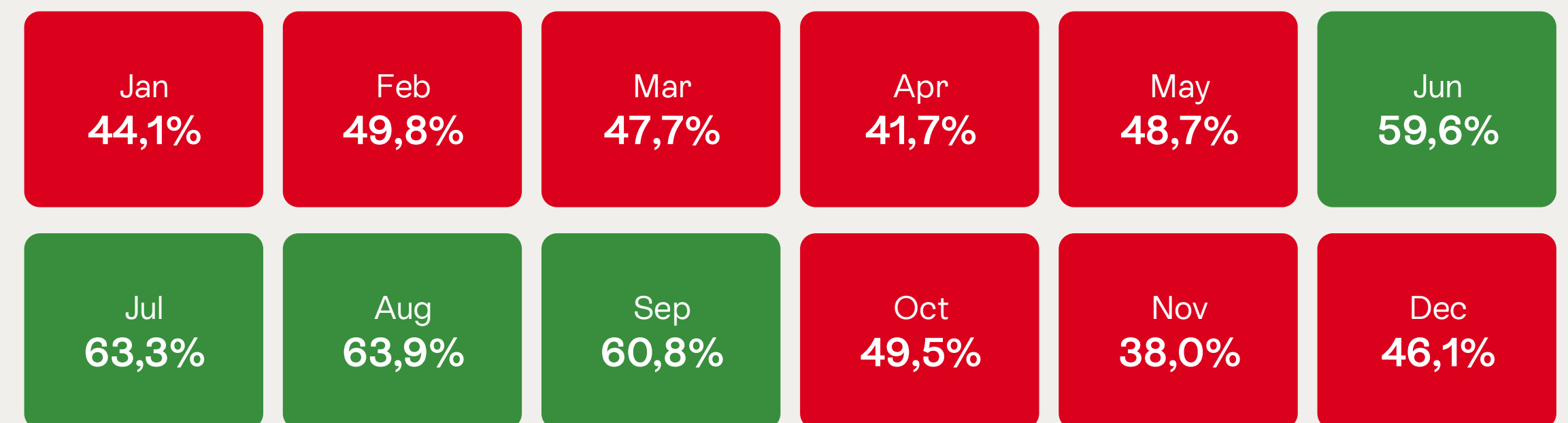
Growth of gross room occupancy in months below 50%, compared to months already above 50% - measured nationally.

WHY IT MATTERS

Additional demand should flow into underused periods instead of adding further pressure to peak months.

CURRENT STATUS 2025

Gross room occupancy 2025, national



Eight out of twelve months are below 50%.

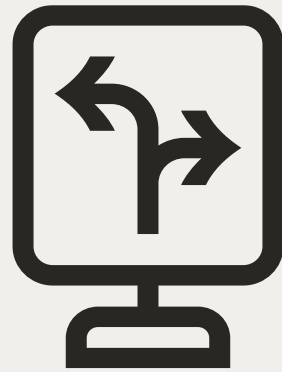
Green: above 50% · Red: below 50%

WHAT OUR EMPLOYEES SHOULD ASK THEMSELVES

Does this activity target a month where Swiss hotel occupancy is below 50%?

WHAT'S OUR CHALLENGE

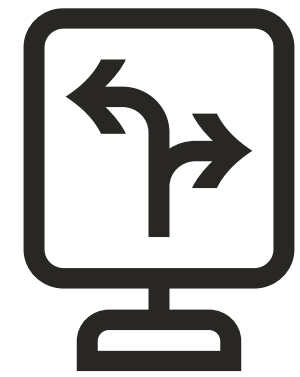
Spreading demand isn't just a marketing task — it needs hotels and operators to actually rethink their opening seasons.



Flows of Visitors



Culinary Grand Tour of Switzerland



Flows of visitors: Destinations outside the top 20 should get more market share

WHAT'S MEASURED

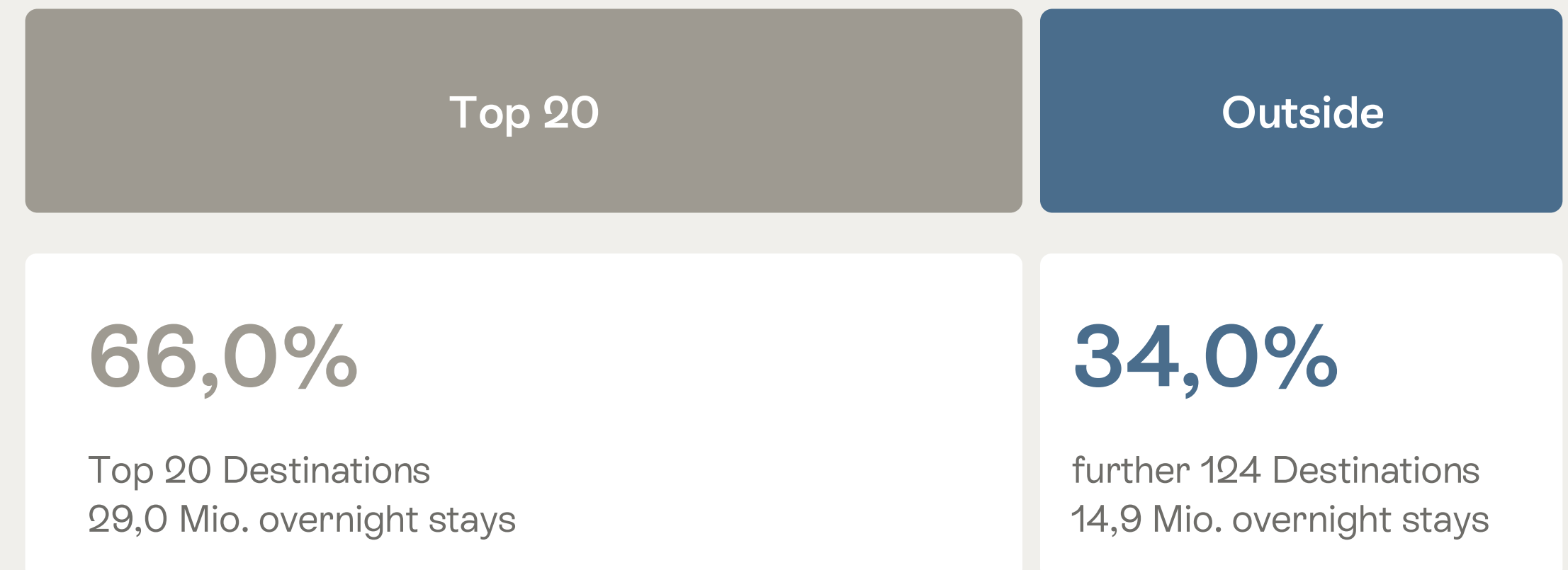
The market share of overnight stays held by destinations outside the Top 20, measured across 144 destinations in total.

WHY IT MATTERS

Guests and value creation should be distributed more evenly across Switzerland, relieving pressure on hotspots and strengthening smaller regions.

CURRENT STATUS 2025

Market share of overnight stays



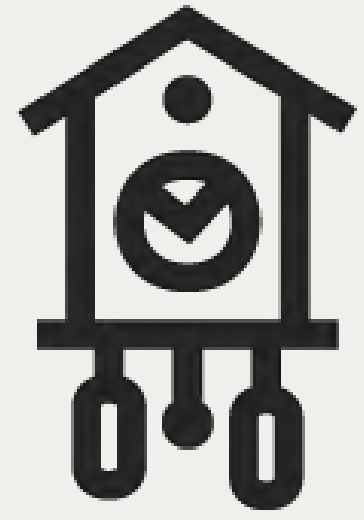
WHAT OUR EMPLOYEES SHOULD ASK THEMSELVES

Does my activity promote a destination outside the Top 20 by overnight stays? Does the promoted destination / point of interest want to be promoted?

No Promotion List

WHAT'S OUR CHALLENGE

What exactly is “a hidden gem”? And how do we protect sensitive regions / points of view?



Length of Stay



Campaign “Fly another day”



Grand Tour of Switzerland
Grand Train Tour of Switzerland



Length of stay: **Guests should stay more nights per visit**

WHAT'S MEASURED

Average number of nights per stay, across all accommodation types

WHY IT MATTERS

Longer stays generate more value per guest with less travel burden per night – and lead to richer experiences rather than short pass-throughs.

CURRENT STATUS 2025

Average number of nights per stay, across all accommodation types

2,0

Nights per stay

WHAT OUR EMPLOYEES SHOULD ASK THEMSELVES

Does my activity include offers, storytelling, or incentives that encourage stays of 3+ nights in Switzerland?

WHAT'S OUR CHALLENGE

Data limit: HESTA does not capture a guest's full journey across multiple hotels.



Swisstainable



Swisstainable Programme



Swisstainable: The certified Level III - leading base should grow.

WHAT'S MEASURED

The number of businesses certified at Level III – leading in the Swisstainable programme, plus the number of Swisstainable destinations.

WHY IT MATTERS

A growing certified base shows the industry is changing its practice – not just in communication. Level III – leading represents the highest level of proof in the programme.

CURRENT STATUS 2025

July 2026

558

Businesses on Level III - leading

15

Swisstainable Destinations

Level III – leading stands for the most holistic approach to sustainability.

WHAT OUR EMPLOYEES SHOULD ASK THEMSELVES

Does my activity visibly feature Swisstainable-classified partners or destinations – according to their level?

WHAT'S OUR CHALLENGE

The Empco Initiative might be a challenge for the programme – how will the new rules regarding sustainability communication change Swisstainable?

Source: Swisstainable Programme (ST), July 2026



Tourism Acceptance



Travel With Care – Guest Awareness Campaign



Industry Toolbox Tourism Acceptance

For a tourism, that connects

6 modules:

Promoting Tourism Acceptance

Gaining an Overview

Shaping Stakeholder Management

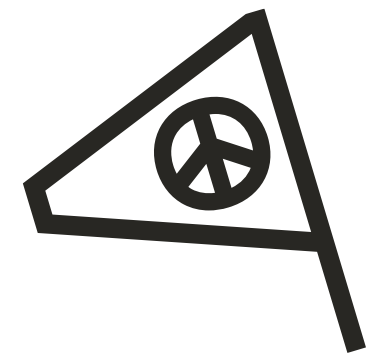
Increasing Tourism Value

Strengthening Guest Participation

Mastering Communication

[Link to Toolbox](#)
(available in DE, IT, FR)

Travel With Care – Industry Toolbox



Tourism acceptance: **Public approval should rise**

WHAT'S MEASURED

Share of the Swiss population with a positive attitude toward tourism.

WHY IT MATTERS

Tourism only works long-term with local approval. Acceptance is the social licence for everything the other metrics measure.

CURRENT STATUS 2025

Positive Attitude

78%



Roughly four in five people tourism positively.

WHAT OUR EMPLOYEES SHOULD ASK THEMSELVES

Does my activity promote respectful and responsible guest behaviour, or communicate the benefits of tourism to the local communities?

WHAT'S OUR CHALLENGE

Acceptance is the hardest of the five to act on quickly — it takes time to shift mindsets.

Travel Better

Year-Round
Tourism



Flows of
Visitors



Length of
stay



Sustainable



Tourism
Acceptance



We can develop and (partially) measure Travel Better. But we cannot achieve it alone.

What we can do

- Align our marketing activities with Travel Better
- Measure our own activities (Travel Better Score)
- Develop industry metrics
- Provide materials to support the industry

What the industry can do

- Adapt Travel Better to their destinations
- Rethink offers and opening hours
 - Include residents
- Raise guest awareness
 - Gather data



The future of (Swiss) Tourism is not simply
higher overnight stays.

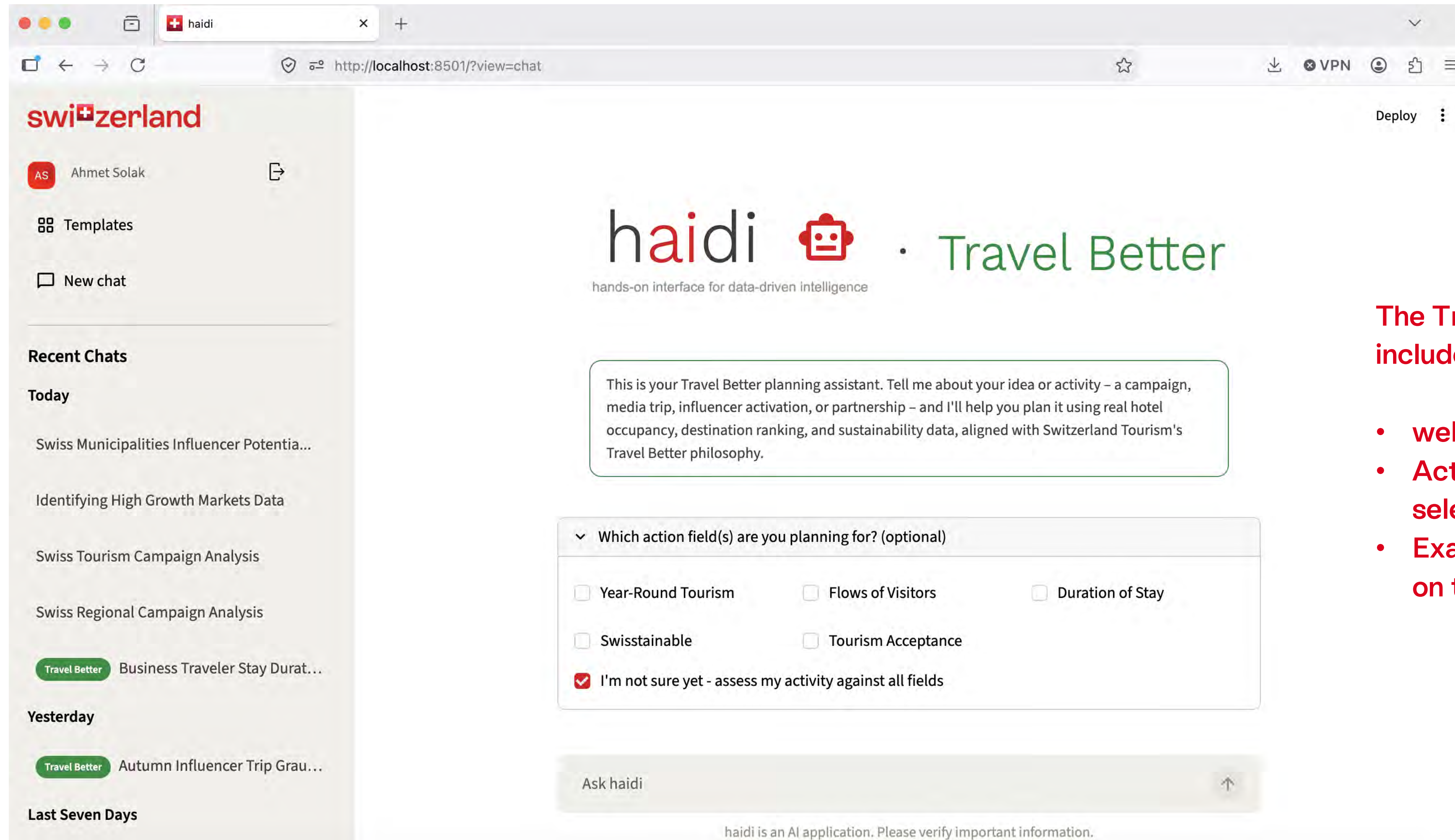
It's Travel Better.

Thank you



Milena Bärtschi
Manager Tourism Development & Sustainability
milena.baertschi@switzerland.com

haidi – Travel Better template



The Travel Better Template UI includes:

- **welcome message/explainer**
- **Action field selection (if nothing selected all are considered)**
- **Example prompts (User can click on these)**

haidi – Chat Flow – example year-round tourism

swi+zerland

AS

Ahmet Solak

Templates

New chat

Recent Chats

Today

Travel Better

Graubünden Campaign Strat...

Travel Better

Zurich Campaign Strategy

Travel Better

Zurich Campaign Strategy

Swiss Municipalities Influencer Potentia...

Identifying High Growth Markets Data

Swiss Tourism Campaign Analysis

Swiss Regional Campaign Analysis

Travel Better

Business Traveler Stay Durat...

I am interested in all action fields, and mainly for business travelers.

Graubünden Campaign for Business Travelers — Travel Better Assessment

Business travel to Graubünden offers strong potential across multiple action fields, but the fit varies significantly depending on which months you target. Here's what the data shows:

Year-Round Tourism

Graubünden has 7 months below 50% occupancy in 2025, making low-season demand steering highly relevant for business travel:

Priority	Month	Occupancy %
1	November	12.4
2	May	16.2
3	April	17.2

Year-Round Tourism Action Field

Graubünden - 2025

Month	Occupancy %
Jan	60.4
Feb	68.4
Mar	53.8
Apr	17.2
May	16.2
Jun	36.4
Jul	51.6
Aug	54.5
Sep	42.3
Oct	31.1
Nov	12.4
Dec	49.3

swi+zerland

haidi – Chat Flow – example flows of visitors

swi⁺zerland

AS

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Swiss Municipalities Influencer Potentia...

Identifying High Growth Markets Data

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Swiss Regional Campaign Analysis

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Business Traveler Stay Durat...

Flows of Visitors

Graubünden has 12 destinations outside the national Top 20 with real capacity (>50,000 annual overnights), and 2 are Swisstainable-certified. Strong geographic spread potential beyond the usual Davos/St. Moritz circuit:

Priority	Destination	Overnights	CH Rank	Occupancy %	Swisstainable
1	Bregaglia	55,546	105	25.1	—
2	Savognin Bivio Albula	99,366	80	29.6	—
3	Surselva	108,694	76	30.5	Level III
4	Viamala	93,159	83	31.3	—
5	Valposchiavo	79,810	86	35.9	Level I
6	Disentis Sedrun	132,837	64	36.3	—
7	Prättigau	96,690	81	38.6	—
8	Vals	64,148	99	40.7	—
9	Lenzerheide	328,201	26	42.5	—
10	Bergün Filisur	62,986	100	45.0	—
11	Bündner Herrschaft	56,801	104	52.5	—
12	Chur	265,400	24	60.2	—