



Swiss Tourism in Figures Edition 2007

STV FST

Schweizer Tourismus-Verband  
Fédération suisse du tourisme  
Federazione svizzera del turismo  
Federaziun svizra dal turissem

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## Edited by.

- ▶ Swiss Tourism Federation (FST)
- ▶ Federal Statistical Office (FSO)
- ▶ GastroSuisse
- ▶ hotelleriesuisse
- ▶ Swiss Federation of Travel Agencies (SFTA)
- ▶ Switzerland Tourism (ST)
- ▶ Swiss Cableways
- ▶ Public Transport Association

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## Legal bases of the Federal Government.

**National Promotion of Tourism:** Bundesgesetz vom 21. Dezember 1955 über die Schweizerische Verkehrszentrale, ab 1995 Schweiz Tourismus (SR 935.21)

**Promotion of Innovation and Cooperation:** Bundesgesetz vom 10. Oktober 1997 über die Förderung von Innovation und Zusammenarbeit im Tourismus (SR 935.22)

**Promotion of the Lodging Industry:** Bundesgesetz vom 20. Juni 2003 über die Förderung der Beherbergungswirtschaft (SR 935.12)

**Investment Assistance for Mountain Regions:** Bundesgesetz vom 21. März 1997 über Investitionshilfe für Berggebiete (IHG) (SR 901.1)

**Gambling Facilities:** Bundesgesetz vom 18. Dezember 1998 über Glücksspiele und Spielbanken (Spielbankengesetz, SBG) (SR 935.52)

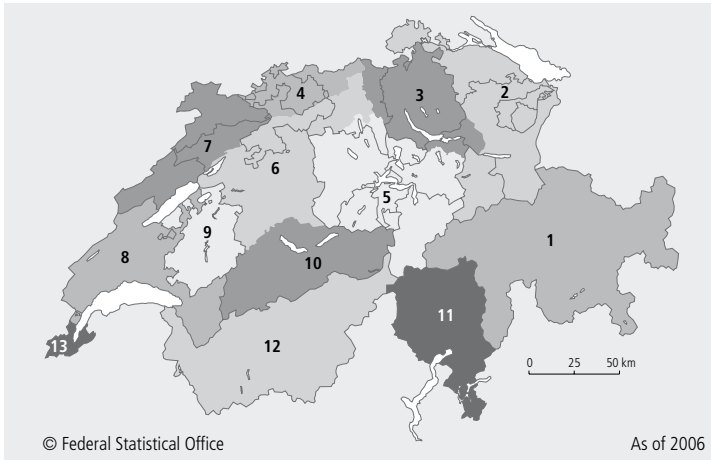
**Exclusiv VAT tariff for Lodgin Services:** Bundesgesetz vom 2. September 1999 über die Mehrwertsteuer (Mehrwertsteuergesetz, MWSTG) (SR 641.20)

**Tourism Statistics:** Verordnung vom 30. Juni 1993 über die Durchführung von statistischen Erhebungen des Bundes (SR 431.012.1)

Source: [www.admin.ch](http://www.admin.ch)

**Overview of tourism laws of the Swiss Cantons.**

Canton	Internet	Law
Aargau	<a href="http://www.ag.ch">www.ag.ch</a>	No tourism law
Appenzell Innerrhoden	<a href="http://www.ai.ch">www.ai.ch</a>	Tourismusförderungsgesetz vom 25. April 1999
Appenzell Ausserrhoden	<a href="http://www.ar.ch">www.ar.ch</a>	Tourismusgesetz vom 22. September 2003
Basel-Landschaft	<a href="http://www.bl.ch">www.bl.ch</a>	Tourismusgesetz vom 19. Juni 2003
Basel-Stadt	<a href="http://www.bs.ch">www.bs.ch</a>	Gesetz vom 9. April 1942 betreffend die Erhebung einer Gasttaxe
Bern	<a href="http://www.be.ch">www.be.ch</a>	Tourismusentwicklungsgesetz vom 20. Juni 2005
Fribourg	<a href="http://www.fr.ch">www.fr.ch</a>	Tourismusgesetz vom 13. Oktober 2005
Geneva	<a href="http://www.ge.ch">www.ge.ch</a>	Tourismusgesetz vom 24. Juni 1993
Glarus	<a href="http://www.gl.ch">www.gl.ch</a>	Tourismusgesetz vom 5. Mai 1991
Graubünden	<a href="http://www.gr.ch">www.gr.ch</a>	Wirtschaftsentwicklungsgesetz vom 1. November 2004
Jura	<a href="http://www.ju.ch">www.ju.ch</a>	Tourismusgesetz vom 31. Mai 1990
Lucerne	<a href="http://www.lu.ch">www.lu.ch</a>	Tourismusgesetz vom 30. Januar 1996
Neuchâtel	<a href="http://www.ne.ch">www.ne.ch</a>	Tourismusgesetz vom 25. Juni 1986
Nidwalden	<a href="http://www.nw.ch">www.nw.ch</a>	Fremdenverkehrsgesetz vom 25. April 1971
Obwalden	<a href="http://www.ow.ch">www.ow.ch</a>	Tourismusgesetz vom 8. Juni 1997
St. Gallen	<a href="http://www.sg.ch">www.sg.ch</a>	Tourismusgesetz vom 26. November 1995
Schaffhausen	<a href="http://www.sh.ch">www.sh.ch</a>	Tourismusgesetz vom 2. Dezember 1996
Solothurn	<a href="http://www.so.ch">www.so.ch</a>	Wirtschaftsgesetz vom 9. Juni 1996
Schwyz	<a href="http://www.sz.ch">www.sz.ch</a>	Gesetz vom 13. März 2002 über die Wirtschaftsförderung
Thurgau	<a href="http://www.tg.ch">www.tg.ch</a>	Gastgewerbegesetz vom 26. Juni 1996
Ticino	<a href="http://www.ti.ch">www.ti.ch</a>	Tourismusgesetz vom 30. November 1998
Uri	<a href="http://www.ur.ch">www.ur.ch</a>	Verordnung vom 4. April 2004 über die Förderung des Tourismus
Vaud	<a href="http://www.vd.ch">www.vd.ch</a>	Tourismusgesetz vom 15. September 1999
Valais	<a href="http://www.vs.ch">www.vs.ch</a>	Tourismusgesetz vom 9. Februar 1996
Zug	<a href="http://www.zg.ch">www.zg.ch</a>	Tourismusgesetz vom 27. März 2003
Zurich	<a href="http://www.zh.ch">www.zh.ch</a>	No tourism law



- 1 **Graubünden:** Canton of Graubünden
- 2 **Eastern Switzerland:** Canton of Glarus, Canton of Schaffhausen, Canton of St. Gallen, excluding parts of the See-Gaster, Canton of Thurgau, Canton of Appenzell-Innerrhoden and Canton of Appenzell-Auserrhoden
- 3 **Zurich Region:** Canton of Zurich, Canton of Aargau: districts of Baden, parts of the Bremgarten and Zurzach districts, Canton of Schwyz: districts Höfe and March, Canton of St. Gallen: parts of the See-Gaster region
- 4 **Basel Region:** Canton of Basel-Stadt and of Basel-Land, Canton Solothurn: districts Dorneck and Thierstein, Canton Aargau: the Kulm and Muri districts, parts of the Laufenburg and Rheinfelden districts, parts of Zurzach
- 5 **Central Switzerland:** Cantons of Lucerne, Uri, Schwyz excluding the March and Höfe district, Canton of Aargau: the Kulm and Muri districts, parts of the Lenzburg district, Cantons of Obwalden, Nidwalden and Zug
- 6 **Schweizer Mittelland:** the Bernese districts of Aarberg, Aarwangen, Berne, Biel, Büren, Burgdorf, Cerlier, Fraubrunnen, Konolfingen, Laupen, Nidau, Schwarzenburg, Seftigen, Signau, Trachselwald and Wangen; from the Canton of Solothurn the districts Gäu, Tal, Bucheggberg, Gösgen, Wasseramt, Lebern, Olten and Solothurn, from the Canton of Aargau the districts Aarau, Brugg, Zofingen, parts of the Bremgarten and Lenzburg districts
- 7 **Neuchâtel/Jura/Jura Bernois:** Cantons of Neuchâtel, Jura and the Bernese districts Courtelary, Moutier and La Neuveville
- 8 **Lake Geneva Region (Vaud):** Canton of Vaud
- 9 **Fribourg Region:** Canton of Fribourg
- 10 **Bernese Oberland:** districts of Frutigen, Interlaken, Niedersimmental, Oberhasli, Saanen and Thun
- 11 **Ticino:** Canton of Ticino
- 12 **Valais:** Canton of Valais
- 13 **Geneva:** Canton of Geneva

## Tourism – an important sector of the economy

### Tourism generates income.

Domestic and international tourism are important factors in the Swiss economy. Of a total revenue of CHF 21.6 billion in 2004, 9.7 billion (or 44%) came from domestic tourism. Expenditure by foreign visitors in Switzerland added some CHF 11.9 billion (3% of the Gross Domestic Product).

Total tourism revenue	2003	2004	2005	2006
		in billion CHF		
From domestic tourists	9.6	9.7	<sup>1)</sup>	<sup>1)</sup>
From foreign tourists (Tourism balance of payments) <sup>2)</sup>	11.6	11.9	12.5	13.3
Total	21.2	21.6	<sup>1)</sup>	<sup>1)</sup>
Tourism's share of Swiss Gross Domestic Product	5.1%	4.8%	<sup>1)</sup>	<sup>1)</sup>

1) no estimate 2) 2003/04: revised figures, 2005/06: provisional figures  
Source: Federal Statistical Office

### Tourism – an invisible export.

The expenditure of foreign guests in Switzerland has the same effect on the Swiss balance of payments as the export of goods. 6 percent of Switzerland's export revenue come from tourism.

Export revenue by industry <sup>1)</sup>	2003	2004	2005	2006
		in billion CHF		
1. Metal and machine industry	50.9	55.2	58.3	65.0
2. Chemical industry	45.2	49.6	54.8	63.0
3. Tourism (Tourism balance of payments)	11.6	11.9	12.5	13.3
4. Watchmaking industry	10.2	11.2	12.4	13.7
5. Textile industry	4.2	4.2	4.2	4.4

1) excl. income from capital abroad and work abroad  
Source: Federal Statistical Office

**Tourism, including overnight stays as the major source of income**

The tourism balance of payments shows the revenue from foreign tourists in Switzerland and the expenditure of Swiss tourists abroad. Calculations are based on a mixture of statistical data including frequency, turnover and prices, additional statistics from foreign and domestic authorities as well as estimates.

Tourism balance of payments						
Revenue/Expenditure	Revenue from foreign tourists			Expenditure of Swiss tourists abroad		
	in billion CHF			in billion CHF		
	2004 <sup>1)</sup>	2005 <sup>2)</sup>	2006 <sup>2)</sup>	2004 <sup>1)</sup>	2005 <sup>2)</sup>	2006 <sup>2)</sup>
Tourism, including overnight stays	7.8	8.2	8.8	7.7	8.6	9.7
Visitors staying in lodging facilities and with relatives	6.1	6.4	6.9			
Educational & medical stays	1.7	1.8	1.9			
Excursionists, transit visitors, other tourism	2.5	2.8	3.0	2.4	2.5	2.6
Consumption expenditure of border-zone inhabitants including short-term residents (< 4 months)	1.5	1.5	1.6	0.0	0.0	0.0
<b>Total</b>	<b>11.9</b>	<b>12.5</b>	<b>13.3</b>	<b>10.1</b>	<b>11.1</b>	<b>12.4</b>

1) revised figures 2) provisional figures

Source: Federal Statistical Office

## Average spending per visitor and overnight stay

Overnight tourists	Expenditure 2003 in million CHF for:			
	Lodging	Meals	Incidentals	Total
In hotels	143	72	86	301
In vacation apartments	24	29	26	79
At camp grounds	13	26	22	61
In group accommodation	20	26	20	66
In youth hostels	28	25	11	63
With friends and relatives				33

Source: Federal Statistical Office

## Distribution of incidentals

Foreign guests in Switzerland spend money not only in hotels and restaurants, but also in other businesses. In 2004, for instance, they spent the following estimated amounts on:

Sector	Expenditures 2004
Fuel	CHF 695 million
Tobacco	CHF 137 million
Sweets	CHF 288 million
Souvenirs, handicrafts	CHF 67 million
Taxi fares	CHF 111 million
Inland water transportation	CHF 20 million
Sights or points of interest	CHF 21 million

Source: Federal Statistical Office



### **Tourism plays a key role in the Swiss economy.**

Tourism is one of the main branches of the Swiss economy. It has triggered expenditure in various sectors. Expenditure totalling 30.6 billion francs was directly attributable to tourism in 1998.

The «tourism satellite account (TSA)<sup>1)</sup>» fills this gap, providing vital data on tourism's role in the Swiss economy, particularly tourism's contribution to Switzerland's overall economy in terms of gross added value and jobs, and the economic importance of the various categories of visitor.

The first Swiss «tourism satellite account» covers reference year 1998. In line with current international standards in this field, the results of the satellite account expressed in terms of added value measure only the direct effects of tourism<sup>2)</sup>. To evaluate the global economic impact of tourism in Switzerland, the indirect effects of tourism should also be taken into account, i.e. intermediate consumption of tourism businesses (purchases of goods and equipment, rental, transport and energy costs, maintenance and repair costs, advertising, etc.) as well as investments (variations in capital) by tourism providers, or even tourism multipliers (revenue obtained in tourism which triggers consumption expenditure).

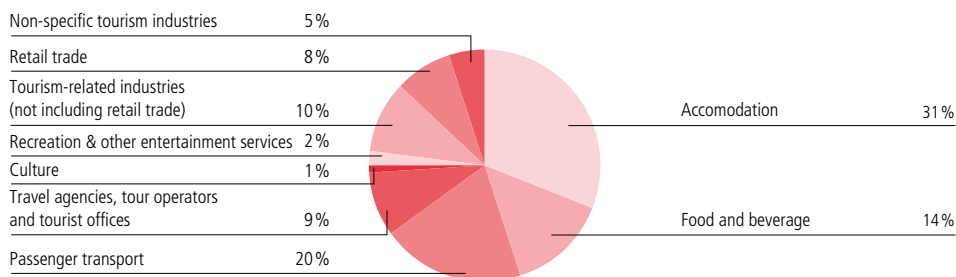
1) The tourism «satellite account» owes its name to the fact that it does not appear as such in the National Accounts or in the official nomenclatures used by statistics. The information had to be reconstituted from the tourism-related components of existing sectors and concentrated in a parallel account outside the nomenclature, which is perfectly compatible with the National Accounts.

2) Due to incomplete data, the first tourism satellite account does not take into account all the components of the direct effects of tourism. The next tourism «satellite account» will be based on 2005 figures and is expected to be published in 2008.

## Added value of tourism: Many branches of the economy benefit from tourism.

Accounting for 31 percent of tourism's added value, the lodging sector is the main economic branch of tourism. The lodging and food and beverage serving services together account for 45 percent of tourism's added value. Over half of tourism's added value comes from other economic sectors.

### Contribution of economic sectors to added value in 1998



Source: Federal Statistical Office

## Foreign tourists accounted for 47 percent of tourist expenditure in 1998.

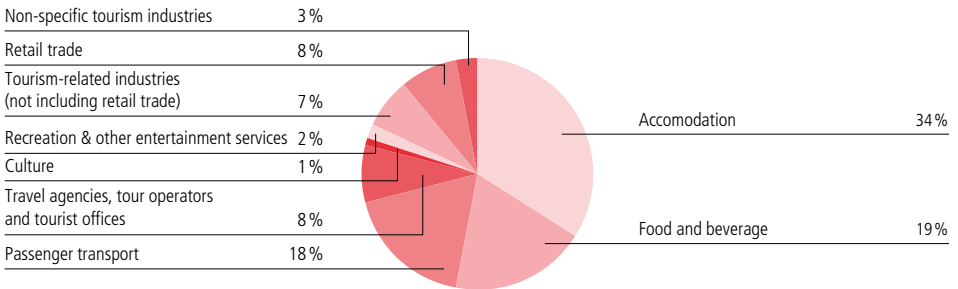
	million CHF	%
Tourism consumption	30 610	100
International visitors	14 500	47
Same-day visitors	3 120	10
Tourists (overnight visitors)	11 380	37
Domestic visitors	9 790	32
Same-day visitors	4 890	16
Tourists (overnight visitors)	4 900	16
Domestic business trips	1 790	6
Use of second homes on own account or free of charge	690	2
Other components	3 840	13

Source: Federal Statistical Office

## Tourism creates jobs.

The tourism sector is an important provider of jobs. It is estimated that, overall, one person in twelve is involved in it directly or indirectly. In mountain areas, the proportion is much higher than in urban areas. The Swiss tourism «satellite account» for 1998 provides exact figures for the number of jobs directly generated by tourism (full-time equivalent employment).

### 166 000 jobs directly generated by tourism in Switzerland in 1998



Direct tourism employment in Switzerland: 165 500 full-time equivalent employment (= 5.2% of total employment)

Source: Swiss Federal Statistical Office

**Full-time equivalents according to economic sectors**

(in thousands)

		2001	2002	2003	2004	2005	2006
Service industry	Total	2160.9	2157.3	2148.1	2144.1	2145.2	2177.3
	Men	1203.9	1205.2	1185.8	1183.3	1184.4	1194.1
	Women	957.0	952.1	962.3	960.7	960.8	983.2
Hospitality industry	Total	189.5	183.6	177.6	174.5	171.1	171.0
	Men	93.0	92.2	87.4	85.5	81.9	82.6
	Women	96.5	91.4	90.2	89.0	89.2	88.4
Transportation by road and rail	Total	87.3	85.9	86.2	86.4	89.6	90.6
	Men	77.3	76.0	75.7	75.8	78.3	78.9
	Women	10.0	9.9	10.4	10.6	11.3	11.7
Transportation by boat	Total	1.8	2.0	2.2	2.3	2.1	2.3
	Men	1.4	1.5	1.7	1.7	1.6	1.6
	Women	0.4	0.4	0.5	0.7	0.5	0.7
Transportation by air	Total	10.1	11.1	8.5	7.3	6.6	7.0
	Men	5.4	5.9	4.6	4.1	3.6	3.9
	Women	4.7	5.2	3.9	3.2	3.1	3.1
Part-time employment in transportation; travel agencies	Total	52.7	51.8	51.0	54.1	52.2	53.0
	Men	33.7	33.4	32.6	34.9	34.0	34.3
	Women	19.0	18.5	18.4	19.2	18.3	18.7

Source: Federal Statistical Office, employment statistic

**Employment statistics: hotel and catering industry**

(in thousands)

	2005	2006	2006	2006	2006
	4 <sup>th</sup> quarter	1 <sup>th</sup> quarter	2 <sup>th</sup> quarter	3 <sup>th</sup> quarter	4 <sup>th</sup> quarter
Full-time employees (90% and over)	140.1	143.9	142.1	140.9	139.4
Of which men	74.7	76.9	75.0	74.7	75.4
Of which women	65.4	67.0	67.1	66.2	63.9
Part-time employees I (50-89%)	29.7	30.3	30.4	30.6	29.9
Part-time employees II (>50%)	48.0	48.2	47.6	45.6	46.8
Of which men	18.3	18.0	17.2	16.8	17.8
Of which women	59.4	60.5	60.9	59.5	58.9
Total number of employees (overall)	217.8	222.5	220.1	217.1	216.1
Of which men	93.0	94.9	92.2	91.5	93.3
Of which women	124.8	127.5	127.9	125.6	122.8

Source: Federal Statistical Office, employment statistic

# Mobility in Switzerland — results on travel behaviour

## Travel with overnight stays.

### Frequency, duration, distance

Journeys with one or more overnight stays are on average the longest trips and hence account for a significant share of annual mobility. Distance figures are based on round trips and distances at the destination. The total distance amounts to approximately 4600 kilometres per person and year.

55% of those surveyed have taken at least one trip with an overnight stay over the past 4 months. This corresponds to an average of 2.7 journeys per year, with approximately one in nine as a business trip.

Senior citizens take significantly fewer trips with overnight stays than the rest of the population. People in the 26–45 year age bracket cover the longest distances. Income as a key factor is even stronger for journeys with overnight stays than for day trips: For example, the group with a monthly income of between 8000 and 12 000 Swiss Francs travels about twice as much and almost three times as far as those with incomes below 4000 Swiss Francs.

	Number of journeys per year	thereof business trips (in %)	Total distance per year (km)	at least one journey over the past 4 months (share in %)
<b>Age</b>				
6–17 years	2.9	0.2	3775	61.2
18–25 years	2.6	3.6	4576	54.8
26–45 years	3.3	17.1	5857	60.4
45–65 years	2.6	13.7	4919	55.5
66 and over	1.5	0.7	2475	35.3
<b>Gender</b>				
Men	2.8	16.2	5013	57.1
Women	2.5	4.7	4267	52.4
<b>Household income</b>				
Up to CHF 4000	1.6	3.5	2362	36.3
CHF 4001–8000	2.6	7.4	4097	55.7
CHF 8001–12 000	3.6	11.9	6778	69.8
Over CHF 12 000	4.4	24.2	8758	73.6
<b>Spatial structure (residential community)</b>				
Suburban core community	2.9	11.3	4881	56.0
Other suburban community	2.8	10.7	5389	57.1
Isolated town	1.4	12.3	1811	34.5
Rural community	2.4	10.2	3105	49.8
Total	2.7	10.7	4639	54.8

## Objectives, purposes and choice of transport

Around half of all journeys with overnight stays are taken abroad. Naturally, this share is higher for business trips as longer domestic business trips often do not require an overnight stay.

Among domestic destinations the classic holiday regions are most popular, namely Eastern Switzerland (with Graubünden), Schweizer Mittelland (including Berne and others) and the Lake Geneva Region (including Valais). However, Ticino and Central Switzerland are also often chosen as destinations, given the fact that these regions are notably smaller than the other major regions.

## Destination by travel purpose

(in %)

	Leisure	Business	Other	Total	Share of population major regions
Lake Geneva Region (incl. Valais)	10.6	7.1	10.2	10.2	18.4
Schweizer Mittelland (incl. Berne)	10.5	7.9	10.3	10.2	22.8
Northwestern Switzerland	2.2	3.1	1.6	2.2	13.7
Zurich Region	3.1	6.2	2.3	3.4	17.0
Eastern Switzerland (incl. Graubünden)	12.6	9.2	18.8	12.8	14.3
Central Switzerland	4.5	4.7	6.7	4.7	9.5
Ticino	5.8	5.0	2.8	5.4	4.3
Switzerland	49.3	43.2	52.7	49.0	100.0

## Reasons for choice of transport

(in %, multiple answers possible)

Main means of transport	Aeroplane	On foot/ by bicycle	Motorised privat transport	Public transport	Other
Lack of alternatives	57.1	24.8	43.4	41.6	36.2
Travel time	88.2	20.2	68.7	44.6	43.7
Costs	32.1	15.4	29.4	36.7	35.7
Perceived safety	21.7	5.0	16.5	36.9	32.2
Pleasure	47.5	69.3	48.6	65.2	70.7
Higher reliability	33.9	15.0	36.1	37.7	38.1
Luggage, bulky items	30.3	11.8	71.2	23.5	50.4

Source: Federal Statistical Office, Microcensus 2005 on Travel Behaviour

### **The hotel and catering industry: the most important tourism sector.**

In 2006, the number of catering businesses once again increased by over 600. Some 30 000 businesses provide hotel and catering services. For the guest, this extensive choice means luxury – for the branch the glut of establishments means tough competition. There is one catering establishment for every 250 inhabitants (around 30 000 businesses for 7 507 300 inhabitants).

In 2006, the total turnover of the hotel and catering industry should again reach around CHF 22.5 billion. Thus the hotel and catering industry makes a significant contribution to VAT revenue. According to the VAT statistics for 2003, 25 607 taxpayers generated a total turnover of CHF 22.7 billion, with taxable income of CHF 21.507 billion. Tax on income was CHF 1.293 billion, net, on CHF 823 million. With 8.2 percent of taxpayers and a 1.3 percent share of overall turnover, the hotel and catering industry contributed 10.1 percent to the overall net tax demand of CHF 8.124 billion.

As a key tourism industry, the hotel and catering segment is one of the most important sectors of our economy and is also an important purchaser of domestic products (both agricultural and industrial). It employs more than 200 000 people and is also a major indirect employer as a client of the building industry, banks, local service providers and specialized trades.

Source: GastroSuisse, Branch Situation 2007

### Overview of the accommodation sector.

Swiss tourism statistics break accommodation options down into hotel accommodation, health establishments and supplementary accommodation.

#### Hotel accommodation

Hotels, boarding houses, guesthouses, motels

#### Health establishments

Sanatoria which are not subsidized by the Canton and convalescent homes with medical management or support, Alpine health establishments, altitude clinics, rheumatic clinics, public spas

#### Supplementary accommodation

##### Private rooms (vacation homes and apartments):

These are properties which are offered for rental to third parties. They exclude properties which are solely occupied by the owners or long-term tenants, or their family members.

##### Camp and caravan sites:

Demarcated sites which are accessible to everyone for the temporary parking of caravans and motor homes in which they travel, and for the temporary erection of tents. One «parking place» is equivalent to three «sleeping places» on average (four in the Ticino).

##### Group accommodation:

Dormitories for tourists and groups, club and association houses, mountain refuges and huts.

##### Youth hostels:

Switzerland's official youth hostels.

Accommodation statistics (HESTA) for hotels and health establishments replace the statistics for hotels and health establishments which date back to 1934 but which were discontinued in 2003 due to budget restrictions. In methodological terms, these figures cannot be compared to the old statistics; HESTA has been in operation since 1.1.2005. Statistics for alternative accommodation ('para-hotels') were discontinued in 2003.



### Hotels and health establishments.

The 34.8 million overnight stays in hotels and health establishments for 2006 (+5.8%) involved 14.8 million arrivals (+7.3%). Just as in the previous year one hotel stay lasted an average of 2.4 nights per visitor. Last year the longest stays in Swiss hotels were recorded for visitors from the Gulf States (3.9 nights per stay). The shortest stays were observed for visitors from Asia (1.4 to 1.9 nights). Domestic visitors spent an average of 2.2 nights in hotel establishments.

In 2006 the most important countries of residence of visitors were Switzerland, Germany, United Kingdom, United States, France and Italy each with between 1 million and 15 million overnight stays. Together these countries accounted for 78 percent of total demand (compared to 79 percent for the previous year). In addition to the United States with 1.7 million overnight stays, Japan also represented an important non-European market with 600 000 units. The above mentioned seven countries achieved growth rates of between 11 percent (United States) and 1.7 percent (Japan). Compared to the previous year, development of demand was positive for most countries of residence. The Republic of Ireland registered the strongest increase, up 34 percent, along with some Eastern European countries (Romania: +33%, Poland: +30%, Baltic States: +27%, Croatia: +26%).

The most visited tourist regions in 2006 were Graubünden, Zurich, Valais, Bernese Oberland and Central Switzerland.

### Development of overnight stays in 2006

Change in percent compared to the same period in 2005

	Total	Foreigners	Swiss
January	2.9	3.6	2.1
February	3.4	7.1	-0.8
March	-1.9	-3.5	0.4
April	18.6	22.4	13.7
May	9.1	11.0	6.5
June	6.4	5.4	7.9
July	4.9	5.4	4.2
August	2.6	4.1	0.5
September	8.5	10.7	5.9
October	7.8	10.7	5.1
November	6.2	7.9	4.2
December	8.4	12.9	2.7
Entire year	5.8	7.2	4.0

Source: Federal Statistical Office

### Overnight stays by country of residence of visitors (in millions)

Country of residence of visitors	Year 2005	Winter 05/06 11.05–04.06	Summer 2006 05.06–10.06	Winter 06/07 11.06–04.07
Switzerland	15.2	6.7	8.4	6.8
Total of foreign countries	19.6	8.5	11.0	9.1
Germany	5.8	2.6	3.1	2.7
United Kingdom <sup>1)</sup>	2.2	1.1	1.1	1.1
France	1.3	0.6	0.6	0.7
Italy	1.1	0.5	0.5	0.5
Netherlands	0.9	0.4	0.5	0.4
Belgium	0.8	0.4	0.4	0.4
Nordic countries <sup>2)</sup>	0.5	0.2	0.2	0.3
Russia	0.3	0.2	0.1	0.2
Spain	0.4	0.2	0.2	0.2
Austria	0.4	0.1	0.2	0.2
Other countries Europe	1.3	0.6	0.7	0.7
Europe total (excl. Switzerland)	14.8	6.9	7.7	7.4
United States	1.7	0.6	1.1	0.6
Canada	0.2	0.1	0.1	0.1
Brazil	0.1	0.1	0.1	0.1
Other countries America	0.2	0.1	0.1	0.1
America total	2.2	0.8	1.4	0.8
Japan	0.6	0.1	0.5	0.1
China (incl. Hongkong)	0.3	0.1	0.2	0.1
Korea	0.1	0.0	0.1	0.1
Israel	0.2	0.1	0.1	0.1
India	0.3	0.1	0.2	0.1
Other countries Asia	0.7	0.2	0.5	0.2
Asia total	2.1	0.6	1.5	0.7
Africa	0.3	0.1	0.2	0.1
Australia, Oceania	0.2	0.1	0.1	0.1
Other overseas countries	0.5	0.2	0.3	0.2
Total	34.8	15.2	19.4	15.8

1) Great Britain and Northern Ireland

2) Denmark, Finland, Norway, Sweden, Iceland

Source: Federal Statistical Office

### Hotel industry: capacity, overnight stays and occupancy rate Cantons 2006

Cantons	Capacity <sup>1)</sup>		Overnight stays in millions			Occupancy rate <sup>2)</sup> in %	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms	Beds
Graubünden	19 189	38 446	2.9	2.8	5.7	51.0	44.5
Bern	17 740	34 678	2.3	2.7	5.0	49.6	41.6
Valais	14 457	29 063	2.0	2.3	4.3	48.1	42.9
Zurich	11 989	20 235	1.1	2.8	3.9	65.7	52.6
Ticino	9 447	18 186	1.5	1.2	2.7	48.5	42.3
Geneva	8 604	14 218	0.5	2.1	2.7	62.4	51.3
Vaud	9 417	17 591	0.9	1.6	2.5	49.0	39.9
Lucerne	5 437	10 350	0.6	1.0	1.6	52.0	43.2
St. Gallen	5 154	9 349	0.6	0.4	1.0	39.6	31.6
Basel-Stadt	3 146	4 802	0.2	0.7	0.9	62.7	51.2
Aargau	3 122	5 188	0.3	0.3	0.7	44.3	35.4
Obwalden	2 191	4 169	0.2	0.4	0.6	50.1	44.0
Schwyz	2 573	5 060	0.4	0.2	0.6	38.1	32.8
Thurgau	1 995	3 546	0.2	0.1	0.4	38.6	30.5
Fribourg	2 039	4 142	0.2	0.1	0.4	32.3	24.8
Solothurn	1 505	2 751	0.2	0.1	0.3	43.4	32.8
Nidwalden	1 120	2 267	0.1	0.1	0.3	39.8	31.4
Zug	960	1 517	0.1	0.1	0.2	58.0	45.8
Uri	1 333	2 679	0.1	0.2	0.2	28.8	25.4
Basel-Landschaft	1 134	2 091	0.1	0.1	0.2	40.5	29.5
Neuchâtel	1 268	2 445	0.1	0.1	0.2	33.7	24.6
Appenzell Innerrhoden	611	1 828	0.1	0.0	0.2	39.9	26.4
Appenzell Ausserrhoden	1 012	1 731	0.1	0.0	0.1	29.3	24.6
Glarus	761	1 570	0.1	0.0	0.1	28.7	26.7
Schaffhausen	569	1 041	0.0	0.1	0.1	39.8	31.0
Jura	756	1 487	0.1	0.0	0.1	19.3	16.3
Switzerland	127 527	240 429	15.2	19.6	34.8	50.1	41.7

Sorted by overnight stays 2006, in decreasing order

1) Monthly weighted and only open establishments (available rooms and beds)

2) Number of recorded overnight stays in percent of the total monthly net capacity

Source: Federal Statistical Office

## Tourist regions 2006

Tourist regions	Capacity <sup>1)</sup>		Overnight stays in millions			Occupancy rate <sup>2)</sup> in %	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms	Beds
Graubünden	19 189	38 446	2.9	2.8	5.7	51.0	44.5
Eastern Switzerland	9 829	18 512	1.2	0.7	1.9	37.4	29.8
Zurich Region	13 940	23 598	1.3	3.0	4.3	62.8	50.3
Basel Region	4 942	7 999	0.4	0.8	1.2	54.2	42.5
Central Switzerland	13 440	25 763	1.5	2.0	3.5	46.3	38.5
Schweizer Mittelland	7 196	12 909	0.8	0.9	1.7	47.8	36.9
Neuchâtel/Jura/Jura Bernois	2 528	4 834	0.2	0.1	0.3	26.8	20.4
Lake Geneva Region (Vaud)	9 417	17 591	0.9	1.6	2.5	49.0	39.9
Fribourg Region	2 079	4 203	0.2	0.1	0.4	32.5	25.0
Bernese Oberland	12 459	25 108	1.7	2.1	3.8	51.1	44.0
Ticino	9 447	18 186	1.5	1.2	2.7	48.5	42.3
Valais	14 457	29 063	2.0	2.3	4.3	48.1	42.9
Geneva	8 604	14 218	0.5	2.1	2.7	62.4	51.3
Switzerland	127 527	240 429	15.2	19.6	34.8	50.1	41.7

## Top destinations in 2006

Destinations <sup>3)</sup>	Capacity <sup>1)</sup>		Overnight stays in millions			Occupancy rate <sup>2)</sup> in %	
	Rooms	Beds	Swiss	Foreigners	Total	Rooms	Beds
Zurich	6 728	11 154	0.5	1.9	2.4	71.2	58.8
Geneva	5 971	9 779	0.2	1.6	1.9	63.7	52.1
Zermatt	3 030	5 834	0.5	0.8	1.3	68.6	63.4
Lucerne	2 727	4 994	0.3	0.7	1.0	63.5	55.3
Basel	3 054	4 645	0.2	0.7	0.9	63.8	52.2
Davos	2 801	5 340	0.4	0.5	0.8	53.3	47.2
St. Moritz	2 304	4 270	0.3	0.6	0.8	65.8	58.3
Lausanne	2 207	3 890	0.2	0.5	0.7	64.2	49.4
Bern	1 916	3 280	0.3	0.4	0.6	67.1	54.5
Interlaken	1 572	2 989	0.2	0.5	0.6	64.4	57.5
Lugano	1 704	3 160	0.2	0.3	0.6	56.1	48.8
Lauterbrunnen	1 511	3 108	0.1	0.4	0.5	57.8	51.8
Grindelwald	1 478	3 092	0.2	0.4	0.5	59.4	50.2
Arosa	1 551	2 847	0.3	0.2	0.5	55.8	53.3
Opfikon	1 358	2 347	0.2	0.3	0.5	76.6	56.0
Ascona	1 204	2 230	0.3	0.2	0.5	60.4	58.4

**Capacity in hotels and health spas**

Year	Recorded Establishments	Recorded Rooms	Recorded Beds	Open Establishments	Available Rooms	Available Beds
2001	5831	144 025	264 759	–	–	–
2002	5755	143 218	263 449	–	–	–
2003	5691	143 148	263 024	–	–	–
2005	5836	143 796	274 035	4970	127 409	239 150
2006	5693	142 514	271 591	4967	127 527	240 429

**Hotels based on star rating system 2006**

Year	Open Establishments	Available Rooms	Available Beds	Occupancy rate <sup>2)</sup> in % Rooms	Occupancy rate <sup>2)</sup> in % Beds
*	62	1 847	4 245	54.7	38.2
**	292	7 302	13 897	51.2	42.7
***	925	32 207	59 000	55.2	47.4
****	408	28 361	50 430	62.2	52.6
*****	77	9 791	16 516	62.3	53.3
No information	2864	41 212	82 459	35.0	28.8
No category	339	6 806	13 883	44.5	38.1
Total	4967	127 527	240 429	50.1	41.7

**Hotels and health spas according to size of establishment 2006**

Size of establishment	Open Establishments	in %
0 to 10 beds	854	17.2
11 to 20 beds	1138	22.9
21 to 50 beds	1645	33.1
51 to 100 beds	863	17.4
101 to 150 beds	255	5.1
151 to 200 beds	96	1.9
201 to 300 beds	69	1.4
301 and more beds	47	0.9

1) Monthly weighted and only open establishments (available rooms and beds)

2) Number of recorded overnight stays in percent of the total monthly net capacity

3) Top 16 destinations based on overnight stays in 2006

Source pages 20–21: Federal Statistical Office

### Turnover Distribution and Operating Costs according to hotel category (2005)

The Swiss Hotel Credit Association (SGH) annually publishes average figures for hotels and, in the year 2005, 368 hotels were assessed. The following published figures are based on this assessment and reflect average values. With these figures, it must be taken into account that within the various categories between seasonal and year-round commercial enterprises, as well as between the lakeside and mountain hotel trade; in each case substantial differences are at hand.

Hotel category	* + **	***	****	*****
Number of hotels	81	157	57	10
	%	%	%	%
Earnings on food and beverages	69.6	54.9	50.0	41.6
Earnings on accommodation	28.7	42.7	46.9	50.9
Earnings on other services	1.7	2.3	3.1	7.4
Total turnover	100.0	100.0	100.0	100.0
Direct operating expenses	-25.7	-21.4	-18.0	-15.6
Gross profit I	74.3	78.6	82.0	84.4
Personnel expenses	-31.5	-37.6	-40.8	-39.6
Gross profit II	42.8	41.1	41.1	44.8
Other operating expenses	-13.7	-13.8	-15.1	-16.6
Operating result I	29.1	27.3	26.2	28.2
Management expenses	-11.7	-7.9	-5.0	-4.3
Operating result II	17.4	19.4	21.3	24.3
Maintenance and replacements	-4.8	-4.7	-5.0	-6.0
Gross operating profit	12.7	14.7	16.2	17.9
Financial and investment expenses	-7.5	-6.7	-6.9	-6.6
Operating cashflow	5.1	8.0	9.2	11.2
Non-recurring earnings and expenses	0.0	1.1	0.2	0.9
Corporate cashflow	5.2	9.1	9.4	12.3
Depreciation	-9.3	-9.9	-11.2	-12.0
Corporate result	-4.2	-0.8	-1.8	0.3
Earnings from food preparation	70.0	67.3	70.3	68.8
Earnings from beverages	66.7	64.9	67.7	71.2
Earnings from merchandise	65.6	64.6	68.5	69.5

Source: Swiss Association for Hotel Credit (Statistical year 2005)

By all figures we are dealing with average values. For this reason, single results cannot be calculated through the addition or subtraction of revenue and expenses.

### Important key figures by hotel category

Hotel category	* + **	***	****	*****
<b>Profit and loss account</b>				
Average number of beds	37	63	101	200
Bed occupancy rate (on days when open) in %	26.2	40.5	44.5	42.4
Average duration of stay (days)	2.7	3.1	3.4	3.8
	CHF	CHF	CHF	CHF
Average accommodation rate	64	80	117	238
Accommodation earnings per bed per year	6 190	11 017	18 294	32 549
Average operating income	747 315	1 670 151	4 081 890	13 172 880

Source: Swiss Association for Hotel Credit (Statistical year 2005)

### Key balance sheet figures by hotel category

Hotel category	* + **	***	****	*****
<b>Balance sheet</b>				
Current ratio	115.6%	124.2%	100.9%	91.5%
	CHF	CHF	CHF	CHF
Indebtedness per bed	46 735	52 152	78 780	132 063
Indebtedness per room	97 868	98 812	152 128	250 785
Investment per bed	48 896	55 174	82 795	144 701
Investment per room	101 713	104 304	160 112	274 478
Average balance sheet total	1 687 245	3 668 715	9 387 760	32 482 474

Source: Swiss Association for Hotel Credit (Statistical year 2005)

### Level of indebtedness of the hotel industry

Hotel category	* + **	***	****	*****
	%	%	%	%
Equity ratio	10.4	11.2	9.3	16.9
Debt to equity ratio	89.6	89.1	91.0	83.1
Payable interest in % of long-term debt	4.0	3.7	3.8	2.8

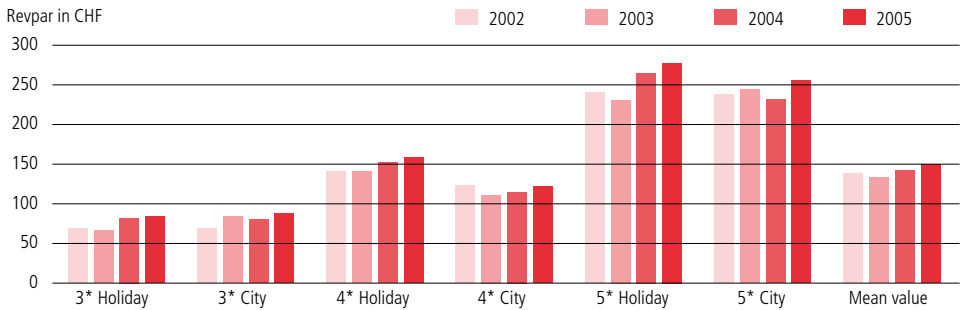
Source: Swiss Association for Hotel Credit (Statistical year 2005)

## Facts and Figures from the Experience Groups [Erfa Groups]

The results from the Experience Groups from hotelleriesuisse (around 160 establishments) cannot claim to be representative or complete, but they do provide valuable indications from the segment comprising the leading and larger businesses regarding the progression of the financial year and development over time.

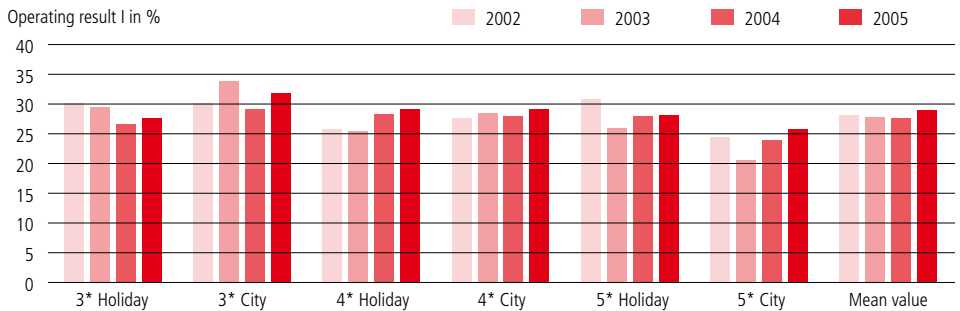
### Revpar

The revenue per room and day of opening (revenue per available room) is an informative key figure as regards value-added per available room.



### Operating result I

Operating result I is one of the main key figures in the hotel and catering sector, providing a yardstick for management efficiency. It takes account of all operating costs that can be influenced directly and are mostly variable, such as expenditure on goods (incl. services), personnel costs and other direct operating expenditure.



More information is available in the publication: «Erfa-Gruppen von hotelleriesuisse, Zahlen und Fakten 2004/05» which can be obtained from hotelleriesuisse, P.O.Box, 3001 Berne.



**Apartments.**

**Number of permanently and part-time occupied apartments**

as of census 2000

Canton	Apartments				Canton	Apartments			
	Total	Occupation				Total	Occupation		
		Permanently occupied	Occupied part-time	Un-occupied			Permanently occupied	Occupied part-time	Un-occupied
ZH	598 929	553 003	33 861	12 065	AR	25 063	20 864	2 790	1 409
BE	466 025	404 054	45 623	16 348	AI	6 094	5 102	668	324
LU	152 260	136 406	11 441	4 413	SG	205 840	179 011	18 965	7 864
UR	15 878	12 921	1 978	979	GR	128 987	74 411	47 902	6 674
SZ	55 382	48 035	5 526	1 821	AG	240 092	218 326	13 435	8 331
OW	16 070	11 808	3 606	656	TG	101 446	88 801	7 983	4 662
NW	16 934	14 439	2 113	382	TI	185 173	134 179	45 175	5 819
GL	19 152	14 962	2 916	1 274	VD	324 566	269 992	43 481	11 093
ZG	42 711	38 196	3 979	536	VS	172 705	101 870	61 614	9 221
FR	105 511	91 243	10 454	3 814	NE	81 643	72 091	6 431	3 121
SO	112 054	100 021	6 729	5 304	GE	205 026	177 364	22 912	4 750
BS	106 838	94 155	8 395	4 288	JU	31 041	26 549	2 742	1 750
BL	118 701	109 205	6 489	3 007	CH	3 569 181	3 027 829	419 819	121 533
SH	35 060	30 821	2 611	1 628					

Source: Federal Statistical Office

**Classified vacation homes by regions**

as of 31 December 2006

Tourist region	*****	****	***	**	*	Total
Graubünden	46	675	2 798	895	78	4 492
Eastern Switzerland	0	25	200	127	9	361
Zurich Region	0	0	1	0	0	1
Central Switzerland	5	59	286	146	14	510
Schweizer Mittelland	0	4	14	12	1	31
Neuchâtel/Jura/Jura Bernois	1	7	89	68	4	169
Lake Geneva Region (Vaud)	0	3	49	50	4	106
Fribourg Region	0	1	12	3	0	16
Bernese Oberland	39	330	1 478	544	51	2 442
Ticino	24	145	503	221	24	917
Valais	130	726	3 370	1 367	90	5 683
Switzerland	245	1 975	8 800	3 433	275	14 728

Source: Swiss Tourism Federation

**Agrotourism.****Sleep on Straw: overnight stays and establishments**

Tourist region	2002	2003	2004	2005	2006
Graubünden	1 770	2 130	2 197	2 694	2 958
Eastern Switzerland	5 018	4 973	4 752	5 229	4 398
Zurich Region	1 279	1 387	1 778	1 821	2 174
Basel Region	2 913	2 904	3 042	2 973	3 094
Central Switzerland	4 862	7 021	6 897	7 831	8 645
Schweizer Mittelland	4 942	4 120	4 962	4 617	4 003
Neuchâtel/Jura/Jura Bernois	4 545	3 999	3 756	3 650	3 487
Lake Geneva Region (Vaud)	2 083	1 381	1 509	1 606	1 623
Fribourg Region	2 912	2 586	2 677	2 394	2 322
Bernese Oberland	2 388	2 769	2 472	2 770	3 955
Ticino	756	1 033	700	897	843
Valais	797	488	506	643	589
Geneva	113	92	203	90	211
Switzerland	34 378	34 883	35 524	37 215	38 302
Number of establishments	236	221	217	215	200

Source: association «schlaf im Stroh!»

**Holidays on the Farm: overnight stays and establishments**

Tourist region	2002	2003	2004	2005	2006
Graubünden	6 332	5 262	4 640	4 262	4 112
Eastern Switzerland	31 298	31 820	32 270	29 223	29 094
Basel Region	4 711	5 712	5 937	4 479	4 954
Central Switzerland	24 754	25 467	23 267	24 990	26 559
Schweizer Mittelland	23 370	22 865	23 670	24 150	21 497
Westschweiz <sup>1)</sup>	10 942	10 210	9 471	8 414	7 791
Bernese Oberland	2 237	2 558	2 632	2 019	1 992
Ticino	1 416	1 264	1 917	2 268	2 244
Valais		478	1 212	991	1 150
Switzerland	105 060	105 636	105 016	100 796	99 393
Number of establishment	255	240	230	229	240

1) Fribourg Region, Geneva, Lake Geneva Region (Vaud), Neuchâtel/Jura/Jura Bernois combined

Source: reka

**Camp sites<sup>1)</sup>.**

**Number of establishments and overnight stays 2006**

Swiss visitors constitute by far the most important segment of the demand for camp sites, accounting for 54.3 percent of overnight stays (2005: 56.0%). Another 31.6 percent was generated by German and Dutch visitors (2005: 29.7%).

The summer demand peak for camp sites was very distinct: 61.4 percent of all overnight stays were generated in July and August (2005: 62.9%).

Nevertheless, 11 percent of the overnight stays were generated in the months from January to April and from October to December despite the fact that winter months generally show somewhat weaker lodging figures.

Tourist region	Capacity Establish- ments	Campsites			Demand Arrivals in 1000	Overnight stays in 1000	Average duration of stay
		Total	Overnight campsites	Permanently leased campsites			
Graubünden	23	3 762	2 478	1 284	53	210	4.0
Eastern Switzerland	25	3 995	1 356	2 639	36	107	3.0
Zurich Region	13	1 721	615	1 106	18	72	4.0
Basel Region	5	463	188	275	6	12	2.0
Central Switzerland	27	4 031	1 991	2 040	75	222	3.0
Schweizer Mittelland	11	2 896	1 182	1 714	34	112	3.3
Neuchâtel/Jura/Jura Bernois	15	2 733	1 364	1 369	25	85	3.4
Lake Geneva Region (Vaud) and Geneva <sup>2)</sup>	27	6 298	2 735	3 563	72	274	3.8
Fribourg Region	11	2 351	483	1 868	13	48	3.7
Bernese Oberland	35	4 115	2 523	1 592	106	358	3.4
Ticino	32	6 084	4 990	1 094	171	894	5.2
Valais	31	5 436	4 098	1 338	81	375	4.6
Switzerland	255	43 885	24 003	19 882	690	2 769	4.0

1) Only campsites which are included in the Swiss business register

2) Two regions combined due to data protection (less than 3 establishments in the Geneva tourist region)

Source: Federal Statistical Office

**Youth hostels.****Number of establishments and overnight stays 2006**

Swiss travellers accounted for 57.9 percent or almost two thirds of overnight stays in youth hostels (2005: 59.5%). Second place in the countries' ranking list goes to Germany with 13.9 percent (2005: 14.5%). The other European countries taken together accounted for about the same number of nights. At 5.3 percent, demand from Asia was rather greater than from America (4.6%).

Approximately 40 percent of all overnight stays were requested during the summer months of June, July and August.

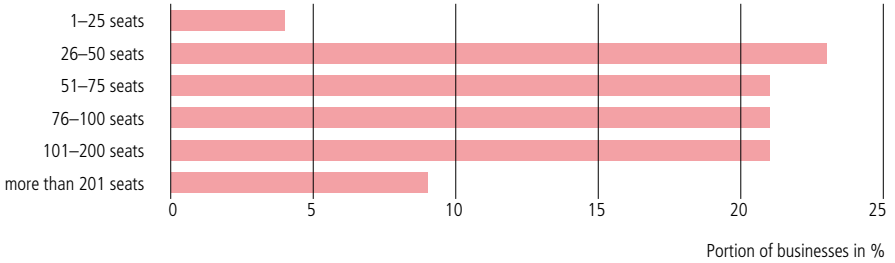
With 873 000 overnight stays and 428 000 arrivals the average duration of stay was 2.0 nights per visitor. However, this duration varies during the course of the year. The longest average stays occurred in January (3 nights), February (2.7) and March (2.3) and the shortest in May (1.8), June (1.8) and September (1.9).

Tourist region	Capacity Open Establishments	Available Beds	Demand Arrivals	Overnight stays	Average duration of stay
Graubünden	6	773	38 293	110 184	2.9
Eastern Switzerland	6	520	35 653	60 011	1.7
Zurich Region	5	563	52 939	99 687	1.9
Basel Region	3	370	31 800	64 339	2.0
Central Switzerland	6	576	47 099	85 672	1.8
Schweizer Mittelland	4	388	34 581	57 284	1.7
Neuchâtel/Jura/Jura Bernois	1	121	x	x	x
Lake Geneva Region (Vaud)	4	486	40 849	85 415	2.1
Fribourg Region	1	52	x	x	x
Bernese Oberland	4	351	28 352	62 059	2.2
Ticino	3	399	45 101	95 872	2.1
Valais	3	327	21 248	53 010	2.5
Geneva	1	334	x	x	x
Switzerland	46	5 261	428 117	873 494	2.0

x = omitted for purposes of data protection (less than 3 establishments)

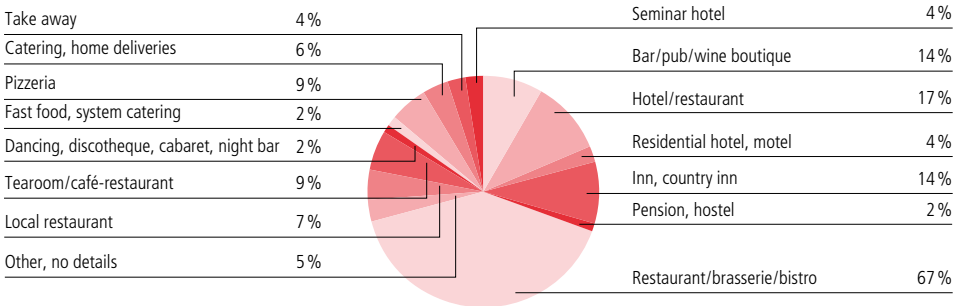
Source: Federal Statistical Office

## Business size: number of seats per restaurant



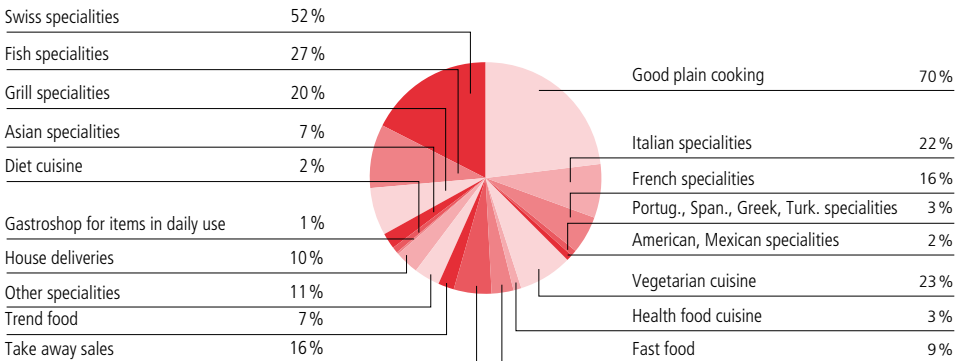
## Business type: Guaranteed variety!

(Multiple choice possible)



## Offer: Plain cooking remains No. 1

(Multiple choice possible)

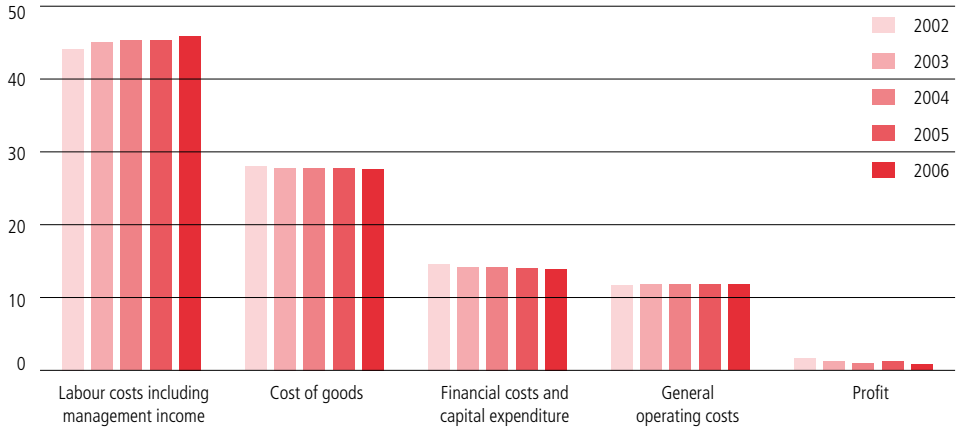


Source: GastroSuisse, Branch Situation 2007

### Cost structure since 2002

(average of all restaurants participating in survey)

Data in % of turnover



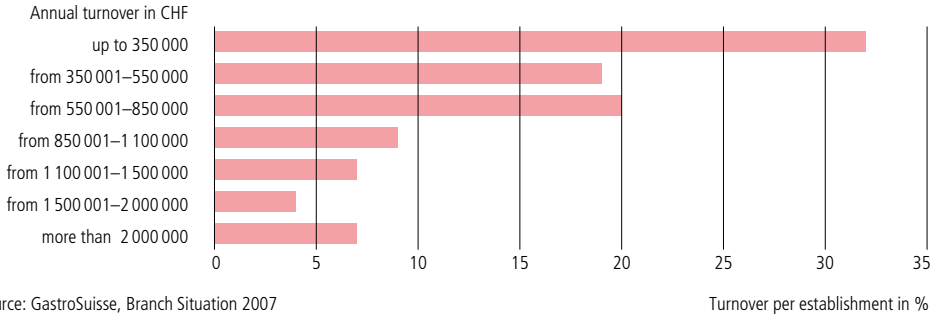
Source: Gastroconsult AG/GastroSuisse, Branch Situation 2007

A five-year comparison shows that the percentage of personnel costs has continually risen. While in 2002 personnel costs stood at 44.1 percent, five years later this figure was 45.9 percent. When external costs (staff wages) and the employer's salary are taken separately, it can be seen that the percentage of external costs has continually risen while management salary has dropped.

In a comparison of several years, it is also clear that the cost of goods forms an ever-decreasing percentage of costs. In 2001, this still formed 28.7 percent, compared to 27.6 percent in 2006. The fact that many guests are unfamiliar with the average cost structure of a restaurateur frequently leads to a lack of understanding in terms of necessary price alignments. Guests jump to the wrong conclusion: lower cost of goods = lower prices. Hardly any laymen are aware that continually increasing personnel costs have a far more significant impact.

The profit situation in the catering business is proving difficult. In 2006, profit sank to 0.8 percent (2001/2002: 2.1/1.6%). This trend makes it very difficult for a restaurateur to run a business in an economically-rewarding manner. However, the figures must be interpreted with caution as they deal with average values.

**Turnover per business <sup>1)</sup> – the hotel and catering industry is clearly dominated by small and medium businesses**



Source: GastroSuisse, Branch Situation 2007

Around one-third (32%) of all gastronomic establishments generate an annual turnover of less than CHF 350 000. Of those surveyed, 80 percent generate less than CHF 1 100 000. A look at turnover also clearly shows the dominance of small and medium businesses. In recent years the percentage of businesses with an annual turnover exceeding CHF 2 000 000 has fallen slightly. While in 2004, 9 percent still earned more than CHF 2 000 000, in 2005 the figure was 8 percent and in 2006 only 7 percent.

1) Surveys of restaurants and hotels

### Overview of key figures for the hotel and catering industry

Key figure	Average amount in CHF	Minimum amount in CHF	Maximum amount in CHF
Operating income per employee	105 400.00	86 900.00	138 700.00
Income from food preparation per food preparation employee	160 700.00	116 100.00	225 800.00
Operating income per service employee	264 800.00	230 700.00	420 300.00
Turnover per seat and hour of operation	4.10	2.40	6.40
Turnover per working hour	56.65	45.85	70.15
Turnover per service hour	123.65	93.75	161.50
Turnover per employee and operating day	350.60	282.70	432.70

Source: Gastroconsult AG/GastroSuisse, Branch Situation 2007

These key figures are a valuable indicator for assessing the cost-effectiveness of a business. However it must be taken into account that no individual business can be compared to another on a one to one basis. Thus individual key figures may also differ relatively widely from the average value. Nevertheless, this data from the comprehensive business statistics of Gastroconsult AG provides a useful basis for comparison with competitors.

Further information is provided in the GastroSuisse publication «Branchenspiegel 2007», which is available from GastroSuisse, P.O. Box, 8046 Zurich.



## Key figures from Swiss travel agencies.

	2003	2004	2005
<b>Jobs and employees</b>			
Extrapolated turnover, Swiss travel agencies in billions of CHF	10.5	11.3	12.5
Average number of full-time-equivalent employees per travel agency	5.1	4.6	4.8
Number of employees, extrapolated to the entire sector	11 220	10 120	10 560
Quota of women	approx. 75%	approx. 75%	approx. 75%

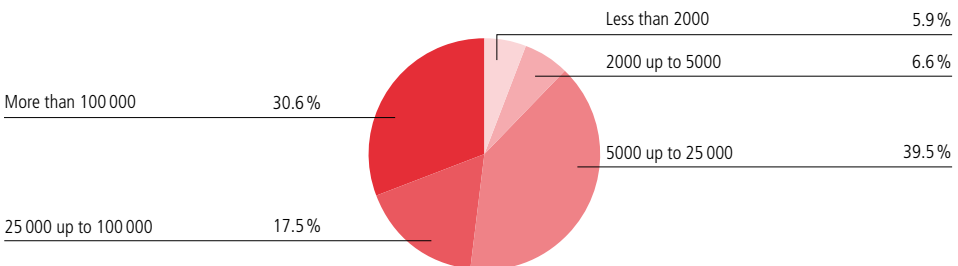
## Retailer figures

Annual payroll total per travel agency in CHF	340 600	333 100	350 200
Annual payroll total per full-time-equivalent employee in CHF	68 100	72 000	73 700
Gross turnover per travel agency in CHF	4 820 500	5 057 400	5 454 000
Gross turnover per full-time-equivalent employee in CHF	970 700	1 084 700	1 116 200

Source: Swiss Federation of Travel Agencies, survey by Economic Research of Credit Suisse

86 percent of travel agencies are solely active in the retail sector (leisure); the previous year's figure was only 92 percent. 80 percent of travel agencies keep their range as wide as possible while 20 percent are specialists. The total number of trainees in 227 travel agencies is 361. The most important region for travel agency activities is the Zurich region, followed by the Lake Geneva area.

## Location of travel agencies in Swiss cities by number of inhabitants.



Source: Swiss Federation of Travel Agencies, survey by Economic Research of Credit Suisse

A good half of all travel agencies are based in towns with more than 25 000 inhabitants and one third are located in cities with a population of more than 100 000.

## A wide variety of means of transportation.

More than half of all travel activities for vacation and business purposes with at least one overnight stay, made by Swiss residents within Switzerland or abroad, occur by private car. About one fifth of the tourists travel by train, 18 percent travel by plane, and 4 percent go by bus, postbus, tram or metro.

## Public transport.

The public transport route network on railways, roads, lakes and rivers adds up to a total of 28 112 km. 27 300 stopping points are served. A total of 430 million railway and vehicle kilometres are available. In 2006, 2.05 million passengers made use of a half-fare season ticket, 316 000 persons held a general season ticket valid throughout the country and around 906 000 persons obtained a combined season ticket in one of the 24 regional tariff networks.

## One of the densest railway networks in the world

The length of the Swiss railway network is 5270 km. This is made up of 3587 km of normal gauge lines – of which 3123 km are part of the Swiss Federal Railways network – and 1683 km of narrow gauge lines.

Swiss Federal Railways runs around 5600 train services or 344 000 train kilometres each day. Around half of this consists of long distance services (Eurocity, Inter-city and express trains), the other half of regional and suburban railway services. In 2006, Swiss Federal Railways carried 285 million passengers. The average journey distance amounted to 50 km per day.

In addition to Swiss Federal Railways, a further 42 railway companies operate in the public transport sector.

## The bus, car and PostBus network as a distributor

17 local transport companies carried 864 million passengers by tram, trolleybus and bus in the area around the larger agglomerations on 1765 km of routes with 7602 employees.

7312 drivers from 81 bus companies carried 258 million passengers on a total of 16 516 km of regional routes (figures include PostAuto/Swiss PostBus Ltd).

9 regions of PostBus take care of the nationwide local distribution using postal buses. They are also partners for the transport services provided to order and act as an information point for passengers.

The 820 PostBus routes operate a route network of 12 268 km. 100 PostBus drivers with 1989 postal buses (75 000 seats) conveyed 106 million passengers. In the course of this, the vehicles covered a distance of 95 million kilometres, or the equivalent of six times the circumference of the earth each day. In addition, around 1400 drivers are employed by PostBus companies.

**Bustling navigation on Swiss lakes**

26 shipping companies on a total of 22 lakes and rivers publish schedules in the official timetable 2006. Ships operate in the following categories:

Category	Boats	Lakes
Steamers	15 boats	on 6 lakes
Diesel-electric paddle boats	3 boats	on one lake
Motor boats	142 boats	on 22 lakes and rivers
Solar-electric boats	3 boats	on 2 lakes
Ferries	8 boats	on 3 lakes
Barges	6 boats	on 4 lakes and rivers

Source: LITRA, public transport information service

177 boats offered 51 102 seats to passengers. In 2006, 13.4 million passengers travelled on Swiss lakes and rivers. This is around 2 percent more than in 2005 (13.2 million passengers).

**Over 33 million air passengers**

In 2006, Switzerland’s airports recorded some 620 000 flight movements (take-offs and landings). Of the 33.5 million passengers taking off from or landing in Switzerland, about 6 million used Switzerland as a transit destination.

Airport	Movements	Local passengers	Transit passengers	Total passengers
Basel-Mulhouse	81 865	3 966 014	43 632	4 009 646
Berne-Belp	51 279	113 096	4 661	117 757
Genève	176 709	9 905 426	57 561	9 962 987
Lugano	21 091	193 941	0	193 941
St. Gallen-Altenrhein	29 300	109 743	0	109 743
Zurich	260 786	12 942 023	6 114 226	19 056 249
Total	621 030	27 230 243	6 220 080	33 450 323

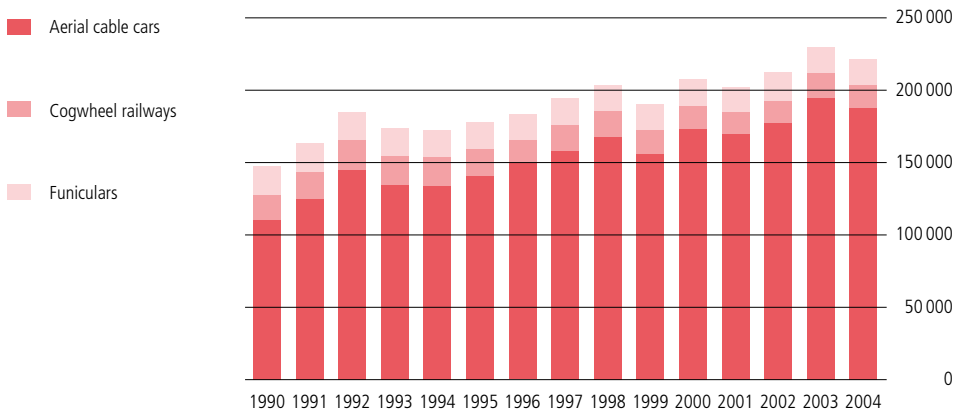
Source: Swiss International Airports Association, www.siaa.ch

**Mountain railways are important in terms of regional economics**

The mountain regions within the Alps are largely dependent on the income generated from tourism. The mountain railways occupy a key position in the tourism value creation chain. They are often the driving force in tourist destinations.

- The mountain railways provide over 4700 full-time posts made up of more than 11 000 jobs (full-time and part-time jobs).
- More than 40 000 other jobs (full-time positions) in the hotel and supplementary accommodation industries, the retail trade, catering trade and ski schools also depend indirectly on the existence of the mountain railways.
- The mountain railways generate a direct gross value added of approximately CHF 380 million/year. If the indirect value-added effects of the mountain railways is added to this figure, the gross value added per year rises to approx. CHF 2 billion.
- The productivity of the mountain railways is high in comparison to other tourist sectors. With an added value per full-time job of 80 900 Swiss Francs, the mountain railway sector lies in second place in the tourism industry behind the travel agents and tourist office sector.
- Thanks to the increase in day-trippers, the Swiss mountain railways have reported a growing number of passengers since 1990. A reduction in overnight stays has been observed in the same period.

**Number of persons carried by federally licensed mountain railways (in thousands)**



Source: Federal Statistical Office

### Swiss Ski and Snowboard Schools.

In around 180 Swiss ski and snowboard schools, approximately 4000 ski, snowboard, telemark and nordic instructors are engaged. During the high season, as many as 7500 teach in these schools that offer skiing, snowboard, nordic and telemark lessons for both children and adults. On request, there are also a number of other sportive and comprehensive activities available to guests. Due to a lack of snow six ski schools in the lowlands remained closed in 06/07. More snow-sure ski resorts reported another winter with record results.

#### Half-day lessons<sup>1)</sup>

	2003/04	2004/05	2005/06	2006/07
Graubünden	742 805	712 727	733 863	712 735
Eastern Switzerland	105 745	99 810	89 883	89 705
Central Switzerland	126 791	127 061	128 619	103 844
Western Switzerland	36 747	40 490	40 568	9 092
Lake Geneva Region (Vaud)	199 771	195 002	212 332	183 253
Berne	256 123	259 780	288 344	250 374
Ticino	11 798	6 350	11 624	8 822
Valais	603 440	612 186	676 153	661 226
Switzerland	2 083 219	2 053 406	2 181 386	2 019 050

1) A half-day lesson corresponds to two hours of 60 minutes.

Source: SWISS SNOWSPORTS

### Cycling in Switzerland.

Outstanding results for Cycling in Switzerland: in 2004 cyclists rode approx. 235 million kilometres on the Cycling in Switzerland route network. 170 000 travellers en route for several days generated over 570 000 overnight stays. Services and goods worth a total of CHF 130 million were consumed; travellers en route for several days spent approx. CHF 100 per day and day excursionists approx. CHF 13 per day.

#### Overnight stays of bicycle tourists according to lodging facility

Hotel	Camping	Youth hostel	Farm	Bed & Breakfast	Friends/ Relations	Others	Total
268 000	75 000	77 000	49 000	38 000	25 000	42 000	574 000

Source: Cycling in Switzerland

### Basic vocational education and training.

Five new basic training courses were introduced in the hotel and catering industry. Catering specialists replace the existing specialised service employees and hotel specialists replace the existing specialist hotel assistants. Specialist catering assistants will no longer be trained in the future. Another new feature consists of the three two-year basic training courses for kitchen employees, catering employees and hotel employees, which lead to the Basic federal certificate. About 10 000 trainees are being educated in the tourism sector at present.

	Certificates of qualification issued		Apprentices hired	
	Total 2005	Total 2006	Total 2005	Total 2006
<b>Advanced federal certificate (AFC)</b>				
Koch/Köchin	1431	1505	2138	2144
Servicefachangestellte/r	562	641	123	6
neu: Restaurationsfachfrau/-mann	–	–	718	852
Hotelfachassistent/in	206	209	10	1
neu: Hotelfachfrau/-mann	–	–	327	380
Gastronomiefachassistent/in	221	272	15	12
Hotel- und Gastrofachfrau/-mann	30	37	48	44
<b>Kaufmann/-frau B</b>				
Hotel-Gastro-Tourismus	–	14	9	6
Öffentlicher Verkehr	–	12	–	–
Reisebüro	–	3	9	17
Transport	–	–	6	5
<b>Kaufmann/-frau E</b>				
Hotel-Gastro-Tourismus	1	178	168	132
Öffentlicher Verkehr	119	193	239	238
Reisebüro	25	227	237	224
Transport	–	–	27	34
Bahnbetriebsdisponent/in	18	12	12	10
Matrose/Matrosin der Binnenschifffahrt	–	–	10	4
Zugbegleiter/in	7	6	6	6

	Total 2005	Total 2006	Total 2005	Total 2006
<b>Basic federal certificate (BFC)</b>				
Küchenangestellte/r	–	–	220	257
Restaurationsangestellte/r	–	–	66	64
Hotellerieangestellte/r	–	–	25	40

**Higher vocational education and training.**

	2004	2005	2006		
<b>Certificate exams of higher vocational education and training</b>	Total	Total	Men	Women	Total
Flight Attendant	33	24	13	10	23
Gastronomiekoch/-köchin	71	49	50	8	58
Koch/Köchin der Spital-, Heim- und Gemeinschaftsgastronomie <sup>3)</sup>	21	23	10	6	16
Restaurationsleiter/in	23	13	3	1	4
Hotelempfangs- und Administrationsleiter/in <sup>1)</sup>	9	–	0	8	8
Carführer/in, Reiseleiter/in	12	9	–	–	–
Fachmann/-frau im Tourismus-Management	–	11	–	–	–
Reisefachmann/-frau	7	–	1	4	5
Tourismusassistent/in <sup>2)</sup>	18	20	1	9	10
Schneesportlehrer/in	495	1924	6	2	8
Seilbahnfachmann/-frau	20	22	16	0	16
Bergführer/in	37	33	30	2	32
Fachmann/-frau im Pisten- und Rettungsdienst	–	–	23	0	23

**Colleges of higher vocational education and training**

	Total	Total	Men	Women	Total
Hauswirtschaftliche/r Betriebsleiter/in	20	–	1	23	24
Hotellerie-Restaurations	99	152	72	83	155
Restaurations-Hotellerie	213	238	116	116	132
Tourismusfachmann/-frau	317	360	104	267	371

**Diploma exams of higher vocational education and training**

	Total	Total	Men	Women	Total
Tourismus-Experte/Expertin	–	–	5	1	6
Manager/in öffentlicher Verkehr <sup>4)</sup>	21	–	17	3	20
Betriebsleiter/in der Gemeinschaftsgastronomie <sup>5)</sup>	–	16	–	–	–
Küchenchef/in Produktionsleiter/in	45	1	18	3	21
Restaurateur/in	31	24	22	15	37
Restaurationsleiter/in	4	–	3	11	14

1) former: Hoteldirektionsassistent/in

2) former: Gästeberater/in im Tourismus

3) former: Spital- und Heimkoch

4) former: Experte/in öffentlicher Verkehr

5) former: Betriebsleiter/in der Gemeinschaftsverpflegung

Source: Federal Statistical Office

The «Quality Label for Swiss Tourism» is supported by all major Swiss tourism associations. The aim of this program is to encourage touristic establishments to enhance and safeguard the quality of service in Switzerland.



Level I concentrates on quality development and is aimed especially at service quality. The establishments are subject to random spot checks on site.

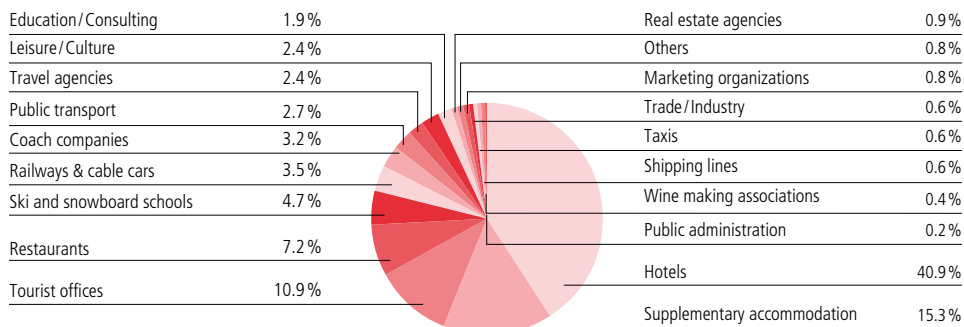


Level II focuses on quality assurance. All businesses holding Q II are regularly checked by independent Mystery Persons.



Level III is awarded to businesses which have implemented a comprehensive, internationally-recognised Quality Management System.

## Distribution of the Quality Label among sectors of the industry (April 30, 2007)



Establishments and firms wishing to obtain the Quality Label should appoint a Quality Representative who is trained as a Quality-Coach (level I), a Quality-Trainer (level II) or a QM System Organisator Tourism (level III). The quality label is only awarded to establishments and companies with trained Coaches or Trainers. 6920 Quality Representatives have been trained in Switzerland up to now.

## Labels awarded

	1998	1999	2000	2001	2002	2003	2004	2005	2006
Level I	175	258	186	347	409	345	387	366	333
Level II	74	33	27	64	52	67	61	63	67
Level III						34	16	41	69
Total	249	291	213	411	461	446	464	470	469

Source: Swiss Tourism Federation



**International Tourist Arrivals.**

Terrorism, natural disasters, health threats, increases in the price of oil, fluctuating exchange rates and economic as well as political uncertainties influenced international tourism in 2005. Despite these negative effects, the figures surpassed expectations throughout the world; for the first time ever, there was a record number of more than 800 million arrivals, and frequencies increased by 5.5 percent. This result confirms last year’s recovery on the global tourism market, and is still 1.5 percent ahead of the long-term annual average of 4.1 percent.

	International arrivals in millions						Change in %	
	1990	2000	2002	2003	2004	2005	04/03	05/04
Europe	264.8	384.1	394.0	396.6	424.5	441.0	4.3	4.0
Northern Europe	30.3	44.6	43.8	44.5	49.7	52.9	8.4	6.5
Western Europe	108.6	139.7	138.0	136.1	139.0	142.6	2.2	2.6
Central/ Eastern Europe	32.0	59.1	64.7	68.3	86.3	87.1	10.0	1.4
Southern/ Mediterr. Europe	93.9	140.8	147.6	147.7	149.5	158.4	1.9	6.0
Asia and Pacific	57.7	114.9	131.1	119.3	145.4	155.4	27.2	7.7
North-East Asia	28.0	62.5	74.1	67.6	79.4	87.6	28.6	10.3
South-East Asia	21.5	37.0	42.0	36.2	48.3	49.3	30.1	4.8
Oceania	5.2	9.2	9.1	9.0	10.1	10.5	12.1	3.7
South Asia	3.2	6.1	5.8	6.4	7.6	8.0	18.5	4.8
Americas	92.8	128.2	116.6	113.1	125.9	133.5	11.2	6.0
North America	71.7	91.5	83.3	77.4	85.8	89.9	10.9	4.7
Caribbean	11.4	17.1	16.0	17.0	18.1	18.9	5.9	4.4
Central America	1.9	4.3	4.7	4.9	5.7	6.5	17.2	13.4
South America	7.7	15.2	12.6	13.7	16.2	18.3	17.2	12.2
Africa	15.2	28.2	29.5	30.8	33.4	37.3	8.4	8.5
North Africa	8.4	10.2	10.4	11.1	12.8	13.9	15.1	8.9
Subsaharan Africa	6.8	18.0	19.1	19.7	20.7	23.4	4.7	8.2
Middle East	10.0	25.2	29.2	30.0	36.3	39.2	19.9	8.4
World	441	681	700	690	766	806	10.0	5.4

Source: UNWTO

## Top destinations.

Rank	Country of destination	International arrivals in millions		Change in %	
		2004	2005	04 / 03	05 / 04
1	France	75.1	76.0	0.1	1.2
2	China <sup>2)</sup>	66.7	74.0	16.9	10.9
3	Spain	52.4	55.6	3.1	6.0
4	United States	46.1	49.4	11.8	7.2
5	Italy	37.1	36.5	-6.4	-1.5
6	United Kingdom	27.8	30.0	12.3	8.0
7	Mexico	20.6	21.9	10.5	6.3
8	Germany	20.1	21.5	9.4	6.8
9	Turkey	16.8	20.3	26.1	20.5
10	Austria	19.4	20.0	1.5	3.0
11	Canada	19.1	18.8	9.2	-2.0
12	Malaysia	15.7	16.4	48.5	4.6
13	Poland	14.3	15.2	4.2	6.4
14	Switzerland	9.5 <sup>1)</sup>	10.5 <sup>1)</sup>	0.0	10.5

Rank	Country of destination	International income tourism in billion US\$		Change in %	
		2004	2005	04 / 03	05 / 04
1	United States	74.5	81.7	15.8	9.6
2	Spain	45.2	47.9	14.1	5.8
3	China <sup>3)</sup>	38.8	44.5	38.6	14.6
4	France	40.8	42.3	11.6	3.5
5	Italy	35.7	35.4	14.1	-0.7
6	United Kingdom	28.2	30.4	24.6	7.6
7	Germany	27.7	29.2	21.1	5.6
8	Turkey	15.9	18.2	20.3	14.1
9	Austria	15.4	15.5	9.6	0.4
10	Australia	13.0	14.9	82.1	15.3
11	Greece	12.9	13.7	21.1	6.7
15	Switzerland	10.4	11.3 <sup>1)</sup>	16.0	8.2

1) Estimate 2) incl. Hongkong, Taiwan and Macao 3) incl. Hongkong and Taiwan  
Source: UNWTO

### Tourism Interest Groups and Professional Associations

**Association of postgraduate Hoteliers – Restaurateurs SHV/Hotelmanager HF-NDS**, Secretariat, Zürichstr. 78, 8118 Pfaffhausen, phone +41 (0)43 355 57 82, fax +41 (0)43 355 57 93, [www.vdh.ch](http://www.vdh.ch), [welcome@vdh.ch](mailto:welcome@vdh.ch). Networking, further education and friendship care for students of the postdiploma course «Unternehmensführung resp. Nachdiplomstudium HF-NDS» of hotellerieuisse.

**Association of Swiss Tourism Managers (ASTM)**, c/o FST, P.O.Box 8275, 3001 Berne, phone +41 (0)31 307 47 43, fax +41 (0)31 307 47 48, [www.vstm.ch](http://www.vstm.ch), [info@vstm.ch](mailto:info@vstm.ch). Association suisse des managers en tourisme. To promote the professional interests of tourist office managers. Vocational training and advanced training of tourist office personnel, lobbying.

**Association of the Swiss Navigation Companies**, Mythenquai 333, 8038 Zurich, phone +41 (0)43 243 16 57, fax +41 (0)43 243 16 58, [www.vssu.ch](http://www.vssu.ch). Safeguarding the interests of the 16 member shipping companies.

**Automobile Club of Switzerland (ACS)**, Wasserwerksgasse 39, 3000 Berne 13, phone +41 (0)31 328 31 11, fax +41 (0)31 311 03 10, [www.acs.ch](http://www.acs.ch), [acszv@acs.ch](mailto:acszv@acs.ch). European breakdown service, to safeguard the interests of motorists, legal counseling and support, emergency road service, tourist service.

**Bed and Breakfast Switzerland GmbH**, Chemin du Verger 32, 1752 Villars-sur-Glâne, phone 079 627 95 49, fax 026 400 06 76, [www.bnb.ch](http://www.bnb.ch), [admin@bnb.ch](mailto:admin@bnb.ch). Organisation of Swiss BnB host families. Purpose: information, promotion, publication of the «Bed and Breakfast Switzerland Guide», quality standards.

**Community of Interest of the Higher Schools of Tourism Management Switzerland**, c/o HFT Luzern, Rösslimatte 48, Postfach 3140, 6002 Luzern, phone +41 (0)41 228 41 41, fax +41 (0)41 228 41 44, [www.hft-schweiz.ch](http://www.hft-schweiz.ch). Safeguarding common interests towards the public authorities, associations and the general public, promotion of tourism management education and training in Switzerland.

**CONTACT groups.ch**, Hotels and Holiday Homes for Groups in Switzerland, Spitzackerstrasse 19, P.O.Box, 4410 Liestal, phone +41 (0)61 926 60 00, fax +41 (0)61 911 88 88, [www.groups.ch](http://www.groups.ch), [contact@groups.ch](mailto:contact@groups.ch). Organisation of the Hotels and Holiday Homes for Groups in Switzerland. Services: worldwide marketing, consultation and settlement services, travel insurance specifically for groups, central rental agency (no commissions).

**Cycling in Switzerland**, P.O.Box 8275, 3001 Berne, phone +41 (0)31 307 47 40, fax +41 (0)31 307 47 48, [www.cycling-in-switzerland.ch](http://www.cycling-in-switzerland.ch), [info@cycling-in-switzerland.ch](mailto:info@cycling-in-switzerland.ch). Quality assurance, information, development of national and regional offers for hiking, cycling, mountain biking, skating and canoeing.

**fit – Frauen im Tourismus**, c/o STF, Finkenhübelweg 11, P.O.Box 8275, 3001 Berne, phone +41 (0)76 473 83 35, [www.f-i-t.ch](http://www.f-i-t.ch), [info@f-i-t.ch](mailto:info@f-i-t.ch). The strongest women's network for women in the tourism industry.

**GastroSuisse**, Blumenfeldstrasse 20, P.O.Box, 8046 Zurich, phone +41 (0)848 377 111, fax +41 (0)848 377 112, [www.gastrosuisse.ch](http://www.gastrosuisse.ch), [info@gastrosuisse.ch](mailto:info@gastrosuisse.ch). GastroSuisse is the leading national association for the hotel and catering industry. Over 20 000 members (hotels, bed & breakfast establishments, guest houses, restaurants and cafes) in 26 cantonal sections and four specialist groups belong to Switzerland's largest employer's association in the hotel and catering industry.

**hotelleriesuisse** (Swiss Hotel Association), Monbijoustrasse 130, P.O.Box, 3001 Berne, phone +41 (0)31 370 41 11, fax +41 (0)31 370 44 44, [www.hotellerie-suisse.ch](http://www.hotellerie-suisse.ch), [info@hotelleriesuisse.ch](mailto:info@hotelleriesuisse.ch). The leading association for hotels and accommodation in Switzerland. Creator and owner of the official Swiss hotel classification system.

**Hotel & Gastro Union**, Adligenswilerstrasse 29/22, P.O.Box 4870, 6002 Lucerne, phone +41 (0)41 418 22 22, fax +41 (0)41 412 03 72, [www.GastroLine.ch](http://www.GastroLine.ch), [info@hotelgastrounion.ch](mailto:info@hotelgastrounion.ch). Union of employees, professionals and management staff of the hotel/restaurant trade.

**Public Transport Association**, Dählhölzliweg 12, 3000 Berne 6, phone +41 (0)31 359 23 23, fax +41 (0)31 359 23 10, [www.voev.ch](http://www.voev.ch), [info@voev.ch](mailto:info@voev.ch). To safeguard the interests of members, to encourage cooperation among members, information and consultation services, training of professionals.

**Safety in adventures**, Münsterplatz 3, 3011 Berne, Office: SQS, Luigi Arigoni, Ruchenbergstrasse 23, 7000 Chur, phone +41 (0)81 356 00 21, fax +41 (0)81 356 00 22, [www.safetyinadventures.ch](http://www.safetyinadventures.ch), [luigi.arigoni@sqz.ch](mailto:luigi.arigoni@sqz.ch). The foundation supports the cause of safety for adventure and outdoor activities offered on a commercial basis in Switzerland. Certification procedure on the basis of a safety concept; certified undertakings are awarded a safety label.

**«schlaf im Stroh!» (SIS)**, Brünigstrasse, 6078 Lungern, phone +41 (0)41 678 12 86, fax +41 (0)41 678 12 88, [www.schlaf-im-stroh.ch](http://www.schlaf-im-stroh.ch), [info@schlaf-im-stroh.ch](mailto:info@schlaf-im-stroh.ch). The objective of this Swiss Association is the promotion of agrotourist services associated with the protected trademark «schlaf im Stroh!» («Sleep on Straw») and its quality charter, as well as supporting the hosts providing these services.

**Swiss Association of Coffeehouse-Holders (SCV)**, Bleicherweg 54, 8002 Zurich, phone +41 (0)44 201 67 77, fax +41 (0)44 201 68 77, [www.cafetier.ch](http://www.cafetier.ch), [info@cafetier.ch](mailto:info@cafetier.ch). Representation of the professional interests of café owners and support of the members with comprehensive services.

**Swiss Cableways**, Dählhölzliweg 12, 3000 Berne 6, phone +41 (0)31 359 23 33, fax +41 (0)31 359 23 10, [www.seilbahnen.org](http://www.seilbahnen.org), [info@seilbahnen.org](mailto:info@seilbahnen.org). To safeguard the interests of the members, information and consultation services, common policies on tariffs and standardized tickets, vocational training and advanced training for personnel at all levels.

**swissApartments (swap)**, c/o STF, Finkenhubelweg 11, P.O.Box 8275, 3001 Berne, phone +41 (0)55 422 01 25, [www.swissapartments.ch](http://www.swissapartments.ch), [info@swissapartments.ch](mailto:info@swissapartments.ch). Federation of classified holiday home owners. Its mission is to represent the interests of its members and offer an optimized organizational framework. swap compiles holiday home offers at national level and markets them at both national and international levels.

**swisscamps**, Swiss Camping Association, Bahnhofstrasse 5, 3322 Schönbühl, phone +41 (0)31 852 06 26, fax +41 (0)31 852 06 27, [www.swisscamps.ch](http://www.swisscamps.ch), [info@swisscamps.ch](mailto:info@swisscamps.ch). Established in 1975. Promotion of camping vacations and classification of camp sites.

**Swiss Centre for mountain regions (SAB)**, Seilerstrasse 4, PO Box 7836, 3001 Bern, phone 031 382 10 10, [www.sab.ch](http://www.sab.ch), [info@sab.ch](mailto:info@sab.ch). Created in 1943. Lobbying for mountain regions and advisory services for projects in regional development.

**SWISS CITIES**, c/o Switzerland Tourism, Tödistrasse 7, 8027 Zurich, phone +41 (0)44 288 12 84, fax +41 (0)44 288 12 07, [www.MySwitzerland.com/mice](http://www.MySwitzerland.com/mice), [matteo.rota@switzerland.com](mailto:matteo.rota@switzerland.com). Promotion of Switzerland as a meeting, congress and incentive destination.

**Swiss Federation of Travel Agencies (SFTA)**, Etzelstrasse 42, P.O.Box, 8038 Zurich, phone +41 (0)44 487 30 50, fax +41 (0)44 480 09 45, [www.srv.ch](http://www.srv.ch), [mail@srv.ch](mailto:mail@srv.ch). Association of qualified travel agencies in Switzerland to develop professional skills, protect the interests of the profession, professional assistance to SFTA members.

**Swiss holiday farms**, 8595 Altnau, phone +41 (0)71 695 23 72, fax +41 (0)71 695 23 67, [www.bauernhofferien.ch](http://www.bauernhofferien.ch), [info@feierlenhof.ch](mailto:info@feierlenhof.ch). Support of the members, information and consultation services, basic and advanced training of host families. Quality standards (seal of quality). Central booking office at Swiss Travel Savings Fund.

**Swiss Mountain Guides' Association**, Hadlaubstrasse 49, 8006 Zurich, phone +41 (0)44 360 53 66, [www.4000plus.ch](http://www.4000plus.ch), [sbv@awwww.ch](mailto:sbv@awwww.ch). Professional association of the approximately 1450 mountain guides. Training and further education for mountain guides, hiking guides and climbing teachers. Trade journal: Berg&Ski.

**Swiss PostBus Ltd**, Travel and Tours, Belpstrasse 37, P.O.Box, 3030 Berne, phone +41 (0)58 338 82 97, fax +41 (0)58 667 33 09, [www.postbus.ch/travel](http://www.postbus.ch/travel), [travel@postbus.ch](mailto:travel@postbus.ch), Travel. Explore. Experience. The leading provider of regional passenger services on Swiss roads.

SWISS **SNOWSPORTS**, Hühnerhubelstrasse 95, 3123 Belp, phone +41 (0)31 810 41 11, fax +41 (0)31 810 41 12, [www.snowsports.ch](http://www.snowsports.ch), [info@snowsports.ch](mailto:info@snowsports.ch). Alliance of tourism sector institutions interested in joint promotion of the Swiss Ski School system. Education of ski, snowboard, telemark and cross-country teachers.

**Swiss Spa**, Avenue des Bains 22, 1400 Yverdon-les-Bains, phone +41 (0)24 420 15 21, fax +41 (0)24 423 02 52, [www.swissthermalspa.ch](http://www.swissthermalspa.ch), [info@swissthermalspa.ch](mailto:info@swissthermalspa.ch). To safeguard and promote the economic, legal, social and scientific interests of the Swiss thermal spas. In particular, the association commits itself to respect the qualitative standards imposed by the legal prescriptions relation to thermal spas.

**Swiss Tourism Federation (STF)**, Finkenhubelweg 11, P.O.Box 8275, 3001 Berne, phone +41 (0)31 307 47 47, fax +41 (0)31 307 47 48, [www.swisstourfed.ch](http://www.swisstourfed.ch), [stv@swisstourfed.ch](mailto:stv@swisstourfed.ch). To safeguard the interests of those responsible for tourism in Switzerland and to participate in all tourism policy decisions; to provide information about the importance of tourism and to contribute to tourism research.

**Swiss Travel Savings Fund (reka)**, Neuengasse 15, 3001 Berne, phone +41 (0)31 329 66 33, fax +41 (0)31 329 66 01, [www.reka.ch](http://www.reka.ch), [info@reka.ch](mailto:info@reka.ch). The promotion of social and family tourism, vacation financing by issuing Reka currency, running of REKA vacation centres, vacation apartment rentals.

**Swiss Youth Hostels (SYH)**, Schaffhauserstrasse 14, P.O.Box, 8042 Zurich, phone +41 (0)44 360 14 14, fax +41 (0)44 360 14 60, [www.youthhostel.ch](http://www.youthhostel.ch), [bookingoffice@youthhostel.ch](mailto:bookingoffice@youthhostel.ch). Promotion of youth travel, accommodation for young travellers, youth groups, schools, families, etc.

**Switzerland Convention & Incentive Bureau (SCIB)**, Tödistrasse 7, P.O.Box, 8027 Zurich, phone +41 (0)44 288 12 71, fax +41 (0)44 201 53 01, [www.MySwitzerland.com](http://www.MySwitzerland.com), [scib@switzerland.com](mailto:scib@switzerland.com). Promotion of Switzerland as a meeting and congress destination.

**TOUREX**, Association of Swiss Tourism Experts, P.O.Box 425, 3780 Gstaad, phone +41 (0)33 748 04 19, fax +41 (0)33 748 04 02, [www.tourex.ch](http://www.tourex.ch), [info@tourex.ch](mailto:info@tourex.ch). TOUREX comprises more than 120 members active on management level in all branches in the Swiss tourism and travel industry. Its goals are a strong public presence in all matters of tourism and travel policies in Switzerland as well as courses and seminars for its members, thanks to a professional platform active in the consulting and coaching areas.

**Touring Club Switzerland (TCS)**, ch. de Blandonnet 4, 1214 Vernier, phone +41 (0)22 417 27 27, fax +41 (0)22 417 20 20, [www.tcs.ch](http://www.tcs.ch). Assistance to persons in case of emergency all around the world, emergency road service in Europe, tourist service, to safeguard the interests of the motorists, legal counseling and support.

**Wellbeing Switzerland**, Office of Swiss Health Hotels, Sonnenbühlstrasse 3, 9200 Gossau, phone +41 (0)71 350 14 14, fax +41 (0)71 350 14 18, [www.wohlbefinden.com](http://www.wohlbefinden.com), [info@wohlbefinden.com](mailto:info@wohlbefinden.com). Representing the interests of health hotels, rehabilitation and convalescent homes.

### Public corporations

**Swiss Association for Hotel Credit (SGH)**, Gartenstrasse 25, P.O.Box, 8027 Zurich, phone +41 (0)44 209 16 16, fax +41 (0)44 209 16 17, [www.sgh.ch](http://www.sgh.ch), [www.hotelanalyser.ch](http://www.hotelanalyser.ch), [info@sgh.ch](mailto:info@sgh.ch). Financing, appraisals, consulting.

**Switzerland Tourism (ST)**, Tödistrasse 7, 8027 Zurich, phone +41 (0)44 288 11 11, fax +41 (0)44 288 12 05, [www.MySwitzerland.com](http://www.MySwitzerland.com), [info@myswitzerland.com](mailto:info@myswitzerland.com). Offices in 25 countries. Increase the demand for Switzerland as a travel, holiday and congress destination.

### Federal institutes

**State Secretariat for Economic Affairs (SECO)**, Tourism, Effingerstrasse 27, 3003 Berne, phone +41 (0)31 322 27 58, fax +41 (0)31 323 12 12, [www.seco.admin.ch](http://www.seco.admin.ch). Central federal authority for national and international tourism policies.

**Swiss Federal Statistical Office**, Tourism Division, Espace de l'Europe 10, 2010 Neuchâtel, phone +41 (0)32 713 62 80, fax +41 (0)32 713 62 15, [www.statistik.admin.ch](http://www.statistik.admin.ch), [Info-Tour@bfs.admin.ch](mailto:Info-Tour@bfs.admin.ch). To provide statistics on Swiss tourism (surveys on infrastructure, arrivals and overnight stays in hotels, camping places and youth hostels, tourism balance of payments, reports on special subjects).

**Swiss Federal Transport Office**, Mühlestrasse 6, 3063 Ittigen, Postadresse: 3003 Berne, phone +41 (0)31 322 57 11, fax +41 (0)31 322 58 11, [www.bav.admin.ch](http://www.bav.admin.ch), [webmaster@bav.admin.ch](mailto:webmaster@bav.admin.ch). Within the tourism framework, the Federal Transport Office is responsible for issuing aerial cablecar licences.

### Institutes of higher education

**Institute for public services and tourism at the University of St. Gall**, Dufourstrasse 40a, 9000 St. Gall, phone +41 (0)71 224 25 25, fax +41 (0)71 224 25 36, [www.idt.unisg.ch](http://www.idt.unisg.ch), [idthsg@unisg.ch](mailto:idthsg@unisg.ch). University lecturing, research, market research, consulting and expertising in the competence fields of tourism and transportation, regional economic and public management.

**Institute for Tourism**, Ecole des HEC, Université de Lausanne, BFSH 1, 1015 Lausanne-Dorigny, phone +41 (0)21 692 34 87, fax +41 (0)21 692 33 05, [www.hec.unil.ch/uert](http://www.hec.unil.ch/uert), [uert@unil.ch](mailto:uert@unil.ch). Consolidation course «Tourism» for bachelor and master degree. Basic research, expert opinion activity.

**Institute of Tourism (ITW)**, Rösslimatte 48, P.O. Box 3140, 6002 Lucerne, phone +41 (0)41 228 41 45, fax +41 (0)41 228 41 44, [www.hsw.fhz.ch/itw](http://www.hsw.fhz.ch/itw), [itw@hsw.fhz.ch](mailto:itw@hsw.fhz.ch). An institute of the Lucerne School of Business Administration (HSW), active in the fields of tourism and mobility, training and further education in tourist affairs, applied research and practice-orientated consultation.

**Institute of Economy & Tourism (IET)**, HES-SO Valais (University of Applied Sciences Western Switzerland), TechnoArk 3, 3960 Sierre, phone +41 (0)27 606 90 01, fax +41 (0)27-606 90 00, <http://iet.hevs.ch>, [tourisme@hevs.ch](mailto:tourisme@hevs.ch). The Institute of Economy & Tourism specializes in the areas of Alpine tourism, regional economy and development of new Internet business models through its teaching and research units «Tourism Management», «Public Management» and «Entrepreneurial Development».

**University of Berne**, Research Institute for Leisure and Tourism (FIF), Schanzeneckstrasse 1, P.O.Box 8573, 3001 Berne, phone +41 (0)31 631 37 11, fax +41 (0)31 631 34 15, [www.fif.unibe.ch](http://www.fif.unibe.ch), [fif@fif.unibe.ch](mailto:fif@fif.unibe.ch). Research in tourism-related issues, lectures on tourism at Berne University, experts in the leisure and tourism sectors.

### International Tourism Organizations

**European Travel Commission (ETC)**, Avenue Marnix 19a, Box 25, B-1000 Brussels, Belgium, phone +32 2 502 01 13, fax +32 2 514 18 43, [www.etc-corporate.org](http://www.etc-corporate.org), [info@etc-corporate.org](mailto:info@etc-corporate.org).

**EUROSTAT**, Joseph Bech Building, L-2920 Luxembourg, phone +35 2 4301 33444, fax +35 2 4301 35349, [www.epp.eurostat.ec.europa.eu](http://www.epp.eurostat.ec.europa.eu), [eurostat-pressooffice@ec.europa.eu](mailto:eurostat-pressooffice@ec.europa.eu).

**HOTREC**, Boulevard Anspach 111, Box 4, B-1000 Brussels, Belgium, phone +32 2 548 90 00, fax +32 2 502 41 73, [www.hotrec.org](http://www.hotrec.org), [main@hotrec.org](mailto:main@hotrec.org).

**World Tourism Organization (UNWTO)**, Capitán Haya 42, E-28020 Madrid, Spain, phone +34 915 678 166, fax +34 915 678 220, [www.unwto.org](http://www.unwto.org), [wto@unwto.org](mailto:wto@unwto.org).