

Schweiz.

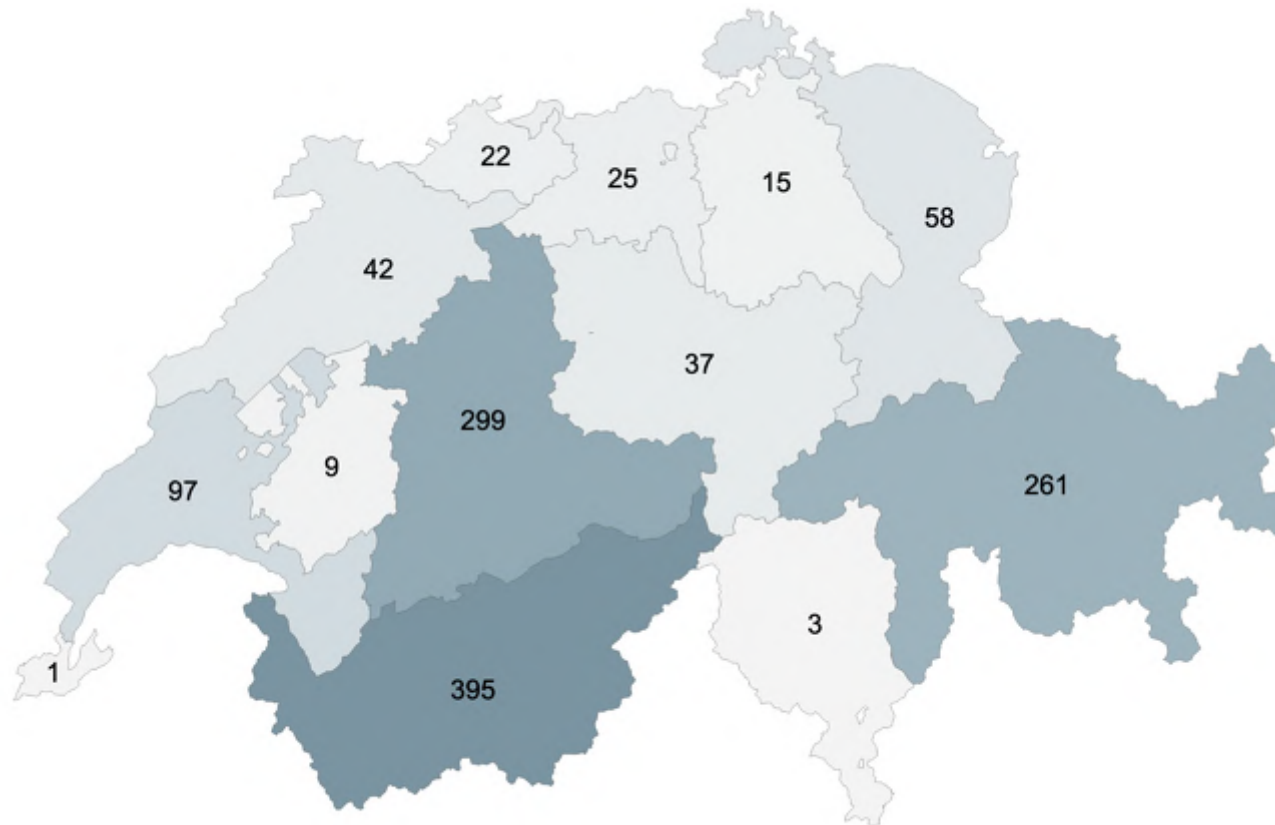
Results industry survey.

Week 1, March 9-11, 2020.



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Regional distribution by region.



Online survey period:
9-11 March 2020 (week 11)

Distribution in two steps:
1. Email invitation by ST
2. Email invitation by RDK

Participants:
n=1274
Analyzed sample:
n=844 valid feedbacks

842 regional actors
2 national actors

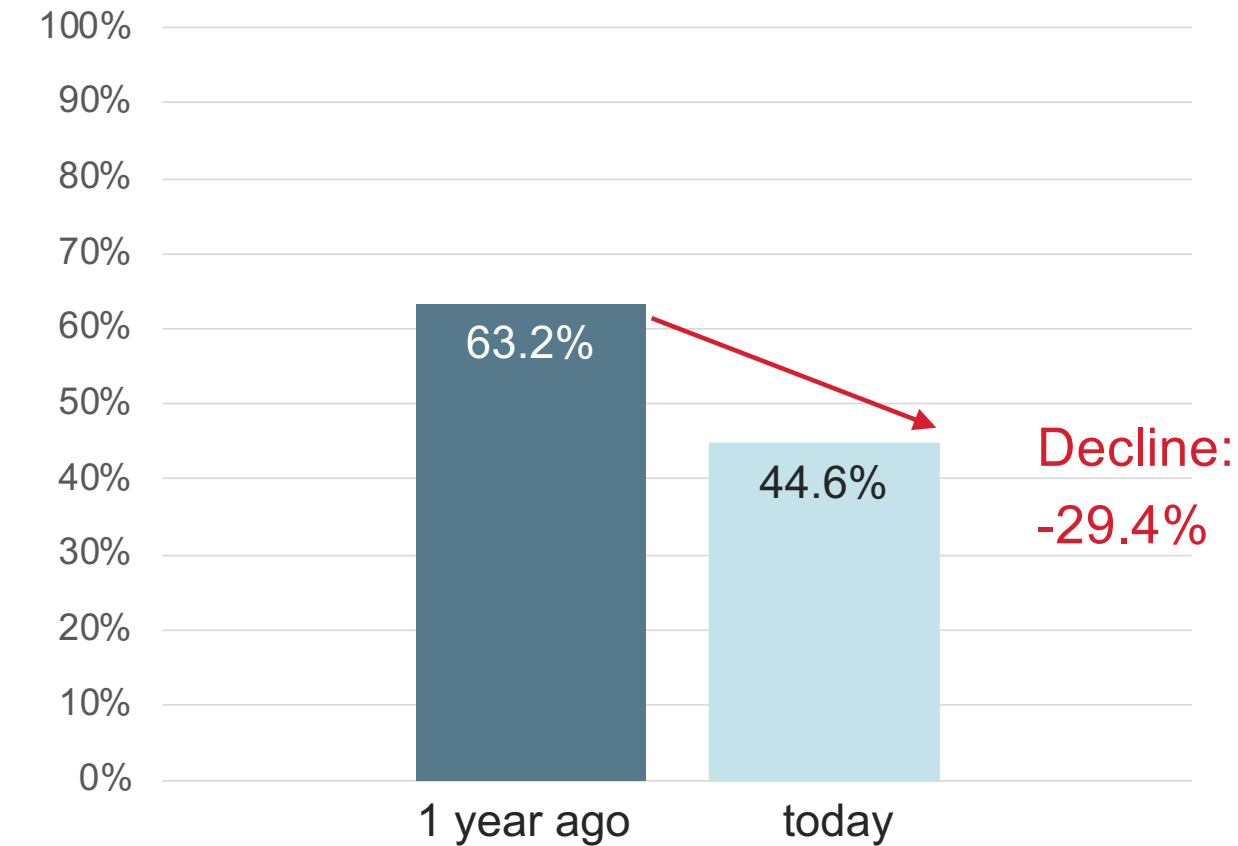
Important remark: Due to the uneven regional distribution, the results must be regarded only as a valid indicator; the sample is not representative for all regions in Switzerland.



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Bed occupancy.

All forms of accommodation.



n=844

How high is the bed occupancy in your organisation / company?

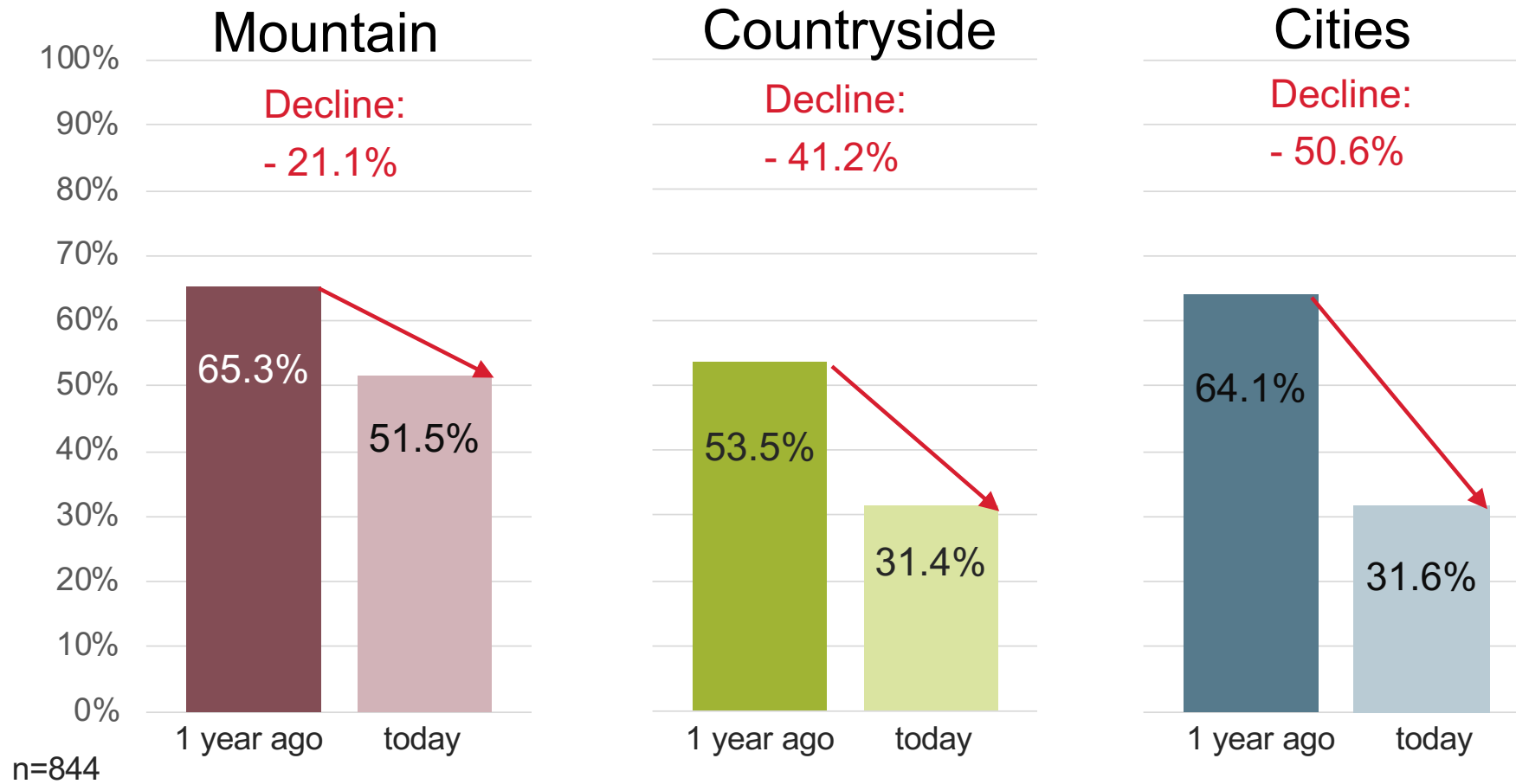
- 1 year ago
- today



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Bed occupancy by tourism zone.

All forms of accommodation.

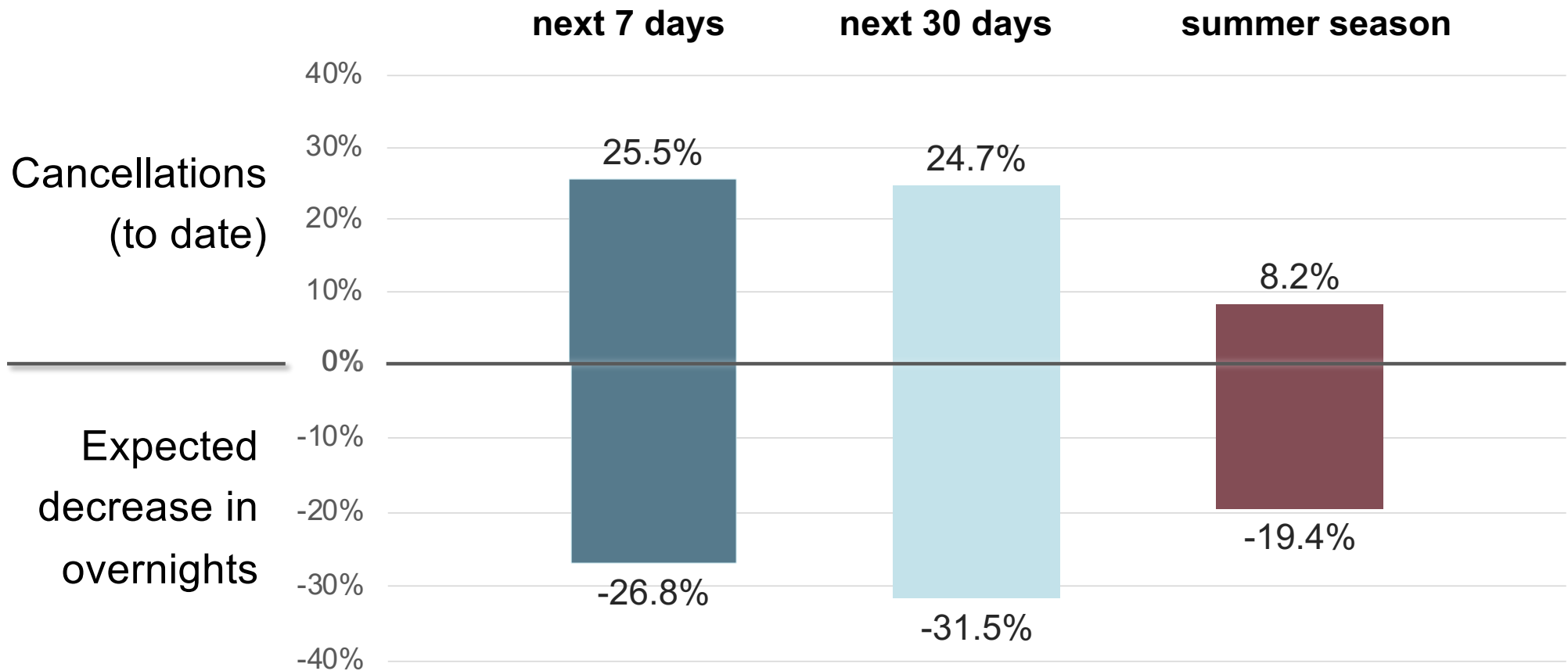




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Prospects for the accommodation industry.

Overall.



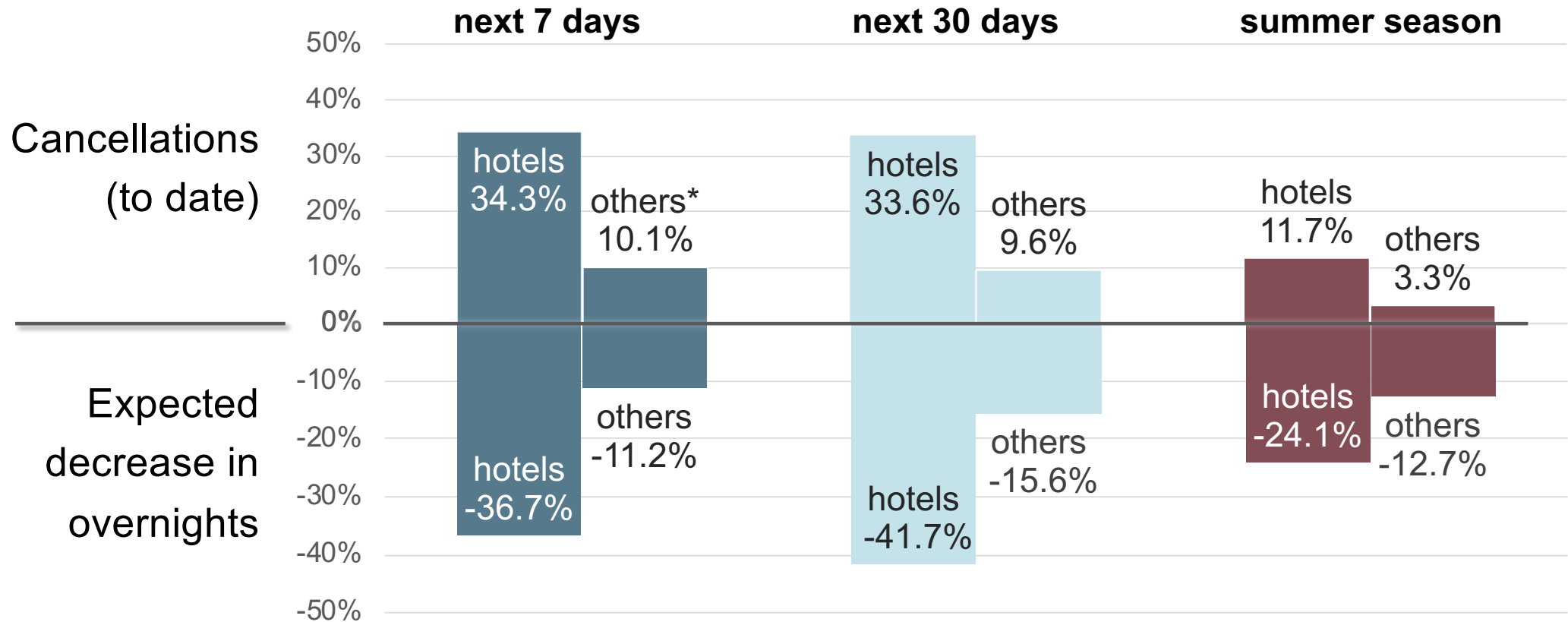
n=802



Schweiz.

Prospects for the accommodation industry.

Hotels vs. other accommodation*.



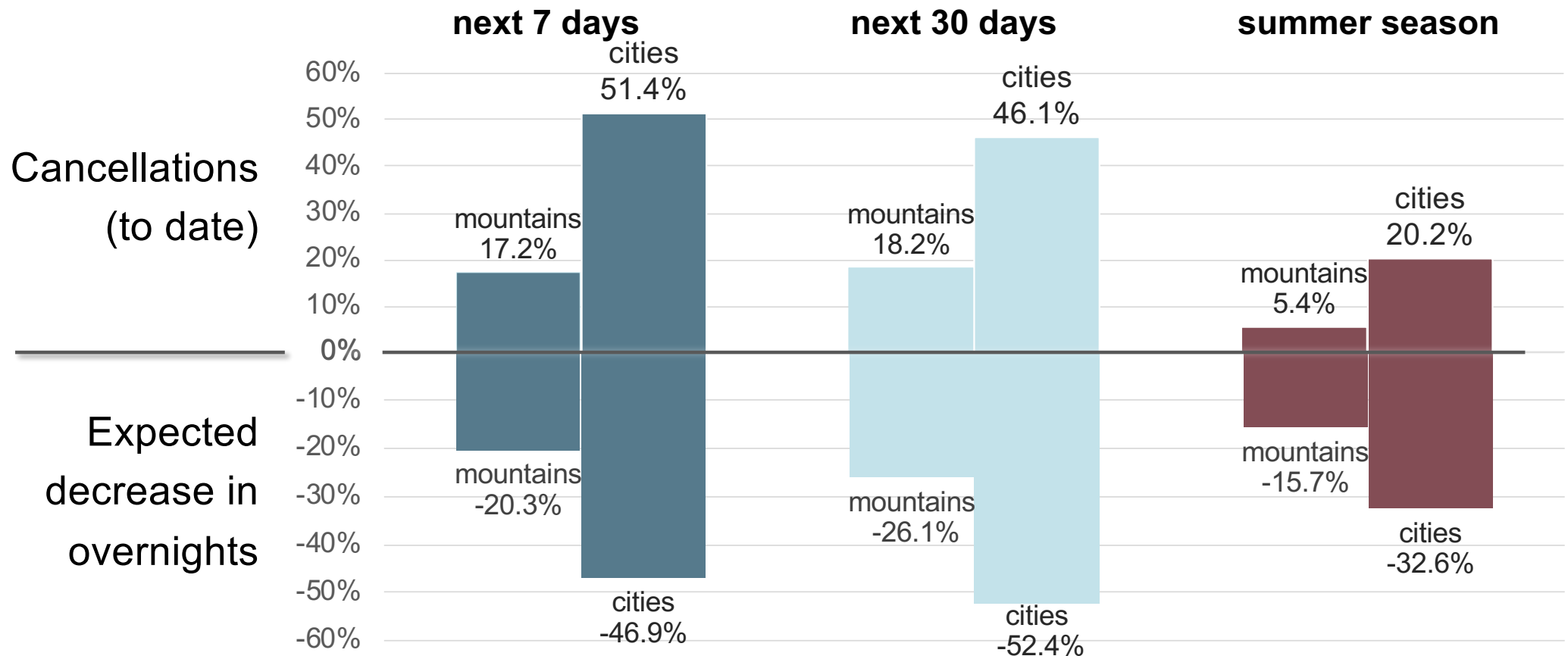
n=802, *other accommodations: holiday apartments, youth hostels, camping, Airbnb, etc.



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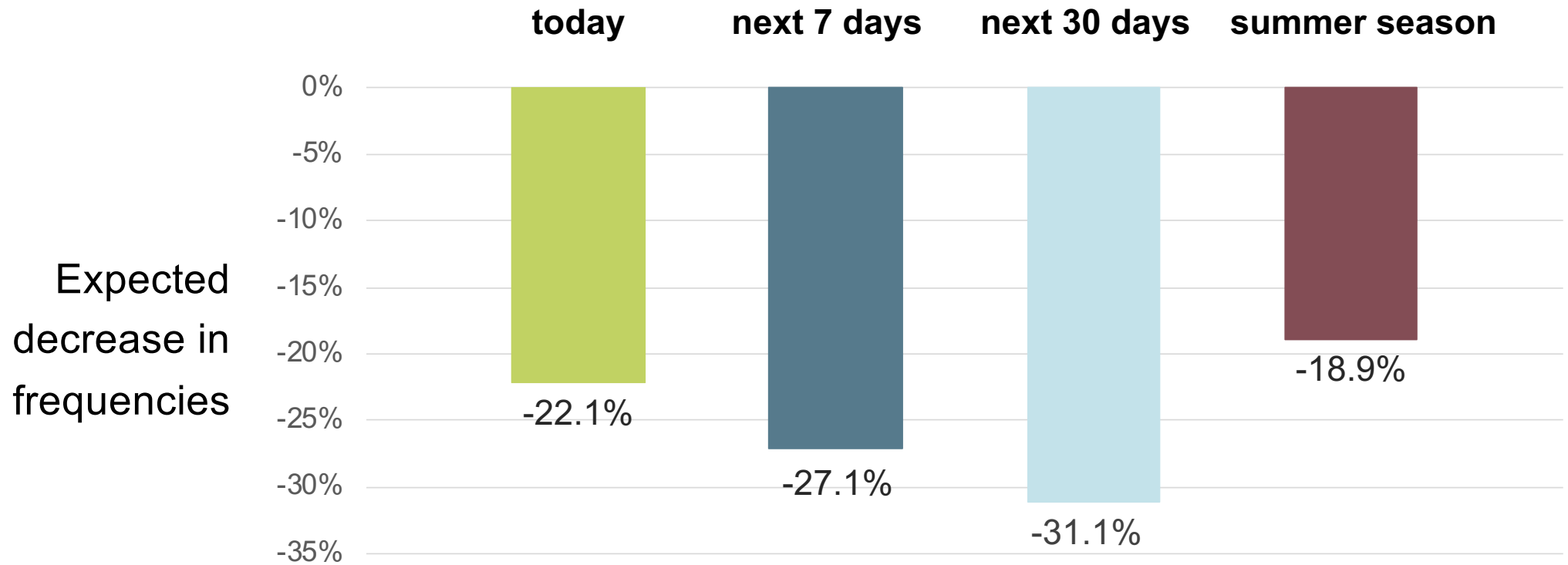
Prospects for the accommodation industry.

Tourism zones.



n=802

Prospects for the mountain railway industry.



n=40

Key messages.

- **Cities are struggling more** than mountain and countryside regions
- **Hotels are hit harder** than other types of accommodations
- The **summer season is not lost** yet
- Overnights are expected to decrease by 32% in the next 30 days (all types of accommodations)

- If you have any questions regarding the survey, please contact:
marktforschung@switzerland.com



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