



**Schweiz.**

# Jahresmedienkonferenz 2021. Conférence de presse annuelle 2021.



Schweiz.

Zoom, 19. Februar 2021 11:00 / 19 février 2021 11h00







2020

Gesamt / total: **-40 %**

Schweiz / Suisse: -9 %

D / F: - 40 %

Restliches Europa / reste de l'Europe: -57 %

Americas: -83 %

Asia, GCC, AUS / NZ: bis zu / jusqu'à -93 %



## Nachbarn / pays voisins:

A: -42 %

D: -45 % (Jan. – Nov.)

I: -55 % (Jan. – Okt.)

F: -48 % (Jan. – Sept.)

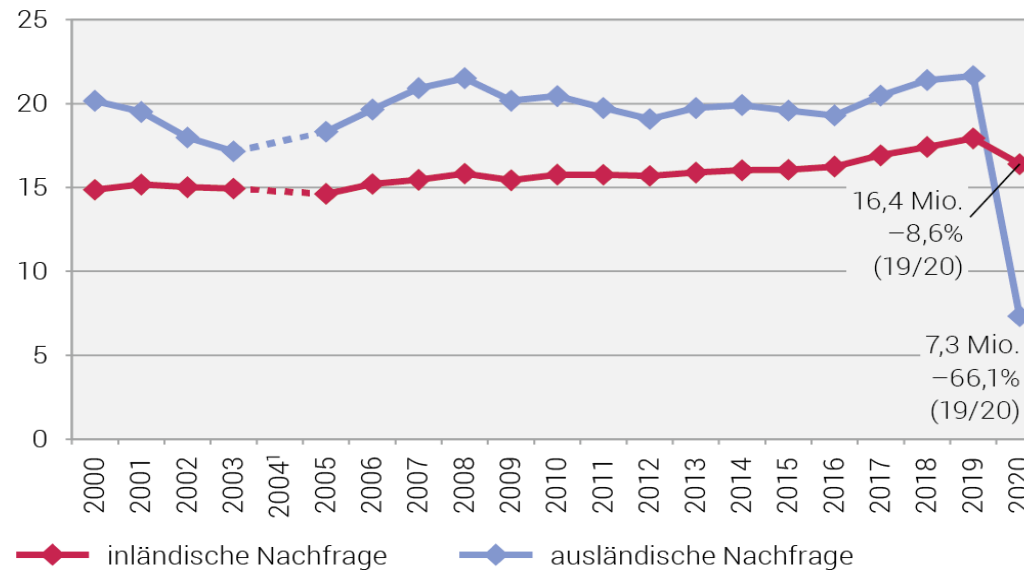


# Entwicklung der Logiernächte nach Herkunft der Gäste

## Hotels und Kurbetriebe: Logiernächte in Millionen

G2

In Millionen



<sup>1</sup> keine Daten für das Jahr 2004 verfügbar

# Swiss Lovers (F).



Schweiz.



Anne-Sophie Pic, French Chef



Kristina Bazan, model, singer, influencer



Marina Rollman, radio chronicler



Joël Dicker, Genevan writer









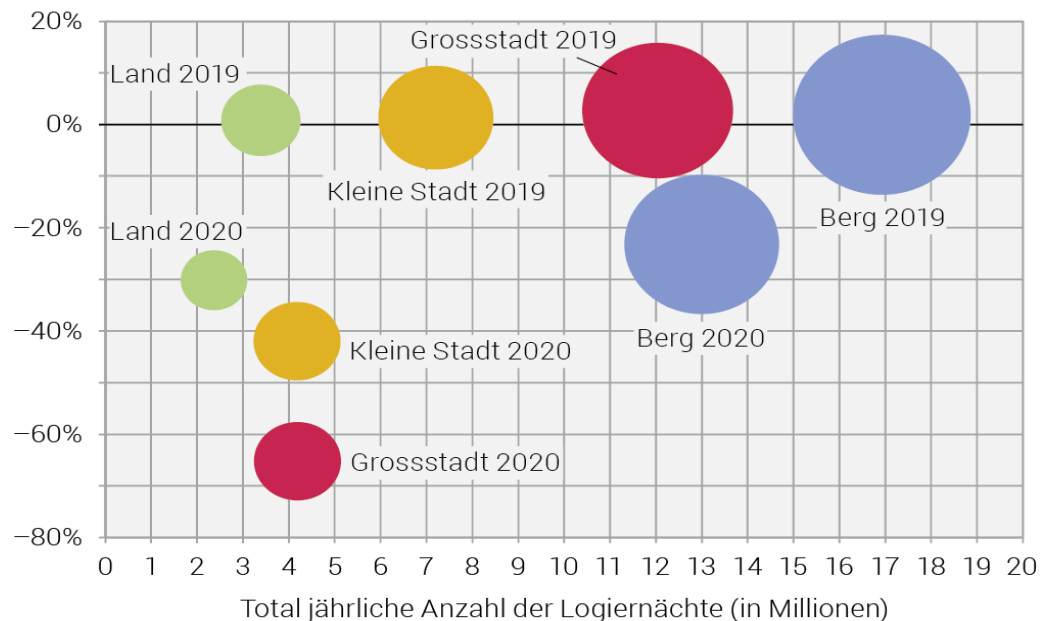
# Entwicklung der Logiernächte nach ST-Zonen\*

\*Von Schweiz Tourismus definierte geografische Zonen

## Hotels und Kurbetriebe: Logiernächte in Millionen

G6

### Jährliche Entwicklung der Logiernächte

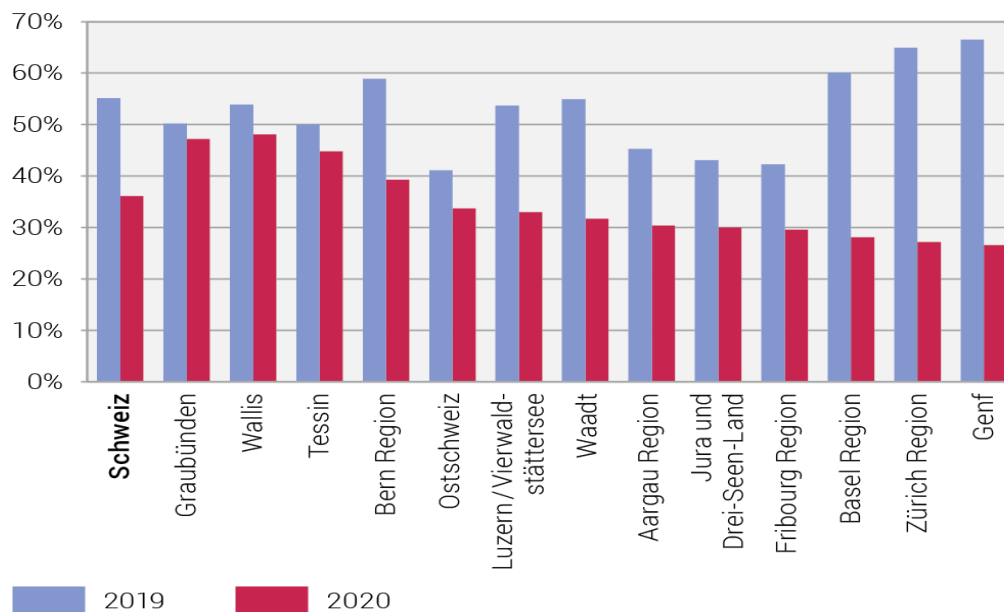




# Entwicklung der netto-Zimmerauslastung

## Hotels und Kurbetriebe: Nettozimmerauslastung<sup>1</sup>

G10



<sup>1</sup> Anzahl Zimmernächte dividiert durch die gesamte Nettozimmerkapazität der betreffenden Periode, in Prozenten ausgedrückt

# «Clean and Safe».



Schweiz.



# 2020 du point de vue de l'hôtellerie



**Grand fossé.**



**Plans de protection  
efficaces.**



**Positionnement  
auprès des Suisses.**



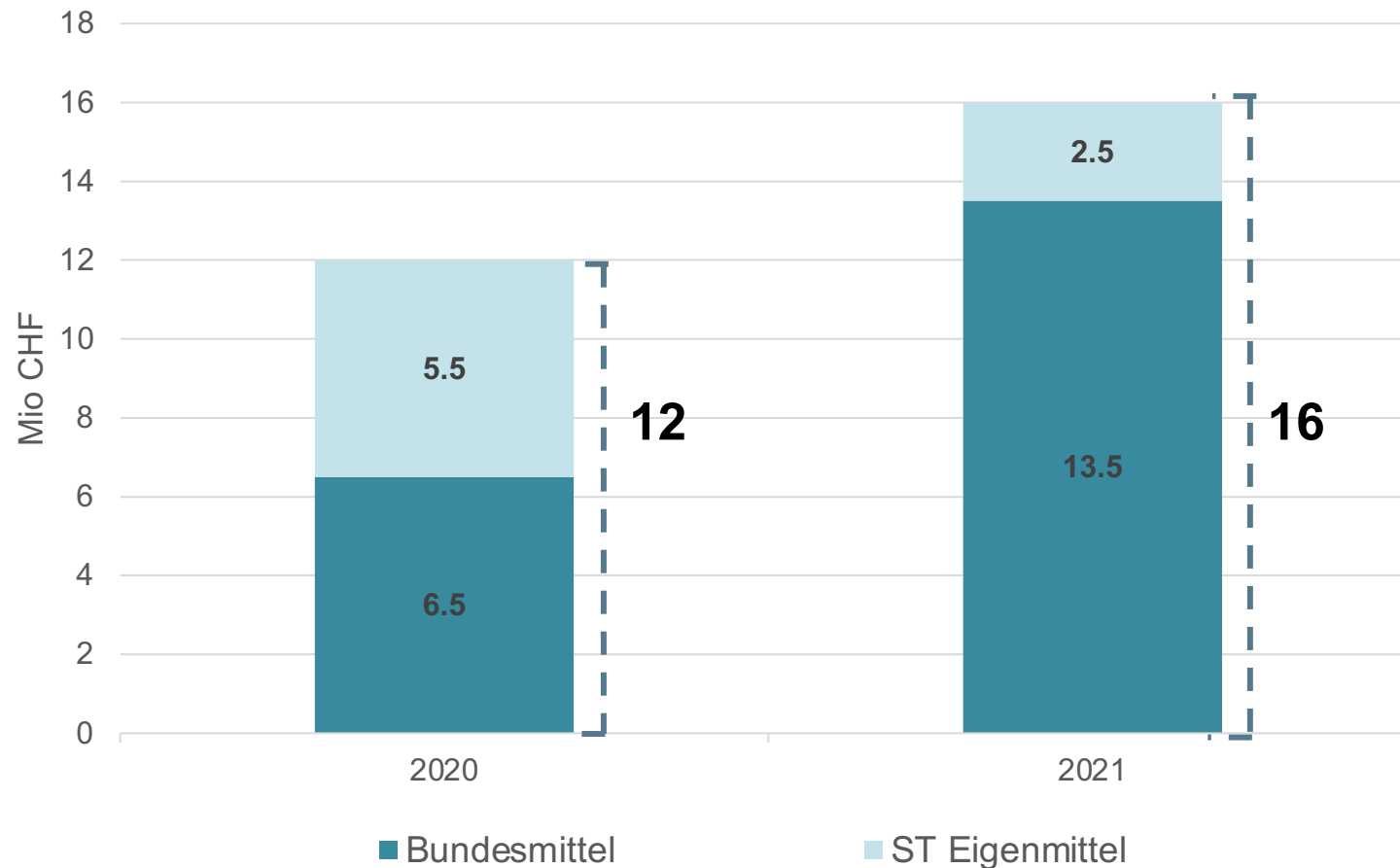
**Destins dramatiques.**



Schweiz.

# Mittelherkunft Recovery Plan.

## Total Budget 2020/2021: 28 Mio.



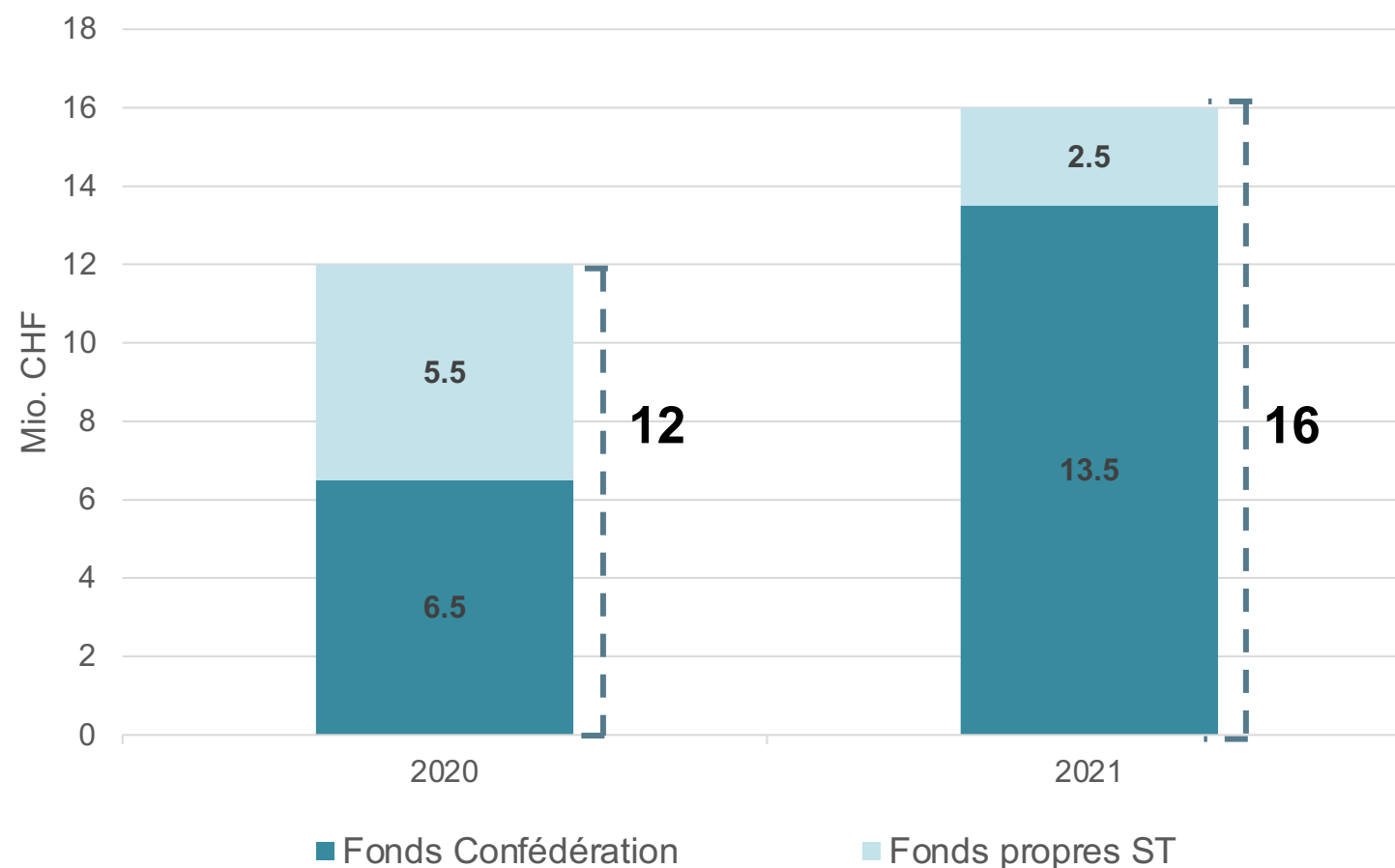
Bundesmittel:	20 Mio.	71%
Eigenmittel:	8 Mio.	29%



Schweiz.

# Plan de relance: provenance des fonds.

## Budget total 2020/2021: CHF 28 mio.

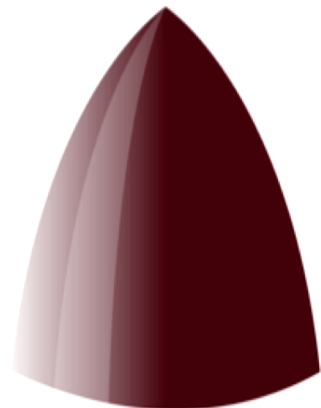


Fonds Confédération:	20 Mio.	71%
Fonds propres ST:	8 Mio	29%





**Schweiz.**



**1**

## **Empathy**

«Dream now – Travel later»

Short term

*Financed by ST*



**2**

## **Awareness**

«We need Switzerland»

Mid / long term

*Financed by government, ST & partners*



**3**

## **Performance**

«Book now»

Long term

*Financed by government, ST & partners*







Sportferien / vacances de février  
(Berge / montagnes)

Schätzung Branche / estimation de la branche:

Übernachtungen / nuitées: **-18 %**

Besuchfrequenzen / fréquentation: **-36 %**

# Les défis de la saison hivernale



**Court terme.**



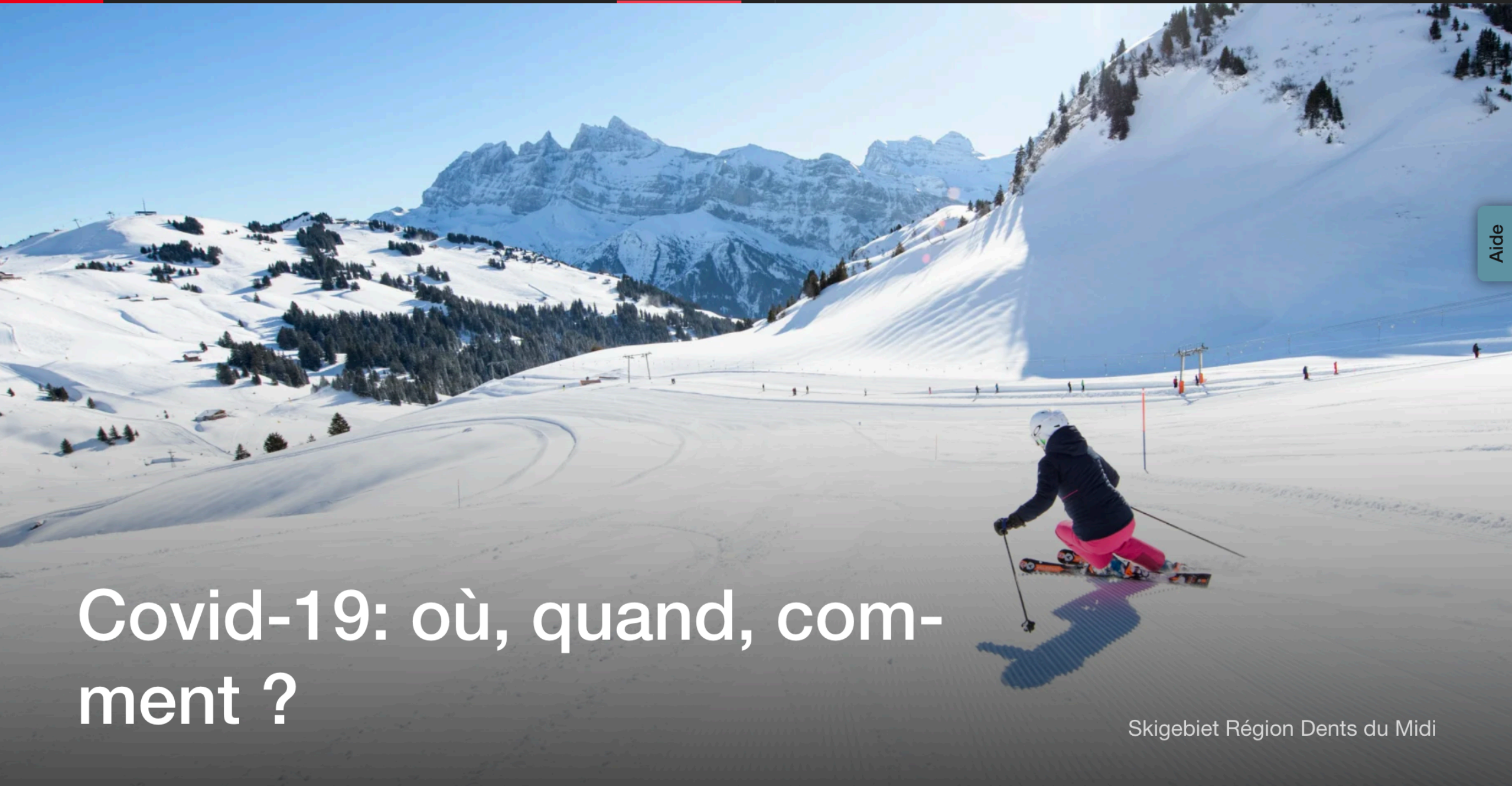
**Rupture du parcours client.**



**Clients internationaux.**



**Absence de stratégie de test.**



Aide

# Covid-19: où, quand, comment ?

Skigebiet Région Dents du Midi



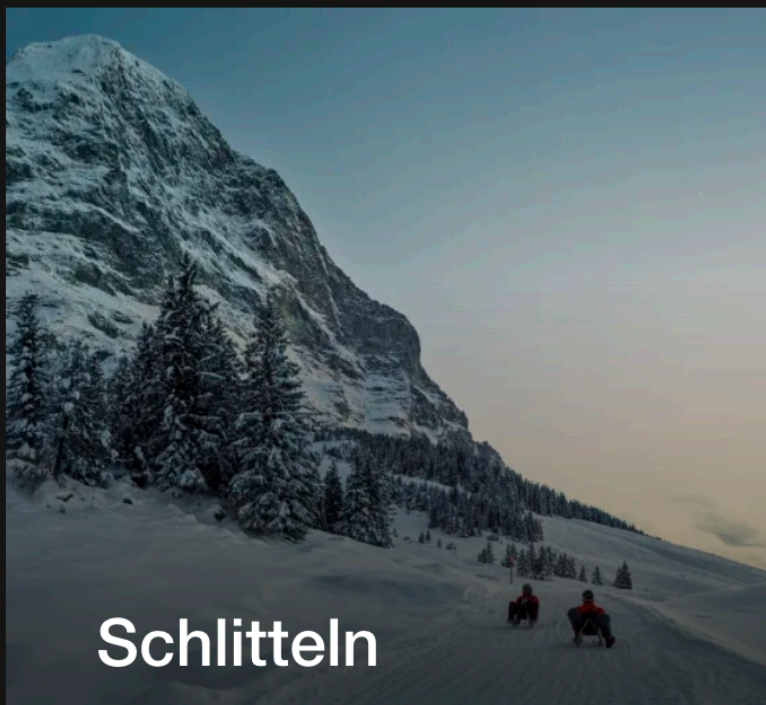
Wellness & Spa



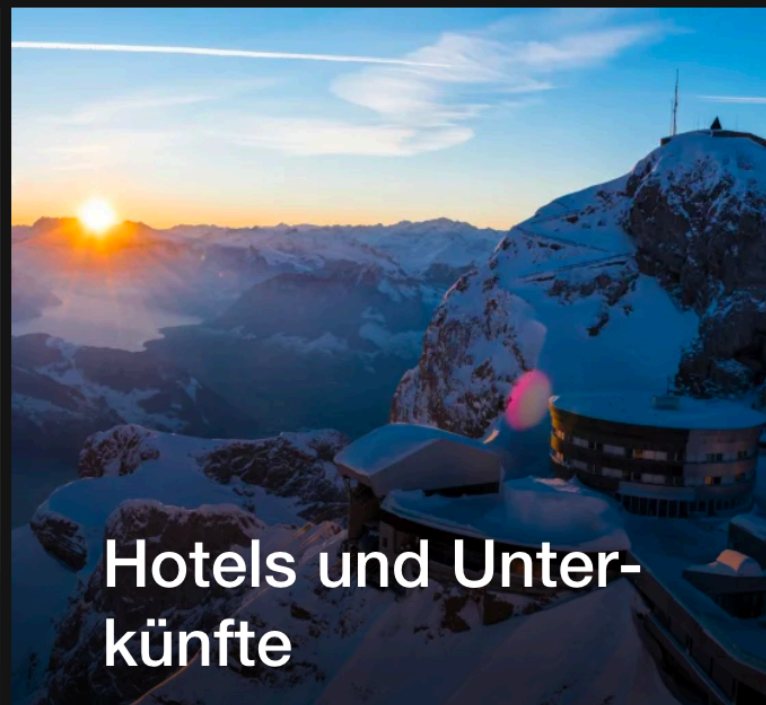
Winterwandern



Winter in der Stadt



Schlitteln



Hotels und Unterkünfte



Langlauf





# Dashboard.



Schweiz.



## Overall situation

## Visa application\*

## restrictions of Switzerland

## restrictions market of origin

Australia NZ OC	●	no visa required
Austria	●	no visa required
Benelux	●	no visa required
Brazil	●	no visa required
Canada	●	no visa required
Czech Republic	●	no visa required
France	●	no visa required
Germany	●	no visa required
Greater China	●	not possible
Gulf Countries	●	not possible
India	●	not possible
Italy	●	no visa required
Japan	●	no visa required
Nordics	●	no visa required
Poland	●	no visa required
Republic of Korea	●	no visa required
Russia	●	not possible
South East Asia	●	not possible
Spain	●	no visa required
Switzerland	●	no visa required
United Kingdom	●	no visa required
United States	●	no visa required

Australia NZ OC	●	Swiss border open
Austria	●	quarant. certain regions (from 01...
Benelux	●	NL: quarantine
Brazil	●	Swiss border closed
Canada	●	Swiss border closed
Czech Republic	●	quarantine
France	●	quarant. certain regions (from 01...
Germany	●	quarant. certain regions (from 28...
Greater China	●	Swiss border open if reciprocity
Gulf Countries	●	Swiss border closed
India	●	Swiss border closed
Italy	●	quarant. certain regions
Japan	●	Swiss border closed
Nordics	●	SWE: quarant.
Poland	●	Swiss border open
Republic of Korea	●	Swiss border open
Russia	●	Swiss border closed
South East Asia	●	only Singapore allowed to enter
Spain	●	quarantine (from 01.02)
Switzerland	●	travel is possible
United Kingdom	●	Swiss border closed
United States	●	quarantine

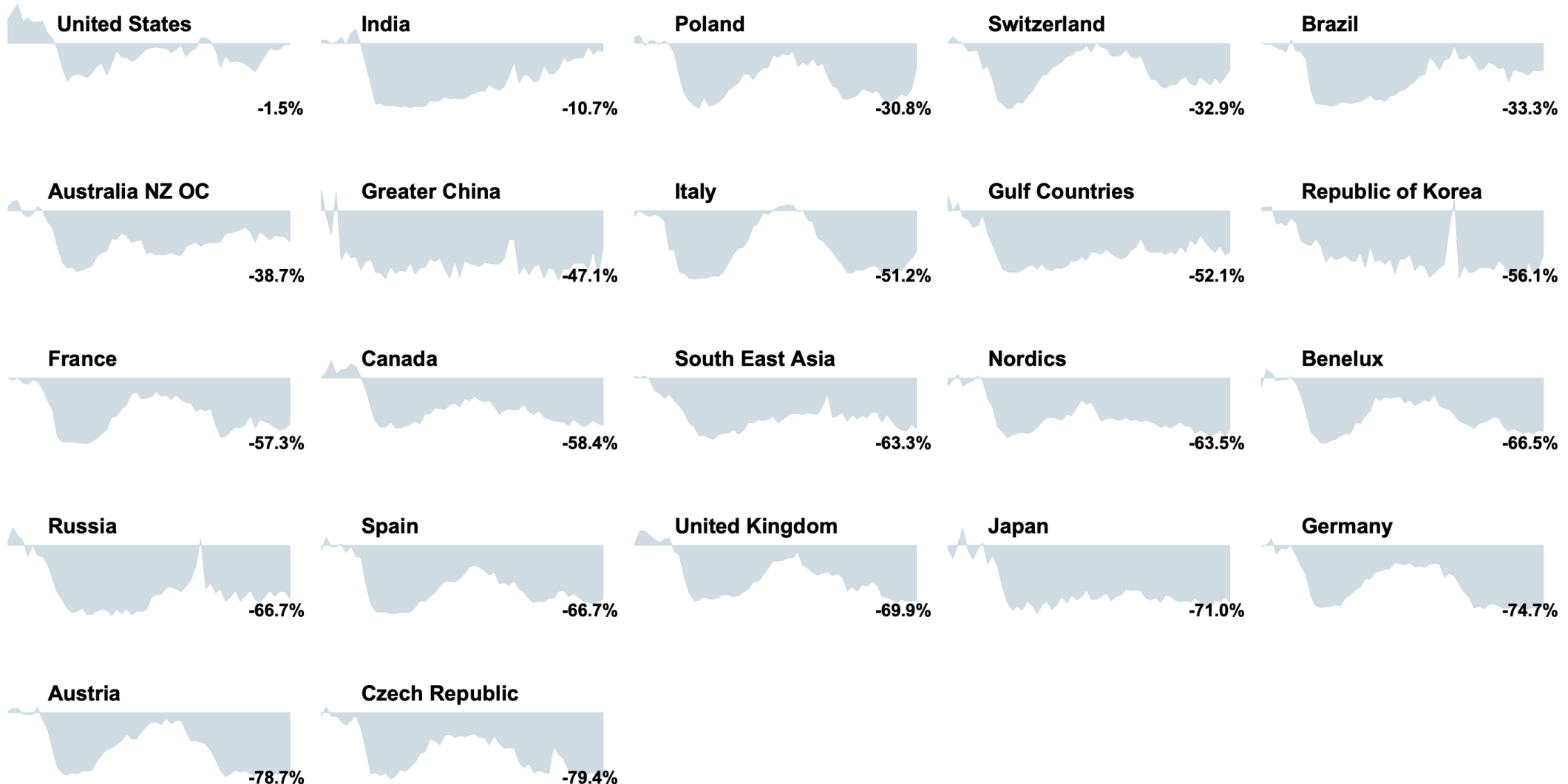
●	not allowed to leave the country
●	quarantine (10 days) / neg. test & quarant. ...
●	BE & NL: quarant. & test upon return
●	test upon return
●	quarantine upon return, negative test befor..
●	neg. test or quarant. upon return
●	isolation, neg. test before return
●	neg. test, oblig. return form and quarant. u..
●	borders open if reciprocity
●	test or quarant. upon return
●	negative test before return and quarant.
●	quarant. upon return (14 days)
●	NO & DK: quarant. upon return / FI: quara..
●	quarantine & test upon return
●	test upon return
●	not allowed to travel to CH (except Singap..
●	negative test before return (only if by air)
●	self-isolation upon return (10 days) / neg. t..
●	quarant./test upon return depending on sta..

\* Visa application possible for life partners.



Schweiz.

# Search for Hotels.

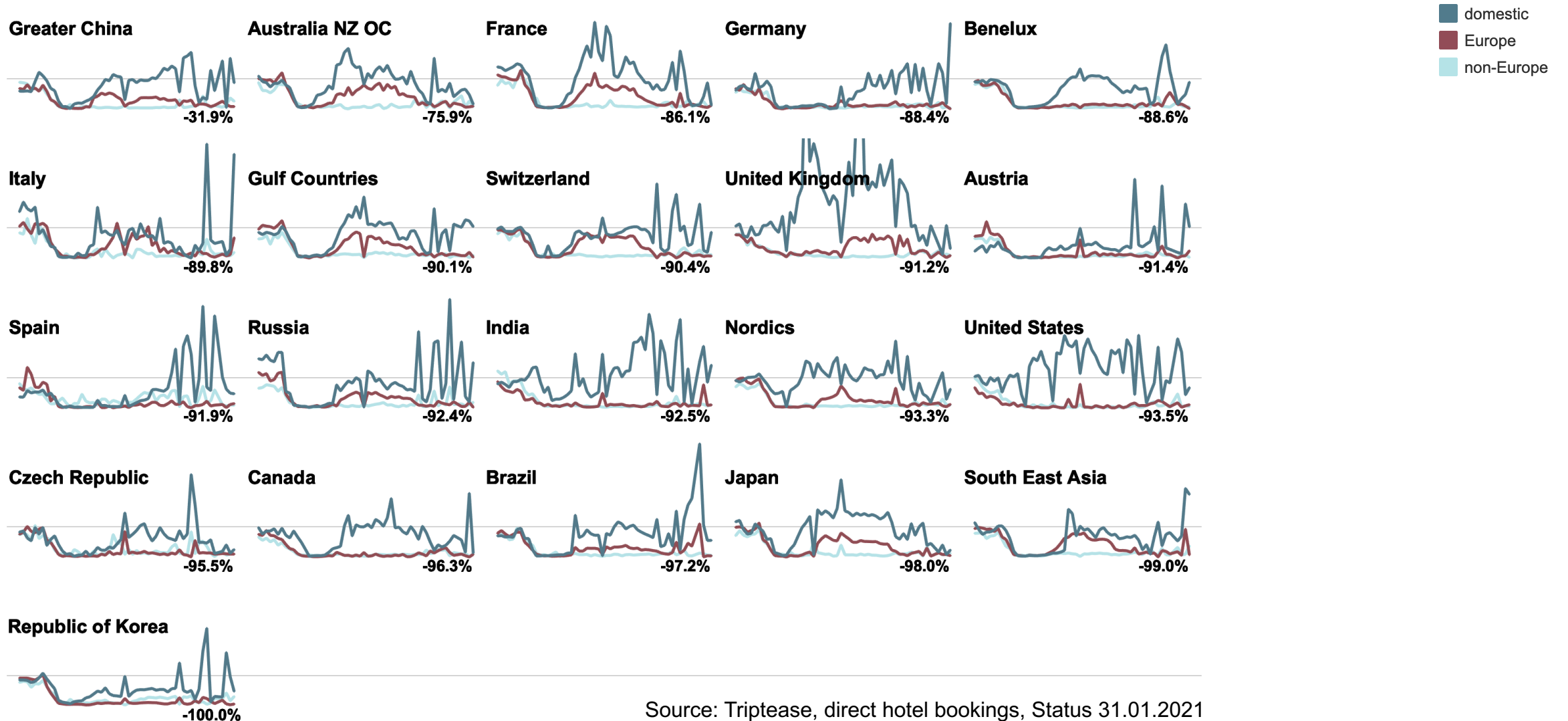


Source: Google Trends, compared to 2019, excluding: -corona -coronavirus -virus -cancel -cancelled -refund -collapse -change, Status 05.02.2021

# Bookings to Europe.



Schweiz.

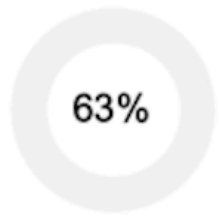


Source: Triptease, direct hotel bookings, Status 31.01.2021

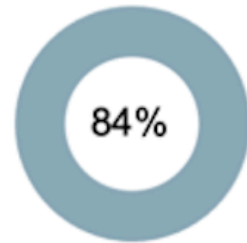
# Erholung Reiseintensität / reprise des voyages.



Schweiz.



2020



2021



2022



2023

Quelle / Source: Estimation Switzerland Tourism, 16.02.2021

# Recovery 2021 – 17.9 Mio. CHF / CHF 17,9 mio.



Schweiz.

Bund / Confédération 2021:	13.5 Mio.
Mittel / fonds ST:	2.5 Mio.
Übertrag von / report 2020:	1.9 Mio.
Recovery Budget 2021:	17.9 Mio.

Stand / état au 15.2.21

Swisstainable.



Schweiz.



# Branche und Partner. Branche et partenaires.



Schweiz.

## Initiant

Schweiz Tourismus.



## Wissenschaftlicher Partner

Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

Wirtschaft  
Institut für Tourismus und Mobilität  
ITM

## Partner

**STV FST**

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

**GASTRO SUISSE**

**HotellerieSuisse**

**Parahotellerie  
Schweiz**

**RDK**

KONFERENZ DER REGIONALEN TOURISMUSDIREKTOREN DER SCHWEIZ (RDK)  
CONFERENCE DES DIRECTEURS D'OFFICES DE TOURISME REGIONAUX DE SUISSE (CDR)  
CONFERENZA DEI DIRETTORI DEGLI ENTI REGIONALI SVIZZERI DEL TURISMO (CDR)  
CONFERENZA DALS DIRECTURS REGIONALS SVIZZERS DAL TURISSEM (CDR)

**SCHWEIZER PÄRKE  
NETZWERK  
RESEAU  
RETE  
RAIT**

**Seilbahnen Schweiz  
Remontées Mécaniques Suisses  
Funivie Svizzere  
Pendicularas Svizras**

**SRV  
FSV** Schweizer Reise-Verband  
Fédération Suisse du Voyage  
Federazione Svizzera di Viaggi

**SWISS SNOWSPORTS**

**VÖV UTP**  
Verband öffentlicher Verkehr  
Union des transports publics  
Unione dei trasporti pubblici

**VSSU  
AESN  
AASN**  
Verband Schweizerischer Schifffahrtsunternehmen  
Association des entreprises suisses de navigation  
Associazione delle aziende svizzere di navigazione

**VERBAND SCHWEIZER TOURISMUSMANAGER  
ASSOCIATION SUISSE DES MANAGERS EN TOURISME  
ASSOCIAZIONE SVIZZERA DEI MANAGERS DEL TURISMO  
ASSOCIAZIUN SVIZRA DALS MANAGERS DAL TURISSEM**

# Levels / Niveaux.



Schweiz.



---

## Level I – committed

- Bekenntnis & Weiterentwicklung
- Engagement et développement de mesures



---

## Level II – engaged

- Bestehende Nachweise
- Certifications/labels reconnus



---

## Level III – leading

- Umfassende, anerkannte Zertifizierung
- Certification complète et reconnue



# Facteurs de réussite pour «une Suisse durable»



**Renforcer le positionnement.**



**Prendre en compte la chaîne de création de valeur.**



**Exiger des conditions-cadres.**



**Faire route ensemble.**



Schweizerhof Lenzerheide et Restaurant  
Scalottas





2020 – historischer Verlust v.a. in den Städten.  
2020 – recul historique en particulier dans les villes.



Zögerliche Erholung dauert noch zwei Jahre.  
Reprise hésitante pour les deux prochaines années.



An aerial photograph of a vibrant turquoise river winding through a lush, dense green forest. The water is exceptionally clear, revealing the rocky riverbed and submerged logs. The surrounding forest is thick with various shades of green, suggesting a healthy, undisturbed ecosystem. The overall scene conveys a sense of natural beauty and environmental sustainability.

Swisstainable – Vom Hidden Champion zum Nachhaltigkeitsleader.

Swisstainable – Du «champion caché» au leader en matière de durabilité.







Danke. Merci. Grazie. Grazia.



**Schweiz.**