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Overnight insights 2025

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Lake Lucerne, boat trip - © André Meier

I need data,
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ST/BI/CO, 0/2026

Key facts 2025

Overnights

43’930’146

The number of nights spent by guests (including children) at a hotel or health establishment.

Arrivals

22’173’712

The number of guests (including children) who spend one or more nights at a hotel or health establishment.

Length of stay

2.0

Number of overnight stays divided by the number of arrivals.

Gross room occupancy rate

51.1%

The number of room-nights divided by the total gross room capacity for the period in question, expressed as a percentage. (Gross room capacity is equal to the number of rooms in an establishment during the survey month multiplied by the number of days in that month.)

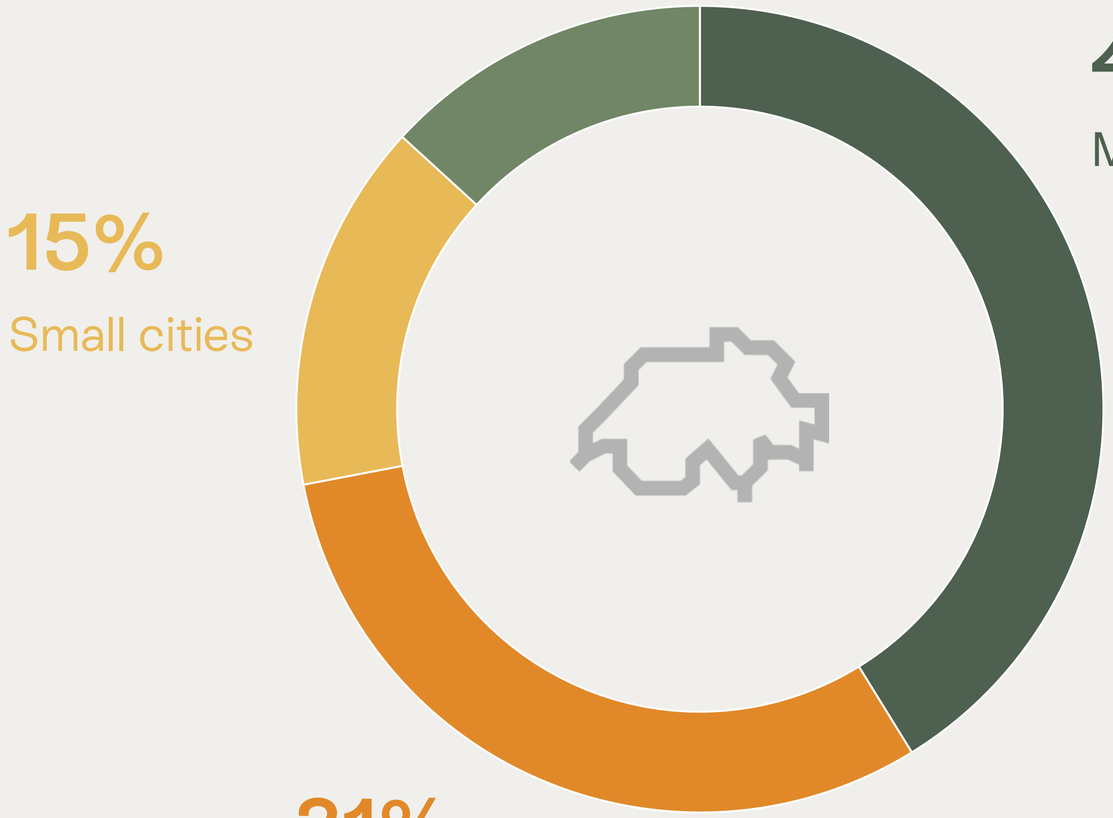
Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

Overnights per tourism zone & region

Market shares hotel overnights, year 2025

Tourism zones & regions

- Overnights: 43’930’146
- Top 5 places: Zurich, Geneva, Zermatt, Basel, Lucerne

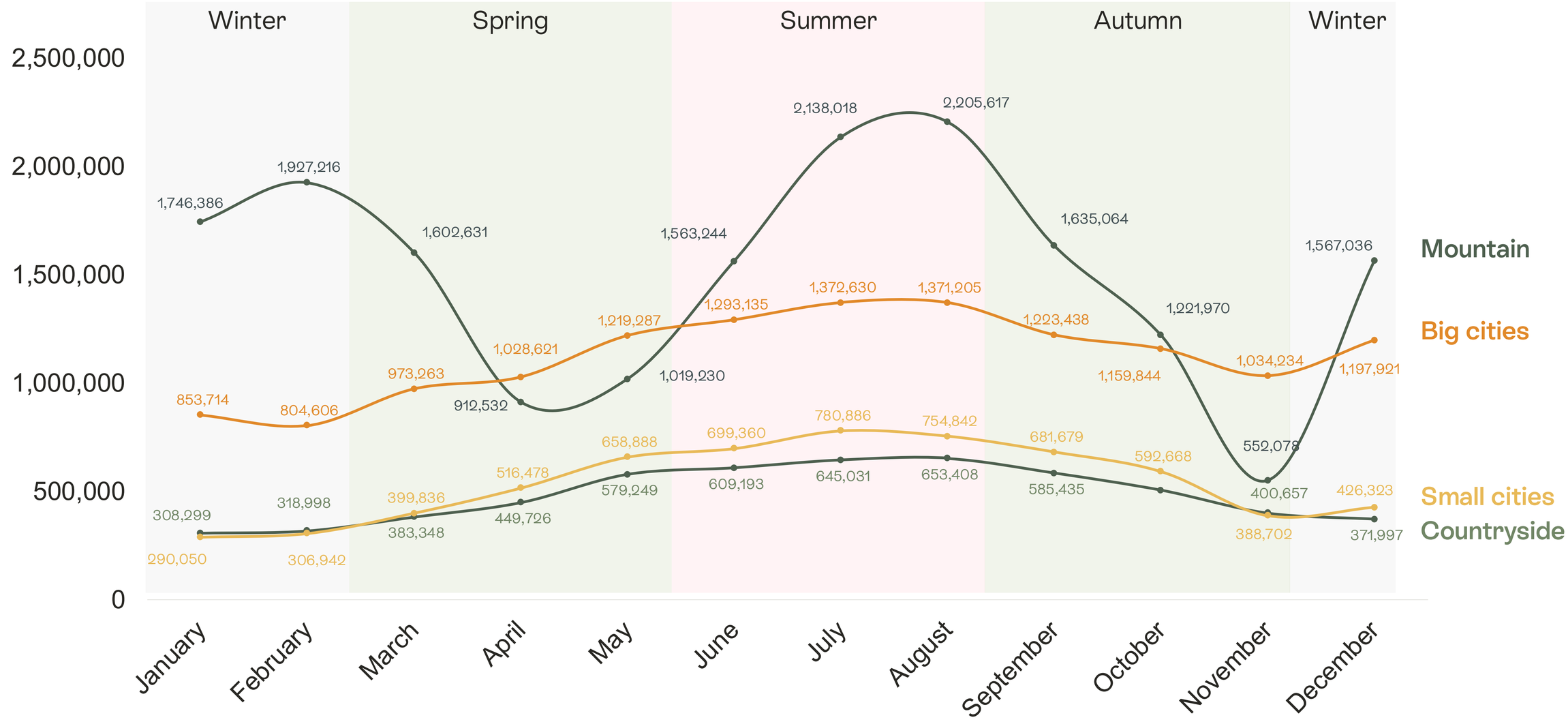


Total 43‘930‘146 overnights

Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

Overnights per tourism zone per month, 2025

Hotels and health establishments in Switzerland



Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

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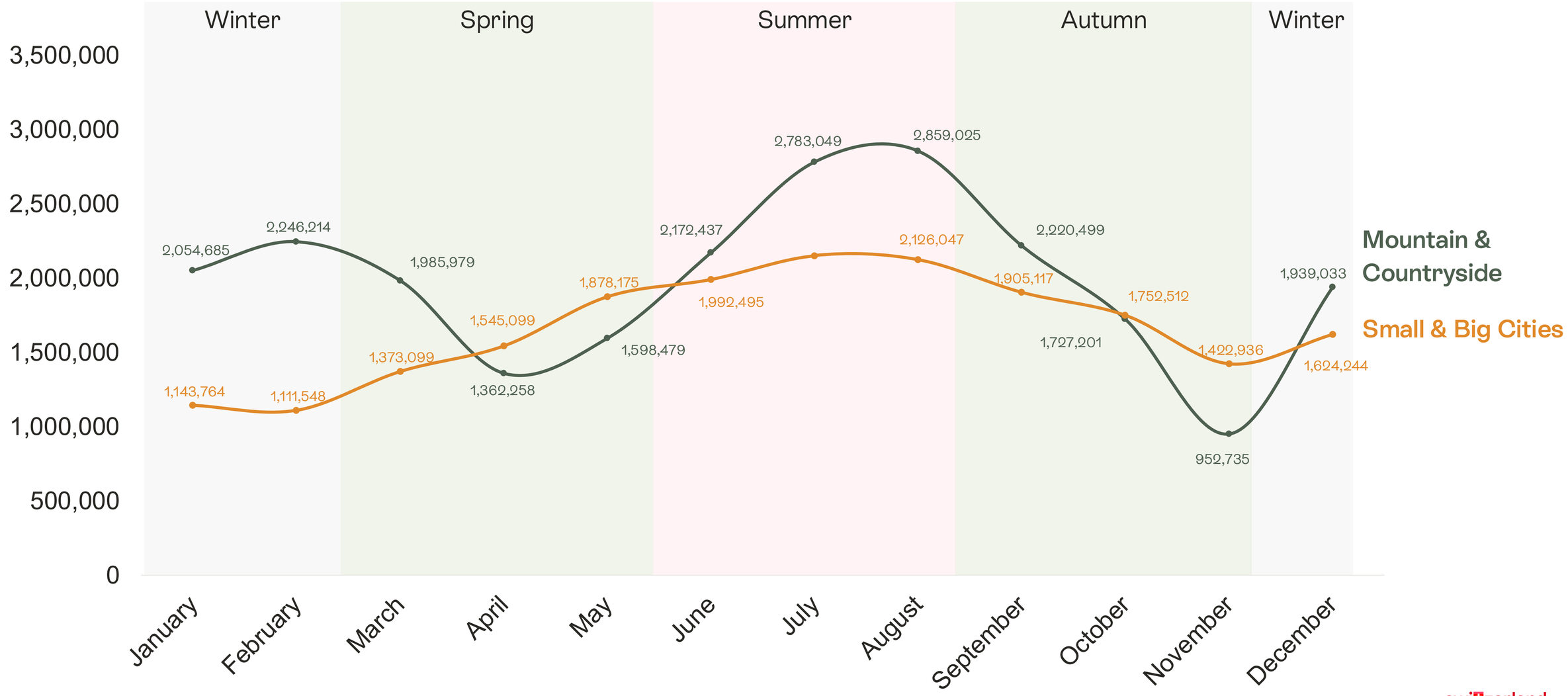
Overnights per tourism zone per month, 2025

Hotels and health establishments in Switzerland

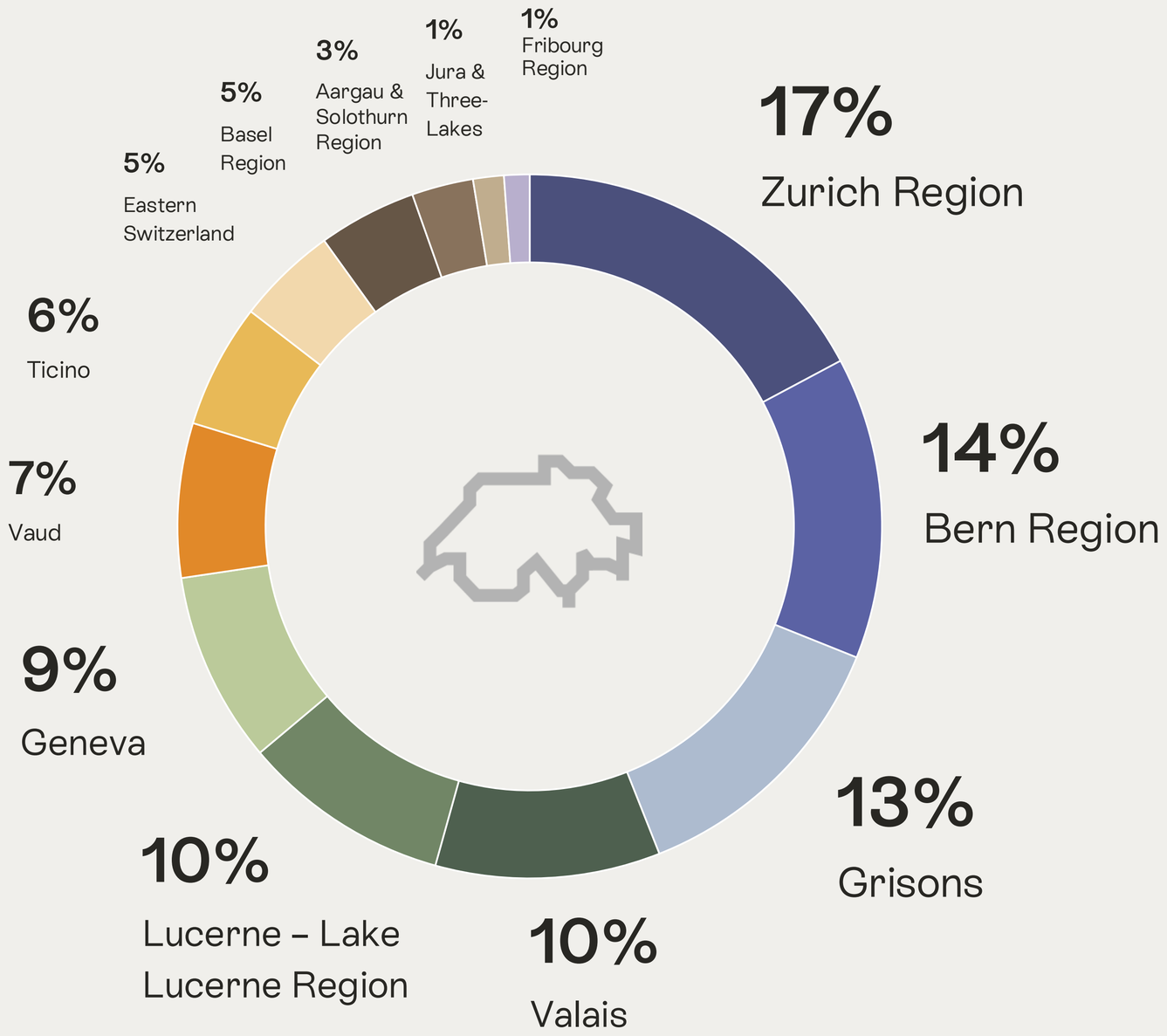


Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

Overnights per region

Market shares hotel overnights, year 2025 Regions

- Overnights: 43’930’146
- Top 5 places: Zurich, Geneva, Zermatt, Basel, Lucerne

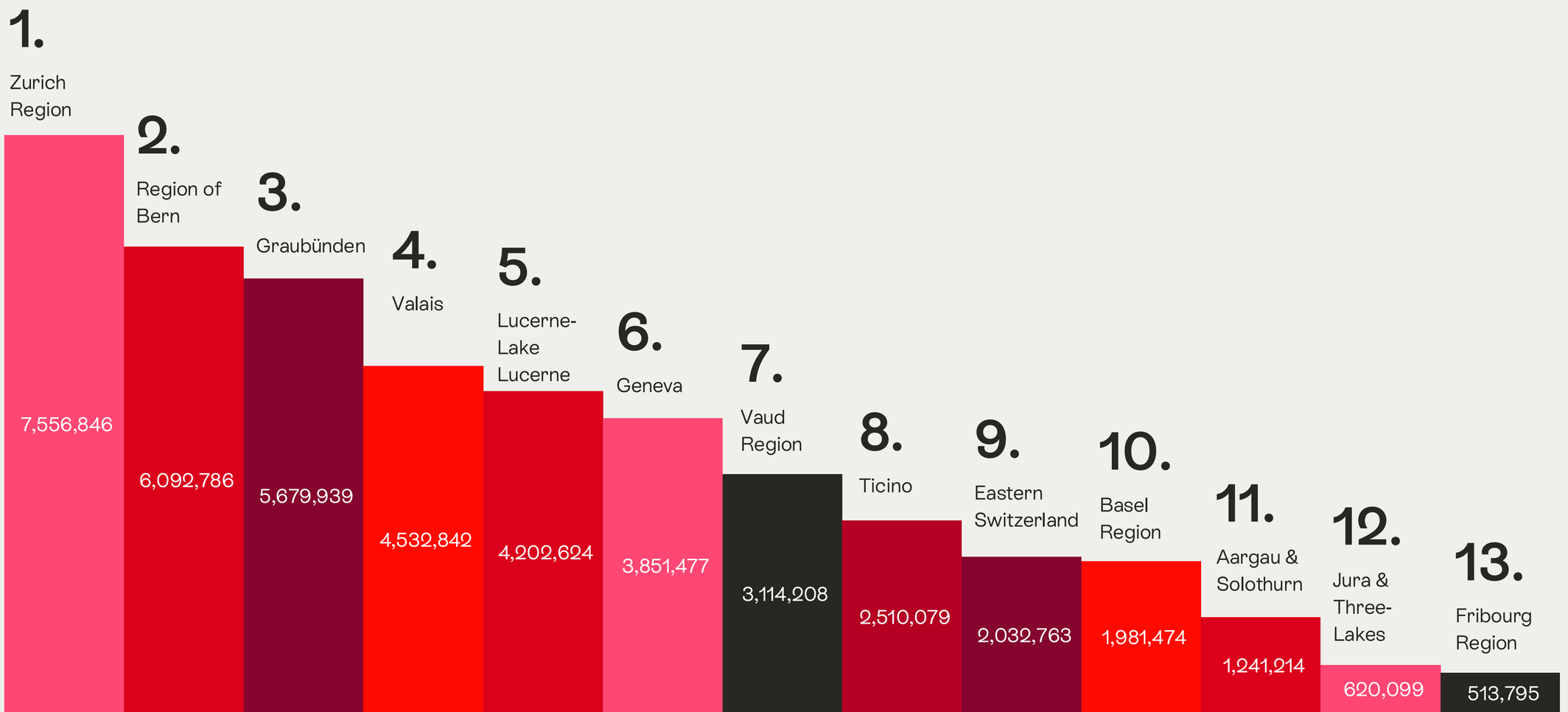


Total 43‘930‘146 overnights

Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

Overnights by region, 2025

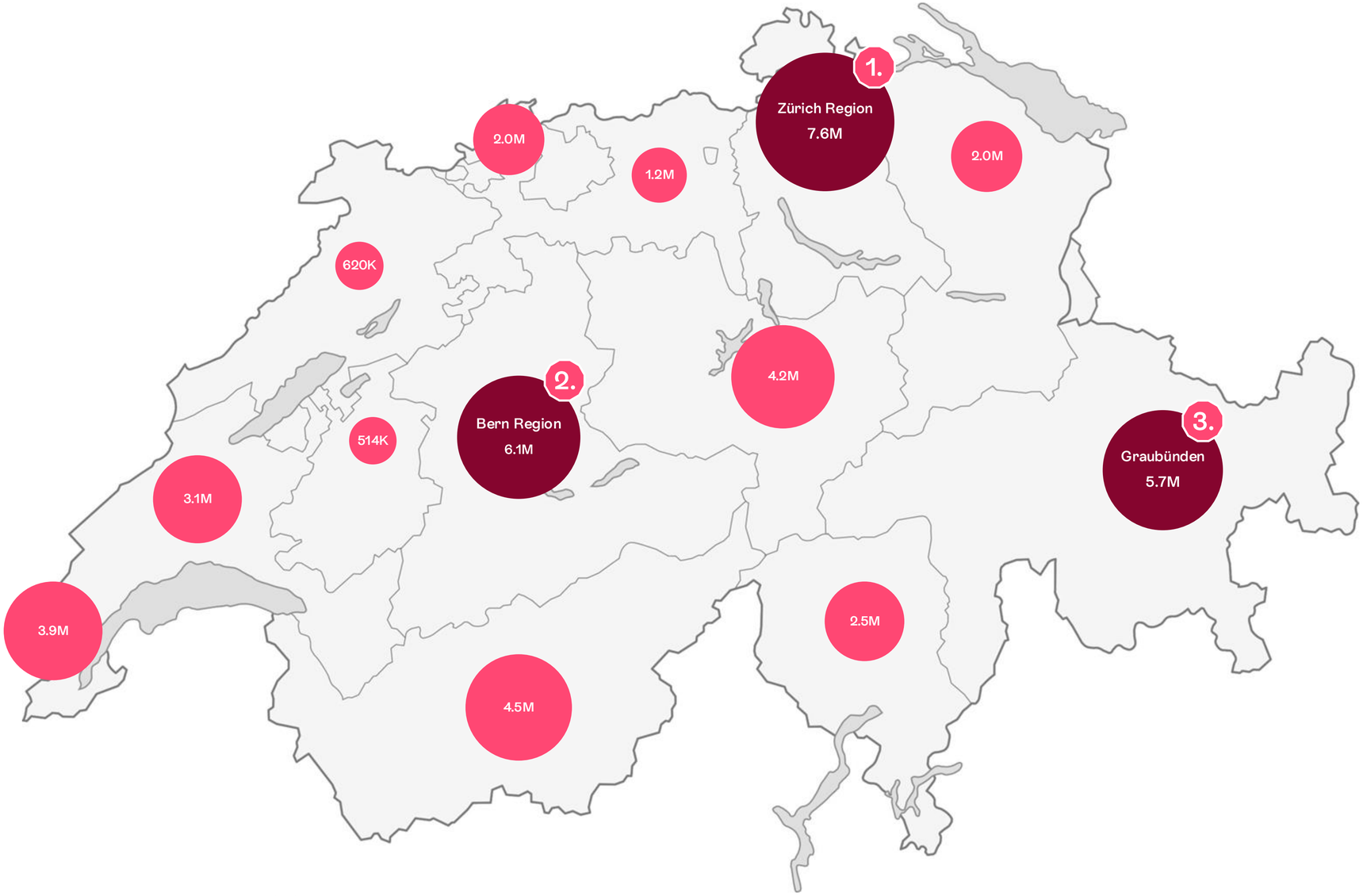
Ranking of all 13 Swiss tourism regions by total hotel overnight stays in 2025. Zurich Region leads with over 7.5 million overnights. Total 43’930’146 overnights.



Source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

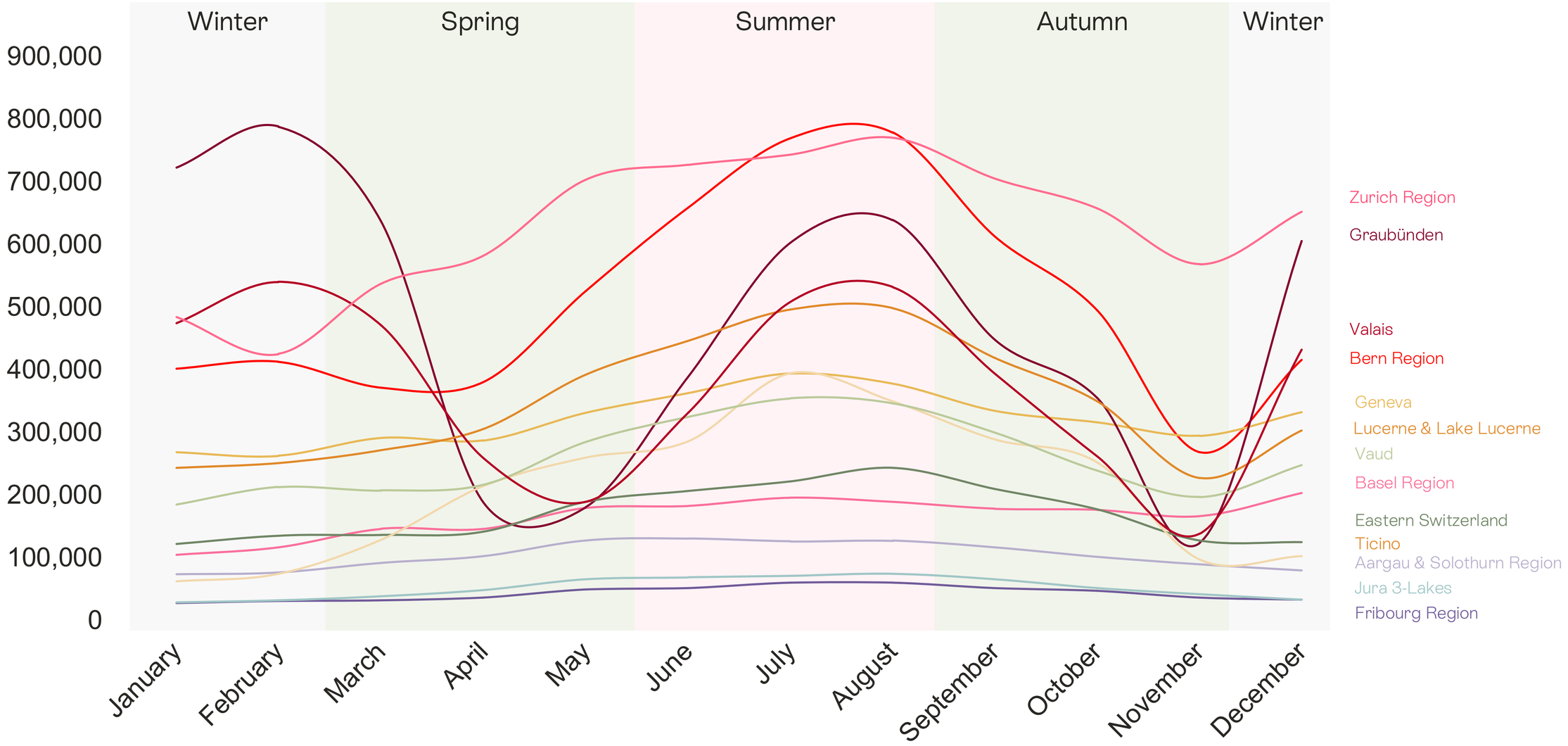
Overnights by tourism region 2025

Hotels and health establishments in Switzerland



Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

Overnights per region per month, 2025

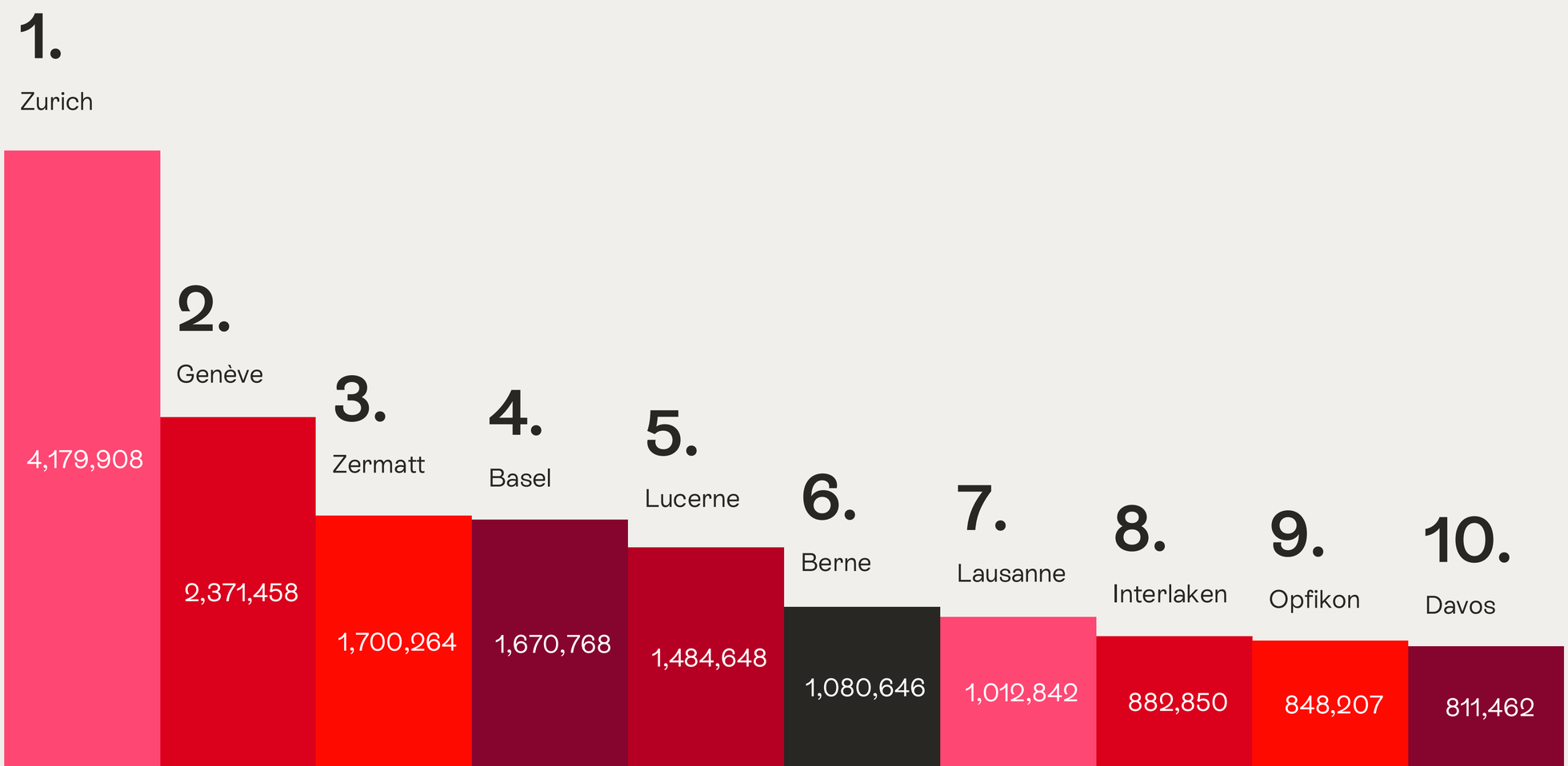


Data source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

Overnights per destination

Top 10 hotel destinations, 2025

Ranking of Swiss municipalities by total hotel overnight stays in 2025 (hotel and health establishments). Zurich leads with over 4.1 million overnights, followed by Genève and Zermatt. Total 43’930’146 overnights.



Source: Federal Statistical Office, accommodation statistics, ST/BI/CO, 03/2026

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Thank you

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