

# LIECHTENSTEIN TOURISM REPORTED SUCCESSFUL WINTER DATA



Liechtenstein tourism businesses registered a positive winter season. Figures for the 2016/17 winter show an upward trend, with an increase in overnight stays.

The industry recorded 55,372 overnight stays. This is an increase of 11.3% compared to the previous year, as reported by the Liechtenstein tourism statistics.

However, developments in hotels in the Alps and in the Rhine Valley differed. **While the latter recorded an increase of 17.4%, mountain hotels recorded a rise of only 3.6%.**

The number of guests grew even more. Hotels recorded 27,094 arrivals, which is 18.3% more than last year.

A considerable part of the Liechtenstein tourism growth is likely to be due to an increase in bed capacity. The Principality had over 1330 hotel beds last winter. This is 17.6% more than the previous year. In winter, 36.8% of the hotels were open, 2.6% more than the year before. Since the number of beds increased more than the number of overnight stays, the average bed occupancy decreased. It fell from 24.2% to 23.2%.

**The average length of stay also declined, from 2.2 nights to 2.** Nearly 39% of the guest arrivals were from Switzerland, which is still the most important source market for Liechtenstein tourism. 25% of arrivals were from Germany, while 5% from Austria.

Date: 2017-07-10

Article link: <http://www.tourism-review.com/liechtenstein-tourism-increasing-news5475>