

# SWISS TOURISM INDUSTRY REPORTS

## SIGNIFICANT INCREASE



After difficult years, in 2017 the Swiss tourism industry experienced a brilliant recovery. The sector recorded 37.4 million overnight stays. This is 5.2% more than in the previous year and almost as much as in the record years of 1990 and 2008.

Domestic visitors alone created the record with their share, as announced by the Federal Statistical Office.

**The total domestic demand increased by 4.2% to 16.9 million overnight stays.**

However, even from abroad the guests arrived in masses. The number of nights spent by Asians increased by 12.3%. That of Americans by 12.3% and that of Europeans increased by 2.2%.

Thus, the Swiss tourism industry experienced a strong recovery last year. The two years before were dominated by the strong franc. This kept Europeans from vacationing in Switzerland. Another factor were terror attacks in Europe, which influenced mainly Asian guests.

Both situations have since improved. **Travelers from Asia are drawn back to Europe.** And the euro has gained against the Swiss franc, thus reducing the price of holidaying in Switzerland.

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