

# SWISS HOTELS BENEFIT FROM FOREIGN VISITORS



Globally, hotels bounced back big time after the Corona crisis shook things up—many areas even broke records. Yet, weirdly enough, Swiss hotels seem to be tripping over their own feet, despite a promising start earlier this year.

## A Modest Uptick in Overnight Stays

Data from the Federal Statistical Office show that between January and February 2025, **overnight stays in Swiss tourist spots edged up by a slim 0.2 percent, landing at around 6.5 million nights.** That means roughly 11,000 extra stays, and these came almost exclusively from visitors coming from abroad.

## Foreign Visitors Boost the Numbers

Foreign guests accounted for about 3.1 million nights. That's a pretty solid 4.5 percent boost—around 135,000 more than last year's same period, if you can believe it. It really drives home how appealing Switzerland has become on the global stage, despite the locals telling a different story.

## Domestic Guests Stay Away

In a twist that's almost hard to swallow, Swiss residents seem to be skipping their own hotels. Domestic overnight stays dipped to around 3.4 million—a 3.5 percent drop, translating into 124,000 fewer nights compared to before. Things got even murkier in February, with figures showing a 2.8 percent plunge, resulting in about 98,000 fewer stays. To break it down: locals lost a steep 5.9 percent (about 112,000 nights), while foreign stays in that segment crept up a mere 0.9 percent (adding 14,000 to hit 1.6 million).

## Financial Impact

The drop in local visits isn't just a number—it hits the wallet. If each missing overnight stay is pegged at 200 francs, Swiss hotels saw a loss of roughly 22.4 million francs in February alone. And, frankly, if the average night were charged at 300 francs, that shortfall would jump to a staggering 33.6 million francs in just one month.

## A Post-Pandemic Recovery Stalls

After the coronavirus pandemic, the hotel industry had been on a strong comeback. Then, after reaching some new heights, it suddenly hit its first snag since September 2024. Ironically, it appears that the slump is driven largely by local guests opting to either travel abroad or stay home, rather than supporting the local scene.

## American Visitors Step Up

In the midst of this domestic lull, an unexpected lifeline emerged from the U.S. **The FSO noted a**

**noticeable increase in American visitors, a shift that has helped plug some of the gaps.**

Their presence, though modest, is a nod to Switzerland's enduring global magnetism—even while local support dwindles.

## **Conclusion**

The core issue for Swiss hotels seems to be a homegrown one: local guests are just not showing up. Sure, some relief comes from the growing numbers of foreign, particularly American visitors, but a full recovery really depends on sparking renewed interest among the Swiss themselves. Until then, the financial pressure might just keep mounting, putting those hard-won post-pandemic gains at risk.

Date: 2025-04-07

Article link: <https://www.tourism-review.com/swiss-hotels-lack-domestic-guests-news14890>