SWISS TOURISM DECREASED FOR THE FIRST TIME SINCE THE PANDEMIC



Swiss tourism is set to grow again in the coming winter season despite a rare decline in overnight stays in the summer, according to forecasts by BAK Economics. The decline was the first since the start of the Covid-19 pandemic. However, economists are optimistic.

Overnight stays fell by 0.8 percent in the summer, totaling just under 25 million. This was the first decrease in year-on-year growth after several record years. This is set to improve in the winter 2026/27 as overnight stays are expected to grow by 0.9 percent to 18.9 million.

However, the ongoing war in Iran is continuing to impact the industry. **It has caused major disruptions to international flights and kerosene prices have increased making flights more expensive.** This means that the demand for tourism from long-distance markets is still suffering. Particularly with guests from the Far East.

Despite this, experts expect an overall growth of 1.3 percent in overnight stays in the summer of 2027. The demand from long distance markets is set to improve with a 3.3 percent increase. However, the number of visitors from Asia will still be down.

In the 2027 full year, overnight stays are expected to increase by 1.1 percent, rising to 44.2 million. Growth is expected to increase further in 2028 as flights continue to return to normal. In the tourism year 2028, overnight stays are set to increase by 1.3 percent to 44.8 million.

Overall, the Swiss tourism industry is showing resilience and looking to make a slow recovery.

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