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Tourism in 1997: the trend is upwards.

Positive circumstances such as more favourable exchange rates or ideal weather conditions play some part in determining the trend in demand, but they are not the decisive factor when it comes to the choice of holiday destination. The products available and communication with the customer have to be right. This is where Switzerland Tourism takes responsibility – and has achieved success.

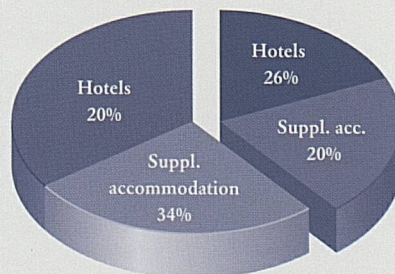
**The result:
overnights up
by 2 million, or 3%.**

Early indications are that, in 1997, tourism in Switzerland accounted for some 69 million overnights in commercial accommodation, a good 2 million or 3% more than in the previous year. Several indicators point to a further increase in 1998.

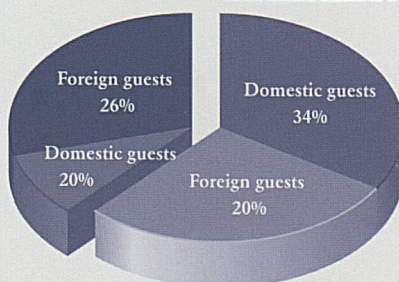
In 1997, 32 million overnights were registered in Swiss hotels and health establishments, an increase of around 1 million or 3.2% over 1996.

Overnights 1997.

Domestic guests 54% Foreign guests 46%



Hotels 46% Supplementary accommodation 54%

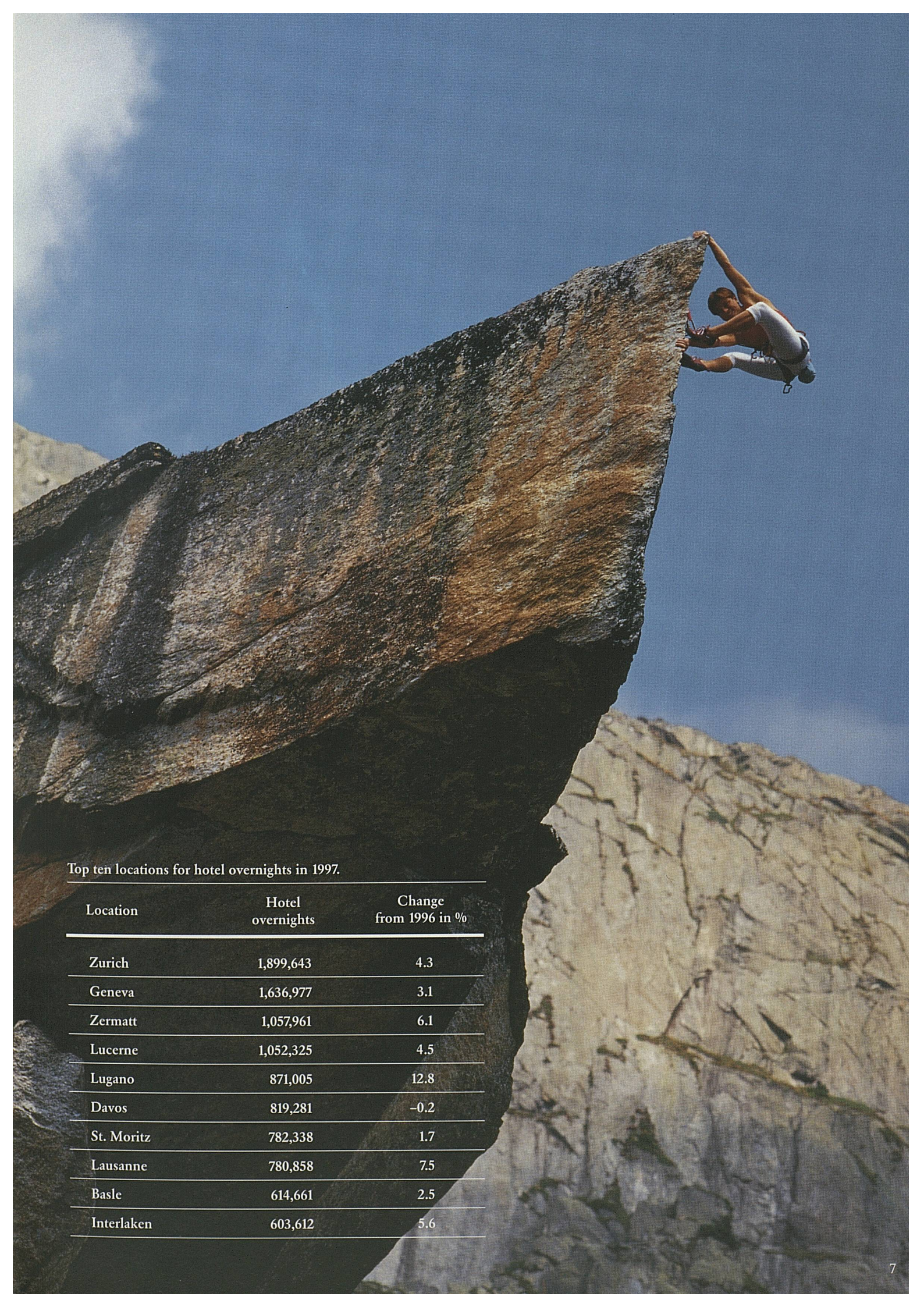


Switzerland Tourism estimates that some 37 million overnights were spent in supplementary accommodation in 1997, i.e. holiday apartments, holiday camps, youth hostels and campsites, likewise an increase of around 1 million overnights or 3% compared with the previous year.

**Swiss hotels:
largest increase from Switzerland
and the United Kingdom.**

Of the total of 32 million overnights spent in hotels and health establishments in 1997, 57% of the guests were from abroad (+3.9% from the previous year) and 43% from Switzerland itself (+2.3%).

The largest increases in absolute terms in the hotel and health sector in 1997 were in overnights spent by guests from Switzerland (+302,000), the United Kingdom (+231,000), Germany (+139,000), the USA (+94,000) and Italy (+92,000).



Top ten locations for hotel overnights in 1997.

Location	Hotel overnights	Change from 1996 in %
Zurich	1,899,643	4.3
Geneva	1,636,977	3.1
Zermatt	1,057,961	6.1
Lucerne	1,052,325	4.5
Lugano	871,005	12.8
Davos	819,281	-0.2
St. Moritz	782,338	1.7
Lausanne	780,858	7.5
Basle	614,661	2.5
Interlaken	603,612	5.6



The largest decreases were in overnights spent by guests from South and Southeast Asia: -22,000 for Japan, and -52,000 for other countries in the region; in Europe, there was a drop of -38,000 in overnights for guests from Belgium.

The number of guest arrivals in the hotel and health sector rose by 5.1% over the previous year, i.e. even more sharply than the number of overnights (+3.2%).

**4.8% more revenue
from foreign visitors.**

The Swiss National Bank (SNB) estimates the revenue from foreign tourism in 1997 at CHF 11.6 billion, i.e. CHF 527 million or 4.8% more than in the previous year. According to the same source, the residents of Switzerland spent CHF 9.8 billion on travel and stays abroad in 1997, CHF 496 million or 5.3% more than in 1996.

It is to be anticipated that spending by Swiss residents on domestic tourism has increased as well in 1997; for 1996, this expenditure was estimated at CHF 9 billion. Around half the spending on Swiss domestic tourism is accounted for by day trips and excursions. According to various reports, the catering trade, mountain railways and the shipping sector were among the beneficiaries of this in 1997.

Demand in hotel and health establishments in 1997 by country of origin of the guests (overnights).

Markets	Overnights 1997	Change from 1996	Share of the total	Share of foreign guests
Switzerland	13,685,543	2.3%	42.8%	
Germany	6,443,281	2.2%	20.1%	35.2%
Switzerland/Germany	20,128,824	2.2%	62.9%	
Belgium, Luxembourg	953,781	-4.2%	3.0%	5.2%
Netherlands	823,055	4.2%	2.6%	4.5%
France	1,128,151	-0.5%	3.5%	6.2%
United Kingdom, Rep. of Ireland	1,459,407	19.1%	4.6%	8.0%
Italy	851,058	12.1%	2.7%	4.7%
Austria	307,231	0.0%	1.0%	1.7%
Nordic countries (SE, FI, NO, DK, IS)	373,674	6.1%	1.2%	2.0%
Spain, Portugal	367,092	2.8%	1.1%	2.0%
Other countries	814,054	10.5%	2.5%	4.4%
Rest of Europe	7,077,503	6.3%	22.1%	38.7%
North America	1,865,391	5.6%	5.8%	10.2%
North America	1,865,391	5.6%	5.8%	10.2%
Japan	873,049	-2.4%	2.7%	4.8%
Rest of Asia (without Israel)	1,026,118	-3.2%	3.2%	5.6%
Asia	1,899,167	-2.8%	5.9%	10.4%
Australia/Oceania	198,711	16.6%	0.6%	1.1%
Israel	218,394	2.2%	0.7%	1.2%
Latin America	327,387	8.8%	1.0%	1.8%
Africa	262,497	6.1%	0.8%	1.4%
Rest of overseas	1,008,986	8.2%	3.2%	5.5%
Total Overnights	31,979,871	3.2%	100.0%	

Source: compiled on the basis of figures from the Federal Statistical Office