

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (2000)  
  
**Artikel:** Travel in the year 2000 - largest growth in 20 years  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-630012>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 08.07.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**



# Travel in the year 2000 — largest growth in 20 years.

## Hotels and health establishments

In the year 2000, Swiss hotels and health establishments succeeded in recording a +5.5% growth rate – a degree of growth such as we have not achieved for 20 years – thus constituting the fourth positive annual result in succession. This brings the overall figures to 13% above their last low in 1996 and only around 6% under the all-time high of 1990. Many indicators point towards further growth in 2001.

An absolute record was set by the Swiss hotel industry in December 2000: with 2.11 million overnight stays – i.e. approximately 9% or 174,000 overnight stays more than in 1999 – the Swiss hotel industry achieved the best December result ever.

While all the regions of the world are responsible for the growth recorded in the year 2000, guests from within Switzerland form by far the most important group. They booked a signi-

ficantly larger number of holidays in their home country (+3.1% more overnight stays) and thus represent a market share of 42%. Europe also holds a 42% share in the market and recorded significant growth (+5.7%). With a market share of 19%, the Germans head the list of foreign visitors. Further «stars» include the traditional European markets: France (+12%) growth as well as Great Britain, the Netherlands, Spain and Austria (+10% growth each).

The strong growth rates triggered by visitors from Eastern Europe and the Balkans are also remarkable. Together, they rose by +17% and hold a market share of around 2% with 781,000 overnight stays. Russia is the most prominent with an impressive growth of +41%. In Asia, the following countries recorded the most striking growth rates: Korea +65%, Malaysia +62%, Thailand +27%, Singapore +25% and Japan +14%. These countries together

account for a market share of approximately 3.5%. Asia in total registered a growth rate of approximately +12% and North America one of +16%.

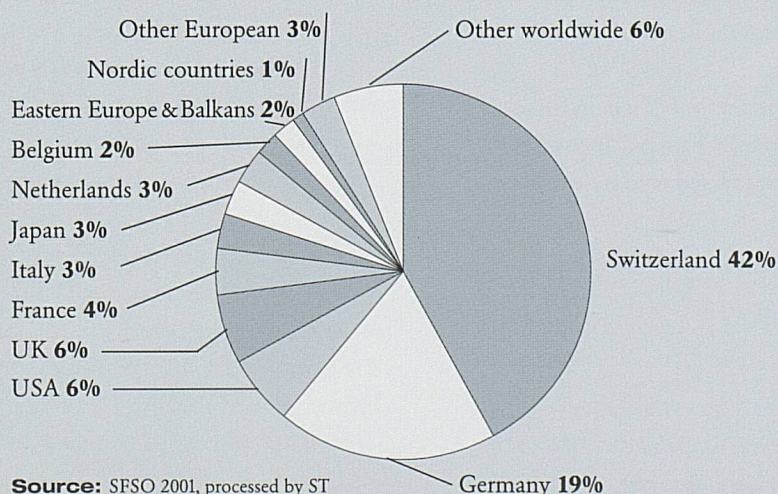
## Parahotels

No figures are available yet for the parahotel business, which in total generates a volume that is similar to that generated by hotels and health establishments. It can, however, be assumed that the favourable underlying conditions halted the slight fall-off in demand of 1999, and that the sector even achieved a small growth.

## Day tourism

Day tourism creates revenue of approximately 7.8 billion CHF. This corresponds to a 37% share of the entire revenue created in tourism (21 billion CHF). Domestic day tourism already creates a turnover of 4.4 billion CHF – almost as much as the corresponding figure for domestic tourism with overnight stays (4.9 billion CHF).

## Shares of various source markets in overnight stays in hotels and health establishments

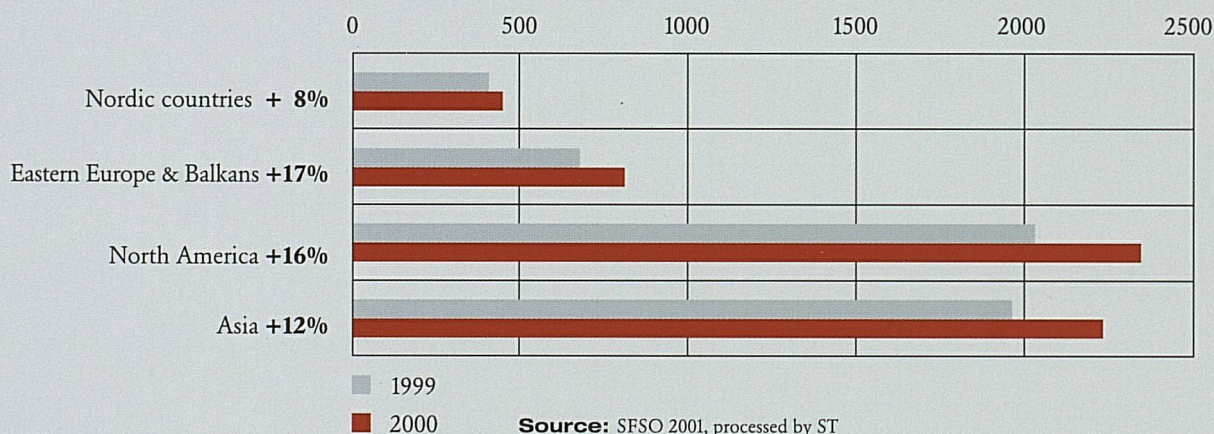


## High investment needs

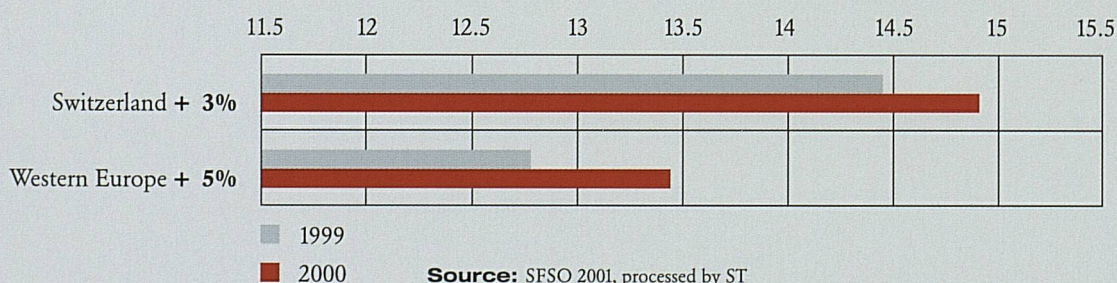
The positive lines along which demand is developing are pleasing and motivating. However, this should not tempt us to neglect the challenges that remain on the supply side. Sustainable competitiveness and, consequently, the basis for long-term growth will not be secured until the financing problems facing the hotel industry and the cableways have been defused, restructuring into marketable and powerful organizations has been completed and investments in infrastructure can be made.



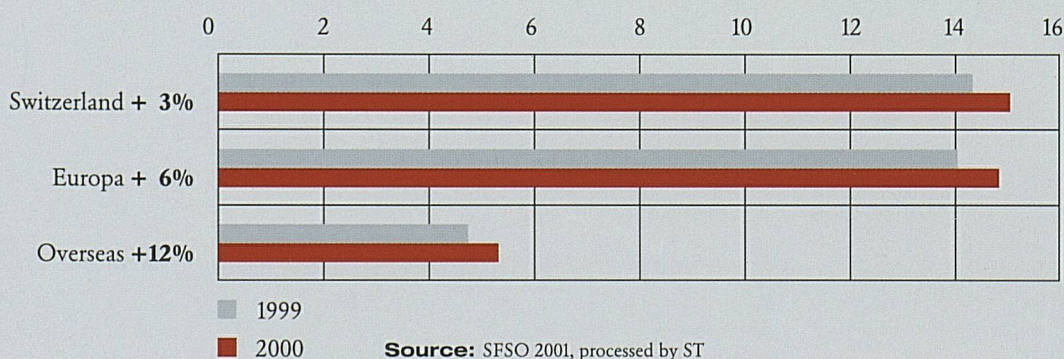
**Overnight stays in hotels and health establishments.  
The biggest growth regions; changes 1999/2000  
(in thousands)**



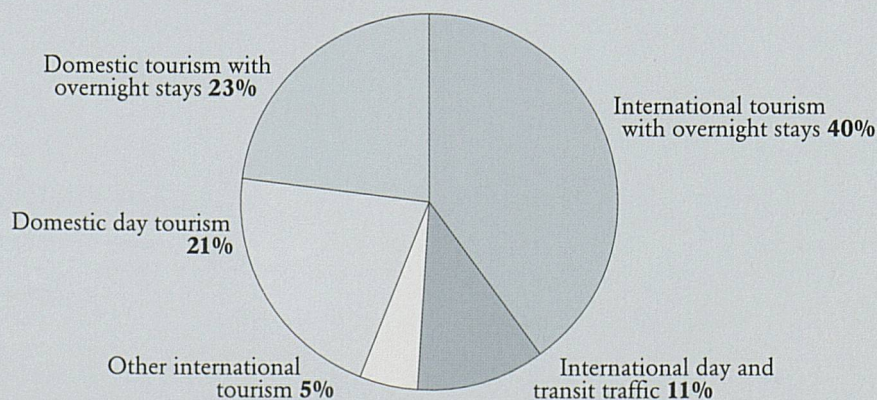
**Overnight stays in hotels and health establishments.  
Switzerland, Western Europe; changes 1999/2000 (in millions)**



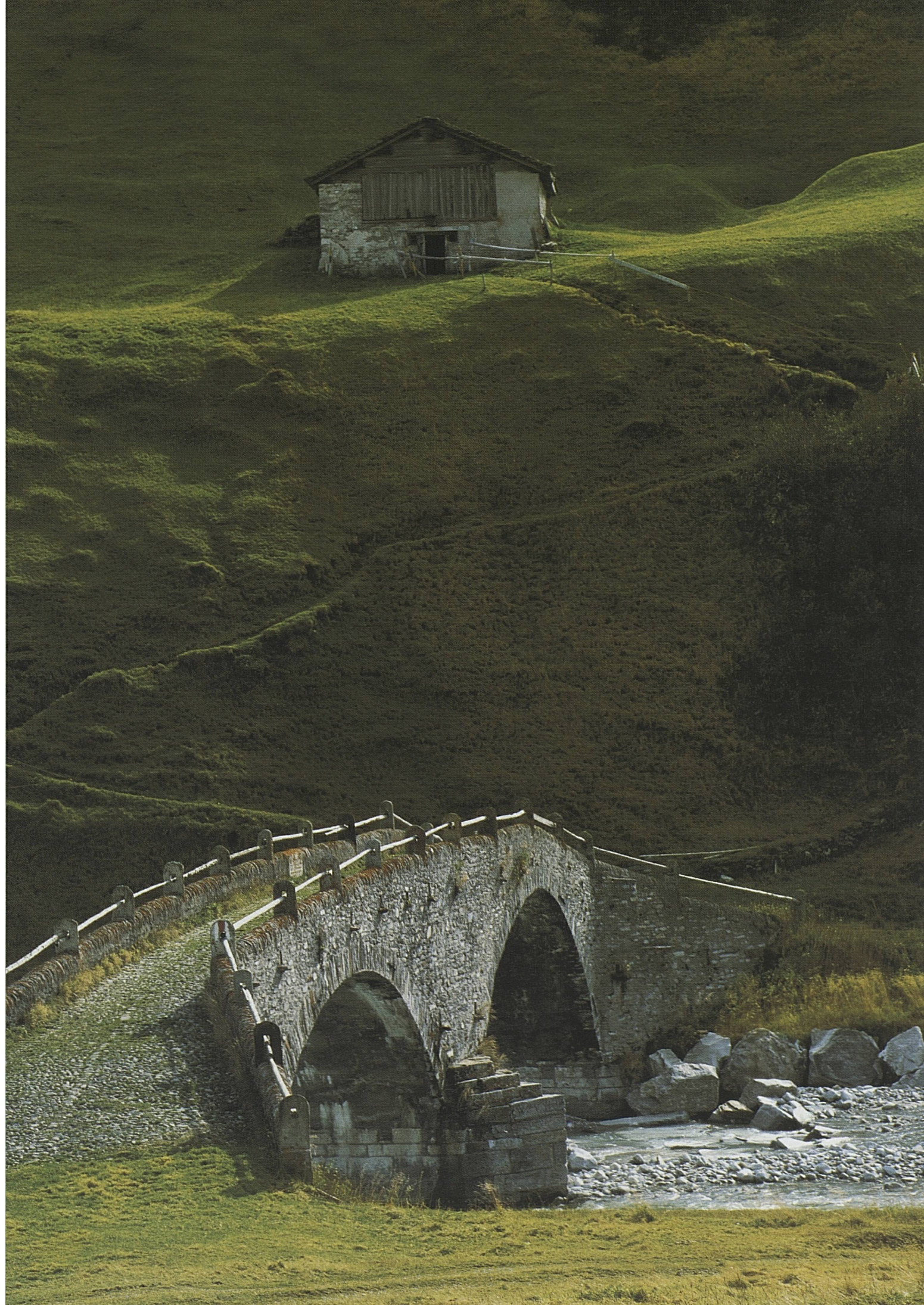
**Overnight stays in hotels and health establishments.  
Switzerland, Europe, Overseas; changes 1999/2000 (in millions)**



**Shares in total tourism revenue**









Team spirit makes us strong.

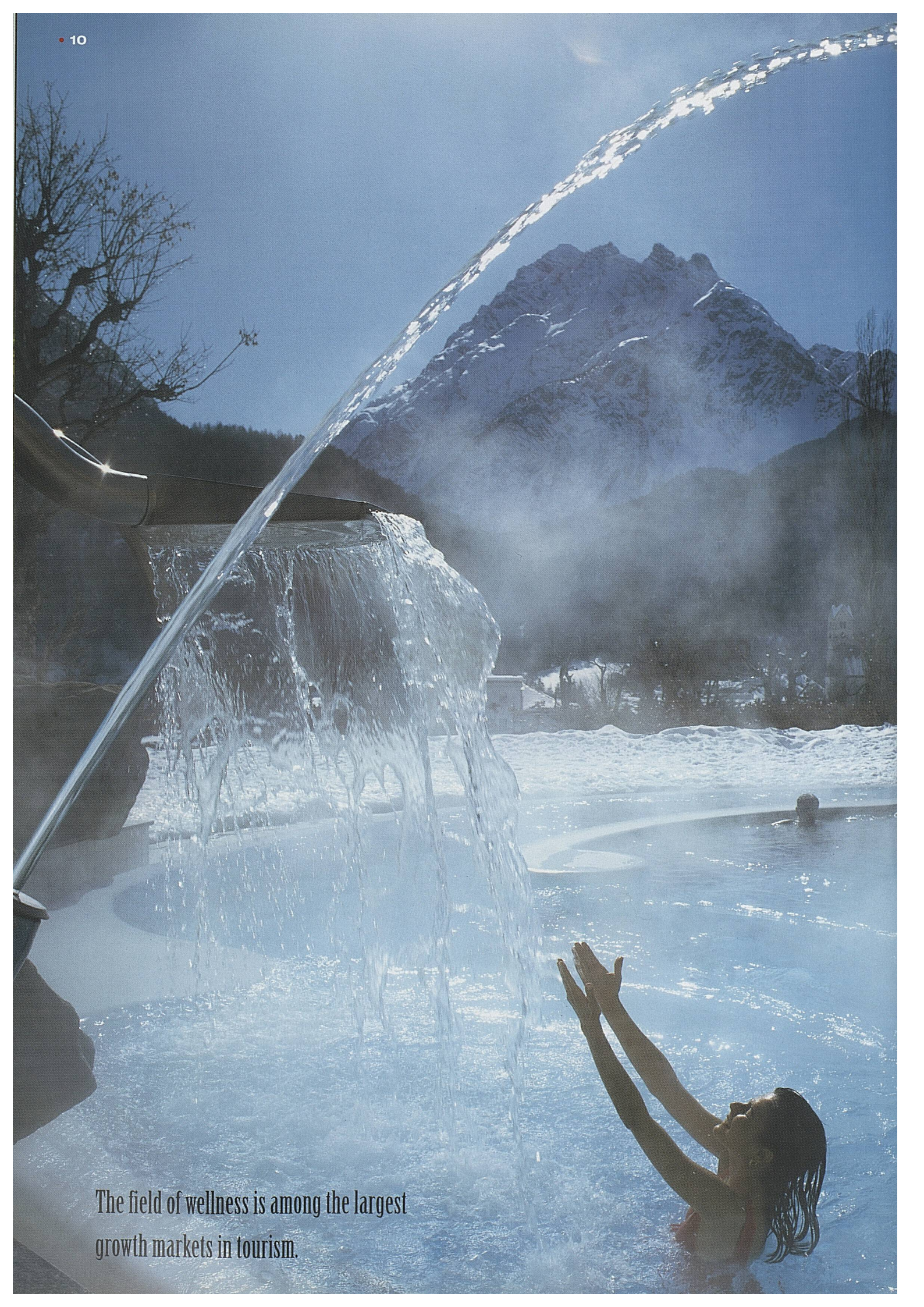
It is the task of Switzerland

Tourism to create connections  
and build up networks. Everyone  
benefits from cooperative deals  
— primarily the customer.

Pooled forces make a good  
product even better.





A full-page photograph of a woman in a red swimsuit standing in a hot spring. A large waterfall cascades over a stone ledge into the pool. In the background, there are snow-capped mountains and a small town. The sky is clear and blue. The woman is looking up at the waterfall with her hands raised.

The field of wellness is among the largest  
growth markets in tourism.