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Lukas
Stadtherr

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Switzerland: 41‘285 km²

Japan: 377‘970 km²

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Switzerland: 41‘285 km²

Japan: 377‘970 km²

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Swiss Tourism: basics

Switzerland.

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Origin of tourists in Switzerland

- Switzerland: 57%
- Germany: 13%
- Great Britain: 3%
- USA: 3%
- Netherlands: 3%
- France: 3%
- China: 2%
- Italy: 2%
- Belgium: 2%

Switzerland.

Overnight stays / Expenditure

- Expenditure by foreign guests in Switzerland (2018): CHF 16.6 billion (+ 2.3% compared with 2017)
- 2/3 of the income from tourism comes from overnight stays.
- 35 million hotel nights in 4,500 establishments
- Average spending: Arab tourists 410 Euro per day, Chinese 290 Euro per day, Germans 120 Euro per day

Switzerland.

Importance of tourism

- **5.2% of total export earnings = fourth largest source of export earnings**

- 1. chemical industry
- 2. metal and machinery industry
- 3. watch industry

Switzerland.

Tourism regions and places of interest

- Swiss Alps (most famous mountain: Matterhorn in Canton Valais)
- Winter sports areas
- National park in the Canton of Graubünden
- Medieval cities like Zurich, Geneva, Basel, Berne, Lausanne, St. Gallen

Switzerland.

Most popular holiday destinations

- **Zurich**
- **Geneva**
- **Zermatt**
- **Lucerne**
- **Basel**
- **Davos**
- **Lausanne**
- **St. Moritz**
- **Bern**
- **Interlaken**
- **Lugano**

Switzerland.

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Sights with the most visits per year:

- Basel Zoo (1.9 million visitors)
- Rhine Falls Schaffhausen (1.3 million)
- Zurich Zoo (1.1 million)
- Museum of Transport Lucerne (800'000)
- Maison Cailler Broc (400,000)
- Château de Chillon Montreux (350,000)

Switzerland.

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Vision

In 2008 Switzerland
is the world leader
in sustainable mobility
for tourism, leisure
and everyday life.

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Communication

Best of HPM

Human Powered Mobility

35

Communication

Best of HPM

Human Powered Mobility

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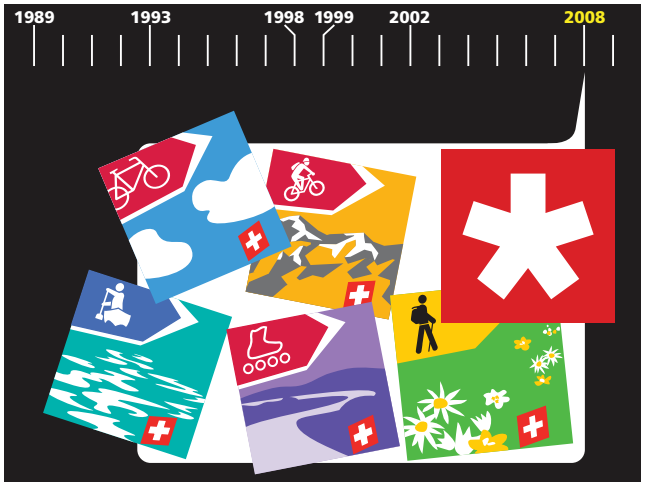

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What
SwitzerlandMobility
does

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Routes

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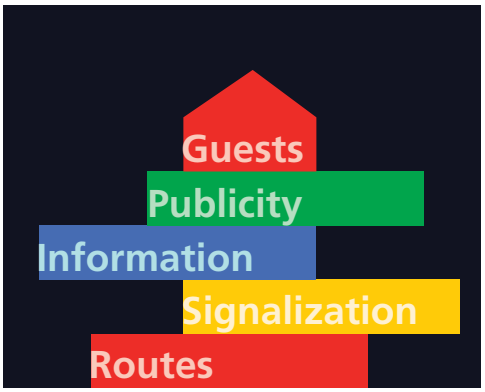

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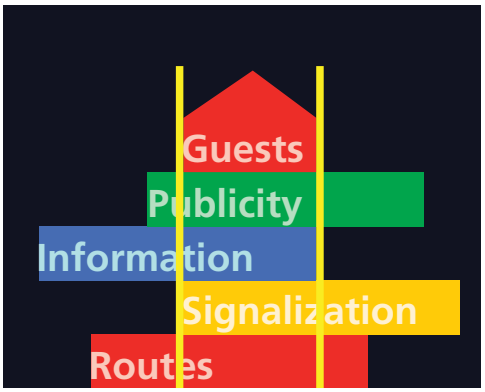

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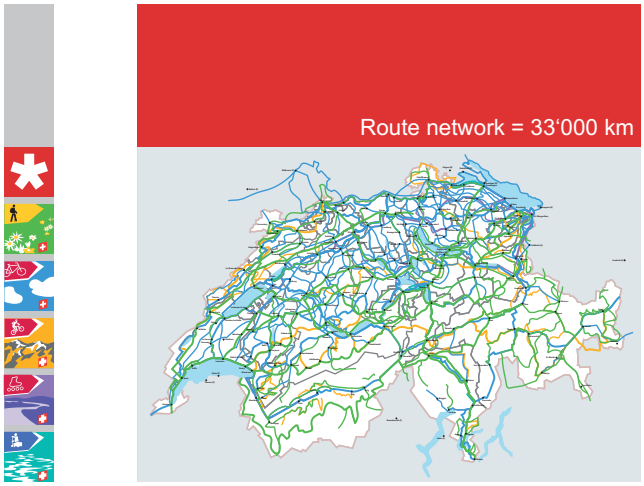

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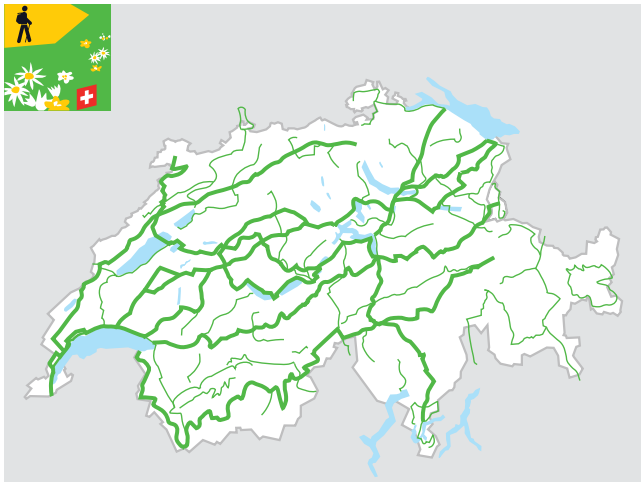

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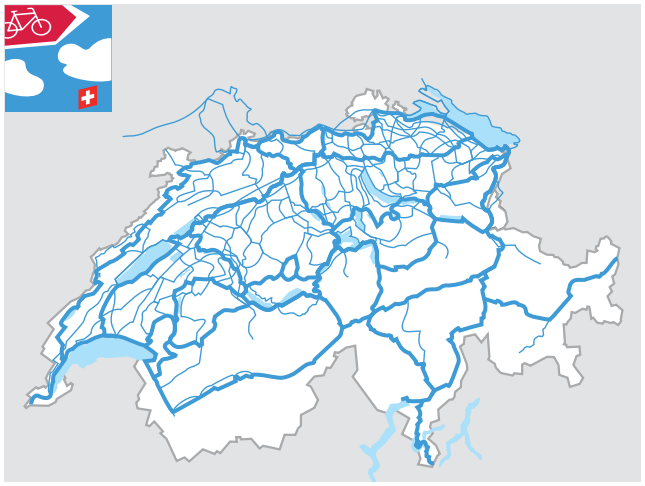

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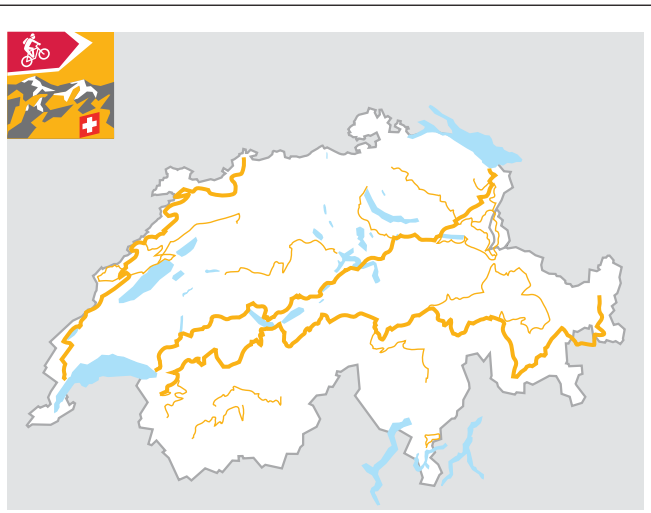

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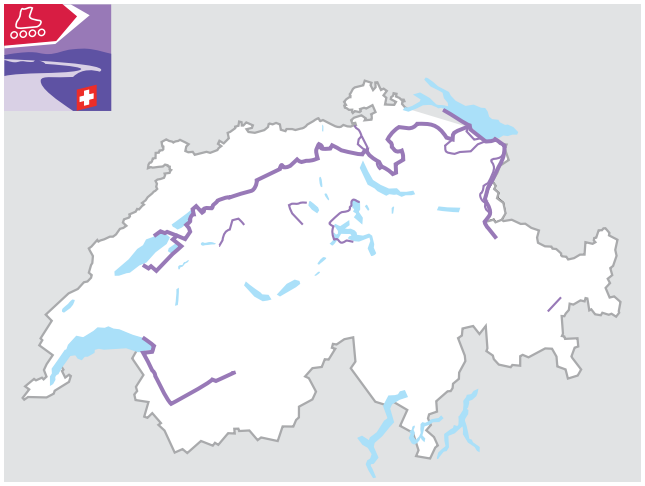

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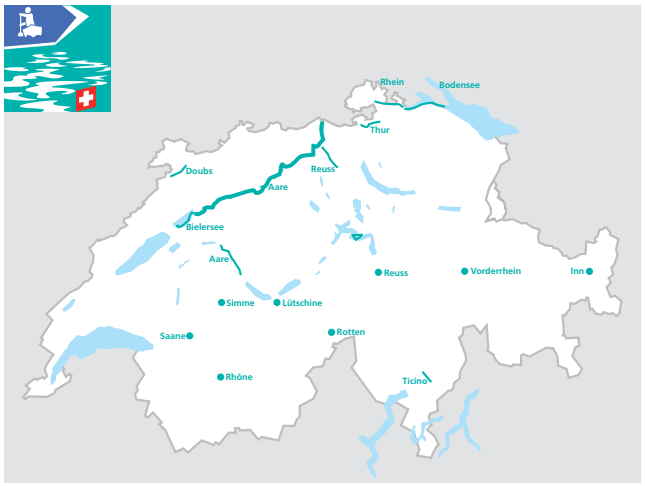

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Signalization
Routes

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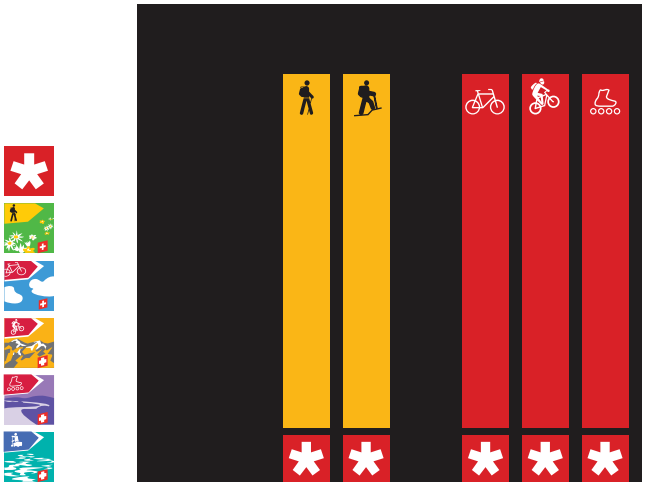

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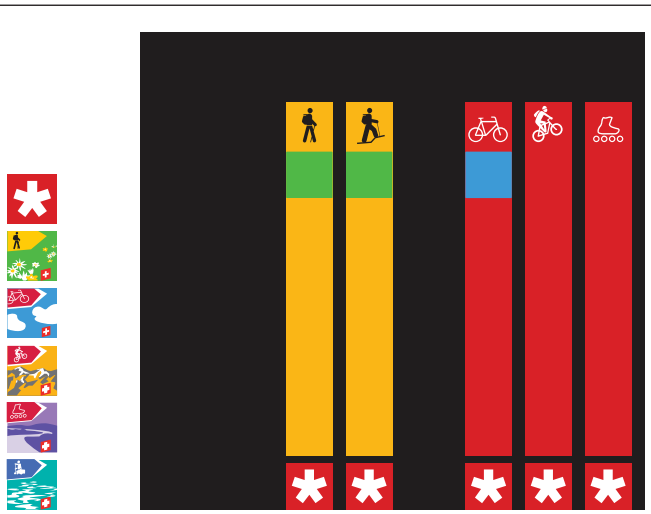

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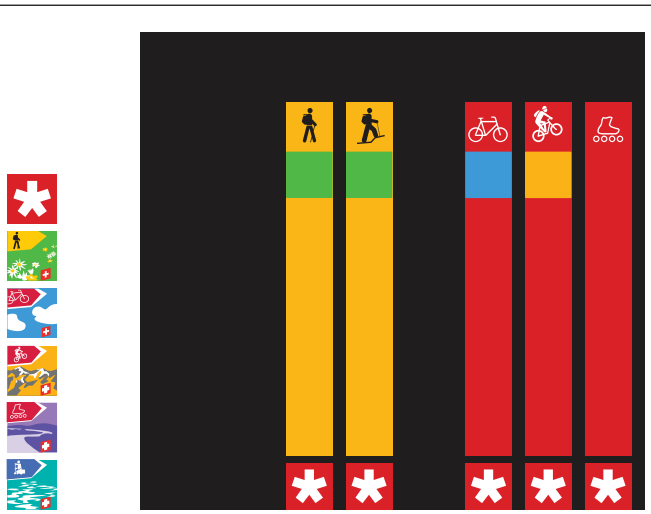

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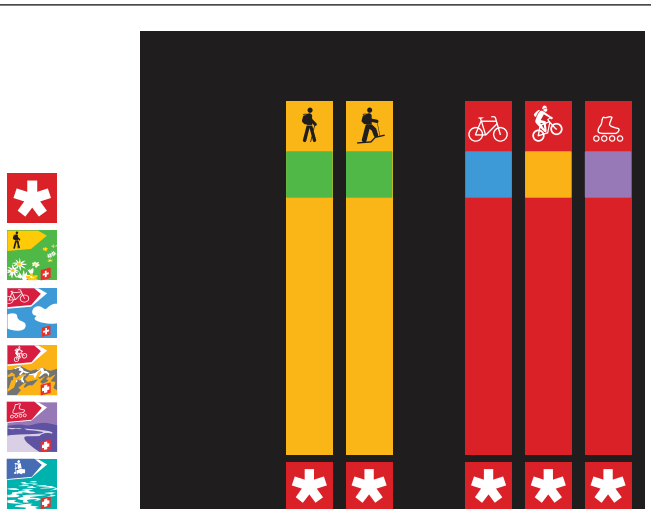

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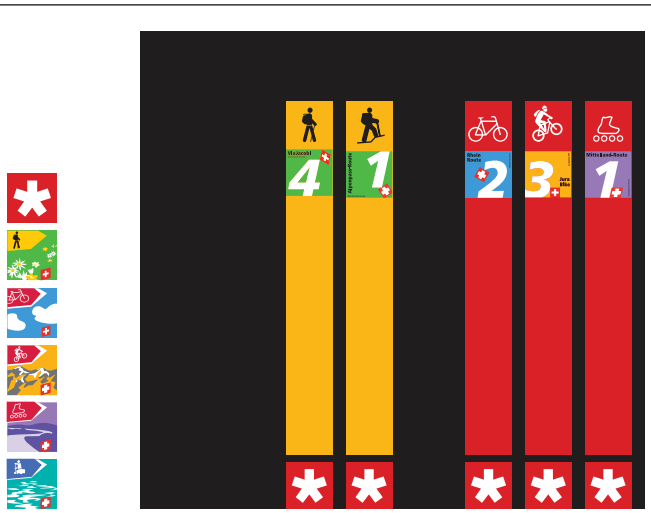

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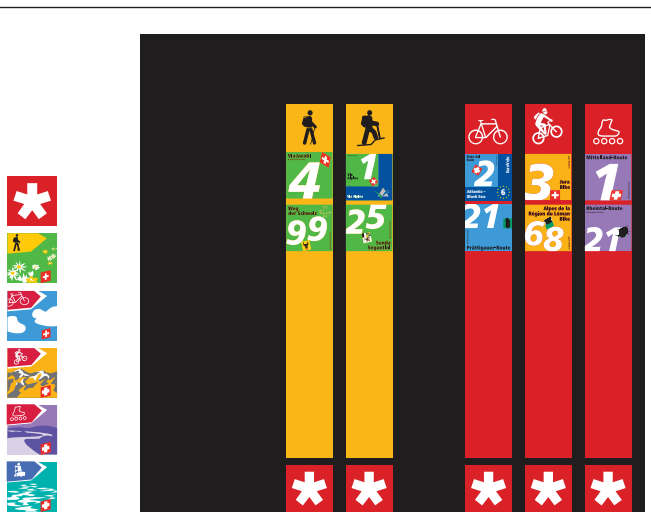

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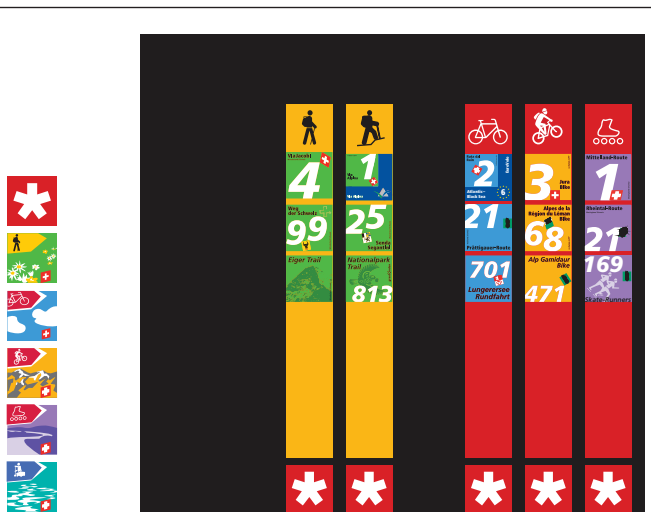

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