



Media release, 22 March 2018

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Media conference, Thursday 22 March 2018 at 10.00 a.m. at the Baur au Lac, Zurich

## Swiss Deluxe Hotels enjoyed a clear increase in overnight stays in 2017

**Swiss Deluxe Hotels recorded a total of 1,279,000 overnight stays in 2017, which is equivalent to growth of 9.75 percent compared to the previous year<sup>1</sup>.**

**Consolidated annual sales also increased by almost 7.25 percent to around CHF 1.56 billion<sup>2</sup>.**

**The traditional markets of Switzerland and Germany displayed strong growth along with Asia**

**The US became the leading foreign market with a market share of 11.8 percent**

*Zurich, 22 March 2018* – Following the increase in the number of overnight stays enjoyed by Swiss Deluxe Hotels in 2016, significant growth of 9.75 percent was once again recorded last year, corresponding to a total of 1,279,467 overnight stays. The main growth drivers were the Swiss domestic market and the key market of Germany, while the share of guests from the US and Asia also increased considerably once again. Consolidated sales across the entire group rose by 7.25 percent to CHF 1.56 billion

The exact number of registered overnight stays at the 42 Swiss Deluxe Hotels in 2017 amounted to 1,279,467, which is equivalent to growth of 9.75 percent. In comparison: the total market for the hotel industry in Switzerland grew at a moderate 5.2 percent and the segment comprising all 96 five-star hotels in Switzerland also recorded much smaller growth of 4.12 percent.

### **Swiss domestic market and Germany displayed strong growth**

The Swiss market at Swiss Deluxe Hotels grew by 11.4% to over 375,000 overnight stays. This corresponds to an average market share of 30 percent, although this can vary greatly on a regional basis and from hotel to hotel. Germany – for many years the leading foreign market for Swiss Deluxe Hotels – reported an impressive increase of 22 percent, although it has not yet reached the levels observed before the Eurozone crisis.

The US market continued to grow, displaying an increase of 12.4 percent and underlining the good economic situation at present in the United States as well as the active marketing by Switzerland and Swiss Deluxe Hotels in the North American market. The US has now become the largest foreign market for Swiss Deluxe Hotels. The countries of the Gulf region (GCC) recorded strong growth in 2016. In 2017, the figures remained largely stable, which is not a bad result in light of the political unrest in the region.

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<sup>1</sup> Source: Swiss Federal Statistical Office

<sup>2</sup> Overall figures are partially based on extrapolations

### Europe and Switzerland are once again attractive to the Asian market

China (+16%) and more particularly the rest of Asia (+74%) once again displayed double-digit growth. Asian guests are generally very sensitive to exogenous factors, such as the fear of terror attacks. In the wake of the events in Paris and other European cities, many Asians avoided Europe completely. Following a period of a renewed calm, confidence has returned, bringing with it guests from the Far East. In 2017, after three years of negative growth figures, the Russian market enjoyed an upturn, recording growth of 20.7 percent.

Market	Overnight stays 2017	Change <sup>1</sup>	Market share %
<b>Switzerland</b>	375,089	+11.4%	29.3%
<b>USA</b>	150,431	+12.4%	11.8%
<b>GCC<sup>2</sup></b>	136,070	+1.4%	10.6%
<b>Germany</b>	98,652	+22.0%	7.7%
<b>UK</b>	81,391	-0.7%	6.4%
<b>Asia<sup>3</sup></b>	66,640	+74.4%	5.2%
<b>Russia</b>	51,397	+20.7%	4.0%
<b>France</b>	48,290	+2.2%	3.8%
<b>China</b>	32,850	+16.0%	2.6%
<b>Italy</b>	23,695	-5.0%	1.9%
<b>India</b>	21,592	+26.9%	1.7%
<b>Brazil</b>	14,826	+8.9%	1.2%

<sup>1</sup> Net, i.e. Adjusted for the new member: Riffelalp Resort 2'222m, Zermatt

<sup>2</sup> United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Bahrain and Oman

<sup>3</sup> Japan, Taiwan, Hong Kong, Thailand, Singapore, Indonesia, Korea, Malaysia, rest of south, east and west Asia

**Figure:** Main countries of origin of the guests of Swiss Deluxe Hotels in 2017, source: FSO

The recovery observed in the franc/euro exchange rate over the past twelve months has undoubtedly contributed to the increase in demand from the core European markets. At the same time, the members of Swiss Deluxe Hotels have made constant efforts to improve their product and control costs. “The favourable interest rates of recent years offered many hotels the opportunity to invest in infrastructure during the difficult times so that they can now show themselves in their best light as demand increases,” says Jan E. Brucker, President of Swiss Deluxe Hotels and General Manager of the Widder Hotel in Zurich. Every year, the members of Swiss Deluxe Hotels invest between CHF 250 and 400 million in infrastructure.

The Gstaad Palace, for example, offered five new classic suites last winter season which were created from ten conventional rooms, while The Chedi Andermatt was also able to cater to its guests’ needs for larger suites and more space, with the newly built “Gotthard suite”. The Baur au Lac in Zurich opened three new deluxe junior suites as well as the Rive Gauche Terrassen Bar designed by Pierre Yves Rochon.

Despite a successful financial year in 2017, we should not be over-exuberant. A number of acute challenges remain in the field of economic policy. From the new data protection law through the regulation of digital booking platforms to the fair-price initiative, several current political themes have a direct impact on the hotel industry in Switzerland.

### The fight against high costs in Switzerland



As part of the export industry, the hotel sector is in direct competition with the rest of Europe. One of the few means of reducing costs significantly lies in the procurement of products and services. In the hospitality sector, these outlays are up to 200 percent more expensive in Switzerland than in neighbouring countries. Launched by the Hotelleriesuisse trade association, the “Stop the island of high prices – for fair pricing” popular initiative advocates lower prices, primarily in the procurement and maintenance of capital goods (plumbing, ventilation, heating, cooling, cooking appliances) as well as in the fields of beverages, furniture and textiles.

### **Business cards for Switzerland**

The 5-star hotel sector in Switzerland – and in particular the members of Swiss Deluxe Hotels – make a significant, and often underestimated, contribution to our national economy. The following points underline this situation and highlight the significance of this role:

- Swiss Deluxe Hotels provide an essential infrastructure for national and international government and business. The world traditionally convenes at our five-star hotels for international conferences, meetings and state visits. They therefore promote the Swiss brand and its reputation for offering the highest level of quality and service.
- Swiss Deluxe Hotels not only make their contribution to value creation by means of the 1.28 million or so overnight stays. The latter can be multiplied several times over if we take into account all the expenditure of hotel guests in Switzerland.
- The five-star hotels with their icons of the Swiss hotel industry are a business card and shape the image of the Swiss brand, not least through their daily provision of outstanding services. This way they anchor the Swiss quality concept for luxury hotels and exclusive hospitality.
- Careful implementation of the underlying political conditions is of major importance for the hotel industry in order to avoid restricting its scope for manoeuvre too much.



## Swiss Deluxe Hotels

The Swiss Deluxe Hotels association (SDH) was founded in 1934 and comprises 42 of the most renowned five-star hotels in Switzerland such as The Dolder Grand and the Baur au Lac in Zurich, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Gstaad Palace, the Beau-Rivage Palace in Lausanne, Badrutt's Palace Hotel and the Kulm Hotel in St. Moritz, the Castello del Sole in Ascona and the Grand Hotel Les Trois Rois in Basel. They all represent the renown of the Swiss luxury hotel industry that they have decisively shaped for almost two centuries. With a total of 4,500 rooms and suites and around 8,500 beds, the Group accounts for over 40% of Switzerland's five-star capacity. The SDH is therefore the most important association in this sector and has for decades assumed a leading role in the Swiss luxury hotel industry. The name "Swiss Deluxe Hotels" stands for exclusive quality and the highest standards. The personal service is unique: Over 5,700 employees ensure the well-being of a clientèle that is also accustomed to service luxury. Altogether the Group records around 1,279,000 overnight stays each year. Annual sales in 2017 came to around CHF 1.56 billion.

*The figures are partly based on extrapolations of the entire Group of 42 Swiss Deluxe Hotels in 2017.*

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