



Media release, 21 March 2019

Media corner at www.swissdeluxehotels.com/de/media

Media conference at 10:00 a.m. on 21 March 2019 at the Widder Hotel, Zurich

Swiss Deluxe Hotels reports a clear increase in overnight stays and sales in 2018

Swiss Deluxe Hotels recorded a total of 1,229,000 overnight stays in 2018, which is equivalent to growth of 3.45 percent compared to the previous year.¹

Consolidated annual sales also increased by 4.55 percent to around CHF 1.52 billion².

Growth in all key markets.

USA records strong growth once again and remains the second most important market.

Zurich, 21 March 2019 – Following the significant increase in the number of overnight stays enjoyed in Swiss Deluxe Hotels in 2017, growth of 3.45 percent was once again recorded last year, corresponding to a total of 1,229,448 overnight stays. Growth is evident across all key markets, albeit considerably more modest and more evenly spread than in the previous year. The Swiss domestic market continues to be the largest by far and remains stable, with very good figures matching those of the previous year. The German market reports a similar story, with figures also up last year. Vigorous expansion has been seen once again in the USA, including Canada, and in the Gulf region. Consolidated sales across the entire group rose by 4.55 percent to CHF 1.52 billion

Swiss Deluxe Hotels recorded a total of 1,229,448 overnight stays in 2018, which is equivalent to growth of 3.45 percent. This takes account of two hotels, the Palace Luzern and Eden au Lac in Zurich, being closed for refurbishment in 2018. This means that the figures for these two hotels were not included when calculating the difference from 2017. The hotel industry market as a whole in Switzerland has seen growth of a similar proportion, up by 3.8 percent. The Swiss hotel industry thus achieved a record in 2018 with a total of 38.8 million overnight stays.

Modest growth for the Swiss domestic market and Germany

Swiss Deluxe Hotels achieved modest growth last year, yet stable growth across virtually all key markets. Guests from Switzerland, with more than 357,000 overnight stays, remain responsible for almost 30 percent of overnight stays in Switzerland, and the number of one-night stays has again increased by 1.7 percent. This stable growth is most welcome and highlights the importance of the domestic market. Germany celebrated a big comeback in 2017 with figures up by 22 percent. Last year, growth turned out to be significantly more modest at 1.6 percent. However, this is also evidence of stable and healthy development, maintaining an upward trend.

¹ Source: Swiss Federal Statistical Office (FSO)

² Overall figures are partially based on extrapolations

Steady growth for the USA and the Gulf region

The USA showed another strong increase of 8.6 percent, thus claiming its position as the largest overseas market. Even though the economic and political mood in the United States is no longer considered particularly positive, tourist demand in Swiss Deluxe Hotels has not yet fallen away on a large scale. In the slipstream of the USA, Canada, has also grown spectacularly in the last year.

The countries of the Gulf region (GCC) continue to record strong growth, in spite of continuing political unrest in the region. China also reports significant double-digit growth (+15.7%), maintaining the momentum of the previous year. After the exploits of 2017, the rest of Asia returned pretty much to normal, with growth once again of 1.4 percent. In recent years, the Russian market has been characterised by very erratic fluctuations and is one of the few declining markets in the period under review.

In general, growth is broad-based across a range of markets; that is to say, it cannot be attributed to a specific factor, such as exchange rate developments. Nevertheless, the considerably strong Swiss franc has undoubtedly played its part.

Markt	Logiernächte 2018	Veränderung 2017	Veränderung 2018 ¹	Marktanteil %
Schweiz	357'206	+11.4%	+1.7%	29.0%
USA	144'087	+12.4%	+8.6%	11.7%
GCC ²	132'581	+1.4%	+2.3%	10.8%
Deutschland	91'602	+22.0%	+1.6%	7.5%
UK	77'746	-0.7%	+2.7%	6.3%
Asien ³	64'372	+74.4%	+1.4%	5.2%
Frankreich	49'545	+2.2%	+5.5%	4.0%
Russland	48'756	+20.7%	-1.7%	4.0%
China	32'986	+16.0%	+15.7%	2.7%
Italien	23'283	-5.0%	+1.1%	1.9%
Indien	19'544	+26.9%	+5.0%	1.6%
Kanada	14'826	+14.3%	+39.6%	1.2%
Brasilien	13'696	+8.9%	-3.8%	1.1%

¹ This takes account of the two hotels, Palace Luzern and Eden au Lac Zurich, being closed

² United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Bahrain and Oman

³ Japan, Taiwan, Hong Kong, Thailand, Singapore, Indonesia, Korea, Malaysia, Philippines, rest of south-, east- and west Asia

Figure: Main countries of origin of the guests of Swiss Deluxe Hotels in 2018, source: FSO

Significant investment and renovation

The members of Swiss Deluxe Hotels continued to work on improving their products last year. Every year, they invest between CHF 250 and 400 million in infrastructure.

Three complete refurbishment and renovation projects are currently underway. The Palace Luzern, the Eden au Lac in Zurich and the Grand Hotel Quellenhof & Spa Suites in Bad Ragaz are closed at present and will reopen either this year or next, in their full splendour.

However, other members of Swiss Deluxe Hotels are also constantly renovating rooms and other parts of the hotel. At the start of the 2018/2019 winter season, the Kulm Hotel San Moritz welcomed guests with 40 redesigned rooms and suites in the historic Mittelkulm part of the building. For this particular renovation offensive, the largest since the hotel was built, the expert support of the top French architect, Pierre-Yves Rochon, was called upon once again to undertake work that was sympathetic to a hotel steeped in tradition.



The Victoria-Jungfrau Grand Hotel & Spa in Interlaken has invested around CHF 14 million over the last 14 months in the redesign of some seventy rooms and suites. Since some of the rooms in the Victoria-Flügel had already been redesigned in 2017, the more recently completed renovation included another 42 rooms and suites.

Top rankings again for gourmet food

The positioning of Swiss Deluxe Hotels as open, contemporary and fashionable establishments takes increasing account of their food. And one look at the latest Gault Millau and Michelin gourmet guides shows that many chefs in Swiss Deluxe Hotels also achieved great things last year and the recognition of their work represents a major step forward. Here are some of the highlights:

- In being presented with the Gault Millau award, fine dining chef Heiko Nieder was recognised as “Chef of the Year 2019”, and was awarded 19 points for his culinary art.
- Laurent Eperon, chef at the Restaurant Pavillon at Baur au Lac in Zurich, was recently awarded a second Michelin star. This comes in the wake of his being awarded the title of “Rising star of the year”, together with 18 points, by Gault Millau in 2017.
- Tim Raue at “The K” restaurant in the Kulm Hotel St. Moritz was only recently awarded 17 Gault Millau points, with success being topped off by the award of a Michelin star in recognition of the Berlin-born chef’s collaboration with the Kulm Hotel St. Moritz.
- The Park Hotel Vitznau is awarded three Michelin stars once again. Patrick Mahler at the “focus” restaurant went straight into the rankings with two stars. The 34-year-old chef from Aargau previously worked as head chef at Restaurant Prisma (one Michelin star) and assumed responsibility for fine dining at the Park Hotel Vitznau in early 2018. Philipp Heid, his successor at Restaurant Prisma, stepped into his shoes seamlessly. His focus is on fusion cuisine, for which he has already been awarded one star in his first year.

Optimistic outlook, albeit with economic and political challenges

2019 has generally got off to a good start for Swiss Deluxe Hotels. The 2018/2019 winter season went very well, thanks to good weather and excellent snow conditions. City hotels have also reported a good start to the year and are optimistic about the year ahead. However, the industry continues to face huge challenges, such as recruiting sufficient numbers of professionals, and the economic and political environment, which is anticipating decisions and trends that will have a significant impact on the hotel and tourist industry. One current example worthy of note here is the vote on EU weapons legislation on 19 May 2019: if the revised gun law is rejected at the ballot box, Switzerland faces the threat of exclusion from the Schengen agreement. As a Schengen member, Switzerland is part of the European visa union. A cessation of the Schengen agreement would render the liberal visa provisions invalid. Tourism would suffer hugely as a result. In contrast, a “yes” vote for the revised gun law would maintain the status quo and thus the many benefits of Schengen/Dublin. In this political campaign, Swiss Deluxe Hotels will stand united with the hotelleriesuisse trade association in advocating the interests of Switzerland as a tourist destination.



Swiss Deluxe Hotels

The Swiss Deluxe Hotels association (SDH) was founded in 1934 and comprises 40 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 4,300 rooms and suites and around 8,600 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 8,000 employees ensure the well-being of a clientèle that is also accustomed to service luxury. Altogether the Group records around 1,229,000 overnight stays each year. Annual sales in 2018 came to around CHF 1.52 billion.

The figures are partly based on extrapolations of the entire Group of 40 Swiss Deluxe Hotels in 2018.

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