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hotelleriesuisse

Skilful. Dynamic. Sincere.



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Our vision

The Swiss hotel industry is the powerful heart of
Swiss tourism.



hotelleriesuisse – who are we?

hotelleriesuisse is the *centre of excellence* for the Swiss hotel industry and is the *trade association* which represents the interests of the nationally and internationally-oriented hotel businesses.



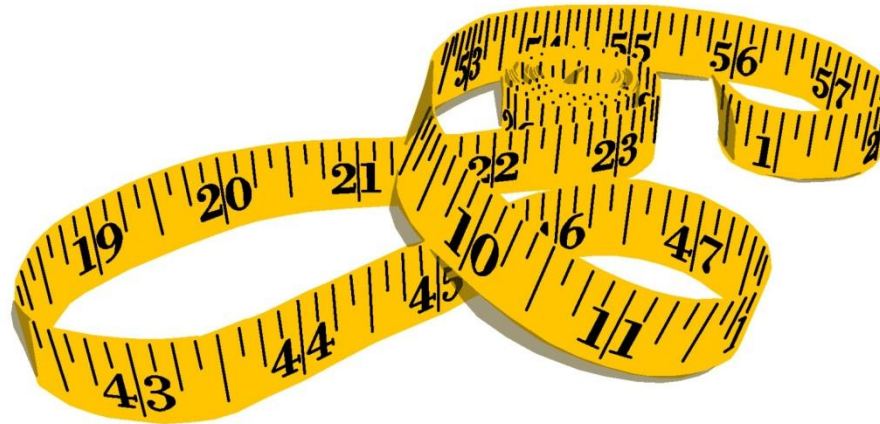
hotelleriesuisse – key figures

- Founded in 1882
- Umbrella organization of 13 regional hotelier associations and their sections.
- 2975 members and around 2050 classified hotels
- 100 employees



40 – 60 – 80: The dream figures of hotelleriesuisse

- **40 percent** of the hotels in Switzerland are members of the industry association hotelleriesuisse,
- they represent **60 percent** of all beds,
- and achieve **80 percent** of all overnight stays within our country.

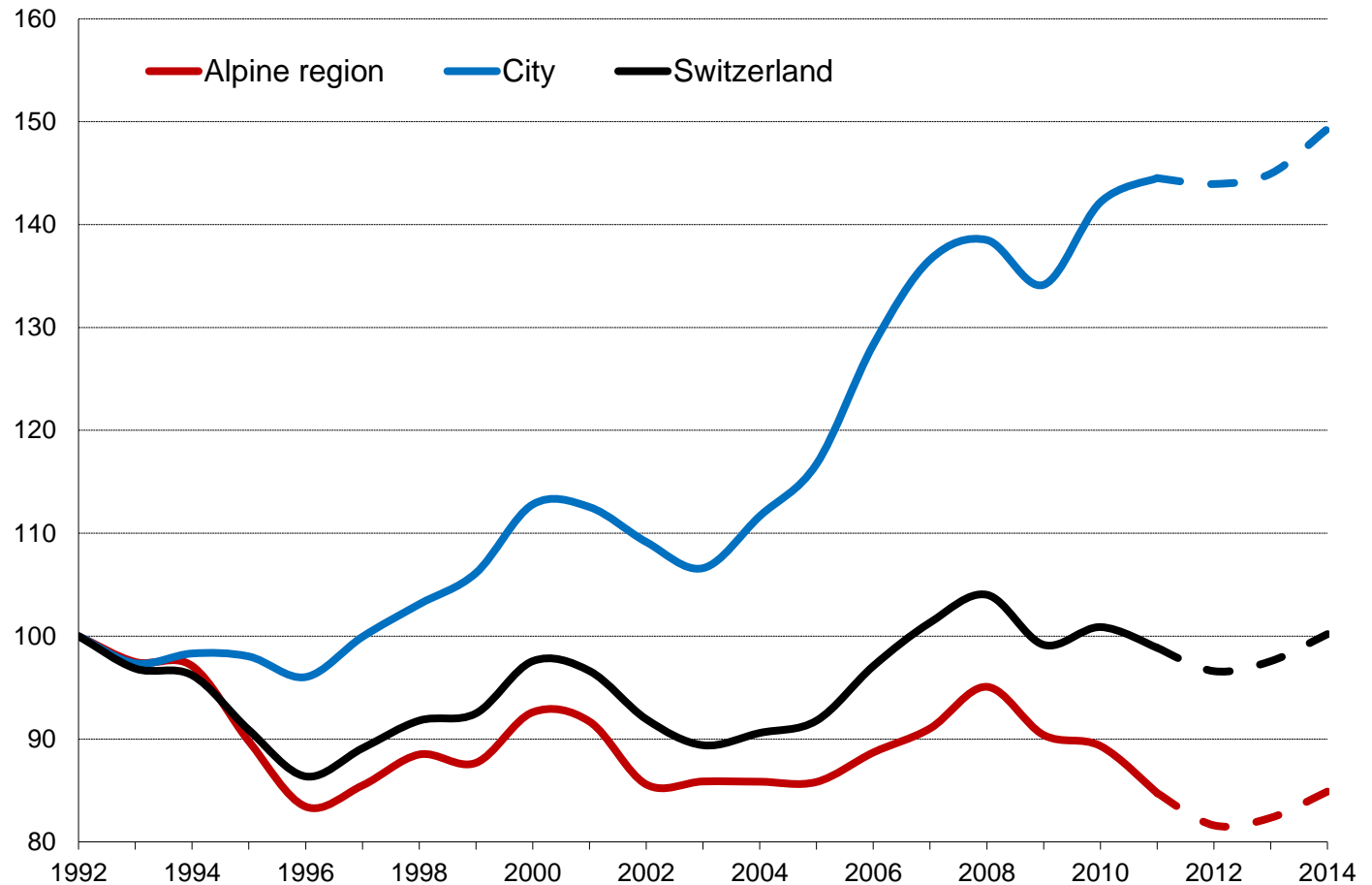


- The formula 40 – 60 – 80 demonstrates the success of the clear strategic alignment of hotelleriesuisse.

The Swiss hotel industry - an important economic sector

- **The backbone of tourism:** The hotel industry alone generates an annual turnover of more than 9 billion Swiss francs.
- **A diverse market:** 5500 hotels generate 35.5 million overnight stays each year.
- **The only location-bound export industry:** 56 percent of the overnight stays are from foreign guests.
- **A major employer:** The Swiss hotel industry employs around 65,000 full-time employees.
- **A typical cross-sectional industry:** From three Swiss francs which a guest spends in Switzerland, two francs end up in cash registers not belonging to the tourism industry.

Overnight stays - growth in the cities, stagnation in the alpine region



Indexed overnight stays (1992 = 100)

Source: Swiss Federal Statistical Office HESTA (data), hotelleriesuisse (graphic) 2012

The key responsibilities of hotelleriesuisse

- Classification of Swiss hotels
- Representation of politico-economic interests
- Promoting young talent, training and further education
- Legal advice
- Representation of the hotel industry's interests in social partnerships
- Publication of the independent trade journal htr hotel review

Strategic partners

- Switzerland Tourism
- Swiss Association for Hotel Credit (SGH)
- HOTELA - insurance products from one single partner



Preferred Partners – attractive offers for members



Memberships

- Swiss Employers' Association
- Swiss Business Federation - economiesuisse
- Swiss Tourism Federation (STV)
- Swiss association of small and medium-sized enterprises (sgv)



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Swiss Hotel Association

www.hotelleriesuisse.ch
www.swisshotels.com