

## **Hospitality Industry In Switzerland - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 140 pages | Mordor Intelligence

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### **Report description:**

The Hospitality Industry In Switzerland Market size is estimated at USD 10.95 billion in 2025, and is expected to reach USD 14.13 billion by 2030, at a CAGR of 5.23% during the forecast period (2025-2030).

Switzerland is a well-liked travel destination for people worldwide and has a long history of providing luxurious hospitality. The hospitality industry in Switzerland is growing, although the number of visitors to the country needs to increase. Various lodging options, such as hotels, resorts, bed and breakfasts, and chalets, define the nation's hospitality market. Significant cities like Zurich, Geneva, and Lucerne have a strong presence in international hotel chains, offering a variety of upscale and boutique accommodations. These cities cater to business and leisure travelers, focusing on providing high-quality services and amenities. The hotel industry is expanding, particularly for global companies. International brands and their chains are becoming increasingly ingrained in the chain. Switzerland is home to about 64 foreign brands that provide their services worldwide.

There has been a growing trend of wellness tourism in Switzerland in recent years. Many hotels and resorts offer spa facilities and wellness programs to cater to this demand. Additionally, eco-friendly and sustainable tourism practices have gained prominence, with several establishments implementing green initiatives and promoting responsible tourism.

### Switzerland Hospitality Market Trends

#### Rising Online Bookings Fueling the Market

The Swiss hospitality industry has undergone a significant digital transformation, as many bookings are being made online. Two developments that accelerated the digital transformation process have been the COVID-19 pandemic and evolving traveler

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expectations. Because of digitalization, hoteliers now operate their businesses and handle customer expectations in a very different way. These days, hoteliers use mobile apps extensively to streamline operations and enhance the visitor experience. Using these apps, hotel operators can quickly and individually cater to each guest's needs while managing multiple aspects of the visitation cycle. Tech-driven solutions help hoteliers stay competitive, attract new business, and provide a great guest experience. The impending digital revolution is expected to significantly change how the Swiss hotel industry operates and interacts with its customers.

### Increase in Business Travel Fueling the Market

Switzerland is a global hub for corporate activities, accommodating the head offices of numerous multinational corporations and international institutions. Locations like Basel, Geneva, and Zurich are known to have thriving business environments. Business visitors regularly visit this location and require accommodation, conference facilities, and other hospitality services during their stays. For business travelers, Switzerland provides state-of-the-art conference and meeting facilities. Modern meeting rooms, corporate support services, and audiovisual technologies are standard in hotels. Large-scale events are also lured to specially designed convention centers like Palexpo in Geneva and Messe Basel in Basel, which provide spacious exhibition spaces and conference facilities.

### Switzerland Hospitality Industry Overview

The hospitality industry in Switzerland is fragmented. The study outlines the many strategic measures that the top competitors in the market have put in place to establish a strong foothold, including new product releases, technical advancements, mergers and acquisitions, joint ventures, and commercial deals and collaborations. Groups including Accor SA, InterContinental Hotels Group, Marriott International Inc., Sorell Hotels, and Radisson Hotel Group are among those that provide services in the hotel industry in Switzerland.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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