



Euromonitor
International

Lodging (Destination) in Switzerland

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Alpine holiday homes gain from staff shortages in hotels
Short-term rentals attract leisure travellers seeking reliability
Lobby investment streamlines group bookings and guest experience
Chart 1 Lodging (Destination) Sales: Value 2021-2031
Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Swiss hotels to target local and regional guests for stable growth
Short-term rentals to accelerate as hotels retain premium spenders
Operators to adapt with year-round offers and premium experiences
Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031
Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

Self-catered apartment products evolve to meet independent traveller demand
Generative AI platforms redefine booking functionality and guest communication
Green building features and seasonal product design capture climate-driven demand

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Chart 1 Population 2021-2031
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COUNTRY REPORTS DISCLAIMER

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