

Experiential Luxury in Switzerland

October 2023

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Experiential Luxury in Switzerland - Category analysis

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Current retail value sales of experiential luxury on the rise in 2023 Luxury hotels records the highest value increase within the category in 2023 Societe Montreux Palace AG leads experiential luxury in 2022

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Retail value sales increase over the forecast period Luxury hotels records the most dynamic performance over the forecast period Competition from short-term rentals is less intense for luxury hotels

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