

Hiking is the No. 1 Swiss national sport



Hiking in Switzerland

57% of Swiss people go hiking.



Gender difference

59% of women hike. The figure for men is 55%.



Hiking is popular in all language regions

59% in D-CH
50% in F-CH
53% in I-CH

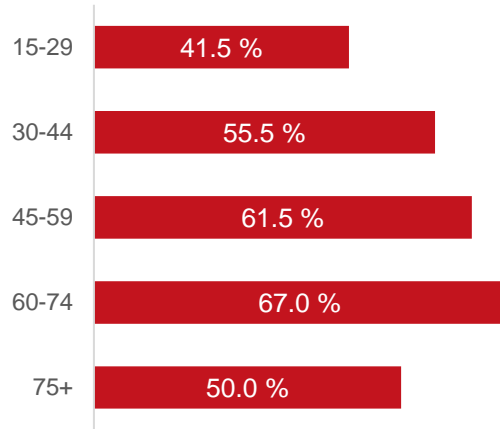


Frequency of exercise

199 million hours per year are spent hiking in Switzerland.

Millennials and Gen Z discover the mountains for themselves

Hiking is also increasingly appealing to the younger age group



Other summer sports are gaining in importance

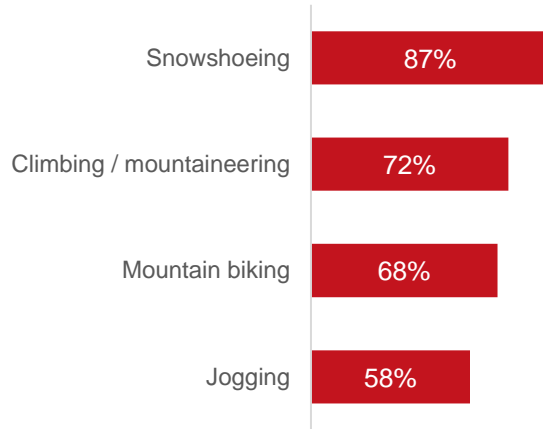


The favourite sports of the Swiss

- Hiking
- Mountain biking
- mountaineering
- Climbing
- bouldering
- trail running
- Paragliding
- etc.

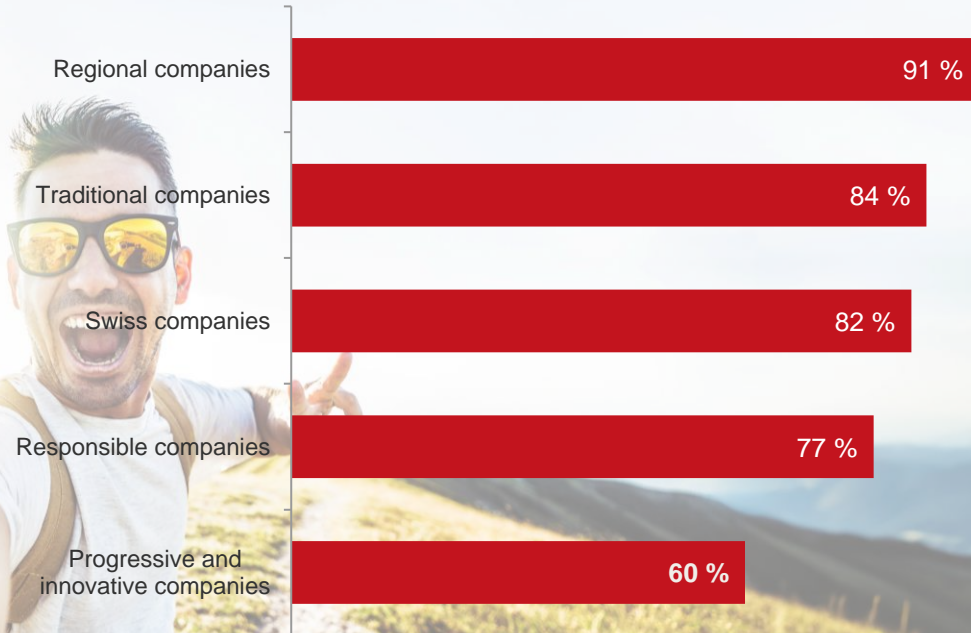
Hikers are also mountain bikers, and vice versa

Polysportive: Proportion of «hikers» in the corresponding sport



An audience that is receptive to suitable advertising

In your opinion, how well do adverts for the following types of company fit into the mountain region?



An audience that is open to your offer

In your opinion, how well do adverts for the following product categories or sectors fit into the mountain region?



An audience that likes to invest in quality

People with an affinity for mountain sports belong to the group of higher earners and wealthy individuals

- High purchasing power
- High propensity to spend
- High affinity with brands

