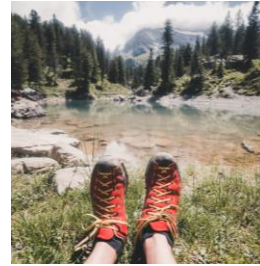


# Switzerland - the Alpine paradise



# Successful summer season 2023

**10%** 

More guests in the mountain communication space compared to previous years.

**25%** 

of the total annual turnover is generated between March and October.

**15%** 

more sales growth was generated throughout Switzerland.

**23,9 Mio** 

Increase of 6% in hotel overnight stays in the months of May to October.

# Mountain summer in figures

**25**



Top mountain destinations also offer attractive summer areas in addition to the APG|SGA year-round offer.

**275**



Sites for sale  
Big Poster & F12P

**3 883**



metres above sea level is our highest summer site: the Digital Mountain Screens in Zermatt

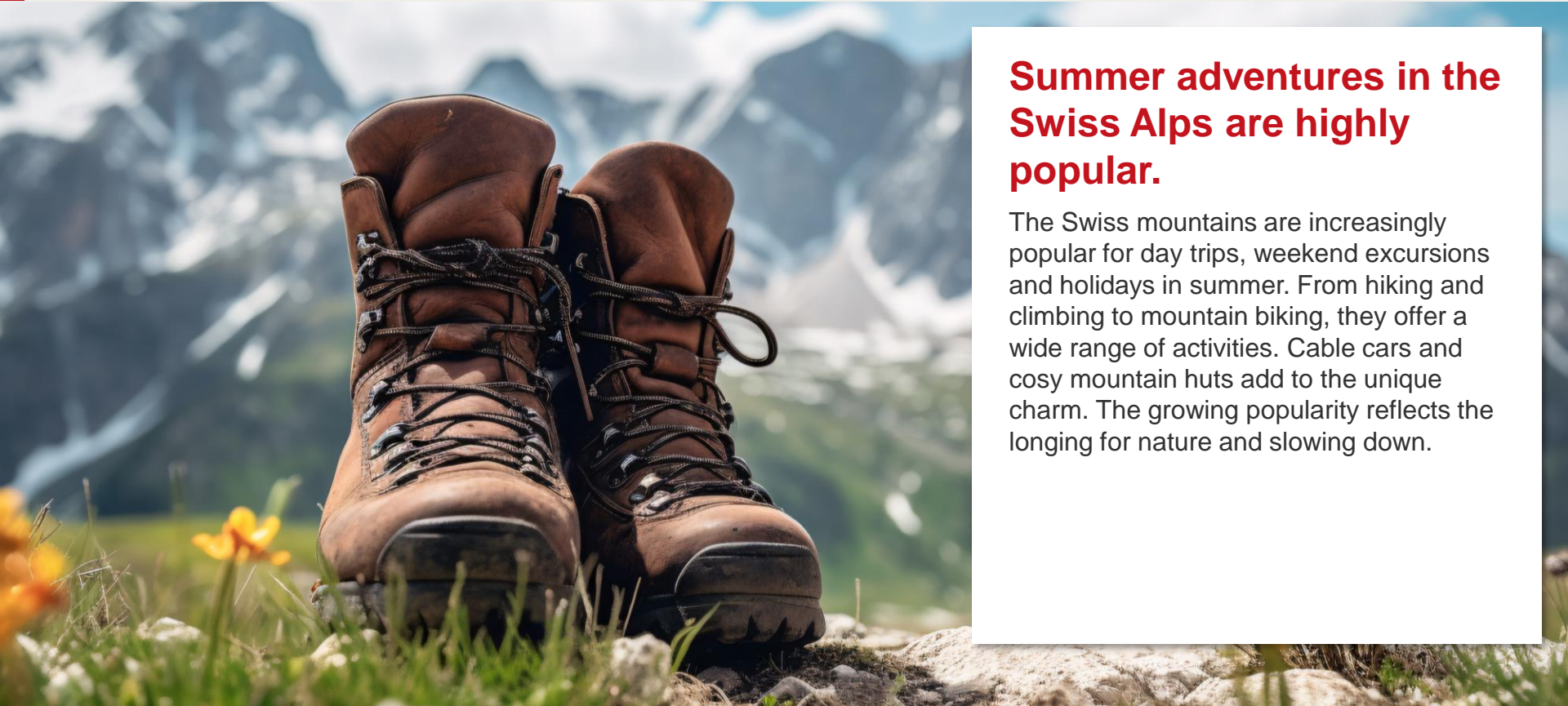
**65 000**



kilometres of hiking trails that lead right through the mountain communication space

# Reasons for the increasing importance of summer tourism

## Close to nature and versatile



### **Summer adventures in the Swiss Alps are highly popular.**

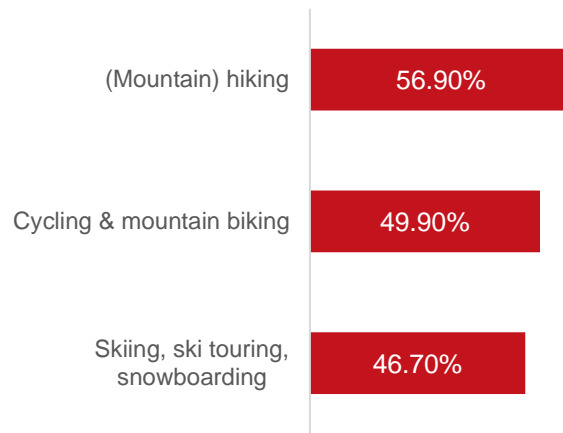
The Swiss mountains are increasingly popular for day trips, weekend excursions and holidays in summer. From hiking and climbing to mountain biking, they offer a wide range of activities. Cable cars and cosy mountain huts add to the unique charm. The growing popularity reflects the longing for nature and slowing down.

# The most important sports ground in Switzerland



## Nature is Switzerland's biggest sports ground

Top 3 population shares in all sports:



# Positive development of mountain railways



## Variety of sports activities in summer

In summer, mountain regions offer a varied infrastructure with hiking trails, mountain bike trails, paragliding launch sites and via ferratas. The offer is aimed at a wide range of visitors, from families to adrenaline enthusiasts.



## Hiking is becoming increasingly popular

The younger generation is discovering the joy of nature. Hikers are getting younger, there are suitable routes for every level. Hiking is inexpensive, does not require expensive equipment and is accessible to everyone. It improves fitness and reduces stress.



## Year-round offers create more security

Seasonal fluctuations are a thing of the past - mountain railways are active all year round. Climate change is giving summer business an additional boost, while the Swiss population is increasingly focussing on the wide range of summer offers.



## Stronger sales in summer

Since 2008, summer passenger transport has recorded an increase in revenue of 73% (2020/21), while winter revenue has fallen by 26%. Summer now accounts for around 25% of total revenue. This positive development emphasises the importance of the summer months in mountain tourism.