Tourism 360

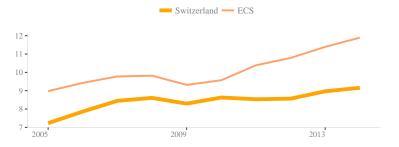
Switzerland

Country Snapshot



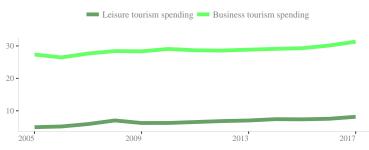
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 5/140 Value: 6.3

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

20/140

Value: 4.3

1-7 (best) (2015)

Natural and cultural res.

subindex 1-7 (best) (2015) 20/140

Value: 3.6

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 2.9

28/139

TRAVEL SERVICES, % of commercial service exports



ECS (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

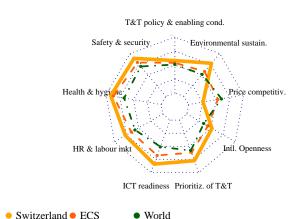
Switzerland (2014)

ECS (average, 2014)





SOURCE: WORLD BANK - WDI



Switzerland
 ECS

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

Total contribution to GDP, current US\$, billion-53.7 10.4% (2017)Total contribution to employment, thousands of-524.6 11% jobs (2017) Direct contribution to 2.9% GDP, current US\$, billion-14.8 (2017)Direct contribution to 3.2% 154.0 employment, thousands ofjobs (2017)

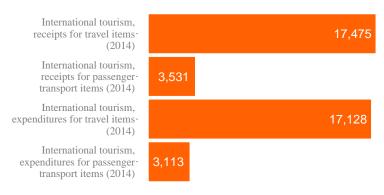
CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	34.6	(Rank: 21/175)
Domestic tourism spending (2017)	14.5	(Rank: 24/175)
Capital investment	6.4	(Rank: 32/175)

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)

DIRECT v. TOTAL CONTRIBUTION



ACCESS AND TRANSPORT

SOURCE: WEF TTCR 2015

SOURCE: WTTC

Air transport infrast. 1–7 (best) (2015)	8/139	Value: 5
Ground & port infrast. 1–7 (best) (2015)	5/140	Value: 6

SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv.	140/140 Value: 2.6	Prioritiz. of T&T	12/139 Value: 5.6
1-7 (best) (2015)		1-7 (best) (2015)	
Business envmnt	5/139 Value: 5.8	HR & labour mkt	1/140 Value: 5.6
1–7 (best) (2015)		1–7 (best) (2015)	
SOURCE: WEF TTCR 2015		SOURCE: WEF TTCR 2015	

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

