

Opportunities in the Zurich hotel market

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1. Introduction

1.1. Background

Zurich is, albeit not the capital, the largest city of Switzerland with over 400'000 inhabitants (2017). It is home to many international companies, an important financial center and features the largest railway station and airport in the country. Zurich lists over 5 million overnight stays a year (2017) from both, domestic and international tourists. As such it is home to many hotels but still holds a strong pipeline of future hotel projects. Since my professional background is in hospitality, I have decided to conduct this study on the Zurich hotel market and its opportunities in the different neighborhoods.

1.2. Problem

This report intends to assess the current Zurich hotel market including existing hotels, focus on business or leisure customer segments, proximity to tourist attractions, gastronomy and any other relevant feature for guests visiting Zurich. In addition, the pipeline of future hotels will be analyzed such as hotels being currently built and signed hotel deals that are about to be constructed.

Based on this assessment, an analysis will be conducted to identify a neighborhood in Zurich where future hotel developments may take place. Recommended location(s) will be shown on a map along with further details on target customer segment, food and beverage outlets and further facilities such as a spa.

1.3. Interest

Zurich being a target of many investors, this report will be of interest to any real estate developer or investor that considers entering the hotel market in Zurich. Furthermore, investors and hotel managers currently present in the market might be interested in the current assessment of the market and its opportunities.

2. Data

The data used to conduct this study is listed below.

- Tourism statistics to give a general overview over the hotel industry in Zurich from https://www.stv-fst.ch/sites/default/files/2018-07/stiz_en.pdf
- Geospatial data on neighborhoods in Zurich from <https://ld.stadt-zuerich.ch/sparql/#>
- Foursquare API to find common venues, cluster neighborhoods and find existing hotels within Zurich
- Land price zones in Zurich to build new property from <https://data.stadt-zuerich.ch/dataset/landpreiszone>
- Hotel pipeline data from [https://www.hvs.com/StaticContent/LondonInFocusZurich/HVS-Zurich-Snapshot\(1\).pdf](https://www.hvs.com/StaticContent/LondonInFocusZurich/HVS-Zurich-Snapshot(1).pdf) and <https://www.nzz.ch/finanzen/neues-liebkind-der-investoren-wie-nachhaltig-ist-der-hotel-boom-in-zuerich-ld.142190>