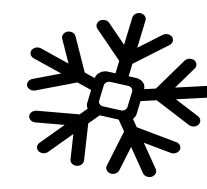


Winter Tourism in Switzerland.

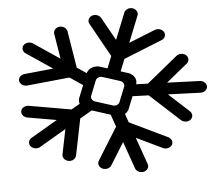
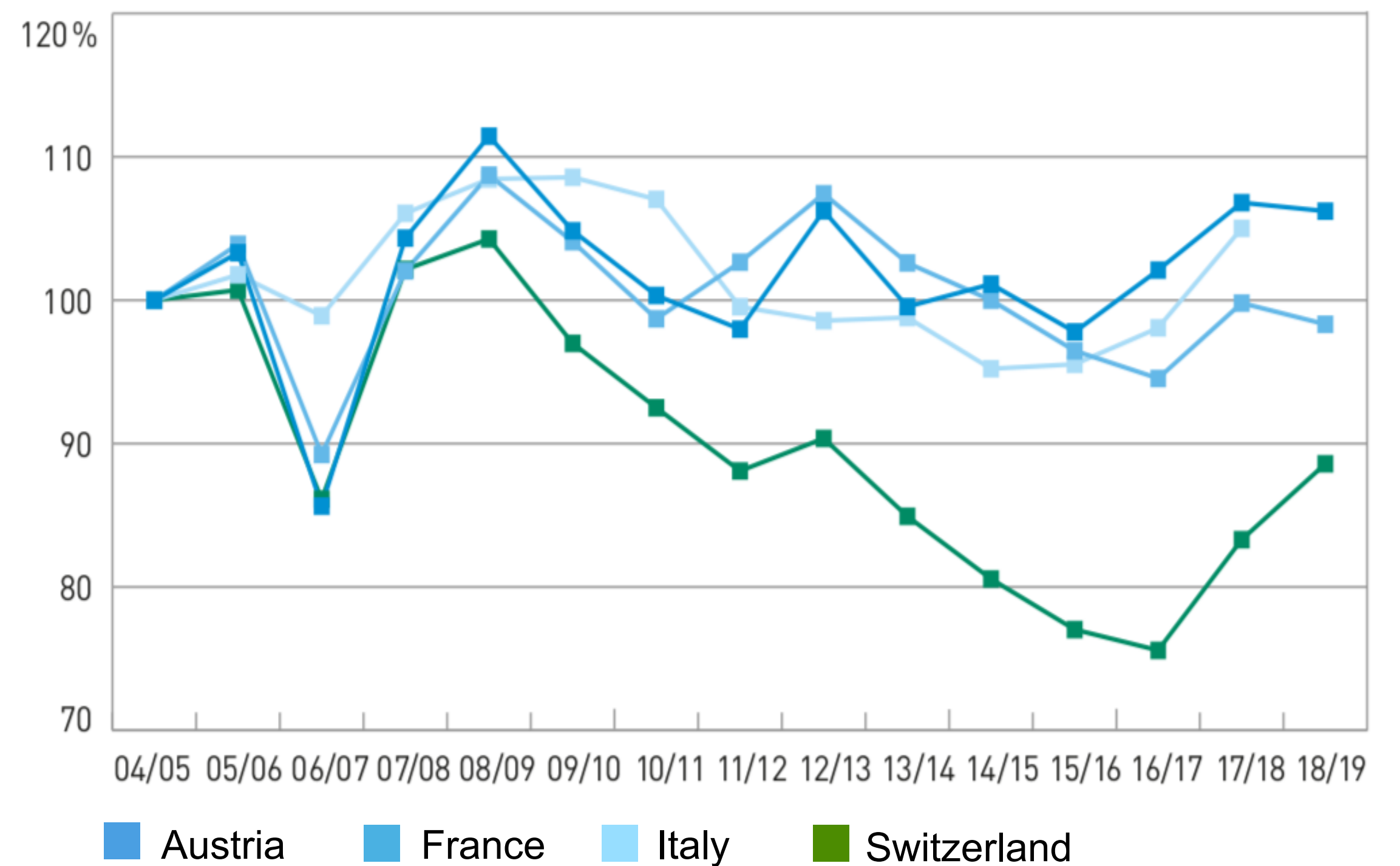
Evolution of hotel overnights winter seasons 2014/2015-2018/2019

In million - % change 14/15-18/19: +6.3



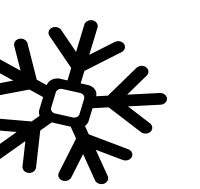
Evolution of skier-days in alpine countries*

% change - basis: 2004/2005 = 100



■ 14/15 ■ 15/16 ■ 16/17 ■ 17/18 ■ 18/19

* Source: Swiss Cable Car Association 2019.



The Winter Sports Offer

7300 km of marked slopes for downhill skiing

alt. 2800 m. + record of average altitude for ski areas in the Alps (29 ski areas above 2800 m.)

5500 km of marked cross-country skiing trails

15 km longest sledge run in the Alps: Faulhorn-Grindelwald (BE)

5150 km of marked winter hiking trails (largest network in the Alps)

620 km of sledge runs (env. 150)

2300 km of marked snowshoeing routes

2486 ski lift and cablecars installations, including 23.5% in Valais and 21.2% in Graubünden***

3 Key Figures

40.3% of guests prefer alpine skiing as an activity during their winter stay in Switzerland*

47% of overnights in winter are generated by Swiss hosts (summer: 43%)*

+2.1% estimated evolution of hotel overnights (winter 2019-2020)**

Sources: Tourism Monitor Switzerland (TMS) 2017. Survey carried out by Switzerland Tourism among more than 20,500 tourists from 130 countries in 180 Swiss destinations / SFSO* / KOF, October 2019 ** / Swiss Cable Car Association***.

Most popular winter activities in the mountains*

Sports activities

1. Alpine skiing (58,8%)
2. Hiking over 2 hours (33,2%)
3. Swimming (20,5%)
4. Sledging (16,2%)
5. Snowboarding (12,5%)

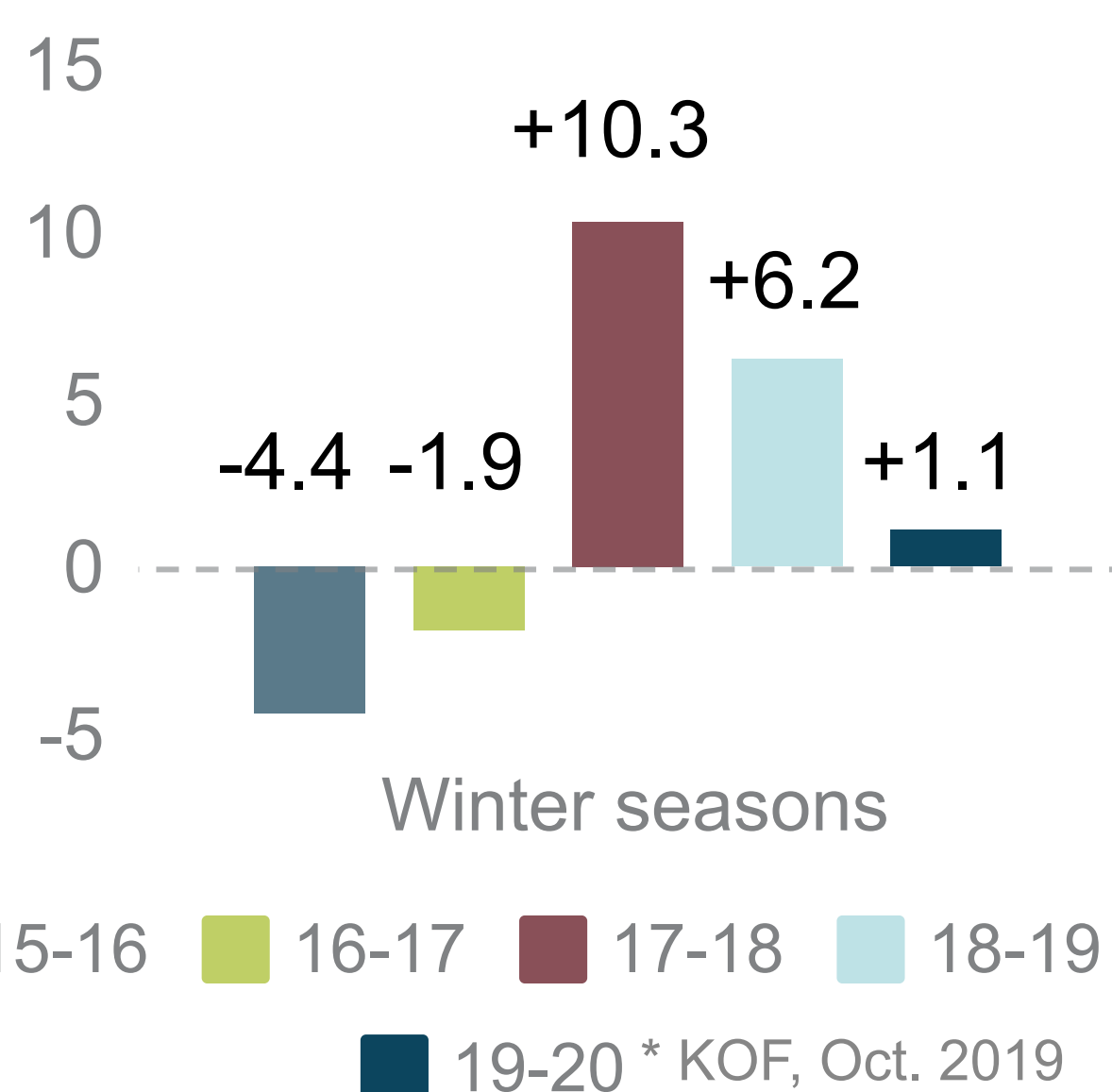
Other activities

1. Excursions with cable cars (35,1%)
2. Tasting the local cuisine (29,4%)
3. Shopping (20,4%)
4. Do nothing (18,6%)
5. Thermalism (17,7%)

* As a percentage of respondents.



Skier-days in Switzerland: evolution and forecast* (in %)



Most popular mountain destinations in winter*

1. Zermatt
2. Davos
3. St. Moritz
4. Interlaken
5. Arosa
6. Grindelwald
7. Lauterbrunnen
8. Saas-Fee
9. Saanen (Gstaad)
10. Vaz/Obervaz (Lenzerheide)

* According to the volume of hotel overnights generated during the winter 18/19 in mountain regions.

