



## Spring? Not quite yet.

Dear media friends,

Yesterday, Switzerland Tourism announced the hotel overnight numbers for 2022. While these figures don't cover all overnights in Switzerland (they don't include stays in holiday homes, visits to friends and family, other kinds of accommodation, etc.), the trend of how the numbers develop is a great indicator and approximation of how the market is performing over time. You can check out some more figures of interest a bit further down.

In short: the final quarter of 2022 and the last two months in particular seem to have been the turnaround month for travel from the UK to Switzerland. According to data provided by tour operators and Swiss resorts, January and February have also been good months and bookings for summer 2023 are looking strong.

There is - looking at these results as well - a hint of spring in the air. Learn more about Chalandamarz, a spring tradition in the Swiss canton of Graubünden. However, the ski season is still going strong, with our snowticker compiling all the information snow enthusiasts are looking for.

For guests keen for tips on the latest developments in ski techniques and/or guidance on the slopes, a few days with an experienced Swiss Ski Schools instructor comes highly recommended.

Lastly, we are thrilled to announce that our summer media booklet is coming together nicely and will be making its way to you all at the beginning of March!

Best regards,

Myriam, Fran and Mélanie  
Your UK and Ireland media team



### Dawn is nigh.

Compared to 2019, overnights are still down 16.8% for whole of 2022, but over the last year, there has been a positive development from quarter to quarter: Jan-June -22.9%, July-Sep -14.5%, Oct-Dec -3.5%. This means, 2022 was the best December since 2014, with a plus of 7.5% compared to 2019. Thanks to the last quarter and especially a strong December, the UK is again the second most important foreign market in Europe behind Germany.

[Media release \(German only\).](#)



### Snowticker.

Experience all facets of winter at their most beautiful in Switzerland, whether it's on a perfectly groomed piste, in deep snow or in the halpiste. Toboggan runs, cross-country ski trails and winter hiking trails also await. Thanks to various webcams, weather conditions can be monitored to check where there is snow and how much snowfall there has been. Needless to say, this applies to all snow sport destinations across the country.

[Take a look here.](#)



### Race for Nature.

For 100 years, the Tschuggen Collection has been welcoming guests to their hotels, there to ski in the beautiful Swiss mountains. To mark this milestone, the Tschuggen Grand Hotel Arosa will be hosting Race for Nature, a three-day unique celebration on 15-18 March 2023 featuring innovative events and energising activities, with a special focus on sustainability.

[Make a difference.](#)



### Hotel Julien Zermatt.

A stone's throw from the famous Matterhorn, the Hotel Julien has been run by the same family for generations. The commitment to sustainability shown by the team at this hotel is as admirable as its unique, making it a prime destination for guests seeking accommodation boasting environmentally conscious initiatives and a high level of attention to detail.

[Check out the Hotel Julien.](#)



### The ten most popular Swiss ski resorts.

Wide pistes, steep gullies, huge halfpipes - with more than 200 ski regions, Switzerland has everything the heart desires when it comes to winter sports. The stats from 2022 are now in, and here are the top ten ski resorts in Switzerland where the most visitors like to spend their ski holidays. If the number of overnight stays in 2022 are any indicator, these destinations are THE places to be for winter fans in 2023!

[Get inspired.](#)



### Swiss Ski Schools.

With over 8,200 experienced instructors, Swiss Ski Schools have been present in all the winter sports resorts and major cities of Switzerland since 1932. Whatever their level or discipline, there is a ski school expert on hand to accompany guests all through their holiday, not only teaching them the best techniques, but also guiding them on the slopes and sharing all their insider knowledge on the resort.

[Get your skis ready.](#)



### Chalandamarz.

Chalandamarz originates from the Roman calendar and is an amalgamation of the words 'chalanda' [first day of the month] and 'Marz' [the month of March]. Once upon a time, on 1<sup>st</sup> March, elections to public office were held, and at the same time winter was driven out by the male youth that paraded through the village ringing cowbells. Today it is the day of the largest children's festival in the Engadine and a few other valleys, and boasts a large procession, costumes and a big ball.

[Join the parade.](#)



### The Grand Train Tour of Switzerland.

Eleven large lakes, four official languages, five UNESCO World Heritage Sites and 1,200km of magnificent views in between - on the Grand Train Tour of Switzerland, panoramic trains take you to all the high lights and sights around the country, all year round. So hop aboard, settle down and enjoy, wherever you decide to go!

[Choose your itinerary.](#)



### SWISS expands its 'Green Fares'.

SWISS is expanding its 'Green Fares' to all of its European markets with immediate effect, together with the other members of the Lufthansa Group. Any SWISS customer choosing a Green Fare for their flight will be automatically offsetting the carbon dioxide emissions generated by their individual air travel.

[Fly more sustainably.](#)



### Covid-19 travel situation.

There are no longer any Covid-19 restrictions for travellers arriving from the UK and Ireland into Switzerland. This means when travelling between Switzerland and the UK or Ireland, it is no longer necessary to take a Covid-19 test or fill out a Passenger Locator Form.

[Find out more.](#)



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