



INTERNATIONAL TOURISM IN SWITZERLAND

Switzerland was the 5th most popular destination worldwide for foreign tourists in 1950, but it ranked only 28th in 2022. What could be the reasons for this change, what can we expect in the future, and how can this trend be influenced?

 **FRIDAY, NOVEMBER 22, 2024**

 From 13h00 to 18h00

 EHL Hospitality Business School, Lausanne



REGISTER NOW!

- 13:00-13:30** Welcome Coffee
- 13:30-13:40** Welcome and Introduction

PRESENTATIONS

- 13:40-14:00** Tourism Policy of Switzerland: Strategy, activities and promotion instruments.
Mr. Richard KAMPF - Head of Tourism Unit - State Secretariat for Economic Affairs (SECO)
- 14:00-14:20** Tourisme en Suisse, plusieurs raisons pour un déclin
Prof. Christine DEMEN MEIER - Co-Responsable du Food Ecosystem Institute – HEG-FR
- 14:20-14:40** The development of the Swiss hotel industry over the last 25 years
Mr. Thomas ALLEMANN - Head of Account Management & Member of the Executive Board - HotellerieSuisse
- 14:40-15:00** Post-Pandemic Shifts in Tourist Demand for Switzerland: Trends and Insights
Mr. Simon FLURY - Tourism Project Manager - BAK Economics AG
- 15:00-15:20** National sustainability strategies and impacts – can ‘Swisstainable’ help Swiss tourism?
Prof. Urs WAGENSEIL - Professor & Co-Head of the Tourism Competence Center - HSLU
- 15:20-15:40** Titre à définir
Mr. Adrien GENIER – Director - Geneva Tourism

COFFEE BREAK

- 16:10 - 17:00** **ROUND TABLE DISCUSSION**
Constraints and Opportunities for Tourism in Switzerland.
BAK Economics AG, EHL, Geneva Tourism, HEG-FR, HotellerieSuisse, HSLU, SECO, Valais Tourism and the audience.
- 17:00 - 18:00** Closing Remarks & Aperitif