



# 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!**





## PROGRAM OF THE DAY

- 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** How cities can navigate long-run changes in international tourism?  
***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, Lausanne Tourism, SECO, Valais Office of Economy, Tourism & Innovation and the audience.***
- 17:00 - 18:00** Closing Remarks & Aperitif