

Travel and Tourism - Switzerland - May 2014

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"The 2013 WEF Travel & Tourism Competitiveness Report rankings show that Switzerland's tourism is competitive. Natural beauty, excellent infrastructure – in particular ground transportation – and well-managed natural resources, effective marketing and well-trained employees, combined with the high safety and security of the country, are the factors that contributed to making Switzerland lead the WEF TTC rankings."

This report looks at the following areas:

- What is the current situation for tourism in Switzerland?
- Who travels to and within Switzerland, why and for how long?
- How do tourists in Switzerland travel and where do they stay?
- How much has inbound tourism to Switzerland been affected by external events?
- What does the future of tourism look like in Switzerland?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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