



Swiss Youth  
Hostels®



**2022**

# **SWISS YOUTH HOSTELS**

Business Report on  
Sustainable Development

[youthhostel.ch](https://youthhostel.ch)

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## Readability

Unless otherwise specified, the published data and figures relate to the 45 hostels (excluding franchises) operated independently by the Swiss Youth Hostels Association.

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# THE YEAR 2022 IN BRIEF

Reporting is mainly in digital format. This short print version provides a quick overview of important key data from the reporting year 2022 and refers interested parties to the detailed digital reporting. It offers interesting insights from the past financial year as well as an outlook to the future.

Finally back to “normality”, which fortunately also applied to the Swiss Youth Hostels. The year 2022 brought our personal freedom of movement back to all of us, as well as the required stability to our organisation. We are happy to be able to report on many enjoyable experiences again, after two difficult years.

Following the lifting of the pandemic-related bans on school and group trips, as well as generally speaking on international travel restrictions, the Swiss Youth Hostels were once again able to achieve a positive annual result in 2022 after two extremely challenging years.

In 2022, the return of the schools, groups and international guests alike ensured that the number of overnight stays once again increased. [Overnight stays increased to 751,722](#). They were thus 32.9 % above the prior year (565,433) and 2.1 % above the level before the pandemic (2019). The share of Swiss guests dropped to 78.4 % (prior year 87.8 %), but remained around 8 %-points above the figure before the pandemic. The youth hostels in Burgdorf, Laax and Schaan-Vaduz, which were new or reopened in 2020 and 2021, contributed substantially to the positive development compared with 2019.

In 2022, the network of the Swiss Youth Hostels consisted of [45 own and 6 franchise hostels](#). It was extended by two franchise operations:

[Saignelégier Youth Hostel](#) in the “Jura Sport & Spa Resort” opened its doors in April 2022. An excellent sports infrastructure that is seamlessly interconnected and unique in Switzerland awaits guests. In addition to the new youth hostel, the resort’s offer includes an ice rink, an indoor swimming pool, spa and wellness, massages, fitness, sports facilities, seminar rooms, a hotel and a restaurant.



In July 2022, [the third WellnessHostel](#) in our network after Saas-Fee and Laax opened in the newly renovated historic Grand Hôtel in St-Luc in Valaisian Val d'Anniviers. Within the walls of the former Grand Hôtel du Cervin, the historic tradition of the hotel, which has been in operation since 1893, is combined with the modern, straightforward flair of the Swiss Youth Hostels. An in-house à-la-carte brasserie and a super modern publicly accessible wellness centre complement the versatile offer.

[Engelberg Youth Hostel](#) will now be run as a separate operation instead of as a franchise. The business was leased to the Swiss Youth Hostels by the Berghaus Engelberg Cooperative after the previous managers Petra and Fredy Liem handed over management after 18 years. In Sion, an extensive railway station superstructure is to be built instead of the youth hostel, which is why the town of Sion did not extend the expiring lease agreement and [Sion Youth Hostel](#) had to be closed at the end of 2022.

In 2022, [the Swiss Youth Hostels focused on strengthening and developing their social commitment](#). In future, annual members will be able to enjoy attractive prices for young people between the ages of 13 and 17 years old, in the rooms of their parents or grandparents. These prices are in addition to the existing extremely attractive child rates for children up to 12 years old. In addition, favourable flat rates have been introduced for compulsory schools and baccalaureate schools.

This enables the Swiss Youth Hostels to offer schools access to affordable accommodation and catering offers, thus promoting the organisation of school camps and project weeks, as well as supporting extracurricular learning and integration.

Balanced, sustainable, varied and attractively priced – these are the cornerstones of the Swiss Youth Hostels' gastronomy, under the "Yoummi" label that we launched at the beginning of 2022. In the morning, guests can also opt for a complete gluten- or lactose-free breakfast. In addition, there are always vegan options. Breakfast is still included in the overnight rate. The basis of our three-course evening menu is always vegetarian and is in addition offered as a vegan version. There are also menu variations with Swiss meat. With our new three-course menu concept, we succeeded in further reducing our CO<sub>2</sub> emissions by 40 % on average in the catering area.

We are particularly proud of the renewed recognition of our sustainability efforts. At the Niesen Summit on 15 November 2022, we received the [Special Prize for Sustainability](#), together with the Swiss Foundation for Social Tourism. As the milestone which was first awarded in 2000 is no longer continued, the best award winners of the last 22 years were chosen at the Niesen Summit on 15 November 2022. The Swiss Youth Hostels came out on top with the "Milestone for Sustainability Strategy", which they received in 2007.

We would like to express our sincere thanks to all our employees, the honorary Executive Board members, the Swiss Foundation for Social Tourism, our members and benefactors as well as our partners for their wonderful support.

End of April 2023



**Frank Reutlinger**  
President



**Janine Bunte**  
CEO



# PORTRAIT

## SWISS YOUTH HOSTELS

We are a politically and denominationally neutral organisation and as such are active in all areas of the country. We are aware that the local population and the natural environment in the areas in which we operate are crucially important both to us and to our guests. We wish to take the interests of the local population into account as far as possible, as well as respect their independence and culture, and to make every effort to minimise our impact on the environment. We strive for our youth hostels and leisure activities to be environmentally friendly and compatible with nature and the countryside.

### Who we are

The Swiss Youth Hostels are a politically and denominationally neutral non-profit organisation with the legal form of a non-profit association.

The Swiss Youth Hostels Association is responsible for operating the youth hostels in Switzerland and in the Principality of Liechtenstein, with the aim of establishing a comprehensive network of youth hostels in attractive tourist regions and destinations in all parts of Switzerland and the Principality of Liechtenstein.

The Swiss Youth Hostels are represented by two further independent partner organisations in addition to the Swiss Youth Hostels Association:

- The [Swiss Foundation for Social Tourism](#) is the proprietor of the youth hostels (properties) or leases these for use by the Swiss Youth Hostels Association.
- The [Foundation for Youth Hostels in Switzerland](#) provides financial support in the form of long-term loans for the construction of youth hostels.

## What we want

Swiss Youth Hostels want

- to promote quality-oriented, socially responsible and environmentally compatible tourism for young people and families;
- to focus on human relations;
- to live the idea of partnership at all levels;
- to strengthen our image and standing as the most important tourist organisation for young people and families;
- to achieve appropriate business results in order to ensure the ongoing existence of our organisation.





# GUESTS

## WE MEET GUESTS' MANY AND DIVERSE EXPECTATIONS

### Guest segments

	2020	in %	2021	in %	2022	in %
Individual guests	218,923	45.2	241,990	42.8	324,181	43.1
Families	147,000	30.3	181,068	32.0	155,135	20.6
Schools	53,281	11.0	67,934	12.0	143,711	19.1
Groups	65,674	13.5	74,441	13.2	128,695	17.1
<b>TOTAL</b>	<b>484,878</b>	<b>100.0</b>	<b>565,433</b>	<b>100.0</b>	<b>751,722</b>	<b>100.0</b>

Due to the return of foreign guests, considerably more overnight stays by individual guests were recorded. In addition, almost twice as many overnight stays by groups and schools were registered, as these two segments could once again travel without restrictions.

### Top 7 countries (overnight stays)

2020	in %
Switzerland	86.1
Germany	6.1
France	1.3
United Kingdom	0.9
South Korea	0.8
Italy	0.6
Netherlands	0.4
<b>Top 7</b>	<b>96.2</b>

2021	in %
Switzerland	87.8
Germany	5.3
France	1.4
Italy	0.7
USA	0.5
United Kingdom	0.4
Spain	0.4
<b>Top 7</b>	<b>96.5</b>

2022	in %
Switzerland	78.4
Germany	6.5
France	1.7
USA	1.7
United Kingdom	1.6
South Korea	1.1
Italy	0.9
<b>Top 7</b>	<b>91.8</b>

In 2022, overseas market segments recovered significantly and many guests from the USA as well as South Korea travelled to Switzerland again.



## Average length of stay of guests (overnight stays)

	2020	2021	2022
South America	2.09	2.55	2.11
Switzerland	2.27	2.08	2.07
Europe	2.46	2.24	2.00
Africa	2.19	2.31	1.94
North America	1.94	2.06	1.90
Asia	2.20	1.94	1.85
Australia	2.07	1.42	1.81
<b>TOTAL (all countries)</b>	<b>2.29</b>	<b>2.09</b>	<b>2.04</b>

The average stay of guests dropped slightly to 2.04 nights (prior year 2.09). The duration of stay of guests from Switzerland remained stable, while that of the foreign guests was slightly less compared with the prior year.

## Members

	2020	in %	2021	in %	2022	in %
Adult	25,158	38.4	24,170	36.4	20,992	35.2
Junior	18,546	28.3	19,482	29.3	1,390	25.8
Families	11,808	18.0	11,989	18.1	11,344	19.0
Senior	6,876	10.5	7,285	11.0	7,322	12.3
Groups	3,132	4.8	3,493	5.3	4,570	7.7
<b>TOTAL</b>	<b>65,520</b>	<b>100.0</b>	<b>66,419</b>	<b>100.0</b>	<b>59,618</b>	<b>100.0</b>

Membership dropped compared with the prior year by 10.2 % to 59,618 members. The decrease in the number of annual members is mainly attributable to the migration of the membership database to a new system with the data cleansing and change involved in the counting method of the individual members.



# EMPLOYEES

## OUR MOST IMPORTANT RESOURCE

### Number of employees/full-time positions

Number of employees	2020	2021	2022
Hostels	475	503	564
Administration	47	47	50
<b>TOTAL</b>	<b>522</b>	<b>550</b>	<b>614</b>

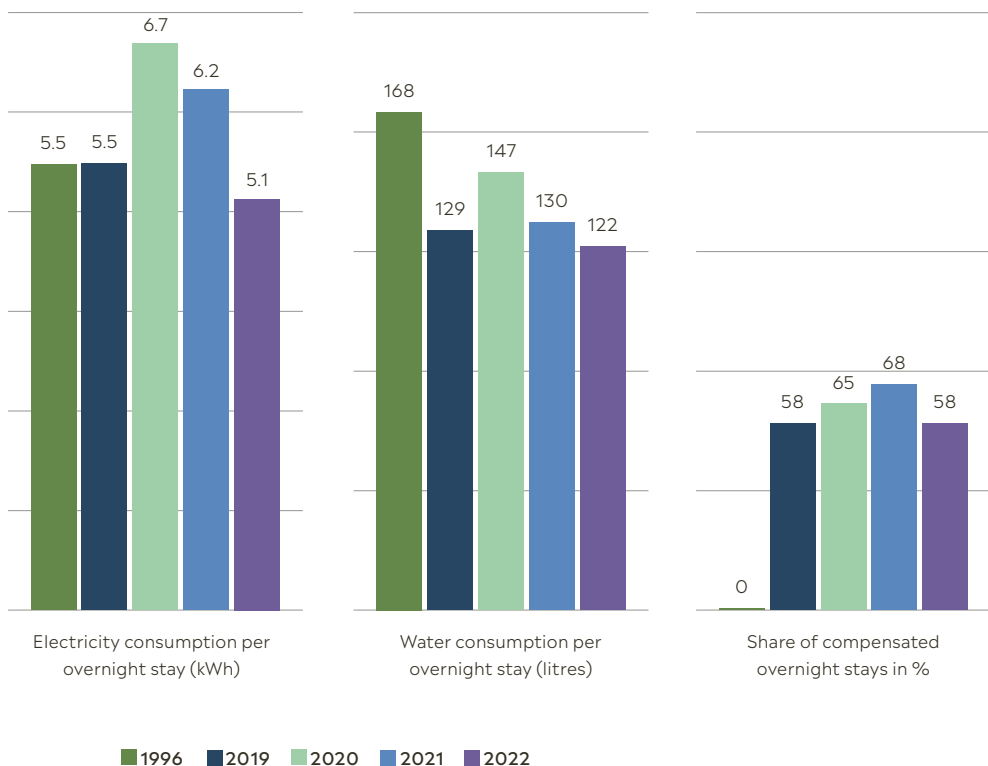
Number of full-time positions	2020	2021	2022
Hostels	244	257	295
Administration	38	37	42
<b>TOTAL</b>	<b>282</b>	<b>294</b>	<b>336</b>

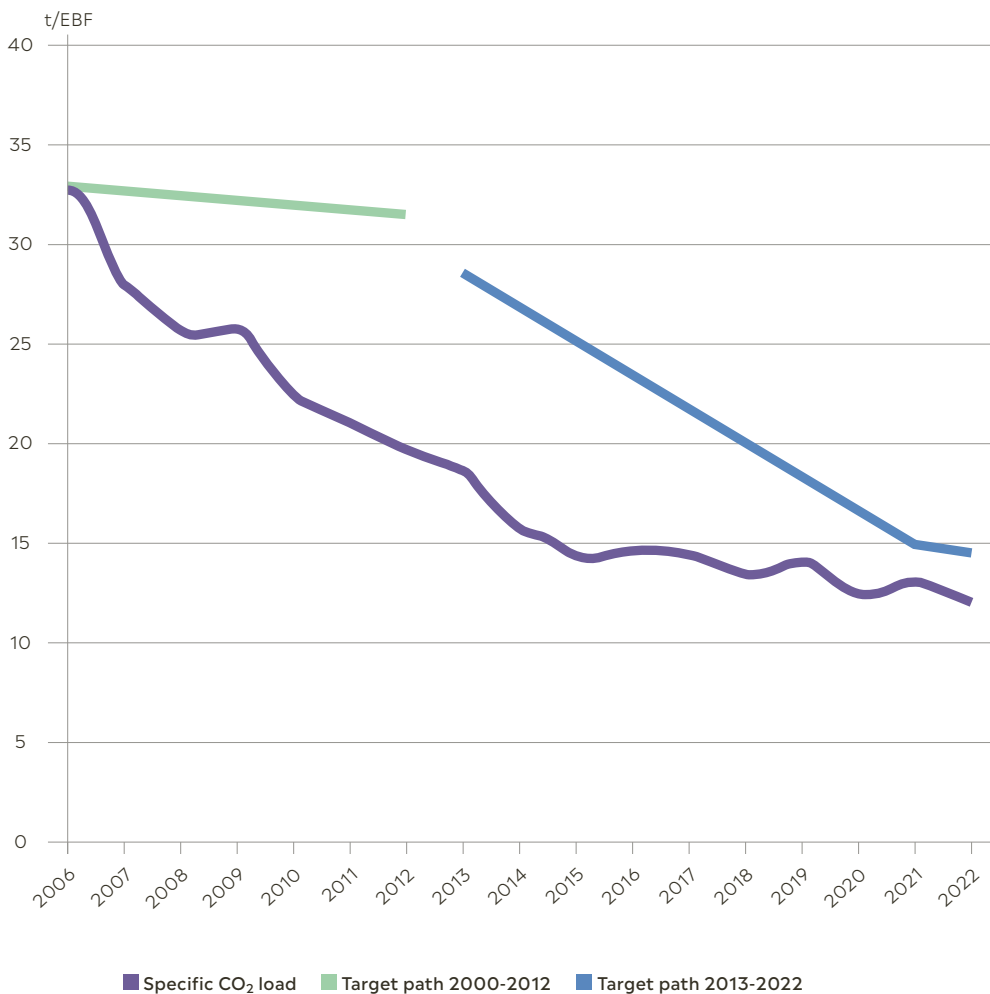
Due to the recovery in demand and the related sharp rise in the number of overnight stays in 2022, many seasonal jobs could once again be filled and new employees hired.

# RELATIONSHIP WITH THE ENVIRONMENT

## ENVIRONMENTALLY FRIENDLY HOSTELS ARE A MUST FOR US

Options for avoiding and reducing CO<sub>2</sub> emissions and energy consumption for heat, electricity and water have been used consistently since the mid-1990s. With fears of an energy shortage for the winter 2022/2023, a comprehensive project has been launched with the goal of achieving energy savings, particularly with gas and electricity.





The second period of the target agreement with the Energy Agency of the Swiss Private Sector (EnAW) was extended to the end of 2024. The binding target figure of 14.6 tonnes of CO<sub>2</sub> per square metre agreed with EnAW for 2022 was not only met, but significantly undercut at 11.6 tonnes. By 2022, we had reduced specific CO<sub>2</sub> emissions for space heating by 65.7% compared to 2000 (prior year: 61.6%).



## Contact

### Website

[www.youthhostel.ch](http://www.youthhostel.ch)

### Booking Center

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### Address

Swiss Youth Hostels, Schaffhauserstrasse 14,  
P.O. Box, 8042 Zurich

### Newsletter

[www.youthhostel.ch/newsletter](http://www.youthhostel.ch/newsletter)

### International Bookings

[www.hihostels.com](http://www.hihostels.com)

### Online Booking

[booking.youthhostel.ch](http://booking.youthhostel.ch)

### Download app

Swiss Youth Hostels



### Membership

[www.youthhostel.ch/en/become-a-member](http://www.youthhostel.ch/en/become-a-member)

## Social Media

[facebook.youthhostel.ch](https://facebook.youthhostel.ch)

[instagram.youthhostel.ch](https://instagram.youthhostel.ch)

[youtube.youthhostel.ch](https://youtube.youthhostel.ch)

## Information on Benefactor Account

As a non-profit organisation, we thank our benefactors that sustainable and social tourism has a future. Many thanks!

Bank: Zürcher Kantonalbank, 8010 Zurich

IBAN: CH24 0070 0111 5000 4804 6

On behalf of: Swiss Youth Hostels, Schaffhauserstrasse 14, 8006 Zurich





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