



Swiss Youth
Hostels®



2021

SWISS YOUTH HOSTELS

Business Report on
Sustainable Development

youthhostel.ch

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Readability

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THE YEAR 2021 IN BRIEF

Reporting is once again mainly in digital format this year. This short print version provides a quick overview of important key data from reporting year 2021 and refers interested parties to the detailed digital reporting. It provides interesting insights from the past financial year and also offers an outlook to the challenging future.

Our life was again shaped to a large degree by the progression of the COVID-19 pandemic in 2021. Ongoing international travel restrictions, periodic bans on school and group trips, mandatory working from home and other factors also continued to exercise a strong influence on the Swiss Youth Hostel business.

Thanks to the ongoing extraordinary commitment of all employees, the honorary Executive Board members, the continued understanding of many partners and economic aid from the Swiss Confederation and cantons, 2021 was also managed correspondingly well under the circumstances.

In 2021, the network of the Swiss Youth Hostels consisted of 45 own and 5 franchise hostels. We accommodated 270,070 guests from 147 countries in our own hostels. The share of Swiss guests rose again to 87.8% (previous year 86.1%). Overnight stays increased to 565,433, an increase of 16.6% over 2020. The decline compared to 2019, however, remained high at 23.2%.

In the reporting year, the two hostels Schaan-Vaduz and Rapperswil-Jona reopened following construction and renovation work. Schaan-Vaduz Youth Hostel reopened on 1 April 2021 after a construction period of just under 18 months. The youth hostel was constructed according to the highest sustainability standards and corresponds to modern guest requirements. It exhibits an aesthetic and natural interior design and sets a new highlight for the two municipalities of Schaan and Vaduz.

Rapperswil-Jona Youth Hostel was reopened with a modern look on 30 April 2021 after a six-month renovation phase. The rooms and public areas have undergone



rejuvenation. The youth hostel offers attractively priced accommodation directly by Lake Zurich, equally ideal for families and couples as well as sports groups. The new catering offering in both youth hostels with attractive menus, 24-hour self-service kiosks, snacks, as well as cold and hot drinks ensures that our guests feel well looked after and cared for, around the clock. Both hostels enjoyed very good demand in their first season.

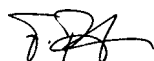
[Klosters Youth Hostel](#) was closed at the end of the 2020/21 winter season. The property was put up for sale by the Municipality of Wallisellen who is the owner. [Zofingen Youth Hostel](#) also had to close its doors after 35 years. The owner, the City of Zofingen, wants to use the property for other purposes as part of its new real estate strategy.

[Burgdorf Castle Youth Hostel](#) was awarded the special award “Historic Hotel of the Year 2022” on 22 November 2021 by ICOMOS Suisse, the Swiss national group of the International Council on Monuments and Sites. This award is for accommodation facilities that emphatically meet the exacting demands of the council in terms of monument preservation and restoration. In addition to the ICOMOS Special Award, Burgdorf Castle and its youth hostel were also honoured with the Atuprix Audience Award, the award for Bernese architectural culture, at the end of October 2021. The Atuprix is awarded every three years for exemplary contemporary and interdisciplinary works and planning in the Canton of Bern.

The **Pontresina and Zurich youth hostels** were awarded the “Best of ibex fairstay 2021” prize. Zurich Youth Hostel again showed in 2020, with its particular challenges, that peak performance can be achieved in a city hostel and was awarded the prize for the highest number of points. Pontresina Youth Hostel received the award for the best performance with a regional connection.

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 2022



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 respecting 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

The 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 up to 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 VARIED EXPECTATIONS

Guest segments

	2019	in %	2020	in %	2021	in %
Individual guests	335,970	45.6	218,923	45.2	241,990	42.8
Families	156,524	21.3	147,000	30.3	181,068	32.0
Groups	119,557	16.2	65,674	13.5	74,441	13.2
Schools	124,460	16.9	53,281	11.0	67,934	12.0
TOTAL	736,511	100.0	484,878	100.0	565,433	100.0

Overnight stays increased over the previous year for all guest segments. The share of individual guests fell slightly as foreign guests stayed away. The share of families, schools and groups, on the other hand, increased slightly.

Top 7 countries (overnight stays)

2019	in %
Switzerland	70.2
Germany	8.0
South Korea	3.5
United Kingdom	1.9
USA	1.9
France	1.9
Italy	1.4
Top 7	88.9

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
Top 7	96.2

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

Similarly to the previous year, the markets of origin regarding the overnight stays are mainly restricted to Switzerland and the European area. Travel restrictions for guests from the USA were eased towards the end of the year.

Average length of stay (overnight stays)

	2019	2020	2021
South America	1.97	2.09	2.55
Africa	1.82	2.19	2.31
Europe	2.05	2.46	2.24
Switzerland	2.06	2.27	2.08
North America	1.90	1.94	2.06
Asia	1.88	2.20	1.94
Australia	1.93	2.07	1.42
TOTAL (all countries)	2.04	2.29	2.09

The average stay shortened to 2.09 nights (previous year 2.29). The length of stay for guests from South and North America and Africa rose notably over the previous year, however it was down for all the other markets of origin.

Members

	2019	in %	2020	in %	2021	in %
Adult	27,096	37.3	25,158	38.4	24,170	36.4
Junior	21,634	29.8	18,546	28.3	19,482	29.3
Families	12,491	17.2	11,808	18.0	11,989	18.1
Senior	6,719	9.3	6,876	10.5	7,285	11.0
Groups	4,652	6.4	3,132	4.8	3,493	5.3
TOTAL	72,592	100.0	65,520	100.0	66,419	100.0

Membership increased over the previous year by 1.4% to 66,419 members.

Jugendherberge Zürich



EMPLOYEES

OUR MOST IMPORTANT RESOURCE

Number of employees/full-time equivalents

Number of employees	2019	2020	2021
Hostels	558	475	503
Administration	49	47	47
TOTAL	607	522	550

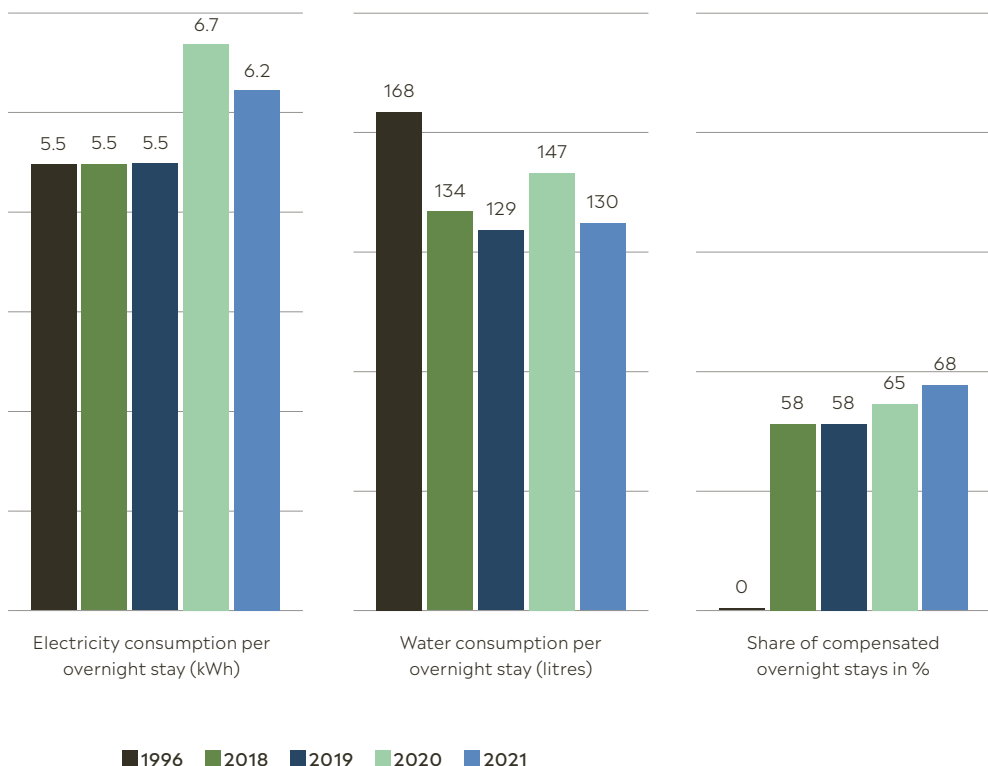
Number of full-time equivalents	2019	2020	2021
Hostels	275	244	257
Administration	36	38	37
TOTAL	311	282	294

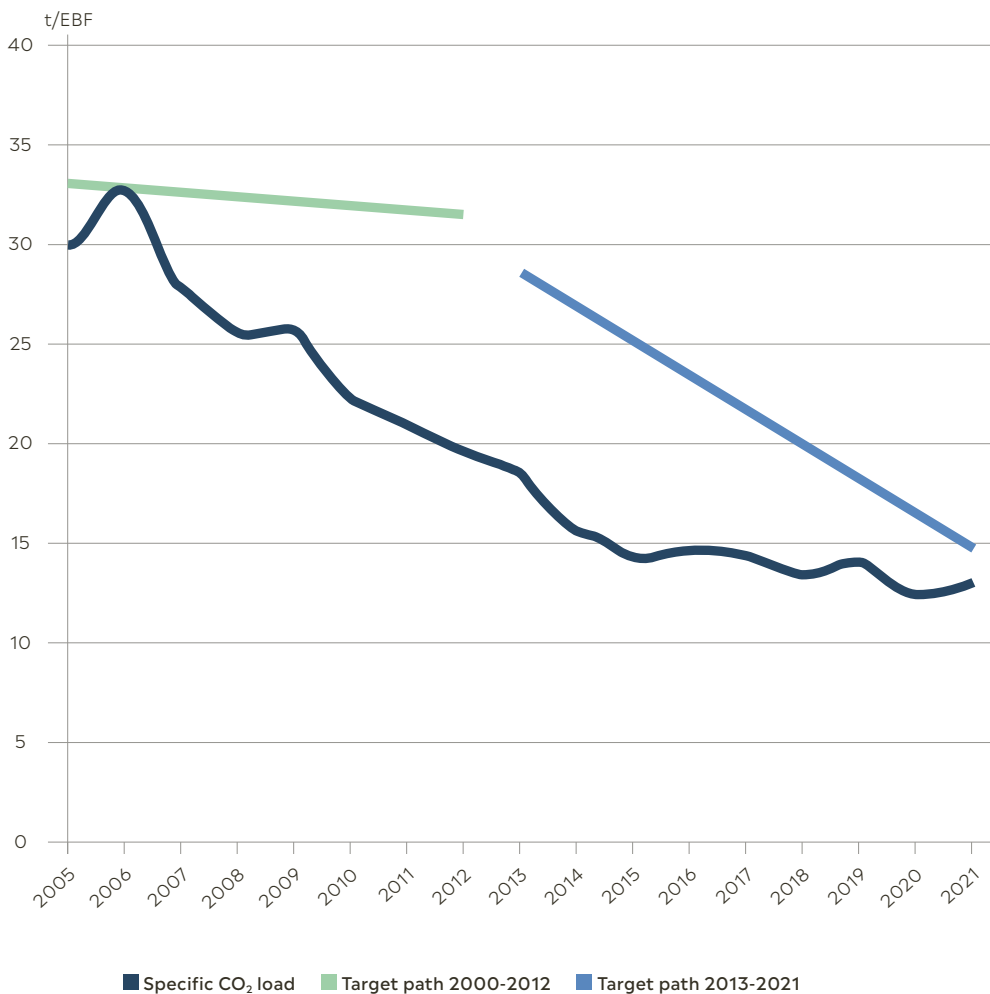
Some seasonal positions were again unfilled in 2021 due to the COVID crisis. Existing employee numbers were maintained as far as possible. Most hostels again registered for short-time working compensation. Benefits were only drawn in those hostels which depended on them due to under-employment.

RELATIONSHIP WITH THE ENVIRONMENT

ENVIRONMENTALLY FRIENDLY HOSTELS ARE A MUST FOR US

Options for avoiding and reducing CO₂ emissions and energy consumption for heat, electricity and water have been consistently used since the mid-1990s. In the previous year, exceptionally large discrepancies were recorded in the key figures as a result of the COVID pandemic and the resulting heavy drop in guest numbers. In 2021, electricity and water consumption fell again per overnight stay. Further, the share of compensated overnight stays increased to 68%.





The second period of the target agreement with the Energy Agency of the Swiss Private Sector (EnAW) was successfully concluded and extended to the end of 2021. The binding target figure of 15.0 tonnes of CO₂ per square metre of floor space agreed with EnAW was not only met, but significantly undercut at 13.0 tonnes. The specific CO₂ emissions for space heating were reduced by 61.6% in 2021 relative to 2000 (previous year 63.3%).

Youthpalace



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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

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