



Euromonitor
International

Experiential Luxury in Switzerland

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Domestic tourism and affluent inbound arrivals drive growth in experiential luxury
Luxury hotels and restaurants drive experiential luxury growth through personalisation
Leading players continue to invest in local market with sustainable upgrades

PROSPECTS AND OPPORTUNITIES

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Greater focus on adopting eco-conscious practices to appeal to affluent travellers

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Luxury Goods in Switzerland - Industry Overview

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