Sport Tourism as an opportunity for mountain destinations

Role of the Swiss federal government’s policy on tourism

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Sport tourism

- Represents 25% of the sport economy

- Generates CHF 2.16 bio (Euro 2 bio) value added

- 28'240 direct jobs

- Higher importance in alpine space (50% of sport economy)

Source: Das System Sport, EHSM, 2015 in Anlehnung an Rütter Soceco 2014
Cooperation between Sport and Tourism

Classic cooperation
- Sport shop, sport school, accommodation and cable-car
- Organization of sport events: Clubs, Event actors, cable-car, Destination Management Organization, Public instances, accommodation and so on.

Specialization
- Competition: glacier skiing in autumn (camps, special offers), nordic centre, bike centre

vs
- Sport Tourism Destination
Infrastructure: Role of public / private sector

Variety of infrastructures:
Skiing areas / cable cars, (Indoor) swimming pools, tennis, ice rinks, football grounds, biking paths, hiking paths, …

Desicive factors:
- Destination strategy (public good vs private good)
- Funding and operation
- Business model chosen
Public-private Examples

Biathlon Arena Lenzerheide
Public-private Examples

Laax, Freestyle Academy
Role of the Swiss Government

Local / regional / cantonal dimension

Sport and tourism activities are in the competence of the private sector (with involvement of communal and cantonal instances)

-> Swiss Government has principally to respect his subsidiary role

-> National promotion instruments are based on this principle of subsidiarity (New Regional Policy, Innotour, …)
Policy on tourism of Switzerland

Policy of growth orientated tourism

Strategy 1: Pursue strategic issue management
- Improvement of the bases for the policy on tourism
- Strengthen International cooperation

Strategy 2: Strengthen cooperation (cross-sectional tasks)
- Embedding of the tourism policy within the location and economic policy
- Coordination & cooperation within the federal policy (transport, regional development and planning policy for example)

Strategy 3: Increase the attraction of the tourism offering
- New Regional Policy
- Promotion of innovation, cooperation and knowledge building (Innotour)
- Swiss Society for Hotel Credit (SGH)

Strategy 4: Strengthen Switzerland’s market presence
- National tourism advertising (Switzerland Tourism)
- Coordination & cooperation within the federal investment promotion

Improvement in the framework conditions

Promotion of the tourism location

DEFR/SECO/DSTO Richard Kämpf
Strategy 1: Strategic issue management

(Knowledge) Base for the policy on tourism

Le tourisme suisse face aux changements climatiques
Impacts et options viables
Juillet 2011
Strategy 2: Cooperation (cross sectional tasks)

Cooperation between Sport and Tourism policy:

- Using synergies in promoting sport and tourism
- Promoting dialog / exchange between sport and tourism industry

-> (Structured) on-going cooperation between the Federal Office for Sport BASPO and the State Secretariat For Economic Affairs SECO / Section Tourism
Strategy 3: Promotion of innovation and cooperation

Snowsports initiative: www.gosnow.ch

teaching material: www.snowsports.ch
Strategy 3: Promotion of innovation and cooperation

Switzerland mobility: www.schweizmobil.ch
Strategy 4: Tourism marketing
Conclusions

-> Sport tourism is a key driver for the development and the success of mountain destinations

-> Effective cooperation between sport and tourism industry needs to be multi-dimensional and long-term orientated

-> Sport is one of the priority cross sectional tasks of Switzerland’s policy on tourism