

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, accomodation and cable-car
- ❖ Organization of sport events: Clubs, Event actors, cable-car, Destination Management Organization, Public instances, accomodation and so on.

Specialization

- ❖ Competition: glacier skiing in automn (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

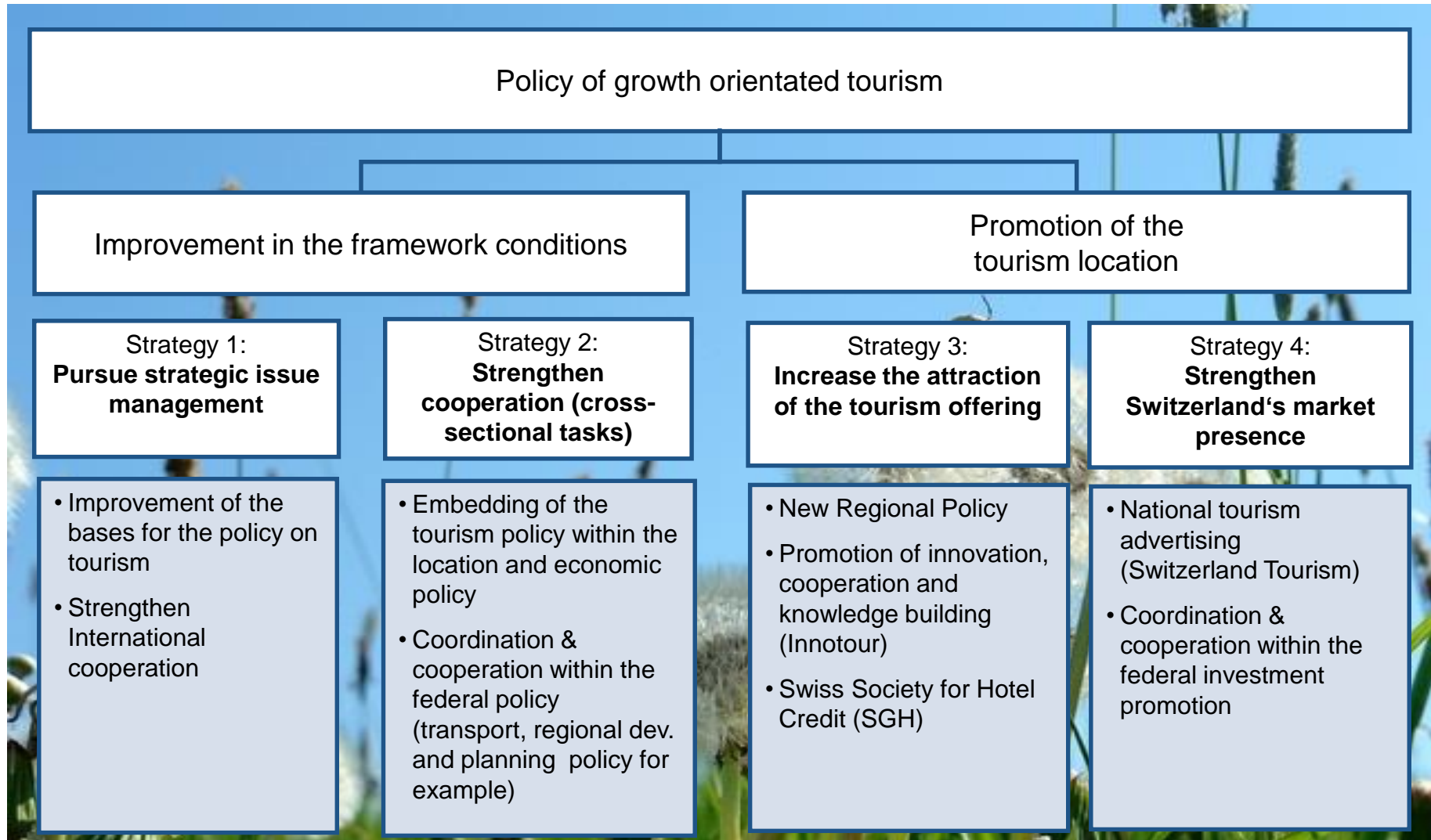
Local / regional / cantonal dimension

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



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



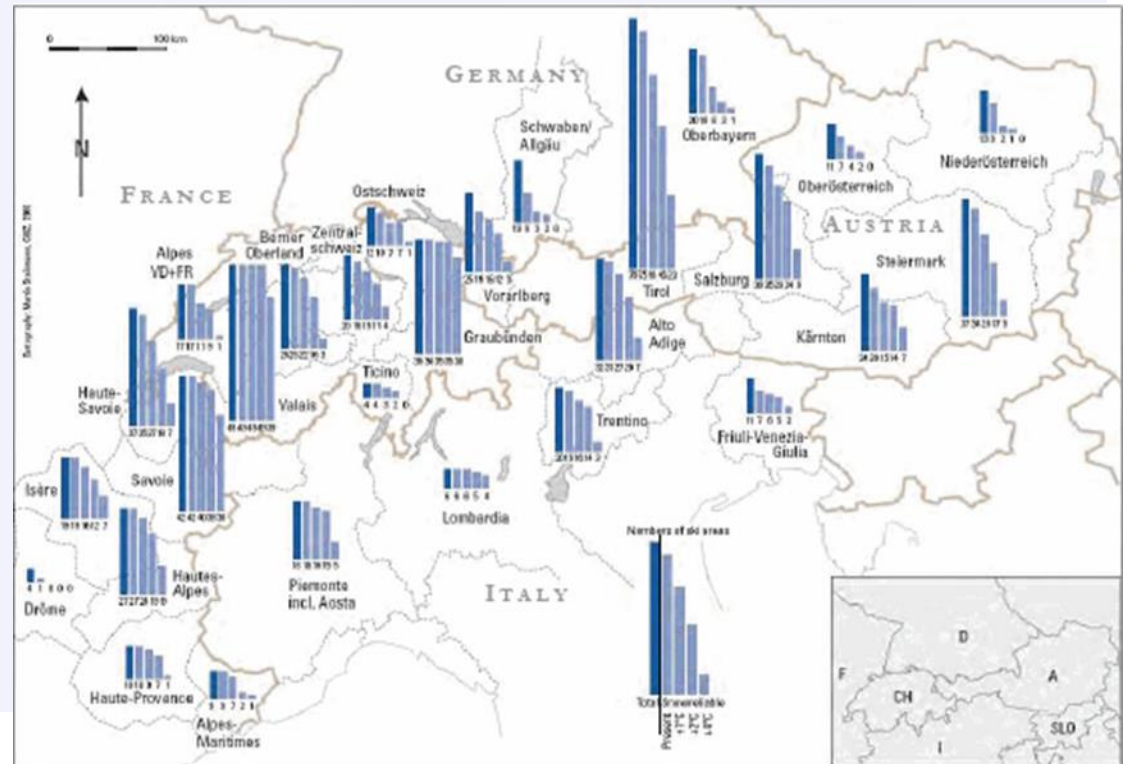
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'économie DFE
Secrétariat d'Etat à l'économie SECO

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International Cooperation



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 Secretariate For Economic Affairs SECO / Section Tourism



Strategy 3: Promotion of innovation and cooperation

innovation
tourism

Snowsports initiative: www.gosnow.ch



teaching material: www.snowsports.ch





Strategy 3: Promotion of innovation and cooperation

innovation
tourism

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