

## **Bed & Breakfast: Switzerland fits every budget**

***Their annual growth rate is more than 20%. After 16 years, the organisation Bed and Breakfast Switzerland beats all the records and presently counts more than 1'000 accommodations in all regions of Switzerland. Due to this selected and controlled network, business travelers and tourists find an "at home" at high quality and affordable prices during their stay in Switzerland.***

Villars-sur-Glâne, 4 August 2011 – Even though Bed and Breakfast Switzerland has shown continuous success making its founders proud, the organisation does not rest on its laurels and concentrates on its further development. Apart from the 1'000 accommodations presently registered, a variety of objectives remain to be achieved with high priority. This summer, for example, new criteria will be introduced for the allocation of stars during the next classification period of 4 years, valid until May 2015. As in 2007, it was necessary to adapt the classification of the accommodations according to the demands of tourists and business travelers. In addition, two new labels have been created for businessmen and businesswomen.

Within a couple of days, all accommodations had to fill out an online questionnaire of around twelve pages. All these answers will of course be subject of on-site inspections by our controllers, specially instructed for this task. This guarantees our travelers and tourists to be always welcomed under the best conditions.

### **Switzerland remains a bargain!**

The strong Swiss franc causes some excitement in the tourism sector making at the same time Bed & Breakfasts (BnB) even more attractive and so they manage to get off lightly. The hotel industry often has the reputation to be expensive – which is not always true - whereas the BnB represent an interesting alternative and offer a stay in our country fitting every budget in any case. This has been confirmed by the latest statistic of overnight accommodations, showing that the BnB are doing well with a growth rate of 9.3% in 2010 compared to 2009. The first results available for the first half-year of 2011 are again very positive as they show an increase in overnight stays of more or less 8 %. The top 10 countries of origin show the following provisional results: Switzerland (+10%), Germany (-), France (+7%), United Kingdom (+26%), the Netherlands (-11%), Italy (+19%), Belgium (+6%), the United States (+20%), Austria (+3%) and Spain (+7%).

The internet site [bnb.ch](http://bnb.ch) therefore remains the best way to find a friendly, personal and affordable welcome everywhere in Switzerland.

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### **Additional details:**

Internet: <http://www.bnb.ch/press>

### **For further questions please (Editor):**

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