Swiss Youth Hostels®

HOSTELLING INTERNATIONAL

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Swiss Youth Hostels grow moderately and strengthen international demand

With 823,949 overnight stays, the Swiss Youth Hostels increase their volume by 1.3 percent in 2025. Drivers include new hostels, mountain locations and a noticeable increase in demand from abroad, especially from Germany. At the same time, the network in French-speaking Switzerland is being expanded strategically along with the Yoummi gastronomy offering.

The Swiss Youth Hostels (SYH) generated a total of 823,949 overnight stays in the 2025 financial year. Compared to 2024 (813,412), this represents an increase of 10,537 overnight stays or 1.3%. Current bookings for 2026 are 3.9% higher than at the same point last year. “We are growing deliberately, with a focus on quality and diversity, in a challenging environment. The stable demand from Switzerland combined with a significant upturn from international markets shows that our business model is sustainable and future-oriented,” says Janine Bunte, CEO of the Swiss Youth Hostels.

With regard to booking channels, it is striking that direct bookings via youthhostel.ch have increased significantly over the past year compared to online platforms, which is not least due to SYH’s investments in its website and its new booking engine.

Domestic market remains stable – foreign markets gaining momentum
In 2025, the proportion of Swiss guests was 67.4 percent (2024: 70.8 percent) and thus settled back to the level of 2018/19 following the pandemic peak. The actual number of overnight stays – both by guests from Switzerland and abroad – was higher than in 2018/19. This means that the domestic market remains the mainstay of the Swiss Youth Hostels.

International demand continued to increase in 2025 following the pandemic-related slump. The most important international markets of origin include Germany, followed by the USA, France, Great Britain, South Korea and China. Growth in guests from Germany was particularly pronounced, with an increase of 17.8 percent. Other European markets also performed positively and recorded double-digit growth rates, including Spain, Portugal, Denmark, Finland, Poland, Sweden and Ireland. This broad base contributes to risk diversification and strengthens the positioning of the Swiss Youth Hostels in a challenging international environment.

Network expansion, mountain regions and season extension as main growth drivers
The growth in overnight stays at the youth hostels can primarily be attributed to newly opened hostels. However, what was striking in 2025 was that all mountain hostels were able to increase the number of solo guests and families. These locations are benefiting from the ongoing demand for active, close-to-nature holidays. In addition, the extended operating hours and season extensions of certain mountain hostels had a positive impact on overnight stays in 2025. The summer season is starting increasingly earlier and is gaining in importance overall.

The structure of the guest segments remained stable compared to prior years. In addition to solo travellers (FIT) and families, school classes and groups with a total guest share of 36 percent of the total volume continue to be a key guest segment of the Swiss Youth Hostels.

Strategic expansion in French-speaking Switzerland
With the opening of the youth hostel in Martigny, the Swiss Youth Hostels strengthened their presence in Western Switzerland in 2025. A further milestone will follow in mid-July 2026 with the opening of a new building in Geneva, which also includes a restaurant open to the public under the Yoummi brand. The opening of the youth hostel in Neuchâtel is planned for summer 2027. “The targeted expansion in French-

speaking Switzerland serves to consolidate the network regionally and unlock additional demand in both urban and international markets," says Janine Bunte.

Gastronomy is growing at an above-average rate – focus on public Yoummi restaurants
The gastronomy offering is experiencing overproportionate growth: In 2025, around 350,000 lunches and dinners were sold as part of half-board or full-board stays. This corresponds to an increase of 6.9% over the prior year. The Swiss Youth Hostels are adhering to their sustainable service strategy of offering guests healthy, exquisite, affordable and, at the same time, environmentally friendly gastronomy.

The restaurants run under the Yoummi brand are increasingly being positioned as independent public restaurants. The launch of the yoummi.ch website will further increase its visibility outside the traditional accommodation business. The daily changing 3-course fixed menus for CHF 19.50 or Swiss and international dishes from the à-la-carte menu are available to youth hostel guests and the public at the Yoummi restaurants in Burgdorf, Interlaken, Laax, Saas-Fee, Richterswil and from July in Geneva. The cuisine is seasonal, with regional products and international flair.

About the Swiss Youth Hostels
The Swiss Youth Hostels Association's network comprises 43 hostels under its ownership and 7 Associated Youth Hostels, ranging from romantic castles to urban design locations and wellness hostels. The non-profit organisation records more than 820,000 overnight stays every year. The focus is on quality-conscious, sustainable and affordable tourism for young people and families. www.youthhostel.ch

For more information: Swiss Youth Hostels

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