

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

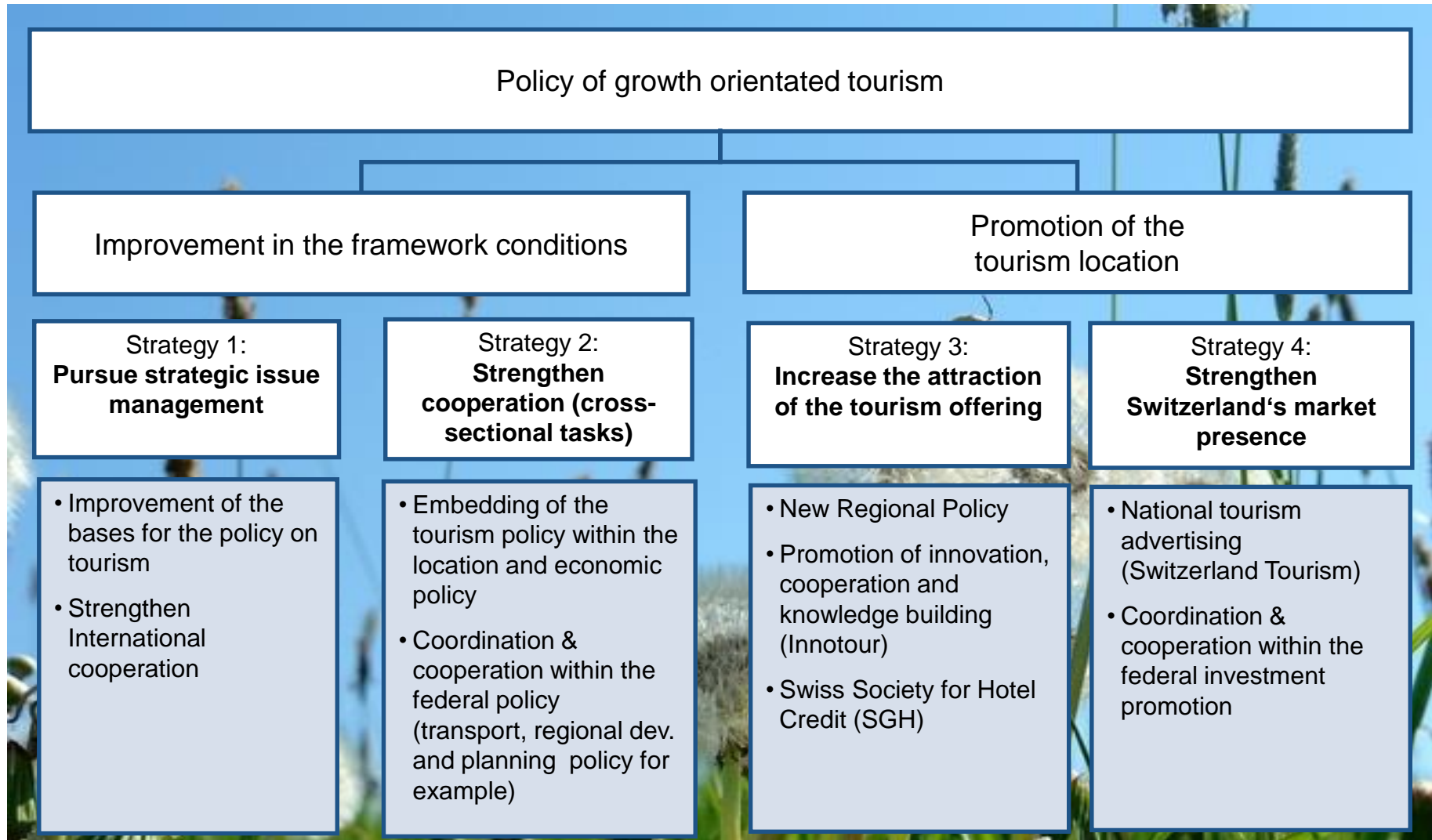
Local / regional / cantonal dimension

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



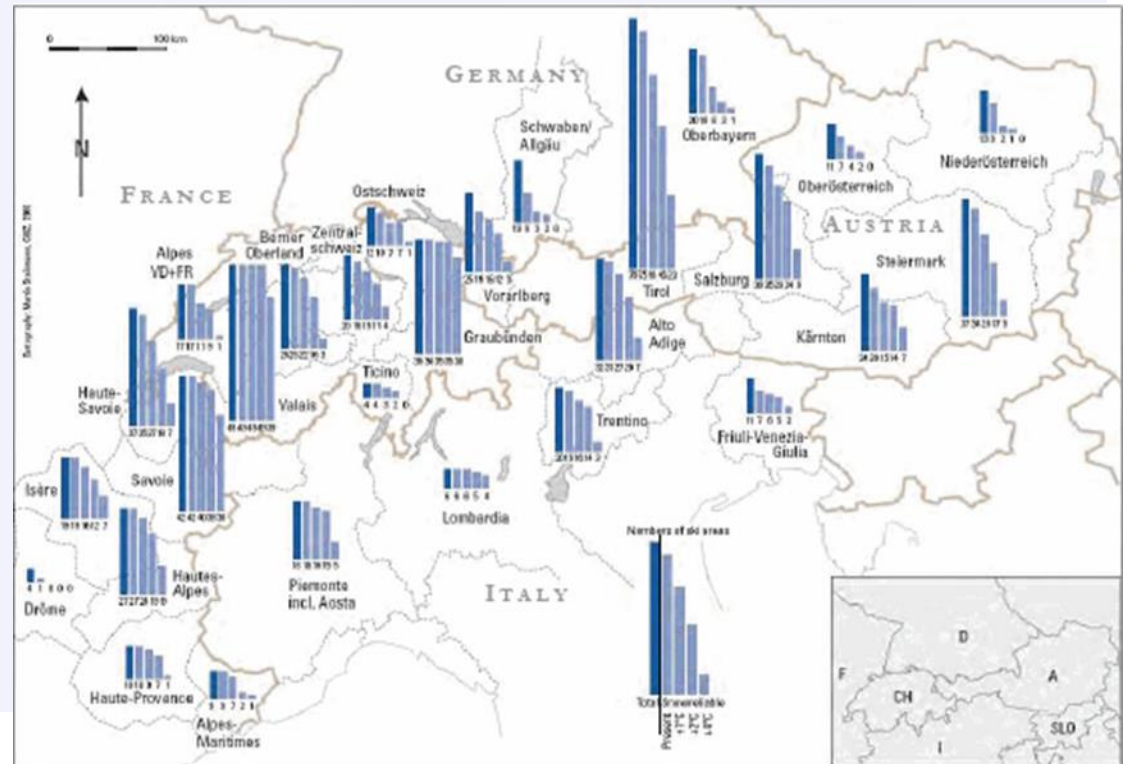
Schweizerische Eidgenossenschaft
Confédération suisse
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Département fédéral de l'économie DFE
Secrétariat d'Etat à l'économie SECO

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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