

Switzerland*Mobility*  

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Foreword

In spring 2008, SwitzerlandMobility was inaugurated in Murten after four years of realization work. In 2015, there are now 33,000 kilometres of SwitzerlandMobility routes and some 200,000 signposts and more than 500 info points showing the way.

In 2013 – five years after its launch – SwitzerlandMobility and its partners examined the route usage, added value and level of awareness of SwitzerlandMobility in a comprehensive monitoring process. The findings are impressive.

Providers in the sectors of transport, accommodation and hospitality generated total annual revenue of 730 million Swiss francs thanks to SwitzerlandMobility. More than 920,000 people used the Hiking in Switzerland, 750,000 the Cycling in Switzerland and 160,000 the Mountainbiking in Switzerland routes. Visits to the official website increased from 1.1 million in 2008 to more than 4.4 million in 2013. And, although the Skating in Switzerland and Canoeing in Switzerland routes are somewhat in the background, they represent a valuable asset and highlight the uniqueness of SwitzerlandMobility.

Feedback from the public and guests shows us that there is still room for improvement. The focus is on minimizing the risk of dangerous spots on Cycling in Switzerland routes, boosting the share of unsurfaced trails on the Hiking in Switzerland routes and increasing the number of single trails on Mountainbiking in Switzerland routes. This is a challenge we intend to embrace together with our partners in the federal government, the Principality of Liechtenstein, the cantons, professional organizations and the private sector.

On behalf of the SwitzerlandMobility Foundation Board, I would like to thank the authors and everyone involved for their participation in this study. It attests to the success of the joint collaboration that is SwitzerlandMobility and encourages us to continue to develop for the benefit of the public, non-motorized traffic and the tourism industry.

Stefan Engler, Councillor of States
President SwitzerlandMobility Foundation

Bern, June 2015

SwitzerlandMobility in 2013: 14 core statements

- 01 Hiking and cycling were by far the most popular recreational activities among the Swiss population in 2013. Around 40% each of the population enjoy cycling and hiking in their leisure time.
- 02 In 2013, 65% of mountain bikers were already aware of the Mountainbiking in Switzerland routes, and 58% each of hikers and cyclists respectively were already aware of the Hiking in Switzerland and Cycling in Switzerland routes.
- 03 920,000 hikers, 750,000 cyclists and 160,000 mountain bikers residing in Switzerland made a conscious decision to use the SwitzerlandMobility routes; on average 5 times a year in 2013.
- 04 The average duration of a multi-day tour on Cycling in Switzerland routes was 5 days, on Mountainbiking in Switzerland routes 4 days and on Hiking in Switzerland routes 3 days in 2013.
- 05 In 2013, groups of two were the most frequent users of SwitzerlandMobility routes, with 61% of Hiking in Switzerland users, 50% of Cycling in Switzerland users and 38% of Mountainbiking in Switzerland users travelling in pairs.
- 06 Public transport was the most important mode of transport for travelling to and from a tour for cyclists (44%), hikers (43%) and mountain bikers (35%) in 2013.
- 07 In 2013, 90% of hikers were very or mostly satisfied, and 85% of mountain bikers and 79% of cyclists fully satisfied with the scenic attractiveness of the hiking trail network and SwitzerlandMobility routes.
- 08 75% of hikers, 67% of mountain bikers and 61% of cyclists who made a conscious decision to use the routes in 2013 followed the signposting. Nearly one in three users was already aware of the route.
- 09 In 2013, 84% of hikers were very or mostly satisfied, and 57% of cyclists and 51% of mountain bikers fully satisfied with the quality of signposting on the hiking trail network and SwitzerlandMobility routes.
- 10 Since the launch of SwitzerlandMobility in 2008, the number of visits to schweizmobil.ch and the SwitzerlandMobility app rose from 1.1 million to 4.4 million in 2013.
- 11 In 2013, 92% of Cycling in Switzerland, 78% of Mountainbiking in Switzerland and 68% of Hiking in Switzerland route users planned their multi-day tour themselves.
- 12 76% of Mountainbiking in Switzerland, 63% of Cycling in Switzerland and 48% of Hiking in Switzerland users named hotels as their first ranking accommodation of choice in 2013.
- 13 In 2013, mountain bikers on a multi-day tour spent CHF 227.00, cyclists CHF 210.00 and hikers CHF 125.00 per person and day.
- 14 In 2013, providers in the sectors of transport, accommodation and hospitality generated total revenue of CHF 730 million thanks to SwitzerlandMobility.

What were the most popular sports and physical recreation activities among the Swiss population in 2013?

- From a choice of 40 different sports and physical recreation activities, hiking (2.7 million participants) and cycling (2.3 million participants) were the most popular among the Swiss population aged 15 to 74 years in 2013.
- Mountain biking (390,000 participants) was also popular, ranking 12th.
- Inline skating (148,000 participants) and canoeing (12,000 participants) were in comparison niche activities.
- Between 2008 and 2013, the popularity of hiking (+6.9 percentage points) and cycling (+2.7) increased considerably, that of mountain biking (+0.2) rose slightly.

Sports and physical recreation activities among the Swiss population aged 15 to 74 years (number of persons, share of the entire population and comparison with 2008)

	2013	Change since 2008 in percentage points
Hiking / mountain hiking	2,700,000 (44.3%)	+ 6.9
Cycling	2,300,000 (38.3%)	+ 2.7
Mountain biking	390,000 (6.3%)	+ 0.2
Skating	148,000 (2.4%)	- 1.1
Canoeing	12,000 (0.2%)	0.0

How often were SwitzerlandMobility routes used in 2013?

- 920,000 hikers, 750,000 cyclists and 160,000 mountain bikers aged between 15 and 74 years and residing in Switzerland used the SwitzerlandMobility routes on average five times in 2013.
- An estimated 100,000 visitors from abroad used the Hiking in Switzerland, 75,000 the Cycling in Switzerland and 16,000 the Mountainbiking in Switzerland routes.
- In 2013, the SwitzerlandMobility routes were used for 9 million days (or 33 million hours) in total by hikers, cyclists and mountain bikers residing in Switzerland.

Number of hikers, cyclists, mountain bikers, skaters and canoeists using the routes in their respective forms of mobility

Hiking in Switzerland	920,000 hikers
Cycling in Switzerland	750,000 cyclists
Mountainbiking in Switzerland	160,000 mountain bikers
Skating in Switzerland	45,000 skaters
Canoeing in Switzerland	5,000 canoeists

Hiking in Switzerland, Cycling in Switzerland and Mountainbiking in Switzerland routes in relation to user frequency

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
1–2 days	25%	33%	31%
3–5 days	30%	25%	32%
6–10 days	19%	19%	16%
11–20 days	13%	11%	17%
21–50 days	10%	6%	3%
>50 days	3%	6%	1%

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
Average number of tours per user and year	5	5	5
Average tour duration	4 hrs	3 hrs	4 hrs
Total usage	18.4m hrs	11.3m hrs	3.2m hrs

How were Switzerland Mobility routes used in the regions in 2013?

- The populations in the different regions used the Switzerland Mobility routes with roughly equal frequency. In Italian-speaking Switzerland the usage was somewhat lower.
- 16% of the population in French-speaking Switzerland and 15% of the population in German-speaking Switzerland used the Hiking in Switzerland routes. Hiking in Switzerland routes therefore enjoyed around equal popularity in both regions.
- 7% of the population in French-speaking Switzerland and 14% of the population in German-speaking Switzerland made use of the Cycling in Switzerland routes. Cycling in Switzerland routes were therefore twice as popular in German-speaking as in French-speaking Switzerland.

Share of the Swiss population in the individual regions who used the Switzerland Mobility routes

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
German-speaking Switzerland	15%	14%	3%
French-speaking Switzerland	16%	7%	2%
Italian-speaking Switzerland	7%	5%	2%
Lake Geneva Region	16%	7%	2%
Central Plateau Region	16%	16%	3%
North-West Switzerland	17%	13%	2%
Zurich Region	14%	13%	1%
Eastern Switzerland	13%	13%	3%
Central Switzerland	17%	12%	6%

How were SwitzerlandMobility routes used in relation to group size in 2013?

- Just 8% of hikers travelled alone, whereas 29% of cyclists and 45% of mountain bikers travelled without a companion.
- Many respondents travelled the SwitzerlandMobility routes in pairs – 61% on Hiking in Switzerland routes, 50% on Cycling in Switzerland routes and 38% on Mountainbiking in Switzerland routes.
- In regards to travelling as part of a group, hikers (groups of 3–5 persons 19%; groups of more than 6 persons 12% of respondents) were the most sociable users.

Group size of users undertaking a tour on a SwitzerlandMobility route

	Hikers	Cyclists	Mountain bikers
1 person	8%	29%	45%
2 persons	61%	50%	38%
3–5 persons	19%	14%	14%
> 6 persons	12%	6%	3%

What modes of transport were used to travel to and from a tour in 2013?

- Public transport was the most important mode of transport to and from a tour for cyclists (44%), hikers (43%) and mountain bikers (35%).
- 38% of cyclists, 35% of mountain bikers and 7% of hikers started their tour either at home or at their holiday resort.
- Hikers (41%) and mountain bikers (23%) used a car more frequently than cyclists (15%) to travel to and from a tour.

Modes of transport used to travel to and from a tour (excluding mountain railways/cableways/boats)

	Hikers	Cyclists	Mountain bikers
Non-motorized traffic (NMT), without PT/IMT	7%	38%	35%
Public transport (PT)	43%	44%	35%
Individual motorized traffic (IMT)	41%	15%	23%
PT / IMT	9%	3%	7%

How did visitors rate the quality of the SwitzerlandMobility routes and the hiking trail network in 2013?

- Scenic attractiveness was the most important factor in choosing a tour for hikers (94%), mountain bikers (92%) and cyclists (89%).
- 90% of hikers were very or mostly satisfied, and 85% of mountain bikers and 79% of cyclists fully satisfied with the scenic attractiveness of the hiking trail network and SwitzerlandMobility routes.
- Good (continuous) signposting was important to hikers (86%), cyclists (78%) and mountain bikers (66%).
- 84% of hikers were very or mostly satisfied, and 57% of cyclists and 51% of mountain bikers fully satisfied with the quality of signposting on the hiking trail network and SwitzerlandMobility routes.
- A majority of hikers (83%) preferred unsurfaced trails and a majority of cyclists wanted their trails to be in generally good condition (88% for asphalt and unsurfaced trails). A majority of mountain bikers (75%) wanted as many (and as technically interesting) single trails as possible.
- A majority of hikers (83%) were mostly satisfied with the share of unsurfaced trails. Just over half of cyclists (51%) felt that the cycling routes were safe enough and free of dangerous spots. Moreover, only 66% of cyclists were satisfied with the general condition of their routes. Mountain bikers in canton Graubünden (the canton in which the survey locations were based) were mostly satisfied with the share of technically interesting single trails (71%).

Most important criteria for hiker satisfaction

	Very important	Important	Indifferent / not important / n/a
Scenic attractiveness	55%	39%	6%
Experience of nature	49%	43%	8%
Continuous signposting	40%	46%	14%
Unsurfaced tracks	42%	41%	17%
(Starting point) accessible by public transport	28%	40%	32%

	Very satisfied	Mostly satisfied	(Somewhat) dissatisfied / n/a
Scenic attractiveness	86%	4%	10%
Experience of nature	83%	5%	12%
Continuous signposting	69%	15%	16%
Unsurfaced tracks	69%	14%	17%
(Starting point) accessible by public transport	75%	8%	17%

Most important criteria for cyclist satisfaction

	Important	Not important	n/a
Scenic attractiveness	89%	9%	2%
Good route condition	88%	10%	2%
Signposting	78%	20%	2%
No dangerous spots	76%	22%	2%

	Satisfied	Medium	Dissatisfied / n/a
Scenic attractiveness	79%	11%	10%
Good route condition	66%	24%	10%
Signposting	57%	24%	19%
No dangerous spots	51%	29%	20%

Most important criteria for mountain biker satisfaction

	Important	Not important	n/a
Scenic attractiveness	92%	7%	1%
Riding uphill / downhill	81%	17%	2%
Single track trails, technical	75%	24%	1%
Signposting	66%	32%	2%
Good route condition	65%	33%	2%

	Satisfied	Medium	Dissatisfied / n/a
Scenic attractiveness	85%	8%	7%
Riding uphill / downhill	74%	15%	11%
Single track trails, technical	71%	18%	11%
Signposting	51%	24%	25%
Good route condition	57%	23%	20%

How did visitors plan their tour on a SwitzerlandMobility route in 2013?

- 28% of hikers, 28% of cyclists and 27% of mountain bikers consulted the schweizmobil.ch website while planning their route.
- Just one year after its May 2012 launch, 25% of mountain bikers, 20% of cyclists and 12% of hikers were already using the SwitzerlandMobility app to plan their tour.
- Cyclists (41%) and mountain bikers (41%) were almost twice as likely as hikers (22%) to use maps (web and print) as a tour-planning tool.
- 20% of cyclists, 13% of mountain bikers and 12% of hikers followed the signposting on the SwitzerlandMobility routes without consulting any other sources of information.

Information sources used by hikers, cyclists and mountain bikers to plan their tour on a SwitzerlandMobility route (user shares, multiple responses allowed)

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
schweizmobil.ch	28%	28%	27%
SwitzerlandMobility app	12%	20%	25%
wandern.ch	14%	-	-
Other websites	21%	20%	27%
Maps (web and print)	22%	41%	41%
Books, route guides	20%	18%	17%
Tips from friends, acquaintances	23%	12%	17%
Leaflets, brochures	11%	6%	12%
Tourist board/office	3%	1%	2%
No specific source of information	12%	20%	13%

How did the use of information provided by SwitzerlandMobility develop between 2008 and 2013?

- Since the launch of SwitzerlandMobility in 2008, the number of visits to schweizmobil.ch and the SwitzerlandMobility app rose from a total of 1.1 million visits to 4.4 million visits in 2013.
- The SwitzerlandMobility app was downloaded 195,000 times between its launch in May 2012 and the end of 2013. At the same time, the share of visits to schweizmobil.ch via smartphone and tablet rose to 18%.
- The SwitzerlandMobility route guides sold well – some 50,000 copies – in their launch year of 2008. However, sales subsequently dropped to 10,000 copies in 2013 owing to the rising significance of electronic information sources. Some 140,000 copies in total were sold between 2008 and the end of 2013.

Development of the use of SwitzerlandMobility information sources since 2008

	2008	2009	2010	2011	2012	2013
schweizmobil.ch (visits in millions)	1.1	1.4	2.3	3.4	4.2	4.4
schweizmobil.ch (map printouts in millions)	0.09	0.4	0.6	0.9	1.0	1.1
App SchweizMobil (downloads in thousands)	-	-	-	-	85	195
Official route guides (sales in thousands)	50	30	25	21	12	10

What forms of navigation did hikers, cyclists and mountain bikers use on SwitzerlandMobility routes in 2013?

- 75% of hikers, 67% of mountain bikers and 61% of cyclists making a conscious decision to use the SwitzerlandMobility routes used the signposting to find their way around. Nearly every third user was already aware of the route.
- In addition to signposting, (map) printouts were popular sources of information and reassurance (between 21% and 31% depending on the form of mobility), as were printed maps (between 14% and 23%) and route guides (around 12%).
- 21% of mountain bikers also relied on a GPS device for reassurance. Just 11% of cyclists and 9% of hikers opted for this form of navigation.

Forms of navigation used by hikers, cyclists and mountain bikers on SwitzerlandMobility routes (user shares, multiple responses allowed)

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
Signposting	75%	61%	67%
Information panels	15%		
Already aware of the route	22%	34%	29%
Maps	14%	23%	18%
Route guides, brochures	12%	13%	13%
Internet maps, Internet tips	22%	21%	31%
GPS	9%	11%	21%
Smartphone / app	5%	16%	19%

How well known was SwitzerlandMobility in 2013?

- Five years after its 2008 launch, 18% of the Swiss population (or 1.2 million people) between 15 and 74 years of age were already aware of SwitzerlandMobility.
- 65% of mountain bikers and 58% each of hikers and cyclists were aware of the Mountainbiking in Switzerland, Hiking in Switzerland and Cycling in Switzerland routes respectively.

Level of awareness of SwitzerlandMobility among the total population and among hikers, cyclists and mountain bikers

	yes	not sure	no
All respondents (total population)	18%	5%	77%
All hikers	22%	5%	73%
Users of Hiking in Switzerland routes	20%	6%	74%
All cyclists	16%	6%	78%
Users of Cycling in Switzerland routes	22%	10%	68%
All mountain bikers	22%	4%	74%
Users of Mountainbiking in Switzerland routes	28%	11%	61%

Level of awareness of Hiking in Switzerland, Cycling in Switzerland and Mountainbiking in Switzerland among participants in the respective sport and recreational activity

	yes	not sure	no
Hiking in Switzerland (among hikers)	58%	8%	34%
Cycling in Switzerland (among cyclists)	58%	6%	36%
Mountainbiking in Switzerland (among mountain bikers)	65%	3%	32%

How high was the spend per visitor and day on Switzerland Mobility routes in 2013?

- In 2013, mountain bikers on a multi-day tour spent CHF 227.00, cyclists CHF 210.00 and hikers CHF 125.00 per person and day.
- Mountain bikers on a single-day tour spent CHF 74.00, cyclists CHF 67.00 and hikers CHF 37.00.
- The average spend on multi-day and single-day tours combined was CHF 117.00 for mountain bikers, CHF 108.00 for cyclists and CHF 59.00 for hikers.

Average spend in CHF per person and day on single-day and multi-day tours (above table) and average spend on all tours combined (below table)

	Hiking trail network / Hiking in Switzerland		Cycling in Switzerland		Mountainbiking in Switzerland	
	single-day	multi-day	single-day	multi-day	single-day	multi-day
Travel to and from tour	13.00	27.00	20.00	50.00	21.00	55.00
Travel on public transport	3.00	7.00	5.00	8.00	5.00	10.00
Food and drink	16.00	34.00	30.00	62.00	30.00	63.00
Overnight accommodation	4.00	55.00	9.00	80.00	16.00	89.00
Other	1.00	2.00	3.00	10.00	2.00	10.00
Per person and day	37.00	125.00	67.00	210.00	74.00	227.00

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
Travel to and from tour	18.00	29.00	31.00
Travel on public transport	4.00	5.00	6.00
Food and drink	23.00	37.00	36.00
Overnight accommodation	13.00	32.00	39.00
Other	1.00	5.00	5.00
Per person and day	59.00	108.00	117.00

How much revenue did providers generate in 2013 thanks to SwitzerlandMobility?

- In 2013, providers in the sectors of transport, accommodation and hospitality generated total revenue of CHF 730 million thanks to SwitzerlandMobility.
- Visitors from Switzerland spent CHF 625 million, visitors from abroad CHF 105 million on the SwitzerlandMobility routes.
- Visitors from abroad spent CHF 65 million on Cycling in Switzerland, CHF 30 million on Hiking in Switzerland and CHF 10 million on Mountainbiking in Switzerland routes.

Revenue generated on SwitzerlandMobility routes

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
Average spend per tour	59.00	108.00	117.00
Number of tours per user	5	5	5
Spend per person and year	295.00	540.00	585.00
Swiss users	920,000	750,000	160,000
Users from abroad	101,000	75,000	16,000
Revenue generated through Swiss users	270m	290m	65m
Revenue generated through users from abroad	30m	65m	10m
Total revenue 2013	300m	355m	75m

Did SwitzerlandMobility boost the share of multi-day tours in hiking, cycling and mountain biking in 2013?

- In 2013, the share of multi-day users on Hiking in Switzerland routes was 19% (compared with 8% of hikers overall). The share of Cycling in Switzerland users was 30% (compared with 22% of cyclists overall), that of Mountainbiking in Switzerland users 22% (compared with 13% of mountain bikers overall).
- The average duration of a multi-day tour on Cycling in Switzerland routes was 5 days (4 overnight stays), on Mountainbiking in Switzerland routes 4 days (3 overnight stays) and on Hiking in Switzerland routes 3 days (2 overnight stays).

Share of multi-day tours on the SwitzerlandMobility routes and tour duration

	User group	Share of users on a multi-day tour	Tour duration in days (median)
Hiking	Hiking in Switzerland users	19%	3
	All hikers	8%	
Cycling	Cycling in Switzerland users	30%	5
	All cyclists	22%	
Mountain biking	Mountainbiking in Switzerland users	22%	4
	All mountain bikers	13%	

What type of accommodation did SwitzerlandMobility users on multi-day tours choose in 2013?

- 76% of Mountainbiking in Switzerland, 63% of Cycling in Switzerland and 48% of Hiking in Switzerland users named hotels as their first ranking accommodation of choice in 2013.
- (Mountain) huts ranked second on Hiking in Switzerland routes. Bed & Breakfast establishments were the second preference on Cycling in Switzerland (24%) and Mountainbiking in Switzerland routes (21%).

Types of accommodation chosen by SwitzerlandMobility users on multi-day tours (multiple responses allowed)

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
Hotel	48%	63%	76%
(Mountain) hut	20%	1%	7%
Bed & Breakfast	16%	24%	21%
Campsite	4%	23%	5%
Farm	4%	9%	8%
Youth hostel	8%	19%	9%
Other	28%	7%	8%

How did visitors plan their multi-day tour on SwitzerlandMobility routes in 2013?

- 92% of users on Cycling in Switzerland, 78% of users on Mountainbiking in Switzerland and 68% of users on Hiking in Switzerland routes self-planned their multi-day tour.
- 11% each of travellers on Hiking in Switzerland and Mountainbiking in Switzerland routes used tour operators and travel agencies, compared with just 5% of those on Cycling in Switzerland routes.

Multi-day tour planning on SwitzerlandMobility routes

	Hiking in Switzerland	Cycling in Switzerland	Mountainbiking in Switzerland
Self-planned tour	68%	92%	78%
Tour operator/travel agency	11%	5%	11%
Via friends, acquaintances	21%	3%	11%

Organization and sources

- The 2013 surveys, evaluations based thereon and reports were realized and coordinated by the SwitzerlandMobility Foundation and the Swiss Hiking Federation.
- The following providers were contracted with the operational execution:
- Lamprecht und Stamm AG (surveys and reports on hiking, inline skating and canoeing and the «Sport Schweiz» population survey).
- Polyquest AG (surveys on cycling and mountain biking)
- Prognos AG (reports on cycling and mountain biking)
- The implementation of this monitoring process was supported by the Federal Roads Office (FEDRO) and accompanied by a project team comprising representatives from the Federal Roads Office (FEDRO), the SwitzerlandMobility Foundation, the Swiss Hiking Federation and the contracted providers.

- Fischer, M. Lamprecht, H. Stamm: Wandern in der Schweiz 2014 (Hiking in Switzerland 2014), publ. Federal Roads Office and Swiss Hiking Federation, Bern 2015
- S. Rikus, A. Fischer, M. Lamprecht: Velofahren in der Schweiz 2014 (Cycling in Switzerland 2014), publ. Federal Roads Office and SwitzerlandMobility Foundation, Bern 2015
- S. Rikus, A. Fischer, M. Lamprecht: Mountainbiken in der Schweiz 2014 (Mountain Biking in Switzerland 2014), publ. Federal Roads Office and SwitzerlandMobility Foundation, Bern 2015
- Fischer, M. Lamprecht: Inline Skating in der Schweiz 2014 (Inline Skating in Switzerland 2014), publ. SwitzerlandMobility Foundation, Bern 2015
- Fischer, M. Lamprecht: Kanufahren in der Schweiz 2014 (Canoeing in Switzerland 2014), publ. SwitzerlandMobility Foundation, Bern 2015

SwitzerlandMobility – a brief introduction

SwitzerlandMobility is the national network for non-motorized traffic for leisure and tourism. By offering a variety of services, SwitzerlandMobility enables visitors to actively experience Switzerland in attractive ways and under their own muscle power. SwitzerlandMobility also coordinates cooperation between the public sector and private service providers. SwitzerlandMobility furthermore stands for a coordinated and effective marketing of active recreation in Switzerland.

SwitzerlandMobility divides its offer into the sectors Hiking in Switzerland, Cycling in Switzerland, Mountainbiking in Switzerland, Skating in Switzerland and Canoeing in Switzerland. National, regional and local routes have been developed for all these sectors with a standard signalization according to common regulations, which have been aligned in consultation with the cantonal and municipal authorities.

All SwitzerlandMobility routes are linked to the services of numerous partners. These include in particular public transport, bike rental, overnight accommodation and bookable offers with luggage transport on national and some regional routes.

The www.schweizmobil.ch website and mobile application provide information on all SwitzerlandMobility services, as well as route guides, in an internationally unique quality. Switzerland Tourism and the Swiss tourism regions promote the SwitzerlandMobility offer on a national and international level.

Data basis / Random sampling

What were the most popular sports and physical recreation activities among the Swiss population in 2013?

Data basis: Sport Schweiz 2014. Number of respondents: 10,652.

How often were SwitzerlandMobility routes used in 2013?

Table 1: Data basis: Sport Schweiz 2014, number of respondents 10,652, of which 4344 hikers, 4050 cyclists, 575 mountain bikers, 322 inline skaters and 27 canoeists.

Table 2: Data basis: Sport Schweiz 2014, number of respondents: 1212 hikers who are aware of and use Hiking in Switzerland routes, 1309 cyclists who are aware of and use Cycling in Switzerland routes and 231 mountain bikers who are aware of and know Mountainbiking in Switzerland routes.

Table 3: Data basis: Sport Schweiz 2014, number of respondents: 10,652. Hiker survey 2013, number of respondents: 2084. User survey Cycling in Switzerland routes 2013, number of respondents: 2859. User survey Mountainbiking in Switzerland routes, number of respondents 1040.

How were SwitzerlandMobility routes used in the regions in 2013?

Data basis: Sport Schweiz 2014, number of respondents: 10,652.

How were SwitzerlandMobility routes used in relation to group size in 2013?

Data basis: Hiker survey 2013, number of respondents: 2084. User survey Cycling in Switzerland routes 2013, number of respondents: 1892, of which 1110 made a conscious decision to use Cycling in Switzerland routes. User survey Mountainbiking in Switzerland routes, number of respondents: 914, of which 343 made a conscious decision to use Mountainbiking in Switzerland routes.

What modes of transport were used to travel to and from a tour in 2013?

Data basis: Hiker survey 2013, number of respondents: 2084. User survey Cycling in Switzerland routes 2013, number of respondents: 1892. User survey Mountainbiking in Switzerland, number of respondents: 914.

How did visitors rate the quality of the SwitzerlandMobility routes and the hiking trail network in 2013?

Data basis: Hiker survey 2013, number of respondents: 2084. User survey Cycling in Switzerland routes 2013, number of respondents: 1892. User survey Mountainbiking in Switzerland routes 2013, number of respondents: 914

How did visitors plan their tour on a SwitzerlandMobility route in 2013?

Data basis: Hiker survey 2013, number of respondents: 2084. User survey Cycling in Switzerland routes 2013, number of respondents: 1892. User survey Mountainbiking in Switzerland routes, number of respondents: 914.

How did the use of information provided by SwitzerlandMobility develop between 2008 and 2013?

Data basis: SwitzerlandMobility statistics 2008–2013

What forms of navigation did hikers, cyclists and mountain bikers use on SwitzerlandMobility routes in 2013?

Data basis: Hiker survey 2013, number of respondents: 2084. User survey Cycling in Switzerland routes 2013, number of respondents: 1892. User survey Mountainbiking in Switzerland routes, number of respondents: 914.

How well known was SwitzerlandMobility in 2013?

Data basis SwitzerlandMobility level of awareness: Sport Schweiz 2014, number of respondents: 1056 (subsample SchweizMobil). The question was: "Have you heard about SwitzerlandMobility, the national network for non-motorized traffic?"

Data basis Hiking in Switzerland, Cycling in Switzerland, Mountainbiking in Switzerland level of awareness: Sport Schweiz 2014, number of respondents: 10,652 (4344 hikers, 4062 cyclists, 575 mountain bikers). The question was: "Are you aware of the signposted routes of Hiking in Switzerland / Cycling in Switzerland / Mountainbiking in Switzerland?"

How high was the spend per visitor and day on SwitzerlandMobility routes in 2013?

Data basis: Hiker survey 2013, number of respondents: 2084 (1980 with valid responses). User survey Cycling in Switzerland routes, number of respondents: 2859 (1523 with valid responses). User survey Mountainbiking in Switzerland routes, number of respondents: 1040 (722 with valid responses). "One-day hikes" include shorter hikes and walks.

How much revenue did providers generate in 2013 thanks to SwitzerlandMobility?

Data basis: Sport Schweiz 2014, Hiker survey 2013, User survey Cycling in Switzerland routes, user survey Mountainbiking in Switzerland routes. The calculation basis for the revenue generated by visitors from abroad is not identical in the three areas of mobility.

Did SwitzerlandMobility boost the share of multi-day tours in hiking, cycling and mountain biking in 2013?

Data basis: Hiker survey 2013, number of respondents: 2045 (of which 194 multi-day hikes). User survey Cycling in Switzerland routes 2013, number of respondents: 2859 (of which 550 multi-day cycling tours). User survey Mountainbiking in Switzerland routes, number of respondents: 1040 (of which 131 multi-day mountain biking tours).

What type of accommodation did SwitzerlandMobility users on multi-day tours choose in 2013?

Data basis: Hiker survey 2013, number of respondents: 2045 (of which 167 multi-day hikes). User survey Cycling in Switzerland routes 2013, number of respondents: 2859 (of which 550 multi-day cycling tours). User survey Mountainbiking in Switzerland routes, number of respondents: 1040 (of which 131 multi-day mountain biking tours).

How did visitors plan their multi-day tour on SwitzerlandMobility routes in 2013?

Data basis: Hiker survey 2013, number of respondents: 2045 (of which 194 multi-day hikes). User survey Cycling in Switzerland routes 2013, number of respondents: 2859 (of which 550 multi-day cycling tours). User survey Mountainbiking in Switzerland routes, number of respondents: 1040 (of which 131 multi-day mountain biking tours).

The Mountainbiking in Switzerland findings should be interpreted with caution owing to the small sample size.