

PwC Schweiz - Tourism & Lodging Clients Group

# *Übersicht Zürcher Hotelmarkt*

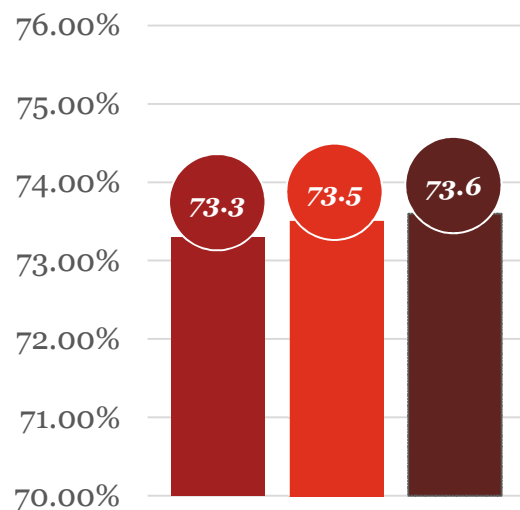
15. Mai 2017  
Zürcher  
Handelskammer

David Ermen

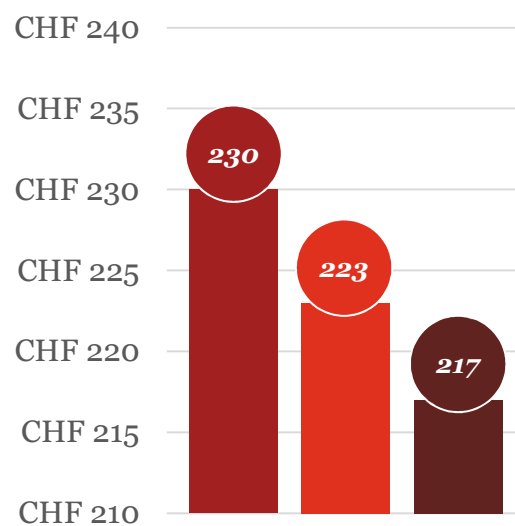
**pwc**

# Entwicklung der Auslastung und Raten in Zürich

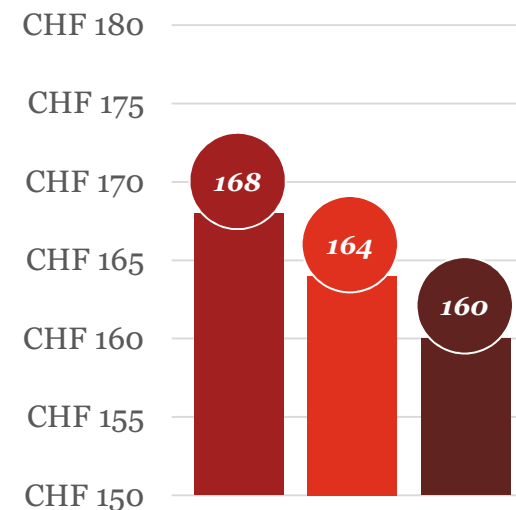
## Auslastung



## ADR



## RevPAR



■ 2016 ■ 2017 (P) ■ 2018 (P)

Quelle: PwC

# Europäische Städte im Vergleich 2016

## Auslastung

2. London	81.3%
<b>11. Zürich</b>	<b>73.3%</b>
13. Frankfurt	69.8%
14. Paris	69.4%
16. Genf	67.3%

## ADR

1. Genf	277.0
2. Paris	251.3
<b>3. Zürich</b>	<b>230.0</b>
4. London	175.3
10. Frankfurt	135.4

## RevPAR

1. Genf	187.0
2. Paris	174.4
<b>3. Zürich</b>	<b>168.0</b>
4. London	142.5
10. Frankfurt	94.6

Quelle: PwC

# Hoteleröffnungen in Zürich



**2017**



**2018**

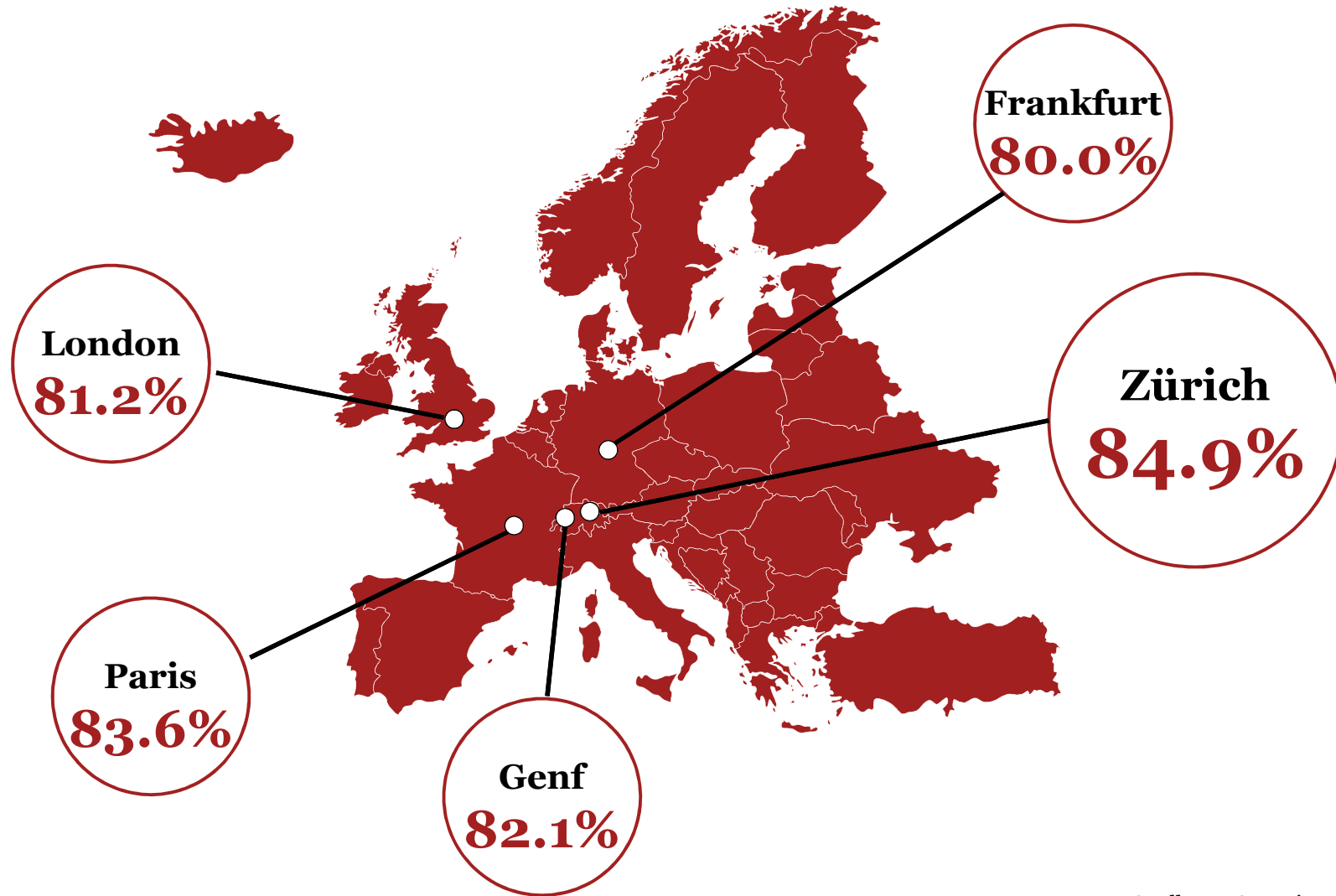


**2019**

**2,500+ Zimmer**

Quelle: PwC

# Onlinereputationen in Europa 2016



Quelle: PwC, Review Pro

# Onlinereputation Züricher Hotels 2016

## 3 Sterne Hotels



Service: **82.6%**  
Zimmer: **77.3%**  
Sauberkeit: **87.6%**  
Lage: **87.9%**  
Preis/ Leistung: **77.6%**

## 4 Sterne Hotels



Service: **87.4%**  
Zimmer: **83.8%**  
Sauberkeit: **90.9%**  
Lage : **87.2%**  
Preis/ Leistung : **77.0%**

## 5 Sterne Hotels



Service: **93.8%**  
Zimmer: **90.6%**  
Sauberkeit: **95.2%**  
Lage : **90.6%**  
Preis/ Leistung : **82.4%**

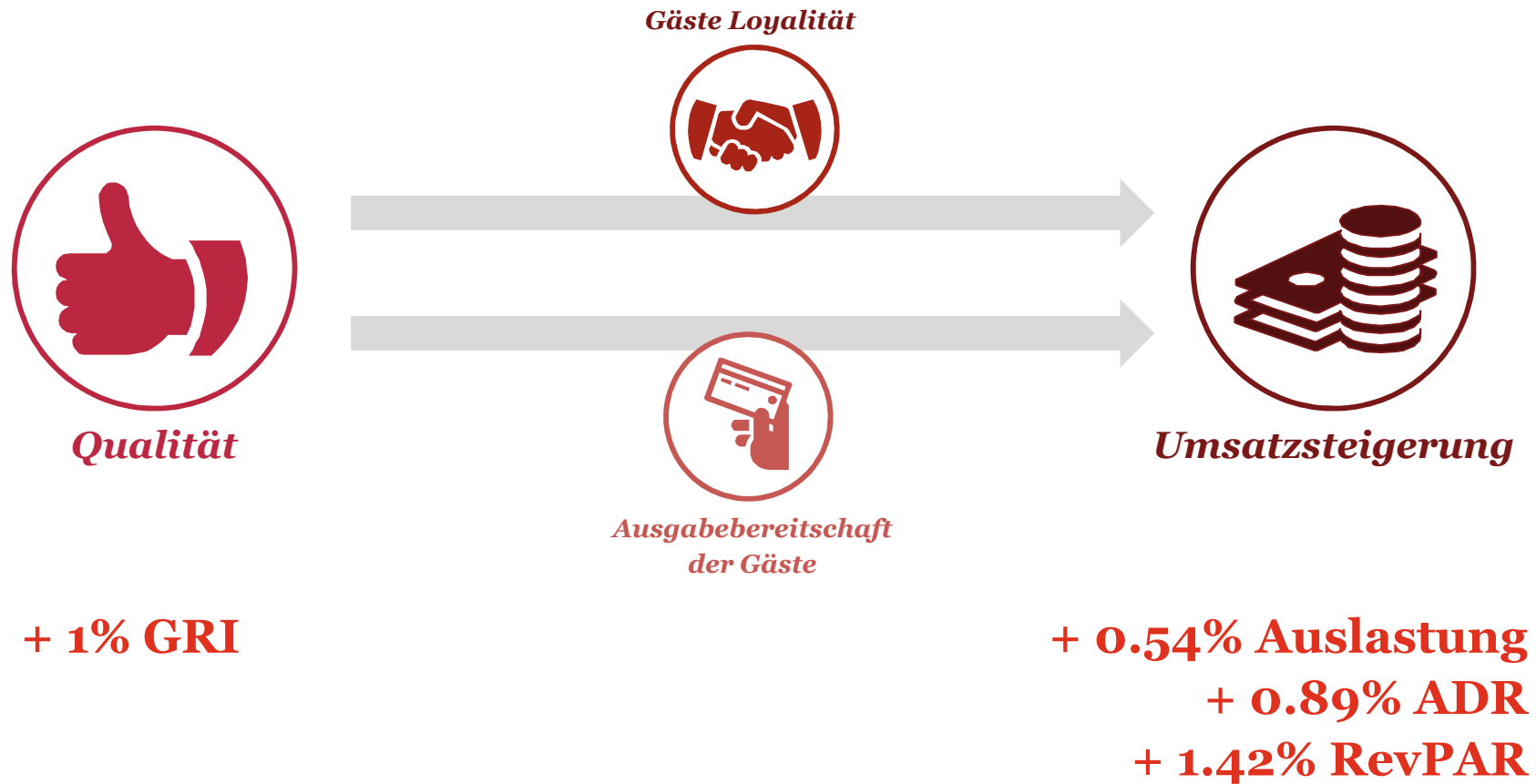
## Durchschnitt



Service: **87.93%**  
Zimmer: **83.9%**  
Sauberkeit: **91.2%**  
Lage : **88.6%**  
Preis/ Leistung : **79.0%**

Quelle: PwC, Review Pro

# Qualität wirkt sich auf Loyalität und die Ausgabebereitschaft der Gäste aus



# Qualitätsmanagement im Tourismus



*Qualität*

=

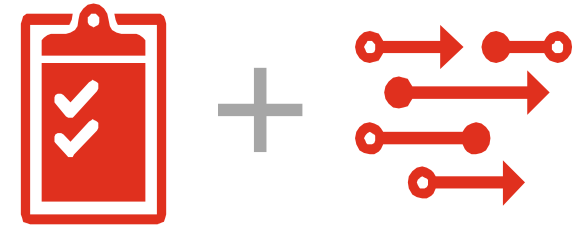
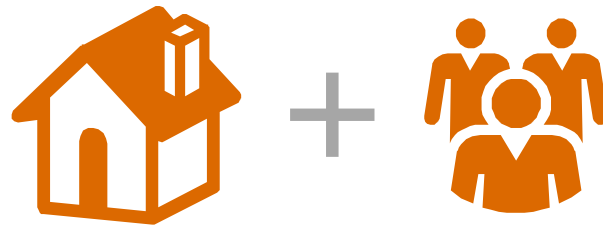


*Qualität der Ressourcen*

+



*Qualität der Dienstleistungsgestaltung*



-----KONTINUIERLICHES MESSEN UND VERBESSERN----->



# *Wie der Tourismus mehr Wert schaffen kann*



**Qualität generiert Mehrwert**



**Bessere Messung wird wichtiger**



**Das Gesamtangebot ist ausschlaggebend**

*Vielen Dank.*

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