



ECOLE HOTELIERE  
**LAUSANNE**

— Since 1893 —

A MEMBER OF EHL GROUP

# TOURISMUS FORUM SCHWEIZ 2016

10 NOVEMBER 2016, BERN

MICHEL ROCHAT, CEO EHL SA



**Hes·so**  
Haute Ecole Spécialisée  
de Suisse occidentale  
Fachhochschule Westschweiz  
University of Applied Sciences  
Western Switzerland



# TRENDS IN THE GLOBAL HOSPITALITY *industry*

**1 IN 10**  
JOBS WORLDWIDE

**10.5% OF THE**  
TOTAL WORLD GDP

**+72.9 MILLION**  
NEW JOBS BY 2025

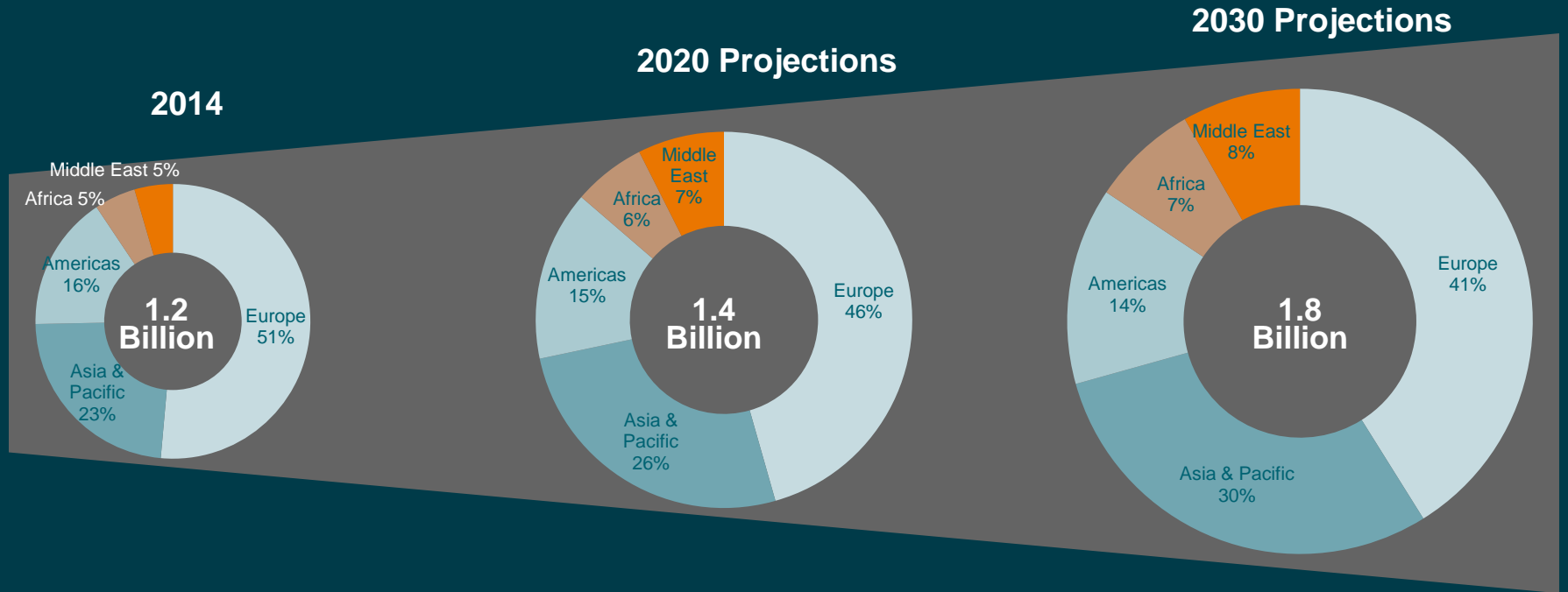
**1.5 MILLION GUEST ROOMS**  
**39% IN ASIA PACIFIC**

**3.8% ANNUAL GROWTH**  
BY 2025



FORECAST FOR 2025

# INTERNATIONAL TOURIST ARRIVALS BY REGION



**FASTEST GROWING MAJOR COUNTRIES: INDIA, CHINA, THAILAND, INDONESIA, PERU AND KENYA**


Sources:

- WTTC Economic Impact of Travel & Tourism: 2015 Annual Update Summary
- UNWTO Tourism Insights 2015

## QUESTIONS TO SHAPE THE FUTURE OF THE HOSPITALITY INDUSTRY





A close-up photograph of a woman with dark hair kissing a dark-colored dog through a window covered in raindrops. The scene is intimate and emotional, with the rain adding a sense of atmosphere. The woman's face is partially visible in profile on the right, and the dog's head is on the left. The lighting is soft and natural, highlighting the texture of the rain on the glass.

Does the guest of the future want high touch?...

EMOTION



ECOLE HOTELIERE  
**LAUSANNE**

— Since 1893 —

A MEMBER OF EHL GROUP



**Jean-Claude Biver, Chairman, Hublot**





...or high tech?

# EMOTION

Must future  
talent be  
empathic?...



KNOWLEDGE





...or efficient?

KNOWLEDGE



ECOLE HOTELIERE  
**LAUSANNE**

— Since 1893 —

A MEMBER OF EHL GROUP

Pierre Landolt, Chairman, Sandoz Family Foundation



ECOLE HOTELIERE  
**LAUSANNE**

— Since 1893 —

A MEMBER OF EHL GROUP







ECOLE HOTELIERE  
**LAUSANNE**

— *Since 1893* —

A MEMBER OF EHL GROUP

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

UNIVERSITY OF APPLIED SCIENCES  
HES-SO

hotellerieuisse  
Swiss Hotel Association

Hes-so  
UNIVERSITY OF APPLIED SCIENCES  
UNIVERSITY OF APPLIED SCIENCES  
UNIVERSITY OF APPLIED SCIENCES

NEA  
SIC