



Press release
Berne, 5th April 2022

The UNESCO World Heritage in Switzerland

Our Heritage: steady and united through the pandemic

In 2021 over half a million travellers explored the UNESCO World Heritage properties in Switzerland as cultural, sustainable and educational highlights, despite the challenges of the pandemic and ongoing travel restrictions.

Despite the difficulties enhanced by the pandemic for both the cultural industry and travellers, in 2021 the UNESCO World Heritage properties have shown themselves as highlights not to be missed. World Heritage Experience Switzerland (WHES), the umbrella organisation for the promotion and valorisation of the World Heritage in Switzerland, analysed the national visitor flows in the different sites together with the World Heritage properties and destinations. Swiss guests still represent the largest share of visitors. But travellers from neighbouring countries have also been able to discover our heritage again to an increasing extent. In some cases, the number of visitors has reached pre-pandemic levels, however other sites are still suffering the lack of international travellers from distant markets. In 2021, over half a million paying visitors took advantage of the wide range of offers, such as guided tours, exhibitions, museums, of the UNESCO World Heritage properties in Switzerland. This number does not include visitors who explored the World Heritage destinations without booking a specific offer (Survey conducted with the World Heritage properties and destinations in Switzerland in February 2022).

The new online platform (www.ourheritage.ch), launched by WHES in July 2021 in collaboration of the UNESCO World Heritage properties and the Cantons under the New Regional Politic (NRP) project, helped increase the number of online visitors by over two thirds overall. The platform not only is being updated by the World Heritage institutions with contents and information for visitors, but also with educational material to bring teachers and education experts closer to the topic.

Switzerland Tourism's new [Swisstainable](#) programme supports organisations and companies in their commitment to sustainable strategies and measures and helps travellers to better recognise sustainable offers in the Swiss market. As part of this certification, WHES has achieved level 1 and most sites level 2 or 3.

Contact and information

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Images (Download)

www.whes.ch/gallery-en

The UNESCO World Heritage in Switzerland:

The objective of the World Heritage Convention is to protect and preserve for future generations cultural and natural assets of "outstanding universal value" that bear the UNESCO World Heritage label. Switzerland has four natural heritage properties and nine cultural heritage properties.