



Fact sheet

or: „Who are Swiss Backpackers?“

Swiss Backpackers is an association of individually managed and independent hostels in Switzerland. We strive to improve the marketing activities of every single hostel by approaching the market together in one common effort. We concentrate on the market segment of Low-budget tourists, who are young or still young travellers, for whom excitement and meeting other travellers is more important than comfort, letting alone luxury.

Our guests do not follow a restrictive daily programme like package-holiday-makers but are rather flexible in their choice of route. Therefore, it is important to tell them before and while travelling about the offer of very cost-effective accommodation, particularly as it is often extremely relevant in the decision making process where to go, that such affordable good accommodation is available at the destination. In those terms it is not only Swiss Backpackers hostels that get return on our efforts but also the whole sector related to tourism.

Name	Swiss Backpackers – The Independent Swiss Backpacker Hostels
Legal entity	association based in Interlaken
Year of founding	from 1997 there were loose meetings, foundation of the association in November 2000
Aim	association of independent and individually managed hostels in Switzerland in order to promote youth- and low-budget-tourism in Switzerland and abroad
Office	Swiss Backpackers, Tanja Schäfli, Alpenstrasse 16, 3800 Interlaken Tel. +41 (0)33 823 46 46 Fax +41 (0)33 823 46 47 www.swissbackpackers.ch / Email: info@swissbackpackers.ch
Board	Nathan Güntensperger, Lago Lodge, Nidau, president Markus Zweifel, Adrenalin Backpacker, Braunwald August Poltera, Backpacker Deluxe Hotel Capricorn, Laax Markus Isler, Backpackers Lucerne, Luzern Terry Lutz, The lazy Falken Backpacker Hotel, Interlaken-Unterseen
Annual membership fee	Base fee CHF 300.- plus CHF 27.50.- per bed; maximum membership fee CHF 2'850.-
Number of hostels	31 hostels
Number of beds	2'195 beds
Communication	regular Swiss Backpackers newsletter to all members
Number of nights per year	From 1997 we had an increase by 50% every year for the first few years. In 2010 we had 417'939 overnight stays in our hostels (+6% year on year). About 25% of our guests are from Switzerland, 75% come from abroad.

As a member you benefit from:

- common marketing activities such as the Swiss Backpackers brochure that is placed internationally and a common internet site www.swissbackpackers.ch
- co-operation with different tourism organisations (Swiss Tourism, Reka, STS...)
- exchange of ideas and best practice
- recommendations and free reservations among all member hostels
- regular press release twice a year
- member newsletter with archive and forum
- a permanent increase of reputation of Swiss Backpackers

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