Swiss Travelers Balance Comfort and Cost in 2026 Travel Plans, According to TGM Research

TGM Swiss Travel Insights 2026 report highlights top travel choices: €1,000–€2,500 budgets, mid-range hotels, and beach holidays in Southern Europe.



Nearly half of Swiss residents (45%) commit to flying for their 2026 summer travel, with international flights dominating at 40%.

SINGAPORE, September 3, 2026 /EINPresswire.com/ -- Travelers in Switzerland are approaching their 2026 travel plans with a clear focus on value, with more than six in ten budgeting between €500 and €2,500 per person for their main trip.

The findings come from the TGM Travel Insights in Switzerland 2026 report, based on a survey of 1,006 respondents aged 18 and older in Switzerland. The study examines travel intentions, destination preferences, travel budgets, accommodation choices, the impact of current world events and the types of trips travelers are planning.

> Travelers in Switzerland approach 2026 travel plans with a clear focus on value. Budgets in the €500–€2,500 range suggest that many are looking to balance comfort and quality with careful spending."
>
> *Greg Laski, CEO & Founder of TGM Research*

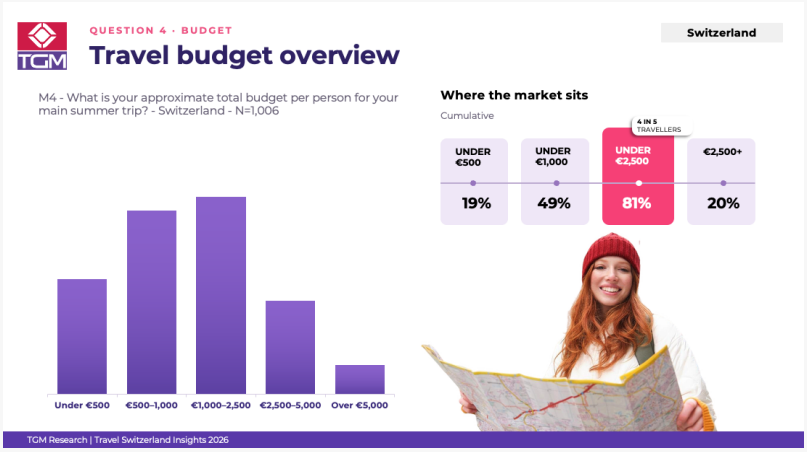
"Travelers in Switzerland are approaching their 2026 travel plans with a clear focus on value. The concentration of budgets in the €500–€2,500 range suggests that many are looking to balance comfort and quality with careful spending," said Greg Laski, CEO & Founder of TGM Research. "For travel brands, the opportunity is not simply to compete on price, but to demonstrate clearly what travelers receive for their money."

Key Insights from the Report

The fact that 45% of Swiss travelers are already committed to flying points to a robust market. However, going beyond surface-level demand, the report deep-dives into how travelers are executing these plans, specifically how they optimize their budgets.

€1,000–€2,500 leads as the top travel budget

Swiss travelers are showing a clear preference for keeping their travel spending within a defined range. €1,000–€2,500 is the most commonly selected total travel budget, making it the key spending range for 2026 trips.



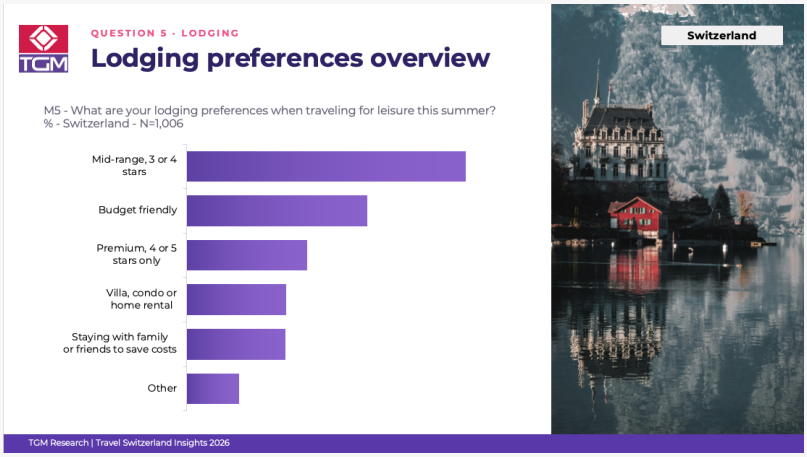
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This points to a market where travelers are not necessarily looking for the cheapest option but are conscious of what they receive in return for their spending.

Southern Europe and the Balkans lead destination preferences

European destinations play an important role in 2026 travel plans among respondents in Switzerland.

Among the destination regions included in the survey, Southern Europe and the Balkans emerged as the most frequently selected option, narrowly ahead of Western Europe.



In Switzerland, mid-range options lead accommodation choices among Swiss travelers in 2026, with 3 or 4-star hotels emerging as the most preferred lodging category.

The findings highlight the appeal of destinations that can combine accessibility, leisure experiences and a wide range of accommodation and pricing options.

For airlines, tourism boards and destination marketers, the results provide an indication of where traveler interest is concentrated as 2026 travel plans develop.

Mid-range hotels are the preferred accommodation choice

Value-conscious travel preferences also extend to accommodation.

Three- and four-star hotels represent the most popular accommodation category among surveyed travelers.

The preference suggests that many travelers are looking for a middle ground between basic accommodation and premium luxury, seeking comfort and quality while remaining attentive to overall trip costs.

For hotel groups and travel platforms, the findings underline the potential of offers that combine dependable quality, convenient amenities and transparent pricing.

Beach and relaxation trips lead 2026 travel plans

When it comes to the type of holiday travelers are planning, relaxation and beach trips stand out as the leading choice.

This preference complements the strong interest in Southern European destinations and points toward demand for trips centered on leisure, warmer-weather destinations and opportunities to unwind.

Travel brands can respond by positioning packages around the complete holiday experience rather than individual components alone, combining transport, accommodation and destination activities into offers that provide clear value.

What This Means for Travel Brands

The findings reveal a Swiss travel market characterized by strong interest in leisure travel alongside careful consideration of spending.

Rather than viewing travelers simply as budget or premium consumers, travel businesses may benefit from focusing on value, the combination of price, convenience, comfort and overall experience.

The strongest opportunities appear around accessible European destinations, particularly Southern Europe and the Balkans, alongside accommodation and travel products positioned in the mid-range segment.

For airlines, hotels, tourism boards, online travel platforms and destination marketers, communicating the tangible benefits included in an offer can be just as important as the headline price.

As 2026 travel plans take shape, understanding these preferences can help travel businesses better align their products, pricing and campaigns with what travelers in Switzerland are looking for.

ACCESS THE FULL REPORT

For a deeper understanding of Swiss travel intentions, destination preferences, budgets and accommodation choices, access the full Switzerland Travel Insights 2026 report from TGM Research.

METHODOLOGY

TGM Research conducted an online survey in Switzerland to explore consumer travel plans for 2026 leisure trips.

The study surveyed 1,006 respondents aged 18–65+. It examines air travel intentions, preferred destinations, the impact of current world events, travel budgets, accommodation preferences and the types of trips Swiss travelers are planning.

TGM Research surveyed a representative sample in Switzerland using online interviews (CAWI). Small-base segments are identified in the report where applicable.

About TGM Research

TGM Research (TGM) is a global data and insights company underpinned by technology, helping businesses connect with the people who matter through high-quality, first-party data. Specializing in multi-country online research, TGM provides access to consumers across more than 130 countries through its global network of digital research panels.

Combining global reach with local expertise, TGM delivers mobile-first, multilingual research supported by rigorous quality controls and innovative research technology. From global data collection to full-service research, TGM provides reliable, agile insights that help brands, agencies, and organizations better understand their audiences and make confident decisions.

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