

Relaunching tourism in Switzerland counties: Basel county



Here you can find two videos for promoting tourism in Switzerland :

<https://www.youtube.com/watch?v=rn38MSf-eKM>

<https://www.youtube.com/watch?v=9BaFZxFYf88>

Concerning the economic COVID situation: We expect overnight stays to be halved by the end of the year. So not 1.4 million, but 700,000 more. Most of them would have been a business visit.

People in Switzerland will generally have to spend their summer holidays within national borders because of coronavirus confinement and slow deconfinement measures. Urban tourism in Switzerland is likely to suffer from the lack of foreign tourists this summer, but mountainous cantons should benefit from the Swiss holidaying at home as a result of coronavirus, says a Credit Suisse survey. This means that cities like Geneva, Basel, and Bern, which are highly dependent on foreign tourists but are shunned by the Swiss, will be facing what Credit Suisse describes as a “difficult period”.

For the hospitality economy: in Basel, we have started a campaign “support our locals”.

<https://basellive.ch/blog/support-your-locals/zqtg>

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Hotels, sights, museums, shops, restaurants, and leisure facilities welcome you to Basel. Hygiene and protection concepts ensure a safe visit. From 6 July 2020, masks will be compulsory throughout public transport.

In restaurants and at events, only 100 guests will be allowed if the rules on distance cannot be observed and masks are not compulsory.