



Veytaux, 25 janvier 2024

PRESS RELEASE

Fourth all-time record: visitors flock to Chillon Castle in 2023

Chillon Castle Foundation rounds off the 2023 financial year in style, with over 391,000 visitors to the castle. 2023 saw footfall increase significantly, up over 28% compared with 2022. Swiss visitors remained in the top spot, representing 27% of total numbers, with international visitors representing 73%.

2023 was an excellent year for Chillon Castle Foundation. With 40 events throughout the year, the return of the temporary exhibition and a strong Swiss tourism rating under its belt, the castle more than exceeded its target of 300,000 visitors. In fact, 391,537 crossed the drawbridge – a 28% increase on 2022 numbers.

In 2023, Chillon Castle's cultural events drew in those looking to make up for the cultural experiences they missed out on during the pandemic. Director of the Chillon Castle Foundation, Marta Sofia dos Santos, says the new projects developed at Chillon have truly captivated their audience: "The castle has seen steady footfall, reflecting a continued interest in our rich culture and history. In 2023, contemporary art blended with history in the ongoing exhibition by the young, talented artist, Leah Linh, with her artistic vision bringing a modern twist to our heritage. The 12 monumental pieces of art with which she adorned our castle have attracted and dazzled both Swiss visitors and tourists." The Swiss artist will also be leading her own guided tours on 28 January, 17 March and 14 April.

In terms of country of origin, Swiss visitors remained loyal, taking the top spot for 2023. The United States took second place (15%) followed by France (8%), with China (5%), Spain (3%), Taiwan (3%), Germany (3%), South Korea (3%), Great Britain (2%) and Italy (2%) all in the top ten.

Anne-Catherine Lyon, President of the Chillon Castle Foundation and former councillor for Vaud, cited various reasons for last year's excellent results: "Time and time again, the Chillon Castle Foundation strategy has proven to be a hit across the board. International visitors are undeniably drawn to our high-quality offering and Switzerland's excellent reputation for tourism and culture. These elements have led to not only an influx of visitors from North America and its neighbouring countries, but also from Asia, most notably with the much-anticipated return of our Chinese visitors."

2023 also saw Chillon Castle Foundation become a member of the VAUD AMBASSADEUR community – a symbol of regional excellence. This label, introduced by Vaud Promotion, underlines the castle's commitment in welcoming the public, promoting our heritage, hosting educational programmes and supporting our culture.

NB: Chillon Castle belongs to the State of Vaud and is one of the best-preserved medieval castles in Europe.

FONDATION DU
CHÂTEAU DE CHILLON
Avenue de Chillon 21
CH - 1820 Veytaux
Tél. : +41 (0)21 966 89 10
Email : info@chillon.ch
www.chillon.ch



Chillon Castle and the Dents du Midi

Photos and videos available to the press on request

Media contacts:

- Marta Sofia dos Santos, Director of the Chillon Castle Foundation, +41(0)219668929 or +41(0)799448766
- Lise Leyvraz Dorier, Communications Manager for the Chillon Castle Foundation, +41(0)219668245

#Chillon #ChateauChillon #ChillonCastle #SchlossChillon #siteculturelsuisse #schweizerischekulturstätte
#swissculturalheritage