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PRESS RELEASE

A landmark year for Chillon Castle: 400,000 visitors for 2024

In 2024, Chillon Castle Foundation welcomed around 400,000 visitors from across the globe, marking a 2% increase in footfall compared with 2023 and a return to previous highs. The proportion of international visitors increased to 76% of all tickets, with a noticeable rise in the number of people visiting from China. Switzerland retained the top spot with around 24% of all visitors.

Around 400,000 visitors crossed the Chillon Castle drawbridge in 2024, in line with targets and bringing the monument closer to its 2017, 2018 and 2019 numbers.

In 2024, a strong emphasis was placed on the local region of Vaud, most notably with wine produced in the Chillon Castle vineyard. A new guided tour, offering visitors a chance to discover both the vineyard and the history of wine in the Middle Ages itself, was a huge hit. The permanent exhibition was also boosted by a re-imagined wine press, complete with screens showing short films from the 'From vine to table' collection, directed by Florian Burion. For Marta Sofia dos Santos, Director of the Chillon Castle Foundation, these latest projects brought to life at Chillon demonstrate a continuing commitment to the organisation's VAUD AMBASSADEUR label, awarded in 2023. She said, "The castle is located in a region whose landscape has been moulded by vines. Chillon's cultural and educational offering around wine enables us to connect the past with the present and live up to our visitors' high expectations, particularly the Swiss."

In terms of visitor origin, national audiences took the top spot at around 24%, closely followed by visitors from the USA (16%) and China (10%), which has seen a particularly sharp increase (+67%). The top 10 also included France (8%), Taiwan (5%), Spain (4%), Germany (3%), the UK (3%), South Korea (2%) and India (2%).

Anne-Catherine Lyon, President of the Foundation and former Vaud councillor, commended the results achieved in 2024 and highlighted the efforts made to showcase Chillon as an attractive destination. She said, "The new direction the Chillon Castle Foundation has taken over the last few years has translated into a clear upwards trend for the third year running. The continuous emphasis placed on the quality of the visitor experience helps us meet the very highest of visitor expectations, most notably those coming from the USA and Asia. What's more, the wide range of events organised throughout the year help to not only attract and retain local

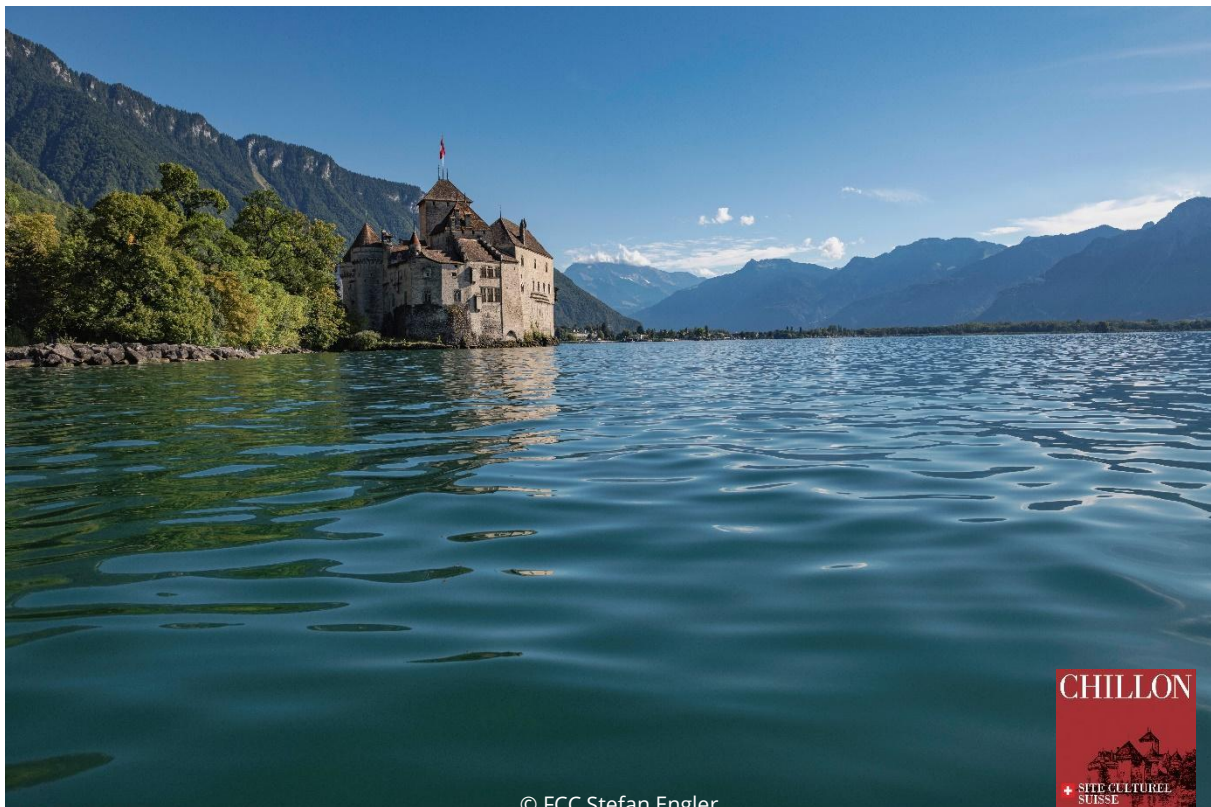
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audiences, but also to spread visitor numbers more evenly throughout the off-season months."

In December 2024, Chillon Castle Foundation was awarded the Swisstainable Engaged (Level II) certification by Switzerland Tourism, underpinning its commitment to environmental and societal sustainability. These efforts will continue into 2025, most notably with the implementation of a sustainable travel scheme and a responsible procurement charter.

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



Chillon Castle, Lake Geneva and the Dents du Midi

Photos and videos available to the press at www.chillon.ch/medias/

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