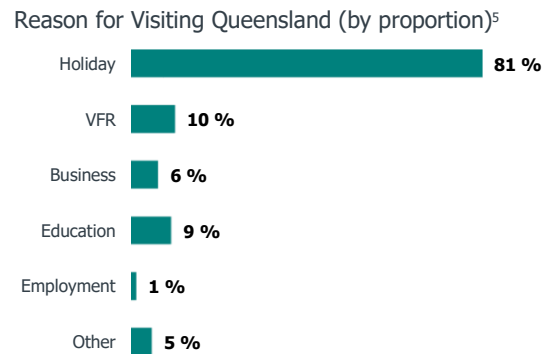
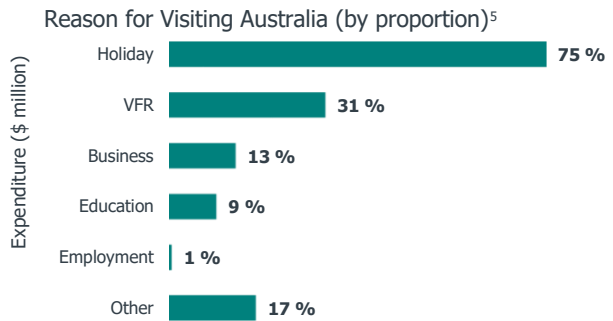


Switzerland Market Snapshot



Year ending June 2019

Switzerland Visitors						Switzerland Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	54,000	▲ 1.4%	1%	32.3	▲ 2.7	\$247.6	▲ 17.1%	1%	\$4,624.3
Holiday Visitors	40,000	● 0.3%	1%	24.1	▲ 2.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	22,000	▲ 4.1%	1%	14.9	▼ -2.9	\$46.3	▼ -15.6%	1%	\$2,149.9
Holiday Visitors	17,000	▼ -4.2%	1%	11.1	▼ -1.2				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	34%	29%	32%	6%	51%	49%	54%	30%	8%	6%
Holiday Visitors	38%	25%	31%	6%	46%	54%	45%	40%	8%	7%
To Queensland										
Total Visitors	46%	25%	20%	9%	48%	52%	48%	31%	11%	9%
Holiday Visitors	49%	24%	20%	7%	45%	55%	39%	37%	12%	11%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	53%	15%	12%	3%	7%	9%	1%	12%
Holiday Visitors	61%	16%	11%	3%	4%	4%	0%	15%
To Queensland								
Total Visitors	64%	12%	9%	1%	8%	4%	3%	22%
Holiday Visitors	70%	12%	11%	0%	6%	0%	0%	26%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

