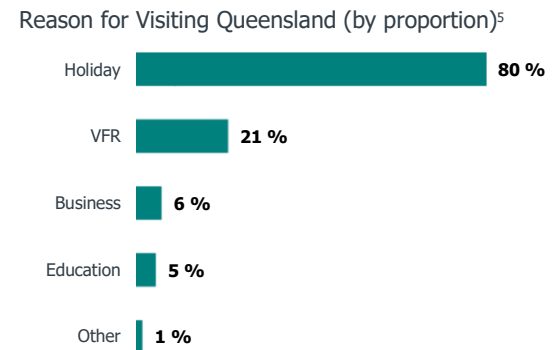
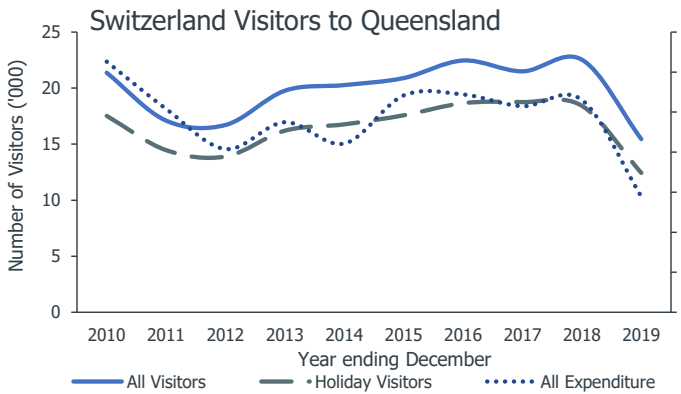
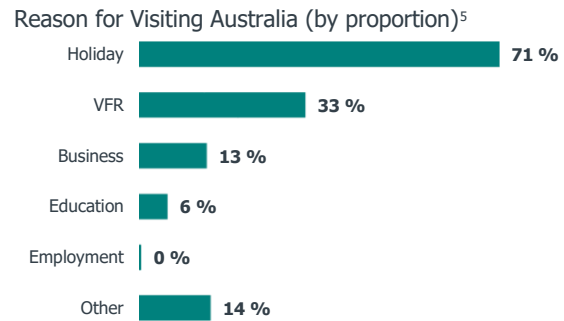


# Switzerland Market Snapshot

Year ending December 2019

Switzerland Visitors						Switzerland Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	50,000	▼ -6.6%	1%	30.6	▼ -0.7	\$217.9	▼ -5.6%	1%	\$4,315.1
<b>Holiday Visitors</b>	36,000	▼ -13.8%	1%	26.4	▲ 5.3				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	15,000	▼ -31.4%	1%	13.9	▼ -2.2	\$28.9	▼ -45.5%	0%	\$1,870.3
<b>Holiday Visitors</b>	12,000	▼ -32.5%	1%	10.6	▼ -0.8				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	34%	28%	34%	4%	50%	50%	53%	32%	6%	7%
<b>Holiday Visitors</b>	37%	23%	34%	6%	45%	55%	44%	41%	6%	9%
<b>To Queensland</b>										
<b>Total Visitors</b>	55%	19%	24%	1%	40%	60%	58%	22%	7%	12%
<b>Holiday Visitors</b>	57%	17%	24%	2%	34%	66%	51%	26%	8%	15%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	43%	18%	13%	7%	6%	12%	0%	12%
<b>Holiday Visitors</b>	51%	17%	13%	9%	3%	8%	0%	15%
<b>To Queensland</b>								
<b>Total Visitors</b>	64%	17%	4%	6%	6%	3%	0%	18%
<b>Holiday Visitors</b>	70%	15%	5%	6%	4%	0%	0%	20%

**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

