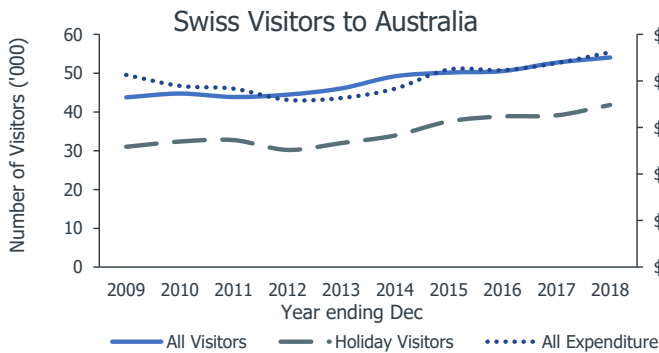


Switzerland Market Snapshot

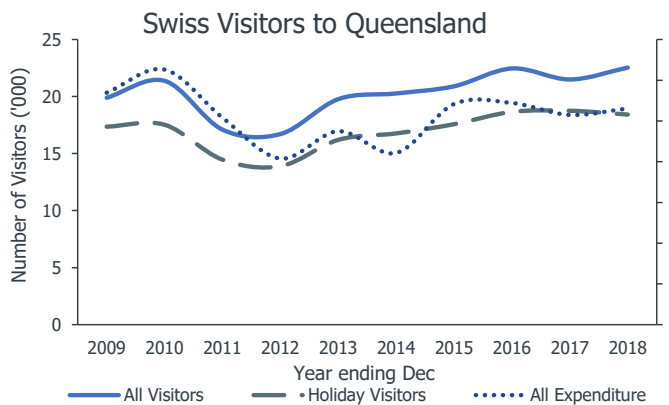
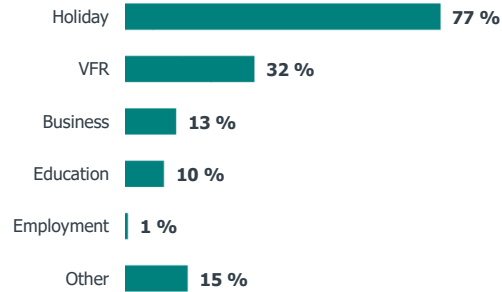


Year ending December 2018

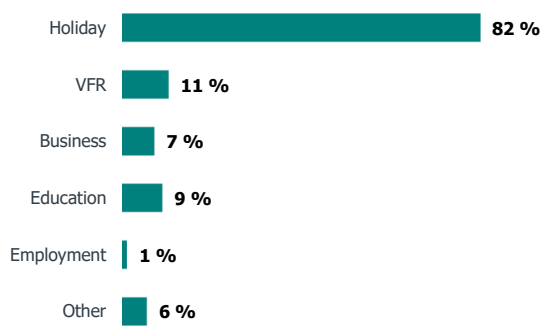
Swiss Visitors					Swiss Expenditure				
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	54,000	▲ 2.5%	1%	31.3	▼ -0.2	\$230.8	▲ 5.3%	1%	\$4,270.2
Holiday Visitors	42,000	▲ 6.9%	1%	21.1	▼ -2.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	23,000	▲ 4.8%	1%	16.0	▼ -1.2	\$53.1	▲ 3.1%	1%	\$2,354.3
Holiday Visitors	18,000	▼ -1.8%	1%	11.4	▼ -1.4				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	34%	30%	29%	7%	53%	47%	55%	29%	8%	7%
Holiday Visitors	37%	29%	27%	7%	48%	52%	45%	36%	10%	8%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	45%	29%	19%	7%	48%	52%	53%	27%	12%	9%
Holiday Visitors	46%	32%	16%	5%	46%	54%	44%	33%	13%	10%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	54%	17%	10%	4%	7%	8%	1%	12%
Holiday Visitors	60%	19%	9%	3%	5%	4%	0%	15%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	62%	12%	9%	2%	8%	4%	3%	17%
Holiday Visitors	70%	12%	11%	1%	6%	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

