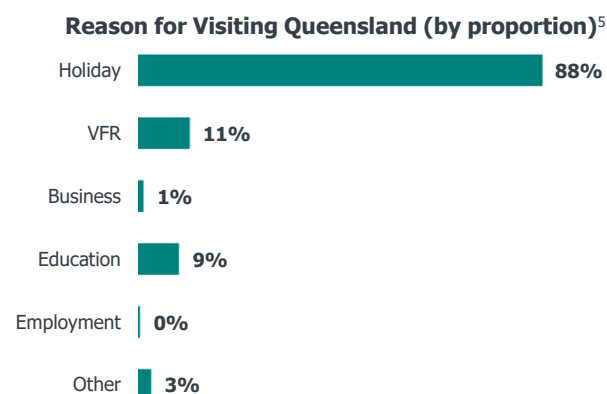
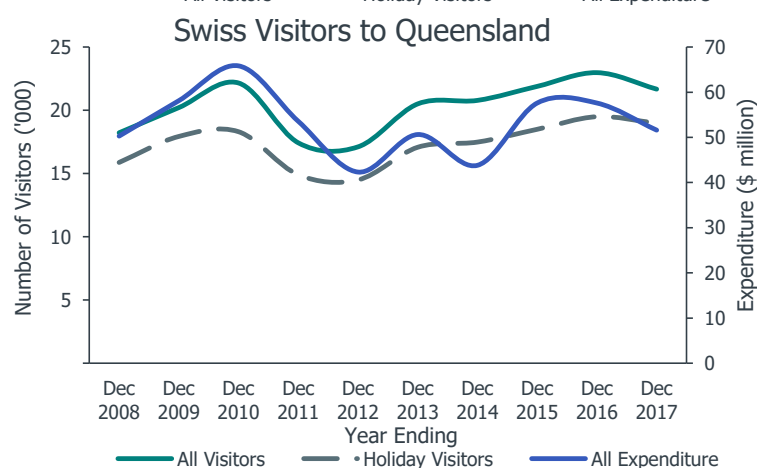
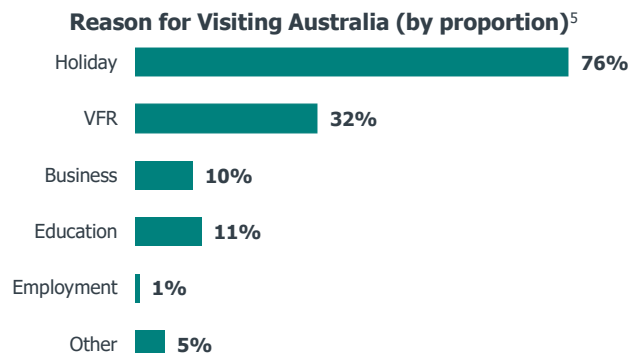
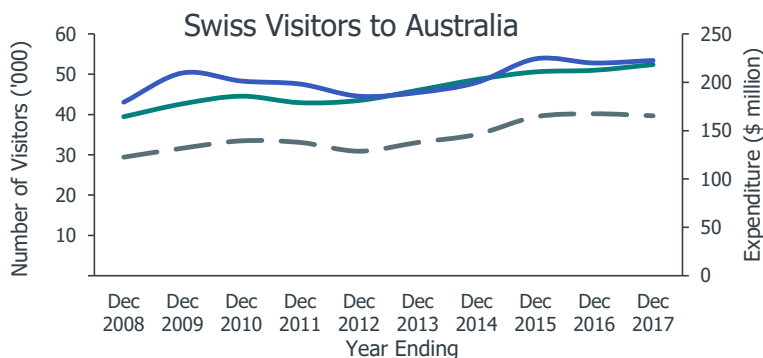


Switzerland Market Snapshot

Year ending Dec 2017

Swiss Visitors						Swiss Expenditure				
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	52,000	▲ 2.8%	1%	31.9	▼ -3.5	\$222.5	▲ 1.2%	1%	\$4,198.6	
Holiday Visitors	40,000	▼ -1.2%	1%	24.1	▼ -1.4					
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	22,000	▼ -5.7%	1%	17.1	▼ -3.1	\$51.6	▼ -10.4%	1%	\$2,381.3	
Holiday Visitors	19,000	▼ -2.6%	1%	12.8	▼ -0.4					



Year ending Dec 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	37%	31%	30%	3%	50%	50%	58%	27%	8%	5%
Holiday Visitors	40%	26%	31%	3%	51%	49%	49%	35%	9%	6%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	50%	22%	25%	4%	54%	46%	52%	29%	10%	9%
Holiday Visitors	52%	21%	24%	3%	56%	44%	47%	32%	11%	10%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	47%	27%	9%	5%	8%	3%	1%	10%
Holiday Visitors	54%	26%	9%	4%	5%	2%	0%	13%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	65%	21%	3%	2%	5%	3%	1%	18%
Holiday Visitors	69%	21%	3%	1%	3%	3%	0%	18%

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

