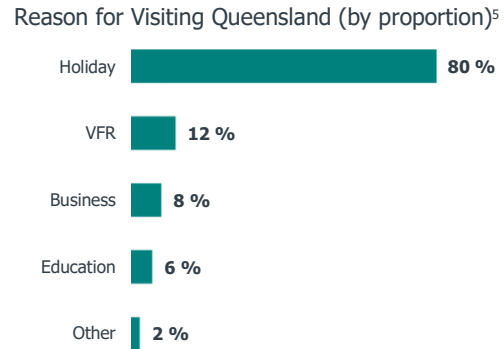
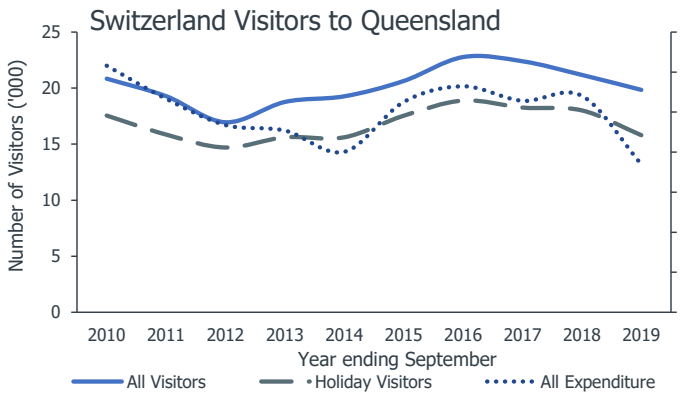
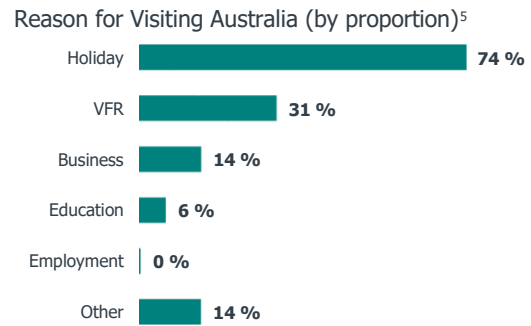


# Switzerland Market Snapshot



Year ending September 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>   | 53,000   | ▼ -1.4%   | 1%    | 31.5              | ▲ 1.5     | \$242.9                 | ▲ 12.9%   | 1%    | \$4,595.7  |
| <b>Holiday Visitors</b> | 39,000   | ▼ -4.1%   | 1%    | 25.6              | ▲ 4.7     |                         |           |       |            |
| To Queensland           | Visitors | Year Chg% | Share | ALoS <sup>1</sup> | Year Chg# | \$ million <sup>2</sup> | Year Chg% | Share | \$/Visitor |
| <b>Total Visitors</b>   | 20,000   | ▼ -6.3%   | 1%    | 12.9              | ▼ -4.3    | \$37.0                  | ▼ -31.6%  | 1%    | \$1,864.0  |
| <b>Holiday Visitors</b> | 16,000   | ▼ -12.3%  | 1%    | 10.0              | ▼ -2.7    |                         |           |       |            |



| YE Sep 2019             | 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>   | 32%   | 30%   | 32%   | 7%  | 52%    | 48% | 52%               | 32%    | 7%     | 8%      |
| <b>Holiday Visitors</b> | 36%   | 27%   | 31%   | 7%  | 49%    | 51% | 40%               | 43%    | 7%     | 10%     |
| <b>To Queensland</b>    |       |       |       |     |        |     |                   |        |        |         |
| <b>Total Visitors</b>   | 45%   | 27%   | 19%   | 10% | 49%    | 51% | 46%               | 31%    | 10%    | 12%     |
| <b>Holiday Visitors</b> | 49%   | 26%   | 17%   | 8%  | 45%    | 55% | 35%               | 38%    | 12%    | 15%     |

| YE Sep 2019             | 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>   | 48%                                    | 15% | 12% | 5% | 8%    | 11%    | 1%  | 10%         |
| <b>Holiday Visitors</b> | 56%                                    | 15% | 12% | 5% | 4%    | 8%     | 0%  | 13%         |
| <b>To Queensland</b>    |  |     |     |    |       |        |     |             |
| <b>Total Visitors</b>   | 60%                                    | 14% | 9%  | 1% | 9%    | 4%     | 3%  | 22%         |
| <b>Holiday Visitors</b> | 69%                                    | 14% | 11% | 0% | 5%    | 0%     | 0%  | 26%         |

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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

