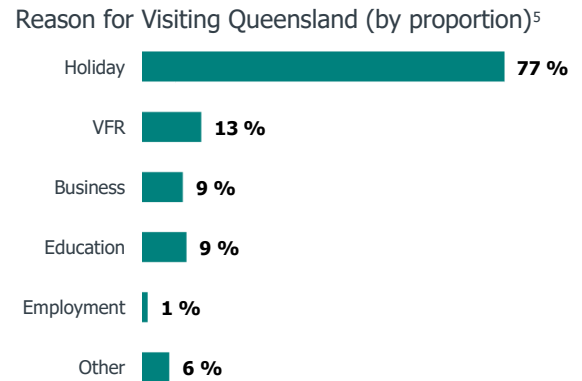
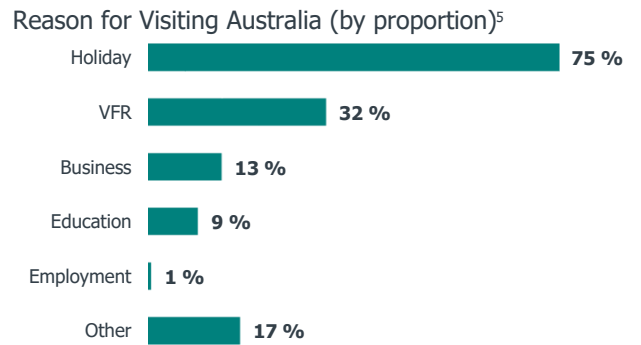


Switzerland Market Snapshot

Year ending March 2020

To Australia	Switzerland Visitors					Switzerland Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	47,000	▼ -12.3%	1%	29.8	▼ -1.6	\$184.1	▼ -23.3%	1%	\$3,915.9
Holiday Visitors	35,000	▼ -14.2%	1%	25.1	▲ 2.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	13,000	▼ -37.0%	1%	14.0	▼ -1.1	\$25.6	▼ -44.3%	0%	\$1,901.1
Holiday Visitors	12,000	▼ -28.9%	1%	11.0	▼ 0.0				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	34%	30%	32%	5%	48%	52%	55%	30%	5%	9%
Total Visitors	34%	30%	32%	5%	48%	52%	55%	30%	5%	9%
Holiday Visitors	35%	30%	30%	5%	45%	55%	47%	36%	5%	11%
To Queensland	59%	22%	19%	0%	37%	63%	66%	13%	5%	15%
Total Visitors	59%	22%	19%	0%	37%	63%	66%	13%	5%	15%
Holiday Visitors	61%	22%	18%	0%	32%	68%	63%	15%	5%	17%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	44%	18%	12%	8%	9%	9%	0%	12%
Total Visitors	44%	18%	12%	8%	9%	9%	0%	12%
Holiday Visitors	51%	14%	13%	10%	6%	5%	0%	14%
To Queensland	63%	16%	7%	7%	8%	0%	0%	14%
Total Visitors	63%	16%	7%	7%	8%	0%	0%	14%
Holiday Visitors	66%	14%	8%	8%	5%	0%	0%	14%

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

