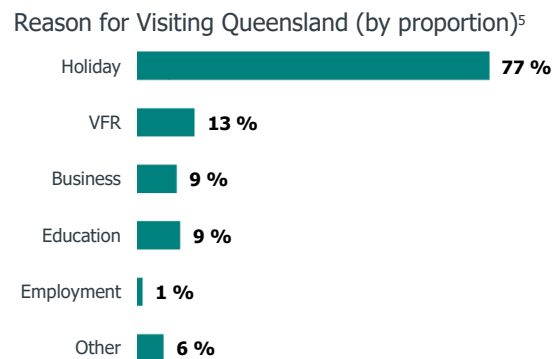
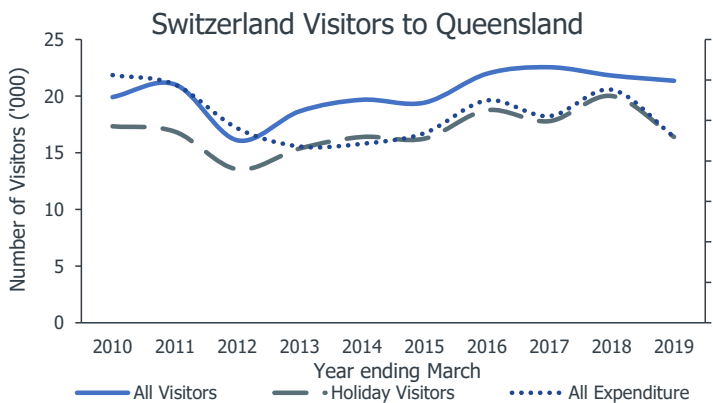
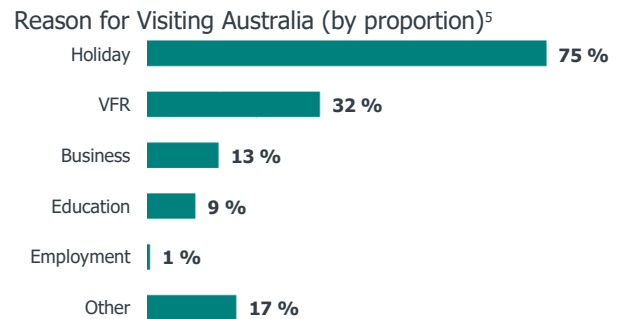
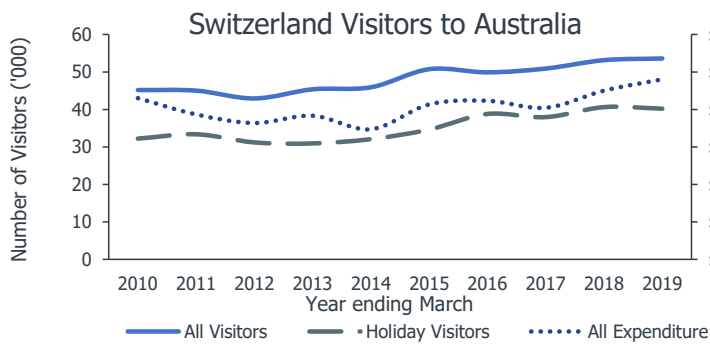


Switzerland Market Snapshot

Year ending March 2019

Switzerland Visitors						Switzerland Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	54,000	▲ 0.8%	1%	31.4	▲ 0.1	\$240.2	▲ 6.7%	1%	\$4,481.6
Holiday Visitors	40,000	▼ -1.0%	1%	22.7	▼ -0.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	21,000	▼ -2.1%	1%	15.1	▼ -2.5	\$46.0	▼ -20.2%	1%	\$2,151.8
Holiday Visitors	16,000	▼ -18.1%	1%	11.0	▼ -1.3				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	33%	29%	31%	7%	52%	48%	55%	30%	8%	6%
Holiday Visitors	37%	26%	31%	6%	47%	53%	46%	38%	8%	8%
To Queensland										
Total Visitors	47%	23%	21%	9%	49%	51%	51%	29%	11%	9%
Holiday Visitors	51%	24%	19%	7%	45%	55%	39%	37%	13%	12%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	51%	16%	12%	4%	7%	10%	12%	
Holiday Visitors	59%	18%	10%	3%	5%	4%	15%	
To Queensland								
Total Visitors	60%	11%	9%	2%	9%	7%	20%	
Holiday Visitors	70%	12%	11%	0%	7%	0%	26%	

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

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

