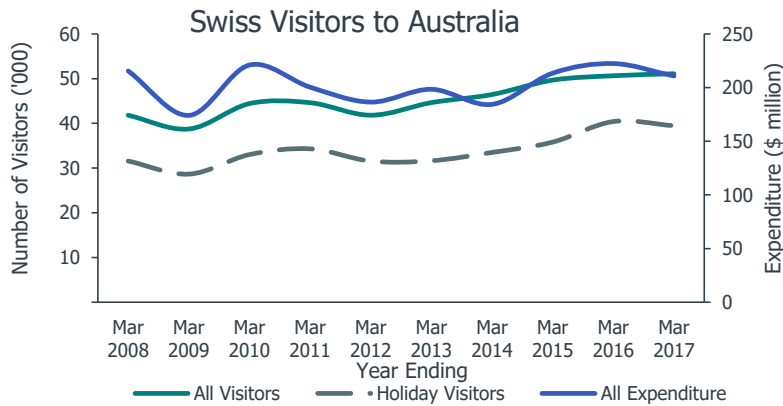


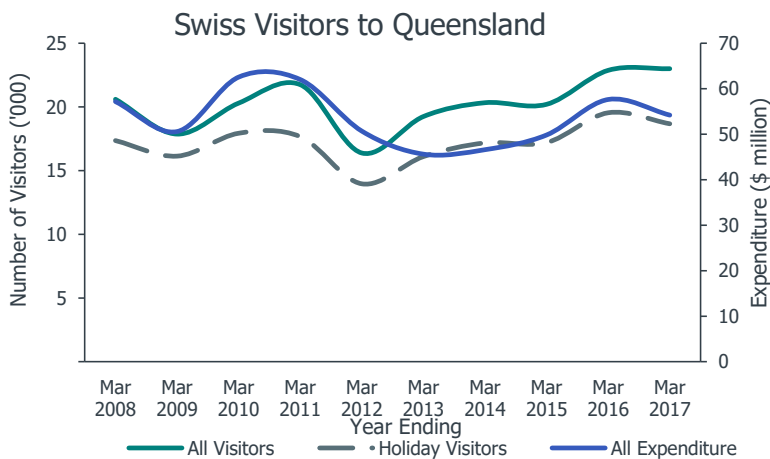
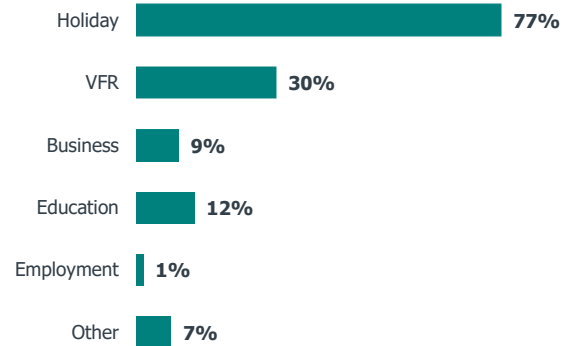
Switzerland Market Snapshot

Year ending Mar 2017

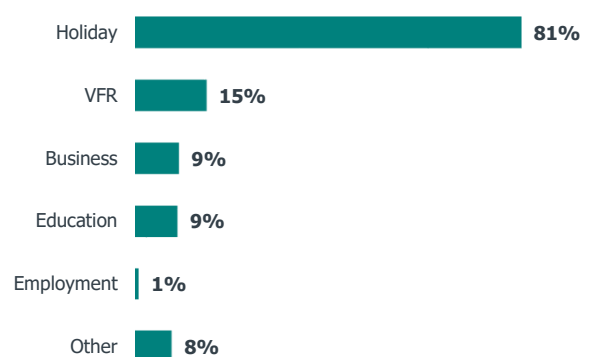
Swiss Visitors						Swiss Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	51,000	▲ 0.9%	1%	34.6	▼ -0.1	\$210.8	▼ -5.2%	1%	\$4,096.2
Holiday Visitors	39,000	▼ -2.3%	1%	25.3	▲ 3.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	23,000	▲ 0.6%	1%	19.8	▼ -1.5	\$54.2	▼ -6.0%	1%	\$2,356.5
Holiday Visitors	19,000	▼ -4.4%	1%	13.5	▲ 1.1				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Mar 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	36%	36%	25%	3%	48%	52%	59%	28%	5%	8%
Holiday Visitors	40%	37%	22%	2%	48%	52%	49%	35%	7%	10%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	46%	35%	18%	2%	50%	50%	60%	24%	6%	10%
Holiday Visitors	52%	34%	14%	0%	50%	50%	52%	28%	8%	12%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	49%	24%	10%	4%	7%	6%	0%	12%
Holiday Visitors	54%	23%	10%	2%	4%	6%	0%	13%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	62%	17%	10%	1%	7%	3%	1%	20%
Holiday Visitors	71%	12%	9%	1%	4%	3%	0%	19%

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. Tourism Research Australia - Forecasting
4. Non-core - Countries not included by TRA in individual analysis are grouped by continent, or region.
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

TRA Forecast for Visitors to Australia from Europe (non-core)⁴

