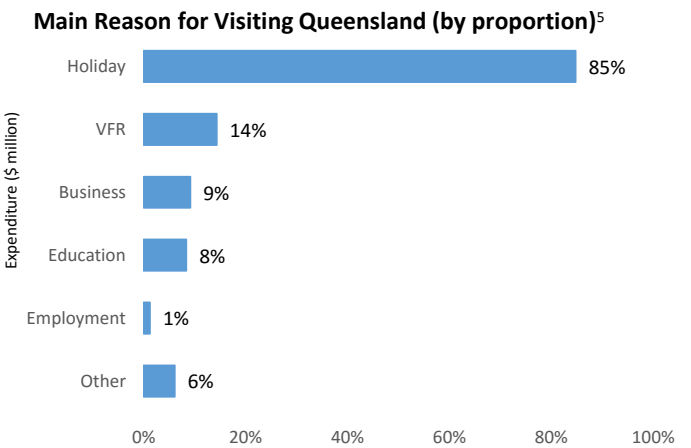
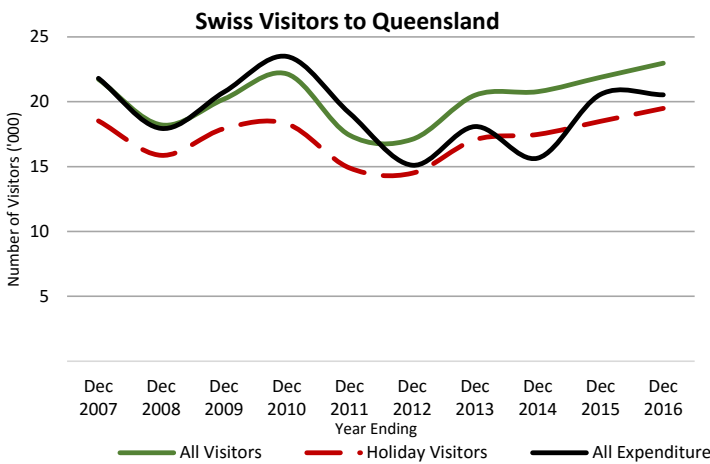
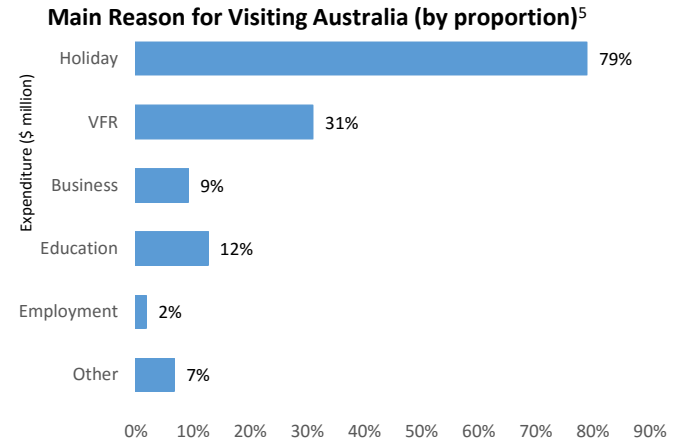
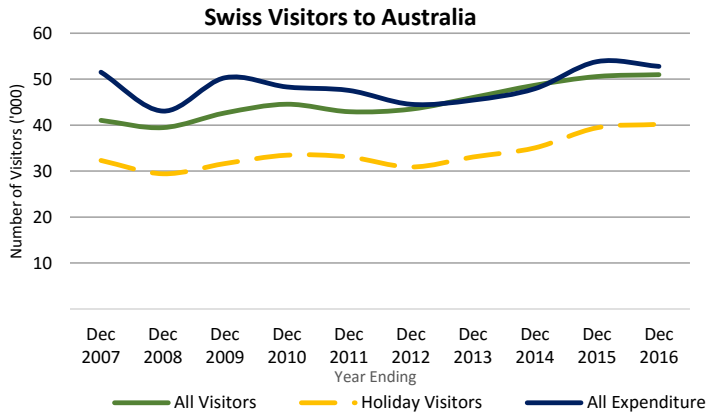


Year ending Dec 2016

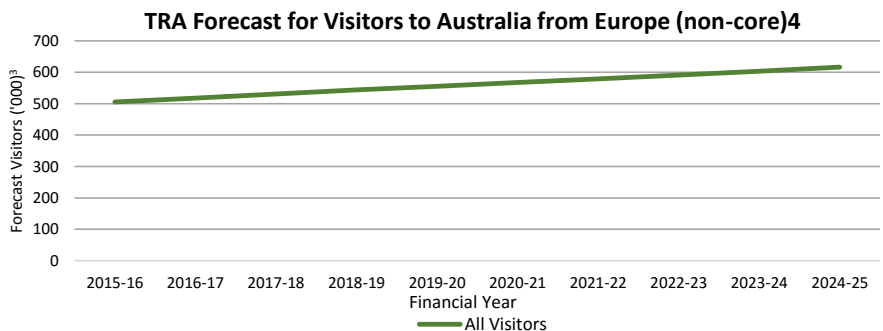
To Australia	Swiss Visitors					Swiss Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	51,000	▲ 0.8%	1%	35.5	▲ 0.1	\$219.9	▼ -1.9%	1%	\$4,299.42
Holiday Visitors	40,000	▲ 1.9%	1%	25.5	▲ 3.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	23,000	▲ 5.0%	1%	20.2	▼ -3.0	\$57.5	● -0.2%	1%	\$2,502.66
Holiday Visitors	19,000	▲ 5.4%	1%	13.2	▲ 0.5				



Year ending Dec 2016	Age				Gender		Traveling with			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	37%	35%	23%	5%	51%	49%	58%	26%	7%	8%
Total Visitors	39%	38%	19%	4%	49%	51%	50%	32%	8%	10%
To Queensland	46%	36%	16%	1%	51%	49%	60%	23%	8%	9%
Total Visitors	50%	36%	15%	0%	51%	49%	54%	26%	9%	11%

Year ending Dec 2016	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	48%	25%	10%	4%	6%	7%	0%	
Total Visitors	53%	23%	8%	3%	5%	7%	0%	
To Queensland	60%	19%	10%	0%	6%	5%	0%	
Total Visitors	67%	13%	10%	0%	5%	5%	0%	

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