

Market Snapshot

Year ended December 2008

Switzerland



	Australia	Change Dec 07 to Dec 08	Share of international visitors	Queensland	Change Dec 07 to Dec 08	Share of visitors to Qld
Total visitors	38,000	-3% ▼	1%	18,000	-14% ▼	1%
Total ALOS (nights) ¹	42.1	-0.4 ▼		28.9	5.8 ▲	
Leisure² visitors	32,000	-9% ▼	1%	16,000	-16% ▼	1%
Leisure ALOS	29.8	-4.3 ▼		15.2	-1.5 ▼	
Expenditure (\$m)³	179	-11% ▼	1% (Share of expenditure)	53	7% ▼	1% (Share of expenditure)

Swiss visitors to Australia



Swiss visitors to Australia

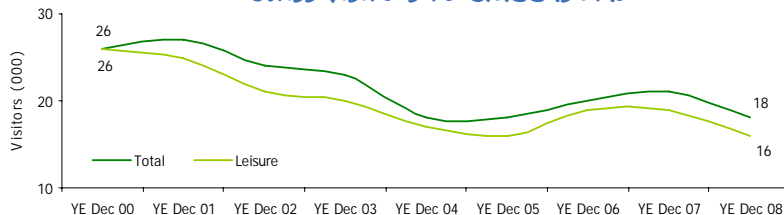
First time visitors to Australia accounted for 56% of the Swiss market, this market declined by 3% over the year to December 2008. Repeat visitors have also declined over the same period (down 7%).

57% of Swiss visitors travel alone, while 26% travel with a partner while in Australia.

36% of Swiss visitors to Australia were backpackers⁴. This was the highest percentage of backpackers for all international markets to Australia. The backpacker market declined by 10% over the year to December 2008.

One in five (22%) of Swiss visitors travelled to Australia on a package, this market increased by 5% over the year to December 2008.

Swiss visitors to Queensland



Swiss visitors to Queensland

First time visitors (to Australia) accounted for 72% of the Swiss market to Queensland. This market declined by 12% over the year to December 2008.

Brisbane and Tropical North Queensland (TNQ) were the State's most visited regions for Swiss visitors. 73% of Swiss visitors to Queensland went to Brisbane, while 61% had a stopover in TNQ.

The Fraser Coast and Whitsundays were also popular. Both regions recorded declines over the period.

Swiss visitors spent \$53 million in Queensland in the year to December 2008. This was a decline of 7% on the same period last year.

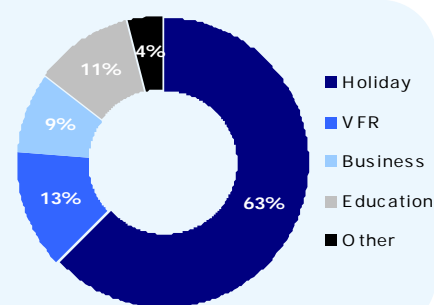
Swiss spend per visitor in Queensland was \$3,022, higher than the total international average spend (\$1,975).

Main purpose of visitation to Australia

The holiday market accounted for three in five Swiss visitors to Australia. This market declined by 4% over the year to December 2008. Swiss holiday visitor nights also declined (down 7%) over the year to December 2008. Their average length of stay was 36.8 nights.

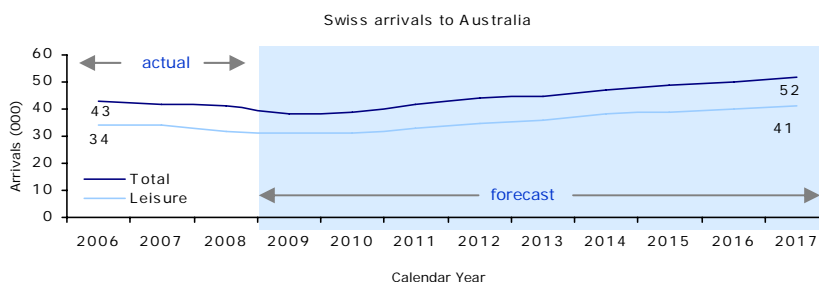
The visiting friends or relatives (VFR) market saw a decline of 11% over the same period. Swiss VFR visitors had a shorter length of stay than the holiday market with average length of stay at 21.7 nights.

Education visitors from Switzerland accounted for a slightly larger proportion of the market than the total international market average (which is 7%). Education visitors from Switzerland declined by 5% over the year to December 2008, while education visitor nights were up by 20%.



Swiss arrivals forecast⁵

Arrivals to Australia from Switzerland are forecast to increase by an average of 4% each year from 2012 to reach 52,000 arrivals in 2017.



1. Average length of stay
2. Leisure is holiday and visiting friends and relatives (VFR) combined
3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
4. Backpackers are classified as visitors who spent at least one night in a backpacker or hostel
5. Tourism Forecasting Committee 2008 Issue 2

Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2008