

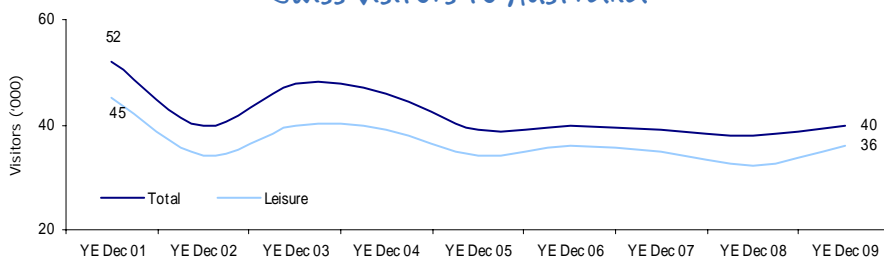
# Market Snapshot

Year ended December 2009

## Switzerland

	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
<b>Total visitors</b>	40,000	5% ▲	1%	20,000	11% ▲	1%
Total ALOS (nights) <sup>1</sup>	38.1	-4.1 ▼		24.4	-4.5 ▼	
<b>Leisure<sup>2</sup> visitors</b>	36,000	13% ▲	1%	19,000	19% ▲	1%
Leisure ALOS	29.3	-0.5 ▼		14.7	-0.5 ▼	
<b>Expenditure (\$m)<sup>3</sup></b>	199	11% ▲	1% (share of expenditure)	58	9% ▲	1% (share of expenditure)

### Swiss visitors to Australia



### Swiss visitors to Australia

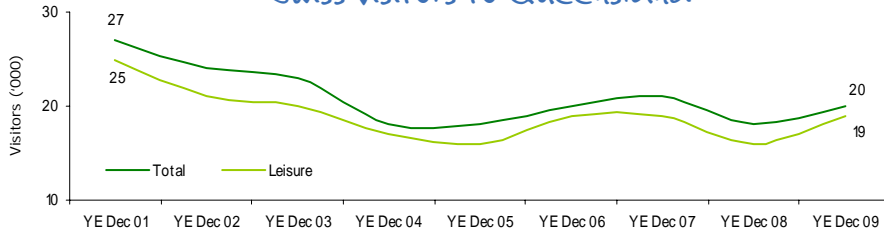
There were 40,000 visitors from the Swiss market in 2009, this represented a 5% increase over the year ended December 2008.

Over half of visitors from the Swiss market in the year ended December 2009 were first time visitors to Australia (53%).

The majority of visitors from the Swiss market travelled unaccompanied (65%), while 23% travelled as part of an adult couple in Australia.

33% of Swiss visitors to Australia were backpackers<sup>4</sup>, and this market remained steady.

### Swiss visitors to Queensland



### Swiss visitors to Queensland

The number of Swiss visitors to Queensland increased over the year to December 2009, driven by an increase in the holiday market (up 13%).

Brisbane and Tropical North Queensland (TNO) were the Queensland regions most visited for Swiss visitors (60% and 55% made a stopover respectively).

Swiss visitors spent \$58 million on their trips to Queensland in the year to December 2009. This was an increase of 9% over the year.

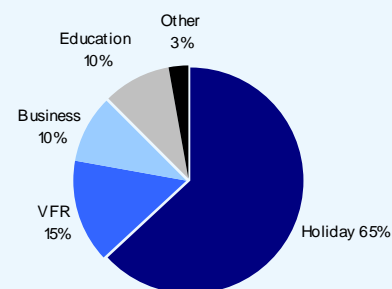
Swiss spend per visitor in Queensland was \$2,952. This is higher than the average spend of all international visitors to Queensland (\$1,973).

### Main purpose of visitation to Australia

The number of Swiss holiday visitors increased by 8% in the year ended December 2009. Holiday visitors represented 65% of all visitors to Australia.

The Swiss VFR (visiting friends or relatives) market saw an increase of 20% over the same period.

Education visitors from the Swiss market accounted for a slightly larger proportion of the market at 10%, than the total international market average (8%). This market remained steady over the year to December 2009.

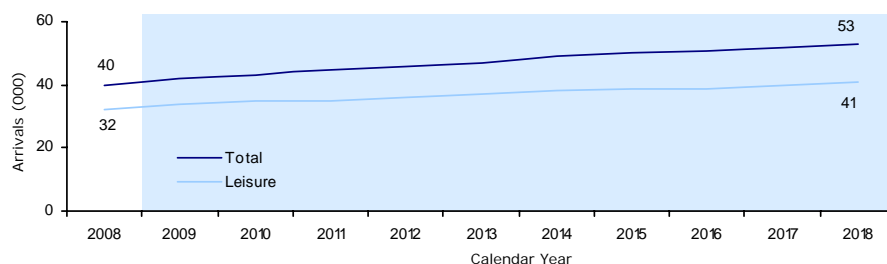


### Swiss arrivals forecast<sup>5</sup>

Arrivals to Australia from the Swiss market are forecast to increase by an average of 3% each year from 2008 to reach 53,000 arrivals in 2018.

Please note that arrivals forecast are based on total visitor arrivals into Australia, and therefore may vary from the visitation figures provided in the table above (as visitors are defined as persons over the age of 15, who are visiting Australia for 12 months or less).

### Swiss arrivals to Australia



Note: Numbers shaded are forecasts.

1. Average length of stay

2. Leisure is holiday and visiting friends or 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/hostel

5. Tourism Forecasting Committee 2009 Issue 2

Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2009