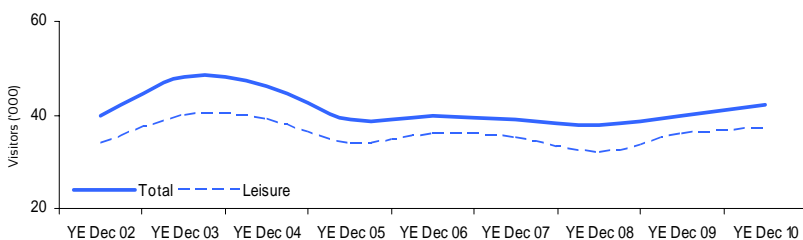


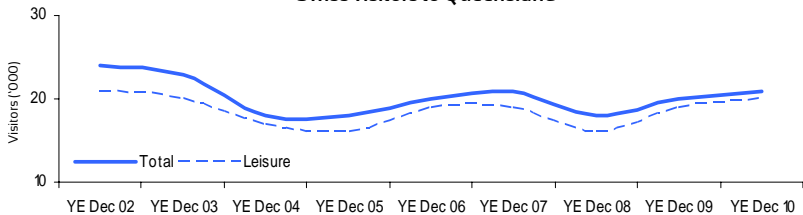
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	42,000	▲ 5%	1%	21,000	▲ 5%	1%
Total ALOS (nights) ¹	36.1	▼ -2.0		23.7	▼ -0.7	
Leisure² visitors	37,000	▲ 3%	1%	20,000	▲ 5%	1%
Leisure ALOS	29.1	▼ -0.2		16.1	▲ 1.4	
Expenditure (\$m)³	\$197	▼ -1%	1% (share of expenditure)	\$65	▲ 12%	2% (share of expenditure)

Swiss visitors to Australia



Swiss visitors to Queensland



Swiss visitors to Australia

There were 42,000 visitors from the Swiss market, and increased by 5% over the year to December 2010.

An equal proportion (50% respectively) of visitors from the Swiss market are first time visitors or repeat visitors to Australia.

The majority of visitors from the Swiss market travelled unaccompanied (60%), while 26% travelled as part of an adult couple in Australia.

38% of Swiss visitors to Australia were youth market visitors⁴, which remained stable over the year to December 2010.

Swiss visitors to Queensland

Like the national result, the number of Swiss visitors to Queensland increased over the year to December 2010.

Brisbane and Tropical North Queensland were the Queensland regions most visited by Swiss visitors.

48% of Swiss visitors to Queensland were youth market visitors. This market remained stable over the year to December 2010.

Expenditure in Queensland

Swiss visitors spent \$65 million on their trips to Queensland in the year to December 2010. This was an increase of 12% over the year.

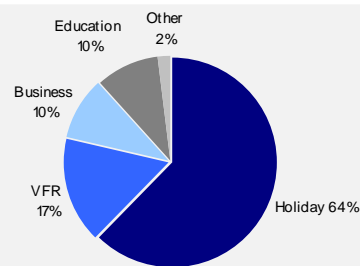
Swiss spend per visitor in Queensland was \$3,053. This is higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The number of Swiss holiday visitors increased by 4% in the year ended December 2010, and represented 64% of all visitors to Australia.

The VFR (visiting friends or relatives) market increased over the year ended December 2010.

Education visitors from the Swiss market accounted for 10% of all Swiss visitors to Australia, and remained steady over the year to December 2010.

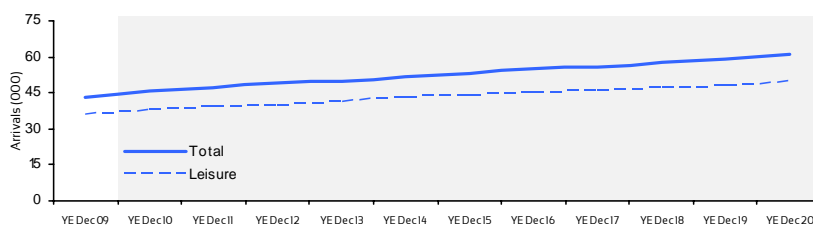


Swiss arrivals forecast⁵

Arrivals to Australia from the Swiss market are forecast to increase by an average of 3% each year from 2009 and reach 61,000 arrivals in 2020.

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).

Forecast Swiss arrivals to Australia



Note: Numbers shaded are forecasts.

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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. Youth market represents visitors who are aged between 15 and 29 years old.
 5. Tourism Forecasting Committee 2010 Issue 2
 Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010