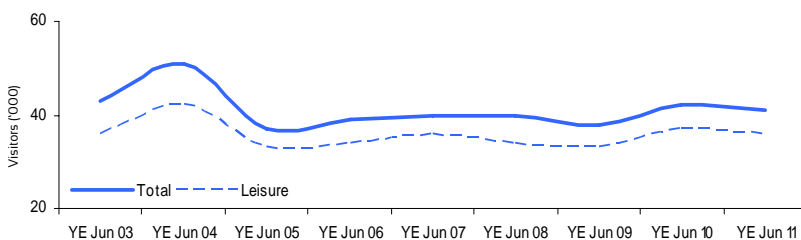


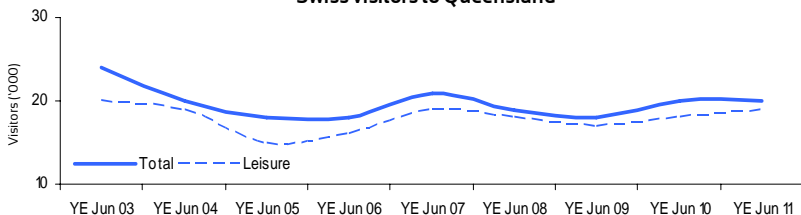
Year ended June 2011

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	41,000	▼ -2%	1%	20,000	● 0%	1%
Total ALOS (nights) ¹	37.2	▲ 1.0		23.4	▲ 0.1	
Leisure² visitors	36,000	▼ -3%	1%	19,000	▲ 6%	1%
Leisure ALOS	29.1	▼ -0.1		15.7	▼ -0.6	
Expenditure (\$m)³	\$199	▲ 2%	1% (share of expenditure)	\$60	▲ 5%	2% (share of expenditure)

Swiss visitors to Australia



Swiss visitors to Queensland



Swiss visitors to Australia

Over 41,000 Swiss visitors travelled to Australia in the year ending June 2011, a decline of just 2% on the previous year.

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 to Australia unaccompanied (61%) or in an adult couple (24%).

Over 51% of Swiss visitors to Australia are middle aged (30 to 59 years), with a further 37% being youth⁴. Around 73% of Swiss visitors disperse beyond the major gateway cities in Australia.

Swiss visitors to Queensland

While Swiss visitors to Australia declined, the number to Queensland was steady in the year ending June 2011. The growth in education and holiday offset the declines in VFR (visiting friends or relatives) and business travel.

Tropical North Queensland and Brisbane were the most popular Queensland regions for Swiss visitors. While TNQ had an increase in Swiss visitors (up 9%), Brisbane had declines of 8%.

Switzerland Market Insights⁵

Australia's share of Switzerland's total outbound market has remained steady at 0.3% since 2005. No direct aviation services have been conducted between Switzerland and Australia for around a decade. Capacity on the route has declined, partially due to rising jet fuel prices affecting the operating economics of very long haul routes.

Expenditure in Queensland

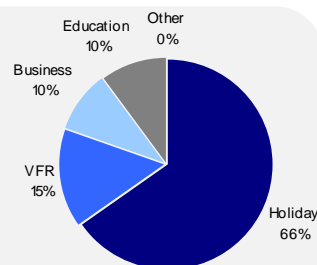
Swiss visitors spent \$60 million on their trips to Queensland in the year ending June 2011. This was an increase of 5% on the previous year.

The Swiss spend \$3,023 per visitor in Queensland. This is much higher than the average spend of all international visitors to Queensland (\$1,822). Swiss visitors are now spending \$120 more than they were in the year ending June 2010.

Main purpose of visitation to Australia

The number of Swiss visitors to Australia declined in the year ending June 2011, the result of a decrease in VFR travel.

Education, business and employment travel recorded growth in the year ending June 2011. Holiday was stable and remains the main reason Swiss visitors travel to Australia.

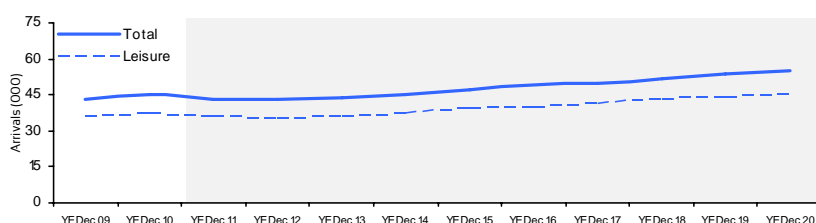


Swiss arrivals forecast⁶

Arrivals to Australia from the Swiss market are forecast to increase by 2.2% per annum between 2010 and 2020 to reach 55,000 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 Australia's Switzerland Outbound Market Share Analysis and Aviation Update 2010
 6. Tourism Forecasting Committee 2011 Issue 2
 Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended June 2011