

Market Snapshot

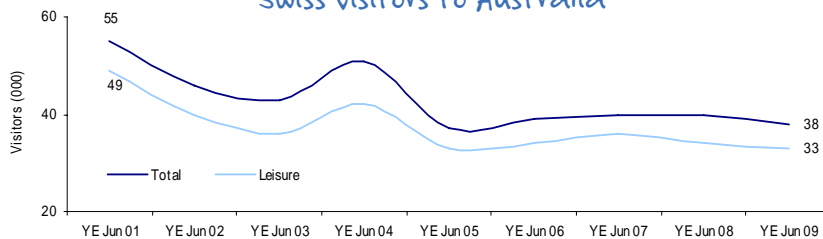
Year ended June 2009

Switzerland



	Australia	Change Jun 08 to Jun 09	Share of international visitors	Queensland	Change Jun 08 to Jun 09	Share of visitors to Qld
Total visitors	38,000	-5% ▼	1%	18,000	-5% ▼	1%
Total ALOS (nights) ¹	42.8	-0.2 ▼		29.2	3.6 ▲	
Leisure² visitors	33,000	-3% ▼	1%	17,000	-6% ▼	1%
Leisure ALOS	30.2	-3.8 ▼		14.5	-2.7 ▼	
Expenditure (\$m)³	188	-3% ▼	1% (Share of expenditure)	62	22% ▲	2% (Share of expenditure)

Swiss visitors to Australia



Swiss visitors to Australia

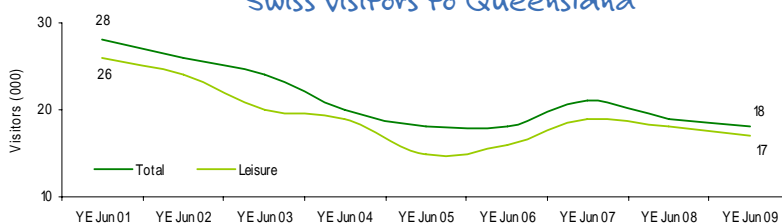
There were 38,000 visitors from the Swiss market over the year to June 2009. Swiss visitors to Australia have remained relatively steady since the year ended June 2005, although experienced a small decline over the past 12 months.

Over half of visitors from the Swiss market in the year ended June 2009 were first time visitors to Australia (58%).

The majority of visitors from the Swiss market travelled unaccompanied (55%), while 24% travelled as part of an adult couple in Australia.

39% of Swiss visitors to Australia were backpackers⁴. In addition, the largest proportion of visitors to Australia from the Swiss market and France were backpackers (39% each).

Swiss visitors to Queensland



Swiss visitors to Queensland

The number of Swiss visitors to Queensland declined over the year to June 2009, the holiday market however remained steady.

Brisbane and Tropical North Queensland (TNQ) were the State's most popular regions for Swiss visitors (72% and 56%, respectively).

Swiss visitors spent \$62 million on their trip to Queensland in the year to June 2009. This was an increase of 22% over the year.

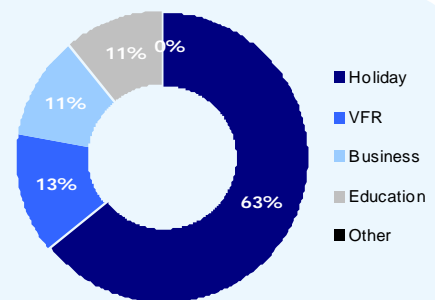
Swiss visitors spend per visitor in Queensland was \$3,399, higher than the total international average spend (\$1,986), and one of the highest spend per visitor for Queensland.

Main purpose of visitation to Australia

Visitor arrivals from the Swiss market decreased by 5% in the year to June 2009. The number of holiday visitors remained steady, however there were declines across all other purpose of visit markets.

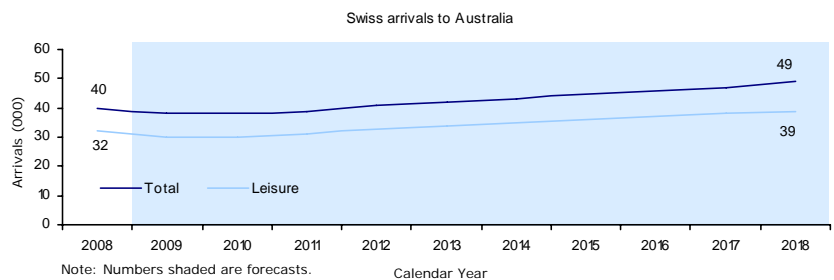
The Swiss visiting friends or relatives (VFR) market saw a decline of 17% over the same period. Swiss holiday visitors represented 63% of all visitors to Australia.

Education visitors from the Swiss market accounted for a slightly larger proportion of the market at 11%, than the total international market average (8%). This market declined by 20% over the year to June 2009.



Swiss arrivals forecast⁵

Arrivals to Australia from the Swiss market are forecast to increase by an average of 2% each year from 2008 to reach 49,000 arrivals in 2018.



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 2009 Issue 1

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