



International Visitor Profile

Switzerland

Visitor Profile 2007

Switzerland Visitor Summary

- In 2007, there were 41,927 visitors to Australia, a decrease of 1% from the previous year, rating Switzerland as Australia's twenty third largest inbound market for arrivals.
- In 2007, the average length of stay for Swiss visitors was 43 nights, much higher than the average of 30 nights for all visitors.
- Travellers from Switzerland accounted for 1% of all international visitor nights in Australia in 2007.
- Switzerland is Australia's twenty second largest source market in terms of total expenditure. In 2007 travellers from Switzerland spent a total of \$322 million on trips to Australia, with an average expenditure of \$8,143 per trip.
- In 2007, 50% of Swiss visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Switzerland including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

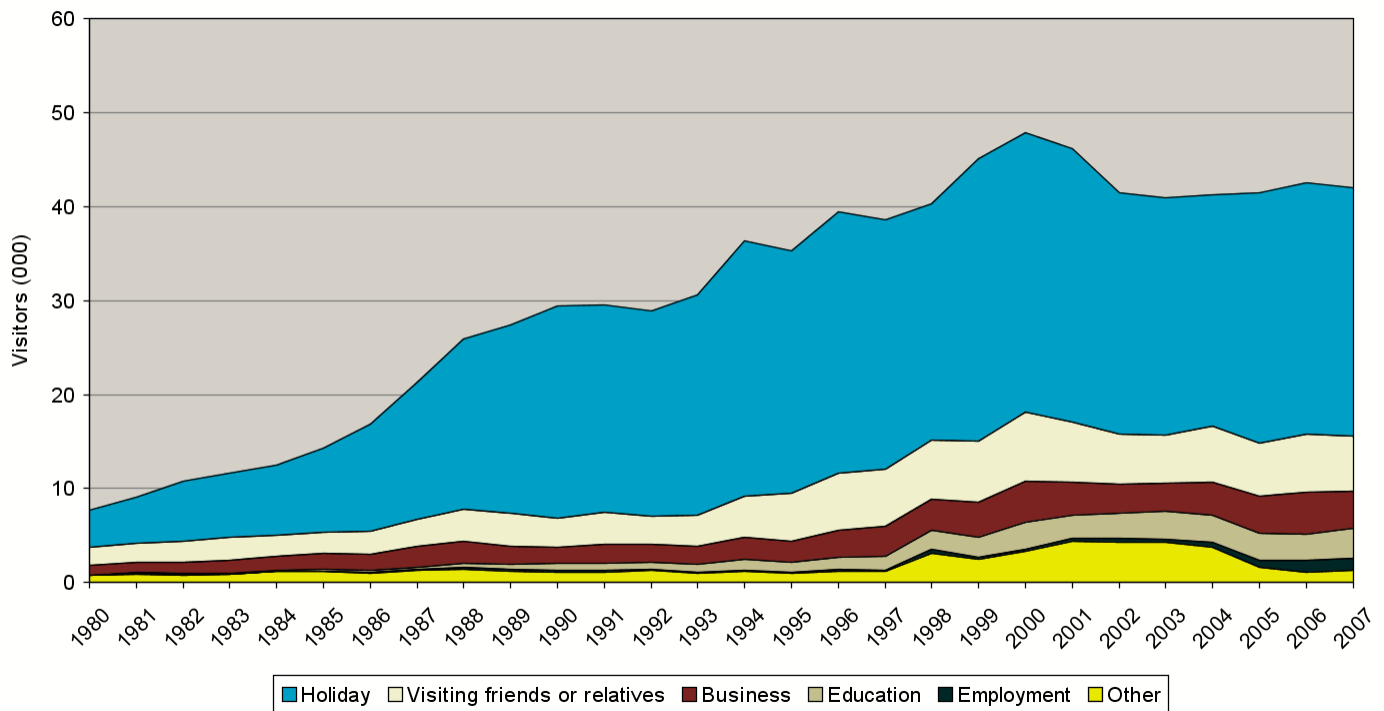
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Visitor Arrivals

- In 2007, the number of visitors from Switzerland totalled 41,927 more than five times the 7,733 arrivals in 1980 (Figure 1). Switzerland is currently Australia's twenty third largest inbound tourist market.
- In 2007, 26,320 visitors came for a holiday, 5,960 came to visit friends and relatives (VFR), 3,902 on business, 1,310 for employment, 3,167 for education and 1,269 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Switzerland shows arrival numbers remained steady with no real movement.
- In 2007, 45% or 17,732 of all visitors from Switzerland were repeat visitors (Figure 2). This is lower than the average of 57% across all markets.
- Total visitor arrivals from Switzerland decreased by 1% in 2007.

Figure 1 - Visitors from Switzerland by main purpose of visit 1980 - 2007

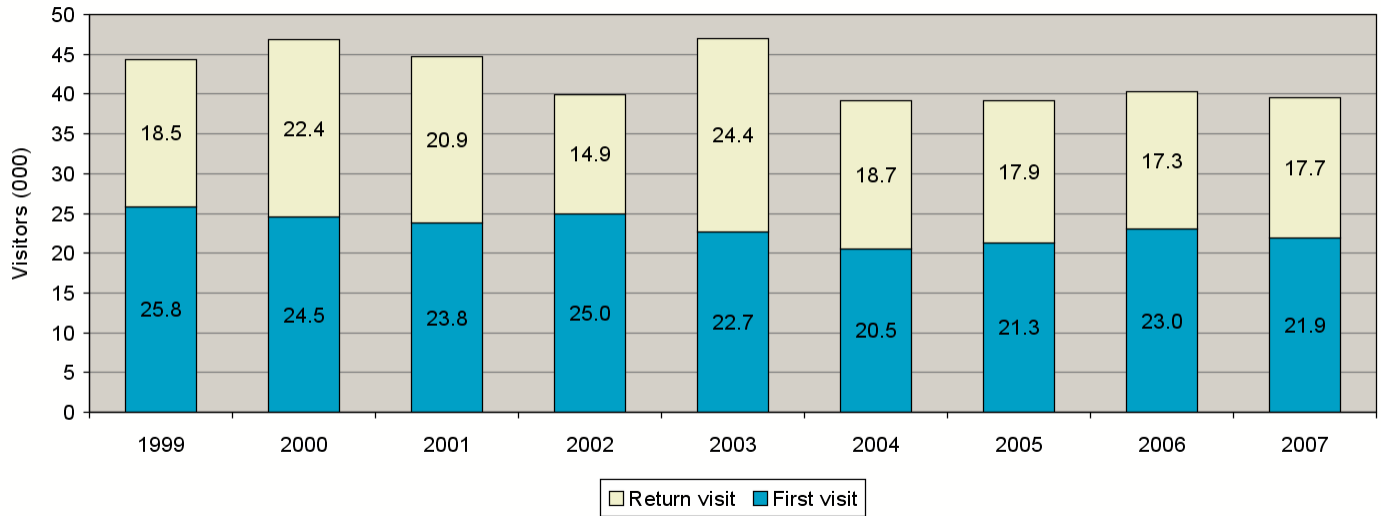


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

Switzerland

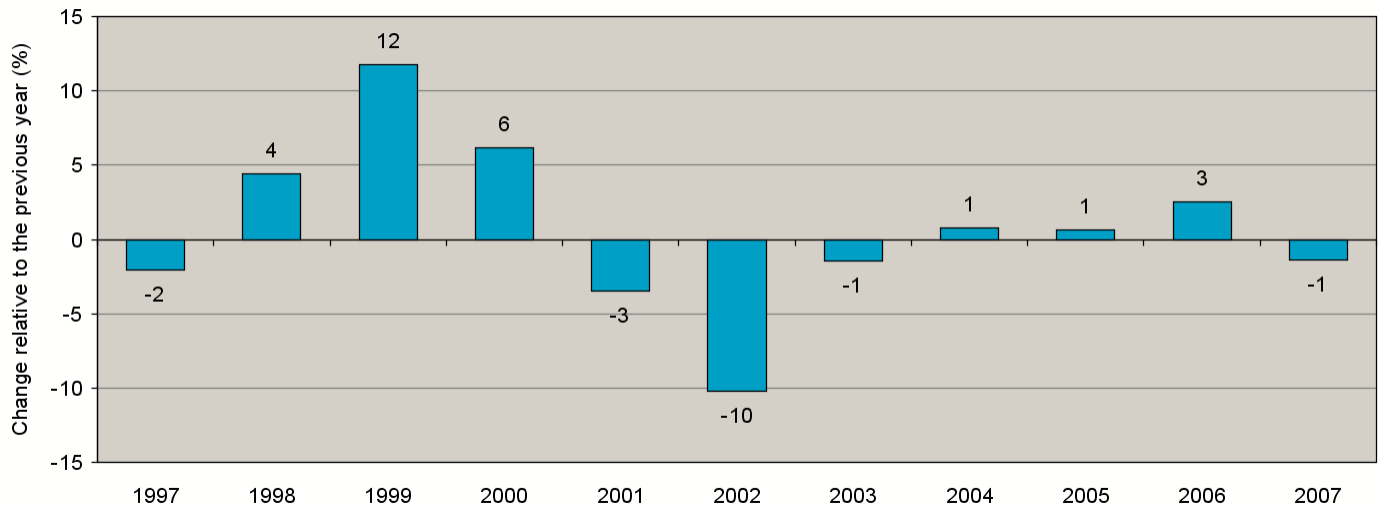
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Figure 2 - Visitors from Switzerland by first or return visit 1999 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Switzerland 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

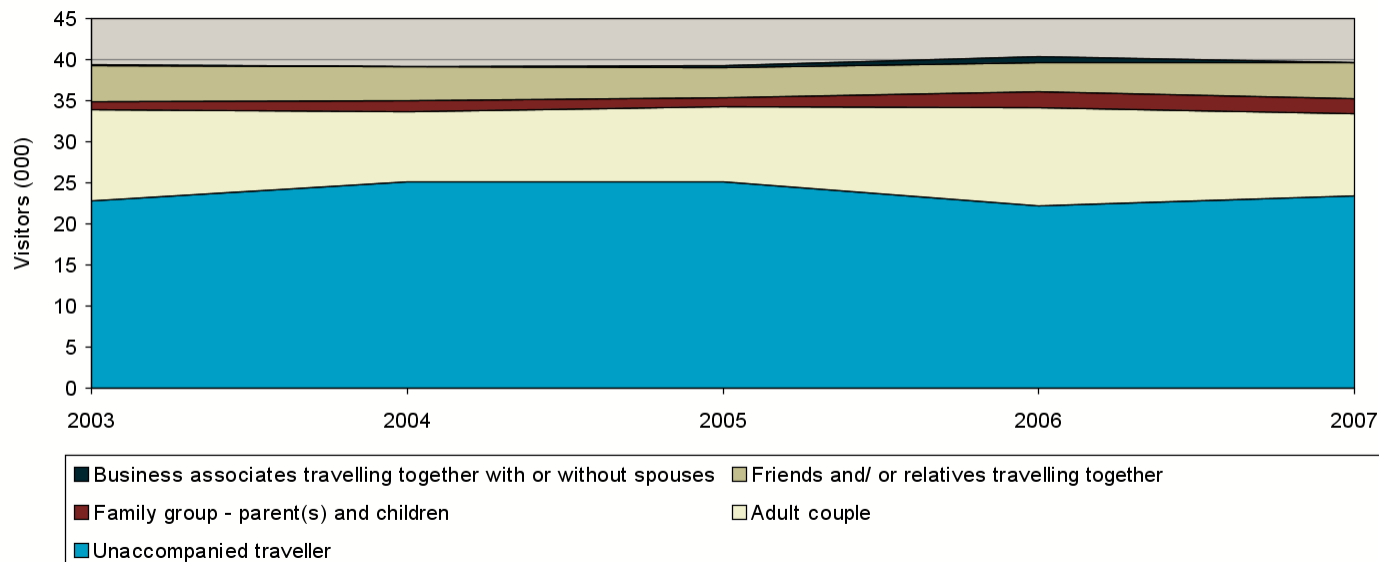
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Travel Party

- The majority of visitors from Switzerland travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Switzerland was 23,426 or 59% of all visitors from Switzerland.

Figure 4 - Visitors from Switzerland by travel party description 2003 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 1 - Visitors from Switzerland by travel party description 2003 - 2007.

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	22.8	58	25.1	64	25.1	64	22.2	55	23.4	59
Adult couple	11.2	28	8.5	22	9.2	23	12.0	30	10.0	25
Family group - parent(s) and children	0.9	2	1.4	4	1.1	3	2.0	5	1.8	5
Friends and/or relatives travelling together	4.4	11	4.1	10	3.6	9	3.5	9	4.3	11
Business associates travelling together with or without spouses	0.1	0	0.1	0	0.2	1	0.7	2	0.0	0
Total	39.4	100	39.2	100	39.2	100	40.3	100	39.6	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from Switzerland by age 1995 - 2007.

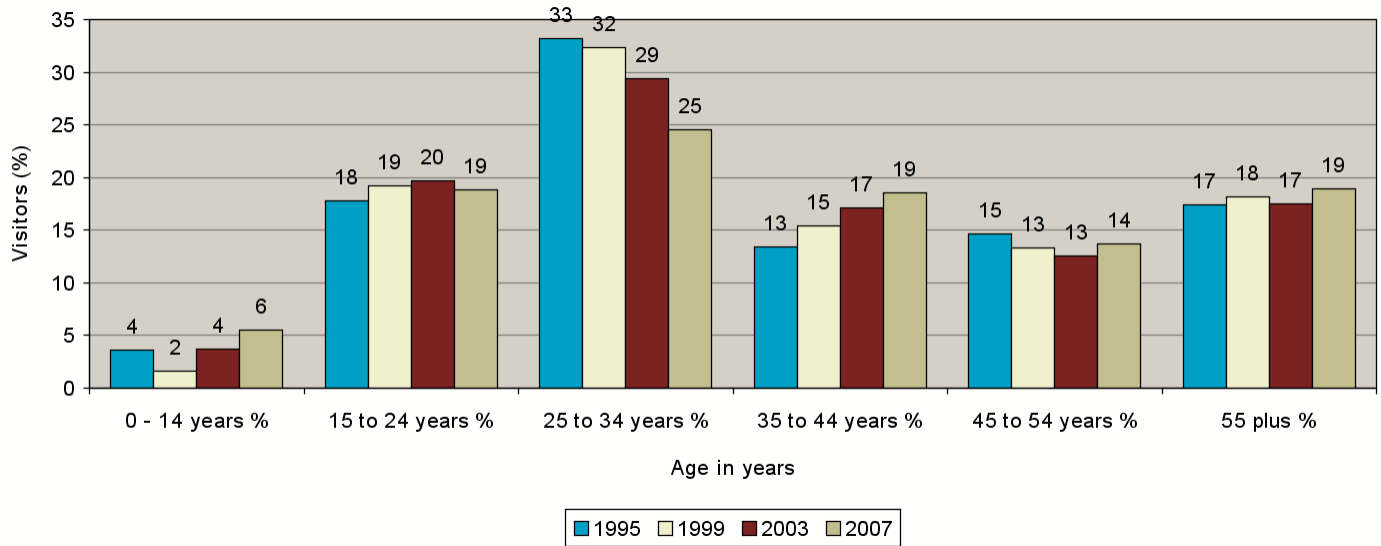
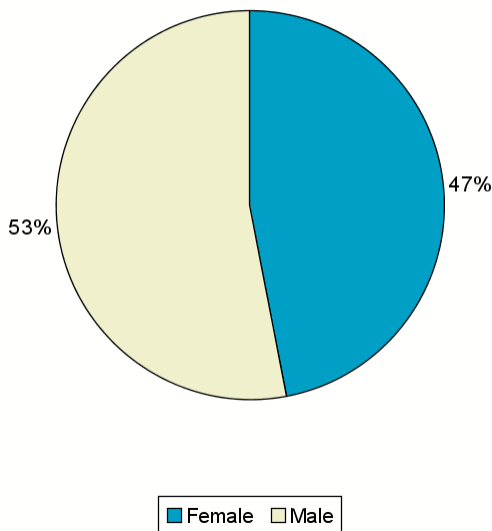


Figure 6 - Visitors from Switzerland by gender 2007



- In 2007, the age distribution shows 6% were aged 0-14 years, 19% were 15-24 years, 25% were 25-34 years, 19% were 35-44 years, 14% were aged 45-54 years and 19% were 55 and over.
- Of visitors from Switzerland, 53% were males or 22,034 visitors and 47% were females or 19,892 visitors. The gender ratio of visitors from Switzerland is 111 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

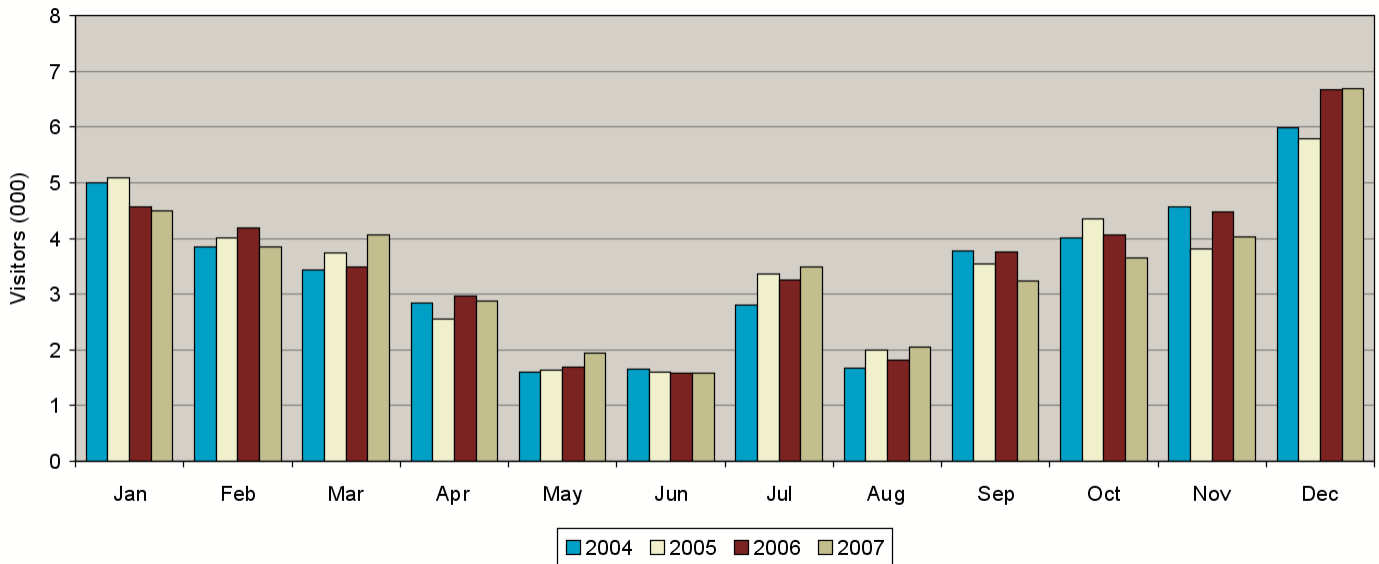
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Seasonality

- The seasonality of visitor arrivals from Switzerland is shown in Figure 7.
- In 2007, December was the peak month for visitors from Switzerland, followed by January and March.

Figure 7 - Visitors from Switzerland by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

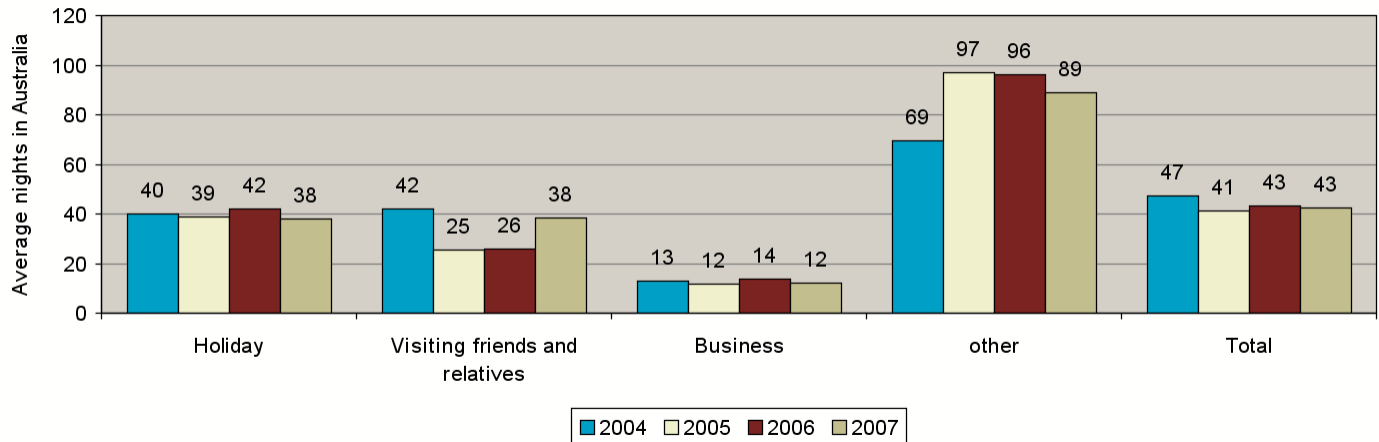
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Duration of Stay

During 2007, visitors from Switzerland spent 1.7 million nights in Australia, being 1% of all visitor nights.

Figure 8 - Duration of stay for visitors from Switzerland by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Switzerland by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	40	39	42	38	28	26	30	31
Visiting friends and relatives	42	25	26	38	26	20	20	28
Business	13	12	14	12	7	7	10	7
other	69	97	96	89	66	89	88	79
Total	47	41	43	43	33	26	28	30

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

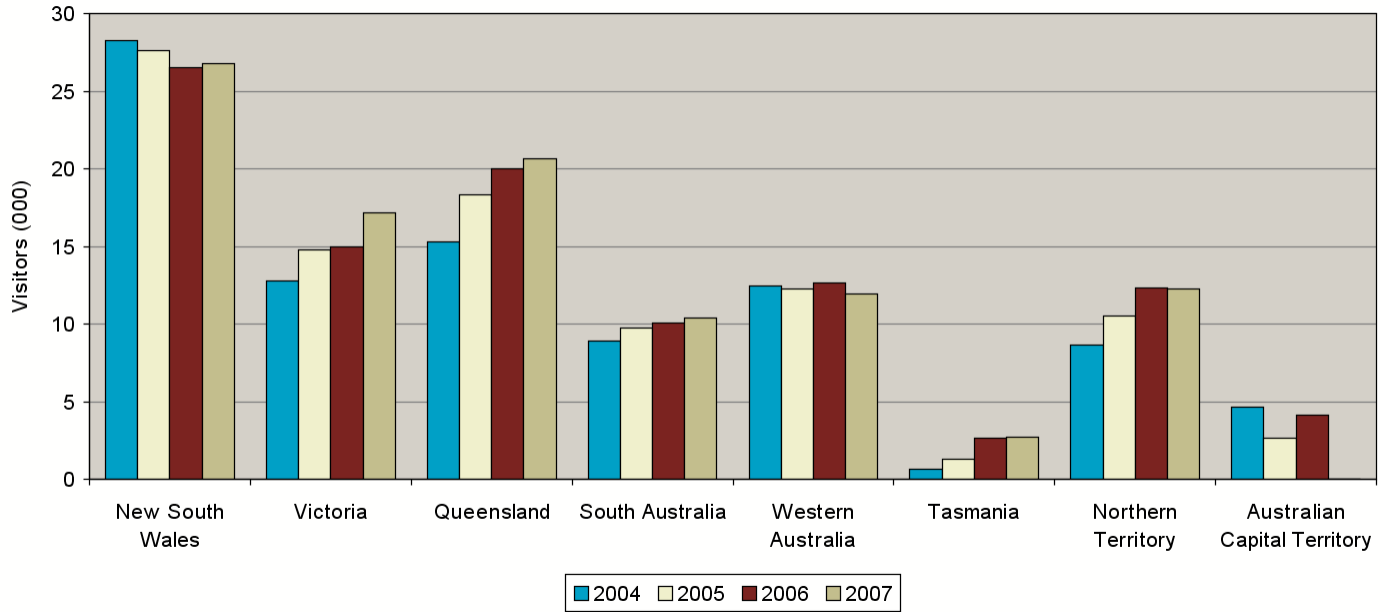
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Destination Visited

- In 2007, the most popular State or Territory for visitors from Switzerland was New South Wales, with 26,766 or 68% of visitors staying for over 500,000 nights.

Figure 9 - Visitors from Switzerland by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

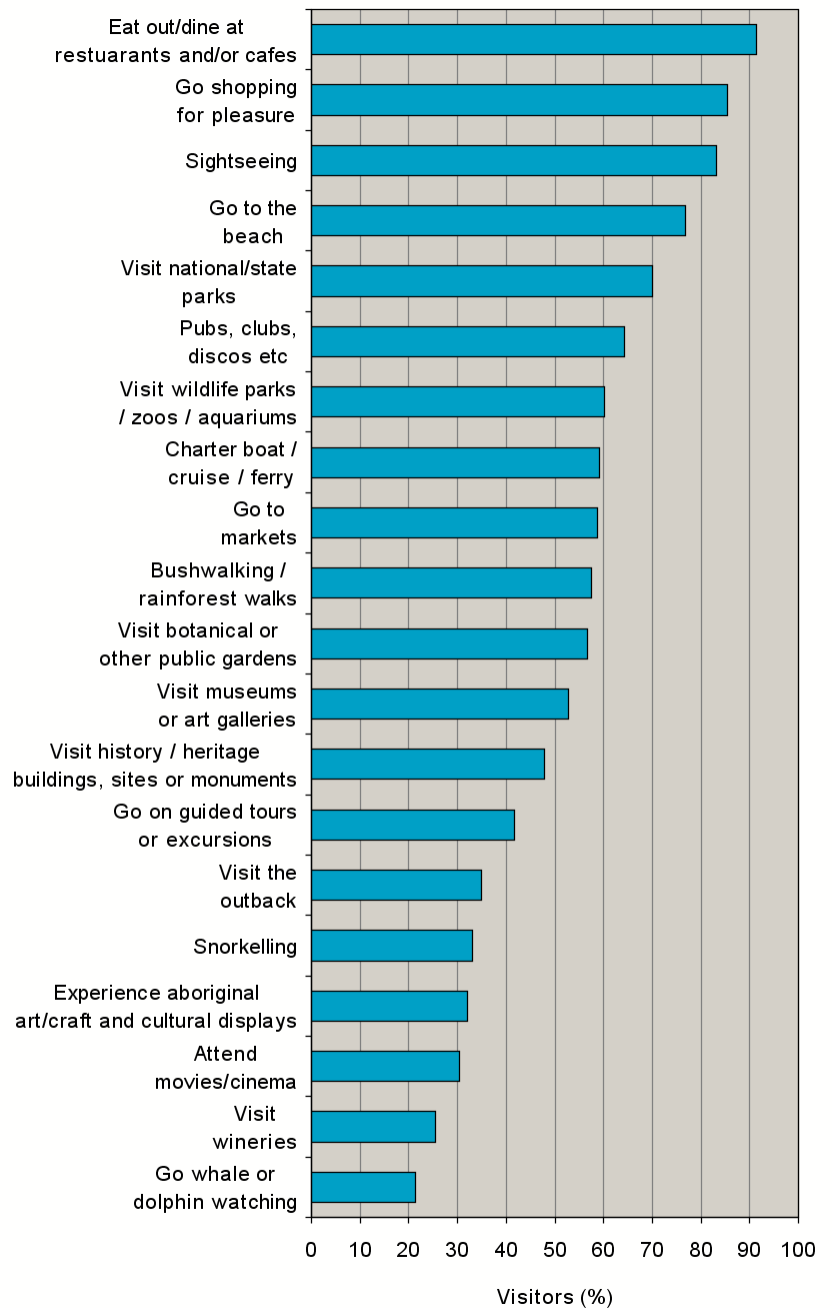
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Switzerland whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach (including swimming, surfing and diving) and visit national or state parks.

Figure 10 - Visitors from Switzerland by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

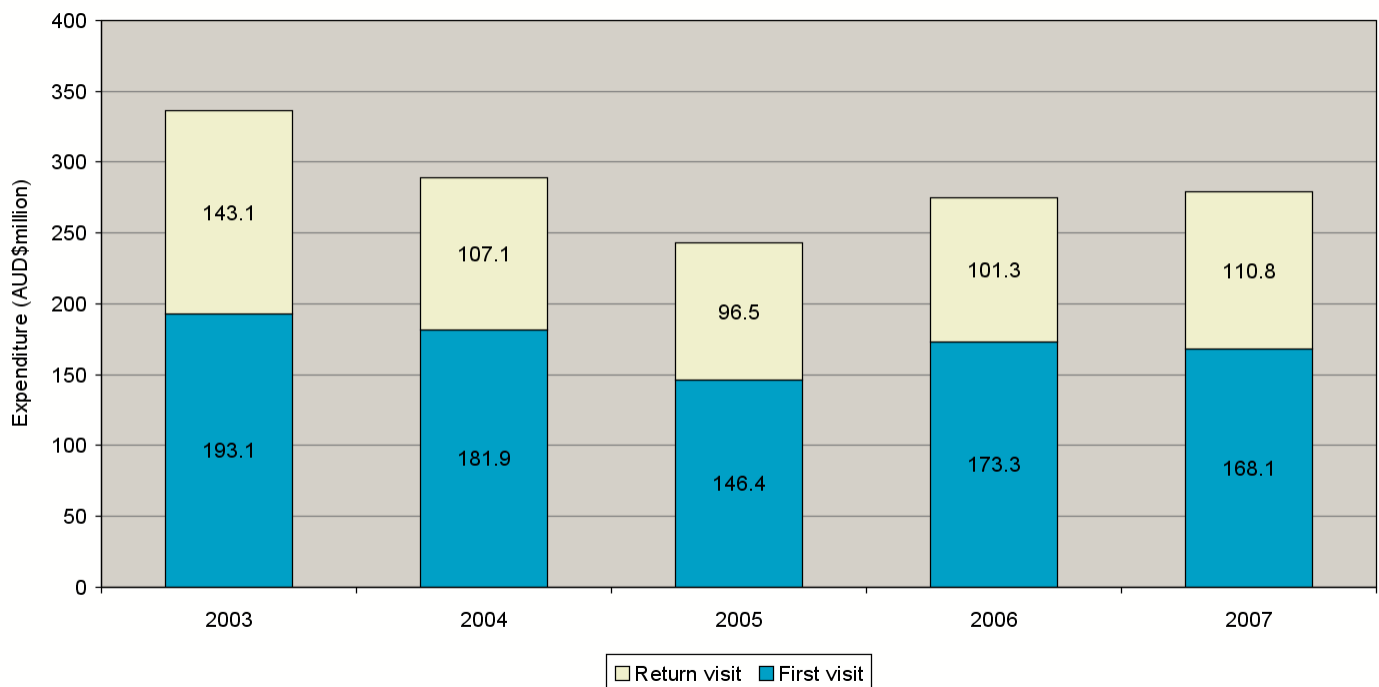
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Expenditure

- During 2007, visitors from Switzerland had a Total Inbound Economic Value (TIEV) of \$279 million on trips to Australia (Figure 11). This is an increase of 2% on the previous year.
- Travellers from Switzerland accounted for 1% of all Total Inbound Economic Value (TIEV).
- A total of \$168 million or 60% of TIEV came from visitors from Switzerland on their first trip to Australia, while return visitors spent \$111 million.
- In 2007, the average Total Inbound Economic Value (TIEV) for Swiss visitors was \$7,043.

Figure 11 - Visitors from Switzerland : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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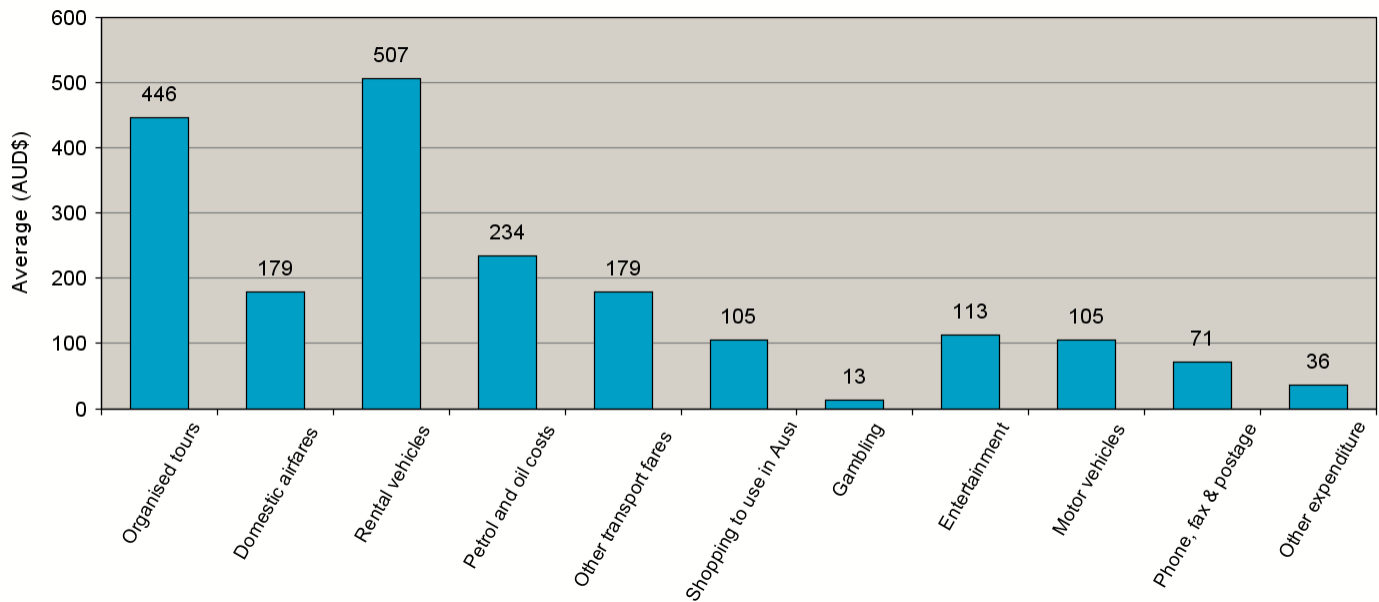
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Switzerland. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	2,258
Food, drink & accommodation	2,199
Shopping to take home	261
Education	389
Package tour	1,040
Other (total of items charted)	1,988

Figure 12 - Average expenditure for visitors from Switzerland by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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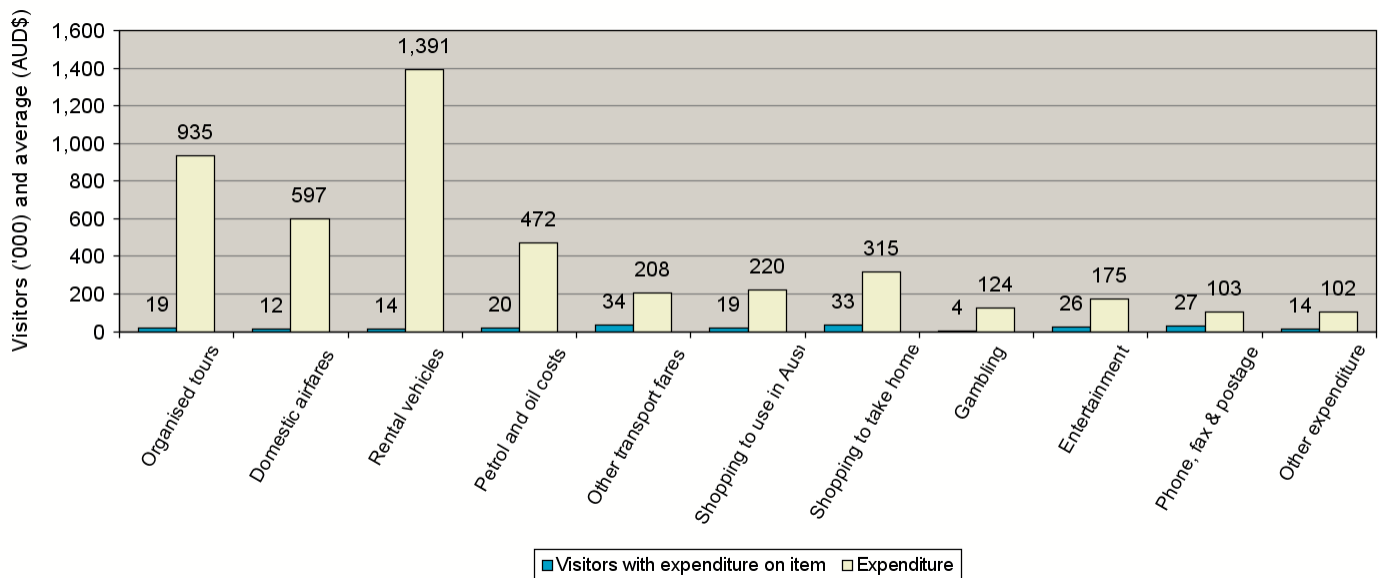
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 2% of all visitors from Switzerland had expenditure on the purchase a motor vehicle however this was a large expenditure item by this measure.
- In 2007, 83% of Swiss travellers purchased 'shopping to take home' and 48% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	32	2,813
Food, drink & accommodation	38	2,264
Motor vehicles	1	5,742
Package tour	8	5,279
Education	5	3,022

Figure 13 - Average expenditure for visitors from Switzerland with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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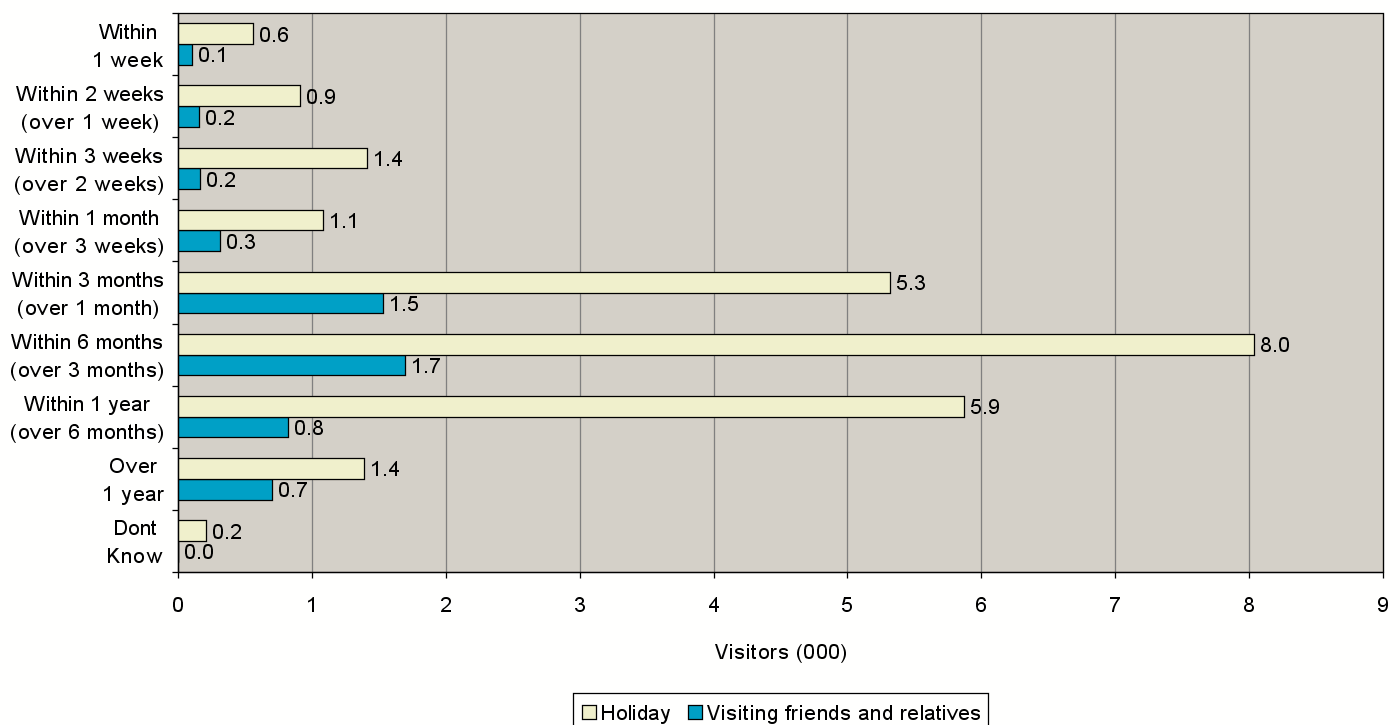
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Planning and Booking Horizons

- In 2007, 37% of holiday visitors started planning within 3 months of arriving in Australia while 30% began planning more than 6 months before arrival. Only 16% of holiday visitors planned their trip less than 1 month before arrival.
- Of the leisure travellers from Switzerland, 38% prepare their trip within 3 months of arriving in Australia while 29% planned more than 6 months prior to their arrival.
- Of the travellers visiting friends and relatives (VFR), 41% had started planning within 3 months of arriving in Australia while 28% began planning more than six months before arrival.

Figure 14 - Leisure visitors from Switzerland: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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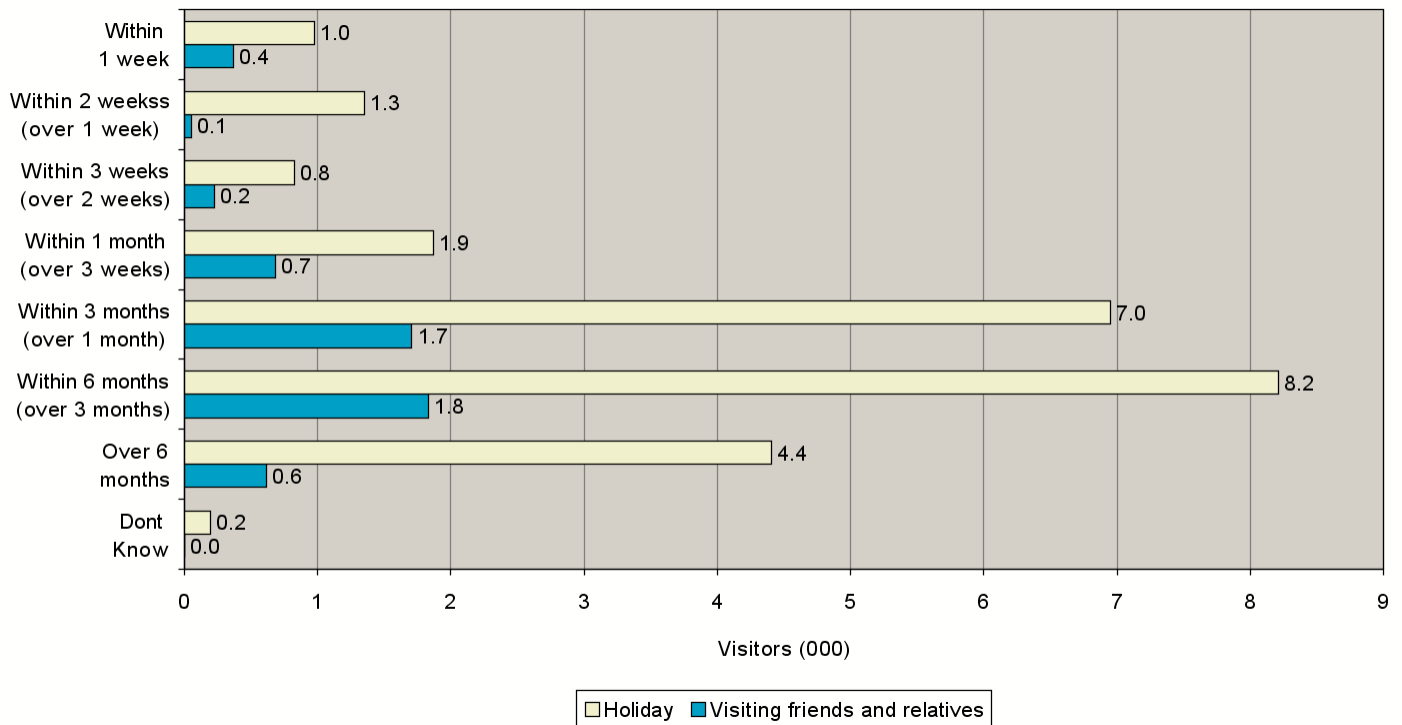
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Planning and Booking Horizons

- When booking flights, 20% of holiday travellers booked their ticket within one month of arrival, while 24% of travellers visiting friends and relatives (VFR) booked within one month.
- Of the leisure travellers, 17% booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from Switzerland: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

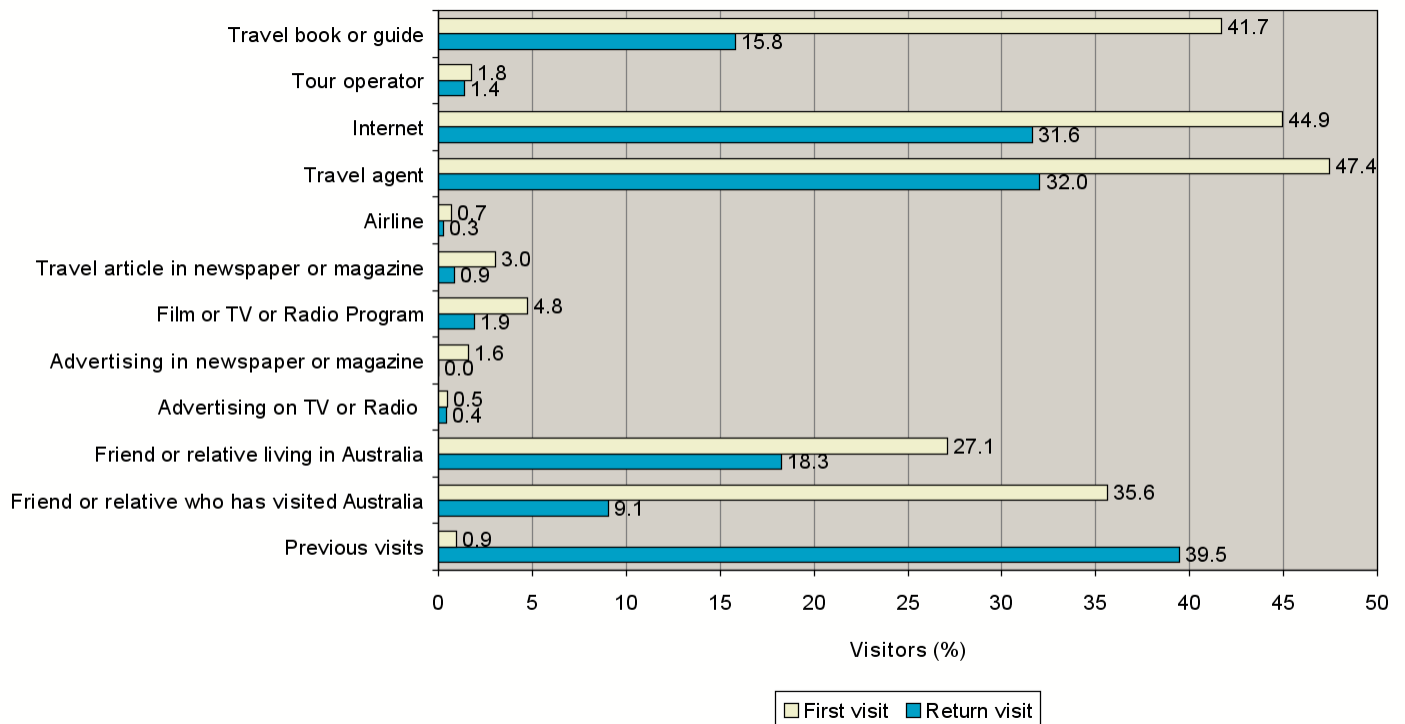
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Information Sources

- The most common source of information for first time travellers from Switzerland was a travel agent. This was used by 47% of first time visitors when planning their travel. A further 45% used the internet and 42% used a travel book or guide.
- Of the return visitors from Switzerland, 39% relied on knowledge from a previous visit or visits as a source of information about Australia while 32% used the internet.

Figure 16 - Visitors from Switzerland: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

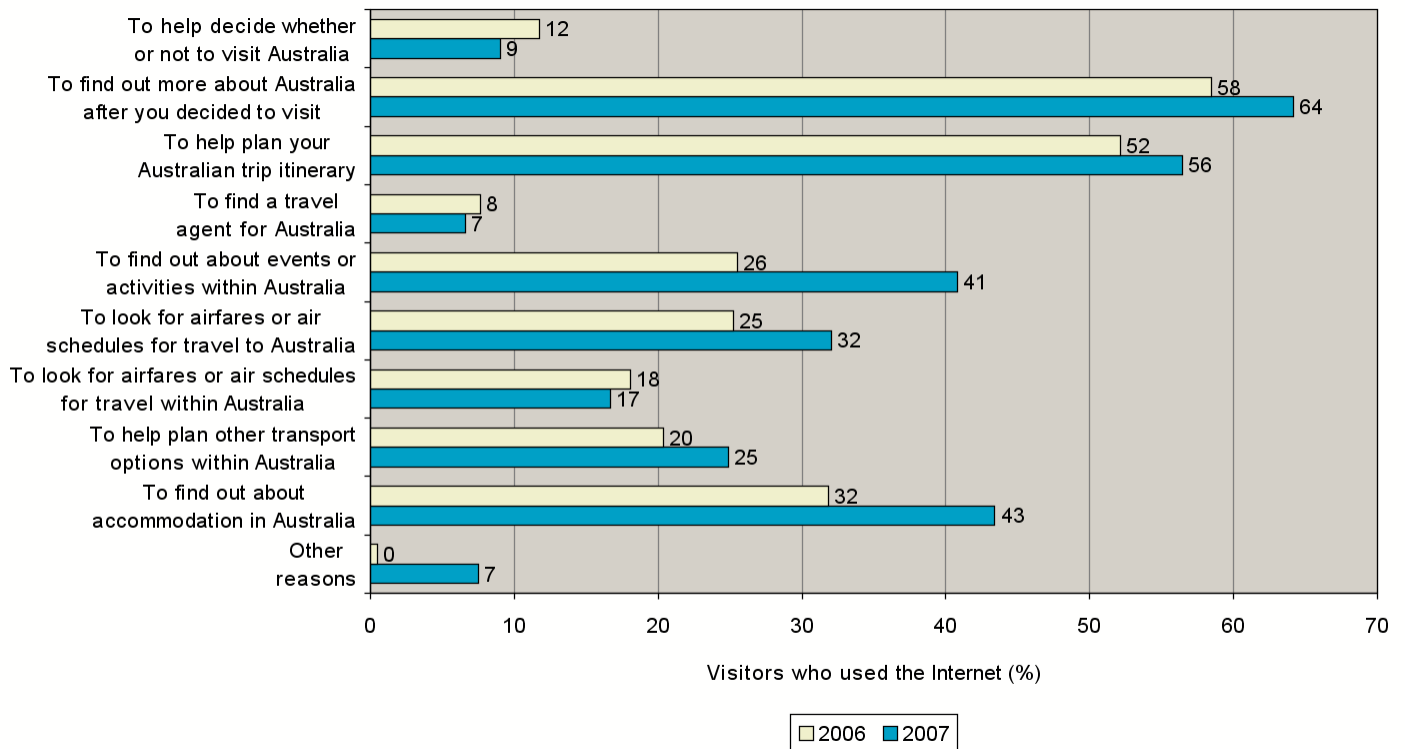
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Internet Usage

- In 2007, a total of 23,977 or 61% of visitors from Switzerland used the internet when planning their trip to Australia.
- Most visitors from Switzerland (64%) used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from Switzerland by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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