



# International Visitor Profile 2009

## Switzerland

### Summary

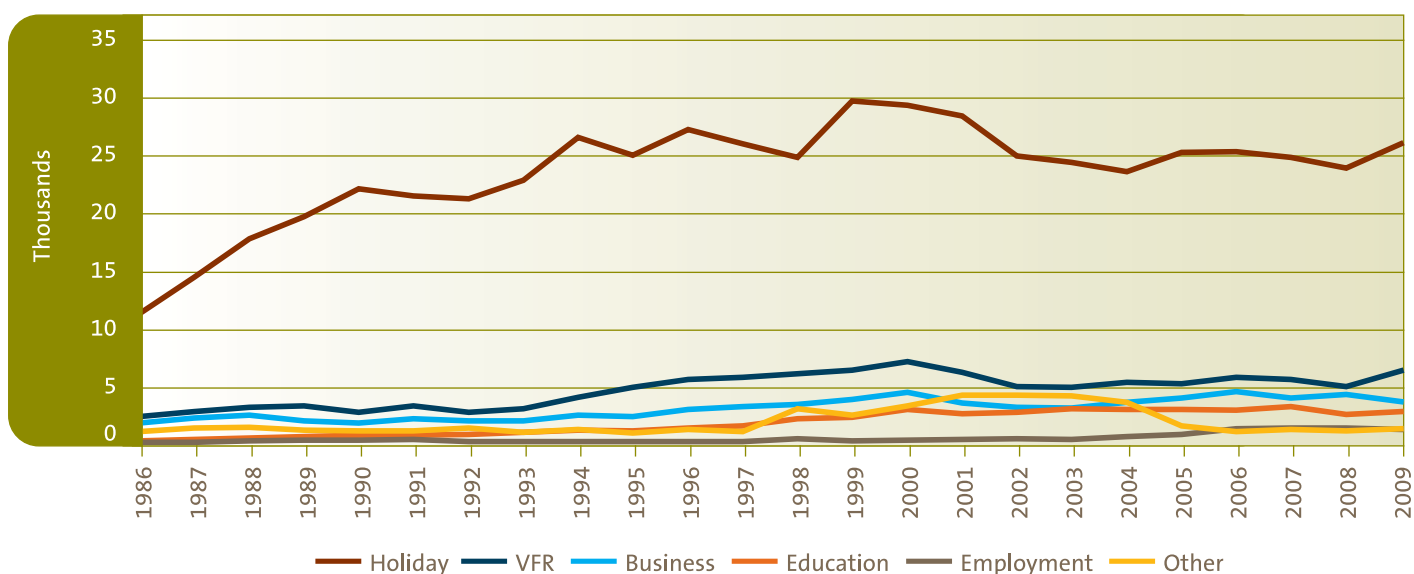
- Switzerland is Australia’s twenty-fourth largest inbound market. In 2009, there were 40,709 visitors from Switzerland over 15 years of age and 43,174 visitors in total.
- The average length of stay for visitors from Switzerland was 38 nights compared to the national average of 34 nights.
- Visitors from Switzerland accounted for 1% of all international visitor nights in 2009, making Switzerland the twentieth largest market in terms of nights.
- Visitors from Switzerland spent \$355 million on trips to Australia in 2009, spending on average \$8,712 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

### Visitor arrivals

- There was an 8% increase in visitor arrivals from Switzerland during 2009 compared to 2008. This was largely driven by increases in the holiday and visiting friends and relatives (VFR) markets (9% and 28% respectively), while business visitors declined by 15% during this period.

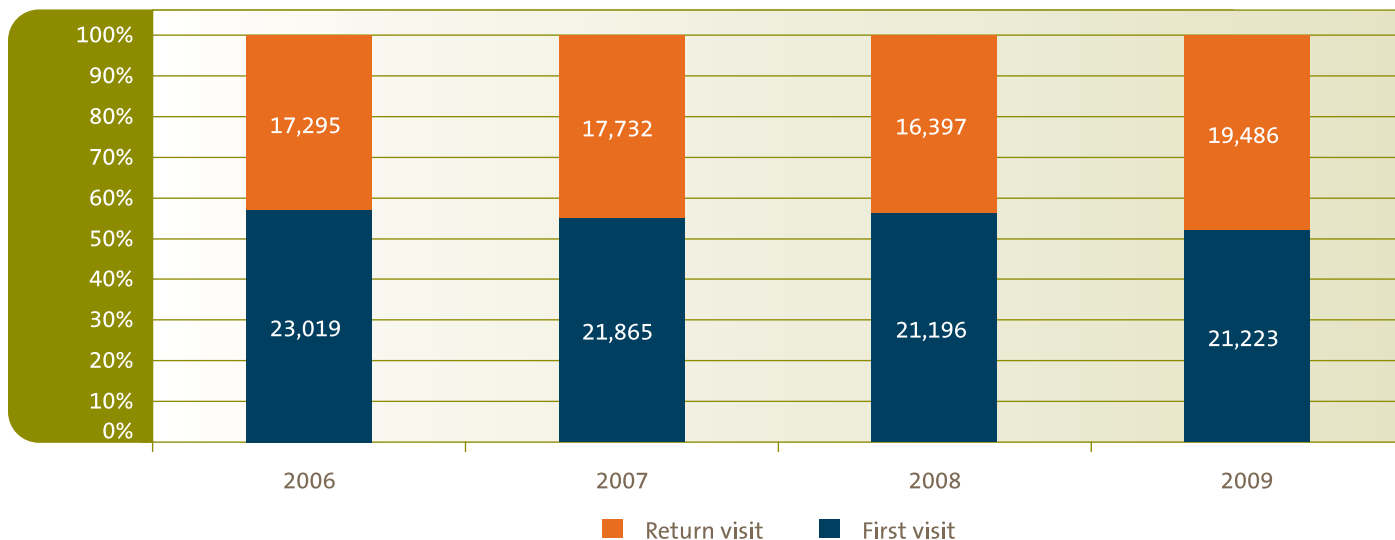
Figure 1 – Main purpose of visit



## Repeat visitors

- Almost half (48%) of visitors from Switzerland were repeat visitors to Australia in 2009, compared to the national average of 62% repeat visitors.

Figure 2 – First or return visit



## Travel party

- Almost two thirds (64%) of visitors travelled unaccompanied and 22% travelled as an adult couple.

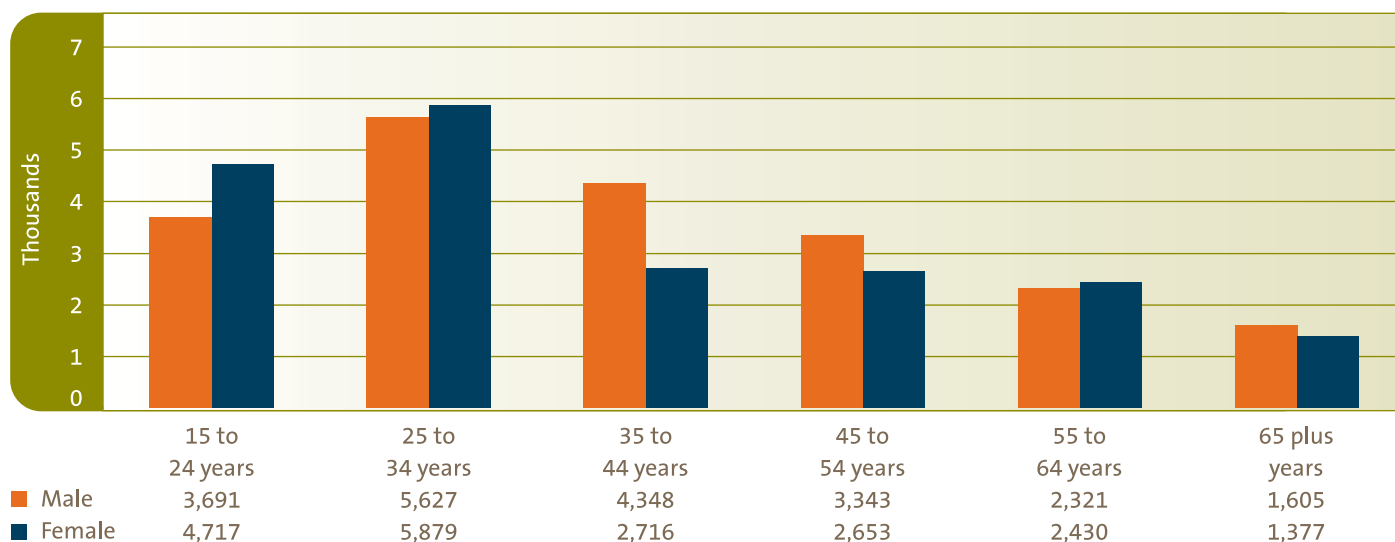
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	22	55	23	59	21	57	26	64
Adult couple	12	30	10	25	10	26	9	22
Family group –parent(s) and children	2	5	2	5	3	9	2	4
Friends or relatives	4	9	4	11	2	6	3	9
Business associates	1	2	0	0	1	2	1	1
Total	40	100	40	100	38	100	41	100

## Demographics

- The largest age demographic of visitors from Switzerland was 25 to 34 years (28% of visitors) and 15 to 24 years (21% of visitors).

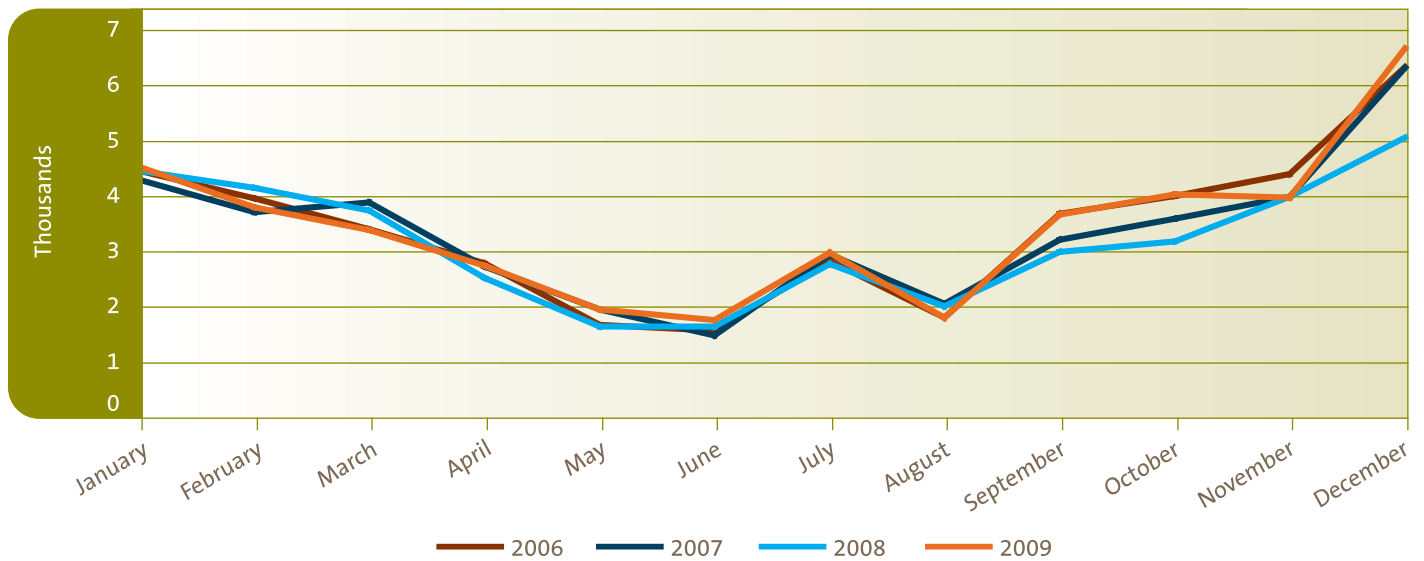
Figure 3 – Age and gender, 2009



## Seasonality

- Visitor arrivals from Switzerland are traditionally higher during the warmer Australian months and lower during the winter months.

Figure 4 – Month of arrival



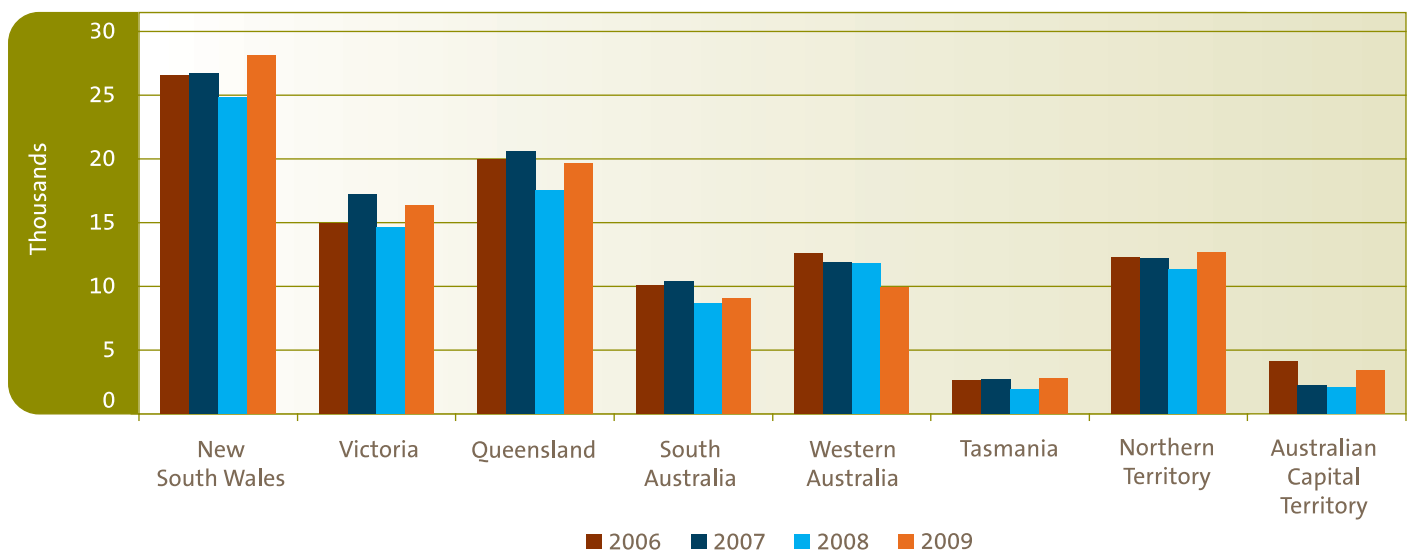
## Length of stay and destination

- Visitors travelling for education (97 nights) had the longest average length of stay of all visitors from Switzerland, followed by employment (46 nights) and holiday (37 nights).
- The most visited states/territories were New South Wales, Queensland, Victoria and Northern Territory.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	42	30	38	31	37	26	37	27
Visiting friends or relatives	26	20	38	28	22	18	20	18
Business	14	10	12	7	13	6	18	5
Education	112	107	97	84	123	115	97	85
Employment	28	14	203	285	60	25	46	77
Other	11	2	25	8	20	19	2	1
Total	43	28	43	30	42	25	38	25

Figure 5 – State/territory visited



## Dispersal

- Visitors from Switzerland spent 55% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth. This is compared to the national average of 32% of nights.

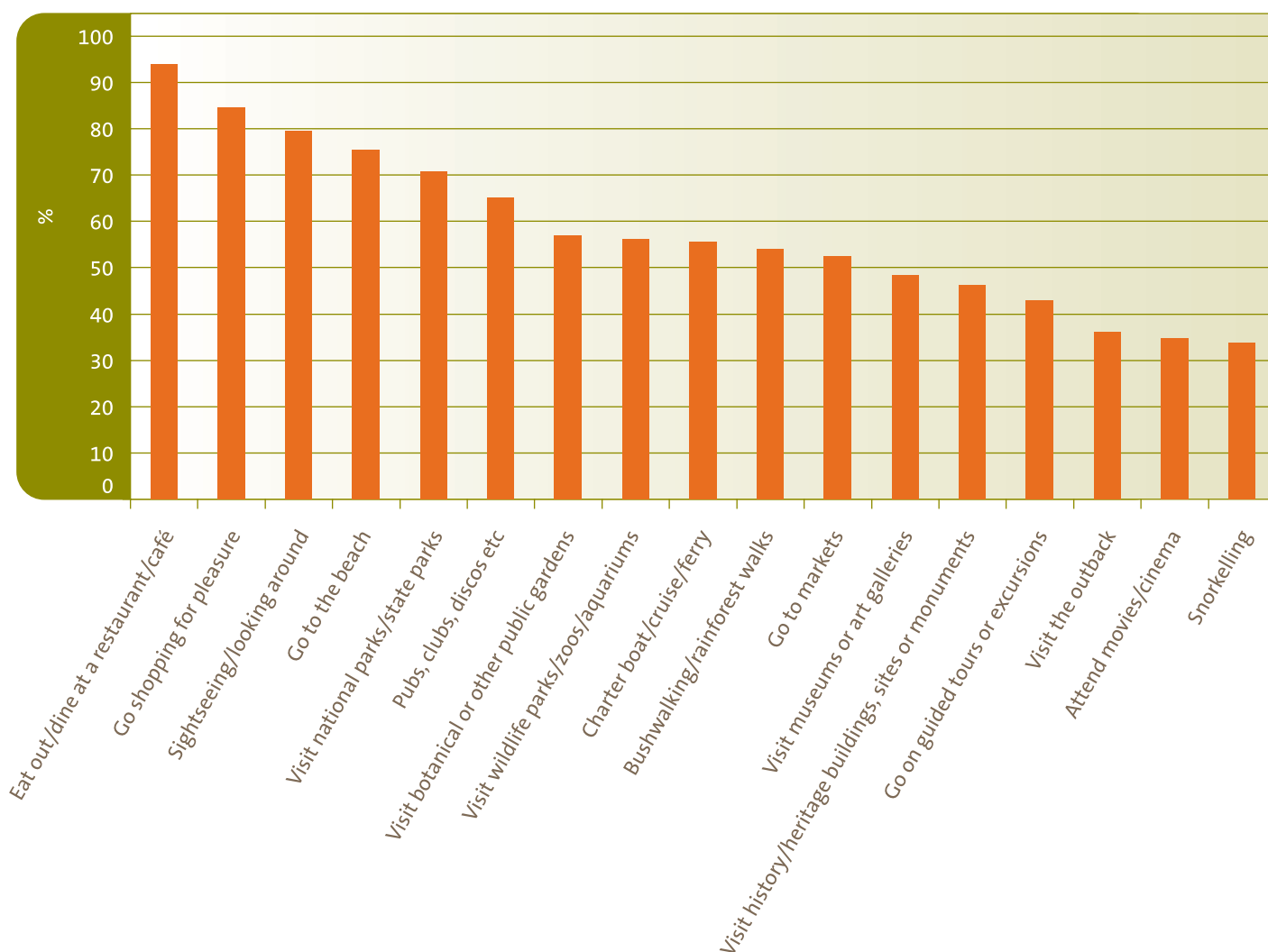
**Table 3 – Dispersal by visitor nights**

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	838	49	844	50	885	56	688	45
Dispersed regions	889	51	832	50	697	44	848	55
Total	1,728	100	1,676	100	1,582	100	1,536	100

## Activities

- The most popular activities were: eat out/dine at a restaurant/café; go shopping for pleasure; sightseeing/looking around; go to the beach; visit national parks/state parks; and pubs, clubs, discos etc.

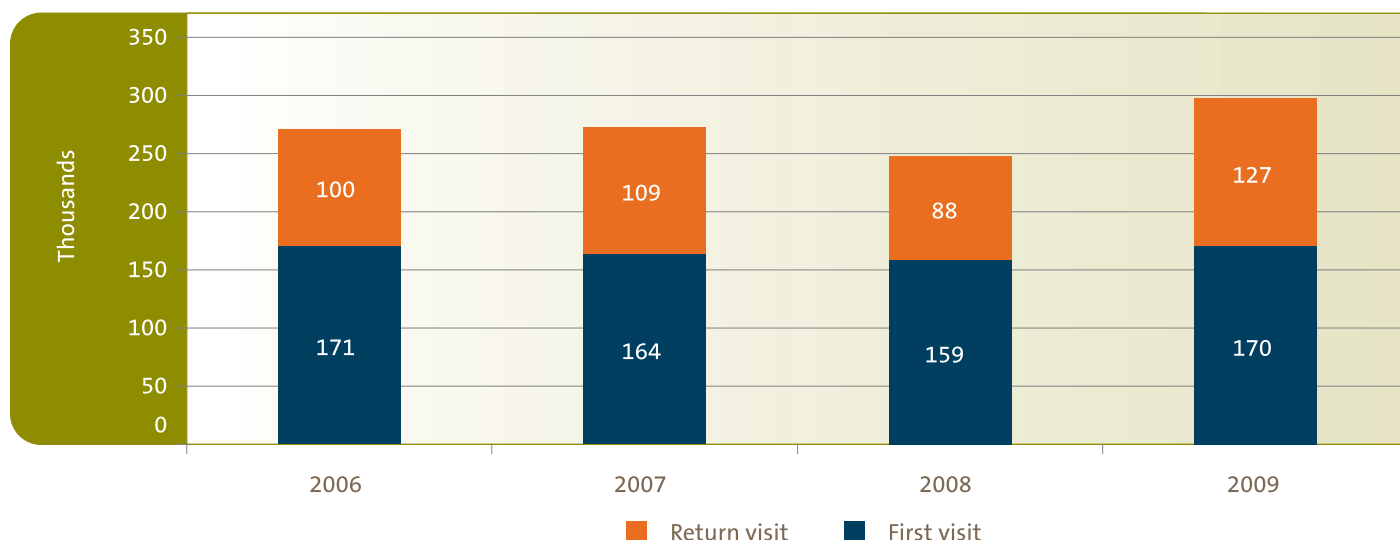
**Figure 6 – Leisure activities, 2009**



## TIEV<sup>1</sup> and expenditure

- Visitors from Switzerland had a Total Inbound Economic Value (TIEV) of \$297 million on trips to Australia during 2009. This was a 20% increase on 2008.
- Visitors from Switzerland spent on average \$8,712 per trip.

**Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit**



**Table 4 – Visitors and average expenditure on specified items, 2009**

	Visitors ('000)	Average spend (\$)
Organised tours	19	858
Domestic airfares	11	483
International airfares	34	2,871
Rental vehicles	13	1,286
Petrol and oil costs	18	423
Other transport fares	35	174
Food, drink and accommodation	40	1,960
Shopping to use in Australia	22	287
Shopping to take home	34	309
Gambling	2	90
Entertainment	28	153
Motor vehicles	1	9,600
Education	5	4,849
Phone, fax and postage	28	93
Package tour	7	9,942
Other	16	121
Total	41	8,712

<sup>1</sup> TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

## Trip planning and booking horizons

- Almost a third (32%) of holiday visitors from Switzerland planned their trip three to six months prior to travel.
- Over half of holiday (57%) and VFR visitors (54%) booked their flights one to six months prior to travelling.

Figure 8 – Planning horizons by purpose, 2009

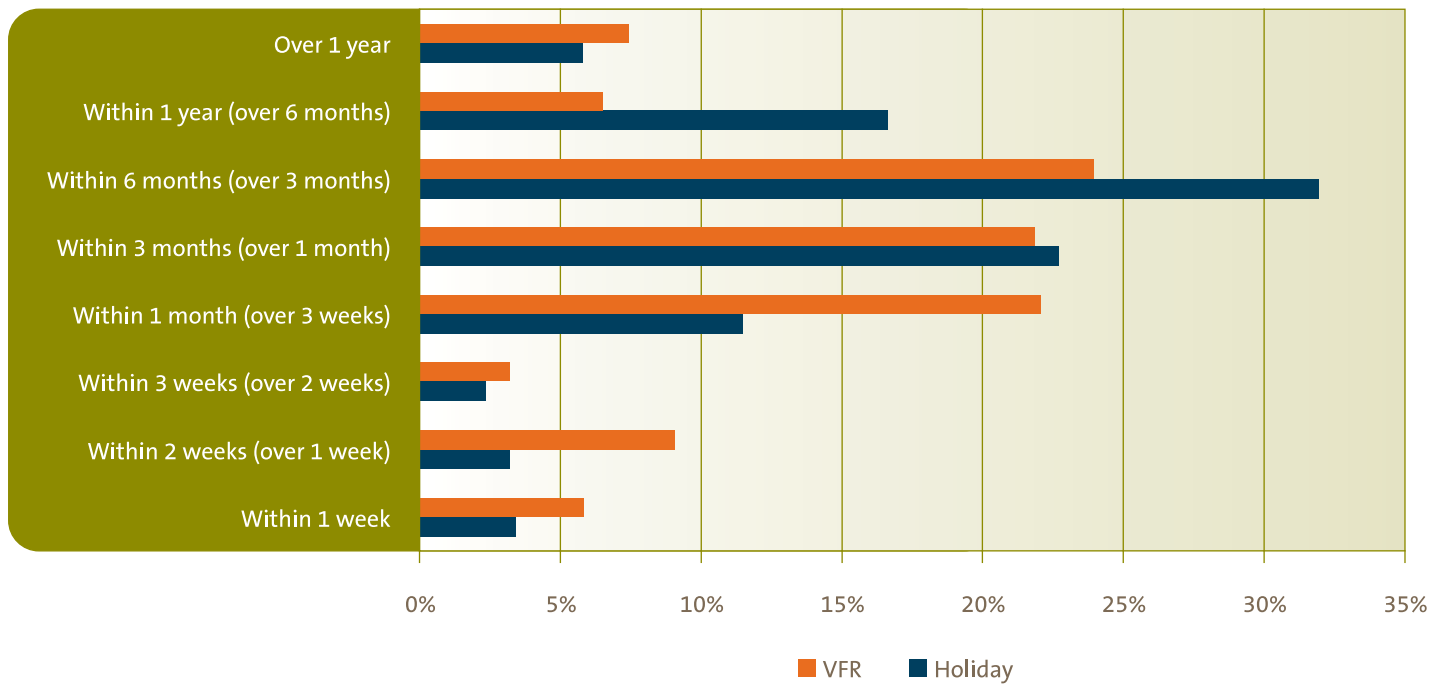
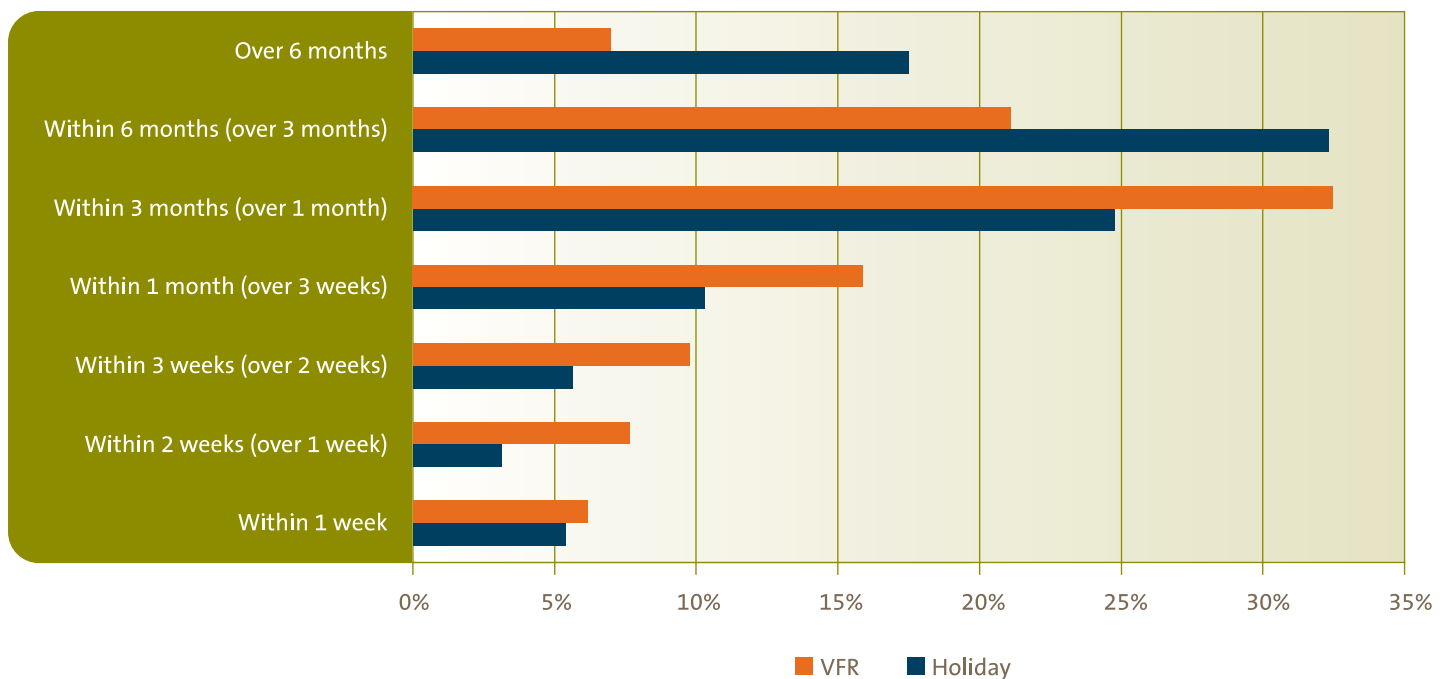


Figure 9 – Flight booking horizons by purpose, 2009



## Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (55%), travel agent (46%) and friend or relative who has visited Australia (32%).
- The most common information sources for repeat visitors were the internet (49%), previous visit (38%), friend or relative living in Australia (33%) and travel agent (32%).
- The most common reasons for using the internet were to find out more about Australia after deciding to visit (64%), to help plan an itinerary (53%), to look for airfares or air schedules to Australia (47%) and to find out about accommodation (47%).

Figure 10 – Information sources, 2009

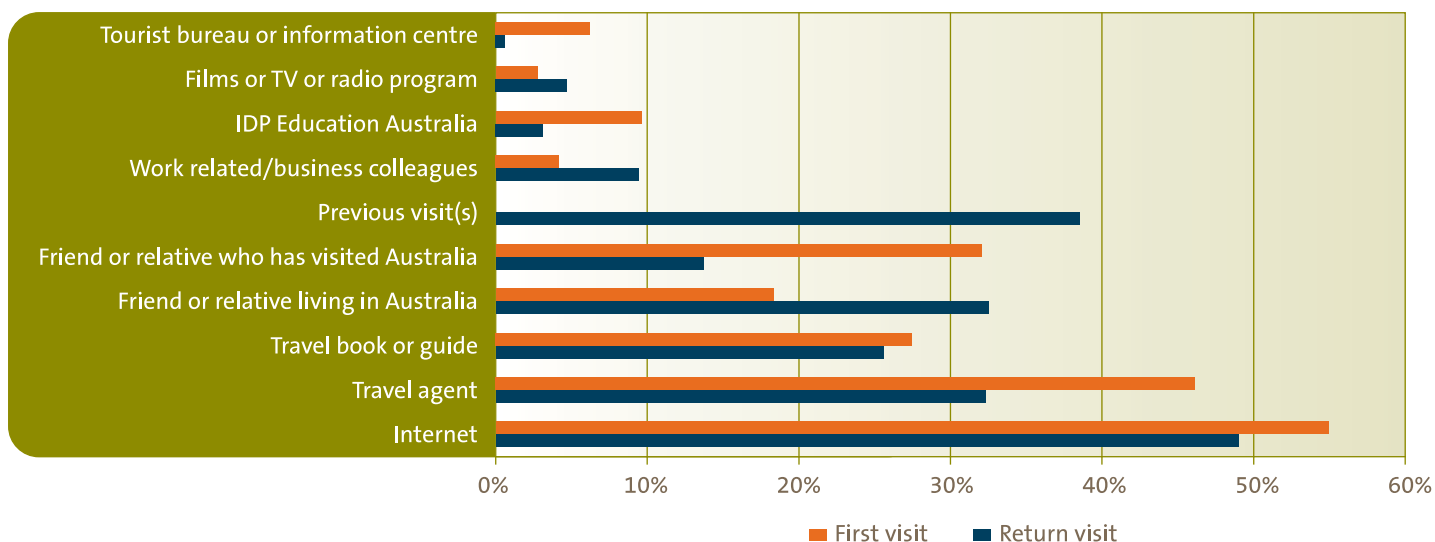
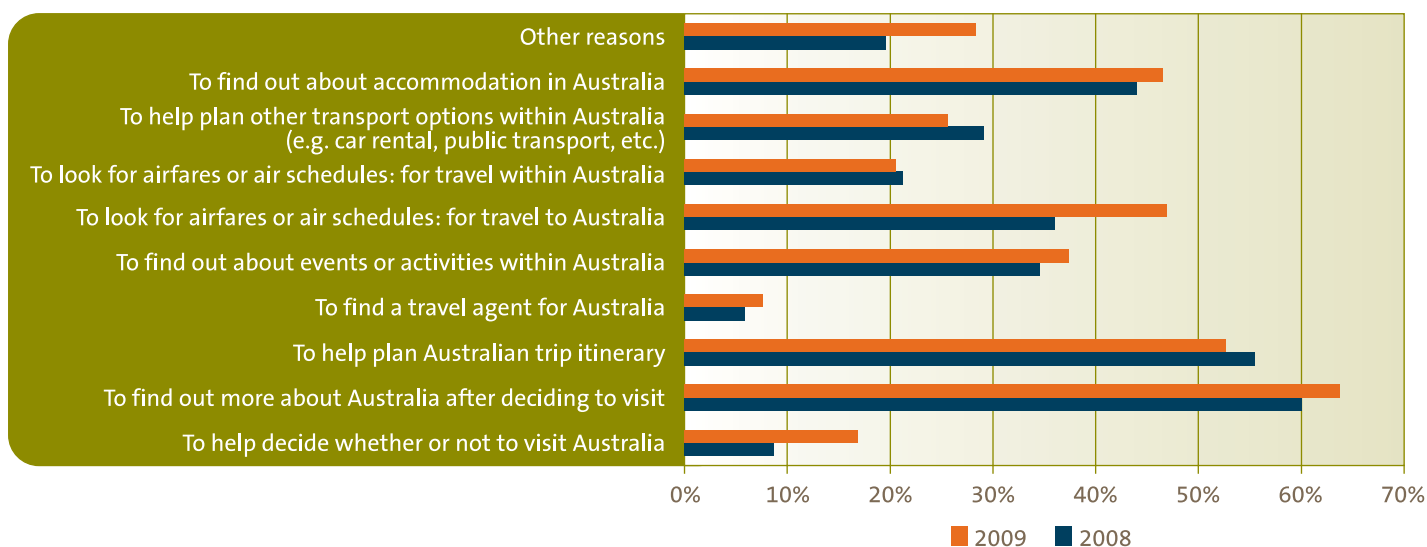


Figure 11 – Reasons for internet usage



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### Data sources

Tourism Research Australia, International Visitor Survey (unpublished data)  
 Figures 1, 3 and 4 – Department of Immigration and Citizenship  
 All figures refer to persons over the age of 15 years

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