

SWITZERLAND | MARKET PROFILE 2025

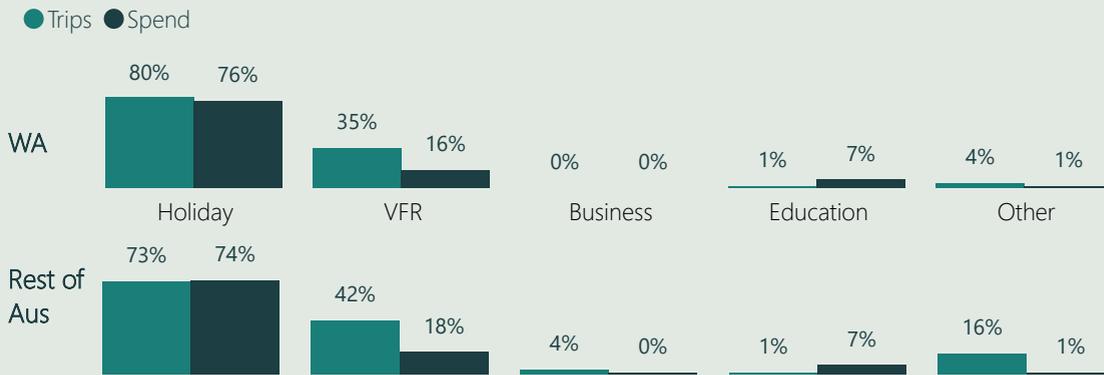
MARKET OVERVIEW

Leisure Visitation to WA (as compared to an average for other states/territories) ^{1 *}

Rest of Aus is an average of all other states excluding WA



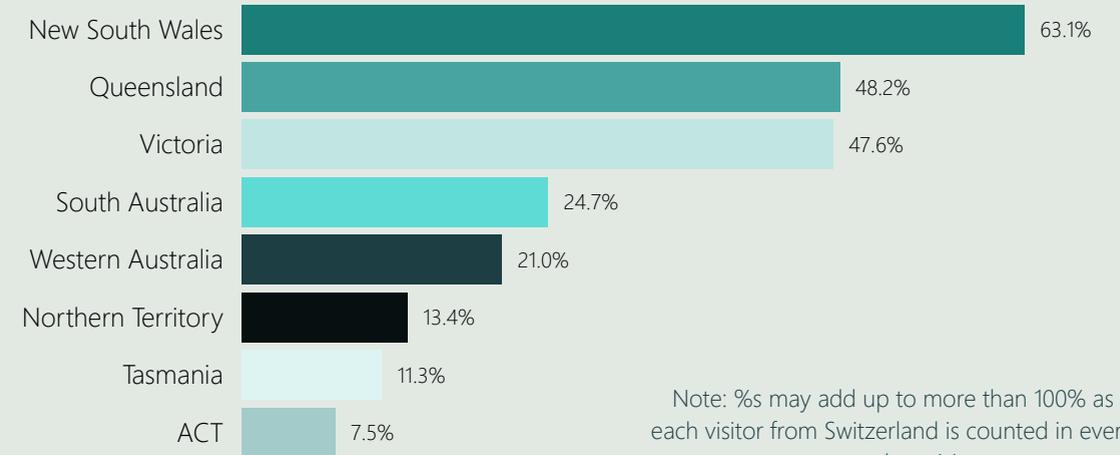
Total Trips and Spend by Purpose ¹



Leisure Visitation and Spend in WA ^{2 *}



Market Share of Leisure Trips to Australia ¹



Note: %s may add up to more than 100% as each visitor from Switzerland is counted in every state they visit.

Market Share of Leisure Trip Spend in Australia ¹



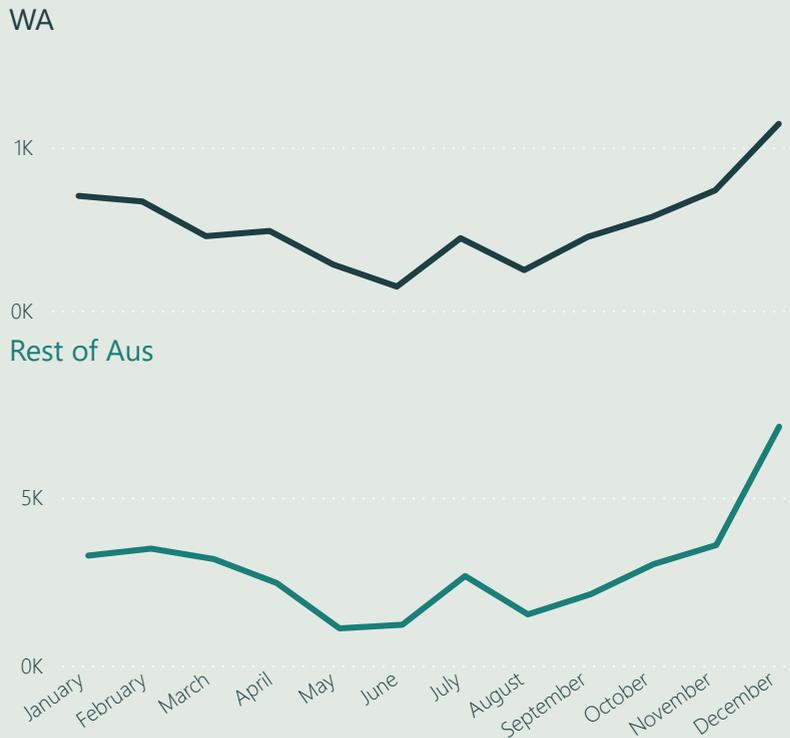
Explanatory note: 9.9% of all Swiss leisure trip spend in Australia was spent in WA.

Legend: WA, NSW, VIC, QLD, SA, TAS, NT, ACT

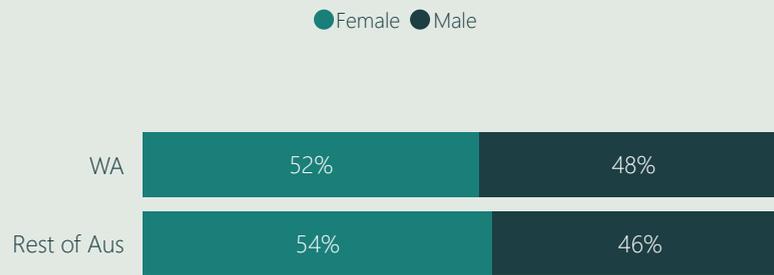
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

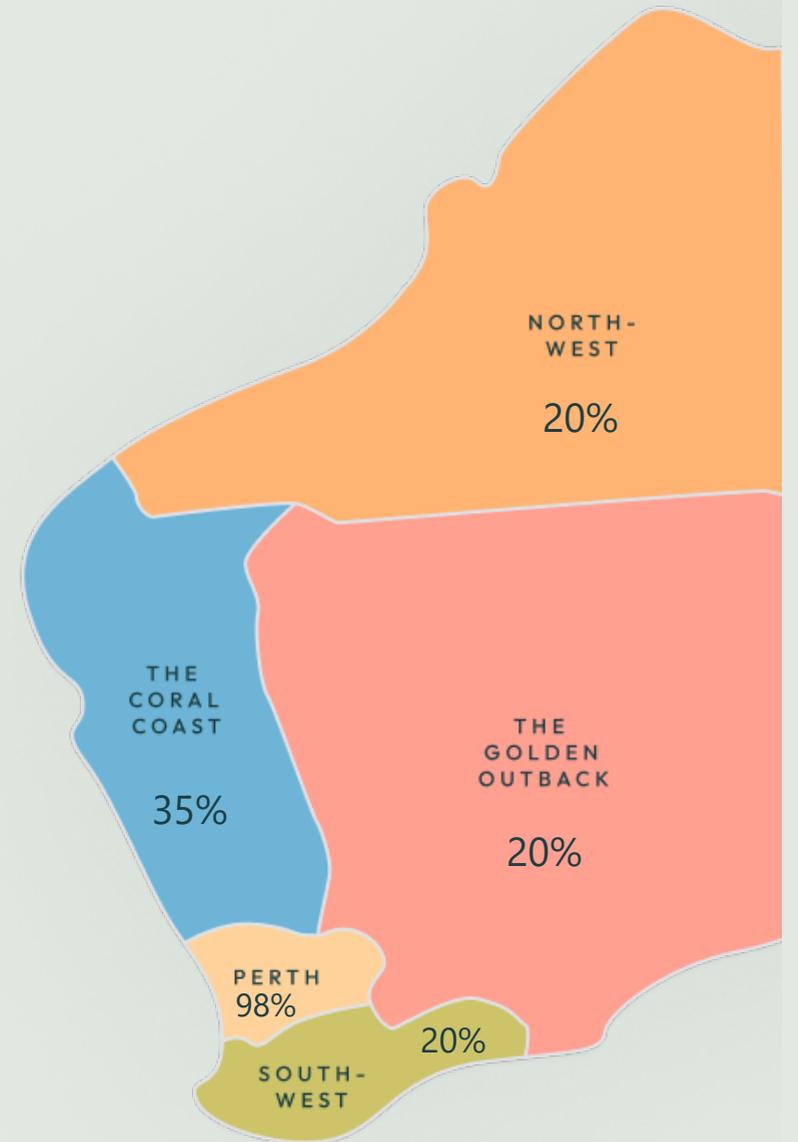
Seasonality - Short-term Leisure Visitor Arrivals ⁴



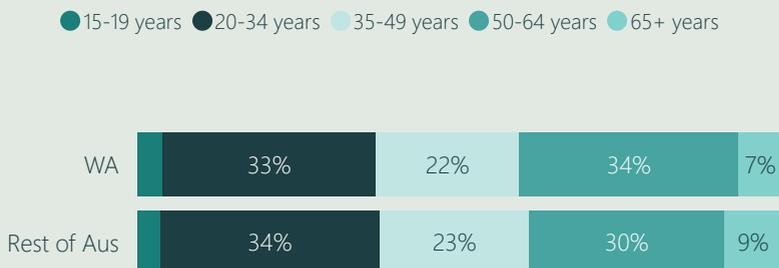
Gender ³



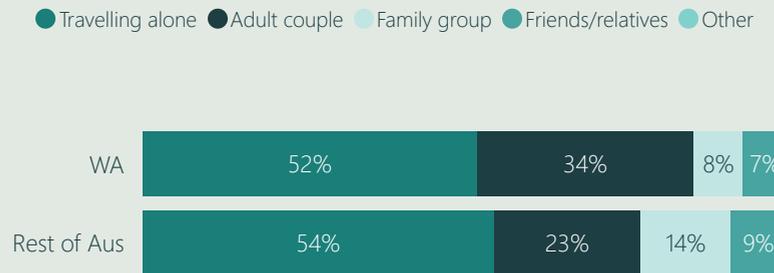
Regional Dispersal ³



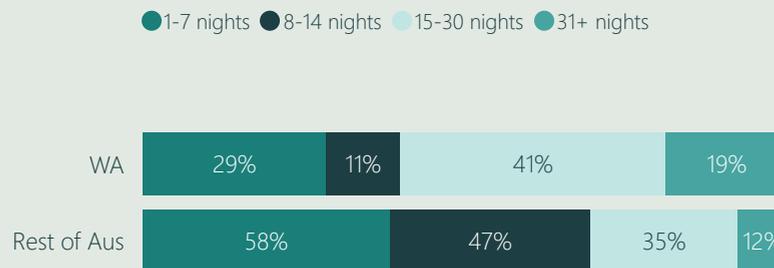
Age ³



Travel Party ³



Average Length of Stay in State ³



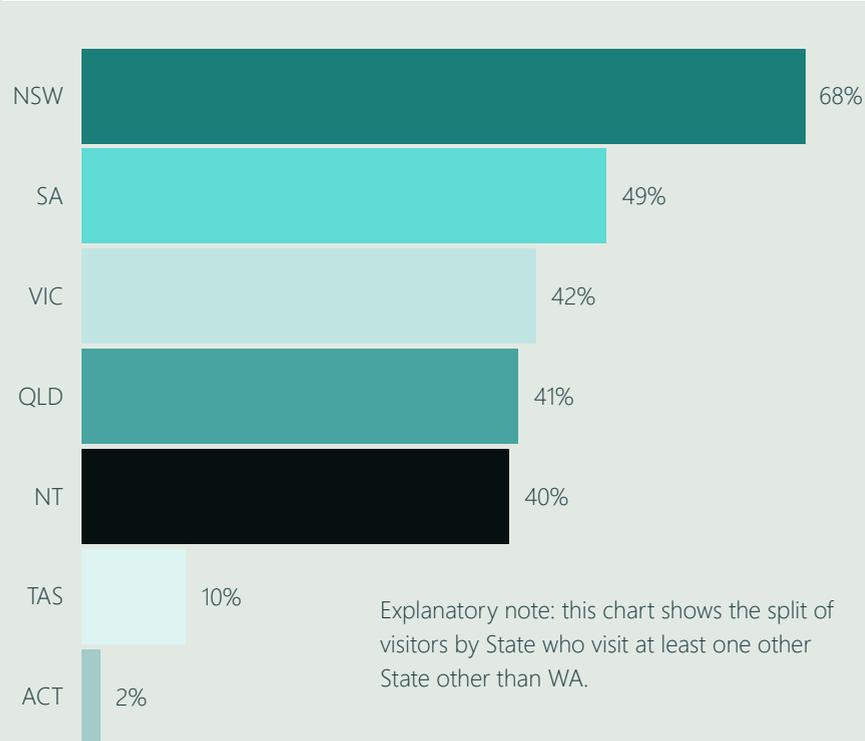
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

Top 10 Activities for Leisure Visitors to WA ³*

	WA	Rest of Aus
	%	%
① Go to the beach	99%	86%
② Eat out / dine at a restaurant and/or cafe	96%	98%
③ Sightseeing/looking around	95%	92%
④ Visit national parks / state parks	93%	79%
⑤ Go shopping for pleasure	82%	83%
⑥ Visit botanical or other public gardens	78%	63%
⑦ Go to markets	66%	65%
⑧ Charter boat / cruise / ferry	59%	43%
⑨ Pubs, clubs, discos etc	57%	66%
⑩ Visit museums or art galleries	57%	49%

Other States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

88% of Swiss leisure visitors to WA are free independent travellers. 96% of Swiss leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

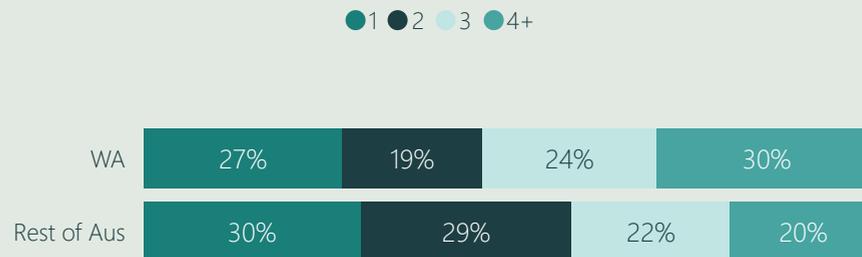
Repeat Visitors ³

46% of Swiss leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 48%.

Top 3 Accommodation Choices for Leisure Visitors to WA ³

	WA	Rest of Aus
	%	%
① Other commercial accommodation	51%	51%
② Hotel/resort/motel or motor Inn	49%	56%
③ Caravan or camping	42%	29%

Number of States Visited ³



Travel Packages ³

28% of Swiss leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 11%.

*Note: Activity may have taken in place in WA or elsewhere in Australia during the trip.

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DEFINITIONS & SOURCES

Definitions

Leisure: comprises both holiday visitors and those visiting friends and relatives (VFR).

Sources

1. Tourism Research Australia – International Visitor Survey, YE Dec 25. Note: 2025 has a low sample size and should be used with caution.
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24/25. Note: 2023 & 25 have a low sample size and should be used with caution.
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 24/25
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 25

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