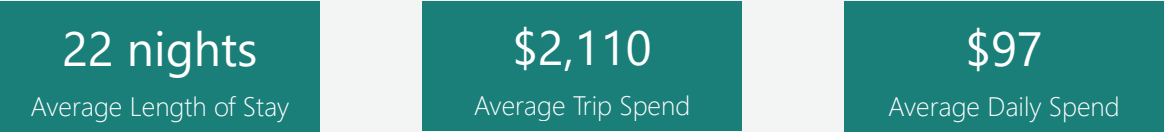


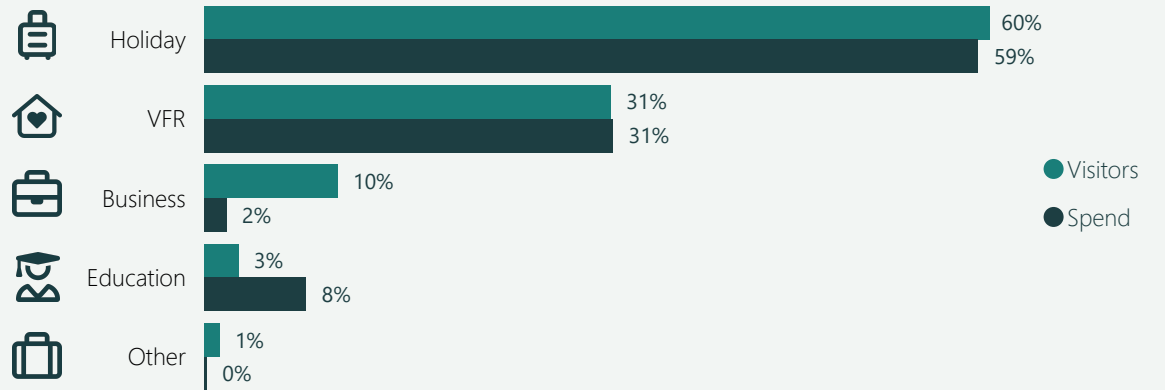
# SWITZERLAND | MARKET PROFILE 2024

## MARKET OVERVIEW

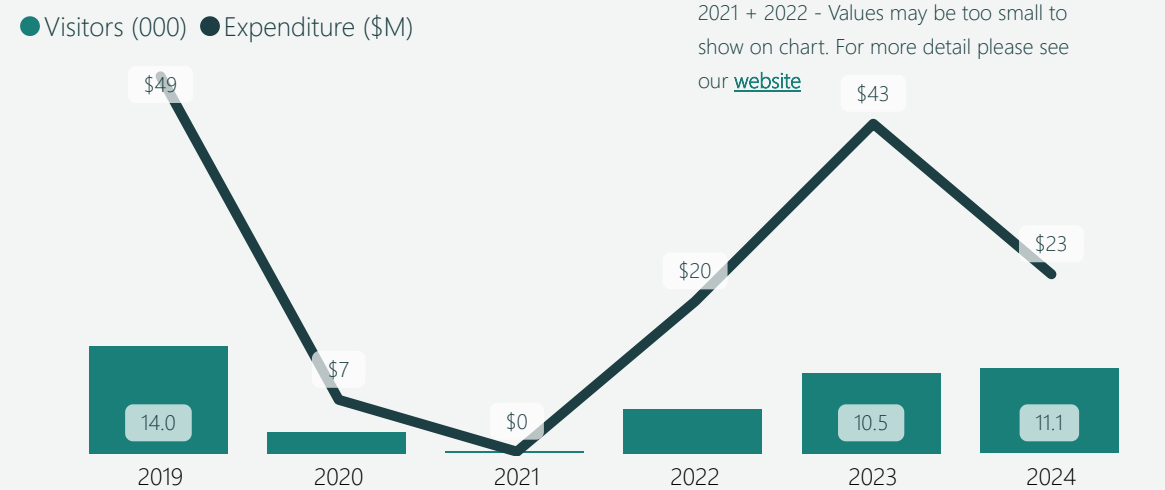
### Leisure Visitation to WA <sup>1</sup>



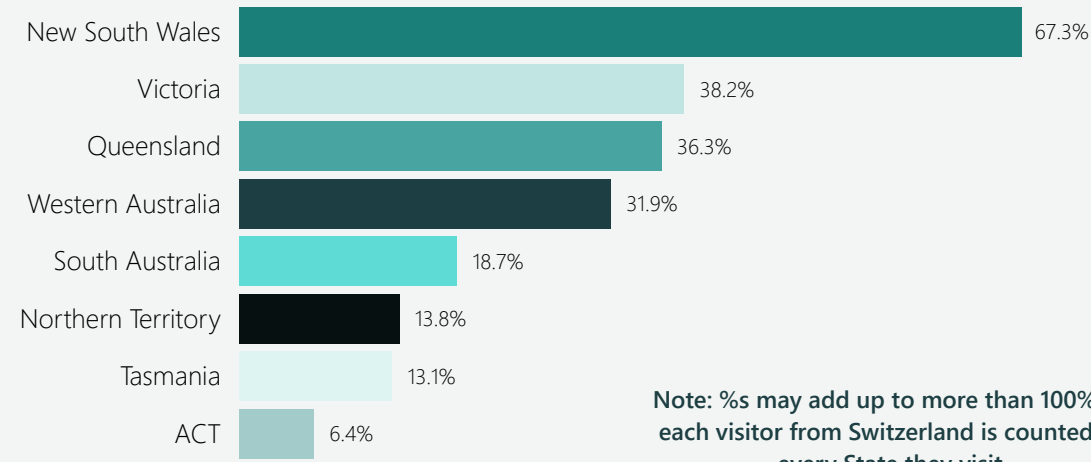
### International Visitors and Spend by Purpose (WA) <sup>1</sup>



### Leisure Visitation and Spend to WA <sup>2</sup>

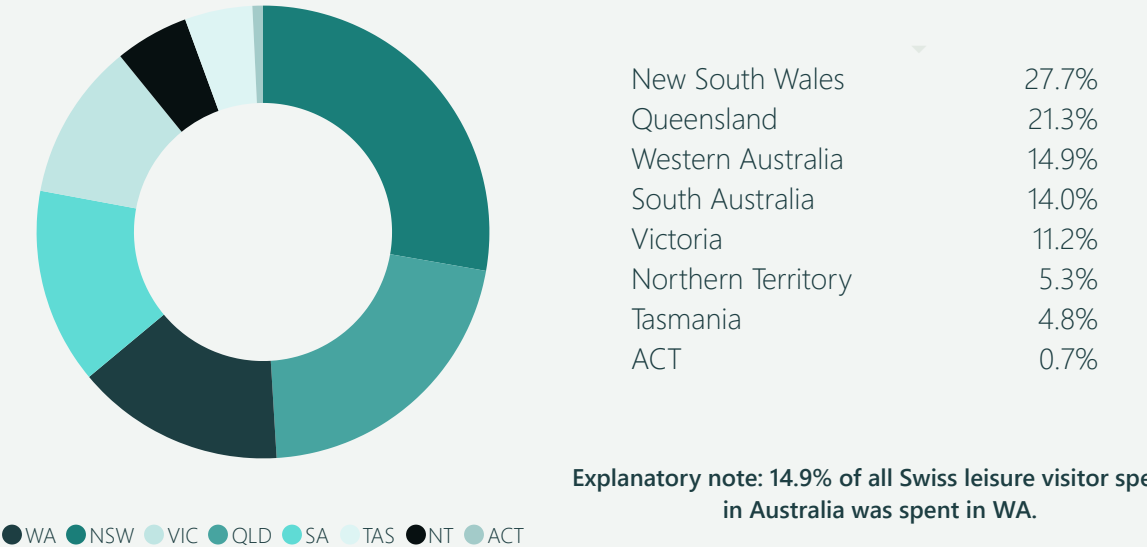


### Market Share of International Leisure Visitors to Australia <sup>1</sup>



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

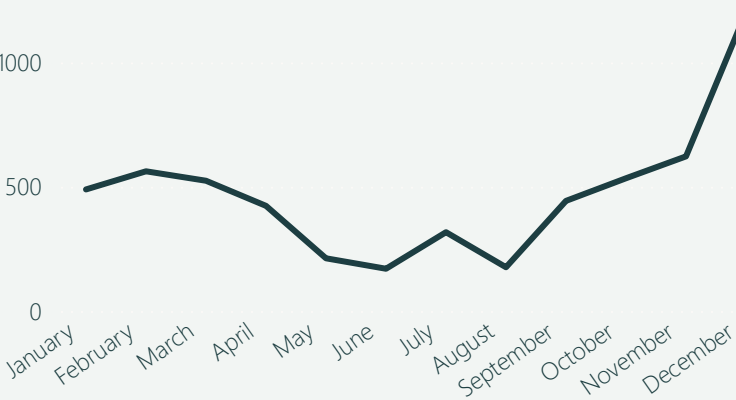
### Market Share of International Leisure Visitor Spend in Australia <sup>1</sup>



# SWITZERLAND | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

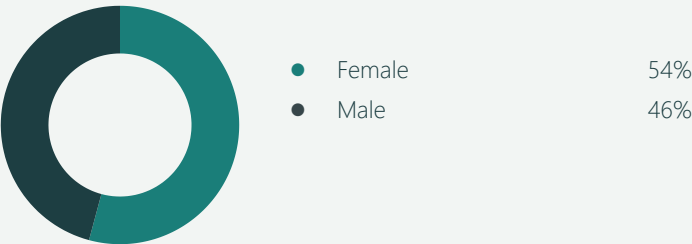
Seasonality - Short-term Leisure Visitor Arrivals to WA <sup>4</sup>



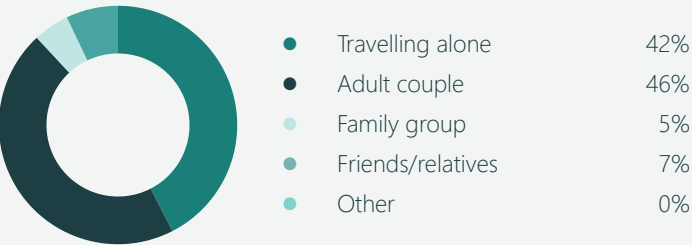
Age <sup>3</sup>



Gender <sup>3</sup>



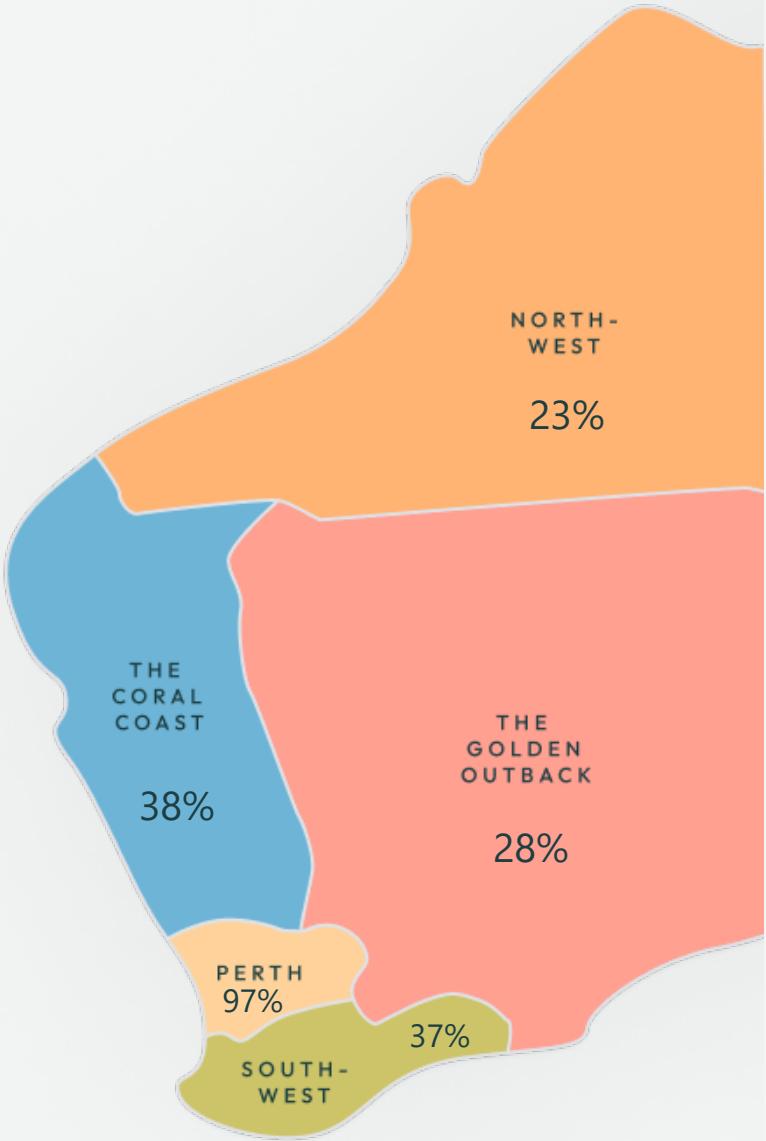
Travel Party <sup>3</sup>



Length of Trip <sup>3</sup>



Regional Dispersal <sup>3</sup>



# SWITZERLAND | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

## Top 5 Activities for Leisure Visitors to WA <sup>3</sup>

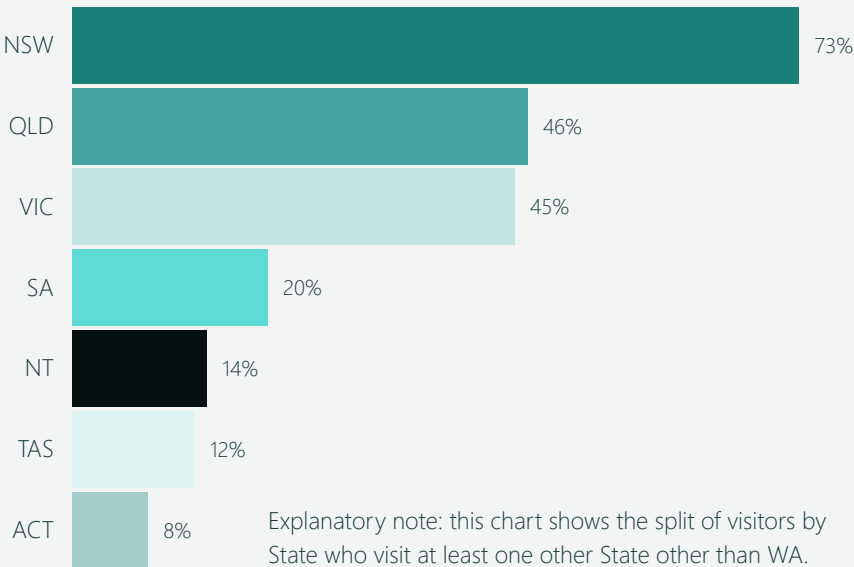
①	Eat out / dine at a restaurant and/or cafe	96%
②	Go to the beach	96%
③	Sightseeing/looking around	95%
④	Visit national parks / state parks	94%
⑤	Go shopping for pleasure	81%

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

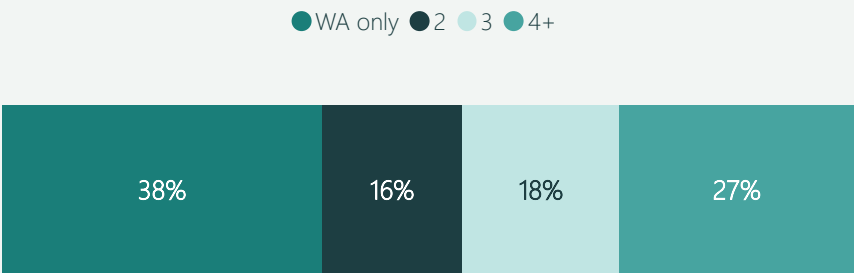
## Top 3 Accommodation Choices for Leisure Visitors to WA <sup>3</sup>

①	Hotel/resort/motel or motor Inn	61%
②	Other commercial accommodation	51%
③	Caravan or camping	45%

## Other States Visited <sup>3</sup>



## Number of States Visited <sup>3</sup>



## Group Tour v Free Independent Travellers (FIT) <sup>3</sup>

96% of Swiss leisure visitors to WA are free independent travellers. 98% 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 <sup>3</sup>

54% of Swiss leisure visitors to WA are on a return visit to Australia

## Travel Packages <sup>3</sup>

33% of Swiss leisure visitors to WA arrived on a travel package

# SWITZERLAND | MARKET PROFILE

## NOTES & REFERENCES

### Notes

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

### References

1. Tourism Research Australia – International Visitor Survey, YE Dec 24
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 23/24
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 24
5. Tourism Australia – Consumer Demand Project, October - December 2024.

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