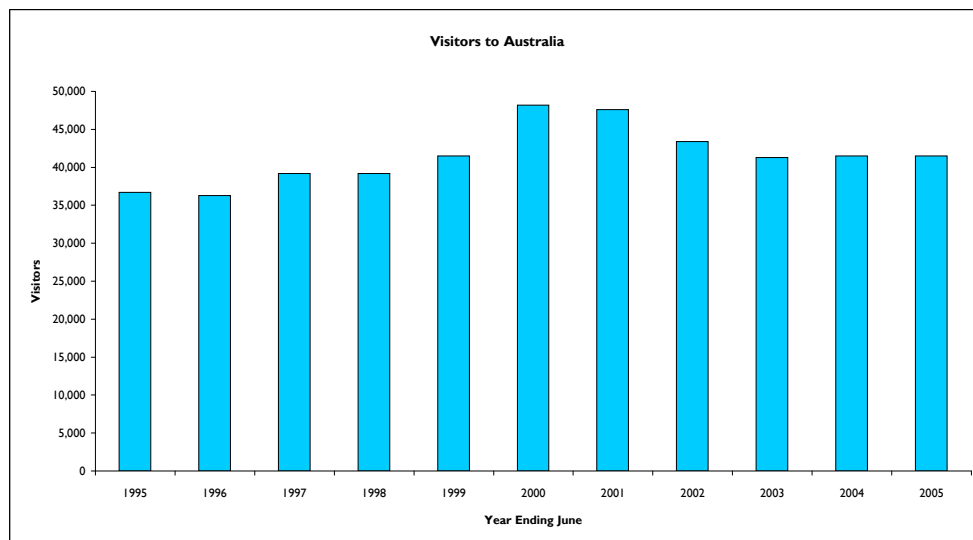


Switzerland

Visitors

Y/E June	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Av Annual % change
Australia	36,700	36,300	39,200	39,200	41,500	48,200	47,600	43,400	41,300	41,500	41,500	1%

Source: Overseas Arrivals & Departures 1995-2005, Australian Bureau of Statistics

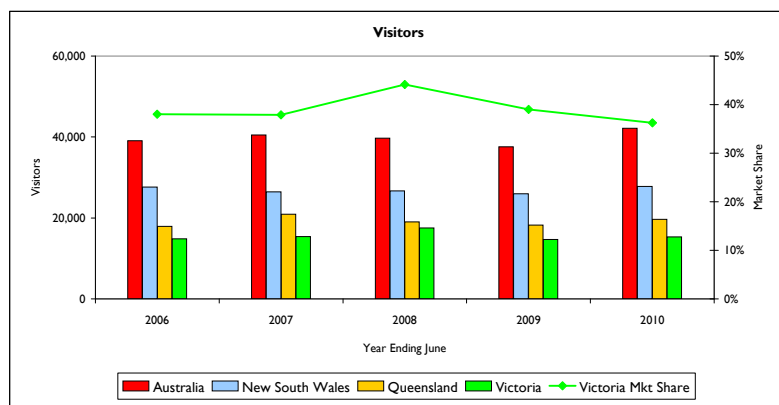


Source: Overseas Arrivals & Departures 1995-2005, Australian Bureau of Statistics

Visitors

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	39,042	40,532	39,694	37,608	42,180	12%
New South Wales	27,616	26,447	26,661	25,963	27,782	7%
Queensland	17,920	20,950	19,020	18,239	19,637	8%
Victoria	14,846	15,361	17,514	14,666	15,287	4%
Victoria Mkt Share	38%	38%	44%	39%	36%	

Source: International Visitor Survey 2006-2010, Tourism Research Australia



Visitor Forecasts 2019

Australia	56,314
Victoria	22,608

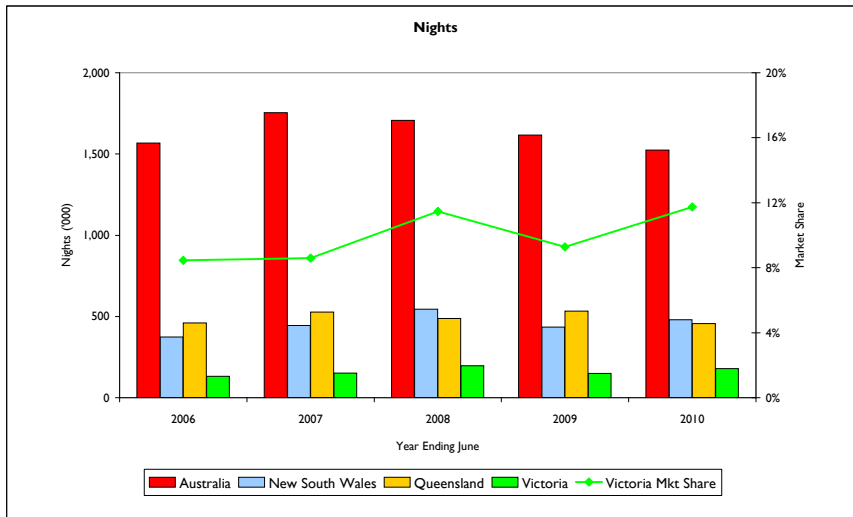
Source: Tourism Forecasting Committee, Forecast 2010 Issue 1, Tourism Research Australia, Canberra.
(Tourism Victoria estimates for Visitor Forecasts 2019 based on Year Ending December 2009 International Visitor Survey data).

Switzerland

Nights ('000)

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	1,567	1,755	1,707	1,617	1,525	-6%
New South Wales	374	444	544	435	481	10%
Queensland	460	527	487	532	457	-14%
Victoria	133	151	196	150	179	19%
Victoria Mkt Share	8%	9%	11%	9%	12%	

Source: International Visitor Survey 2006-2010, Tourism Research Australia



Main Reason for Trip	Visitors (%)		Nights (%)	
	Aus	Vic	Aus	Vic
Holiday	64%	75%	62%	49%
Visiting friends and relatives	16%	15%	12%	33%
Business	10%	5%	4%	3%
Education	9%	5%	22%	14%
Employment	0%	0%	0%	0%
Other reason	2%	-	1%	-

Source: International Visitor Survey - Year ending June 10, Tourism Research Australia

Note: Figures in red are subject to sampling variability and should be used with caution.

Prepared by Tourism Victoria Research Unit