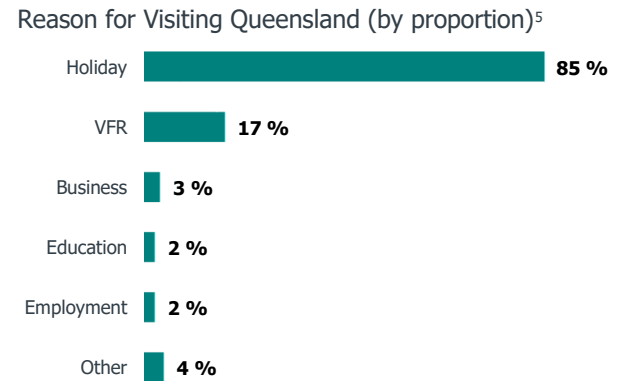
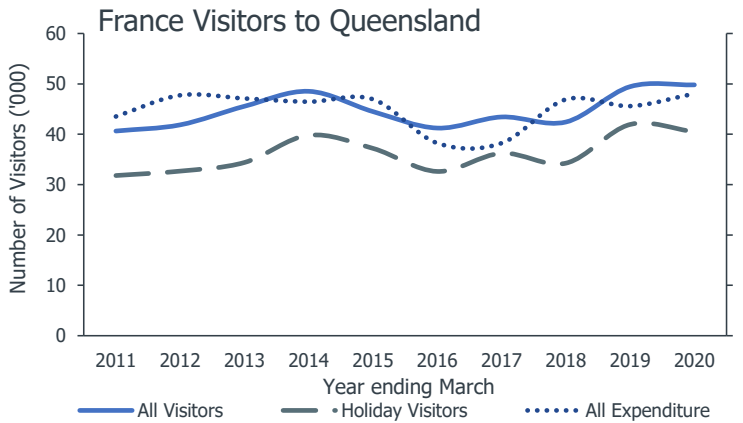
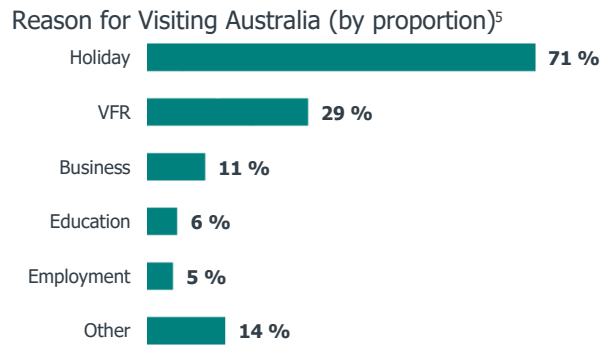
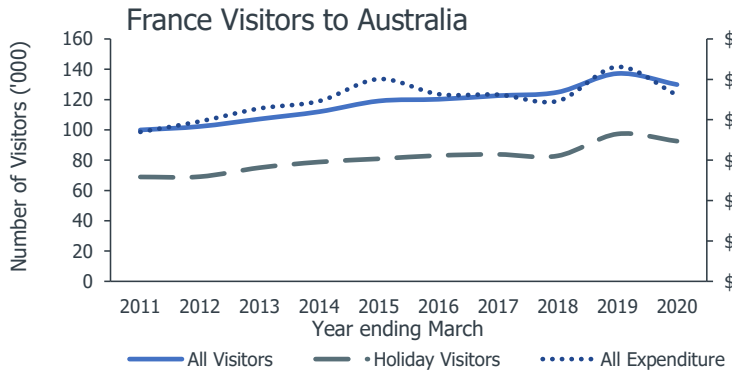


France Market Snapshot

Year ending March 2020

France Visitors						France Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	130,000	▼ -5.3%	2%	49.3	▼ -0.3	\$461.4	▼ -13.1%	2%	\$3,552.1
Holiday Visitors	93,000	▼ -4.9%	2%	43.1	▼ -3.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	50,000	▲ 0.7%	2%	27.9	▲ 1.6	\$96.1	▲ 5.4%	2%	\$1,930.0
Holiday Visitors	40,000	▼ -3.5%	2%	25.0	▲ 1.1				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	50%	25%	22%	3%	52%	48%	59%	23%	7%	9%
Holiday Visitors	53%	21%	23%	3%	49%	51%	54%	27%	7%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	53%	24%	19%	3%	50%	50%	51%	23%	11%	11%
Holiday Visitors	55%	24%	18%	3%	47%	53%	52%	23%	10%	13%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	57%	21%	6%	5%	5%	5%	0%	5%
Holiday Visitors	63%	21%	6%	3%	4%	2%	0%	6%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	63%	21%	5%	5%	3%	4%	0%	9%
Holiday Visitors	67%	20%	4%	5%	2%	2%	0%	9%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

