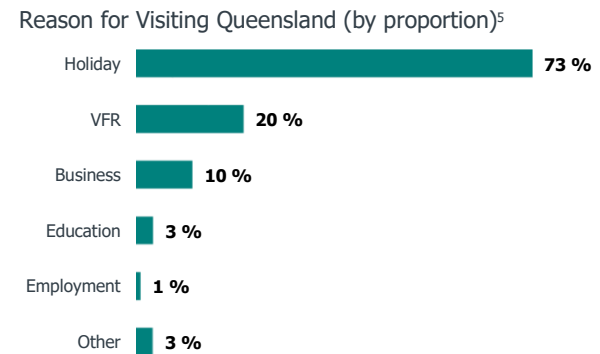
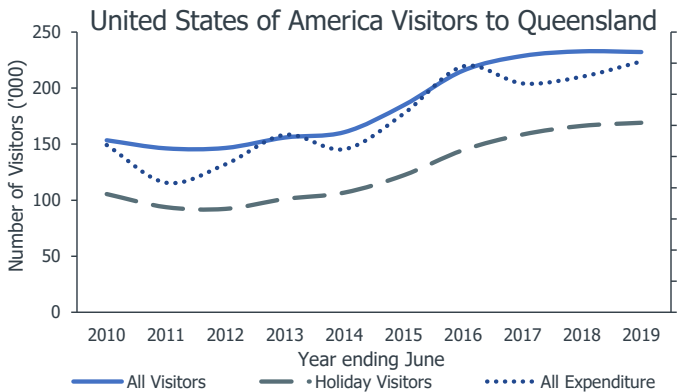
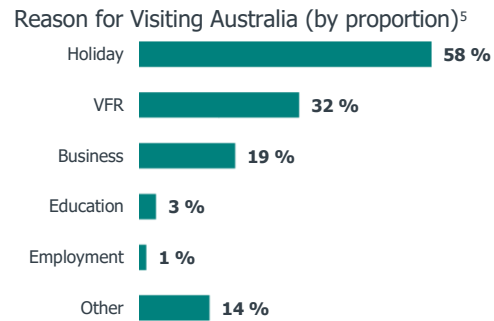
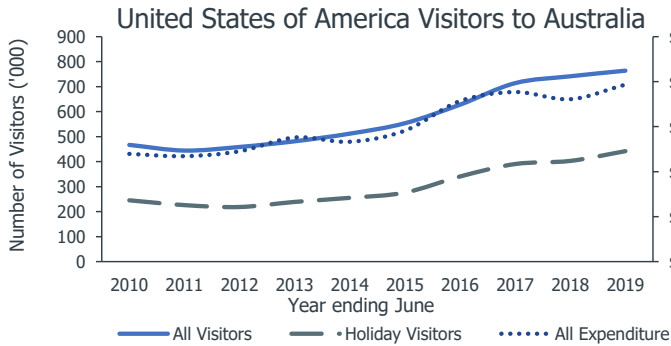


United States of America Market



Year ending June 2019

United States of America Visitors						United States of America Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	764,000	▲ 3.0%	9%	17.2	▼ -1.0	\$1,967.4	▲ 9.0%	6%	\$2,575.6
Holiday Visitors	442,000	▲ 9.7%	9%	11.8	▼ -1.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	232,000	● -0.3%	8%	11.2	▼ -0.3	\$402.8	▲ 6.5%	7%	\$1,734.8
Holiday Visitors	169,000	▲ 1.7%	9%	7.5	▲ 0.4				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	21%	31%	39%	9%	52%	48%	53%	24%	11%	9%
Holiday Visitors	24%	25%	40%	11%	48%	52%	41%	31%	13%	13%
To Queensland										
Total Visitors	25%	28%	38%	8%	48%	52%	46%	26%	13%	12%
Holiday Visitors	26%	26%	38%	9%	46%	54%	37%	32%	15%	14%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	54%	20%	7%	4%	7%	7%	1%	11%
Holiday Visitors	66%	19%	6%	3%	4%	3%	0%	16%
To Queensland								
Total Visitors	66%	14%	5%	4%	5%	5%	1%	20%
Holiday Visitors	76%	12%	5%	2%	3%	2%	0%	25%

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

