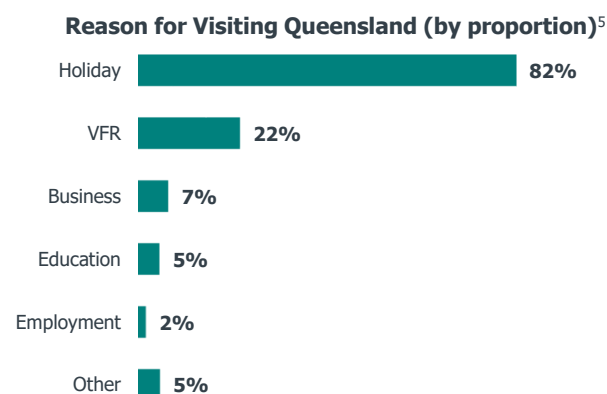
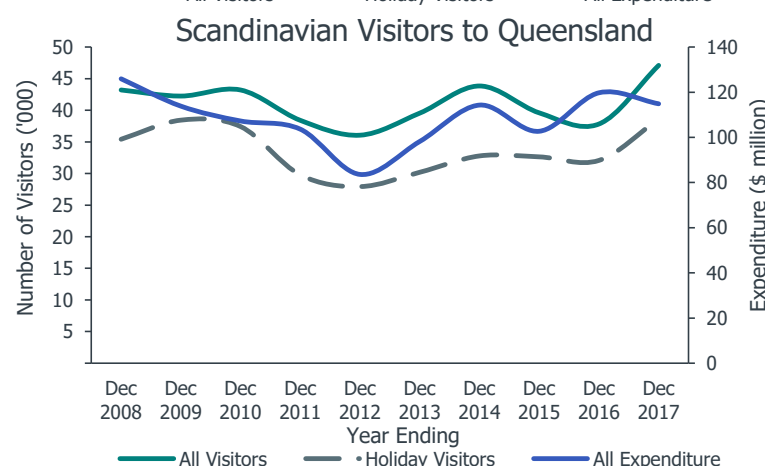
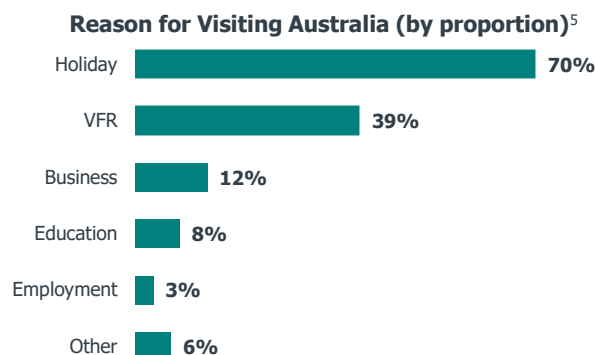
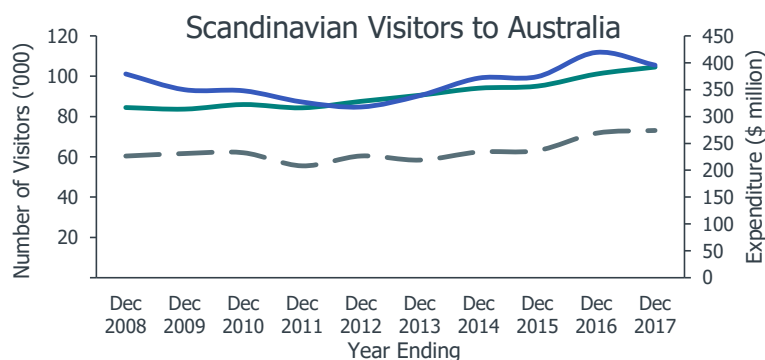


Scandinavia Market Snapshot

Year ending Dec 2017

Scandinavian Visitors						Scandinavian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	105,000	▲ 3.4%	1%	37.7	▼ -6.6	\$395.5	▼ -5.7%	1%	\$3,749.3
Holiday Visitors	73,000	▲ 1.9%	2%	27.3	▼ -5.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	47,000	▲ 24.5%	2%	25.1	▼ -11.1	\$114.9	▼ -4.1%	2%	\$2,432.0
Holiday Visitors	39,000	▲ 20.5%	2%	18.1	▼ -8.3				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	48%	27%	22%	4%	46%	54%	52%	20%	10%	16%
Total Visitors	48%	27%	22%	4%	46%	54%	52%	20%	10%	16%
Holiday Visitors	51%	24%	21%	4%	44%	56%	44%	25%	10%	20%
To Queensland	56%	24%	15%	5%	39%	61%	46%	22%	10%	19%
Total Visitors	56%	24%	15%	5%	39%	61%	46%	22%	10%	19%
Holiday Visitors	62%	21%	12%	5%	38%	62%	42%	24%	10%	23%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	58%	17%	10%	4%	6%	4%	0%	12%
Total Visitors	58%	17%	10%	4%	6%	4%	0%	12%
Holiday Visitors	68%	17%	7%	3%	3%	2%	0%	16%
To Queensland	70%	12%	7%	3%	5%	3%	0%	18%
Total Visitors	70%	12%	7%	3%	5%	3%	0%	18%
Holiday Visitors	77%	11%	5%	3%	3%	2%	0%	20%

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

