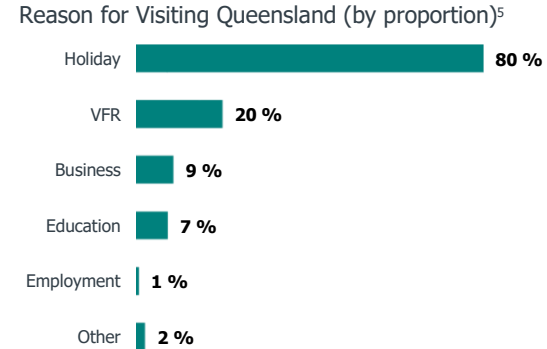
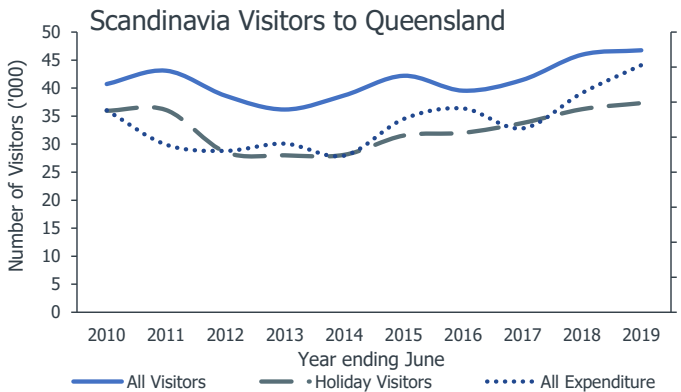
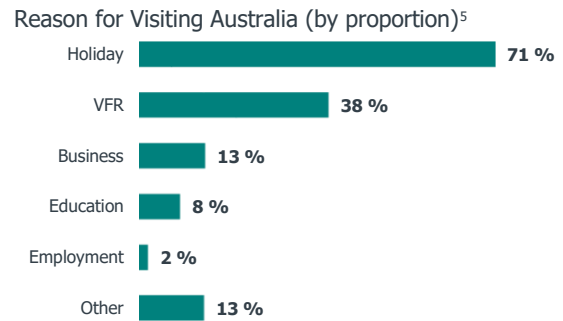
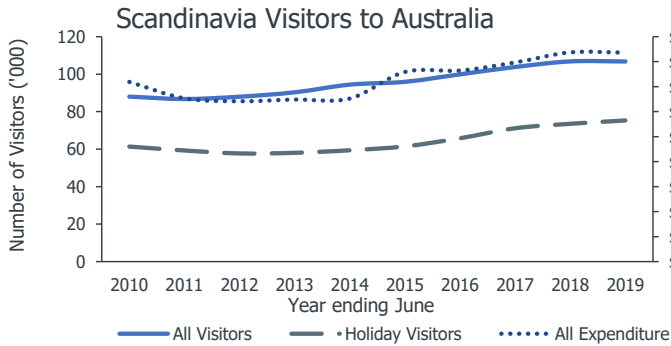


Scandinavia Market Snapshot



Year ending June 2019

Scandinavia Visitors						Scandinavia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	107,000	0.0%	1%	36.7	0.0	\$418.1	-0.1%	1%	\$3,915.9
Holiday Visitors	75,000	2.4%	2%	27.6	3.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	47,000	1.7%	2%	26.2	1.3	\$141.1	12.7%	2%	\$3,018.7
Holiday Visitors	37,000	3.0%	2%	17.9	1.7				



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	39%	27%	29%	4%	50%	50%	57%	17%	10%	15%
Holiday Visitors	45%	21%	29%	4%	49%	51%	49%	21%	12%	17%
To Queensland										
Total Visitors	47%	23%	27%	3%	48%	52%	53%	18%	10%	18%
Holiday Visitors	54%	19%	25%	2%	45%	55%	48%	18%	12%	21%

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	52%	22%	8%	4%	7%	8%	0%	12%
Holiday Visitors	58%	23%	8%	3%	4%	5%	0%	15%
To Queensland								
Total Visitors	58%	22%	5%	4%	3%	8%	0%	17%
Holiday Visitors	62%	23%	5%	2%	2%	6%	0%	19%

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

