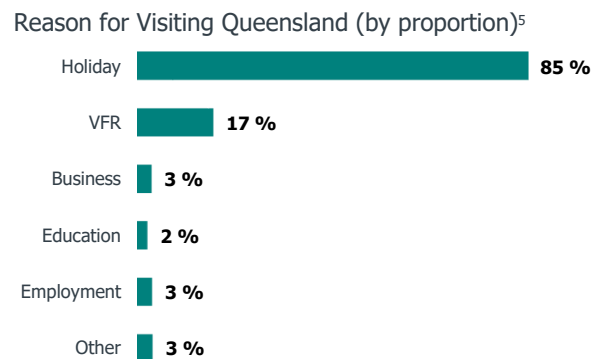
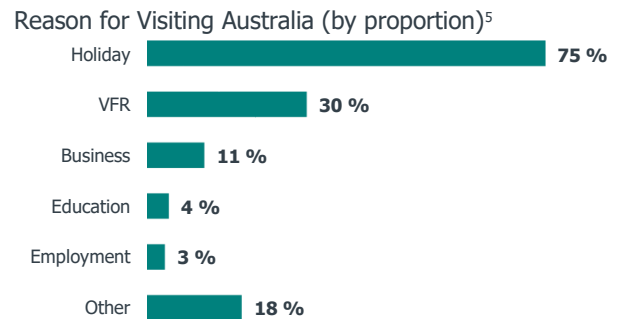


Germany Market Snapshot

Year ending March 2019

Germany Visitors						Germany Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	199,000	▼ -1.4%	2%	39.3	▼ -7.1	\$681.0	▼ -4.3%	2%	\$3,429.4
Holiday Visitors	149,000	▼ -1.8%	3%	35.6	▼ -9.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	80,000	▼ -11.2%	3%	25.4	▼ -1.6	\$163.9	▼ -13.8%	3%	\$2,053.0
Holiday Visitors	68,000	▼ -13.4%	4%	20.4	▼ -4.1				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	39%	28%	30%	2%	51%	49%	56%	21%	10%	9%
Holiday Visitors	45%	26%	27%	2%	48%	52%	52%	24%	11%	12%
To Queensland										
Total Visitors	51%	24%	24%	1%	45%	55%	52%	23%	11%	11%
Holiday Visitors	53%	24%	22%	1%	45%	55%	50%	24%	11%	13%

Year ending March 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%	23%	9%	4%	6%	6%	0%	8%
Holiday Visitors	58%	22%	7%	4%	4%	5%	0%	9%
To Queensland								
Total Visitors	64%	20%	7%	2%	4%	2%	0%	13%
Holiday Visitors	69%	20%	4%	2%	4%	1%	0%	15%

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

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

