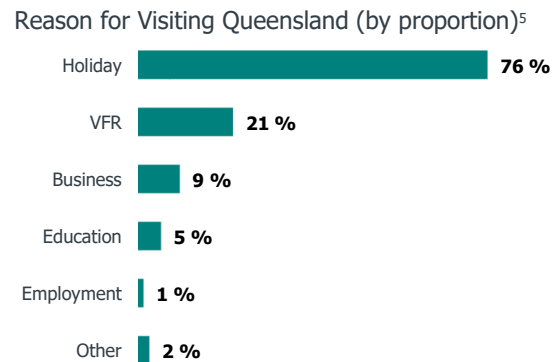
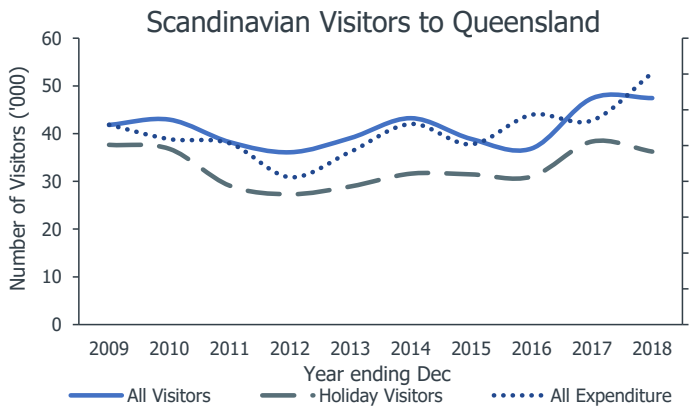
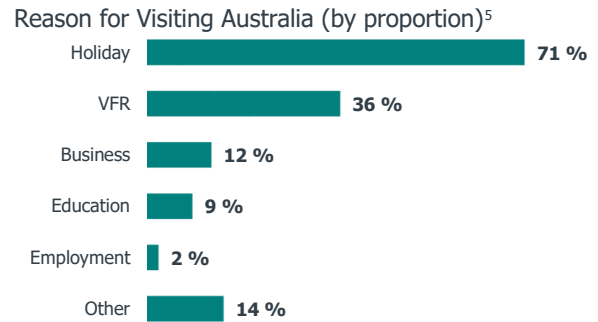
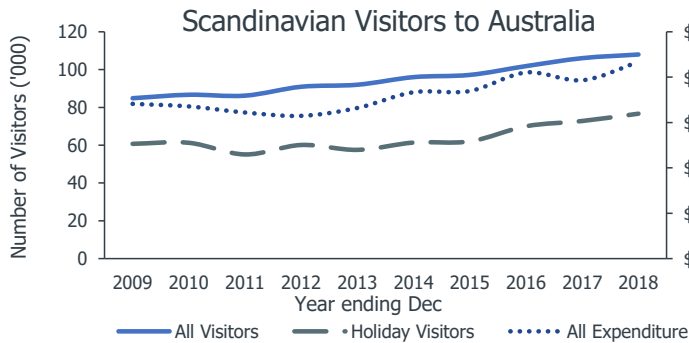


Scandinavia Market Snapshot

Year ending December 2018

Scandinavian Visitors						Scandinavian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	108,000	▲ 1.8%	1%	37.4	▲ 0.3	\$433.5	▲ 10.2%	1%	\$4,013.7
Holiday Visitors	77,000	▲ 5.3%	2%	26.1	▼ -0.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	47,000	● 0.1%	2%	25.0	▲ 0.2	\$140.6	▲ 23.3%	2%	\$2,962.2
Holiday Visitors	36,000	▼ -5.5%	2%	17.8	▲ 0.3				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	43%	25%	26%	5%	48%	52%	59%	17%	9%	13%
Holiday Visitors	48%	21%	26%	5%	47%	53%	53%	21%	11%	15%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	51%	19%	26%	4%	47%	53%	55%	17%	9%	17%
Holiday Visitors	59%	15%	23%	3%	44%	56%	52%	16%	11%	20%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	Tour
Total Visitors	55%	19%	7%	5%	7%	8%	0%	11%
Holiday Visitors	63%	19%	6%	3%	6%	4%	0%	15%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	64%	15%	5%	5%	5%	6%	0%	18%
Holiday Visitors	70%	18%	4%	1%	3%	3%	0%	21%

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

