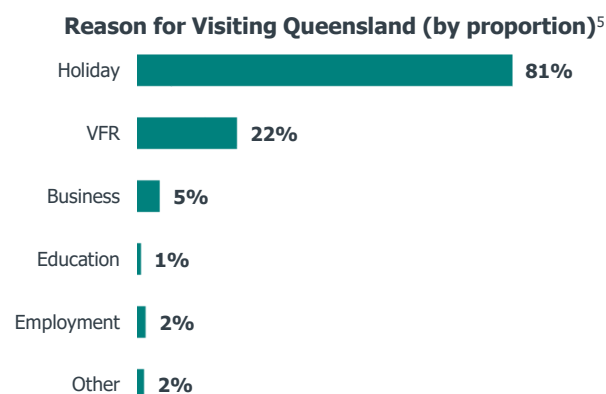
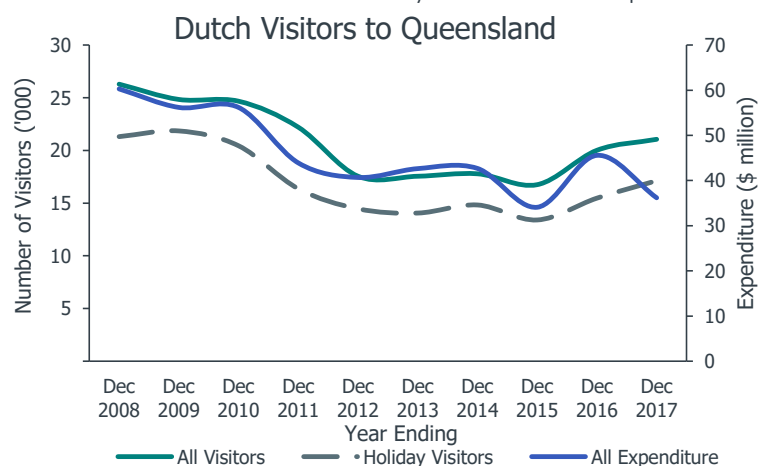
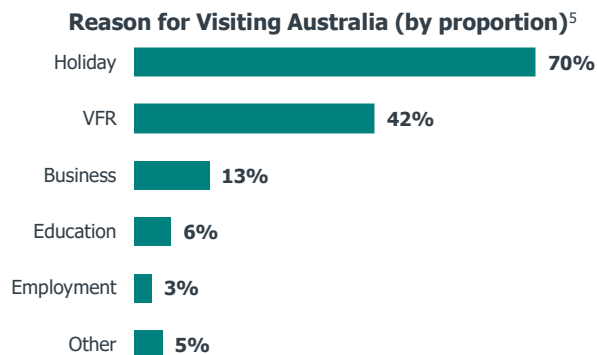


Netherlands Market Snapshot

Year ending Dec 2017

Dutch Visitors						Dutch Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	52,000	▲ 5.9%	1%	39.2	▼ -10.9	\$179.8	▼ -11.8%	1%	\$3,402.5
Holiday Visitors	36,000	▲ 6.4%	1%	31.5	▼ -9.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	21,000	▲ 5.2%	1%	20.3	▼ -8.6	\$36.2	▼ -20.6%	1%	\$1,706.1
Holiday Visitors	17,000	▲ 10.7%	1%	19.1	▼ -9.8				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	41%	28%	28%	3%	52%	48%	54%	22%	10%	10%
Total Visitors	41%	28%	28%	3%	52%	48%	54%	22%	10%	10%
Holiday Visitors	47%	22%	28%	4%	47%	53%	50%	25%	11%	12%
To Queensland	51%	25%	23%	2%	51%	49%	48%	26%	11%	13%
Total Visitors	51%	25%	23%	2%	51%	49%	48%	26%	11%	13%
Holiday Visitors	57%	19%	22%	2%	47%	53%	50%	23%	12%	16%

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	51%	20%	9%	6%	8%	7%	0%	9%
Total Visitors	51%	20%	9%	6%	8%	7%	0%	9%
Holiday Visitors	58%	20%	8%	4%	6%	4%	0%	11%
To Queensland	64%	19%	4%	2%	6%	4%	0%	13%
Total Visitors	64%	19%	4%	2%	6%	4%	0%	13%
Holiday Visitors	71%	16%	3%	3%	5%	2%	0%	15%

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

