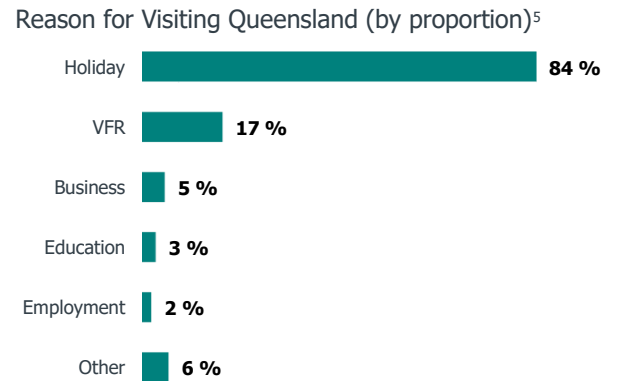
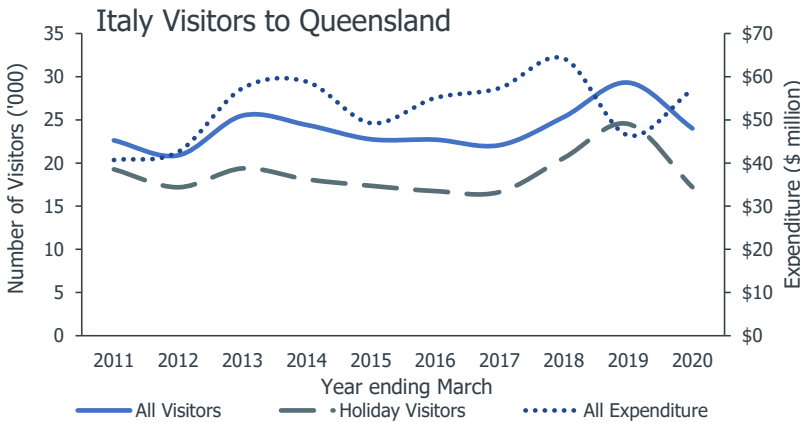
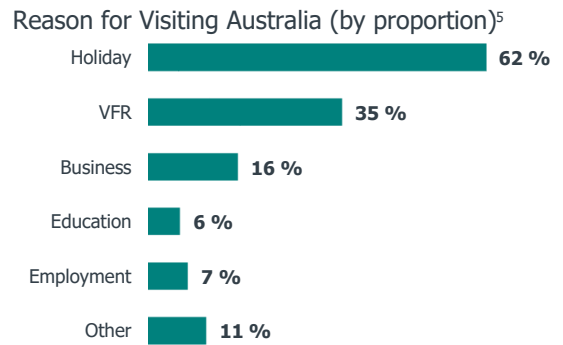


# Italy Market Snapshot

Year ending March 2020

Italy Visitors						Italy Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	68,000	▼ -9.0%	1%	56.5	▲ 7.0	\$293.4	▼ -2.7%	1%	\$4,306.2
<b>Holiday Visitors</b>	39,000	▼ -15.8%	1%	55.5	▲ 17.2				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	24,000	▼ -18.1%	1%	33.3	▲ 10.5	\$57.0	▲ 22.9%	1%	\$2,375.2
<b>Holiday Visitors</b>	17,000	▼ -29.9%	1%	31.2	▲ 15.1				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	34%	39%	22%	5%	60%	40%	54%	27%	6%	8%
<b>Holiday Visitors</b>	43%	37%	16%	4%	53%	47%	44%	37%	7%	11%
<b>To Queensland</b>										
<b>Total Visitors</b>	34%	32%	27%	7%	59%	41%	42%	37%	8%	11%
<b>Holiday Visitors</b>	41%	33%	17%	9%	50%	50%	36%	45%	4%	14%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	46%	22%	9%	10%	6%	7%	13%	
<b>Holiday Visitors</b>	58%	25%	8%	3%	3%	2%	20%	
<b>To Queensland</b>								
<b>Total Visitors</b>	57%	24%	7%	5%	3%	4%	25%	
<b>Holiday Visitors</b>	59%	26%	9%	5%	2%	0%	31%	

**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

