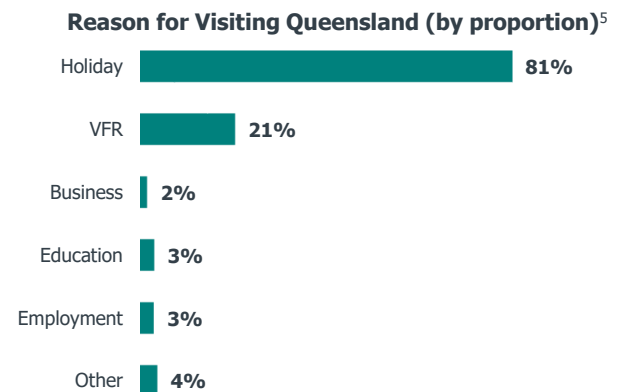
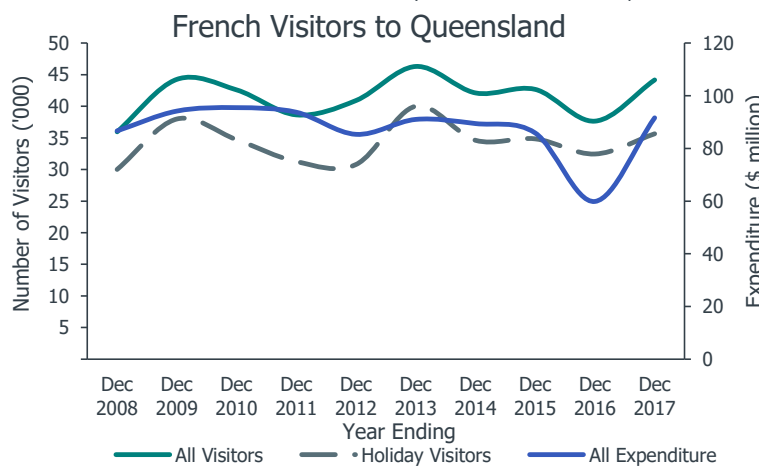
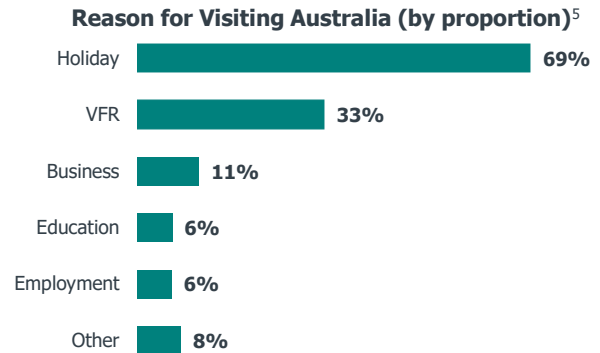
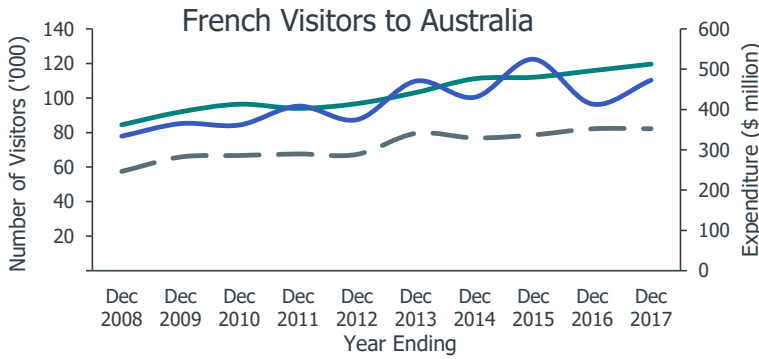


France Market Snapshot

Year ending Dec 2017

French Visitors						French Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	120,000	▲ 3.3%	1%	57.2	▲ 4.2	\$472.8	▲ 14.3%	2%	\$3,890.7
Holiday Visitors	82,000	● 0.1%	2%	50.8	▲ 7.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	44,000	▲ 17.3%	2%	32.8	▲ 7.5	\$91.6	▲ 53.0%	2%	\$2,063.5
Holiday Visitors	36,000	▲ 9.8%	2%	27.7	▲ 6.3				



Year ending Dec 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	50%	24%	24%	2%	53%	47%	61%	25%	4%	9%
Holiday Visitors	57%	23%	19%	2%	50%	50%	55%	29%	5%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	54%	21%	23%	2%	56%	44%	53%	30%	6%	10%
Holiday Visitors	58%	21%	19%	2%	55%	45%	49%	32%	7%	11%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	54%	25%	3%	6%	7%	4%	1%	6%
Holiday Visitors	61%	25%	2%	6%	5%	2%	0%	7%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	62%	24%	3%	3%	5%	3%	0%	8%
Holiday Visitors	66%	24%	1%	2%	5%	2%	0%	10%

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

