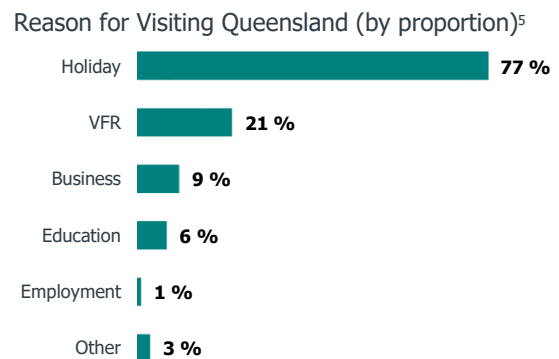
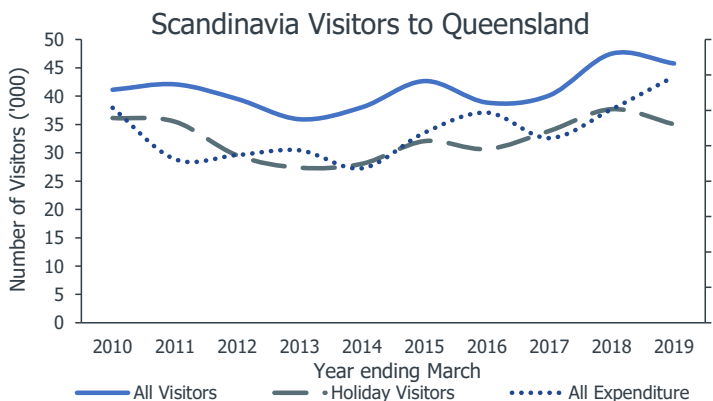
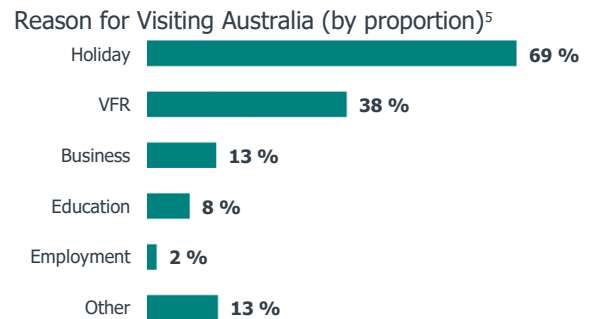
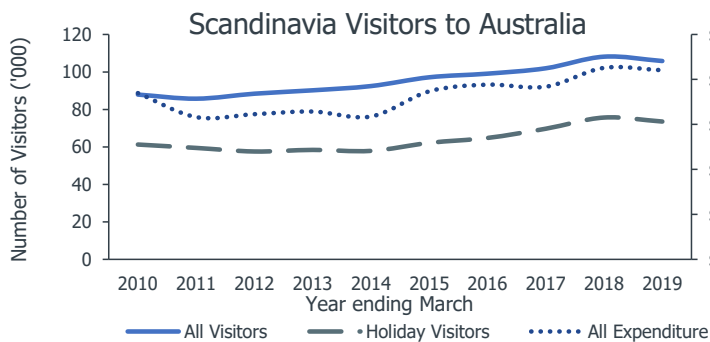


Scandinavia Market Snapshot

Year ending March 2019

Scandinavia Visitors						Scandinavia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	106,000	▼ -2.1%	1%	37.0	▼ -0.1	\$420.4	▼ -1.3%	1%	\$3,972.2
Holiday Visitors	74,000	▼ -2.8%	2%	27.7	▲ 2.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	46,000	▼ -3.7%	2%	25.8	▲ 0.8	\$139.1	▲ 15.3%	2%	\$3,039.0
Holiday Visitors	35,000	▼ -7.1%	2%	17.3	▼ -0.4				



Year ending March 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	40%	27%	28%	4%	50%	50%	58%	17%	9%	14%
Holiday Visitors	46%	21%	28%	5%	49%	51%	49%	22%	11%	17%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	49%	23%	25%	3%	47%	53%	52%	18%	9%	19%
Holiday Visitors	56%	18%	23%	3%	43%	57%	48%	18%	11%	22%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	53%	22%	7%	5%	6%	8%	0%	11%
Holiday Visitors	60%	21%	7%	3%	5%	4%	0%	15%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	60%	19%	5%	5%	5%	6%	0%	17%
Holiday Visitors	66%	20%	4%	2%	3%	4%	0%	19%

Research Updates
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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

