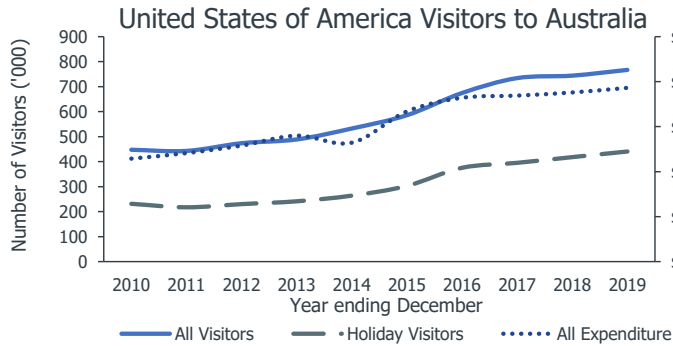


United States of America Market

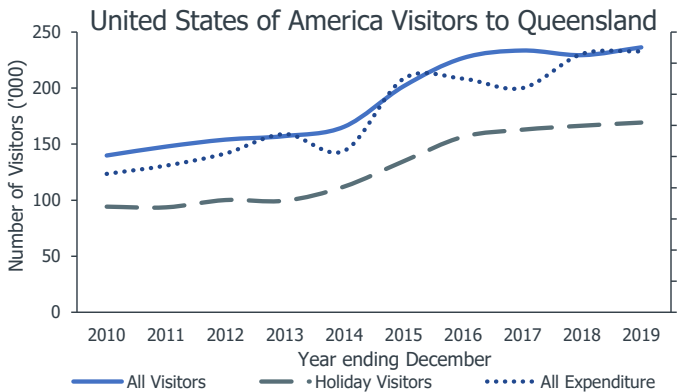
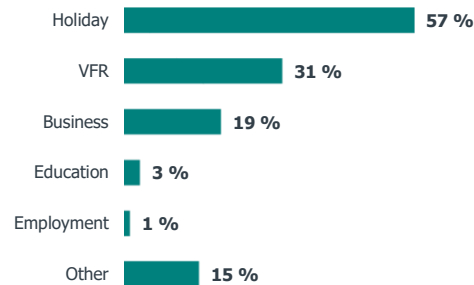


Year ending December 2019

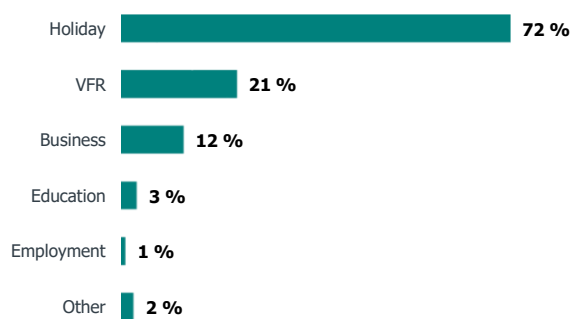
United States of America Visitors						United States of America Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	767,000	▲ 3.1%	9%	16.8	▼ -1.2	\$1,931.3	▲ 2.7%	6%	\$2,517.9
Holiday Visitors	440,000	▲ 5.4%	9%	11.5	▼ -1.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	236,000	▲ 3.0%	8%	10.7	▼ -1.1	\$419.1	▲ 1.0%	7%	\$1,773.1
Holiday Visitors	169,000	▲ 1.7%	9%	6.6	▼ -1.1				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	22%	32%	37%	9%	52%	48%	52%	24%	11%	9%
Holiday Visitors	25%	28%	37%	10%	47%	53%	39%	32%	14%	14%
To Queensland										
Total Visitors	27%	29%	37%	8%	48%	52%	44%	26%	14%	13%
Holiday Visitors	29%	27%	37%	8%	45%	55%	36%	32%	16%	15%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	54%	19%	8%	5%	7%	7%	0%	11%
Holiday Visitors	66%	17%	5%	3%	4%	4%	0%	16%
To Queensland								
Total Visitors	66%	12%	5%	4%	6%	7%	1%	19%
Holiday Visitors	77%	11%	4%	2%	3%	3%	0%	23%

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

