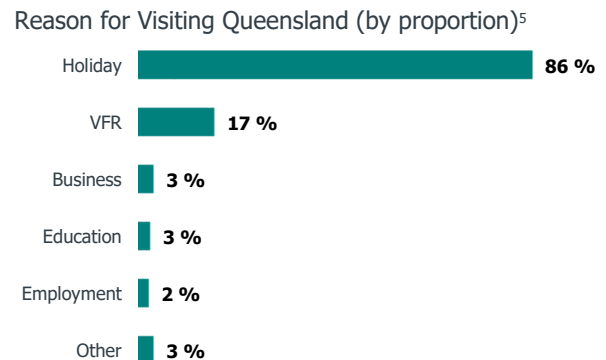
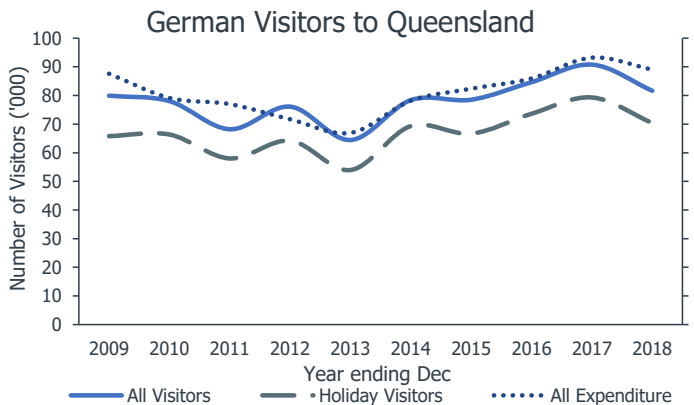
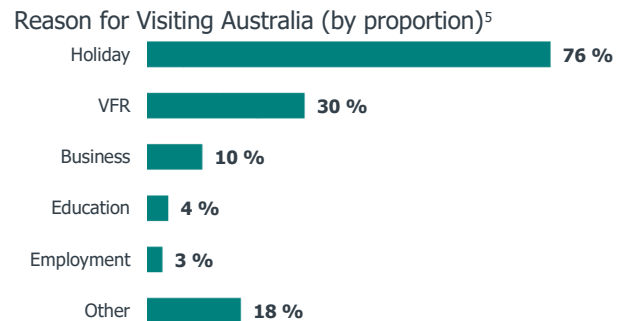


Germany Market Snapshot



Year ending December 2018

German Visitors						German Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	198,000	▼ -1.1%	2%	43.1	▼ -1.3	\$708.2	▲ 4.1%	2%	\$3,575.5
Holiday Visitors	150,000	▲ 0.8%	3%	41.0	▲ 0.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	82,000	▼ -10.0%	3%	27.4	▲ 0.3	\$178.1	▼ -4.5%	3%	\$2,180.9
Holiday Visitors	70,000	▼ -11.3%	4%	24.1	▲ 2.1				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	44%	29%	24%	3%	51%	49%	58%	20%	8%	10%
Holiday Visitors	50%	25%	23%	3%	48%	52%	54%	24%	9%	12%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	55%	24%	19%	2%	43%	57%	56%	23%	8%	11%
Holiday Visitors	59%	23%	17%	2%	43%	57%	54%	24%	8%	13%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	Tour
Total Visitors	54%	22%	8%	5%	7%	5%	0%	9%
Holiday Visitors	59%	22%	7%	4%	5%	4%	0%	11%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	69%	17%	6%	1%	6%	2%	0%	14%
Holiday Visitors	73%	16%	4%	1%	5%	1%	0%	16%

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

