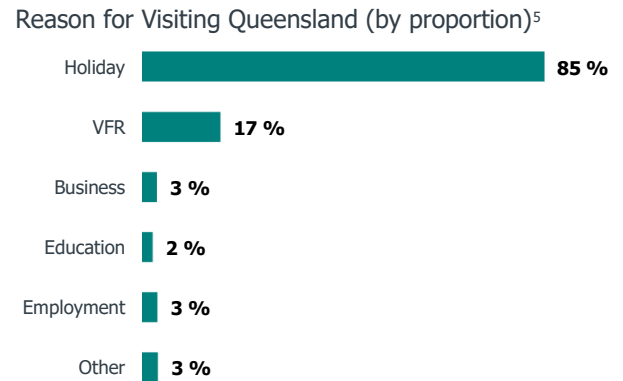
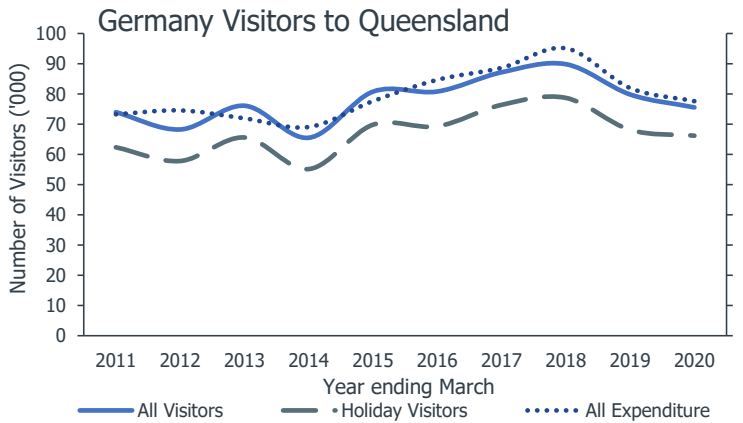
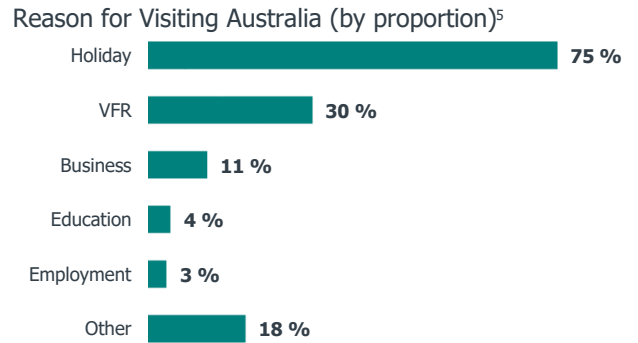


Germany Market Snapshot

Year ending March 2020

Germany Visitors						Germany Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	183,000	▼ -7.7%	2%	41.0	▲ 1.7	\$645.0	▼ -5.3%	2%	\$3,517.7
Holiday Visitors	141,000	▼ -5.4%	3%	37.6	▲ 2.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	76,000	▼ -5.4%	3%	24.5	▼ -0.9	\$155.2	▼ -5.3%	3%	\$2,054.7
Holiday Visitors	66,000	▼ -2.9%	4%	20.5	▲ 0.1				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	44%	28%	25%	4%	49%	51%	58%	25%	5%	10%
Holiday Visitors	49%	27%	22%	3%	45%	55%	52%	28%	6%	12%
To Queensland										
Total Visitors	53%	24%	21%	2%	47%	53%	55%	24%	7%	13%
Holiday Visitors	57%	23%	19%	1%	45%	55%	52%	25%	8%	13%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	52%	21%	6%	4%	7%	9%	1%	
Holiday Visitors	60%	22%	7%	3%	4%	5%	0%	
To Queensland								
Total Visitors	65%	18%	4%	2%	4%	6%	0%	
Holiday Visitors	72%	18%	4%	2%	2%	3%	0%	

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

