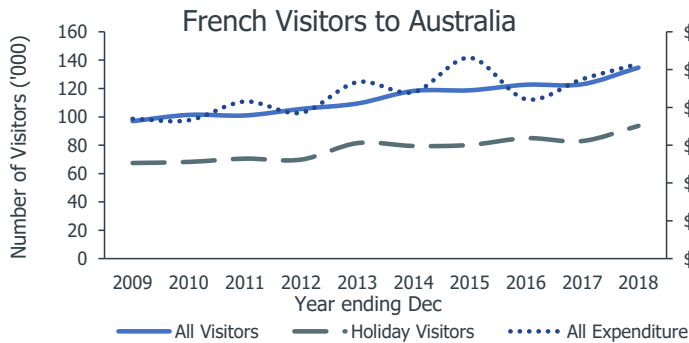


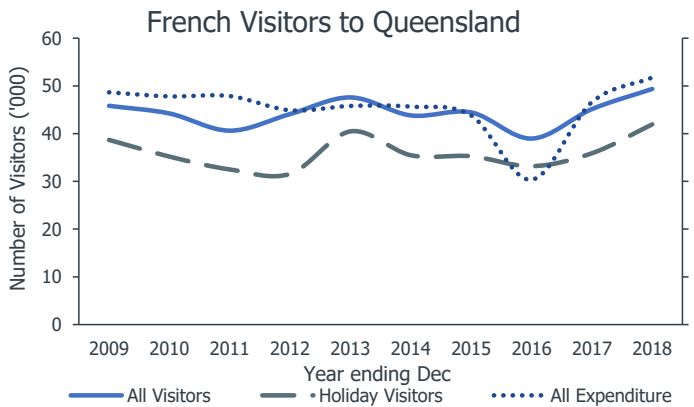
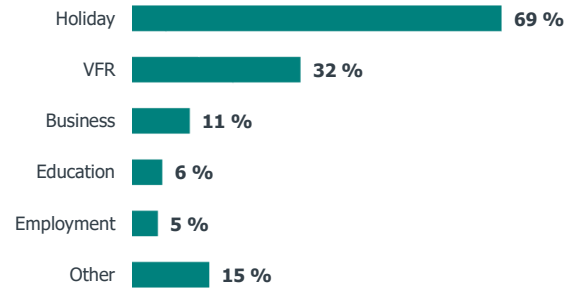
France Market Snapshot

Year ending December 2018

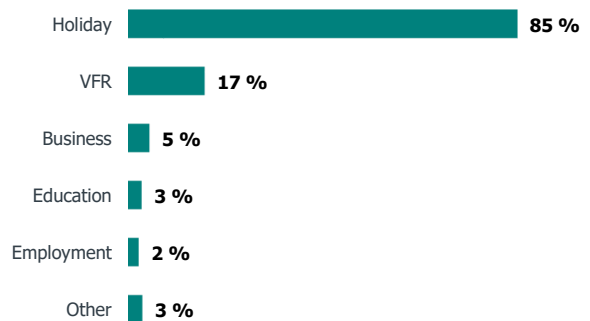
French Visitors						French Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	135,000	▲ 9.5%	2%	49.3	▼ -6.1	\$515.3	▲ 8.6%	2%	\$3,824.2
Holiday Visitors	94,000	▲ 12.9%	2%	46.9	▼ -2.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	49,000	▲ 9.3%	2%	28.5	▼ -3.4	\$103.5	▲ 11.1%	2%	\$2,097.0
Holiday Visitors	42,000	▲ 16.9%	2%	26.7	▼ -0.3				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



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	49%	24%	22%	5%	53%	47%	58%	22%	9%	9%
Holiday Visitors	56%	18%	22%	4%	50%	50%	52%	26%	10%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	58%	19%	20%	4%	54%	46%	49%	25%	13%	11%
Holiday Visitors	62%	17%	17%	4%	55%	45%	48%	26%	12%	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+	
Total Visitors	51%	24%	8%	5%	7%	4%	1%	6%
Holiday Visitors	60%	24%	8%	4%	2%	2%	0%	8%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	63%	21%	7%	3%	4%	2%	0%	8%
Holiday Visitors	70%	21%	5%	3%	0%	1%	0%	9%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

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

