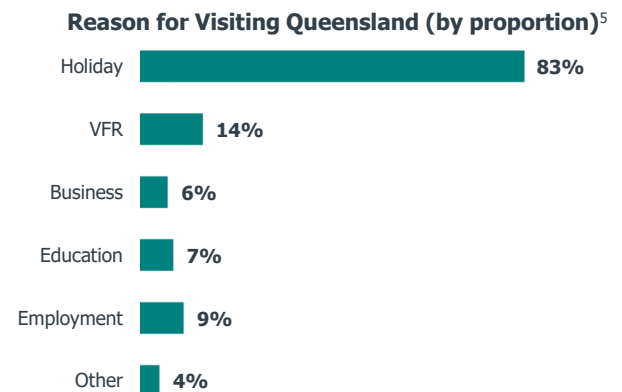
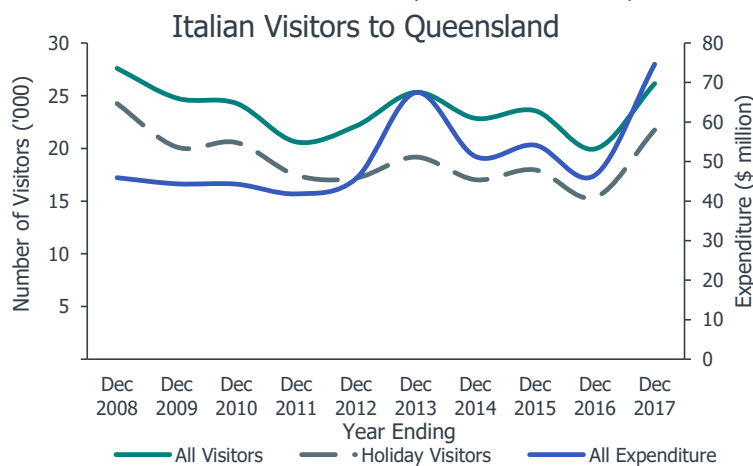
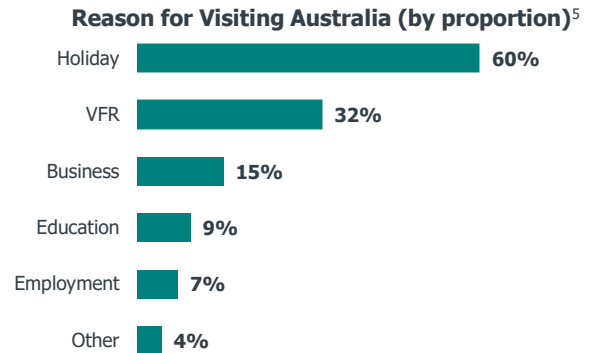
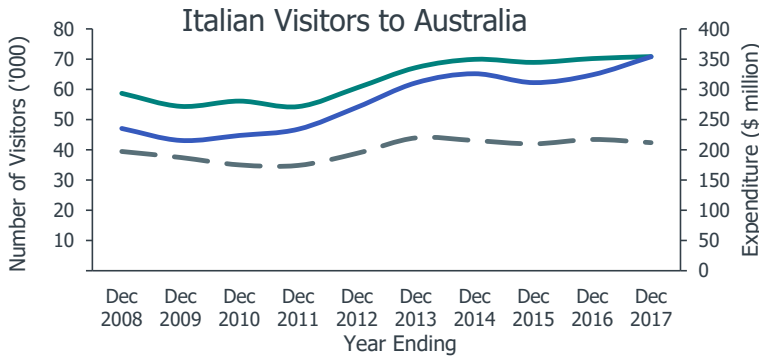


Italy Market Snapshot

Year ending Dec 2017

Italian Visitors						Italian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	71,000	▲ 0.9%	1%	71.7	▲ 10.1	\$354.0	▲ 9.3%	1%	\$4,933.3
Holiday Visitors	42,000	▼ -2.4%	1%	70.7	▲ 19.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	26,000	▲ 31.1%	1%	48.5	▲ 13.3	\$74.6	▲ 60.4%	1%	\$2,854.8
Holiday Visitors	22,000	▲ 41.6%	1%	41.3	▲ 14.8				



Year ending Dec 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	41%	36%	21%	2%	55%	45%	60%	21%	6%	8%
Holiday Visitors	50%	34%	15%	0%	48%	52%	51%	29%	7%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	45%	41%	13%	2%	49%	51%	51%	31%	7%	11%
Holiday Visitors	52%	37%	12%	0%	42%	58%	47%	34%	6%	14%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	59%	18%	5%	3%	8%	6%	1%	13%
Holiday Visitors	74%	16%	4%	2%	2%	3%	0%	20%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	74%	14%	2%	2%	2%	5%	1%	23%
Holiday Visitors	82%	13%	2%	1%	0%	3%	0%	27%

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

