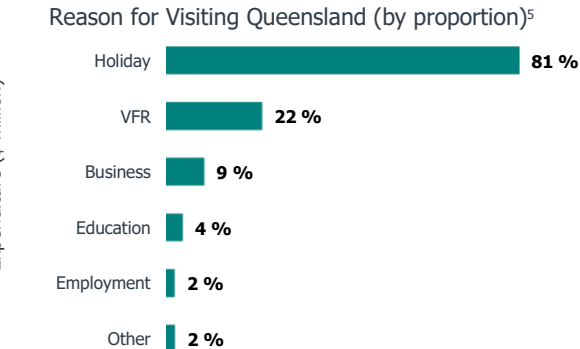
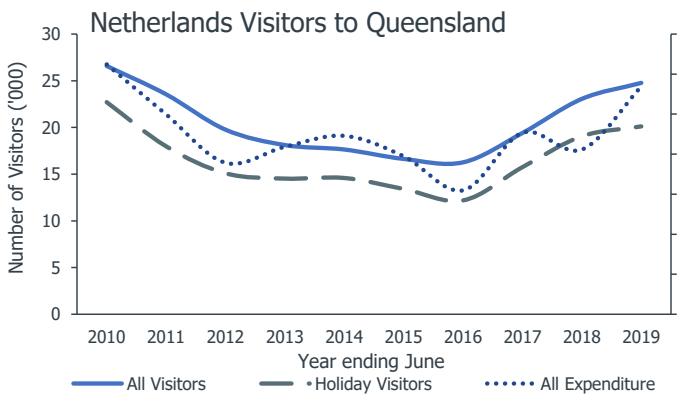
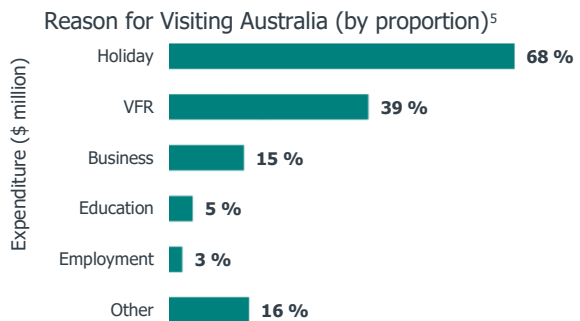
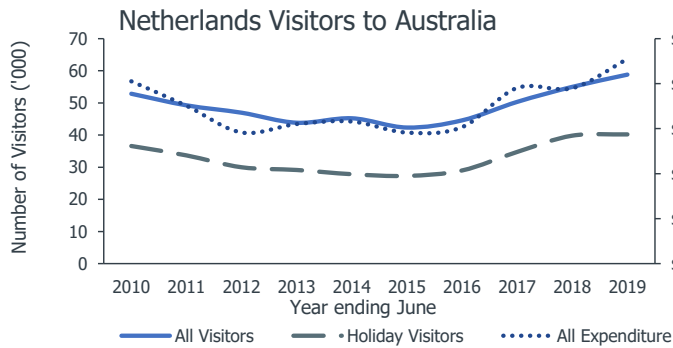


# Netherlands Market Snapshot



Year ending June 2019

Netherlands Visitors						Netherlands Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	59,000	▲ 6.9%	1%	38.7	▲ 1.5	\$227.4	▲ 16.6%	1%	\$3,866.9
<b>Holiday Visitors</b>	40,000	▲ 1.0%	1%	33.6	▲ 2.3				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	25,000	▲ 7.4%	1%	25.1	▲ 5.5	\$56.9	▲ 38.3%	1%	\$2,296.7
<b>Holiday Visitors</b>	20,000	▲ 5.6%	1%	17.5	▼ -0.9				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	37%	27%	34%	3%	50%	50%	56%	26%	9%	7%
<b>Holiday Visitors</b>	42%	23%	32%	3%	43%	57%	47%	32%	12%	8%
<b>To Queensland</b>										
<b>Total Visitors</b>	47%	25%	27%	1%	46%	54%	55%	26%	9%	9%
<b>Holiday Visitors</b>	53%	20%	27%	1%	39%	61%	52%	29%	11%	8%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	48%	23%	9%	4%	8%	8%	0%	9%
<b>Holiday Visitors</b>	57%	25%	7%	3%	5%	3%	0%	13%
<b>To Queensland</b>								
<b>Total Visitors</b>	61%	19%	8%	3%	4%	6%	0%	16%
<b>Holiday Visitors</b>	67%	21%	6%	1%	1%	3%	0%	19%

**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

