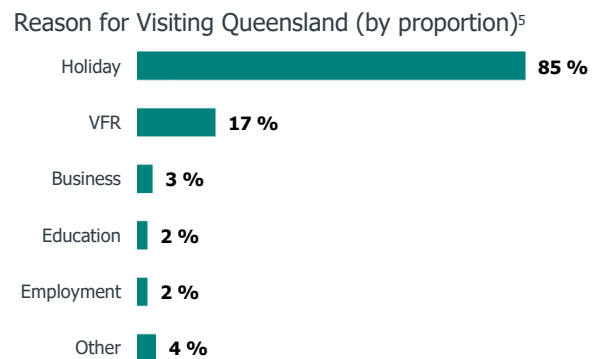
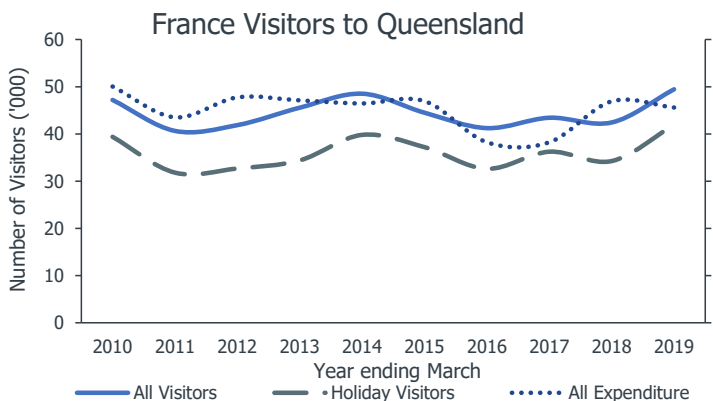
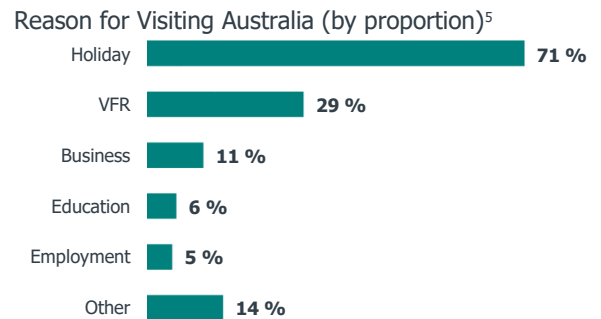


France Market Snapshot

Year ending March 2019

France Visitors						France Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	137,000	▲ 9.9%	2%	49.6	▼ -3.3	\$530.9	▲ 18.9%	2%	\$3,870.4
Holiday Visitors	97,000	▲ 17.4%	2%	46.4	▼ -2.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	49,000	▲ 16.5%	2%	26.2	▼ -8.2	\$91.2	▼ -2.8%	2%	\$1,843.9
Holiday Visitors	42,000	▲ 22.4%	2%	24.0	▼ -6.0				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	48%	24%	22%	5%	52%	48%	57%	22%	9%	10%
Holiday Visitors	55%	21%	20%	4%	51%	49%	53%	25%	10%	12%
To Queensland										
Total Visitors	56%	19%	21%	5%	53%	47%	49%	26%	12%	11%
Holiday Visitors	57%	20%	18%	5%	57%	43%	49%	26%	11%	13%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	51%	24%	8%	5%	7%	4%	1%	5%
Holiday Visitors	60%	24%	8%	4%	2%	2%	0%	6%
To Queensland								
Total Visitors	64%	22%	5%	2%	4%	2%	0%	8%
Holiday Visitors	71%	22%	4%	2%	1%	0%	0%	8%

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

