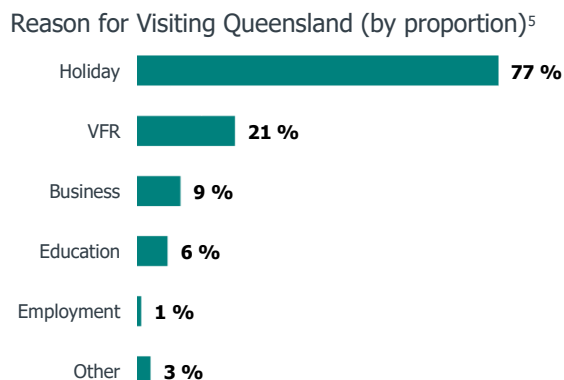
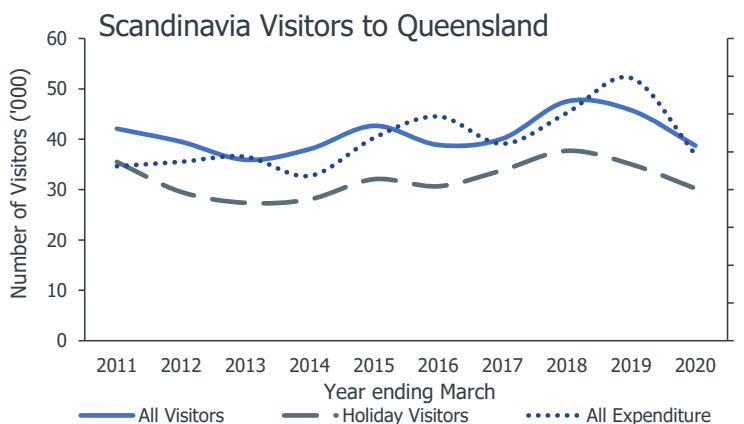
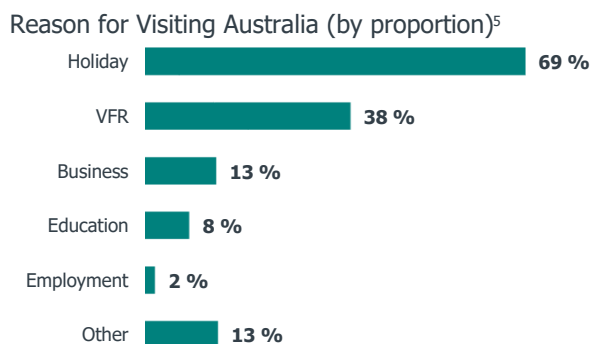
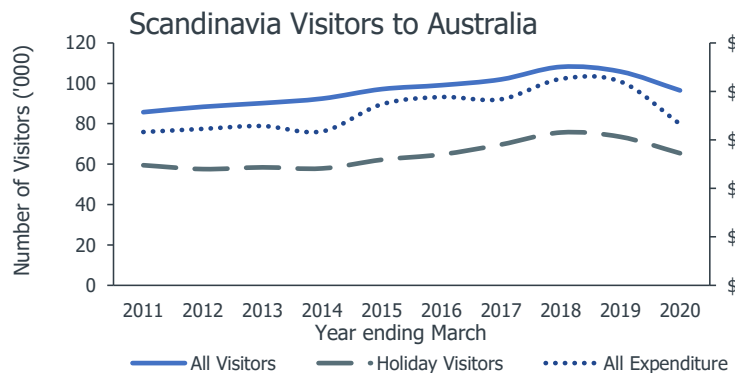


Scandinavia Market Snapshot

Year ending March 2020

To Australia	Scandinavia Visitors					Scandinavia Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	96,000	▼ -8.8%	1%	37.3	▲ 0.3	\$332.7	▼ -20.9%	1%	\$3,448.1
Holiday Visitors	65,000	▼ -11.1%	2%	28.1	▲ 0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	39,000	▼ -15.3%	2%	26.1	▲ 0.3	\$98.6	▼ -29.1%	2%	\$2,546.4
Holiday Visitors	30,000	▼ -13.7%	2%	19.3	▲ 2.0				



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	41%	23%	32%	5%	49%	51%	52%	24%	8%	12%
Holiday Visitors	47%	17%	31%	5%	46%	54%	43%	29%	11%	14%
To Queensland										
Total Visitors	48%	19%	33%	0%	48%	52%	48%	24%	9%	15%
Holiday Visitors	52%	15%	32%	0%	47%	53%	45%	24%	10%	19%

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%	20%	8%	3%	9%	6%	1%	13%
Holiday Visitors	59%	22%	8%	2%	5%	4%	1%	16%
To Queensland								
Total Visitors	58%	22%	8%	2%	4%	6%	0%	21%
Holiday Visitors	65%	21%	7%	3%	2%	3%	0%	21%

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

