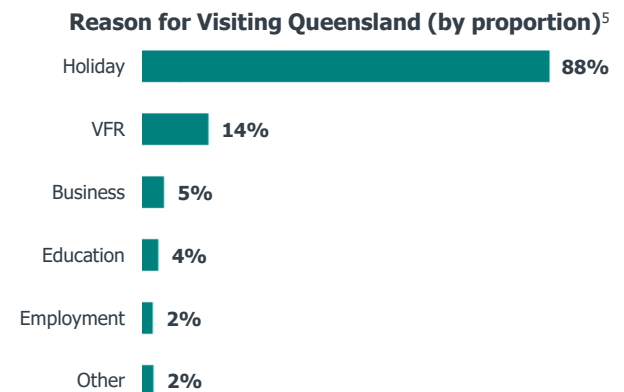
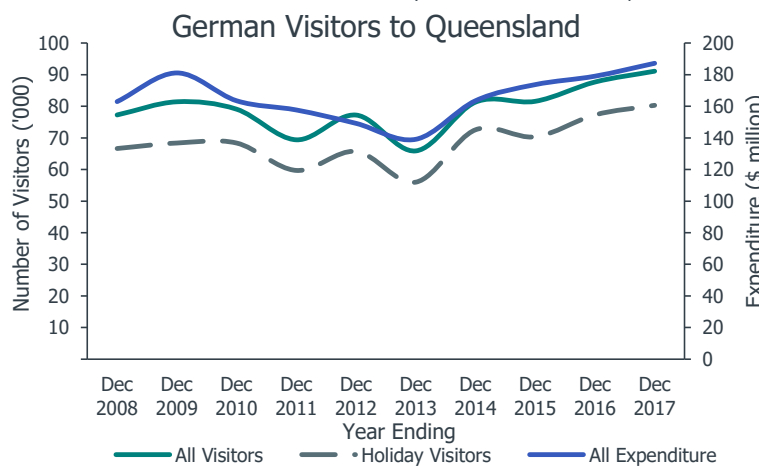
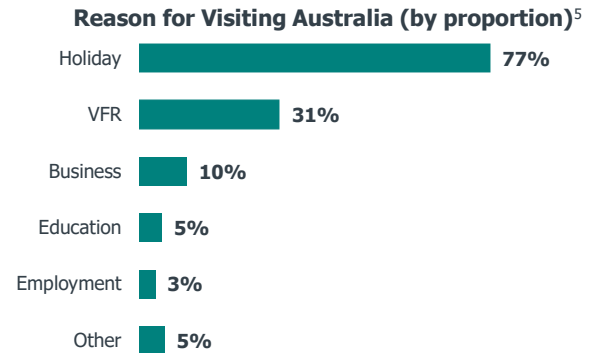
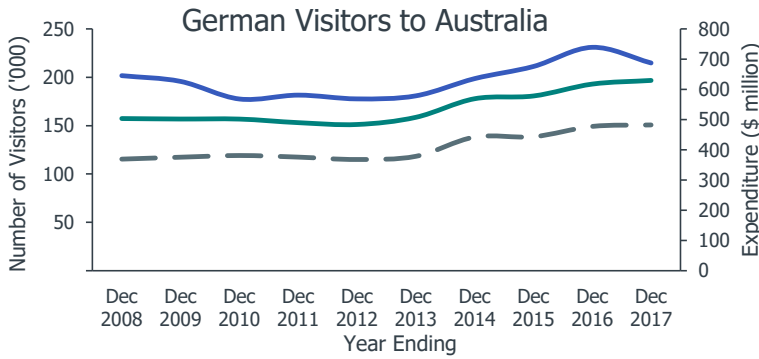


Germany Market Snapshot

Year ending Dec 2017

German Visitors						German Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	197,000	▲ 2.0%	2%	45.2	▼ -2.7	\$687.3	▼ -7.0%	2%	\$3,429.4
Holiday Visitors	151,000	▲ 1.0%	3%	40.9	▲ 0.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	91,000	▲ 3.9%	3%	27.3	▲ 2.5	\$187.2	▲ 4.6%	4%	\$2,049.3
Holiday Visitors	80,000	▲ 3.9%	4%	22.3	▲ 2.0				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	47%	27%	26%	1%	48%	52%	59%	21%	7%	12%
Total Visitors	52%	25%	22%	1%	45%	55%	52%	25%	8%	15%
Holiday Visitors										
To Queensland	58%	24%	18%	0%	44%	56%	55%	22%	7%	15%
Total Visitors	62%	23%	14%	0%	43%	57%	52%	24%	8%	16%
Holiday Visitors										

Year ending Dec 2017	Number of Previous Visits to Australia						On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	
To Australia	53%	19%	10%	3%	9%	5%	10%
Total Visitors	60%	19%	9%	3%	6%	3%	12%
Holiday Visitors							
To Queensland	66%	15%	7%	3%	5%	3%	13%
Total Visitors	70%	15%	7%	3%	3%	2%	14%
Holiday Visitors							

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

