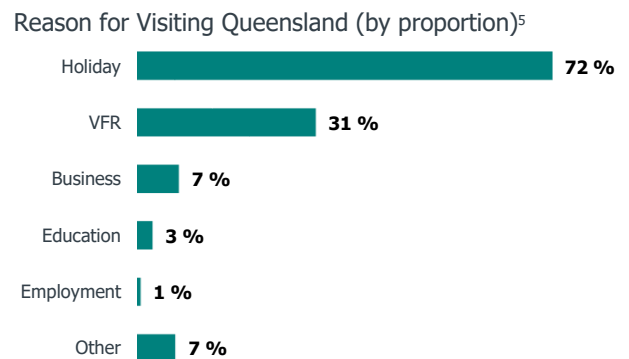
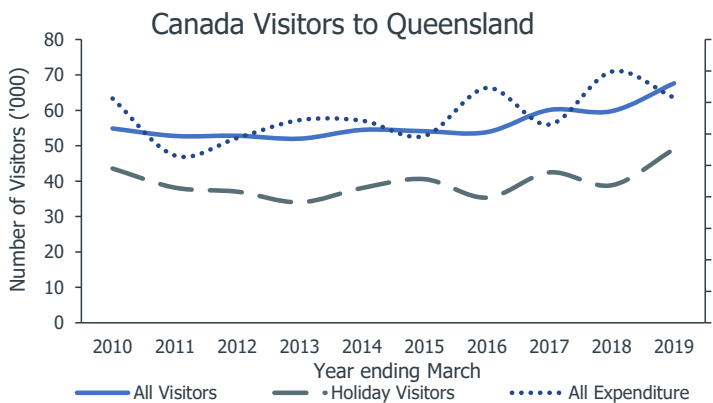
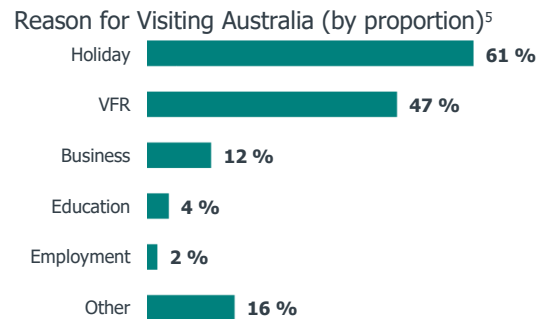


Canada Market Snapshot

Year ending March 2019

Canada Visitors						Canada Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	176,000	▲ 7.5%	2%	27.5	▼ -0.7	\$515.8	▲ 6.3%	2%	\$2,938.0
Holiday Visitors	108,000	▲ 14.7%	2%	19.6	▼ -0.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	68,000	▲ 13.2%	2%	17.3	▼ -1.5	\$143.1	▼ -10.4%	2%	\$2,115.6
Holiday Visitors	49,000	▲ 26.2%	3%	13.4	▲ 0.1				



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	26%	27%	39%	7%	47%	53%	50%	28%	11%	8%
Holiday Visitors	29%	23%	40%	8%	45%	55%	40%	37%	12%	10%
To Queensland										
Total Visitors	34%	22%	38%	7%	45%	55%	42%	34%	12%	10%
Holiday Visitors	35%	21%	36%	8%	43%	57%	33%	39%	14%	12%

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	49%	19%	9%	5%	9%	9%	6%	
Holiday Visitors	59%	19%	8%	3%	6%	4%	7%	
To Queensland								
Total Visitors	59%	17%	9%	3%	6%	6%	8%	
Holiday Visitors	65%	16%	9%	1%	5%	3%	10%	

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

