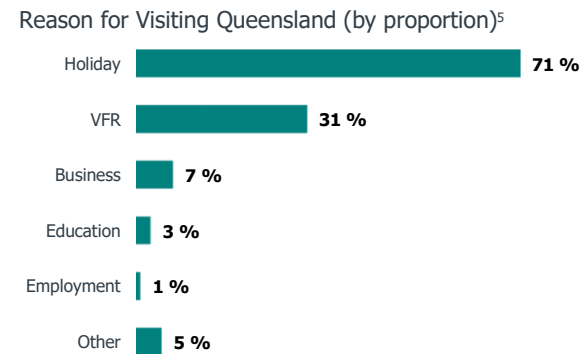
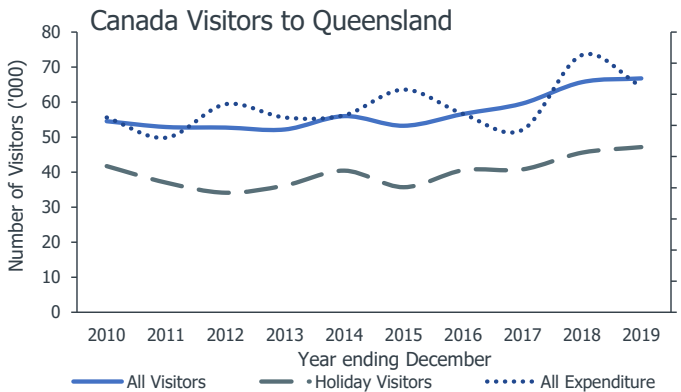
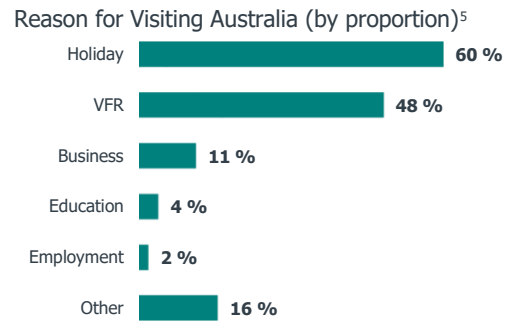


Canada Market Snapshot



Year ending December 2019

Canada Visitors						Canada Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	178,000	▲ 3.8%	2%	27.8	▲ 1.2	\$523.8	▲ 3.9%	2%	\$2,940.3
Holiday Visitors	107,000	▲ 3.8%	2%	22.5	▲ 4.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	67,000	▲ 1.6%	2%	18.1	▲ 1.5	\$144.9	▼ -12.3%	2%	\$2,170.7
Holiday Visitors	47,000	▲ 3.5%	3%	13.2	▼ -0.2				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	28%	26%	39%	7%	48%	52%	52%	26%	12%	8%
Holiday Visitors	30%	24%	39%	7%	46%	54%	43%	33%	13%	10%
To Queensland										
Total Visitors	34%	22%	38%	6%	47%	53%	45%	33%	14%	6%
Holiday Visitors	36%	19%	37%	7%	44%	56%	38%	38%	16%	8%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	48%	19%	9%	4%	11%	8%	0%	7%
Holiday Visitors	56%	22%	7%	3%	7%	5%	0%	9%
To Queensland								
Total Visitors	52%	20%	8%	4%	11%	5%	0%	11%
Holiday Visitors	59%	21%	7%	2%	7%	4%	0%	14%

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

