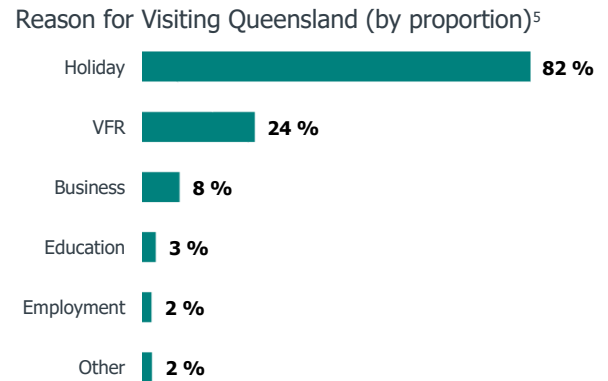
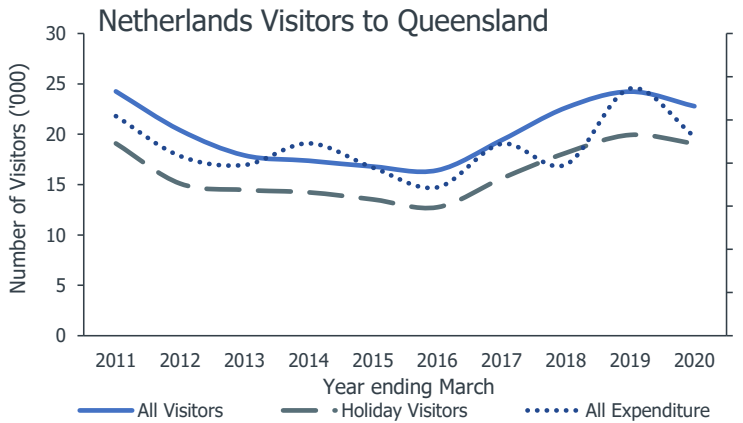
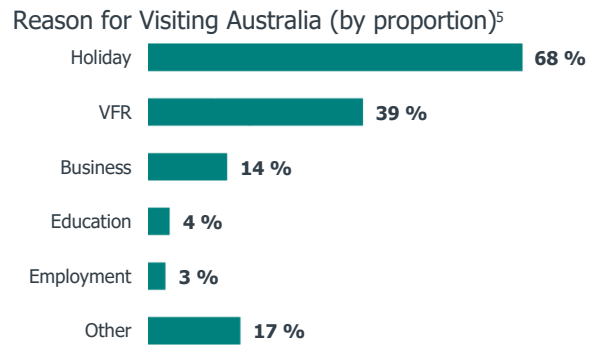
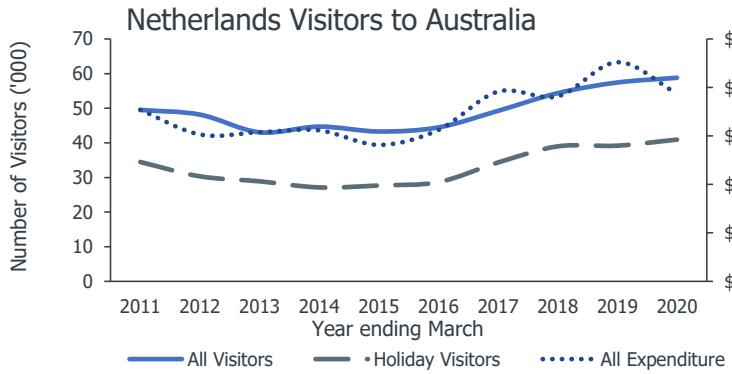


Netherlands Market Snapshot

Year ending March 2020

To Australia	Netherlands Visitors					Netherlands Expenditure				
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	59,000	▲ 2.4%	1%	37.7	▼ -2.0	\$193.7	▼ -14.3%	1%	\$3,294.3	
Holiday Visitors	41,000	▲ 4.5%	1%	33.5	▼ -0.7					
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	23,000	▼ -6.0%	1%	23.0	▼ -3.4	\$46.2	▼ -19.4%	1%	\$2,026.7	
Holiday Visitors	19,000	▼ -4.3%	1%	20.4	▲ 1.4					



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	37%	26%	33%	4%	51%	49%	59%	30%	6%	5%
Total Visitors	45%	20%	30%	5%	44%	56%	49%	38%	7%	6%
To Queensland	48%	25%	21%	6%	48%	52%	59%	31%	6%	4%
Total Visitors	53%	20%	21%	6%	42%	58%	54%	34%	7%	5%

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	49%	16%	11%	5%	7%	11%	0%	14%
Holiday Visitors	55%	19%	10%	4%	5%	6%	0%	19%
To Queensland	58%	16%	6%	4%	7%	9%	0%	19%
Holiday Visitors	63%	17%	6%	2%	7%	5%	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

