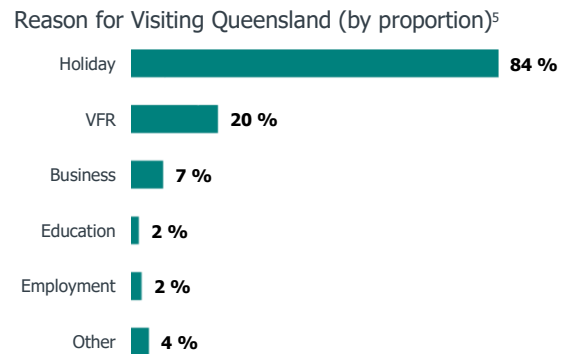
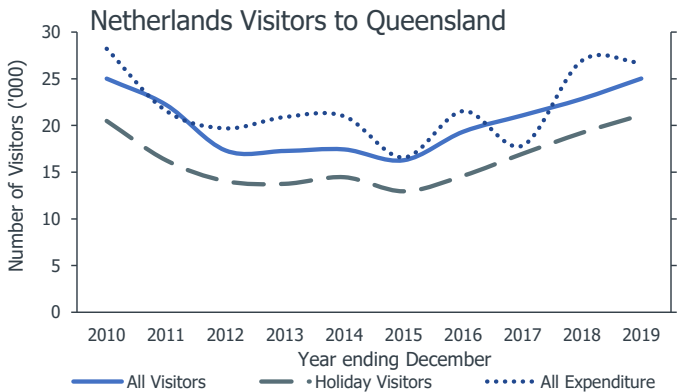
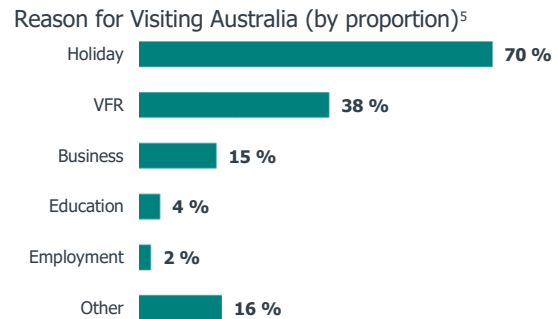
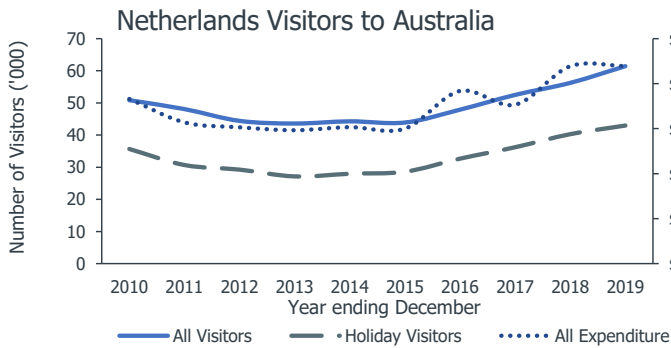


# Netherlands Market Snapshot

Year ending December 2019

Netherlands Visitors						Netherlands Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	61,000	▲ 9.2%	1%	38.7	▼ -0.3	\$219.5	● 0.1%	1%	\$3,572.4
<b>Holiday Visitors</b>	43,000	▲ 6.7%	1%	35.0	▲ 1.4				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	25,000	▲ 9.5%	1%	22.3	▼ -4.3	\$53.4	▼ -0.9%	1%	\$2,133.7
<b>Holiday Visitors</b>	21,000	▲ 9.9%	1%	19.5	▼ -0.4				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	38%	26%	32%	4%	50%	50%	56%	30%	5%	7%
<b>Holiday Visitors</b>	44%	19%	32%	5%	43%	57%	46%	39%	7%	8%
<b>To Queensland</b>										
<b>Total Visitors</b>	50%	24%	22%	4%	48%	52%	56%	32%	6%	6%
<b>Holiday Visitors</b>	54%	17%	25%	4%	42%	58%	51%	36%	7%	6%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	50%	18%	11%	4%	7%	10%	0%	13%
<b>Holiday Visitors</b>	57%	21%	10%	2%	5%	6%	0%	18%
<b>To Queensland</b>								
<b>Total Visitors</b>	59%	17%	6%	4%	5%	9%	0%	20%
<b>Holiday Visitors</b>	64%	19%	6%	1%	5%	5%	0%	24%

**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

