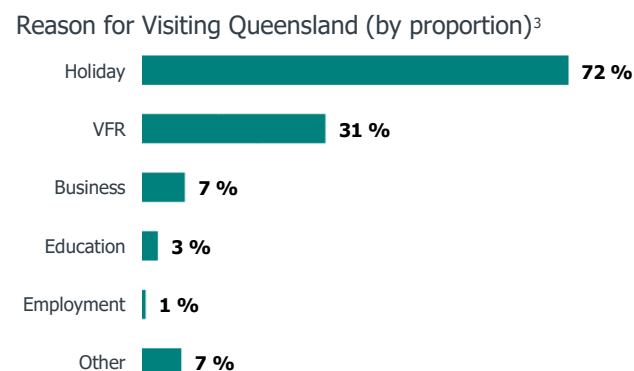
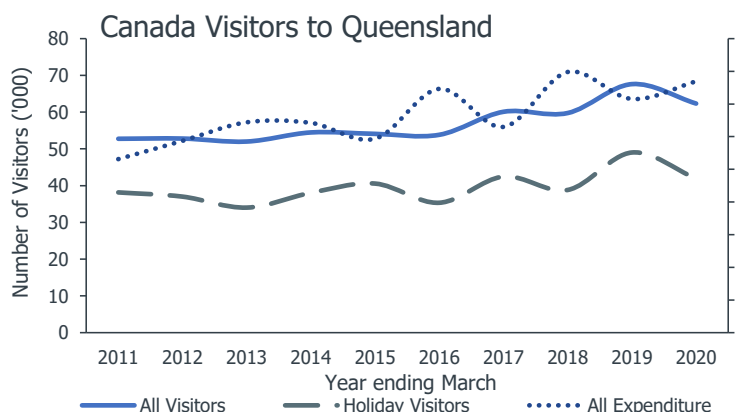
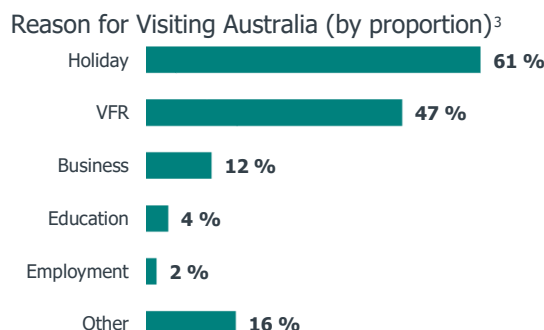


Canada Market Snapshot

Year ending March 2020

Canada Visitors						Canada Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	165,000	▼ -6.1%	2%	28.1	▲ 0.6	\$480.6	▼ -6.8%	2%	\$2,913.9
Holiday Visitors	98,000	▼ -9.2%	2%	23.5	▲ 3.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	62,000	▼ -7.8%	2%	20.2	▲ 2.9	\$153.8	▲ 7.5%	3%	\$2,467.7
Holiday Visitors	42,000	▼ -14.5%	2%	16.7	▲ 3.3				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	28%	27%	35%	11%	48%	52%	55%	26%	10%	7%
Holiday Visitors	31%	24%	35%	11%	43%	57%	44%	34%	12%	10%
To Queensland										
Total Visitors	32%	26%	31%	11%	46%	54%	50%	31%	13%	5%
Holiday Visitors	35%	21%	31%	14%	41%	59%	41%	39%	14%	6%

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								
Total Visitors	49%	20%	8%	4%	10%	7%	0%	6%
Holiday Visitors	59%	20%	5%	3%	7%	6%	0%	8%
To Queensland								
Total Visitors	50%	20%	7%	5%	11%	7%	0%	9%
Holiday Visitors	59%	19%	6%	3%	6%	7%	0%	11%

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. 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