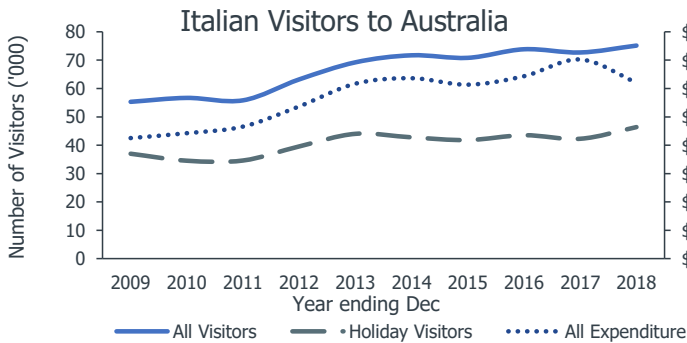


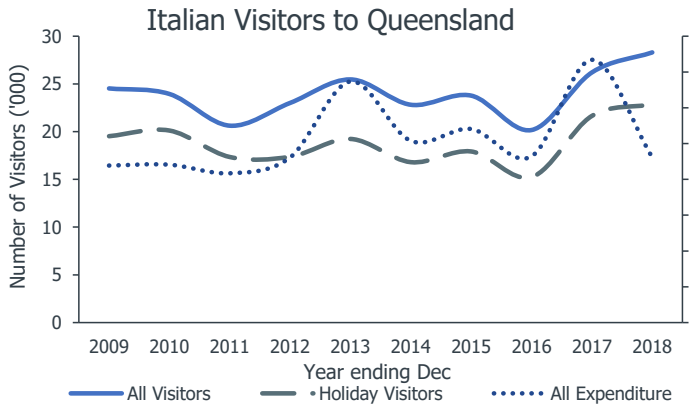
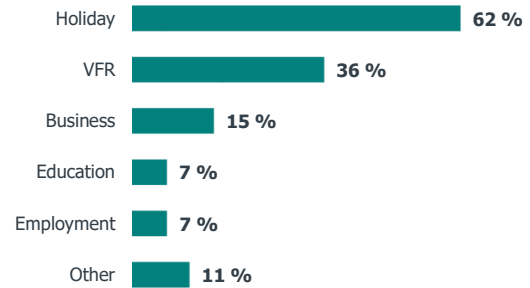
Italy Market Snapshot

Year ending December 2018

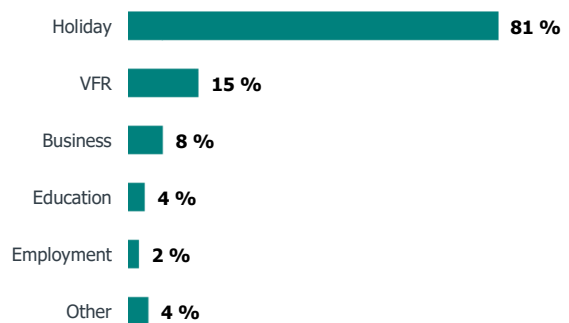
Italian Visitors						Italian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	75,000	▲ 3.3%	1%	51.0	▼ -18.3	\$310.5	▼ -11.6%	1%	\$4,132.9
Holiday Visitors	46,000	▲ 9.7%	1%	39.3	▼ -30.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	28,000	▲ 8.0%	1%	22.2	▼ -24.8	\$46.2	▼ -37.1%	1%	\$1,630.8
Holiday Visitors	23,000	▲ 5.6%	1%	15.1	▼ -25.2				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	36%	36%	24%	4%	58%	42%	55%	27%	7%	8%
Holiday Visitors	40%	33%	25%	2%	53%	47%	47%	36%	8%	8%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	40%	35%	23%	2%	57%	43%	45%	39%	6%	7%
Holiday Visitors	43%	29%	27%	1%	55%	45%	38%	46%	7%	9%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	50%	19%	8%	6%	6%	11%	1%	13%
Holiday Visitors	59%	20%	8%	6%	3%	3%	0%	19%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	63%	23%	3%	6%	3%	3%	0%	19%
Holiday Visitors	66%	21%	3%	7%	2%	1%	0%	22%

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

