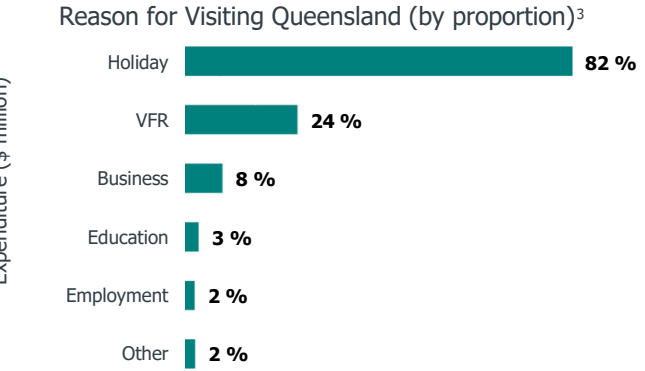
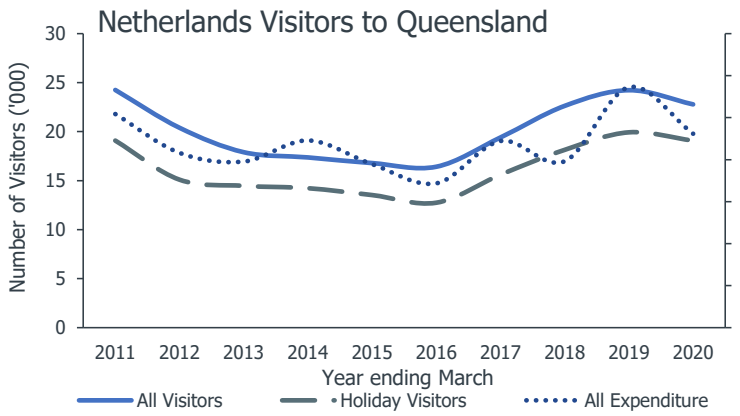
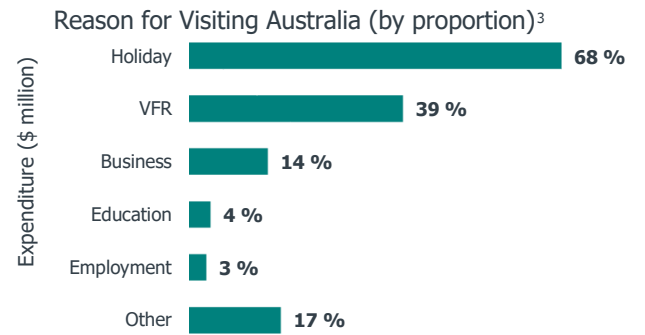


Netherlands Market Snapshot

Year ending March 2020

Netherlands Visitors						Netherlands Expenditure				
To Australia	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										
Total Visitors	37%	26%	33%	4%	51%	49%	59%	30%	6%	5%
Holiday Visitors	45%	20%	30%	5%	44%	56%	49%	38%	7%	6%
To Queensland										
Total Visitors	48%	25%	21%	6%	48%	52%	59%	31%	6%	4%
Holiday 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								
Total Visitors	49%	16%	11%	5%	7%	11%	14%	
Holiday Visitors	55%	19%	10%	4%	5%	6%	19%	
To Queensland								
Total Visitors	58%	16%	6%	4%	7%	9%	19%	
Holiday Visitors	63%	17%	6%	2%	7%	5%	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. 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