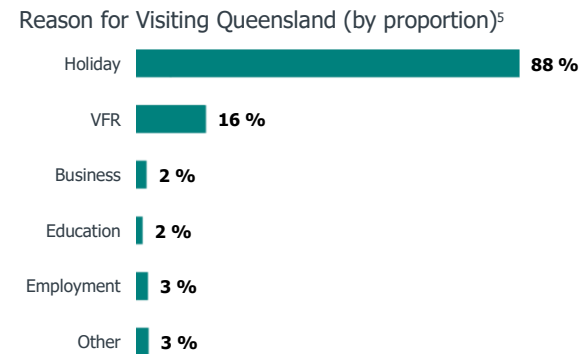
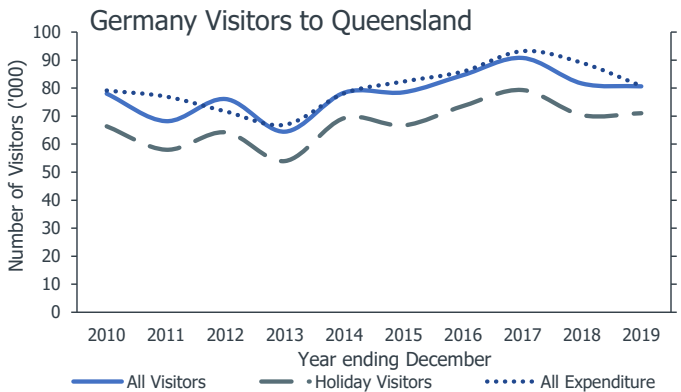
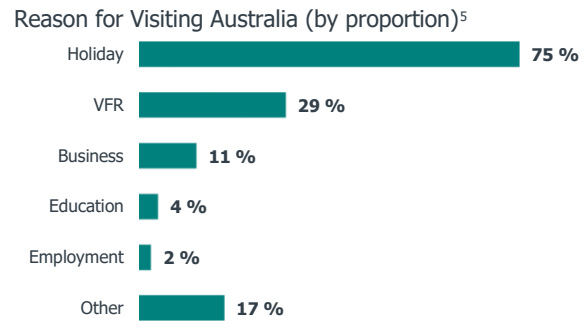


Germany Market Snapshot



Year ending December 2019

Germany Visitors						Germany Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	198,000	-0.2%	2%	39.8	-3.3	\$692.3	-2.2%	2%	\$3,501.8
Holiday Visitors	149,000	-0.9%	3%	36.3	-4.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	81,000	-1.3%	3%	24.0	-3.4	\$161.5	-9.3%	3%	\$2,003.5
Holiday Visitors	71,000	0.9%	4%	19.2	-4.9				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	43%	26%	28%	4%	49%	51%	57%	24%	7%	9%
Holiday Visitors	48%	25%	24%	3%	46%	54%	52%	26%	8%	12%
To Queensland										
Total Visitors	55%	24%	20%	1%	48%	52%	53%	21%	10%	14%
Holiday Visitors	58%	23%	18%	0%	47%	53%	52%	21%	10%	14%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	51%	23%	7%	4%	8%	8%	1%	8%
Holiday Visitors	59%	22%	6%	3%	4%	5%	0%	10%
To Queensland								
Total Visitors	63%	21%	5%	3%	4%	6%	0%	8%
Holiday Visitors	69%	21%	3%	3%	2%	2%	0%	9%

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

