

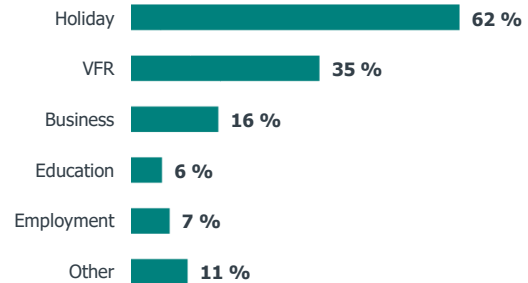
Italy Market Snapshot

Year ending March 2019

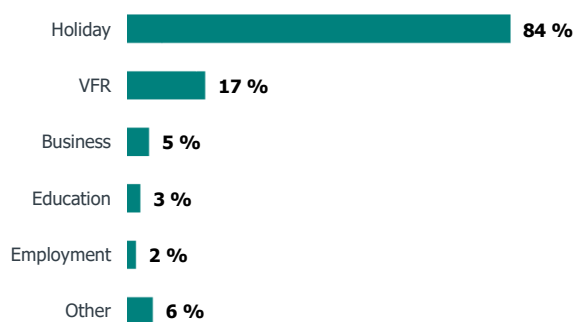
Italy Visitors						Italy Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	75,000	▲ 3.4%	1%	49.5	▼ -17.8	\$301.6	▼ -10.2%	1%	\$4,027.0
Holiday Visitors	46,000	▲ 10.6%	1%	38.3	▼ -27.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	29,000	▲ 15.7%	1%	22.8	▼ -18.0	\$46.4	▼ -27.7%	1%	\$1,583.2
Holiday Visitors	25,000	▲ 19.2%	1%	16.1	▼ -19.0				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	35%	37%	26%	3%	58%	42%	55%	27%	7%	7%
Total Visitors	35%	37%	26%	3%	58%	42%	55%	27%	7%	7%
Holiday Visitors	40%	34%	24%	1%	54%	46%	47%	36%	9%	7%
To Queensland	39%	34%	27%	1%	55%	45%	44%	39%	6%	9%
Total Visitors	39%	34%	27%	1%	55%	45%	44%	39%	6%	9%
Holiday Visitors	41%	29%	29%	1%	54%	46%	37%	45%	6%	10%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	50%	19%	7%	7%	7%	10%	1%	13%
Total Visitors	50%	19%	7%	7%	7%	10%	1%	13%
Holiday Visitors	62%	19%	7%	6%	3%	3%	0%	19%
To Queensland	63%	20%	4%	6%	4%	3%	0%	20%
Total Visitors	63%	20%	4%	6%	4%	3%	0%	20%
Holiday Visitors	69%	17%	4%	7%	2%	1%	0%	23%

Research Updates
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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

