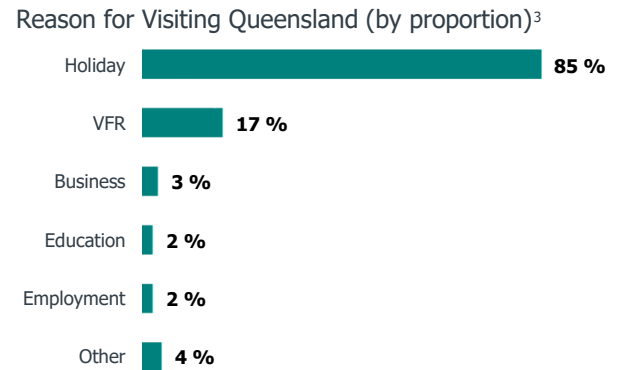
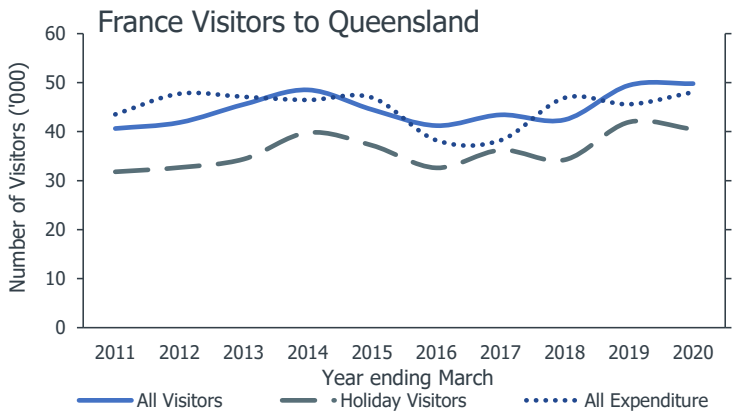
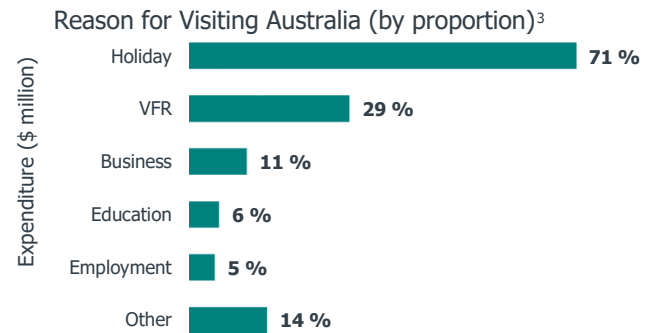


France Market Snapshot

Year ending March 2020

France Visitors						France Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	130,000	▼ -5.3%	2%	49.3	▼ -0.3	\$461.4	▼ -13.1%	2%	\$3,552.1
Holiday Visitors	93,000	▼ -4.9%	2%	43.1	▼ -3.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	50,000	▲ 0.7%	2%	27.9	▲ 1.6	\$96.1	▲ 5.4%	2%	\$1,930.0
Holiday Visitors	40,000	▼ -3.5%	2%	25.0	▲ 1.1				



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	50%	25%	22%	3%	52%	48%	59%	23%	7%	9%
Holiday Visitors	53%	21%	23%	3%	49%	51%	54%	27%	7%	11%
To Queensland										
Total Visitors	53%	24%	19%	3%	50%	50%	51%	23%	11%	11%
Holiday Visitors	55%	24%	18%	3%	47%	53%	52%	23%	10%	13%

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	57%	21%	6%	5%	5%	5%	5%	
Holiday Visitors	63%	21%	6%	3%	4%	2%	6%	
To Queensland								
Total Visitors	63%	21%	5%	5%	3%	4%	9%	
Holiday Visitors	67%	20%	4%	5%	2%	2%	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. 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