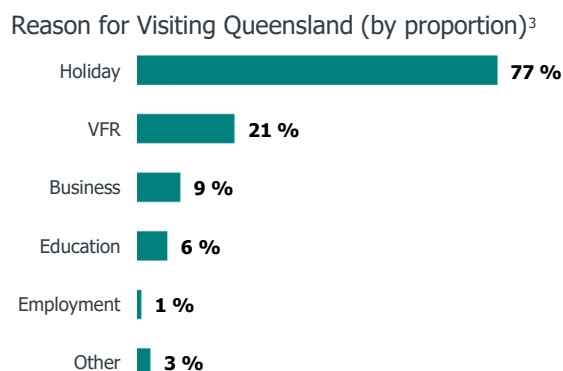
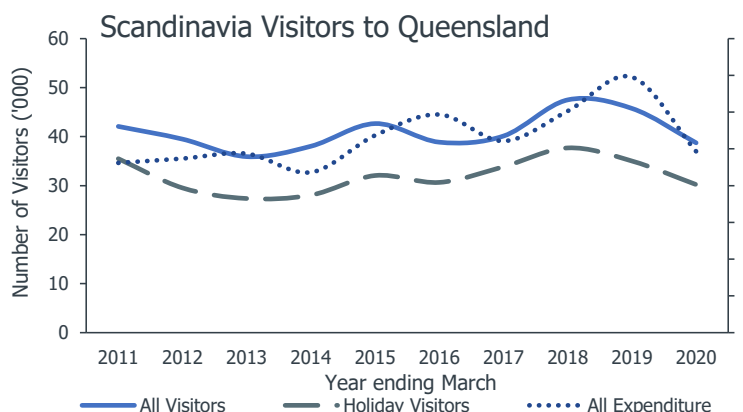
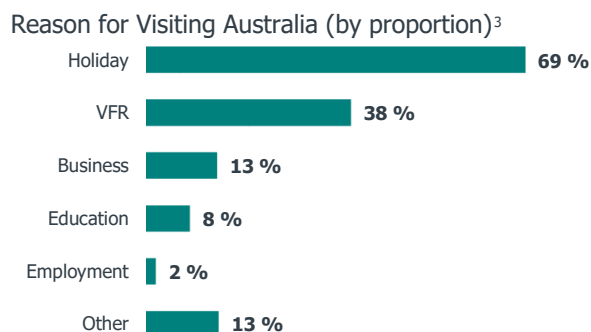


Scandinavia Market Snapshot

Year ending March 2020

Scandinavia Visitors						Scandinavia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	96,000	▼ -8.8%	1%	37.3	▲ 0.3	\$332.7	▼ -20.9%	1%	\$3,448.1
Holiday Visitors	65,000	▼ -11.1%	2%	28.1	▲ 0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	39,000	▼ -15.3%	2%	26.1	▲ 0.3	\$98.6	▼ -29.1%	2%	\$2,546.4
Holiday Visitors	30,000	▼ -13.7%	2%	19.3	▲ 2.0				



Year ending March 2020	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	41%	23%	32%	5%	49%	51%	52%	24%	8%	12%
Holiday Visitors	47%	17%	31%	5%	46%	54%	43%	29%	11%	14%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	48%	19%	33%	0%	48%	52%	48%	24%	9%	15%
Holiday Visitors	52%	15%	32%	0%	47%	53%	45%	24%	10%	19%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	52%	20%	8%	3%	9%	6%	1%	13%
Holiday Visitors	59%	22%	8%	2%	5%	4%	1%	16%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	58%	22%	8%	2%	4%	6%	0%	21%
Holiday Visitors	65%	21%	7%	3%	2%	3%	0%	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