

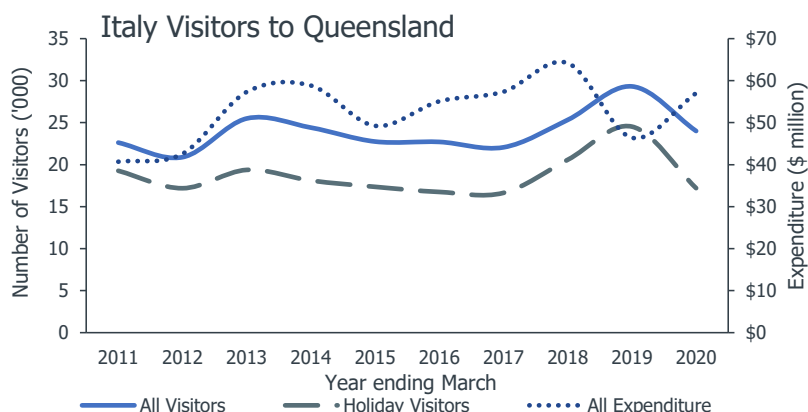
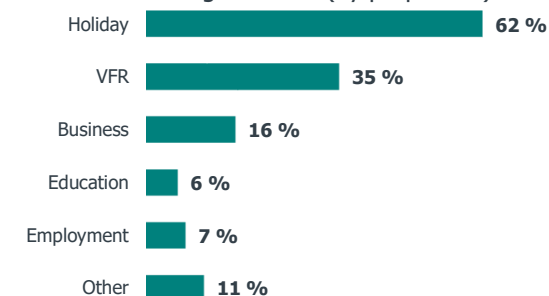
Italy Market Snapshot

Year ending March 2020

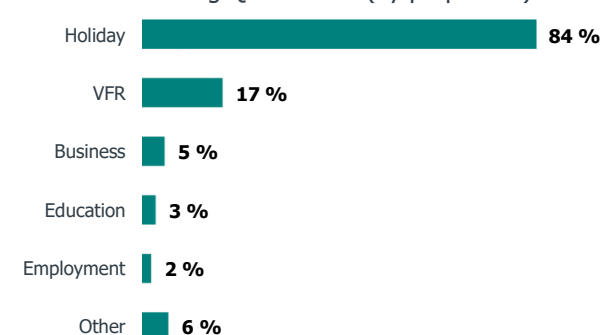
Italy Visitors						Italy Expenditure				
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	68,000	▼ -9.0%	1%	56.5	▲ 7.0	\$293.4	▼ -2.7%	1%	\$4,306.2	
Holiday Visitors	39,000	▼ -15.8%	1%	55.5	▲ 17.2					
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor	
Total Visitors	24,000	▼ -18.1%	1%	33.3	▲ 10.5	\$57.0	▲ 22.9%	1%	\$2,375.2	
Holiday Visitors	17,000	▼ -29.9%	1%	31.2	▲ 15.1					



Reason for Visiting Australia (by proportion)³



Reason for Visiting Queensland (by proportion)³



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	34%	39%	22%	5%	60%	40%	54%	27%	6%	8%
Holiday Visitors	43%	37%	16%	4%	53%	47%	44%	37%	7%	11%
To Queensland										
Total Visitors	34%	32%	27%	7%	59%	41%	42%	37%	8%	11%
Holiday Visitors	41%	33%	17%	9%	50%	50%	36%	45%	4%	14%

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	46%	22%	9%	10%	6%	7%	0%	13%
Holiday Visitors	58%	25%	8%	3%	3%	2%	0%	20%
To Queensland								
Total Visitors	57%	24%	7%	5%	3%	4%	0%	25%
Holiday Visitors	59%	26%	9%	5%	2%	0%	0%	31%

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