

Italy Market Snapshot

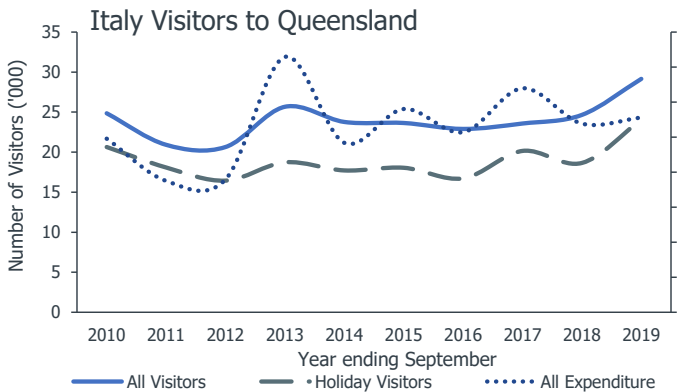
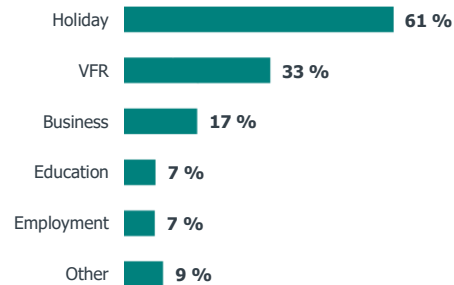


Year ending September 2019

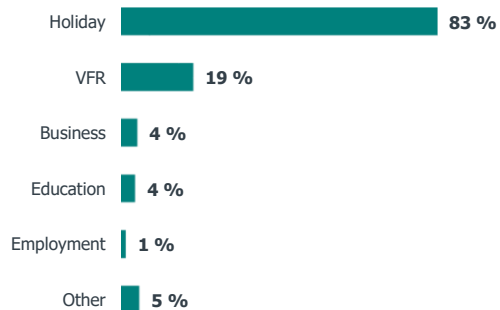
Italy Visitors						Italy Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	74,000	▲ 0.6%	1%	52.6	▼ -3.5	\$311.6	▲ 0.6%	1%	\$4,233.1
Holiday Visitors	45,000	▲ 7.5%	1%	43.5	▼ -6.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	29,000	▲ 18.3%	1%	25.4	▼ -4.5	\$55.6	▲ 3.2%	1%	\$1,906.3
Holiday Visitors	24,000	▲ 29.0%	1%	20.0	▼ -3.9				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	31%	39%	27%	3%	58%	42%	56%	27%	6%	7%
Holiday Visitors	37%	36%	26%	1%	52%	48%	46%	36%	8%	9%
To Queensland										
Total Visitors	33%	35%	30%	1%	55%	45%	41%	38%	9%	10%
Holiday Visitors	36%	34%	29%	2%	50%	50%	38%	44%	6%	11%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	52%	17%	7%	9%	6%	8%	13%	
Holiday Visitors	65%	17%	6%	7%	1%	4%	19%	
To Queensland								
Total Visitors	66%	15%	5%	8%	3%	2%	19%	
Holiday Visitors	68%	15%	5%	10%	0%	1%	22%	

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

