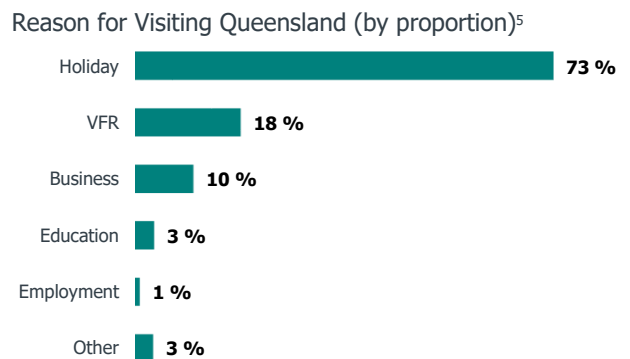
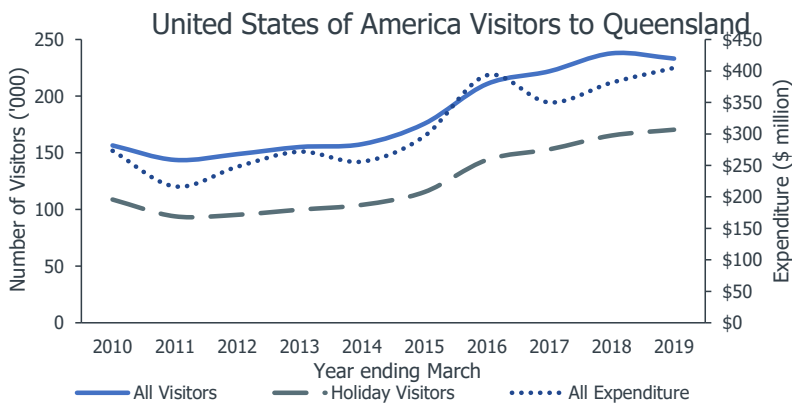
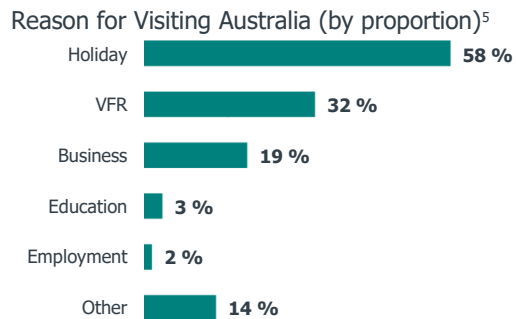
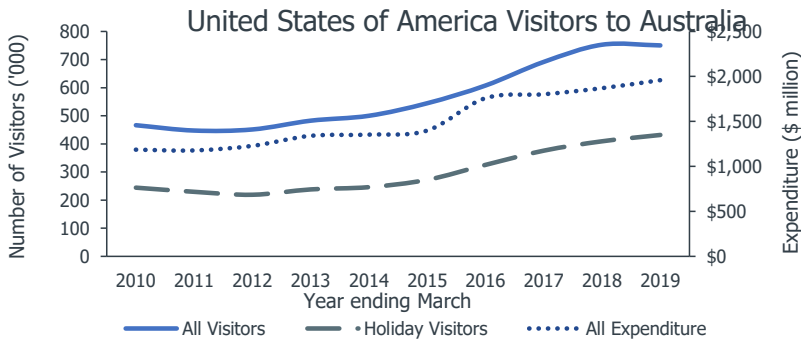


United States of America Market

Year ending March 2019

United States of America Visitors						United States of America Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	750,000	● -0.3%	9%	17.4	▼ -1.4	\$1,958.8	▲ 4.8%	6%	\$2,610.2
Holiday Visitors	432,000	▲ 5.5%	9%	11.9	▼ -1.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	233,000	▼ -1.9%	9%	11.0	▼ -0.7	\$404.9	▲ 6.2%	7%	\$1,736.8
Holiday Visitors	170,000	▲ 3.1%	9%	7.4	▼ 0.0				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	22%	31%	38%	9%	52%	48%	53%	25%	10%	8%
Holiday Visitors	24%	25%	39%	11%	48%	52%	41%	33%	13%	12%
To Queensland										
Total Visitors	26%	28%	36%	9%	49%	51%	45%	28%	12%	11%
Holiday Visitors	26%	27%	36%	11%	46%	54%	36%	34%	14%	14%

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								
Total Visitors	53%	20%	8%	4%	7%	7%	11%	
Holiday Visitors	65%	19%	6%	3%	4%	3%	17%	
To Queensland								
Total Visitors	64%	14%	7%	3%	6%	6%	20%	
Holiday Visitors	74%	13%	6%	2%	3%	2%	25%	

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

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

