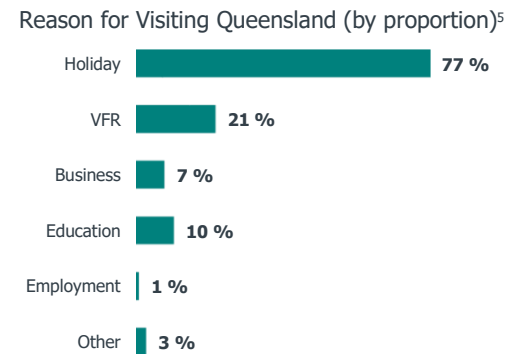
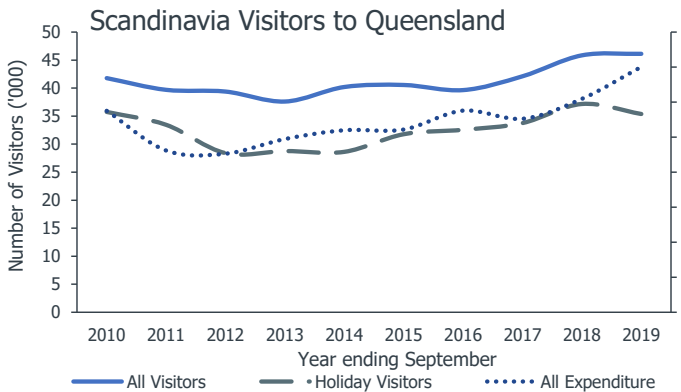
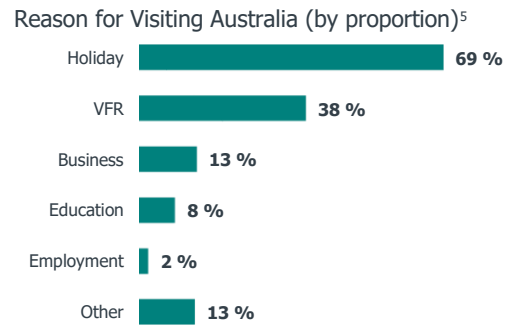
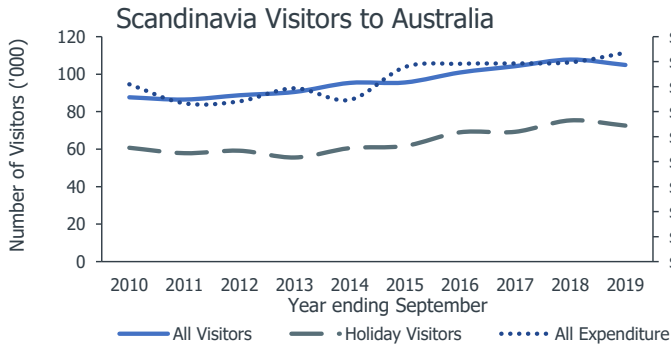


# Scandinavia Market Snapshot



Year ending September 2019

Scandinavia Visitors						Scandinavia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	105,000	▼ -2.7%	1%	38.1	▲ 2.5	\$417.8	▲ 4.8%	1%	\$3,982.9
<b>Holiday Visitors</b>	73,000	▼ -3.7%	2%	29.8	▲ 5.6				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	46,000	▲ 0.6%	2%	28.3	▲ 4.3	\$140.1	▲ 15.0%	2%	\$3,038.3
<b>Holiday Visitors</b>	35,000	▼ -4.8%	2%	20.2	▲ 4.1				



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	39%	27%	30%	4%	51%	49%	58%	17%	9%	14%
<b>Holiday Visitors</b>	45%	20%	30%	5%	49%	51%	49%	20%	11%	18%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	47%	21%	29%	3%	46%	54%	51%	18%	9%	20%
<b>Holiday Visitors</b>	53%	16%	28%	2%	44%	56%	47%	16%	12%	24%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	52%	21%	8%	3%	8%	8%	0%	13%
<b>Holiday Visitors</b>	58%	22%	8%	3%	4%	6%	0%	16%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	58%	21%	5%	4%	4%	8%	0%	19%
<b>Holiday Visitors</b>	62%	23%	5%	2%	2%	5%	0%	19%

**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

