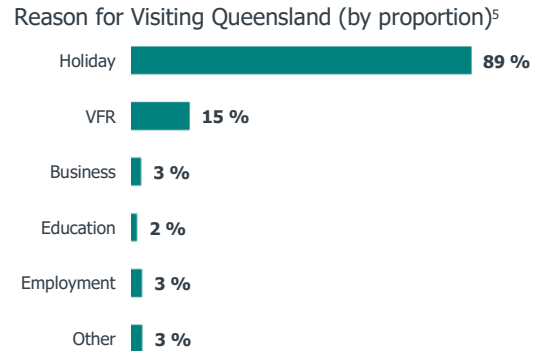
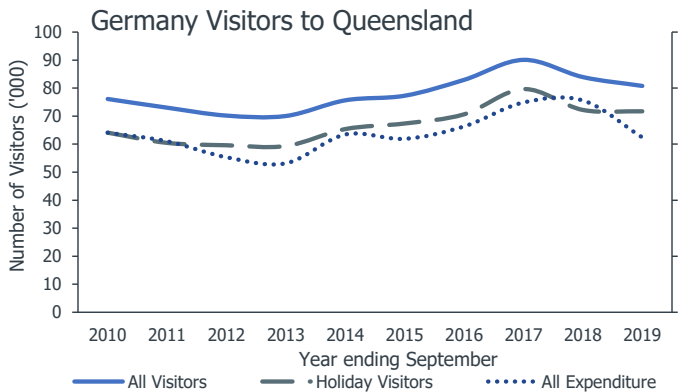
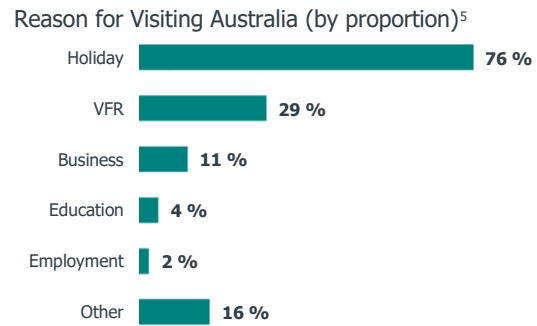


# Germany Market Snapshot



Year ending September 2019

Germany Visitors						Germany 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>	197,000	▼ -1.4%	2%	39.4	▼ -5.0	\$694.0	▼ -0.8%	2%	\$3,519.6
<b>Holiday Visitors</b>	150,000	● 0.4%	3%	35.9	▼ -7.4				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	81,000	▼ -3.8%	3%	23.6	▼ -4.1	\$156.0	▼ -17.4%	3%	\$1,931.4
<b>Holiday Visitors</b>	72,000	▼ -0.7%	4%	18.6	▼ -6.0				



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>	37%	29%	31%	3%	52%	48%	57%	21%	10%	10%
<b>Holiday Visitors</b>	40%	29%	27%	3%	48%	52%	53%	23%	11%	12%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	45%	28%	25%	2%	47%	53%	52%	22%	11%	13%
<b>Holiday Visitors</b>	46%	28%	24%	1%	47%	53%	51%	22%	12%	14%

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>	53%	20%	8%	5%	6%	7%	0%	7%
<b>Holiday Visitors</b>	61%	18%	7%	4%	5%	6%	0%	9%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	66%	19%	6%	2%	4%	4%	0%	11%
<b>Holiday Visitors</b>	71%	18%	4%	2%	4%	1%	0%	13%

**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

