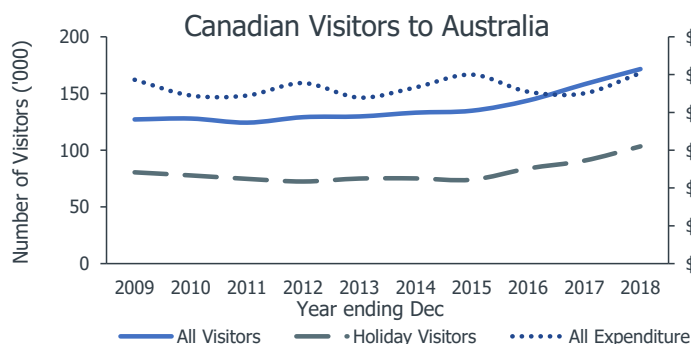


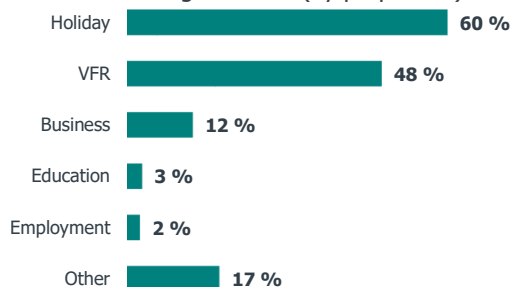
# Canada Market Snapshot

Year ending December 2018

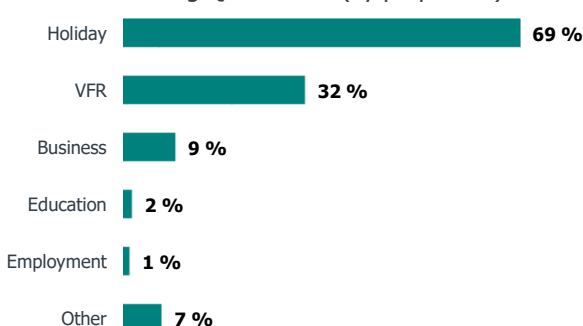
Canadian Visitors						Canadian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	172,000	▲ 8.5%	2%	26.6	▼ -4.2	\$504.1	▲ 11.9%	2%	\$2,938.2
<b>Holiday Visitors</b>	103,000	▲ 13.9%	2%	18.4	▼ -3.6				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	66,000	▲ 10.2%	2%	16.6	▼ -2.2	\$165.2	▲ 41.0%	3%	\$2,515.2
<b>Holiday Visitors</b>	46,000	▲ 11.7%	2%	13.4	▲ 0.4				



Reason for Visiting Australia (by proportion)<sup>5</sup>



Reason for Visiting Queensland (by proportion)<sup>5</sup>



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	27%	26%	37%	10%	49%	51%	54%	26%	10%	7%
<b>Holiday Visitors</b>	31%	24%	34%	11%	45%	55%	45%	33%	11%	9%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	35%	24%	34%	7%	45%	55%	48%	28%	12%	9%
<b>Holiday Visitors</b>	39%	22%	31%	8%	41%	59%	40%	32%	14%	12%

Year ending Dec 2018	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>	50%	19%	8%	5%	9%	8%	0%	6%
<b>Holiday Visitors</b>	60%	20%	7%	3%	5%	4%	0%	7%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	57%	17%	8%	5%	7%	6%	1%	6%
<b>Holiday Visitors</b>	67%	16%	8%	3%	6%	2%	0%	8%

**Research Updates**  
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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

