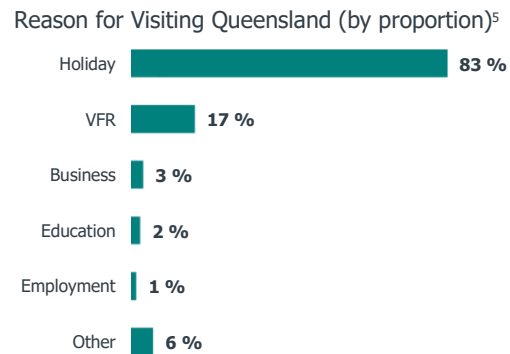
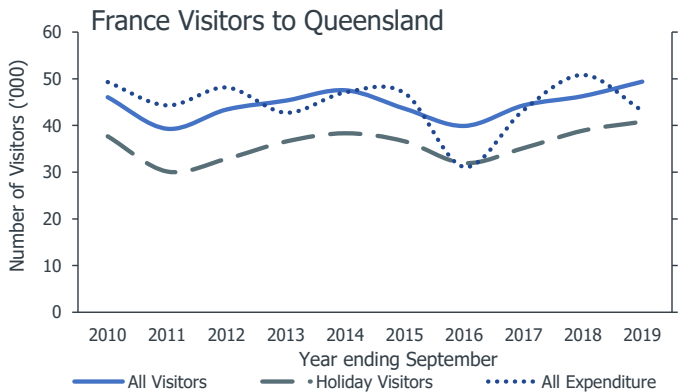
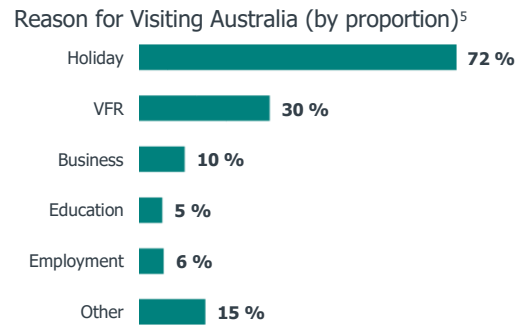


France Market Snapshot

Year ending September 2019

France Visitors						France Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	137,000	▲ 5.6%	2%	49.0	▼ -2.2	\$505.5	▼ -1.2%	2%	\$3,690.9
Holiday Visitors	99,000	▲ 14.0%	2%	45.2	▼ -3.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	49,000	▲ 6.7%	2%	24.4	▼ -5.6	\$86.3	▼ -15.0%	1%	\$1,748.3
Holiday Visitors	41,000	▲ 4.9%	2%	23.8	▼ -3.4				



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	46%	26%	24%	4%	51%	49%	57%	24%	8%	9%
Holiday Visitors	51%	23%	22%	4%	49%	51%	54%	26%	8%	11%
To Queensland										
Total Visitors	52%	20%	24%	4%	53%	47%	47%	28%	11%	12%
Holiday Visitors	55%	22%	19%	3%	53%	47%	49%	28%	9%	14%

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	58%	23%	7%	4%	5%	3%	0%	6%
Holiday Visitors	64%	21%	7%	3%	3%	2%	0%	7%
To Queensland								
Total Visitors	67%	22%	5%	2%	3%	1%	0%	9%
Holiday Visitors	73%	20%	5%	1%	1%	0%	0%	9%

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

