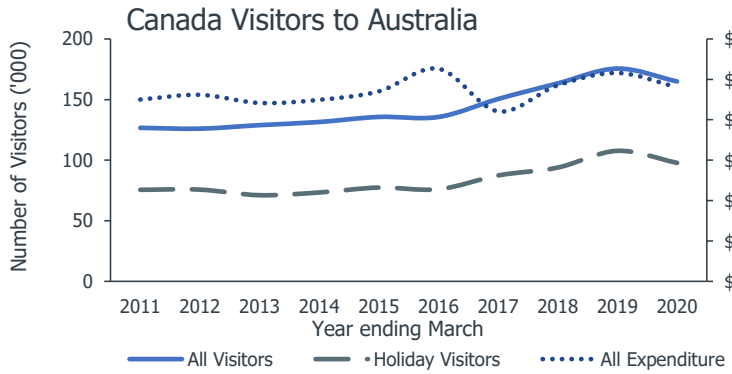


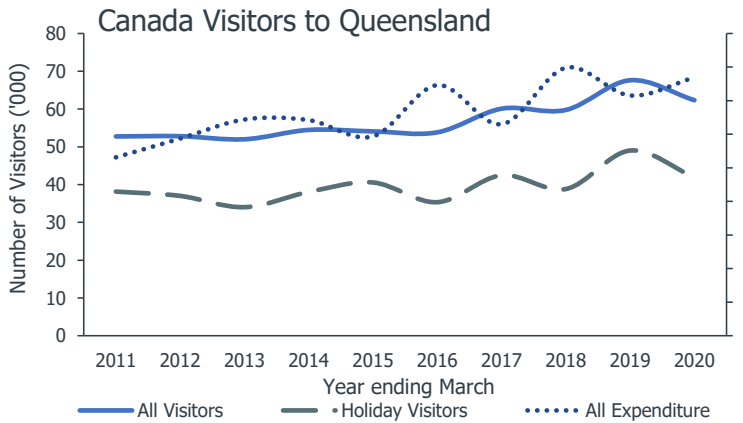
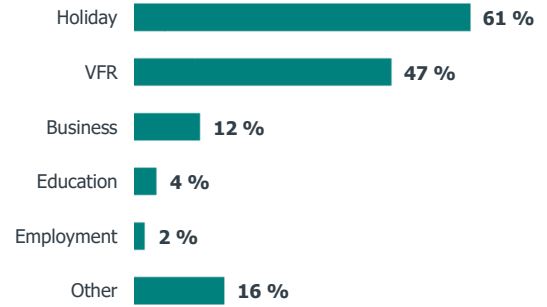
Canada Market Snapshot

Year ending March 2020

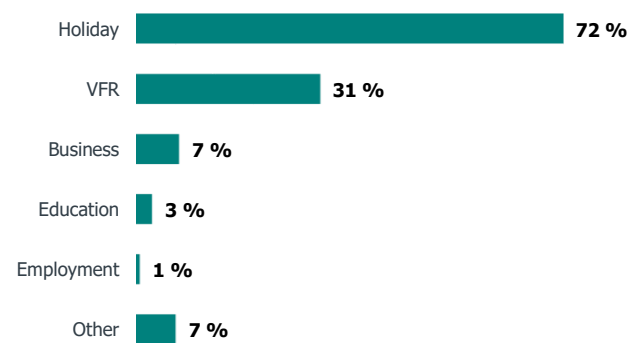
Canada Visitors						Canada Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	165,000	▼ -6.1%	2%	28.1	▲ 0.6	\$480.6	▼ -6.8%	2%	\$2,913.9
Holiday Visitors	98,000	▼ -9.2%	2%	23.5	▲ 3.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	62,000	▼ -7.8%	2%	20.2	▲ 2.9	\$153.8	▲ 7.5%	3%	\$2,467.7
Holiday Visitors	42,000	▼ -14.5%	2%	16.7	▲ 3.3				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	28%	27%	35%	11%	48%	52%	55%	26%	10%	7%
Total Visitors	31%	24%	35%	11%	43%	57%	44%	34%	12%	10%
Holiday Visitors										
To Queensland	32%	26%	31%	11%	46%	54%	50%	31%	13%	5%
Total Visitors	35%	21%	31%	14%	41%	59%	41%	39%	14%	6%
Holiday Visitors										

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	49%	20%	8%	4%	10%	7%	0%	6%
Total Visitors	59%	20%	5%	3%	7%	6%	0%	8%
Holiday Visitors								
To Queensland	50%	20%	7%	5%	11%	7%	0%	9%
Total Visitors	59%	19%	6%	3%	6%	7%	0%	11%
Holiday Visitors								

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

