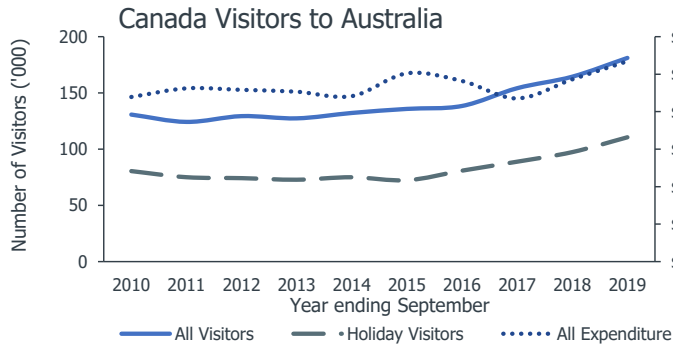


Canada Market Snapshot

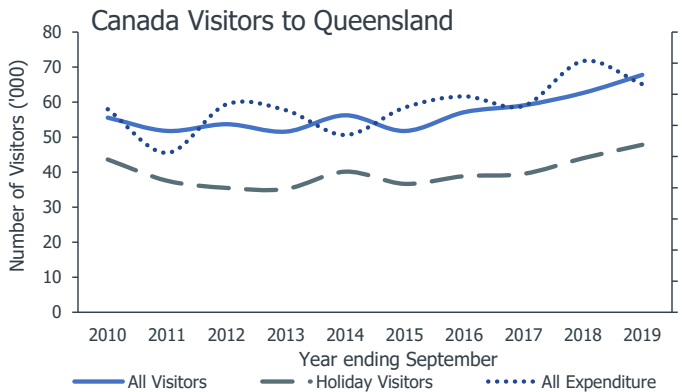
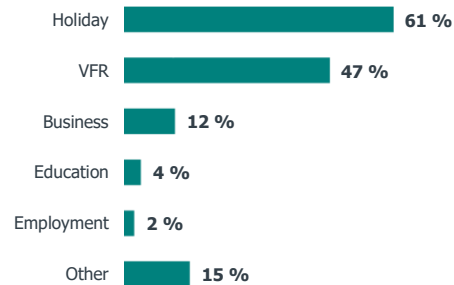


Year ending September 2019

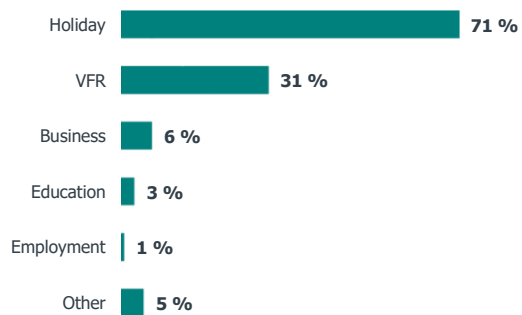
Canada Visitors						Canada Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	181,000	▲ 10.1%	2%	27.1	▼ -0.4	\$534.4	▲ 9.9%	2%	\$2,951.2
Holiday Visitors	111,000	▲ 13.5%	2%	20.4	▲ 0.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	68,000	▲ 8.2%	2%	17.4	▲ 0.4	\$146.5	▼ -9.2%	2%	\$2,161.7
Holiday Visitors	48,000	▲ 8.7%	3%	13.4	▲ 0.5				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	26%	26%	40%	8%	48%	52%	50%	29%	10%	7%
Holiday Visitors	29%	23%	40%	8%	45%	55%	42%	36%	12%	9%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	33%	23%	38%	6%	47%	53%	45%	33%	13%	7%
Holiday Visitors	35%	20%	38%	7%	44%	56%	37%	40%	14%	9%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	50%	20%	8%	5%	8%	9%	0%	7%
Holiday Visitors	59%	21%	6%	3%	6%	5%	0%	8%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	59%	16%	8%	3%	7%	6%	1%	8%
Holiday Visitors	68%	15%	6%	2%	5%	4%	0%	11%

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

