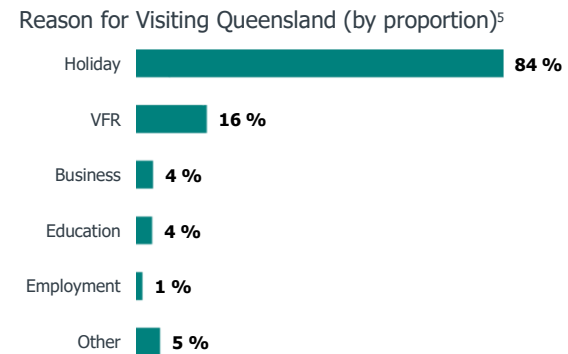
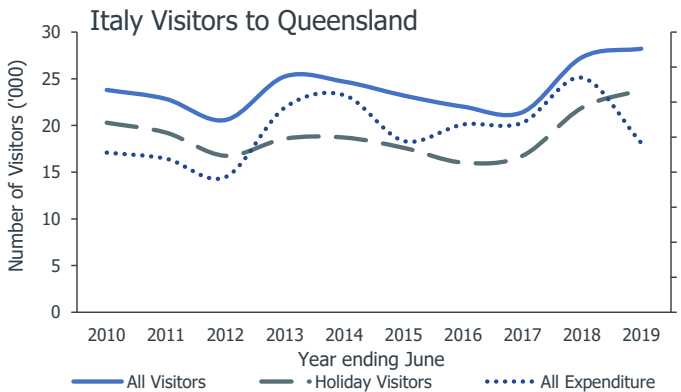
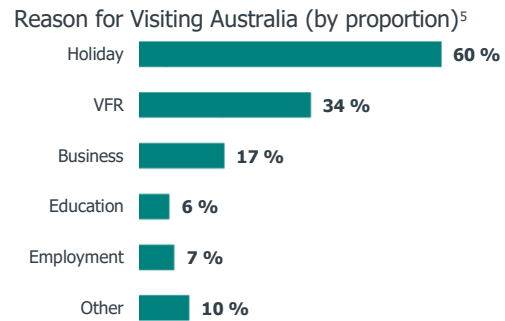


Italy Market Snapshot

Year ending June 2019

Italy Visitors						Italy Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	75,000	▲ 4.1%	1%	50.2	▼ -12.9	\$309.5	▼ -0.6%	1%	\$4,117.8
Holiday Visitors	45,000	▲ 4.9%	1%	40.2	▼ -19.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	28,000	▲ 3.4%	1%	24.6	▼ -13.0	\$48.3	▼ -27.8%	1%	\$1,712.7
Holiday Visitors	24,000	▲ 8.7%	1%	17.3	▼ -14.6				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	34%	37%	26%	3%	58%	42%	57%	27%	6%	7%
Holiday Visitors	41%	35%	23%	0%	53%	47%	49%	37%	7%	7%
To Queensland										
Total Visitors	38%	35%	26%	1%	52%	48%	43%	41%	5%	8%
Holiday Visitors	40%	33%	27%	1%	50%	50%	38%	46%	5%	9%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	50%	18%	7%	8%	6%	11%	1%	12%
Holiday Visitors	63%	18%	8%	6%	2%	3%	0%	19%
To Queensland								
Total Visitors	65%	19%	5%	6%	3%	2%	0%	21%
Holiday Visitors	70%	17%	4%	7%	0%	1%	0%	25%

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

