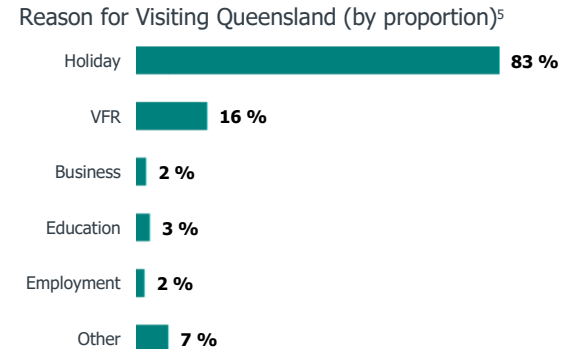
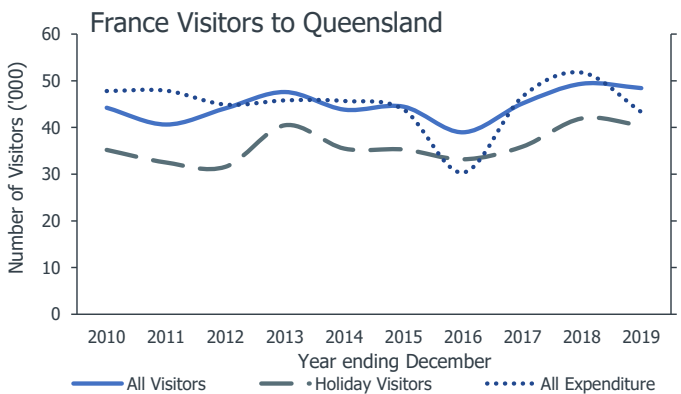
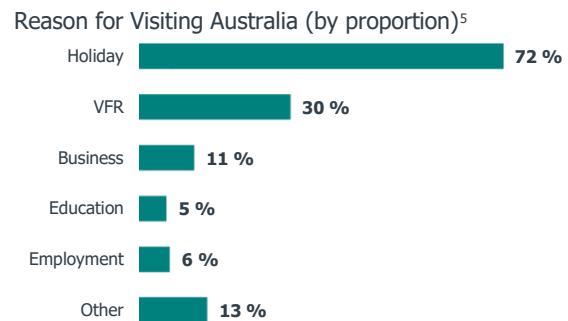


France Market Snapshot



Year ending December 2019

France Visitors						France Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	136,000	▲ 0.8%	2%	48.2	▼ -1.1	\$490.6	▼ -4.8%	2%	\$3,611.8
Holiday Visitors	98,000	▲ 4.5%	2%	42.0	▼ -4.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	48,000	▼ -1.9%	2%	25.8	▼ -2.8	\$86.6	▼ -16.3%	1%	\$1,788.4
Holiday Visitors	40,000	▼ -3.7%	2%	23.4	▼ -3.3				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	48%	26%	24%	3%	52%	48%	56%	25%	7%	9%
Holiday Visitors	51%	23%	23%	2%	48%	52%	53%	28%	7%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	54%	22%	21%	3%	48%	52%	49%	26%	11%	12%
Holiday Visitors	54%	25%	17%	3%	47%	53%	52%	25%	9%	14%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	58%	22%	6%	5%	4%	4%	0%	5%
Holiday Visitors	65%	22%	5%	3%	3%	2%	0%	6%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	66%	22%	3%	5%	2%	2%	0%	10%
Holiday Visitors	70%	21%	2%	5%	1%	2%	0%	10%

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

