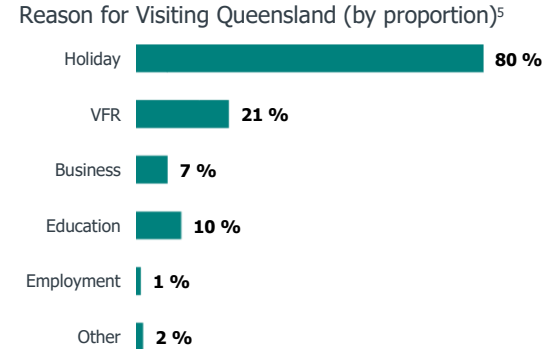
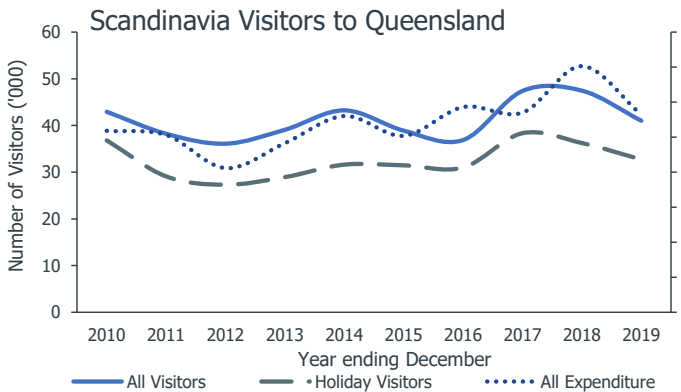
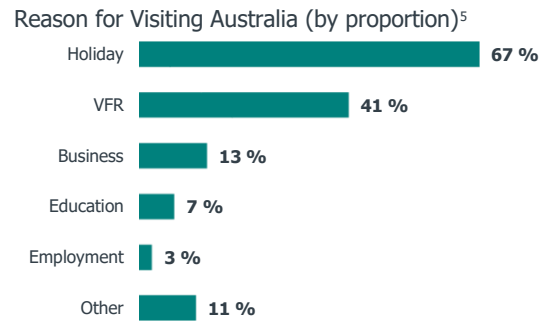
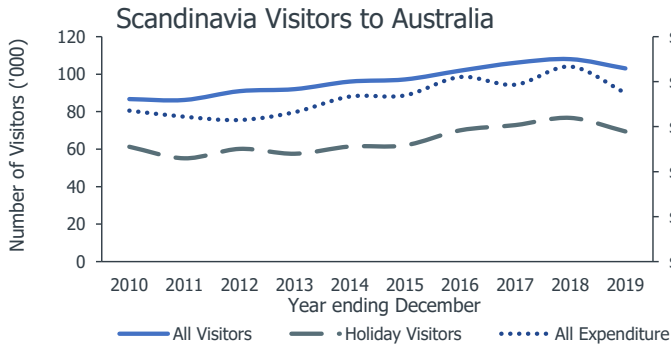


# Scandinavia Market Snapshot



Year ending December 2019

Scandinavia Visitors						Scandinavia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	103,000	▼ -4.6%	1%	37.3	▼ -0.1	\$375.0	▼ -13.5%	1%	\$3,638.1
<b>Holiday Visitors</b>	69,000	▼ -9.5%	1%	28.4	▲ 2.4				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	41,000	▼ -13.6%	1%	28.0	▲ 3.0	\$112.8	▼ -19.7%	2%	\$2,751.0
<b>Holiday Visitors</b>	33,000	▼ -9.7%	2%	19.3	▲ 1.6				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>	40%	24%	33%	4%	49%	51%	50%	24%	9%	13%
<b>Holiday Visitors</b>	47%	18%	31%	5%	48%	52%	40%	30%	11%	16%
<b>To Queensland</b>	51%	22%	26%	1%	47%	53%	44%	24%	11%	17%
<b>Holiday Visitors</b>	54%	19%	25%	1%	46%	54%	38%	26%	13%	21%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>	51%	22%	10%	2%	9%	5%	1%	12%
<b>Holiday Visitors</b>	58%	23%	9%	1%	5%	4%	1%	16%
<b>To Queensland</b>	61%	21%	8%	1%	4%	5%	0%	18%
<b>Holiday Visitors</b>	66%	19%	8%	1%	3%	3%	0%	18%

**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

