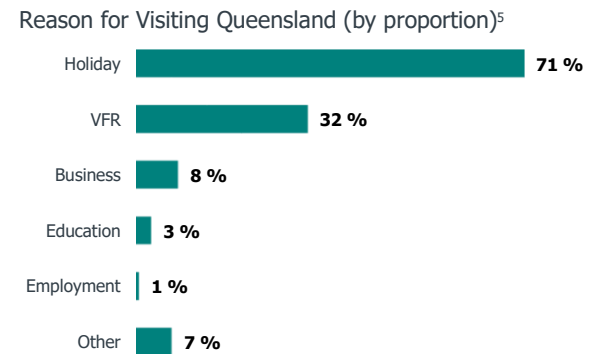
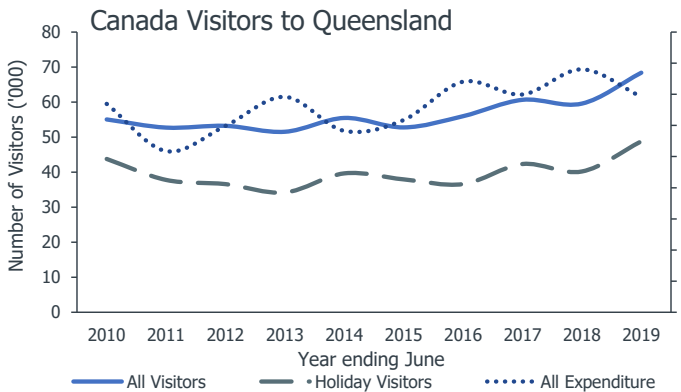
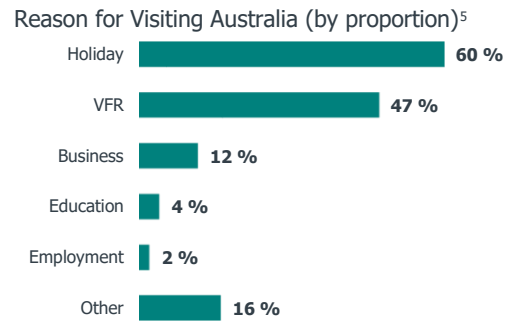


Canada Market Snapshot



Year ending June 2019

Canada Visitors						Canada Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	179,000	▲ 9.8%	2%	27.7	▲ 0.5	\$510.1	▲ 4.0%	2%	\$2,846.4
Holiday Visitors	108,000	▲ 12.7%	2%	20.4	▲ 1.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	68,000	▲ 14.8%	2%	17.6	▲ 0.5	\$138.4	▼ -11.3%	2%	\$2,024.2
Holiday Visitors	49,000	▲ 21.4%	3%	14.1	▲ 1.7				



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	26%	26%	39%	8%	48%	52%	51%	28%	11%	7%
Holiday Visitors	29%	23%	40%	8%	45%	55%	39%	37%	13%	9%
To Queensland										
Total Visitors	33%	22%	38%	7%	47%	53%	44%	34%	13%	8%
Holiday Visitors	34%	20%	38%	8%	44%	56%	32%	42%	15%	10%

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	49%	19%	8%	5%	9%	9%	7%	
Holiday Visitors	59%	20%	8%	3%	6%	4%	8%	
To Queensland								
Total Visitors	58%	16%	9%	3%	7%	6%	9%	
Holiday Visitors	66%	15%	9%	2%	5%	3%	12%	

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

