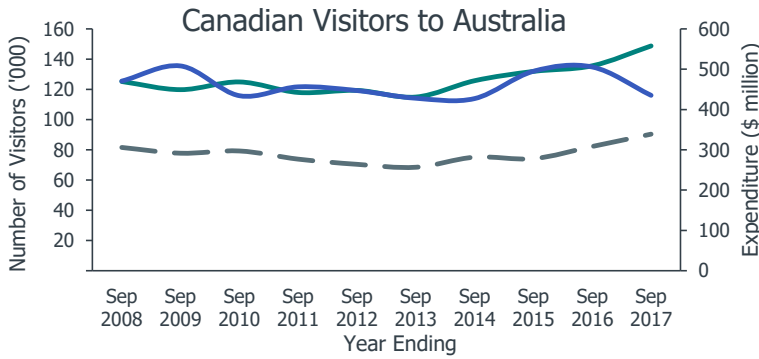
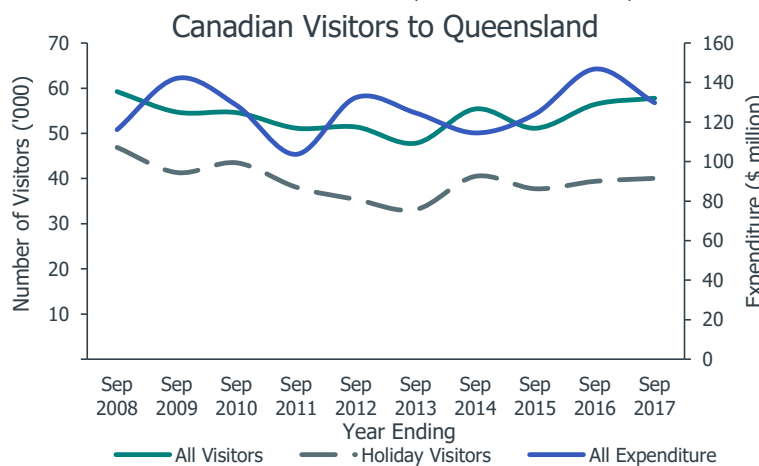
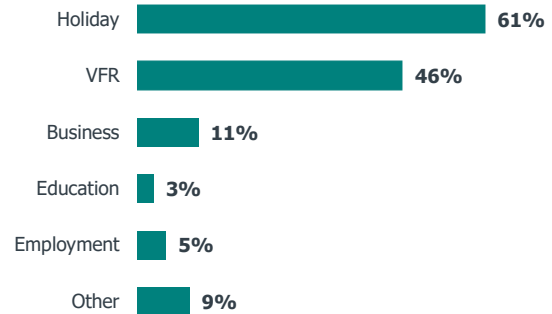


Year ending Sep 2017

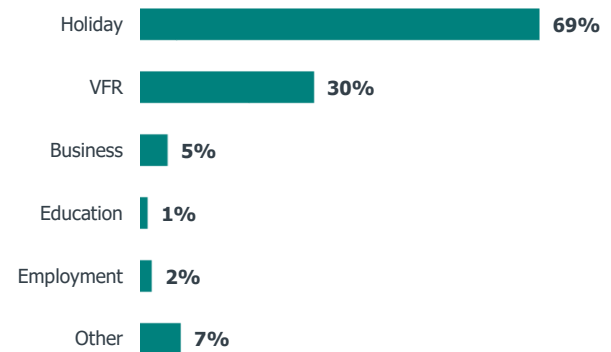
Canadian Visitors						Canadian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	149,000	▲ 9.7%	2%	32.1	▼ -4.3	\$435.1	▼ -13.9%	2%	\$2,850.2
Holiday Visitors	90,000	▲ 9.9%	2%	22.4	▼ -3.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	58,000	▲ 2.4%	2%	21.0	▼ -4.1	\$129.7	▼ -11.6%	2%	\$2,235.5
Holiday Visitors	40,000	▲ 1.7%	2%	14.5	▼ -2.8				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Sep 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	29%	29%	35%	7%	48%	52%	59%	24%	9%	8%
Holiday Visitors	35%	26%	32%	7%	46%	54%	49%	30%	9%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	35%	24%	32%	9%	52%	48%	56%	28%	8%	8%
Holiday Visitors	40%	23%	29%	8%	50%	50%	47%	34%	9%	10%

Year ending Sep 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	47%	17%	10%	4%	13%	8%	1%	8%
Holiday Visitors	59%	17%	9%	4%	7%	3%	0%	10%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	55%	15%	7%	4%	11%	5%	2%	15%
Holiday Visitors	67%	15%	9%	2%	6%	1%	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

