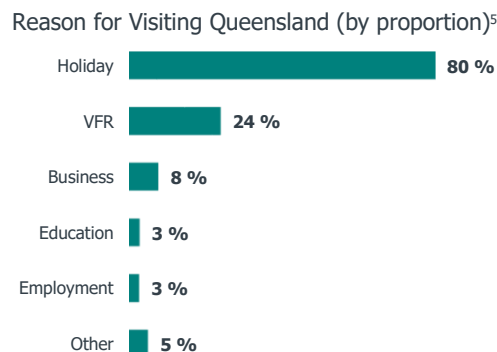
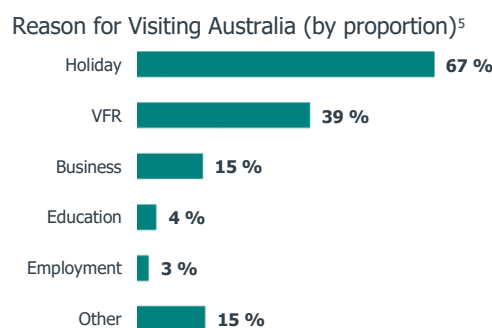


Netherlands Market Snapshot

Year ending September 2019

Netherlands Visitors						Netherlands Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	59,000	▲ 6.2%	1%	38.2	▼ -0.8	\$203.9	▼ -7.9%	1%	\$3,436.2
Holiday Visitors	40,000	▼ -1.2%	1%	35.2	▲ 2.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	23,000	▼ -6.9%	1%	25.4	▲ 3.5	\$51.3	▼ -0.6%	1%	\$2,192.8
Holiday Visitors	19,000	▼ -13.1%	1%	21.2	▲ 3.6				



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	36%	28%	33%	3%	51%	49%	56%	27%	7%	7%
Holiday Visitors	43%	23%	31%	3%	43%	57%	48%	34%	10%	8%
To Queensland										
Total Visitors	47%	28%	24%	2%	49%	51%	59%	26%	7%	8%
Holiday Visitors	54%	20%	25%	1%	43%	57%	54%	30%	9%	7%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	48%	22%	10%	4%	8%	8%	0%	10%
Holiday Visitors	57%	24%	9%	3%	5%	3%	0%	14%
To Queensland								
Total Visitors	60%	17%	8%	4%	3%	7%	0%	18%
Holiday Visitors	68%	20%	7%	1%	3%	2%	0%	21%

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

