

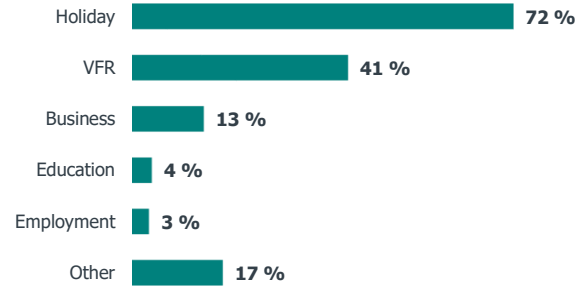
Netherlands Market Snapshot

Year ending December 2018

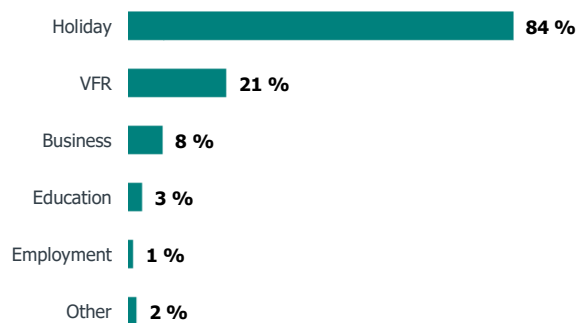
Dutch Visitors						Dutch Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	56,000	▲ 7.1%	1%	39.0	▲ 1.0	\$219.4	▲ 24.2%	1%	\$3,900.2
Holiday Visitors	40,000	▲ 11.2%	1%	33.5	▲ 2.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	23,000	▲ 8.4%	1%	26.5	▲ 6.9	\$53.9	▲ 50.9%	1%	\$2,358.1
Holiday Visitors	19,000	▲ 13.2%	1%	20.0	▲ 1.5				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	37%	29%	31%	3%	52%	48%	57%	26%	8%	6%
Holiday Visitors	44%	24%	29%	3%	47%	53%	51%	32%	9%	7%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	47%	26%	26%	1%	47%	53%	58%	25%	9%	9%
Holiday Visitors	53%	22%	24%	1%	43%	57%	55%	27%	10%	8%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	Tour
Total Visitors	49%	23%	7%	4%	9%	7%	0%	9%
Holiday Visitors	61%	22%	5%	3%	6%	2%	0%	11%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	65%	17%	7%	2%	6%	3%	0%	13%
Holiday Visitors	71%	19%	6%	2%	3%	1%	0%	14%

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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

