

United States of America Market

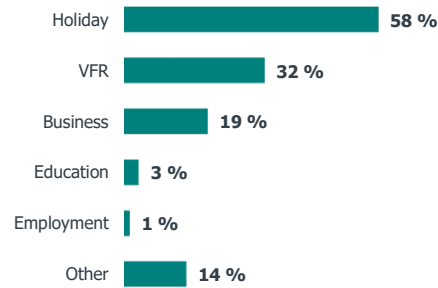


Year ending September 2019

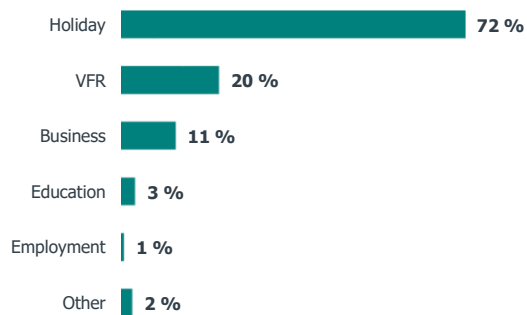
United States of America Visitors						United States of America Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	771,000	▲ 4.7%	9%	17.1	▼ -0.6	\$1,984.3	▲ 11.4%	6%	\$2,572.5
Holiday Visitors	445,000	▲ 11.2%	10%	11.6	▼ -1.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	239,000	▲ 5.0%	9%	11.2	▲ 0.2	\$422.2	▲ 11.5%	7%	\$1,764.4
Holiday Visitors	172,000	▲ 4.6%	9%	7.2	▲ 0.3				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	20%	32%	39%	9%	53%	47%	52%	24%	11%	9%
Holiday Visitors	23%	26%	41%	10%	48%	52%	39%	32%	15%	14%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	24%	29%	39%	8%	49%	51%	45%	26%	13%	12%
Holiday Visitors	25%	27%	40%	8%	46%	54%	35%	33%	16%	15%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	53%	20%	7%	4%	7%	7%	0%	11%
Holiday Visitors	66%	19%	6%	3%	4%	3%	0%	17%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	66%	13%	5%	4%	6%	6%	1%	20%
Holiday Visitors	77%	12%	4%	2%	3%	2%	0%	25%

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

