

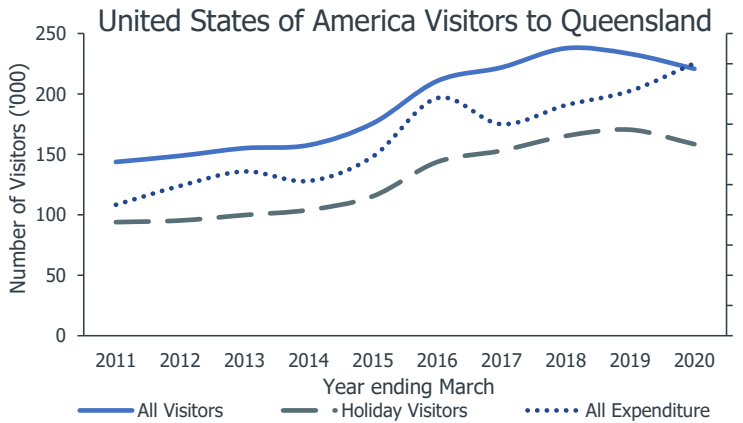
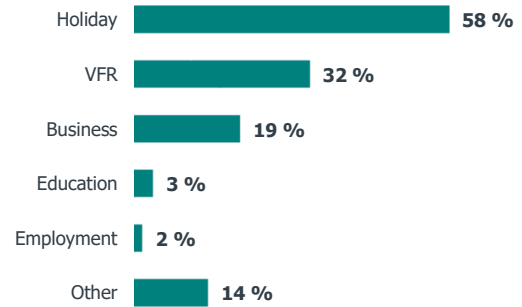
United States of America Market

Year ending March 2020

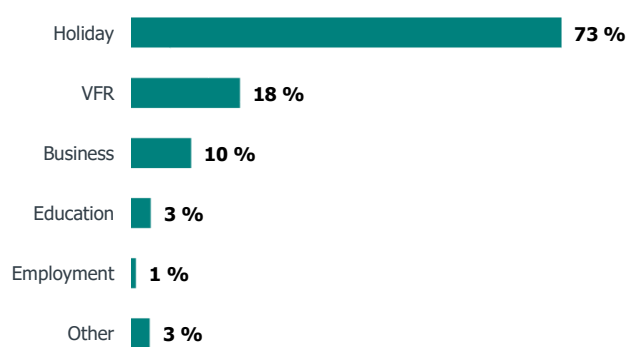
To Australia	United States of America Visitors					United States of America Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	714,000	▼ -4.9%	9%	16.9	▼ -0.6	\$1,831.0	▼ -6.5%	6%	\$2,565.1
Holiday Visitors	402,000	▼ -7.0%	9%	12.0	▲ 0.0				
To Queensland	United States of America Visitors					United States of America Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	221,000	▼ -5.3%	9%	11.3	▲ 0.2	\$450.6	▲ 11.3%	8%	\$2,040.7
Holiday Visitors	158,000	▼ -7.0%	9%	7.2	▼ -0.2				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	22%	32%	37%	9%	52%	48%	52%	23%	10%	10%
Total Visitors	22%	32%	37%	9%	52%	48%	52%	23%	10%	10%
Holiday Visitors	25%	29%	37%	9%	45%	55%	40%	31%	13%	15%
To Queensland	27%	30%	37%	7%	47%	53%	43%	27%	13%	13%
Total Visitors	27%	30%	37%	7%	47%	53%	43%	27%	13%	13%
Holiday Visitors	29%	28%	37%	7%	43%	57%	36%	33%	15%	15%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	54%	18%	7%	5%	7%	8%	1%	10%
Total Visitors	54%	18%	7%	5%	7%	8%	1%	10%
Holiday Visitors	67%	16%	5%	3%	4%	5%	0%	15%
To Queensland	66%	13%	5%	4%	5%	7%	1%	19%
Total Visitors	66%	13%	5%	4%	5%	7%	1%	19%
Holiday Visitors	76%	12%	3%	3%	3%	3%	0%	23%

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

