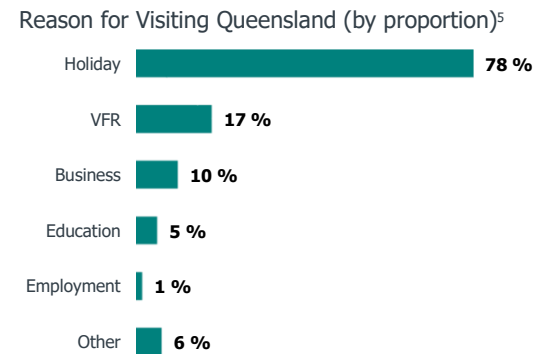
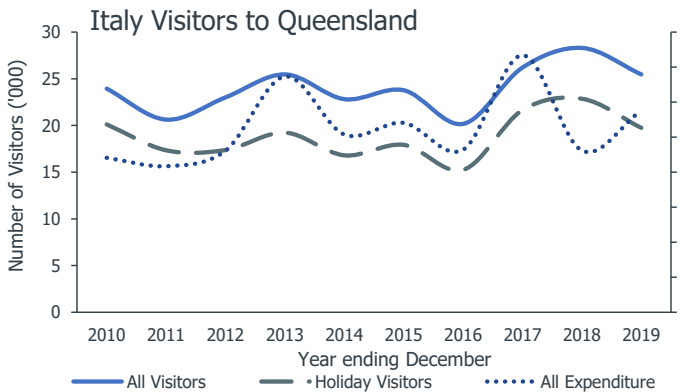
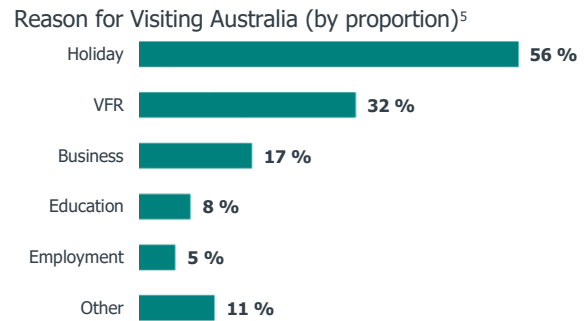


Italy Market Snapshot

Year ending December 2019

Italy Visitors						Italy Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	73,000	▼ -3.5%	1%	53.4	▲ 2.5	\$308.0	▼ -0.8%	1%	\$4,247.3
Holiday Visitors	41,000	▼ -12.1%	1%	52.9	▲ 13.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	25,000	▼ -10.0%	1%	31.6	▲ 9.4	\$57.6	▲ 24.8%	1%	\$2,262.6
Holiday Visitors	20,000	▼ -13.6%	1%	28.1	▲ 13.0				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	33%	40%	24%	4%	59%	41%	56%	26%	7%	7%
Holiday Visitors	42%	36%	17%	4%	54%	46%	44%	36%	8%	10%
To Queensland										
Total Visitors	33%	33%	28%	7%	58%	42%	41%	39%	7%	10%
Holiday Visitors	38%	33%	21%	9%	53%	47%	37%	45%	4%	13%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	46%	20%	9%	10%	7%	7%	0%	12%
Holiday Visitors	62%	22%	7%	4%	3%	2%	0%	20%
To Queensland								
Total Visitors	56%	21%	8%	6%	4%	4%	0%	23%
Holiday Visitors	60%	22%	9%	7%	2%	1%	0%	28%

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

