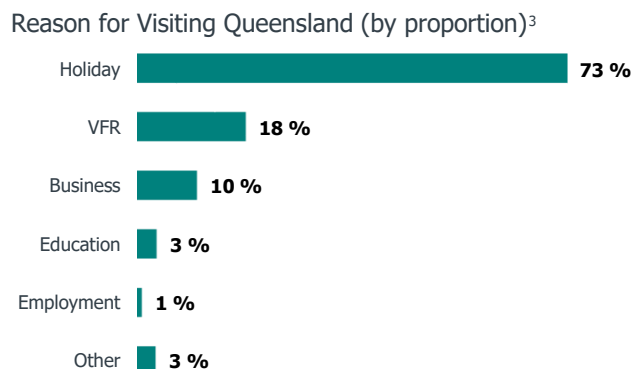
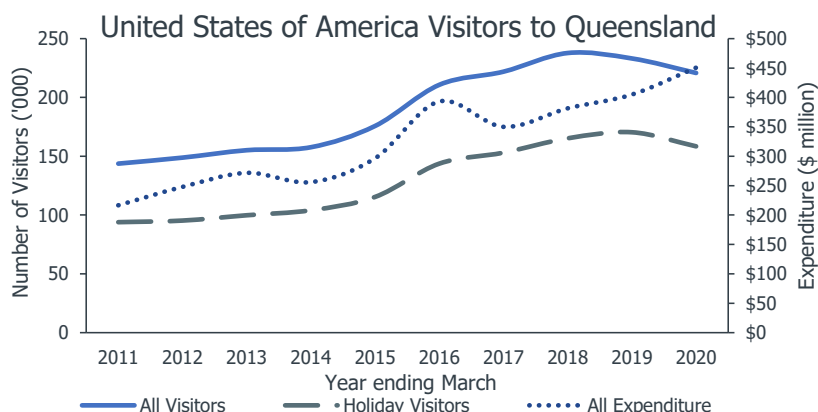
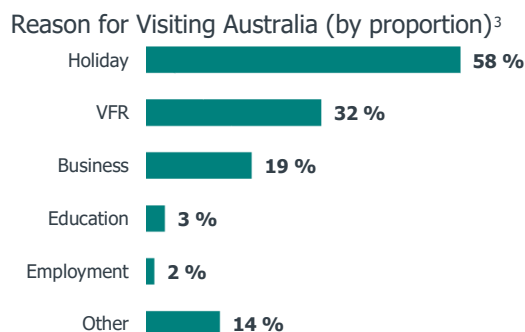


United States of America Market

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					



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
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										
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								
Total Visitors	54%	18%	7%	5%	7%	8%	1%	10%
Holiday Visitors	67%	16%	5%	3%	4%	5%	0%	15%
To Queensland								
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. 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