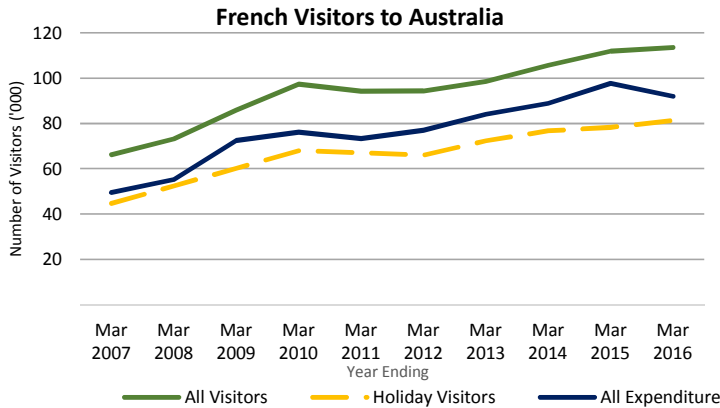
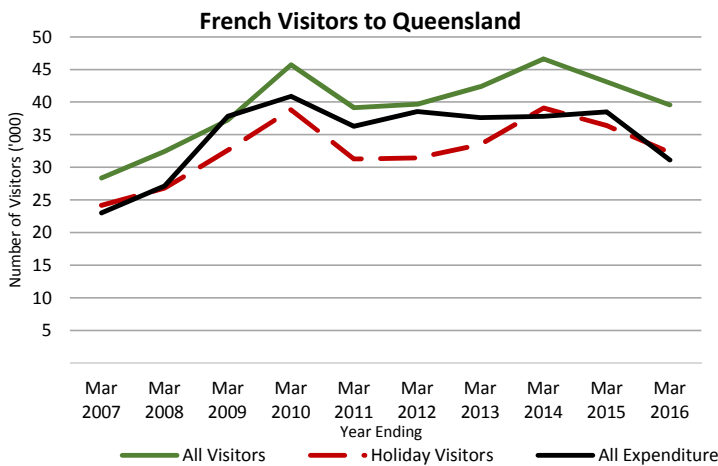
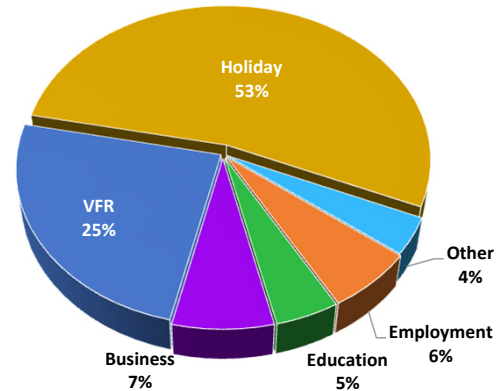


Year ending Mar 2016

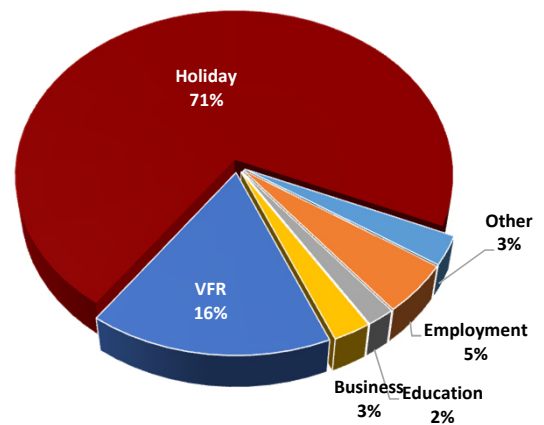
To Australia	French Visitors					French Expenditure				
	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor	
<b>Total Visitors</b>	114,000	▲ 2%	2%	61.2	▼ -3.8	\$460.0	▼ -6%	2%	\$3,991.23	
<b>Holiday Visitors</b>	81,000	▲ 4%	2%	49.0	▲ 0.1					
To Queensland	French Visitors					French Expenditure				
	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor	
<b>Total Visitors</b>	40,000	▼ -8%	2%	35.3	▼ -0.8	\$74.8	▼ -19%	1%	\$1,876.49	
<b>Holiday Visitors</b>	32,000	▼ -11%	2%	27.3	▲ 3.5					



### Main Reason for Visiting Australia (by proportion)



### Main Reason for Visiting Queensland (by proportion)



Year ending Mar 2016	Age				Gender		Traveling with			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>	52%	24%	21%	3%	54%	46%	62%	21%	6%	10%
<b>Holiday Visitors</b>	57%	19%	22%	1%	51%	49%	54%	25%	8%	13%
<b>To Queensland</b>	63%	22%	14%	1%	56%	44%	51%	26%	8%	14%
<b>Holiday Visitors</b>	66%	18%	14%	1%	54%	46%	46%	26%	9%	17%

Year ending Mar 2016	Number of Previous Visits to Australia							On Pkg Tour	Qld Dispersal <sup>4</sup>
	0 (First)	1	2	3	4 - 7	8 - 20	21+		
<b>To Australia</b>	56%	21%	9%	5%	5%	4%	0%	4%	
<b>Holiday Visitors</b>	65%	17%	10%	3%	4%	1%	0%	6%	
<b>To Queensland</b>	66%	19%	8%	4%	2%	1%	0%	7%	46%
<b>Holiday Visitors</b>	74%	13%	8%	4%	0%	0%	0%	9%	51%

**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. Tourism Research Australia - Forecasting  
4. Dispersal is the proportion of international visitors to Queensland travelling outside the gateway centres of Brisbane, Gold Coast and Tropical North Queensland (Cairns).  
5. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.  
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

