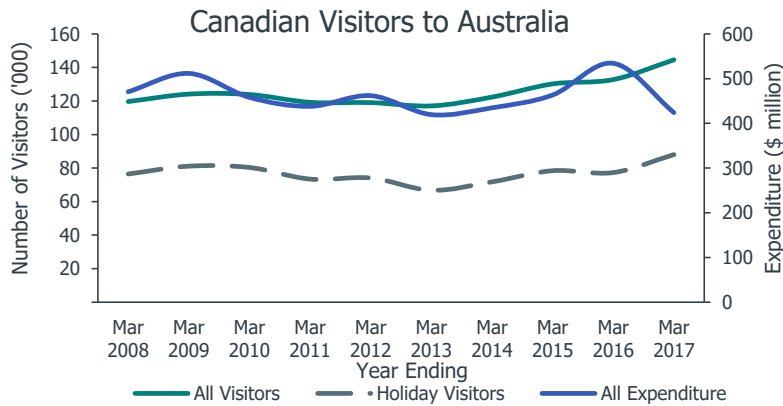


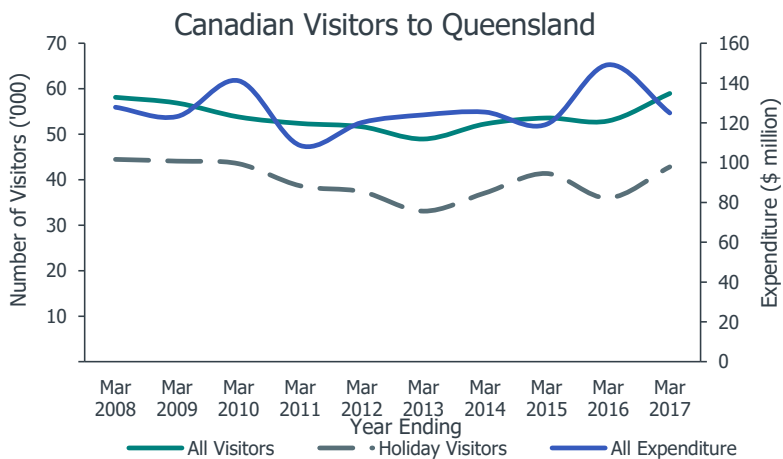
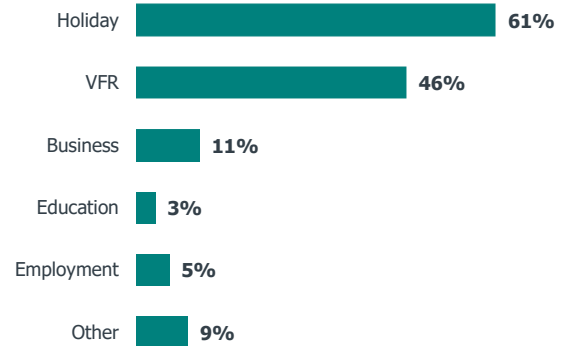
Canada Market Snapshot

Year ending Mar 2017

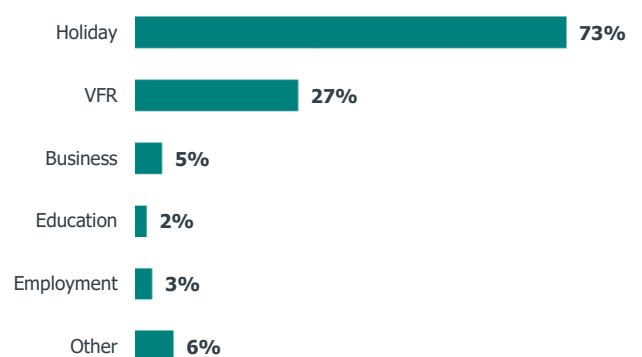
Canadian Visitors						Canadian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	145,000	▲ 8.9%	2%	32.9	▼ -4.7	\$424.1	▼ -20.6%	2%	\$2,852.6
Holiday Visitors	88,000	▲ 13.9%	2%	23.2	▼ -3.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	59,000	▲ 11.4%	2%	21.0	▼ -5.0	\$125.0	▼ -16.2%	2%	\$2,113.0
Holiday Visitors	43,000	▲ 19.0%	2%	14.3	▼ -2.7				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Mar 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	28%	29%	35%	7%	47%	53%	59%	24%	8%	7%
Holiday Visitors	34%	25%	32%	9%	43%	57%	50%	31%	10%	9%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	31%	27%	34%	7%	51%	49%	57%	27%	8%	7%
Holiday Visitors	36%	23%	33%	9%	47%	53%	49%	33%	10%	8%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	46%	19%	9%	5%	13%	9%	1%	9%
Holiday Visitors	55%	19%	9%	3%	8%	6%	0%	11%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	53%	17%	7%	4%	11%	6%	1%	14%
Holiday Visitors	61%	16%	9%	3%	7%	4%	0%	15%

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. Non-core - Countries not included by TRA in individual analysis are grouped by continent, or region.
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

