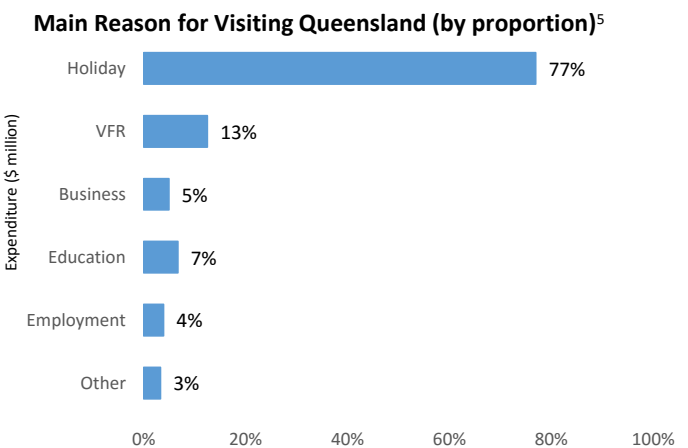
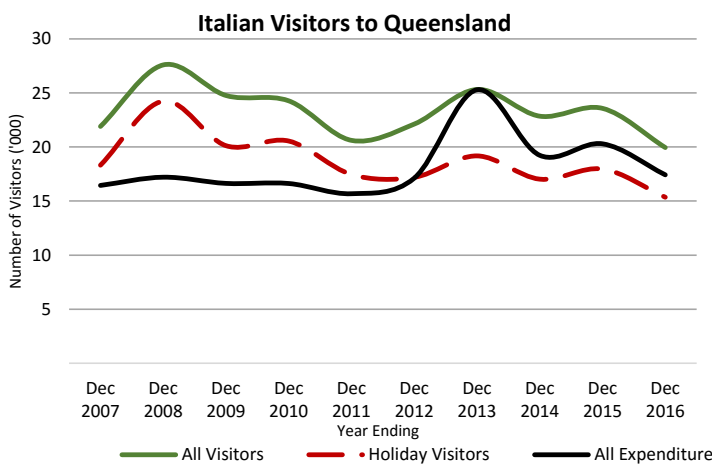
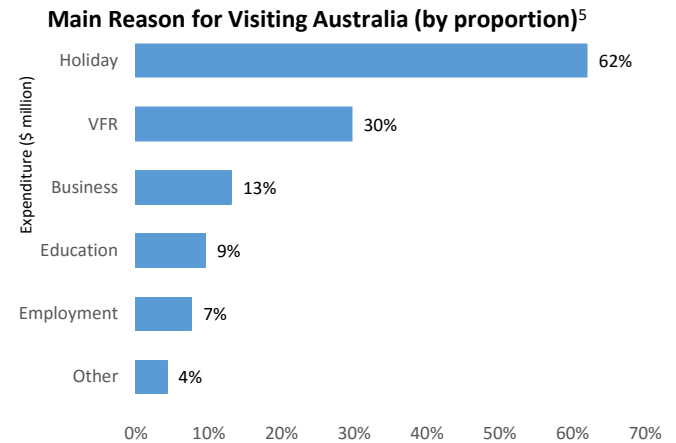
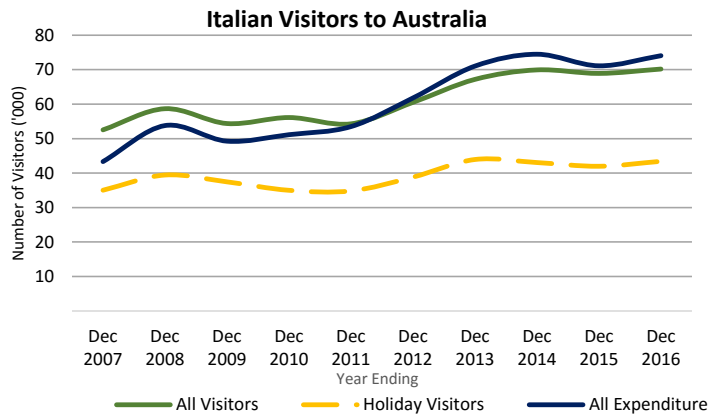


Year ending Dec 2016

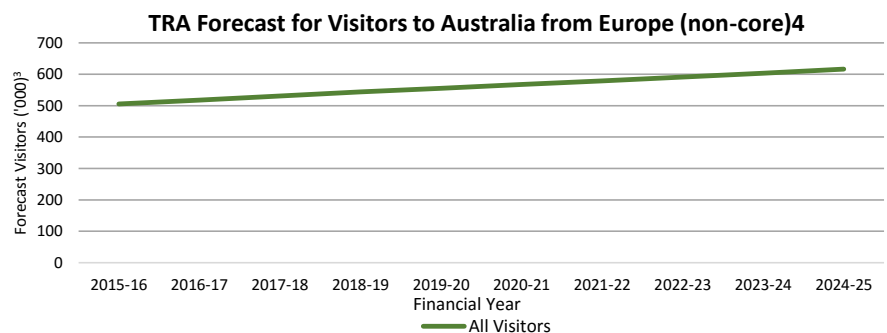
To Australia	Italian Visitors					Italian Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	70,000	▲ 1.8%	1%	61.6	▼ -8.6	\$324.0	▲ 4.1%	1%	\$4,447.31
Holiday Visitors	43,000	▲ 3.4%	1%	50.8	▼ -7.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	20,000	▼ -15.4%	1%	35.1	▼ -8.0	\$46.5	▼ -14.1%	1%	\$2,307.93
Holiday Visitors	15,000	▼ -14.5%	1%	26.5	▲ 1.0				



Year ending Dec 2016	Age				Gender		Traveling with			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	37%	39%	22%	2%	57%	43%	62%	25%	7%	5%
Holiday Visitors	41%	37%	19%	2%	55%	45%	54%	33%	6%	7%
To Queensland										
Total Visitors	41%	37%	19%	2%	57%	43%	52%	33%	4%	10%
Holiday Visitors	42%	39%	18%	2%	59%	41%	43%	42%	4%	11%

Year ending Dec 2016	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	51%	21%	9%	5%	8%	7%	0%	10%
Holiday Visitors	60%	20%	7%	3%	5%	6%	0%	13%
To Queensland								
Total Visitors	67%	18%	5%	2%	4%	4%	0%	23%
Holiday Visitors	71%	18%	4%	0%	3%	4%	0%	24%

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