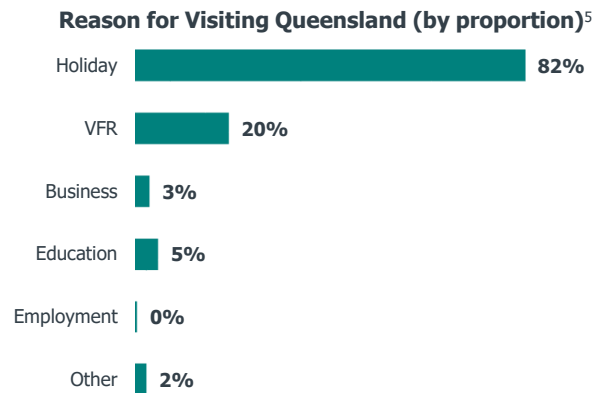
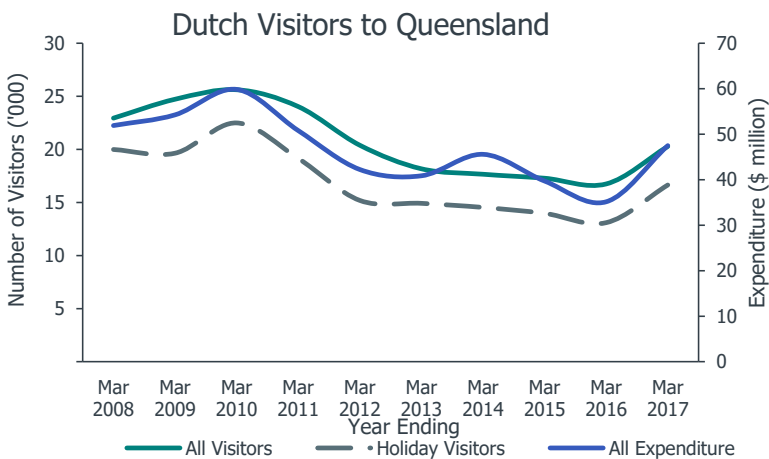
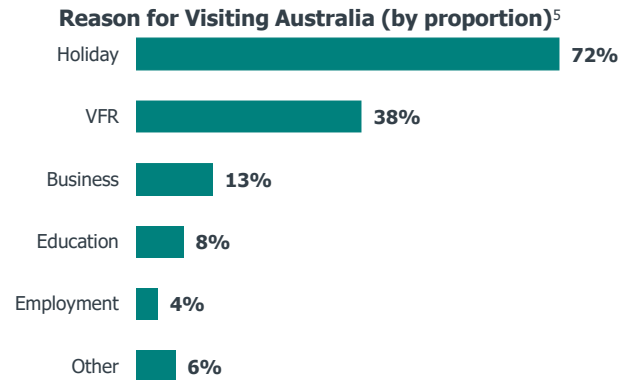
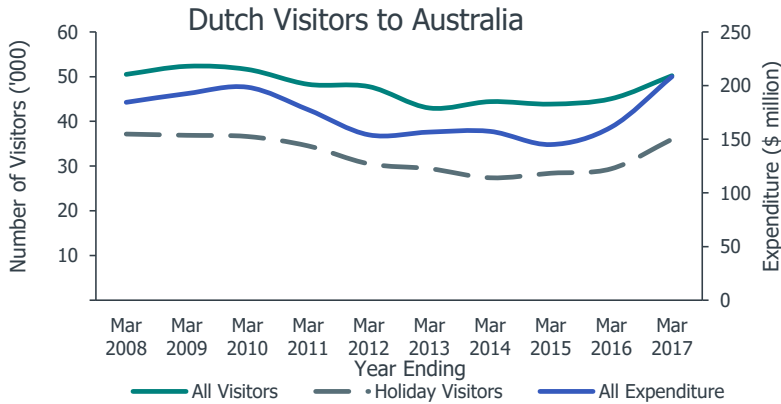


Netherlands Market Snapshot

Year ending Mar 2017

Dutch Visitors						Dutch Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	50,000	▲ 11.4%	1%	50.5	▲ 7.9	\$208.3	▲ 29.1%	1%	\$4,083.0
Holiday Visitors	36,000	▲ 22.4%	1%	42.5	▲ 10.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	20,000	▲ 21.1%	1%	30.2	▲ 5.8	\$47.5	▲ 35.1%	1%	\$2,321.8
Holiday Visitors	17,000	▲ 27.1%	1%	29.4	▲ 8.5				



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	39%	32%	26%	3%	51%	49%	58%	24%	9%	8%
Holiday Visitors	45%	29%	25%	1%	46%	54%	53%	26%	11%	9%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	51%	23%	20%	5%	43%	57%	49%	28%	10%	12%
Holiday Visitors	55%	25%	19%	1%	44%	56%	49%	27%	9%	14%

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	51%	16%	8%	8%	9%	7%	0%	8%
Holiday Visitors	60%	14%	8%	8%	6%	4%	0%	10%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	63%	13%	6%	8%	8%	1%	0%	11%
Holiday Visitors	71%	11%	5%	9%	2%	1%	0%	11%

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

