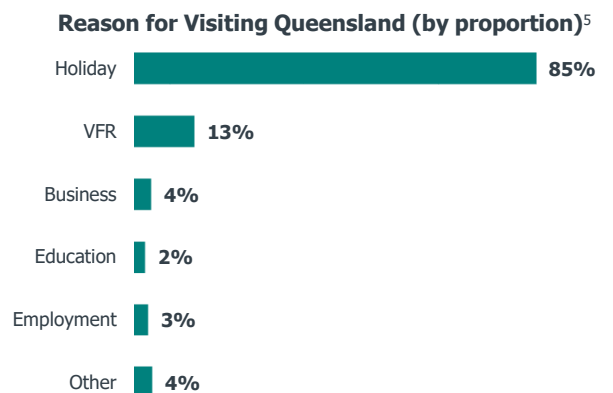
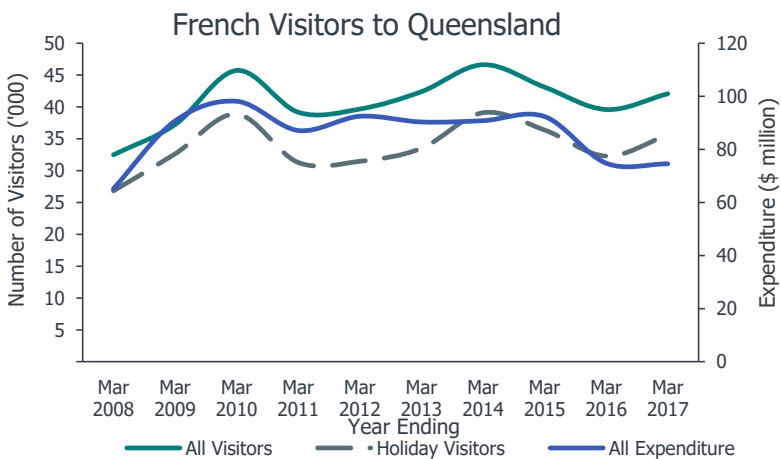
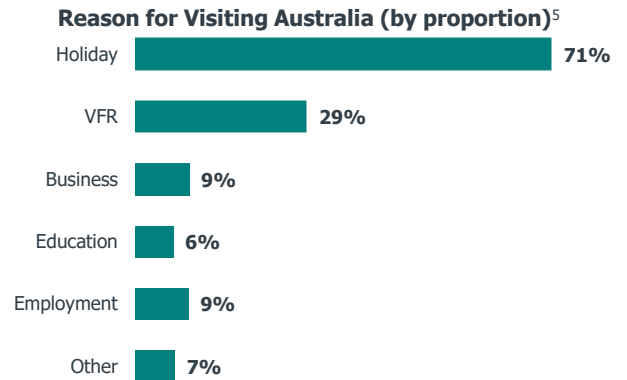
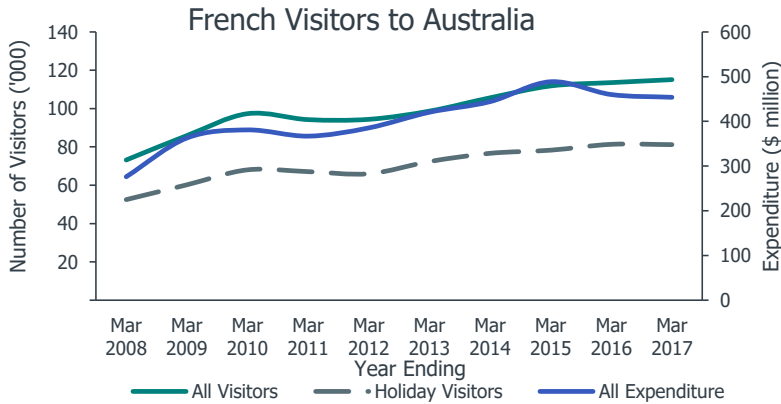


France Market Snapshot

Year ending Mar 2017

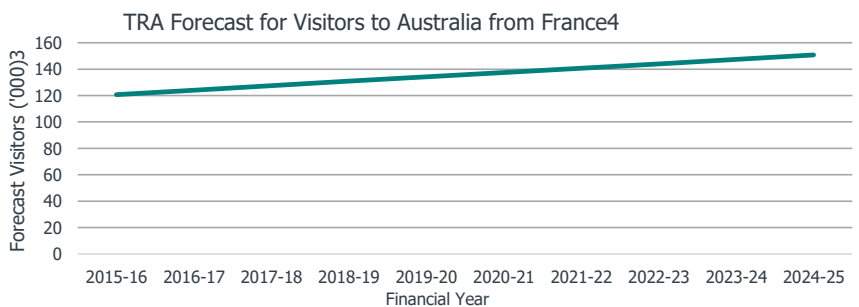
French Visitors						French Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	115,000	▲ 1.4%	2%	55.3	▼ -5.9	\$453.8	▼ -1.3%	2%	\$3,867.4
Holiday Visitors	81,000	● -0.2%	2%	45.1	▼ -3.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	42,000	▲ 6.3%	2%	25.5	▼ -9.8	\$74.6	● -0.3%	1%	\$1,771.9
Holiday Visitors	36,000	▲ 10.3%	2%	22.4	▼ -4.9				



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	51%	22%	25%	2%	54%	46%	59%	25%	6%	8%
Holiday Visitors	56%	20%	23%	1%	52%	48%	53%	28%	8%	10%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	56%	20%	22%	2%	50%	50%	55%	26%	6%	10%
Holiday Visitors	59%	19%	21%	1%	49%	51%	52%	30%	7%	11%

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	54%	22%	8%	4%	6%	7%	0%	6%
Holiday Visitors	60%	22%	7%	3%	4%	3%	0%	8%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	64%	21%	6%	2%	5%	3%	0%	11%
Holiday Visitors	68%	20%	4%	2%	5%	1%	0%	12%

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