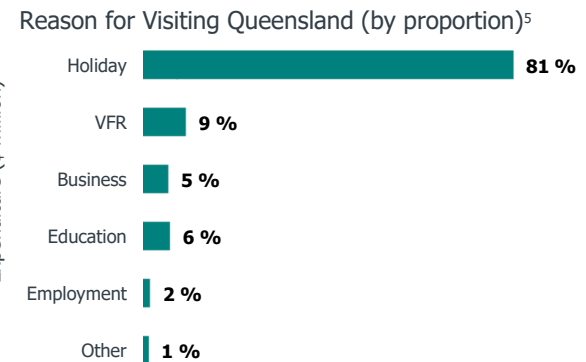
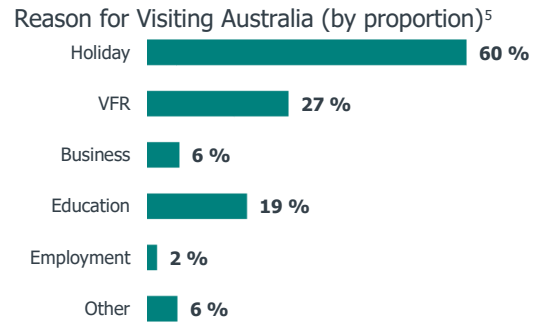
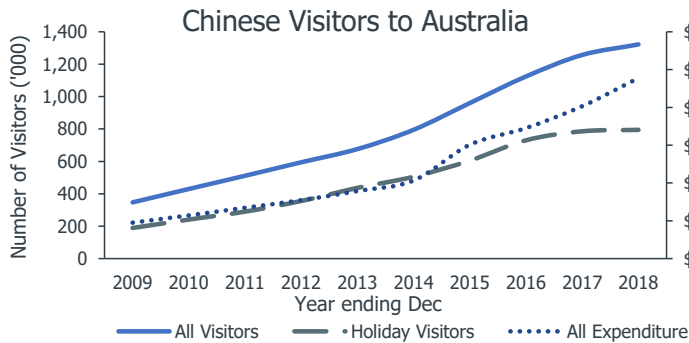


China Market Snapshot

Year ending December 2018

Chinese Visitors						Chinese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,322,000	▲ 5.2%	16%	44.5	▲ 3.0	\$9,550.9	▲ 18.4%	32%	\$7,224.4
Holiday Visitors	795,000	▲ 1.1%	17%	10.5	▲ 0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	502,000	▼ -1.0%	18%	18.1	▲ 3.2	\$1,437.0	▲ 25.4%	24%	\$2,860.3
Holiday Visitors	406,000	▼ -6.1%	22%	5.1	▼ -0.3				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	31%	33%	34%	2%	42%	58%	47%	18%	15%	16%
Holiday Visitors	24%	35%	38%	2%	39%	61%	33%	22%	19%	23%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	23%	36%	39%	2%	42%	58%	33%	22%	19%	23%
Holiday Visitors	19%	34%	44%	3%	41%	59%	26%	24%	21%	27%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	Tour
Total Visitors	46%	17%	7%	7%	12%	9%	1%	27%
Holiday Visitors	61%	18%	5%	4%	7%	5%	0%	42%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	64%	14%	5%	4%	7%	6%	1%	50%
Holiday Visitors	74%	13%	3%	2%	5%	3%	0%	59%

Research Updates
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1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
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

