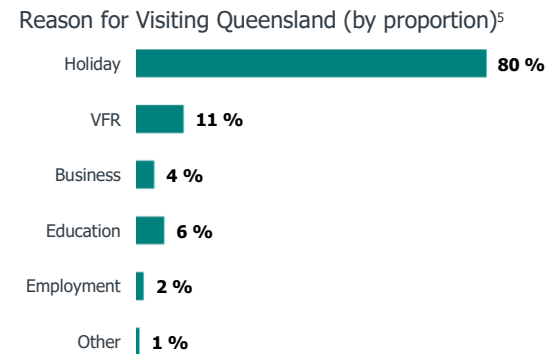
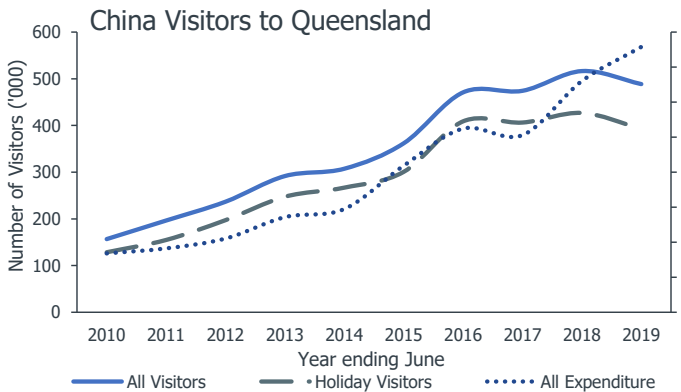
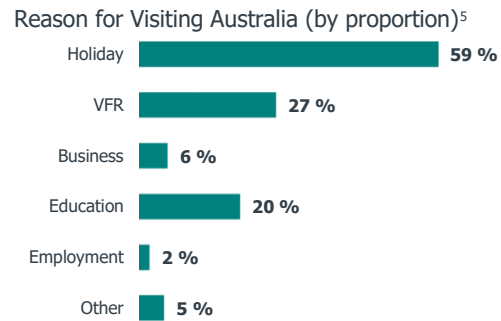


# China Market Snapshot

Year ending June 2019

China Visitors						China Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	1,323,000	▲ 0.8%	15%	43.0	▼ -0.2	\$9,841.7	▲ 9.9%	32%	\$7,437.6
<b>Holiday Visitors</b>	783,000	▼ -2.6%	17%	10.6	▲ 0.1				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	489,000	▼ -5.4%	18%	18.1	▲ 0.7	\$1,515.2	▲ 14.8%	25%	\$3,101.2
<b>Holiday Visitors</b>	393,000	▼ -8.0%	21%	5.6	▲ 0.1				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	31%	34%	33%	2%	43%	57%	48%	20%	14%	15%
<b>Holiday Visitors</b>	23%	37%	37%	3%	42%	58%	33%	24%	20%	21%
<b>To Queensland</b>										
<b>Total Visitors</b>	21%	36%	39%	4%	44%	56%	32%	24%	18%	22%
<b>Holiday Visitors</b>	18%	35%	42%	5%	43%	57%	25%	26%	21%	26%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	44%	16%	8%	8%	13%	10%	1%	25%
<b>Holiday Visitors</b>	61%	17%	6%	4%	7%	5%	0%	39%
<b>To Queensland</b>								
<b>Total Visitors</b>	63%	13%	5%	4%	7%	6%	1%	48%
<b>Holiday Visitors</b>	74%	12%	4%	2%	4%	4%	0%	57%

**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. 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

