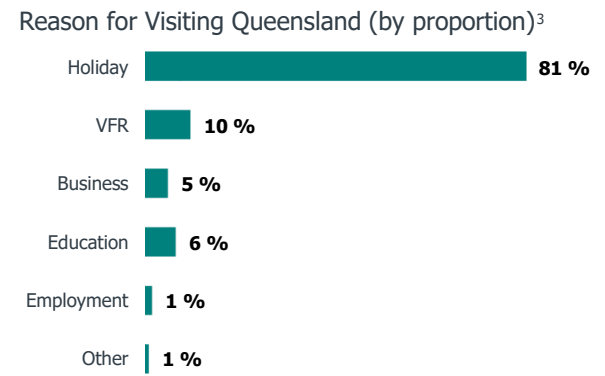
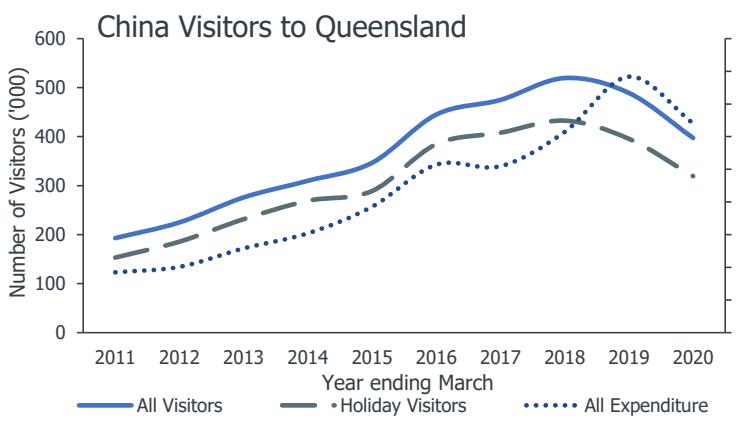
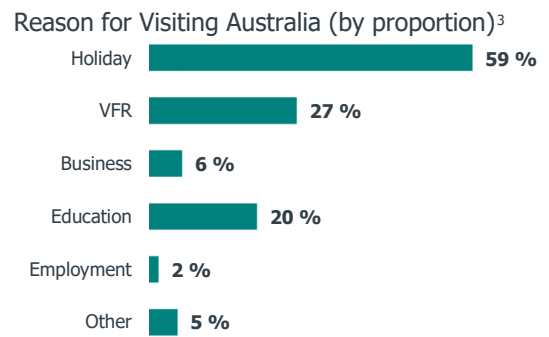


China Market Snapshot

Year ending March 2020

China Visitors						China Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,081,000	▼ -18.7%	13%	44.7	▲ 1.8	\$8,467.7	▼ -13.9%	30%	\$7,832.3
Holiday Visitors	611,000	▼ -22.6%	14%	12.5	▲ 1.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	397,000	▼ -18.8%	15%	20.3	▲ 2.1	\$1,281.8	▼ -18.2%	22%	\$3,226.1
Holiday Visitors	319,000	▼ -19.3%	19%	7.0	▲ 1.0				



Year ending March 2020	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	30%	35%	33%	2%	41%	59%	49%	19%	14%	13%
Holiday Visitors	22%	38%	37%	3%	40%	60%	35%	24%	18%	19%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	19%	33%	43%	5%	42%	58%	35%	26%	16%	19%
Holiday Visitors	15%	32%	47%	5%	41%	59%	28%	27%	18%	22%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	42%	17%	10%	7%	14%	11%	0%	22%
Holiday Visitors	59%	18%	7%	4%	8%	5%	0%	37%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	61%	14%	7%	4%	8%	6%	0%	45%
Holiday Visitors	70%	15%	5%	2%	4%	3%	0%	54%

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. 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