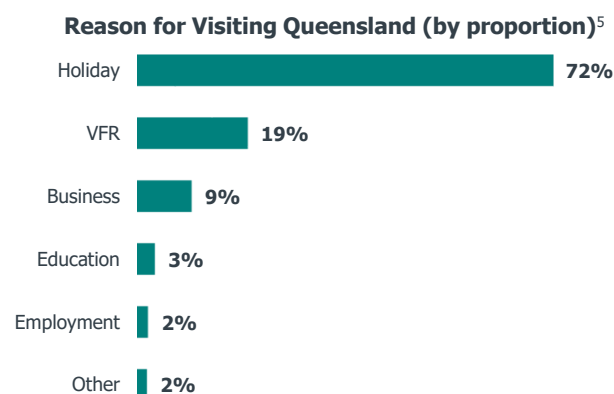
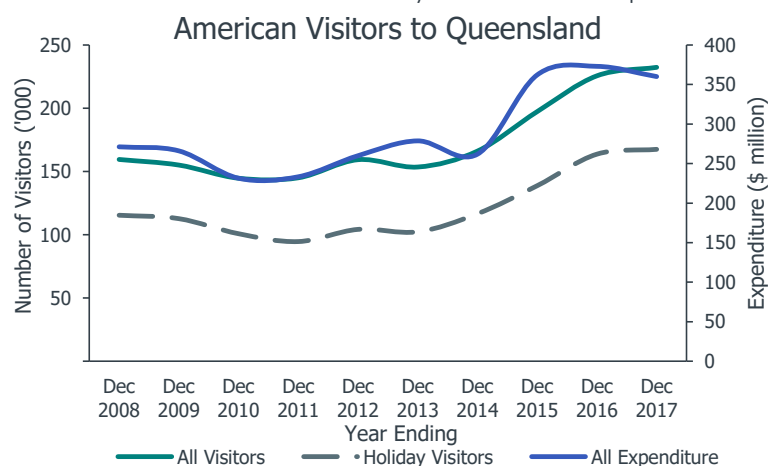
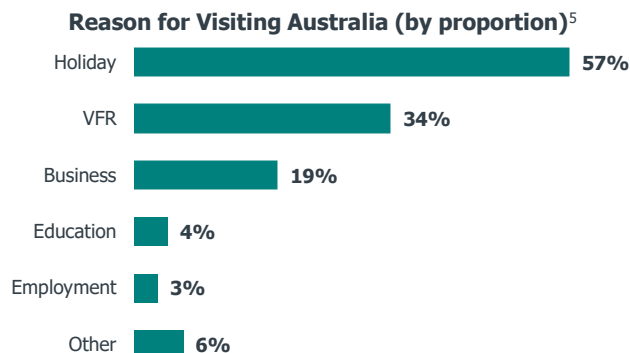


# United States Market Snapshot

Year ending Dec 2017

American Visitors						American 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>	706,000	▲ 8.0%	9%	19.8	▼ -2.8	\$1,860.2	▲ 0.5%	7%	\$2,551.8
<b>Holiday Visitors</b>	403,000	▲ 3.4%	9%	13.5	▼ -1.3				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	232,000	▲ 3.0%	9%	11.4	▼ -1.8	\$360.1	▼ -3.5%	7%	\$1,541.7
<b>Holiday Visitors</b>	168,000	▲ 2.3%	9%	7.4	▼ -1.0				



Year ending Dec 2017	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>	25%	31%	36%	7%	52%	48%	57%	22%	9%	9%
<b>Holiday Visitors</b>	28%	26%	37%	10%	46%	54%	44%	31%	11%	13%
<b>To Queensland</b>										
<b>Total Visitors</b>	28%	25%	37%	10%	47%	53%	47%	25%	11%	13%
<b>Holiday Visitors</b>	29%	22%	38%	12%	44%	56%	38%	30%	14%	16%

Year ending Dec 2017	Number of Previous Visits to Australia						On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	
<b>To Australia</b>							
<b>Total Visitors</b>	53%	17%	8%	5%	9%	8%	13%
<b>Holiday Visitors</b>	66%	15%	7%	3%	5%	3%	18%
<b>To Queensland</b>							
<b>Total Visitors</b>	64%	12%	6%	4%	5%	7%	25%
<b>Holiday Visitors</b>	75%	11%	5%	2%	3%	3%	30%

**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

