

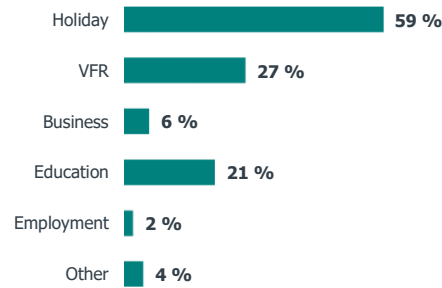
China Market Snapshot

Year ending September 2019

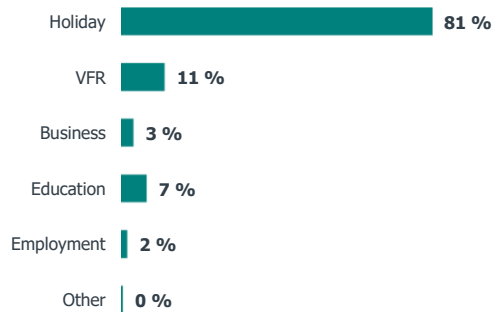
China Visitors						China Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,331,000	▲ 1.2%	15%	43.9	▲ 0.2	\$10,228.0	▲ 9.4%	33%	\$7,681.9
Holiday Visitors	782,000	● -0.5%	17%	11.4	▲ 1.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	496,000	▼ -1.5%	18%	19.0	▲ 1.5	\$1,552.3	▲ 8.3%	26%	\$3,129.9
Holiday Visitors	403,000	▼ -2.2%	22%	6.2	▲ 1.1				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	29%	35%	33%	2%	43%	57%	48%	20%	15%	14%
Holiday Visitors	22%	37%	38%	3%	41%	59%	34%	24%	20%	20%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	20%	34%	41%	5%	45%	55%	33%	25%	17%	21%
Holiday Visitors	17%	34%	44%	5%	44%	56%	26%	26%	20%	24%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	44%	15%	8%	8%	14%	10%	1%	24%
Holiday Visitors	61%	16%	6%	4%	8%	5%	0%	38%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	64%	12%	5%	5%	7%	6%	0%	47%
Holiday Visitors	75%	11%	3%	3%	4%	3%	0%	56%

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

