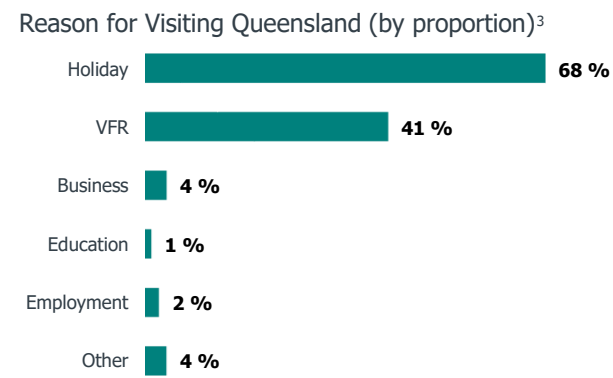
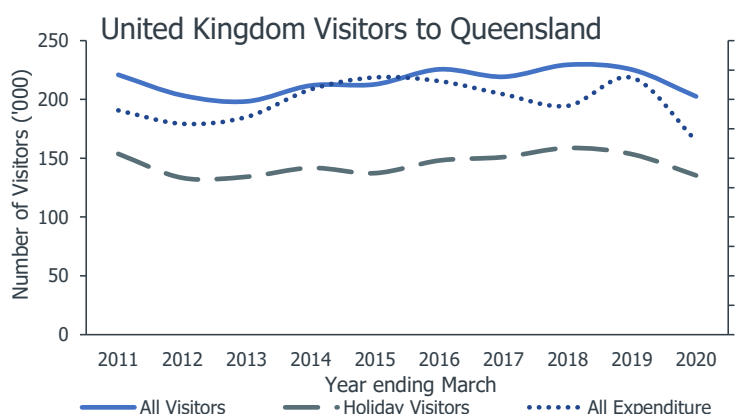
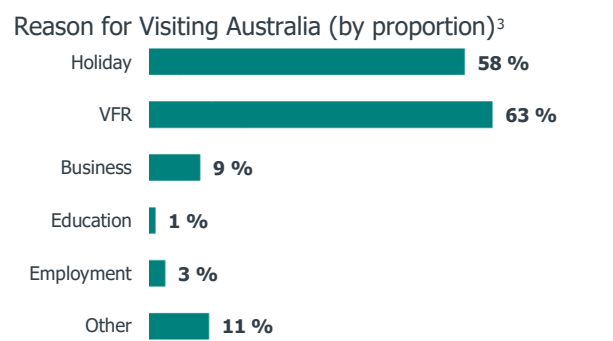
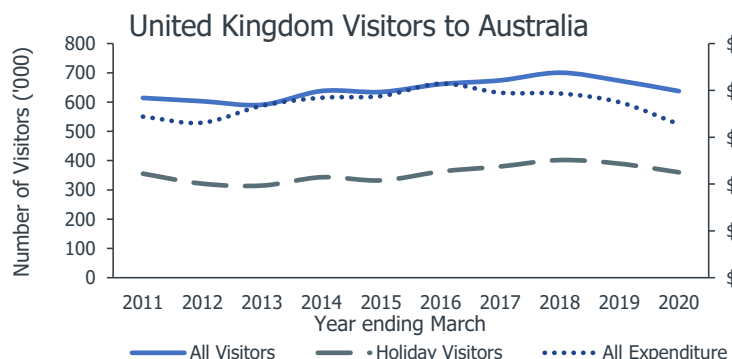


United Kingdom Market Snapshot

Year ending March 2020

To Australia	United Kingdom Visitors					United Kingdom Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	637,000	▼ -5.3%	8%	30.2	▼ -1.6	\$1,638.3	▼ -12.6%	6%	\$2,570.2
Holiday Visitors	360,000	▼ -7.6%	8%	22.4	▼ -1.4				
To Queensland	United Kingdom Visitors					United Kingdom Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	203,000	▼ -10.1%	8%	19.0	▼ -3.9	\$329.9	▼ -24.5%	6%	\$1,628.7
Holiday Visitors	135,000	▼ -11.8%	8%	13.7	▼ -2.4				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	26%	25%	36%	13%	50%	50%	56%	29%	8%	6%
Holiday Visitors	32%	21%	35%	12%	48%	52%	47%	36%	9%	8%
To Queensland										
Total Visitors	34%	20%	33%	13%	48%	52%	49%	33%	9%	8%
Holiday Visitors	41%	16%	32%	11%	47%	53%	42%	38%	9%	10%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	32%	20%	12%	7%	16%	12%	0%	9%
Holiday Visitors	40%	23%	10%	6%	12%	8%	0%	14%
To Queensland								
Total Visitors	41%	20%	10%	7%	14%	8%	0%	14%
Holiday Visitors	48%	23%	9%	5%	11%	5%	0%	18%

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