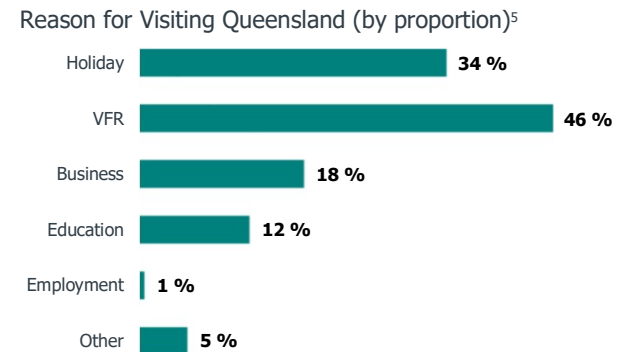
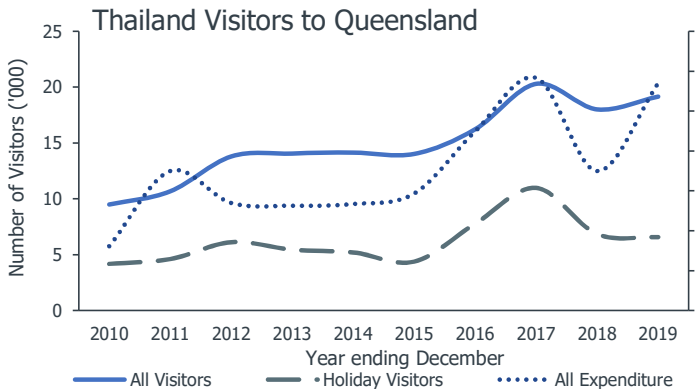
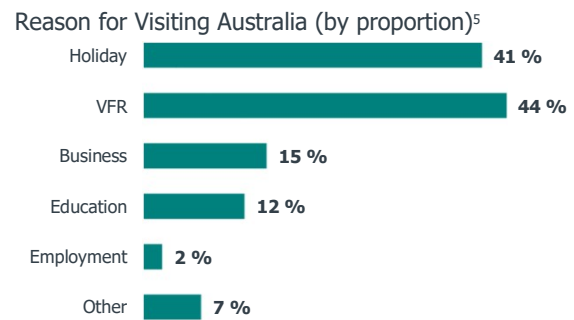


Thailand Market Snapshot

Year ending December 2019

Thailand Visitors						Thailand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	95,000	▲ 2.1%	1%	46.3	▲ 1.7	\$402.7	▲ 14.0%	1%	\$4,261.2
Holiday Visitors	39,000	▲ 1.8%	1%	22.9	▲ 4.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	19,000	▲ 6.3%	1%	36.5	▲ 9.2	\$56.9	▲ 62.8%	1%	\$2,973.1
Holiday Visitors	n/p	n/p	n/p	n/p	n/p				



Year ending December 20:	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	24%	53%	21%	3%	43%	57%	66%	15%	9%	7%
Holiday Visitors	25%	53%	20%	2%	37%	63%	52%	18%	16%	14%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	22%	53%	21%	4%	43%	57%	67%	12%	13%	4%
Holiday Visitors	38%	39%	21%	3%	21%	79%	64%	7%	18%	11%

Year ending December 20:	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	27%	19%	13%	7%	14%	17%	3%	2%
Holiday Visitors	37%	23%	11%	3%	12%	12%	2%	2%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	26%	23%	9%	5%	8%	25%	4%	9%
Holiday Visitors	50%	26%	9%	0%	2%	13%	0%	6%

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

