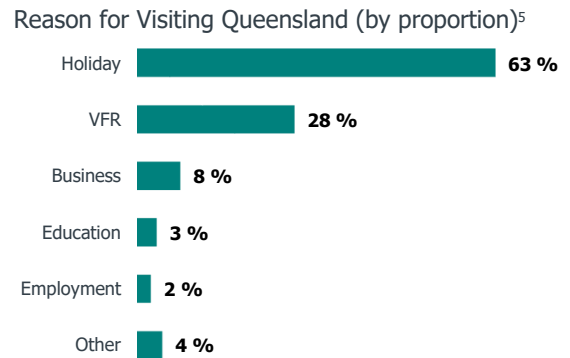
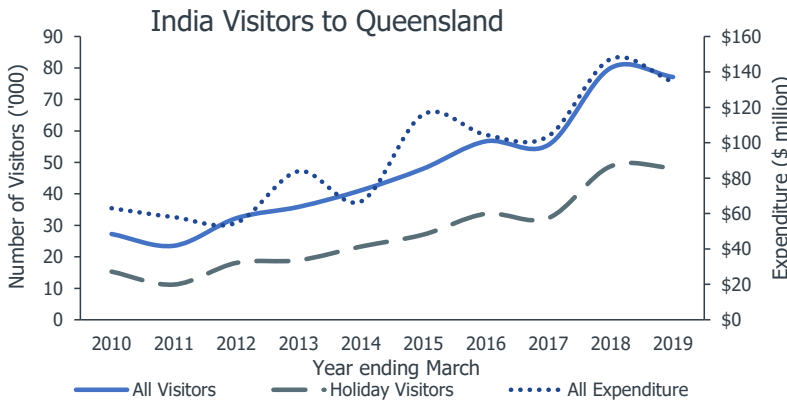
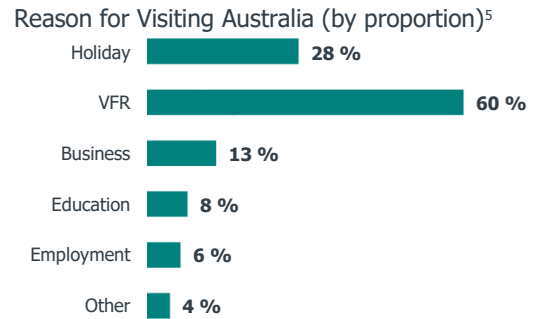


India Market Snapshot

Year ending March 2019

India Visitors						India Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	343,000	▲ 14.6%	4%	61.1	▲ 3.2	\$1,211.9	▲ 12.5%	4%	\$3,536.5
Holiday Visitors	98,000	▼ -4.1%	2%	10.1	▲ 0.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	77,000	▼ -3.6%	3%	29.2	▲ 5.7	\$134.3	▼ -8.8%	2%	\$1,741.8
Holiday Visitors	48,000	▼ -1.0%	3%	5.1	▼ -0.6				



Year ending March 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	20%	30%	47%	3%	51%	49%	53%	29%	12%	3%
Holiday Visitors	22%	32%	43%	2%	47%	53%	29%	40%	21%	8%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	23%	30%	46%	1%	53%	47%	33%	39%	18%	8%
Holiday Visitors	20%	28%	52%	0%	50%	50%	20%	46%	23%	10%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	47%	19%	9%	8%	13%	5%	0%	6%
Holiday Visitors	68%	13%	5%	4%	9%	2%	0%	18%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	67%	13%	5%	4%	9%	2%	0%	23%
Holiday Visitors	75%	11%	3%	6%	4%	2%	0%	33%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

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

