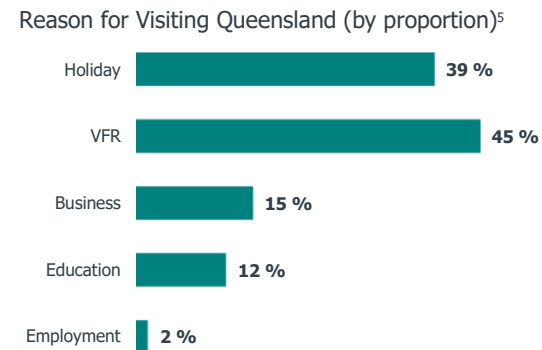
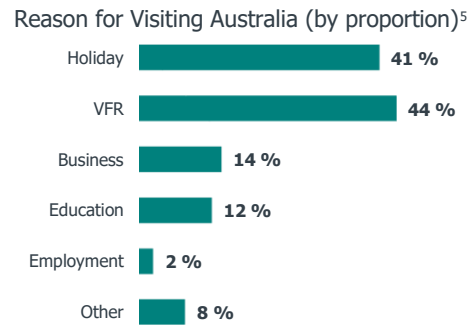
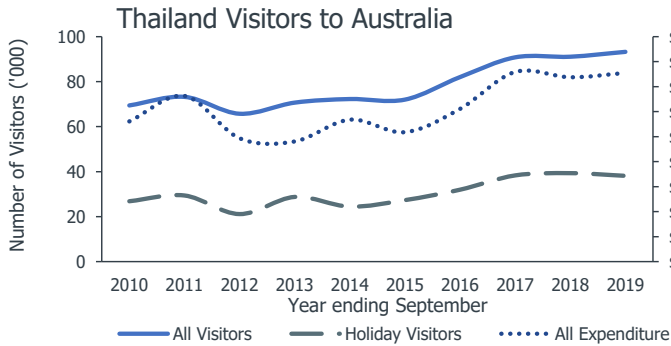


Thailand Market Snapshot



Year ending September 2019

Thailand Visitors						Thailand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	93,000	▲ 2.4%	1%	46.8	▲ 0.0	\$377.4	▲ 2.3%	1%	\$4,047.5
Holiday Visitors	38,000	▼ -3.0%	1%	23.6	▲ 5.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	19,000	▼ -4.5%	1%	34.7	▲ 5.2	\$45.1	▼ -1.2%	1%	\$2,427.5
Holiday Visitors	7,000	▼ -3.7%	0%	16.0	▲ 5.4				



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	24%	52%	21%	4%	41%	59%	68%	12%	12%	5%
Holiday Visitors	27%	50%	18%	5%	37%	63%	57%	11%	23%	8%
To Queensland										
Total Visitors	22%	52%	24%	2%	42%	58%	61%	15%	15%	4%
Holiday Visitors	33%	36%	24%	6%	34%	66%	55%	17%	24%	4%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	30%	16%	13%	5%	15%	17%	2%	3%
Holiday Visitors	43%	19%	11%	3%	13%	11%	0%	5%
To Queensland								
Total Visitors	24%	24%	10%	3%	7%	29%	4%	9%
Holiday Visitors	38%	26%	8%	0%	4%	23%	0%	14%

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

