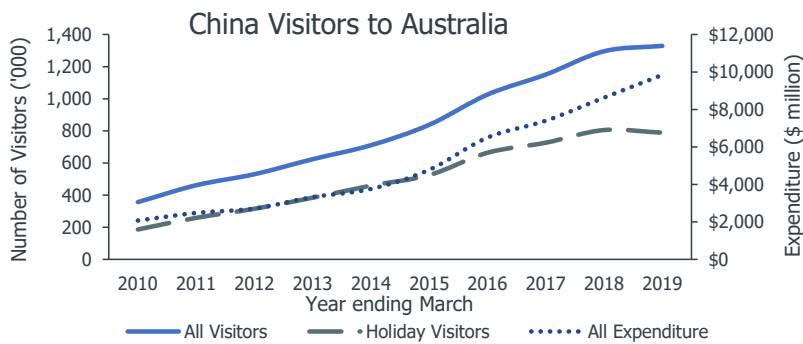


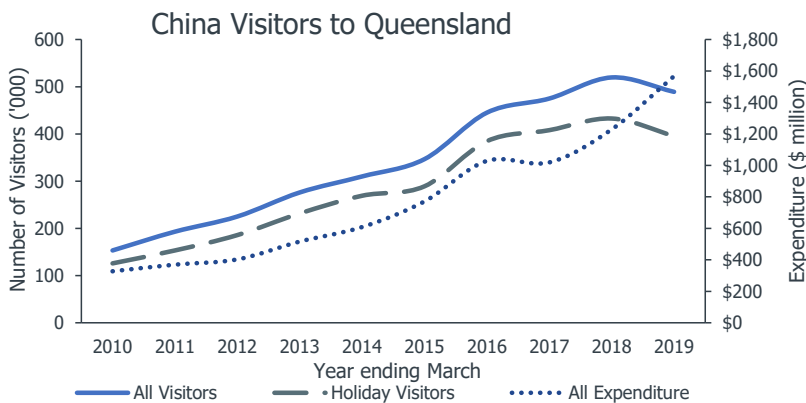
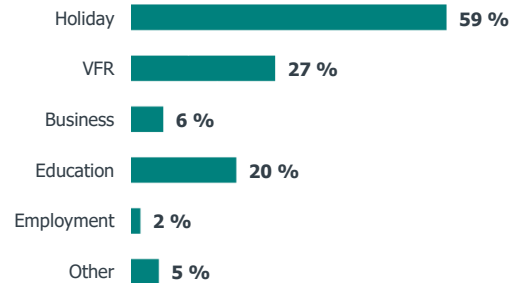
China Market Snapshot

Year ending March 2019

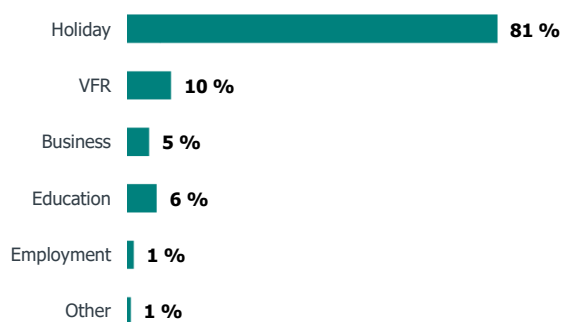
China Visitors						China Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,329,000	▲ 2.6%	16%	42.9	▲ 0.7	\$9,840.0	▲ 14.0%	32%	\$7,403.7
Holiday Visitors	788,000	▼ -2.1%	17%	10.9	▲ 0.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	489,000	▼ -5.9%	18%	18.2	▲ 1.9	\$1,567.2	▲ 27.6%	26%	\$3,204.1
Holiday Visitors	396,000	▼ -8.6%	21%	6.0	▲ 1.0				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



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	32%	34%	32%	2%	43%	57%	48%	18%	14%	16%
Holiday Visitors	25%	37%	36%	3%	41%	59%	34%	22%	19%	22%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	23%	35%	39%	3%	44%	56%	33%	24%	17%	22%
Holiday Visitors	20%	33%	42%	4%	42%	58%	27%	26%	19%	25%

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	45%	17%	8%	8%	13%	9%	0%	25%
Holiday Visitors	61%	18%	6%	4%	7%	5%	0%	40%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	63%	15%	5%	4%	7%	6%	1%	49%
Holiday Visitors	73%	14%	3%	2%	4%	3%	0%	58%

Research Updates
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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

