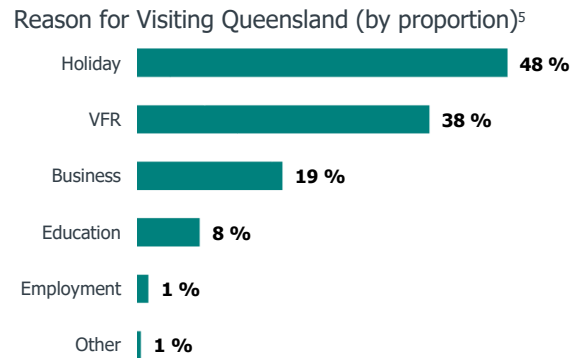
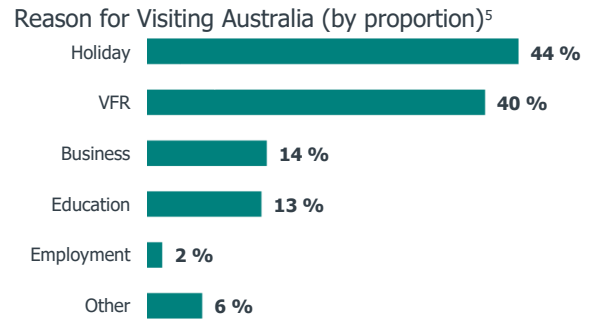


Thailand Market Snapshot

Year ending March 2019

Thailand Visitors						Thailand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	92,000	▲ 1.7%	1%	44.5	▼ -9.5	\$352.1	▼ -10.4%	1%	\$3,811.4
Holiday Visitors	40,000	▲ 3.6%	1%	19.3	▼ -0.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	18,000	▼ -13.2%	1%	27.6	▼ -8.3	\$36.1	▼ -29.9%	1%	\$1,980.1
Holiday Visitors	9,000	▼ -12.2%	0%	9.9	▼ -3.2				



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	25%	52%	18%	5%	40%	60%	64%	9%	15%	7%
Holiday Visitors	25%	54%	15%	6%	38%	62%	52%	12%	23%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	24%	43%	27%	6%	39%	61%	61%	11%	19%	6%
Holiday Visitors	29%	27%	34%	10%	36%	64%	54%	14%	29%	3%

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	31%	16%	11%	6%	14%	18%	3%	6%
Holiday Visitors	40%	23%	11%	6%	7%	13%	1%	10%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	29%	15%	13%	6%	11%	22%	4%	12%
Holiday Visitors	34%	17%	12%	2%	4%	32%	0%	17%

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

