

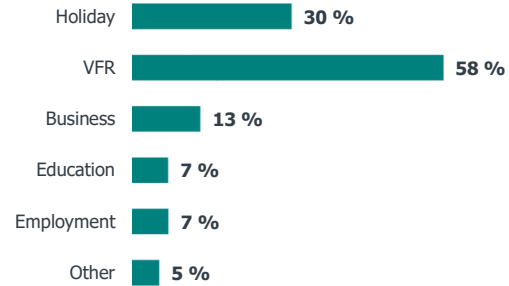
India Market Snapshot

Year ending December 2018

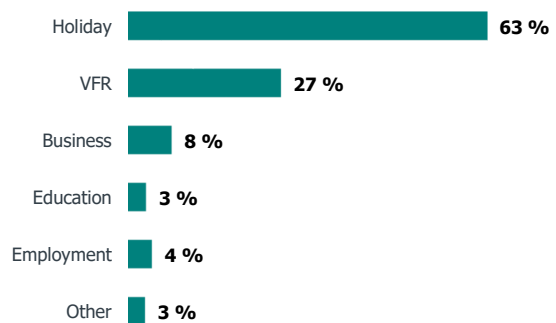
Indian Visitors						Indian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	336,000	▲ 17.9%	4%	60.9	▲ 5.8	\$1,194.1	▲ 24.5%	4%	\$3,555.8
Holiday Visitors	101,000	▲ 5.4%	2%	9.3	▼ -0.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	78,000	▲ 4.6%	3%	27.1	▲ 4.1	\$138.3	▲ 2.1%	2%	\$1,779.4
Holiday Visitors	49,000	▲ 7.3%	3%	5.2	▼ -0.4				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	19%	31%	46%	4%	51%	49%	53%	29%	12%	3%
Holiday Visitors	23%	33%	42%	3%	46%	54%	30%	40%	19%	8%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	22%	31%	45%	2%	51%	49%	33%	39%	16%	7%
Holiday Visitors	22%	29%	47%	2%	47%	53%	22%	46%	20%	9%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	47%	18%	9%	8%	12%	5%	0%	7%
Holiday Visitors	71%	13%	4%	3%	8%	1%	0%	21%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	65%	14%	6%	4%	8%	4%	0%	24%
Holiday Visitors	76%	11%	4%	5%	3%	1%	0%	37%

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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

