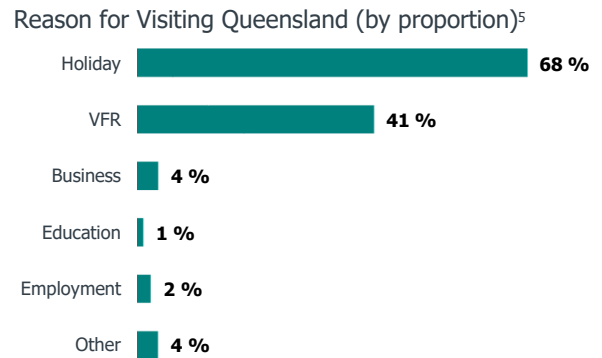
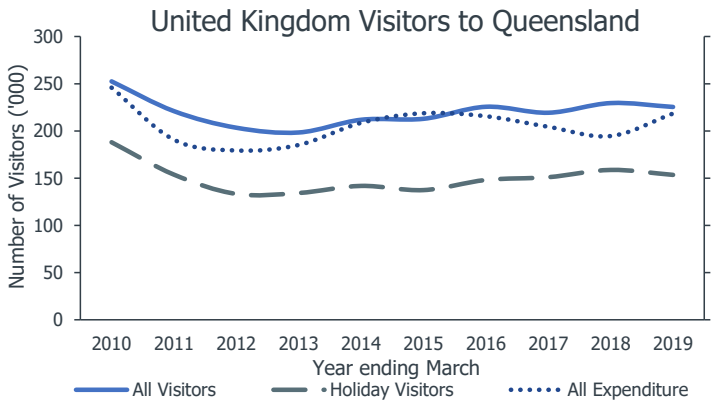
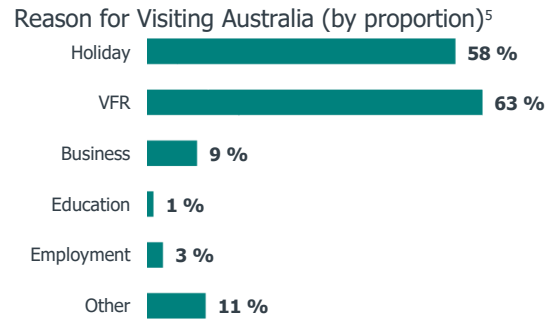
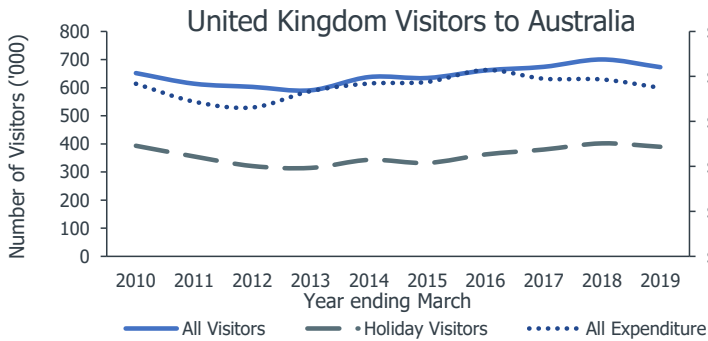


# United Kingdom Market Snapshot

Year ending March 2019

United Kingdom Visitors						United Kingdom Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	673,000	▼ -3.9%	8%	31.8	▼ -0.8	\$1,873.6	▼ -4.7%	6%	\$2,784.0
<b>Holiday Visitors</b>	390,000	▼ -3.0%	8%	23.8	▼ -0.6				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	225,000	▼ -1.8%	8%	22.9	▲ 1.6	\$436.9	▲ 12.3%	7%	\$1,938.5
<b>Holiday Visitors</b>	153,000	▼ -3.3%	8%	16.1	▼ -1.0				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>	25%	26%	37%	12%	50%	50%	55%	29%	8%	6%
<b>Total Visitors</b>	32%	22%	36%	10%	49%	51%	46%	36%	9%	8%
<b>To Queensland</b>	34%	25%	32%	10%	48%	52%	49%	32%	9%	9%
<b>Total Visitors</b>	42%	23%	29%	7%	47%	53%	45%	35%	9%	10%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>	33%	21%	12%	7%	15%	12%	1%	7%
<b>Total Visitors</b>	40%	23%	11%	5%	11%	9%	0%	10%
<b>To Queensland</b>	41%	23%	10%	6%	10%	9%	1%	11%
<b>Total Visitors</b>	48%	25%	10%	5%	7%	6%	1%	14%

**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

