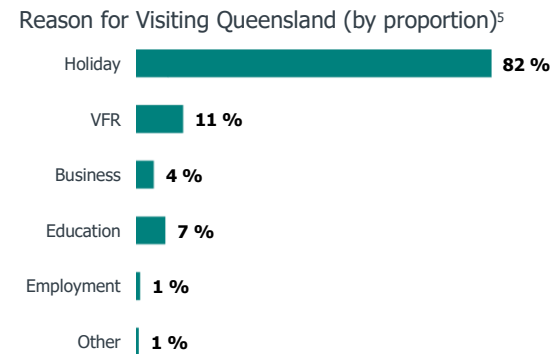
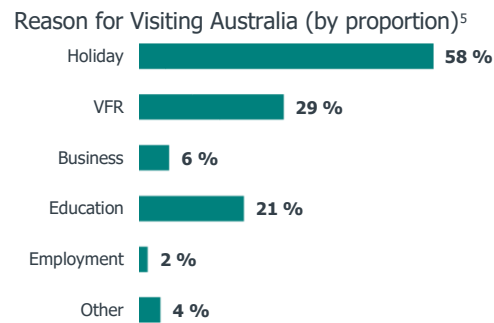


China Market Snapshot

Year ending December 2019

China Visitors						China Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,328,000	0.5%	15%	43.4	-1.0	\$10,337.7	8.2%	33%	\$7,783.3
Holiday Visitors	773,000	-2.8%	16%	11.8	1.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	497,000	-1.1%	18%	19.7	1.6	\$1,611.7	12.2%	26%	\$3,244.7
Holiday Visitors	405,000	-0.3%	22%	6.8	1.7				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	32%	34%	31%	3%	42%	58%	48%	20%	14%	13%
Holiday Visitors	24%	37%	36%	4%	41%	59%	34%	26%	19%	18%
To Queensland										
Total Visitors	21%	33%	41%	5%	44%	56%	33%	28%	17%	18%
Holiday Visitors	18%	32%	44%	6%	43%	57%	27%	29%	19%	21%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	43%	16%	9%	7%	14%	10%	1%	23%
Holiday Visitors	60%	17%	6%	4%	8%	5%	0%	37%
To Queensland								
Total Visitors	63%	14%	6%	4%	7%	6%	0%	46%
Holiday Visitors	72%	14%	5%	2%	4%	3%	0%	54%

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

