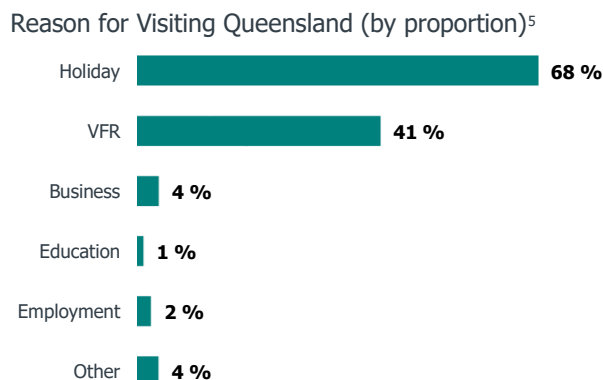
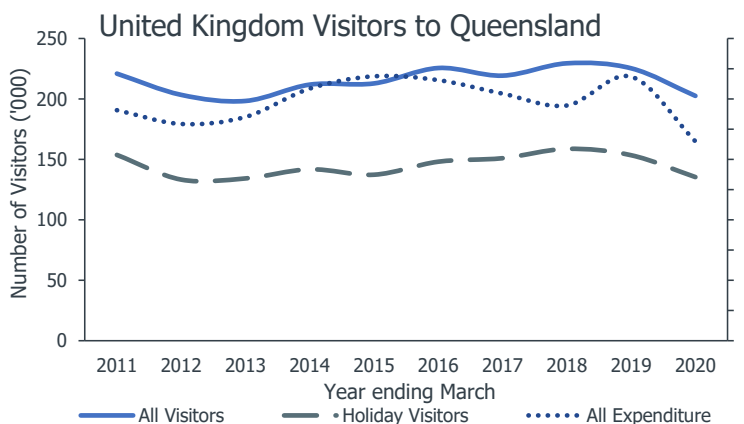
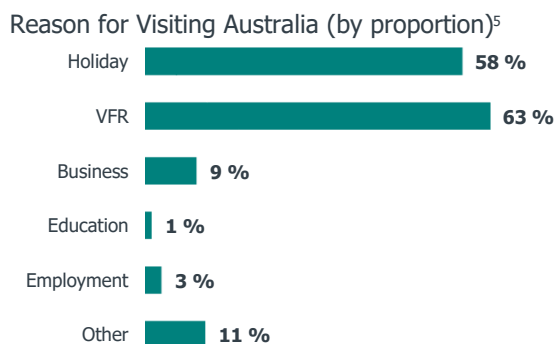
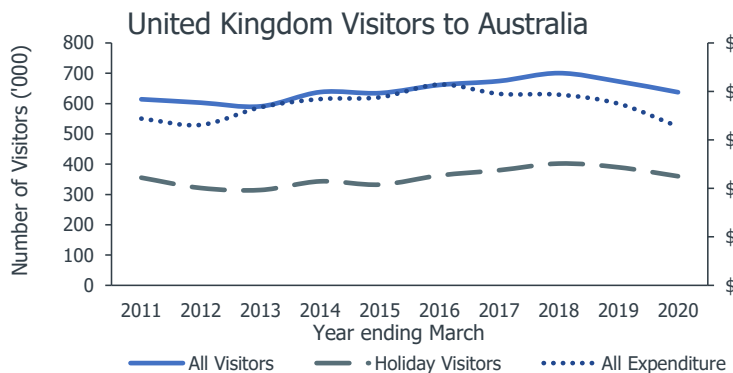


United Kingdom Market Snapshot

Year ending March 2020

United Kingdom Visitors						United Kingdom Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	637,000	▼ -5.3%	8%	30.2	▼ -1.6	\$1,638.3	▼ -12.6%	6%	\$2,570.2
Holiday Visitors	360,000	▼ -7.6%	8%	22.4	▼ -1.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	203,000	▼ -10.1%	8%	19.0	▼ -3.9	\$329.9	▼ -24.5%	6%	\$1,628.7
Holiday Visitors	135,000	▼ -11.8%	8%	13.7	▼ -2.4				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	26%	25%	36%	13%	50%	50%	56%	29%	8%	6%
Holiday Visitors	32%	21%	35%	12%	48%	52%	47%	36%	9%	8%
To Queensland										
Total Visitors	34%	20%	33%	13%	48%	52%	49%	33%	9%	8%
Holiday Visitors	41%	16%	32%	11%	47%	53%	42%	38%	9%	10%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	32%	20%	12%	7%	16%	12%	9%	
Holiday Visitors	40%	23%	10%	6%	12%	8%	14%	
To Queensland								
Total Visitors	41%	20%	10%	7%	14%	8%	14%	
Holiday Visitors	48%	23%	9%	5%	11%	5%	18%	

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

