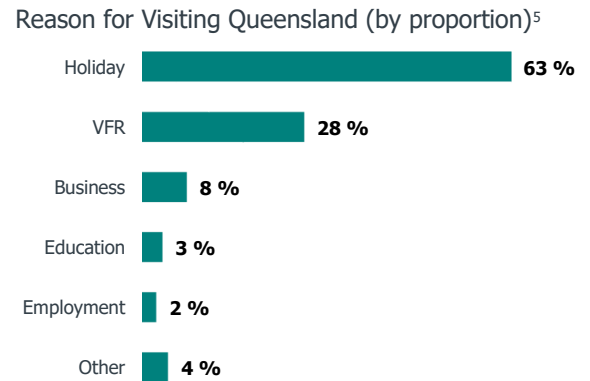
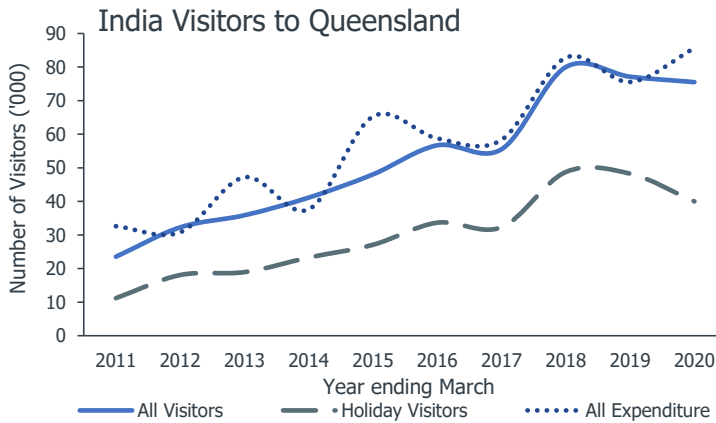
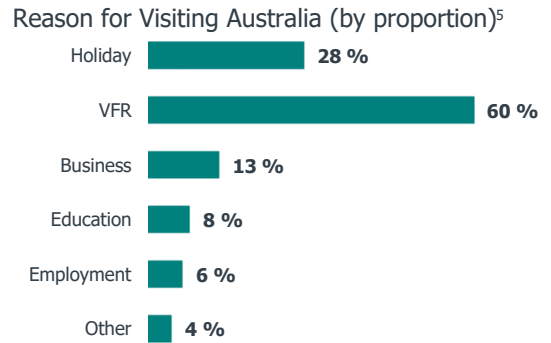


# India Market Snapshot

Year ending March 2020

India Visitors						India 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>	368,000	▲ 7.4%	5%	57.8	▼ -3.3	\$1,253.6	▲ 3.4%	4%	\$3,405.2
<b>Holiday Visitors</b>	101,000	▲ 3.8%	2%	10.4	▲ 0.3				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	76,000	▼ -2.1%	3%	32.3	▲ 3.0	\$152.2	▲ 13.3%	3%	\$2,015.7
<b>Holiday Visitors</b>	40,000	▼ -17.1%	2%	4.6	▼ -0.5				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	20%	29%	47%	5%	52%	48%	57%	25%	12%	3%
<b>Holiday Visitors</b>	22%	34%	37%	7%	53%	47%	40%	30%	20%	6%
<b>To Queensland</b>										
<b>Total Visitors</b>	21%	35%	40%	3%	56%	44%	43%	28%	19%	4%
<b>Holiday Visitors</b>	22%	40%	39%	0%	57%	43%	27%	31%	27%	7%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	44%	21%	12%	7%	12%	5%	6%	
<b>Holiday Visitors</b>	63%	16%	8%	4%	7%	2%	18%	
<b>To Queensland</b>								
<b>Total Visitors</b>	64%	10%	9%	4%	9%	4%	23%	
<b>Holiday Visitors</b>	82%	7%	5%	1%	5%	0%	44%	

**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

