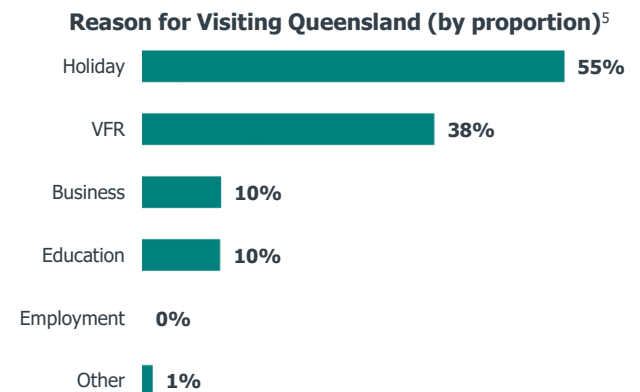
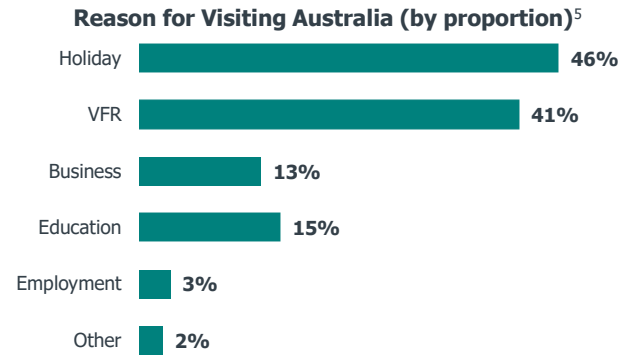


# Thailand Market Snapshot

Year ending Dec 2017

| Thai Visitors           |          |           |       |                   |           | Thai 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>   | 90,000   | ▲ 6.0%    | 1%    | 55.3              | ▲ 3.4     | \$393.0                 | ▲ 17.9%   | 1%    | \$4,359.6  |
| <b>Holiday Visitors</b> | 41,000   | ▲ 18.0%   | 1%    | 21.9              | ▼ -0.8    |                         |           |       |            |
| To Queensland           | Visitors | Year Chg% | Share | ALoS <sup>1</sup> | Year Chg# | \$ million <sup>2</sup> | Year Chg% | Share | \$/Visitor |
| <b>Total Visitors</b>   | 20,000   | ▲ 26.8%   | 1%    | 38.8              | ▼ -3.3    | \$54.5                  | ▲ 18.6%   | 1%    | \$2,741.5  |
| <b>Holiday Visitors</b> | 11,000   | ▲ 43.3%   | 1%    | 16.2              | ▲ 4.0     |                         |           |       |            |



| Year ending Dec 2017    | Age   |       |       |     | Gender |     | Traveling with... |        |        |         |
|-------------------------|-------|-------|-------|-----|--------|-----|-------------------|--------|--------|---------|
| To Australia            | 15-29 | 30-49 | 50-69 | 70+ | M      | F   | Solo              | Couple | Family | Friends |
| <b>Total Visitors</b>   | 26%   | 50%   | 23%   | 1%  | 43%    | 57% | 63%               | 12%    | 10%    | 10%     |
| <b>Holiday Visitors</b> | 26%   | 54%   | 20%   | 0%  | 41%    | 59% | 52%               | 14%    | 16%    | 14%     |
| To Queensland           | 15-29 | 30-49 | 50-69 | 70+ | M      | F   | Solo              | Couple | Family | Friends |
| <b>Total Visitors</b>   | 29%   | 58%   | 8%    | 5%  | 41%    | 59% | 66%               | 12%    | 10%    | 6%      |
| <b>Holiday Visitors</b> | 27%   | 67%   | 6%    | 0%  | 39%    | 61% | 56%               | 17%    | 15%    | 6%      |

| Year ending Dec 2017    | Number of Previous Visits to Australia |     |     |    |       |        | On Pkg Tour |
|-------------------------|--|-----|-----|----|-------|--------|-------------|
| To Australia            | 0 (First)                              | 1   | 2   | 3  | 4 - 7 | 8 - 20 | 21+         |
| <b>Total Visitors</b>   | 33%                                    | 18% | 11% | 5% | 14%   | 17%    | 4%          |
| <b>Holiday Visitors</b> | 44%                                    | 19% | 9%  | 5% | 8%    | 14%    | 7%          |
| To Queensland           | 0 (First)                              | 1   | 2   | 3  | 4 - 7 | 8 - 20 | 21+         |
| <b>Total Visitors</b>   | 32%                                    | 29% | 4%  | 3% | 14%   | 19%    | 6%          |
| <b>Holiday Visitors</b> | 43%                                    | 37% | 2%  | 1% | 7%    | 10%    | 10%         |

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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

