

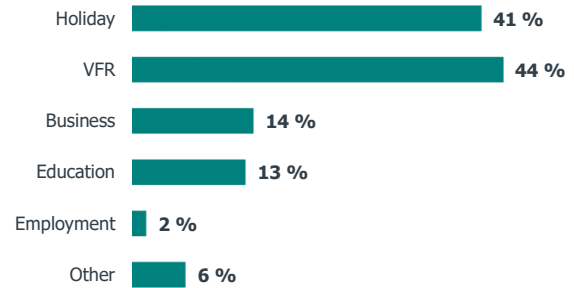
Thailand Market Snapshot

Year ending December 2018

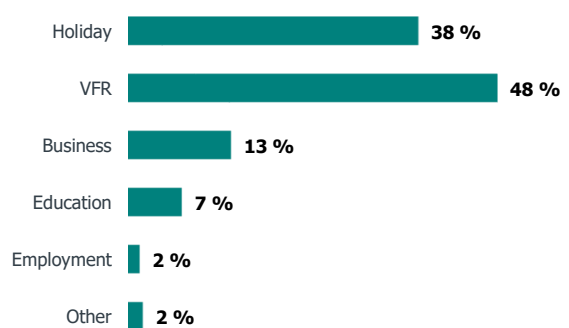
Thai Visitors						Thai Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	93,000	▲ 1.8%	1%	44.6	▼ -10.7	\$353.3	▼ -10.9%	1%	\$3,818.4
Holiday Visitors	38,000	▼ -7.1%	1%	18.3	▼ -3.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	18,000	▼ -11.2%	1%	27.3	▼ -12.3	\$35.0	▼ -40.1%	1%	\$1,941.0
Holiday Visitors	7,000	▼ -37.6%	0%	8.9	▼ -7.0				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	25%	50%	19%	5%	41%	59%	63%	10%	13%	7%
Holiday Visitors	27%	53%	15%	6%	39%	61%	52%	14%	20%	12%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	21%	46%	27%	6%	40%	60%	63%	13%	15%	7%
Holiday Visitors	29%	38%	24%	10%	41%	59%	53%	13%	27%	7%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	28%	18%	11%	6%	15%	19%	3%	6%
Holiday Visitors	36%	26%	11%	7%	10%	10%	1%	10%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	21%	16%	13%	6%	15%	25%	5%	10%
Holiday Visitors	27%	23%	10%	3%	5%	29%	4%	17%

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

