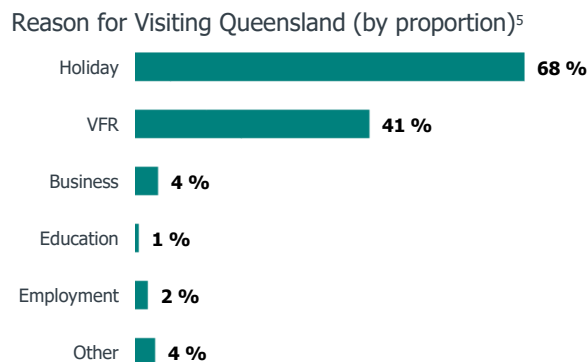
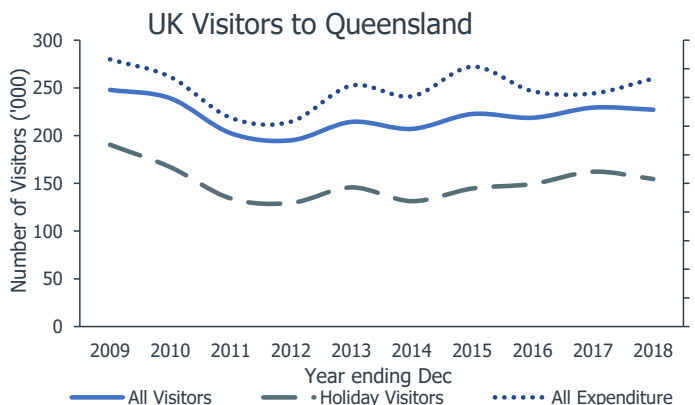
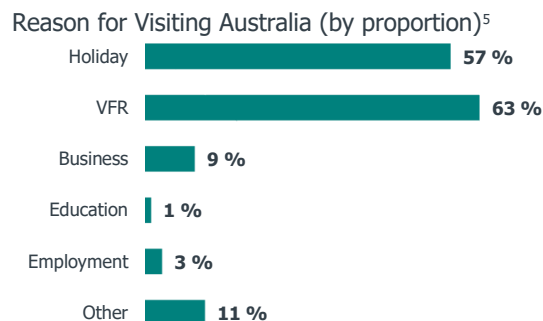
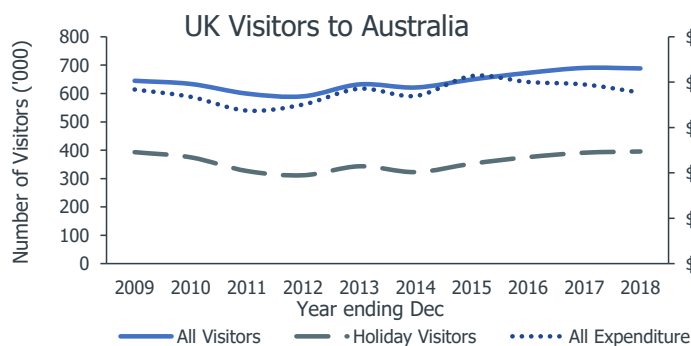


United Kingdom Market Snapshot



Year ending December 2018

UK Visitors						UK Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	688,000	-0.3%	8%	31.5	-2.4	\$1,885.3	-4.5%	6%	\$2,738.6
Holiday Visitors	395,000	1.1%	9%	23.0	-4.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	227,000	-0.9%	8%	22.7	0.4	\$433.0	6.4%	7%	\$1,905.6
Holiday Visitors	155,000	-4.7%	8%	15.7	-1.5				



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	26%	26%	36%	12%	51%	49%	56%	28%	8%	6%
Holiday Visitors	32%	21%	36%	10%	49%	51%	47%	35%	9%	8%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	35%	23%	33%	9%	49%	51%	51%	32%	10%	8%
Holiday Visitors	43%	20%	31%	6%	47%	53%	46%	36%	10%	9%

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	33%	20%	11%	7%	15%	13%	0%	7%
Holiday Visitors	40%	23%	11%	6%	12%	8%	0%	10%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	41%	22%	9%	6%	11%	10%	1%	10%
Holiday Visitors	48%	24%	9%	6%	8%	6%	1%	13%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

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

