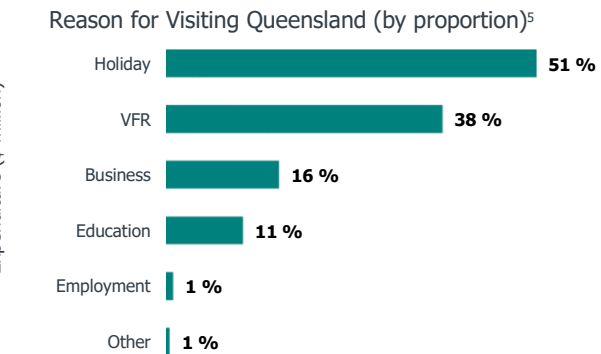
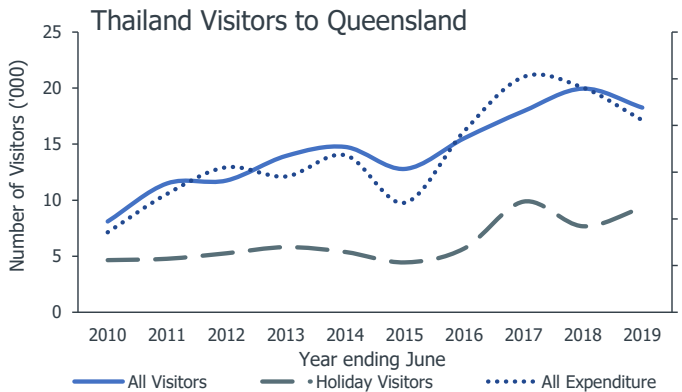
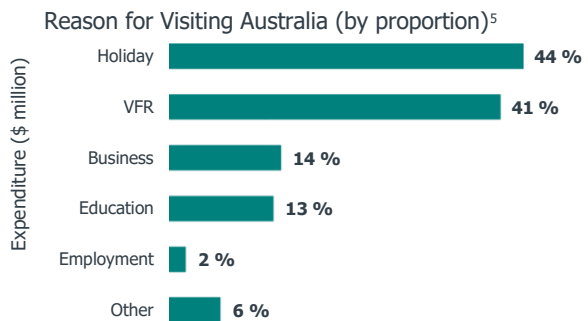


Thailand Market Snapshot



Year ending June 2019

Thailand Visitors						Thailand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	91,000	▼ -1.6%	1%	48.8	▲ 2.2	\$379.4	▲ 6.8%	1%	\$4,180.6
Holiday Visitors	40,000	▲ 0.7%	1%	25.6	▲ 8.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	18,000	▼ -8.5%	1%	31.6	▼ -0.5	\$41.1	▼ -14.5%	1%	\$2,251.8
Holiday Visitors	9,000	▲ 21.6%	1%	14.9	▲ 4.7				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	24%	54%	18%	5%	40%	60%	66%	8%	15%	6%
Holiday Visitors	26%	53%	16%	5%	38%	62%	56%	9%	24%	10%
To Queensland										
Total Visitors	23%	47%	25%	5%	35%	65%	61%	10%	21%	4%
Holiday Visitors	33%	33%	24%	10%	27%	73%	54%	14%	28%	3%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	31%	17%	11%	6%	14%	17%	4%	
Holiday Visitors	43%	21%	9%	5%	10%	11%	5%	
To Queensland								
Total Visitors	25%	22%	12%	6%	8%	23%	11%	
Holiday Visitors	35%	24%	11%	2%	3%	25%	10%	

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

