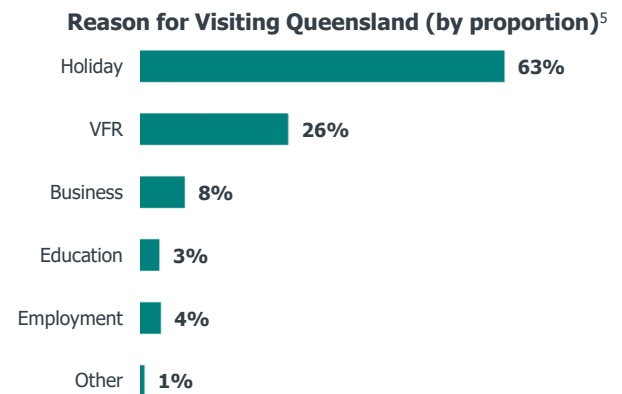
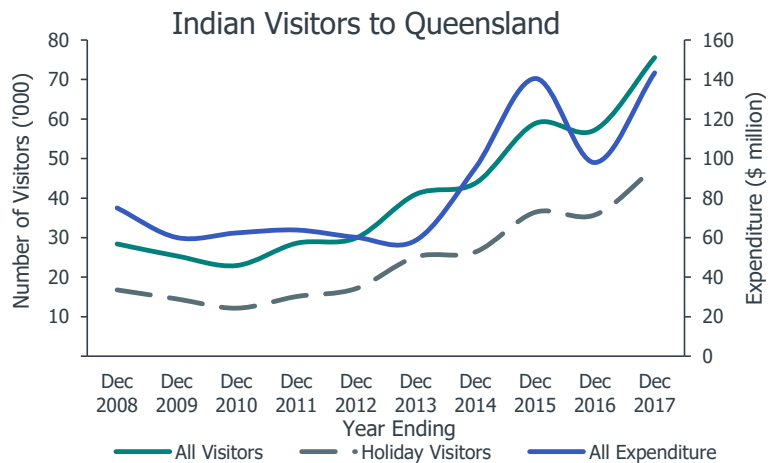
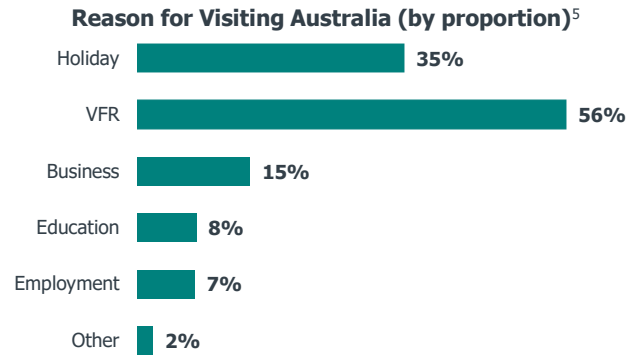


# India Market Snapshot

Year ending Dec 2017

Indian Visitors						Indian 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>	281,000	▲ 16.7%	4%	55.8	▼ -4.9	\$1,011.3	▲ 16.5%	4%	\$3,573.7
<b>Holiday Visitors</b>	98,000	▲ 23.0%	2%	9.6	▼ -1.5				
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	▲ 32.0%	3%	22.8	▼ -7.2	\$143.4	▲ 46.4%	3%	\$1,891.9
<b>Holiday Visitors</b>	48,000	▲ 33.6%	3%	5.6	▼ -0.2				



Year ending Dec 2017	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>	22%	30%	45%	4%	52%	48%	53%	27%	12%	4%
<b>Holiday Visitors</b>	22%	25%	49%	4%	47%	53%	33%	38%	19%	7%
<b>To Queensland</b>										
<b>Total Visitors</b>	20%	25%	50%	5%	52%	48%	31%	41%	17%	9%
<b>Holiday Visitors</b>	21%	20%	55%	4%	47%	53%	19%	50%	22%	10%

Year ending Dec 2017	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>	51%	17%	10%	7%	8%	5%	11%	
<b>Holiday Visitors</b>	68%	14%	7%	3%	5%	3%	26%	
<b>To Queensland</b>								
<b>Total Visitors</b>	67%	13%	7%	4%	4%	6%	35%	
<b>Holiday Visitors</b>	82%	12%	2%	1%	2%	2%	50%	

**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

