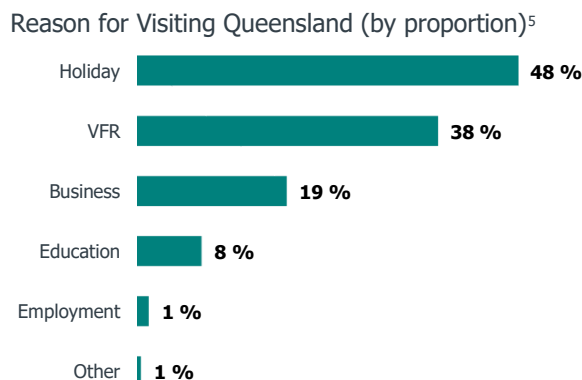
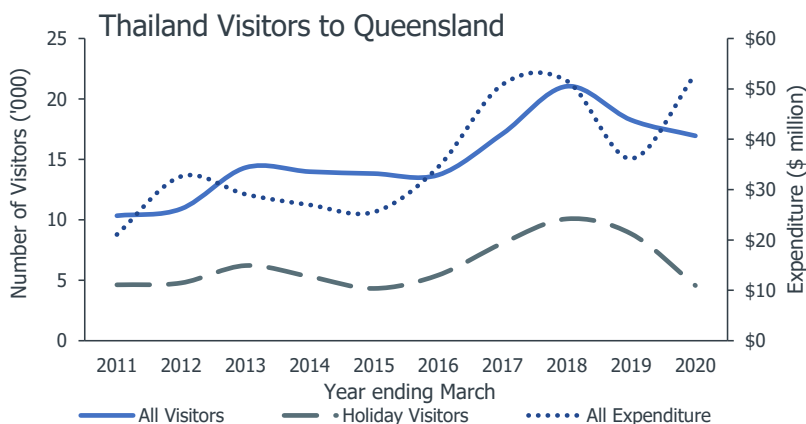
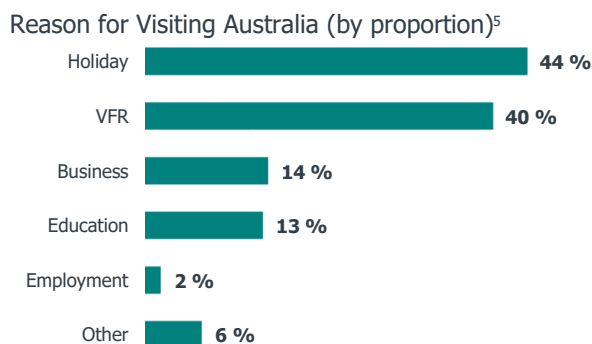
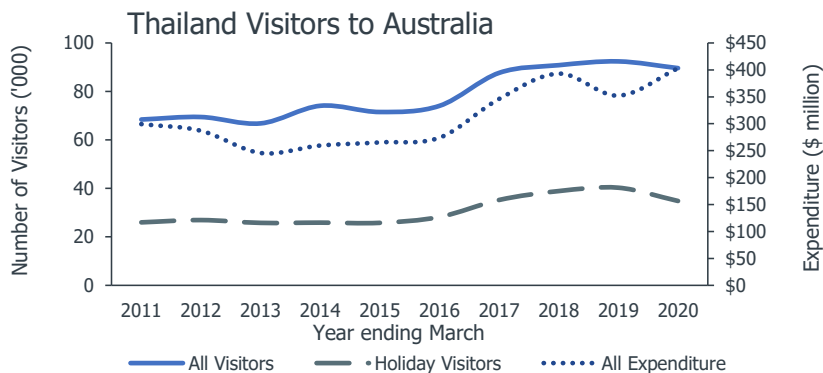


Thailand Market Snapshot

Year ending March 2020

Thailand Visitors						Thailand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	90,000	▼ -3.0%	1%	44.6	▲ 0.1	\$402.9	▲ 14.4%	1%	\$4,495.6
Holiday Visitors	35,000	▼ -13.6%	1%	20.4	▲ 1.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	17,000	▼ -7.2%	1%	39.1	▲ 11.5	\$52.9	▲ 46.4%	1%	\$3,122.3
Holiday Visitors	5,000	▼ -48.4%	0%	22.7	▲ 12.8				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	25%	51%	21%	3%	43%	57%	63%	16%	10%	7%
Holiday Visitors	26%	53%	19%	2%	37%	63%	48%	21%	15%	15%
To Queensland										
Total Visitors	21%	61%	15%	3%	40%	60%	62%	15%	12%	6%
Holiday Visitors	37%	63%	0%	0%	15%	85%	58%	12%	9%	21%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	26%	19%	14%	8%	13%	17%	3%	
Holiday Visitors	34%	25%	10%	3%	14%	10%	3%	
To Queensland								
Total Visitors	25%	24%	7%	8%	10%	24%	7%	
Holiday Visitors	52%	32%	0%	0%	12%	4%	0%	

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

