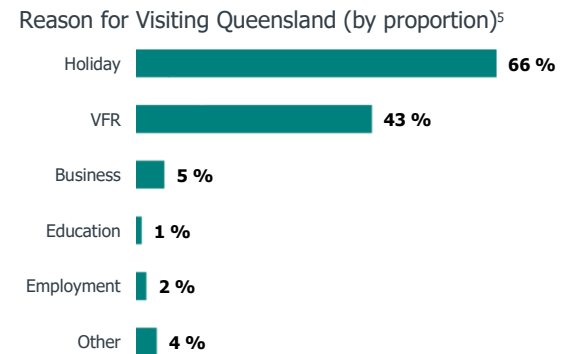
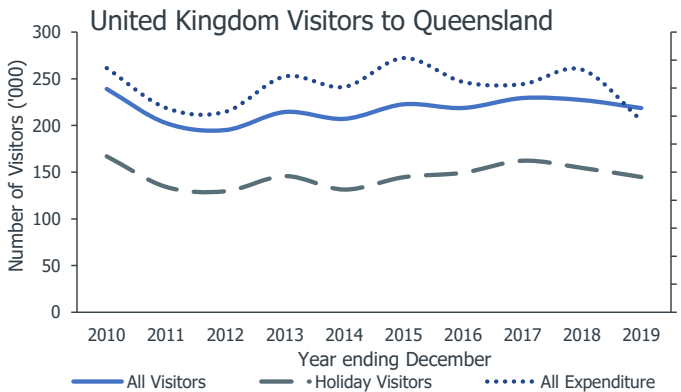
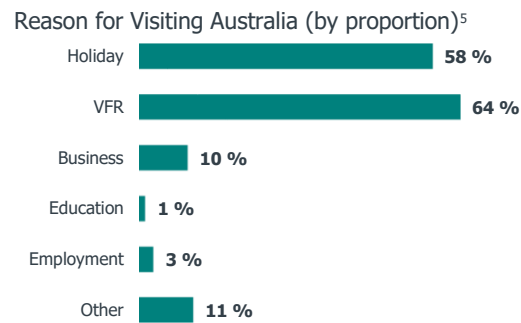
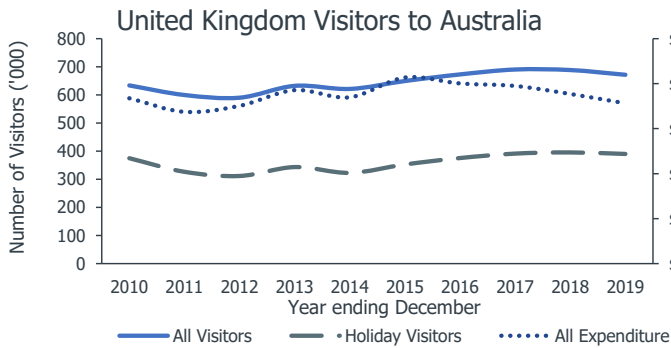


# United Kingdom Market Snapshot



Year ending December 2019

United Kingdom Visitors						United Kingdom 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>	672,000	▼ -2.5%	8%	30.4	▼ -1.1	\$1,781.5	▼ -5.5%	6%	\$2,652.9
<b>Holiday Visitors</b>	390,000	▼ -1.4%	8%	22.4	▼ -0.5				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	219,000	▼ -3.8%	8%	19.0	▼ -3.7	\$342.6	▼ -20.9%	6%	\$1,567.4
<b>Holiday Visitors</b>	145,000	▼ -6.3%	8%	14.5	▼ -1.2				



Year ending December 201	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>	26%	25%	36%	13%	50%	50%	55%	29%	8%	6%
<b>Holiday Visitors</b>	31%	22%	36%	11%	48%	52%	46%	37%	9%	7%
<b>To Queensland</b>										
<b>Total Visitors</b>	33%	23%	32%	12%	48%	52%	48%	33%	9%	9%
<b>Holiday Visitors</b>	39%	21%	30%	10%	45%	55%	42%	37%	10%	11%

Year ending December 201	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>	32%	21%	12%	7%	16%	12%	1%	9%
<b>Holiday Visitors</b>	39%	23%	11%	5%	12%	9%	0%	13%
<b>To Queensland</b>								
<b>Total Visitors</b>	41%	21%	10%	6%	12%	9%	1%	13%
<b>Holiday Visitors</b>	48%	24%	10%	4%	9%	5%	0%	16%

**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

