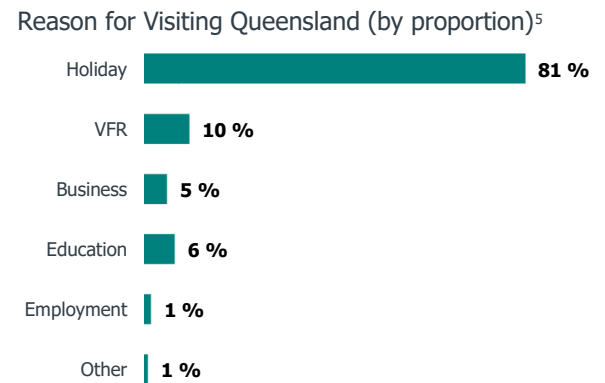
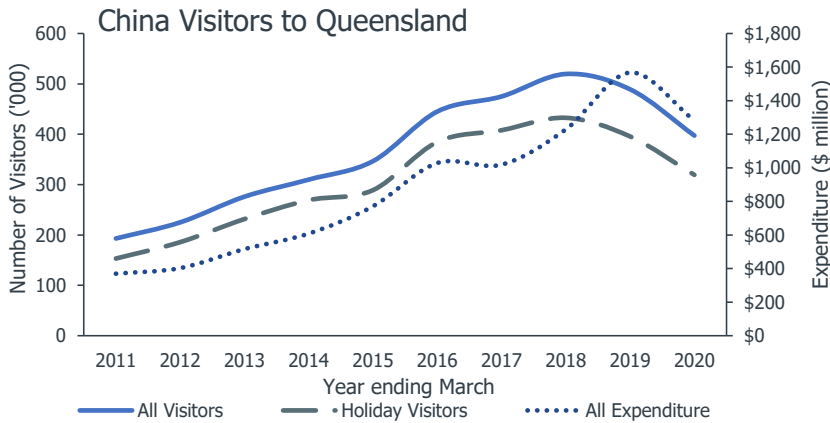
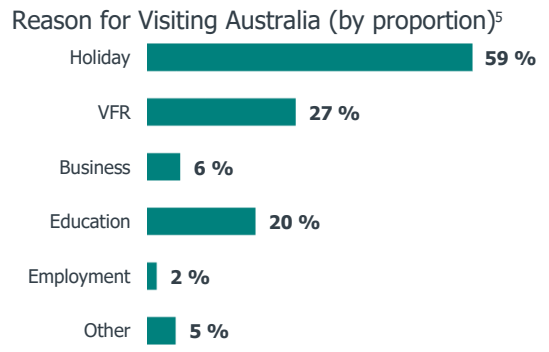


China Market Snapshot

Year ending March 2020

China Visitors						China Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,081,000	▼ -18.7%	13%	44.7	▲ 1.8	\$8,467.7	▼ -13.9%	30%	\$7,832.3
Holiday Visitors	611,000	▼ -22.6%	14%	12.5	▲ 1.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	397,000	▼ -18.8%	15%	20.3	▲ 2.1	\$1,281.8	▼ -18.2%	22%	\$3,226.1
Holiday Visitors	319,000	▼ -19.3%	19%	7.0	▲ 1.0				



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	30%	35%	33%	2%	41%	59%	49%	19%	14%	13%
Holiday Visitors	22%	38%	37%	3%	40%	60%	35%	24%	18%	19%
To Queensland										
Total Visitors	19%	33%	43%	5%	42%	58%	35%	26%	16%	19%
Holiday Visitors	15%	32%	47%	5%	41%	59%	28%	27%	18%	22%

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	42%	17%	10%	7%	14%	11%	22%	
Holiday Visitors	59%	18%	7%	4%	8%	5%	37%	
To Queensland								
Total Visitors	61%	14%	7%	4%	8%	6%	45%	
Holiday Visitors	70%	15%	5%	2%	4%	3%	54%	

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

