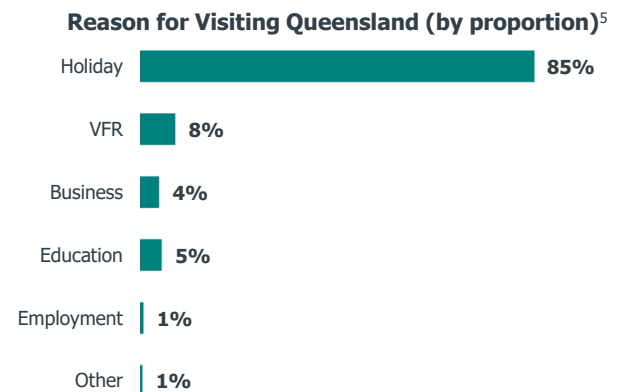
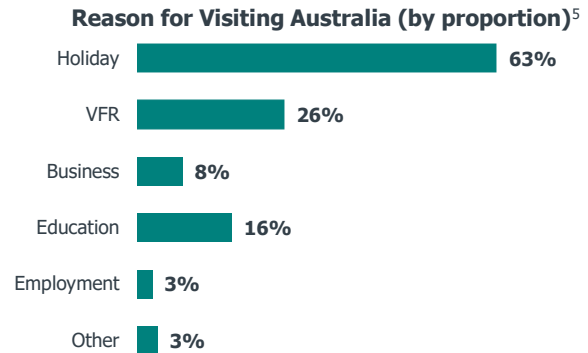
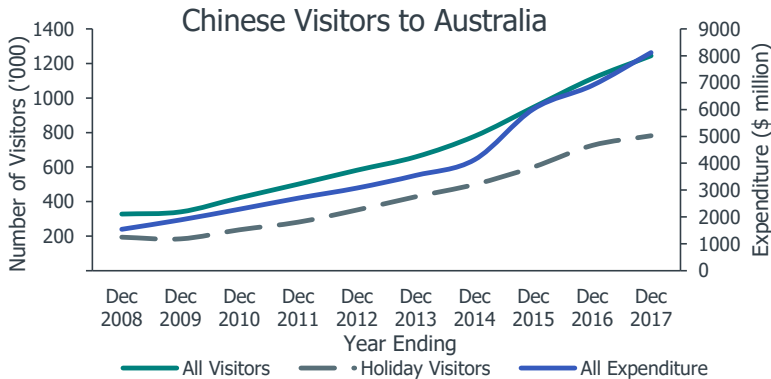


China Market Snapshot

Year ending Dec 2017

Chinese Visitors						Chinese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,245,000	▲ 11.8%	16%	42.1	▲ 0.9	\$8,118.5	▲ 17.7%	29%	\$6,489.1
Holiday Visitors	781,000	▲ 7.7%	18%	10.1	▲ 1.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	503,000	▲ 3.8%	19%	15.0	▲ 1.1	\$1,141.7	▲ 11.7%	21%	\$2,270.8
Holiday Visitors	430,000	▲ 2.6%	23%	5.4	▲ 1.1				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	30%	34%	33%	3%	43%	57%	42%	18%	14%	22%
Holiday Visitors	24%	34%	36%	5%	42%	58%	28%	21%	18%	30%
To Queensland										
Total Visitors	23%	33%	38%	6%	41%	59%	26%	19%	17%	35%
Holiday Visitors	21%	33%	39%	6%	41%	59%	20%	20%	18%	39%

Year ending Dec 2017	Number of Previous Visits to Australia						On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	
To Australia							
Total Visitors	52%	16%	8%	6%	10%	7%	30%
Holiday Visitors	67%	15%	5%	3%	6%	3%	45%
To Queensland							
Total Visitors	72%	11%	4%	3%	6%	3%	54%
Holiday Visitors	78%	10%	2%	3%	5%	2%	61%

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

