

India Market Snapshot

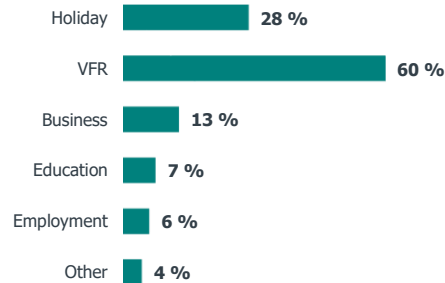


Year ending September 2019

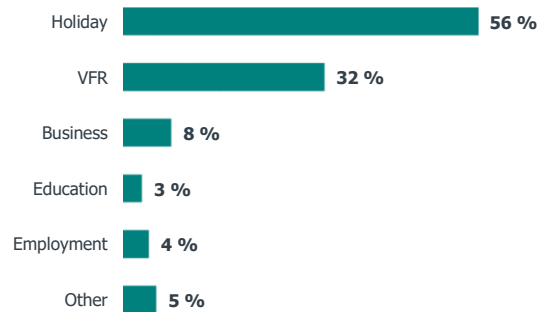
India Visitors						India Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	364,000	▲ 12.2%	4%	61.1	▲ 3.4	\$1,265.7	▲ 10.1%	4%	\$3,477.2
Holiday Visitors	104,000	▲ 1.1%	2%	11.7	▲ 3.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	82,000	▲ 8.7%	3%	31.8	▲ 4.7	\$140.5	▼ -0.9%	2%	\$1,715.5
Holiday Visitors	46,000	▲ 2.3%	2%	4.6	▼ -0.8				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	20%	28%	49%	4%	51%	49%	54%	28%	13%	3%
Holiday Visitors	22%	29%	45%	4%	46%	54%	32%	37%	22%	7%
To Queensland										
Total Visitors	22%	30%	46%	3%	51%	49%	37%	33%	22%	6%
Holiday Visitors	22%	25%	53%	0%	49%	51%	19%	40%	29%	10%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	45%	19%	10%	7%	13%	5%	0%	7%
Holiday Visitors	67%	13%	7%	3%	9%	1%	0%	20%
To Queensland								
Total Visitors	68%	11%	5%	3%	9%	4%	0%	24%
Holiday Visitors	77%	11%	4%	1%	7%	1%	0%	41%

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

TRA Forecast for Visitors to Australia from India

